

**RADIO  
ANNUAL  
TELEVISION  
YEAR  
BOOK**

**1959**

**TROPIC ISLES**

**CALYPSO**



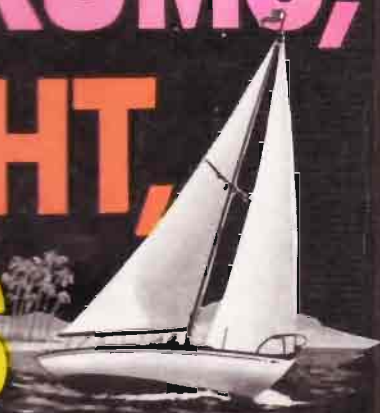
**FURIOUS FISTS**

**BOLD**

**BONGO DRUMS,**

**MOONLIGHT,**

**RECKLESS**



**ADVENTURE!**

.....AND IN CALYPSO-LINGO, THIS ALL MEANS

*Cucky!* \*

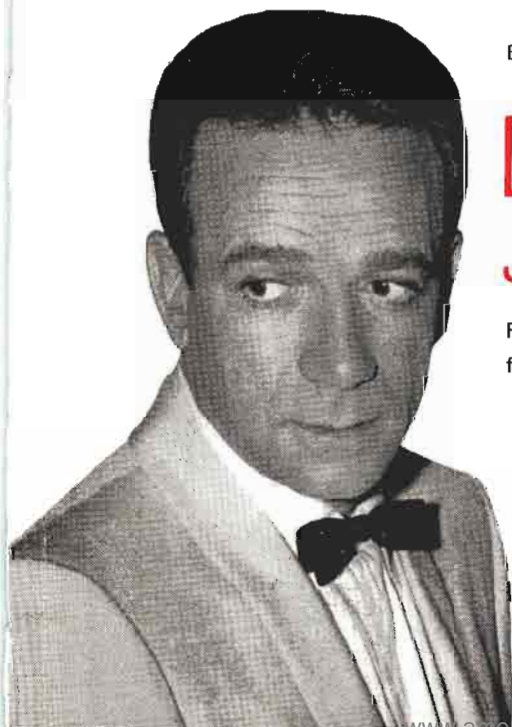
\* CARIBBEAN DEFINITION: "DEVIL-MAY-CARE!"

Sassy as a calypso ballad! Romantic as a moonlit beach! A potent blend of suspense, mystery and international intrigue amid the feverish atmosphere of torrid Trinidad!



ZIV'S NEW *"Devil-May-Care"* SERIES

# VENTURE



Explosive Action in the Colorful Caribbean!

starring

DANE CLARK

and introducing

JOAN MARSHALL

From the Florida Keys to Trinidad . . . they find *ADVENTURE* in every port of call!

Every week a sparkling half hour! For details on how you can profit from using this great selling force, see your Ziv Man.





# DENNIS JAMES

*Representatives:*

WM. MORRIS AGENCY



presents

**1959**

**TWENTY-SECOND ANNUAL EDITION**

**RADIO ANNUAL and**

**TELEVISION YEAR BOOK**

**CHARLES A. ALICOATE**

*Editor-In-Chief*

Copyright 1959 by  
**RADIO DAILY CORP.**  
1501 Broadway, N. Y. 36, N. Y.

*personalized jingles & program signatures  
exciting station promotions  
top artists...professional production  
balanced musical selections...and*

**SOUND**



In 1959 more than ever before, profit from the unusual advantages offered by **WORLD'S** sound creativity in Sales Promotion and Program Service. Write, wire, or phone:



**WORLD** *sales promotion and program service*

**WORLD BROADCASTING SYSTEM, INC.**

COLISEUM TOWER OFFICE BUILDING • 10 COLUMBUS CIRCLE • NEW YORK  
PHILADELPHIA • HOLLYWOOD • CANADIAN REPRESENTATIVES: ALL-CANADA  
RADIO AND TELEVISION LIMITED • VICTORY BUILDING, TORONTO

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

...revenue producing musical briefs  
...commercial jingles and selling aids  
...continuing weekly program scripts  
...special seasonal and holiday shows



# CREATIVITY

## **MEANINGLESS SLOGAN OR MEANINGFUL PHRASE?**

Consider first WORLD'S 30 years of experience in producing up-to-the minute radio . . . proven rating and revenue-wise, a sound investment for subscribers.

As for creativity, spontaneity *plus* a thorough knowledge of radio's needs is required to be productive . . . and a 30 year record attests to productiveness.

The proof is in the using . . . "sound creativity" as represented by the distinctive WORLD features above.





**News Is Preferred...**

... by **Stations** . . because it adds  
*both profits and prestige.*

... by **Sponsors** . because it insures  
*a day-to-day association with quality.*

... by **Listeners** . . because it is  
*dependable as well as interesting.*



***Preferred***

50 Rockefeller Plaza

•

New York 20, N. Y.





# *Foreword*



**S**TATISTICS are the accepted footprints of an industry's progress and growth. Nineteen fifty-eight in the broadcasting industry, both American and world-wide, was essentially a year of change. The record of those changes, major as well as minor, and their effect upon the industry, will be found chronicled on the pages of this, the 22nd Edition of the Radio Annual Television Year Book.

**L**ONG acknowledged the Recognized Standard Reference Book for the industry, its pages further reflect evidence of continued advancements and contributions in the great medium of broadcasting for the spreading of vital information and entertainment.

**I**T hardly need be added that the 22nd edition again represents the efforts of countless collaborators, official and unofficial. To these loyal friends of the Radio Television Daily and the industry, once again, our deep and grateful appreciation.

*Chas. A. Alivante.*

*Editor and Publisher*



the  
perry  
como  
show  
nbc-tv

Saturday 8-9 pm

*Direction*



GENERAL ARTISTS CORPORATION

NEW YORK • CHICAGO

BEVERLY HILLS • CINCINNATI • DALLAS • LONDON



# EDITORIAL

1959

# INDEX

1959

## — A —

Academy of TV Arts & Sciences.....	1349
Actors Equity Association.....	1341
Advertisers of 1958, Network TV, 100 Top & Est. Expenditures.....	61
Advertisers of 1958, Spot TV, 100 Top & Est. Expenditures.....	77
Advertisers of 1958, TV, 100 Top & Est. Total Expenditures.....	61
Advertisers, Spot TV, 10 Top, 1958-1957..	59
Advertisers, 238 Network TV.....	115
Advertisers, Top 25 By Brand.....	921
Advertisers, Est. 1958 Expenditures For Spots by Product.....	773
<b>ADVERTISING AGENCIES . . . . .</b>	<b>119</b>
British Agencies.....	732
Canadian Agencies.....	212
Failures, 1934-1958.....	99
Time Buyer Biographies.....	217
Advertising Council, Inc.....	1341
Advertising Federation of America.....	1341
Advertising Index.....	27
Advertising Research Foundation.....	1341
Africa, TV Stations & Sets Overseas....	916
AFTRA.....	1342
Agency Time Buyer Biographies.....	217
Agents & Managers.....	1333
Agents, Press & Publicity.....	1139
AGVA.....	1343
ALABAMA: AM Stations.....	351
Families, Population, Radio Homes, TV Homes.....	351
ALABAMA: TV Stations.....	817
ALASKA: AM Stations.....	359
Families, Population, Radio Homes, TV Homes.....	359
ALASKA: TV Stations.....	818
ALBERTA, CANADA: AM Stations.....	684
TV Stations.....	903

Alicoate, Chas. A. . . . . Foreword.....	5
All-American Favorites, 1958, Radio-TV Daily.....	57
Allard, T. J. . . . . Article.....	680
Allocations, FCC, TV Channel.....	929
<b>AM STATIONS IN U. S. . . . .</b>	<b>317</b>
Index.....	321
American Assn. of Advtg. Agencies.....	1341
<b>AMERICAN BROADCASTING COMPANY:</b>	
Commercial Radio Programs, 1958....	1354
Commercial TV Programs, 1958.....	1367
Executive Biographies, TV.....	781
Executives & Personnel, Radio.....	239
Executives & Personnel, TV.....	784
Network Map, Radio.....	242-243
Network Map, TV.....	786-787
American Communications Assn.....	1342
American Federation of Musicians.....	1342
American Guild of Authors & Composers	1342
American Guild of Musical Artists.....	1342
American Marketing Assn.....	1343
American Newspaper Publishers Assn....	1343
American Society of Composers, Authors & Publishers.....	1282
American Women in Radio & TV.....	1343
Announcers-MC's.....	1205
ARIZONA: AM Stations.....	360
Families, Population, Radio Homes, TV Homes.....	360
ARIZONA: TV Stations.....	818
ARKANSAS: AM Stations.....	364
Families, Population, Radio Homes, TV Homes.....	364
ARKANSAS: TV Stations.....	819
Art Directors Club of N.Y.....	1344
Artists, Radio-TV.....	1105
Artists, Vocal.....	1131
Artists' Representatives Assn.....	1344
ASCAP:	
Adams, Stanley . . . . . Article.....	1282



**Notre Dame Football**  
(Pontiac Division of  
General Motors Corp.)

**The Sports Reel**  
(United Press)

**HARRY WISMER**

**Great Moments in Sports** (United States Air Force)

**Greatest Sports Thrills**  
of the

**Twentieth Century**

**The Fox Movietone**

Personnel, Functions ..... 1343  
 Publisher Members ..... 1283  
 ASCAP & The Broadcasters ..... 708  
 Asia, TV Stations & Sets Overseas ..... 916  
 Assn. for Professional Bdcstg. Education 1344  
 Assn. of Canadian Advertisers ..... 1344  
 Assn. of Maximum Service Telecasters... 1344  
 Assn. of National Advertisers, Inc. .... 1344  
 Assn. of Radio-TV News Analysts ..... 1344  
 Associated Music Publishers, Inc. .... 1344  
 Associations (Organizations) ..... 1341  
 Associations, State Broadcasters ..... 311  
 Attorneys Specializing in Radio-TV ..... 938  
 Authors Guild of Authors League of Am. 1345  
 Authors League of America, The ..... 1345  
 Auto Radio Set Production ..... 65  
 Awards, Radio-Television Daily ..... 57

**— B —**

BAHAMAS: AM Stations ..... 750  
 Baltin, Charles . . . Article ..... 701  
 Barry, Charles . . . Article ..... 804

**BEHIND THE MIKE, BEFORE THE CAMERA 1103**

Announcers-MC's ..... 1205  
 Artists, Radio-TV ..... 1105  
 Directors, Radio-TV ..... 1147  
 Disc Jockeys ..... 1237  
 Musical Directors ..... 1165  
 News Commentators ..... 1175  
 Producers, Radio-TV ..... 1155  
 Sports Commentators ..... 1189  
 Vocal Artists ..... 1131  
 Women Commentators ..... 1260  
 Writers, Radio-TV ..... 1201

**BIOGRAPHICAL SKETCHES:**

ABC-TV Executives ..... 781  
 Ad Agency Time Buyers ..... 217  
 CBS-TV Executives ..... 789  
 NBC-TV Executives ..... 797  
 TV Film Prod-Dist. Executives ..... 1038  
**BMI:**  
 Haverlin, Carl . . . Article ..... 1289  
 Personnel, Functions ..... 1345  
 Publisher Members ..... 1290  
 Brand Names Foundation, Inc. .... 1345  
 British Bcstg. Corp., The ..... 1345  
**BRITISH COLUMBIA, CAN.: AM Stations.** 685  
 TV Stations ..... 903  
 British Advertising Agencies ..... 732  
 British Commercial TV ..... 725

British Commercial TV Producers ..... 727  
 British Information Services ..... 1345  
 British TV Producer-Distributors ..... 730  
 British TV Studios ..... 729  
 BBC TV Service ..... 729  
 Broadcast, Authorization of Service ..... 97  
 Broadcast Coverage By States ..... 67  
 Broadcast Expenses for Net & Indie Stations ..... 113  
 Broadcast Information Bureau ..... 1345  
 Broadcast Music, Inc. .... 1289 & 1345  
 Broadcast Pioneers ..... 1346  
 Broadcast, Status of Authorization ..... 97  
 Broadcasters Assns., State ..... 311  
 Broadcasters Promotion Assn. .... 301 & 1346  
 Bcstg. & Film Comm., Nat'l Council of Churches ..... 1345  
 Bcstg. Industry Financial Data, 1956-57.. 1036  
 Brokers, Play & Story ..... 980  
 Brokers, Radio-TV Station ..... 1101  
 Bureau of Broadcast Measurement, The.. 1346  
 Business Failures, Causes of ..... 111  
 Buying Public Is Quality Conscious ..... 1001

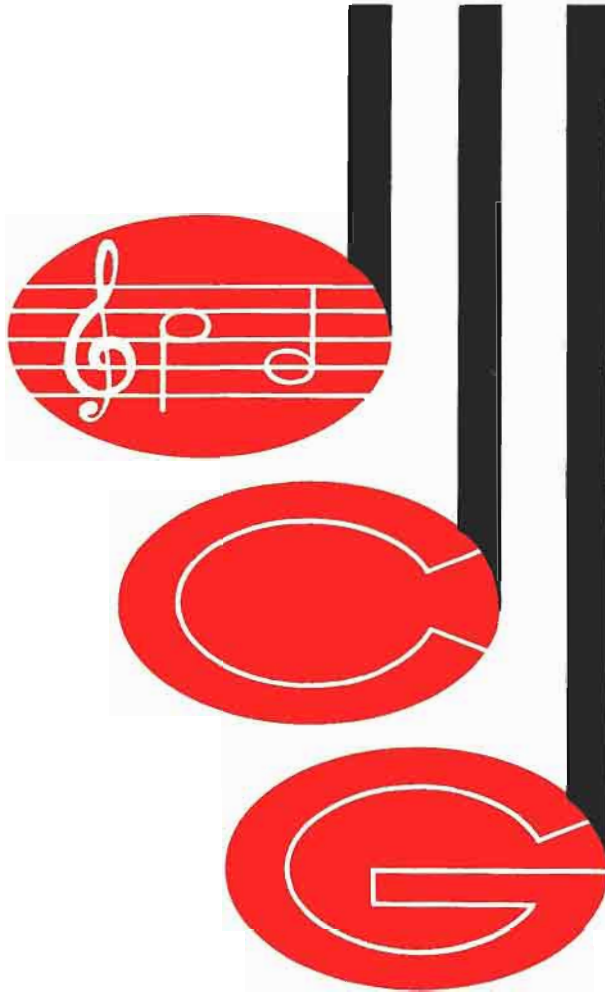
**BUSINESS SECTION ..... 109**

**— C —**

**CALIFORNIA: AM Stations** ..... 368  
 Families, Population, Radio  
 Homes, TV Homes ..... 368  
**CALIFORNIA: TV Stations** ..... 821  
 Call Letters, AM Stations, Index of ..... 321  
 Call Letters, TV Stations, Index of ..... 812

**CANADA ..... 675**

Advertising Agencies ..... 212  
 Assn. of Radio-TV Bcstrs. .... 679  
 Canadian Broadcasting Corp. .... 677  
 International Stations ..... 737  
 Station Index, Radio ..... 681  
 Station Representatives ..... 279  
 Stations, AM ..... 681  
 Stations, TV ..... 903  
 Canada's Private Broadcasters ..... 680  
 Canadian Assn. of Radio-TV Bcstrs.. 679 & 1346  
 Canadian Broadcasting Corp. .... 677  
 Carpets ..... 1099  
 Cartoon Producers ..... 1100  
 Catholic Actors Guild of America ..... 1346  
 Causes of Business Failures ..... 111  
 Clock Radio, Production Figures ..... 65  
 Challenge of Network Radio '59 ..... 245  
 Channel Allocations, FCC ..... 929  
 Cohn, Ralph . . . Article ..... 1011



## THE SIGNATURE THAT SELLS

See that signature?  
The C is for Chuck.  
The G is for Goldstein.  
The selling success is for you and your clients... because Chuck Goldstein Productions has the specialized talent and experience to work with you to create and/or produce outstanding musical commercials... straight dramatic commercials with top New York talent... and imaginative presentations in sound. Large national agencies, regional advertisers, and small local accounts alike have found the CG services valuable and effective. You will, too. Call collect and discover how they can help you.

## CHUCK GOLDSTEIN PRODUCTIONS, INC.

730 Fifth Avenue • Suite #600 • New York 19, New York • JUdson 6-7477

**Some of the products and agencies for whom Chuck Goldstein has created and/or produced commercials:**

### PRODUCTS:

Ajax  
A & P  
Community Savings Bank (Rochester)  
Delta Airlines (Dramatic)  
Dragon Brand Foods  
(Dramatic - Canada)  
Goodyear Tire  
Hormel Bacon  
Hudepohl Beer (Cincinnati)  
Iron City Beer (Pittsburgh)  
Jello Chiffon  
Kellogg's Koko Crispies

Koch's Beer (Buffalo)  
Kwikcheck Stores (Tampa)  
Lucky Strike  
Master Bread (Minneapolis)  
Mayfair Cigarettes (Canada)  
Northern Pacific R. R.  
Northwest Orient  
Olympia Typewriters  
Scotch Brite  
V-10 Protein Bread

### AGENCIES:

B. B. D. & O., Inc.

Bryan Houston  
Burke Dowling Adams, Inc. (Atlanta)  
Leo Burnett  
Hoag & Provandie (Boston)  
Holland Wegman Productions (Buff.)  
Norman Malone Associates (Akron)  
Mann-Ellis, Inc.  
Pidgeon Savage Lewis, Inc. (Minn.)  
Ross Roy, Inc. (Detroit)  
Smith, Taylor & Jenkins, Inc. (Pitt.)  
Stockton-West-Burkhart, Inc. (Cin.)  
Wyse Advertising, Inc. (Cleveland)  
Young & Rubicam

Color Equipped Stations, U. S. . . . . 923  
 Color Processes . . . . . 1099  
**COLORADO: AM Stations** . . . . . 384  
     Families, Population, Radio  
     Homes, TV Homes . . . . . 384  
**COLORADO: TV Stations** . . . . . 825  
**COLUMBIA BROADCASTING SYSTEM:**  
     Color Equipped Stations . . . . . 923  
     Commercial Radio Programs, 1958 . . . . . 1354  
     Commercial TV Programs, 1958 . . . . . 1367  
     Executive Biographies, TV . . . . . 789  
     Executives & Personnel, Radio . . . . . 250  
     Executives & Personnel, TV . . . . . 792  
     Network Map, Radio . . . . . 248-249  
     Network Map, TV . . . . . 794-795  
 Commentators, News . . . . . 1175  
 Commentators, Sports . . . . . 1189  
 Commentators, Women . . . . . 1260  
 Commercials Producers, AM-TV . . . . . 1053  
 Commercials Producers, TV Film . . . . . 983  
 Commercial Programs, Radio . . . . . 1354  
 Commercial Programs, TV . . . . . 1367  
 Commercial TV, British . . . . . 725  
 Commercials Monitoring . . . . . 1101  
 Communist Bloc, TV Stations & Sets  
     Overseas . . . . . 917  
 Comparative Failure Trends . . . . . 99  
 Composers & Lyricists Guild of Am. . . . . 1346  
 Conductors, Musical . . . . . 1165  
**CONNECTICUT: AM Stations** . . . . . 389  
     Families, Population, Radio  
     Homes, TV Homes . . . . . 389  
**CONNECTICUT: TV Stations** . . . . . 829  
 Constant Search For New Ideas . . . . . 1007  
 Consulting Engineers . . . . . 1303  
 Costumes . . . . . 1101  
 Country & Western Music Bcstrs. Assn. . . . . 1347  
 Cowan, Louis G. . . . . Article . . . . . 788  
**CUBA: AM Stations** . . . . . 747  
 Culligan, Matthew J. . . . . Article . . . . . 264  
 Cultural Exchange Home Style . . . . . 316  
 Currency, International Exchange Rate . . . . . 55  
 Customer-Slanting The TV Buy . . . . . 683

**— D —**

Dannett, Emanuel . . . . . Article . . . . . 708  
 Daytime TV Shows Can Succeed . . . . . 780  
 De Gray, Edward J. . . . . Article . . . . . 238  
**DELAWARE: AM Stations** . . . . . 393  
     Families, Population, Radio  
     Homes, TV Homes . . . . . 393  
 Directors, Musical . . . . . 1165  
 Directors, Radio-TV . . . . . 1147

Disc Jockeys . . . . . 1237  
 Distributors, TV Film . . . . . 983  
**DISTRICT OF COLUMBIA: AM Stations** . . . . . 393  
     Families, Population, Radio  
     Homes, TV Homes . . . . . 393  
**DISTRICT OF COLUMBIA: TV Stations** . . . . . 831  
 Doerfer, John C. . . . . Article . . . . . 95  
**DOMINICAN REPUBLIC: AM Stations** . . . . . 750  
 Don't-Do-It-Yourself Fad . . . . . 238  
 Dramatists Guild of Authors League of  
     America . . . . . 1347

**— E —**

Early Years Of A Film Network . . . . . 804  
 Editorial Index . . . . . 7  
 Editors, Radio-TV . . . . . 1269  
 Educational Bcstrs., Nat'l Assn. of . . . . . 306  
 Educational Stations . . . . . 307  
**EIA:**  
     Auto Radio Set Sales Figures . . . . . 65  
     Officers, Executive Personnel . . . . . 1300  
     Radio Set Production Figures . . . . . 65  
 Election Returns, TV Audience Reached . . . . . 117  
 Electronic Industries Assn. . . . . 1300  
 Engineers, Consulting . . . . . 1303  
 Episcopal Actors Guild of America . . . . . 1347  
 Equal Access Drive Gains Ground . . . . . 777  
 Expense Items of TV Stations . . . . . 81

**EQUIPMENT SECTION . . . . . 1299**

    Consulting Engineers . . . . . 1303  
     EIA Personnel . . . . . 1300  
     Equipment Manufacturers . . . . . 1305  
     TV Equipped Theatres . . . . . 942  
     Toll-TV Firms . . . . . 922  
 Equity, Actors, Assn. . . . . 1341  
 Expenditures, Spot TV, 1958 . . . . . 59  
 Expenditures by Products, Spot TV, 1958 . . . . . 773

**— F —**

Failures, Advertising Agency, 1934-1958 . . . . . 99  
 Failures, Business, Causes of . . . . . 111  
 Families for 1958 (Estimated Radio-TV) . . . . . 319  
 Far East, TV Stations & Sets Overseas . . . . . 917  
 FCC Financial TV Figures . . . . . 75

**FEDERAL COMMUNICATIONS COMMISSION:**

    Commissioners, Staff . . . . . 297  
     FM Industry Financial Figures . . . . . 1298  
     Nationwide Network Financial Figures . . . . . 771  
     Radio Industry Financial Figures . . . . . 85

**MEET  
THE  
BRITISH  
PEOPLE  
IN...**



Joan and Julius Evans visit the Royal Academy of Dramatic Art in London and meet several RADA students.

# Topic

A new series, a new look at Britain and the British today . . . through the eyes of Joan and Julius Evans, an American couple abroad.

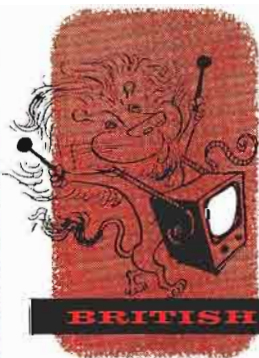
You will meet an attractive lady chemist with definite views on marriage and careers . . . a 20th Century "Mr. Chips" . . . an out-of-fiction London cabbie . . . a dedicated atomic physicist . . . a pretty young theater hopeful . . . a Rhodes Scholar from North Carolina . . . and many others.

Among the places you will visit are Bohemian Soho, busy London Airport (where jets came of age), Ulster (which sent America 14 Presidents), Harwell (crucible of nuclear research) and rebuilt Coventry, Britain's Detroit.

"TOPIC" is no quaint tourist trip . . . but rather, a frank and friendly visit with an energetic and dynamic people, and their country . . . it's exciting, stimulating TV, a *must* for your *best* public service time!

13 Quarter-Hour Programs—FREE for TV!

Write NOW for first-run availabilities in your area.  
Call your local BIS man or contact—



*Radio - Television Division*

**BRITISH INFORMATION SERVICES**

*an Agency of the British Government*  
45 Rockefeller Plaza • New York 20, N. Y.



Station Expansion ..... 53  
 TV Channel Allocations..... 929  
 TV Industry Financial Figures..... 75  
 Federal Trade Commission..... 1347

**FILM PRODUCERS, DISTRIBUTORS & COMMERCIALS PRODUCERS—TV ..... 983**

Film Prod-Dist. Biographies..... 1037  
 Service Firms ..... 1095  
 Film Producers Assn. of New York..... 1347  
 Film Stock, Raw..... 1100  
 Financial Data, 1956-7, FM Industry..... 1298  
 Financial Data, 1956-7, Radio Industry.. 85  
 Financial Data, 1957, TV Industry..... 75  
**FLORIDA: AM Stations..... 394**  
 Families, Population, Radio  
 Homes, TV Homes..... 394  
**FLORIDA: TV Stations..... 831**  
 FM Bcstrs. Assn. of Southern Calif..... 1347

**FM STATIONS, U. S. .... 705**

Industry Financial Data, 1956-7..... 1238  
 Permits For New Stations..... 718  
 Foreign Language Radio Market..... 701  
 Foreign TV Stations..... 909  
 Foreword ..... 5  
 French Bcstg. System in N. Am..... 1348

**— G —**

**GENERAL INFORMATION, RADIO-TV.. 33**  
**GEORGIA: AM Stations..... 408**  
 Families, Population, Radio  
 Homes, TV Homes..... 408  
**GEORGIA: TV Stations..... 835**  
 Goldman, Harold . . . Article..... 810  
 Greater TV Production Values..... 997  
 Gross Time Costs of 238 Network TV Advertisers ..... 115  
 Gross Time Charges, Network TV..... 49

**GROUP STATION OPERATIONS ..... 753**

**GUAM: AM Stations..... 670**  
 TV Stations ..... 902  
 Guilds (Organizations) ..... 1341

**— H —**

**HAITI: AM Stations..... 749**  
**HAWAII: AM Stations..... 419**  
 Families, Population, Radio  
 Homes, TV Homes..... 419

**HAWAII: TV Stations..... 837**  
 Hayes, Arthur Hull . . . Article..... 245  
**Homes Delivered by Daytime Network TV 51**  
**Homes Delivered by Nighttime Network TV ..... 51**  
 Home Radios, Production Figures..... 65  
 Homes, Radio-TV By States..... 319

**— I —**

**IDAHO: AM Stations..... 421**  
 Families, Population, Radio  
 Homes, TV Stations..... 421  
**IDAHO: TV Stations..... 839**  
**ILLINOIS: AM Stations..... 424**  
 Families, Population, Radio  
 Homes, TV Homes..... 424  
**ILLINOIS: TV Stations..... 839**  
 Independent Television Authority..... 727  
 Indie & Net Station Broadcast Expenses.. 113

**INDEXES:**

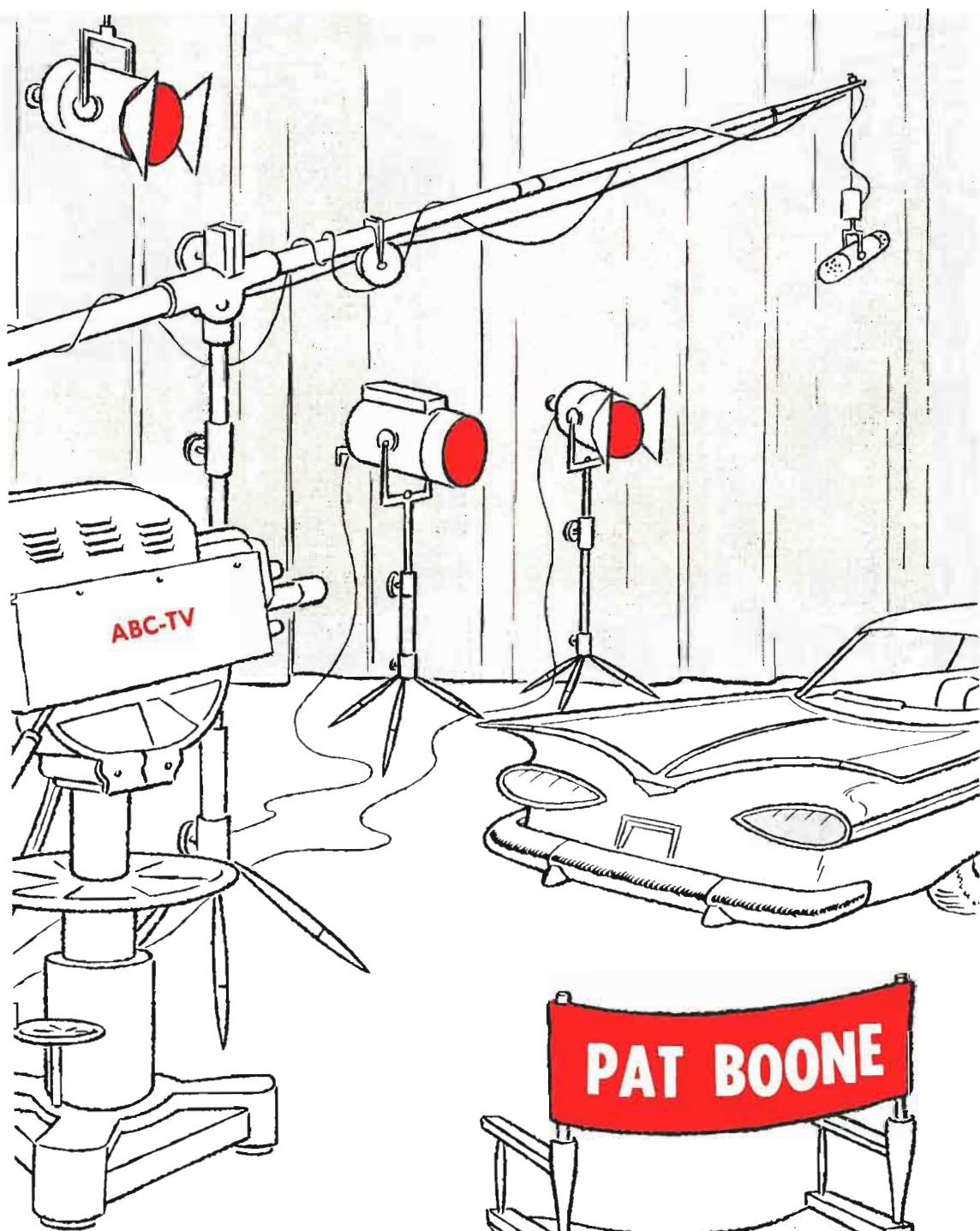
Advertising ..... 27  
 Agency Time Buyers..... 218  
 Canadian AM Stations..... 681  
 Editorial ..... 7  
 TV Film Prod-Dist. Executives..... 1037  
 U. S. AM Stations..... 321  
 U. S. TV Stations..... 812  
**INDIANA: AM Stations..... 433**  
 Families, Population, Radio  
 Homes, TV Homes..... 433  
**INDIANA: TV Stations..... 841**

**INDUSTRY ORGANIZATIONS 1341**

Industry Stock Fluctuations, 1958..... 45  
 Institute of Radio Engineers, The..... 1348

**INTERNATIONAL ..... 723**

Currency Exchange Rates..... 55  
 Distribution of Radio Receivers..... 69  
 Radio Cadena Nacional, S. A..... 751  
 Radio Programas de Mexico, S. A..... 751  
 RCN Member Stations..... 752  
 Stations of Bahamas..... 750  
 Stations of Cuba..... 747  
 Stations of Dominican Republic..... 750  
 Stations of Haiti..... 749  
 Stations of Jamaica..... 750  
 Stations of Mexico..... 739  
 Stations of U. S. & Canada..... 737  
**IOWA: AM Stations..... 439**  
 Families, Population, Radio  
 Homes, TV Homes..... 439  
**IOWA: TV Stations..... 844**



A  
COOGA MOOGA  
PRODUCTION

— J —

JAMAICA: AM Stations..... 750  
 Jewish Theatrical Guild of America.... 1348  
 Jingle Producers ..... 1277  
 Joint Committee on Educational TV..... 1348

— K —

KANSAS: AM Stations..... 444  
     Families, Population, Radio  
     Homes, TV Homes..... 444  
 KANSAS: TV Stations..... 845  
 Keever, Jake . . . Article..... 987  
 KENTUCKY: AM Stations..... 449  
     Families, Population, Radio  
     Homes, TV Homes..... 449  
 KENTUCKY: TV Stations..... 846  
 KEYSTONE BROADCASTING SYSTEM:  
     Affiliates ..... 256-257  
     Executives & Personnel..... 258  
     Network Map ..... 254-255  
 Kingsley, Walter . . . Article..... 1007

— L —

Laboratories ..... 1096  
 Langlois, John D. . . . Article..... 310  
 Lambs, The ..... 1348  
 Lamps, Spot & Flood..... 1099  
 Large Screen ..... 1096  
 Latin America, TV Stations & Sets  
     Overseas ..... 916  
 League of Advertising Agencies..... 1348  
 Lenses ..... 1096  
 Libraries, Stock Shots..... 1100  
 LOUISIANA: AM Stations..... 455  
     Families, Population, Radio  
     Homes, TV Homes..... 455  
 LOUISIANA: TV Stations..... 847

— M —

McGannon, Donald H. . . . Article..... 316  
 MAINE: AM Stations..... 463  
     Families, Population, Radio  
     Homes, TV Homes..... 463  
 MAINE: TV Stations..... 849  
 Makers of Television Series..... 305  
 Managers & Agents..... 1333  
 MANITOBA, CAN.: AM Stations..... 687  
     TV Stations ..... 904  
 Manufacturers, Radio-TV Equip..... 1305

**MAPS — RADIO, TV:**

**RADIO:**

ABC Radio Network..... 242-243  
 CBS Radio Network..... 248-249  
 KBS Network ..... 254-255  
 MBS Network ..... 260-261  
 NBC Radio Network..... 265-266

**TV:**

ABC TV Network..... 786-787  
 CBS TV Network..... 794-795  
 NBC TV Network..... 802-803  
 NTA TV Network..... 808-809

Markets, Radio Spot Volume..... 41  
 MARYLAND: AM Stations..... 466  
     Families, Population, Radio  
     Homes, TV Homes..... 466  
 MARYLAND: TV Stations..... 850  
 MASSACHUSETTS: AM Stations..... 469  
     Families, Population, Radio  
     Homes, TV Homes..... 469  
 MASSACHUSETTS: TV Stations..... 851  
 MC's-Announcers ..... 1205  
 MEXICO: AM Stations..... 739  
 MICHIGAN: AM Stations..... 475  
     Families, Population, Radio  
     Homes, TV Homes..... 475  
 MICHIGAN: TV Stations..... 851  
 MINNESOTA: AM Stations..... 486  
     Families, Population, Radio  
     Homes, TV Homes..... 486  
 MINNESOTA: TV Stations..... 853  
 MISSISSIPPI: AM Stations..... 492  
     Families, Population, Radio  
     Homes, TV Homes..... 492  
 MISSISSIPPI: TV Stations..... 855  
 MISSOURI: AM Stations..... 499  
     Families, Population, Radio  
     Homes, TV Homes..... 499  
 MISSOURI: TV Stations..... 857  
 Monitoring, Commercials ..... 1101  
 MONTANA: AM Stations..... 508  
     Families, Population, Radio  
     Homes, TV Homes..... 508  
 MONTANA: TV Stations..... 858  
 Mot. Pic. Industry Credit Group..... 1348  
 Mot. Pic. Theatres, TV Equipped..... 942

**MUSIC ..... 1275**

ASCAP ..... 1282  
 BMI ..... 1289  
 Commercial Producers ..... 1277  
 SESAC ..... 1295  
 Music Publishers Contact Employees.... 1348  
 Music Publishers Protective Assn..... 1349

# UPI

EVERYTHING YOU NEED FOR THE AIR



United Press **1** International  
UPI NEWS PRODUCES

Musical Commercials Producers..... 1277  
 Musical Directors ..... 1165  
**MUTUAL BROADCASTING SYSTEM:**  
     Commercial Radio Programs, 1958.... 1354  
     Executives & Personnel..... 263  
     Network Map & Affiliates.....260-261

**— N —**

**NAB:**  
     Officers, Directors ..... 274  
**NABET** ..... 1349  
**NABUG** ..... 1349  
**NAEB** ..... 306  
     Membership ..... 307  
**NARTB** . . . (See NAB)  
 Nat'l Academy of TV Arts & Sciences.... 1349  
 Nat'l Assn. for Better Radio & TV..... 1349  
 Nat'l Assn. of Educational Bcstrs...306 & 1349  
 Nat'l Assn. of Performing Artists..... 1350  
 Nat'l Audience Board, Inc..... 1350  
 Nat'l Better Business Bureau, Inc..... 1350  
**NATIONAL BROADCASTING COMPANY:**  
     Color Equipped Stations..... 926  
     Commercial Radio Programs, 1958.... 1354  
     Commercial TV Programs 1958..... 1367  
     Executive Biographies, TV..... 797  
     Executives & Personnel, Radio..... 265  
     Executives & Personnel, TV..... 800  
     Network Map, Radio.....268-269  
     Network Map, TV.....802-803  
 Nat'l Community TV Assn., Inc..... 1350  
**NTA TV NETWORK, INC.:**  
     Executives & Personnel..... 805  
     TV Network Map.....808-809  
 National Spot Radio Time Sales Figures 39  
 Nat'l Television Film Council..... 1350  
 Nat'l Variety Artists, Inc..... 1350  
 Nationwide Network Financial Figures.. 75  
**NEBRASKA: AM Stations**..... 511  
     Families, Population, Radio  
     Homes, TV Homes..... 511  
**NEBRASKA: TV Stations**..... 859  
 Negro Actors Guild of America, Inc.... 1350  
 Negro Programming ..... 702  
 Near East, TV Stations & Sets Overseas 916  
**NETWORKS:**  
     **Radio** ..... **237**  
     **TV** ..... **779**  
     ABC-TV Executives Biographies..... 781  
     ABC-TV Executives, Personnel..... 784  
     ABC-TV Network Map.....786-787  
     ABC Executives, Personnel..... 239

ABC Map ..... 242-243  
 CBS Radio Executives, Personnel..... 250  
 CBS Radio Network Map.....248-249  
 CBS-TV Executives Biographies..... 789  
 CBS-TV Executives, Personnel..... 792  
 CBS-TV Network Map.....794-795  
 Color Equipped Stations..... 923  
 Commercial Programs, AM..... 1354  
 Commercial Programs, TV..... 1367  
 Daytime TV, Homes Delivered..... 51  
 Gross Time Charges..... 49  
 KBS Affiliates .....256-257  
 KBS Executives, Personnel..... 258  
 KBS Network Map.....254-255  
 MBS Executives, Personnel..... 263  
 MBS Network Map & Affiliates.....260-261  
 NBC Radio Executives, Personnel..... 265  
 NBC Radio Network Map.....268-269  
 NBC-TV Executives Biographies..... 797  
 NBC-TV Executives, Personnel..... 800  
 NBC-TV Network Map.....802-803  
 Network & Indie Broadcast Expenses.. 113  
 News Selections ..... 79  
 Nighttime TV, Homes Delivered..... 51  
 NTA TV Network Executives..... 805  
 NTA TV Network Map.....808-809  
 Regional ..... 753  
 TV Time Charges..... 49  
 Total Employment ..... 83  
 Network Nationwide Financial Figures,  
     1957-55 ..... 771  
 Network TV Offers Bargain Buys..... 796  
 Networking Pattern '59-'69..... 259  
**NEVADA: AM Stations**..... 514  
     Families, Population, Radio  
     Homes, TV Homes..... 514  
**NEVADA: TV Stations**..... 861  
**NEW BRUNSWICK, CAN.: AM Stations**.. 688  
     TV Stations ..... 904  
**NEWFOUNDLAND, CAN.: AM Stations**.. 689  
     TV Stations ..... 904  
**NEW HAMPSHIRE: AM Stations**..... 516  
     Families, Population, Radio  
     Homes, TV Homes..... 516  
**NEW HAMPSHIRE: TV Stations**..... 861  
**NEW JERSEY: AM Stations**..... 517  
     Families, Population, Radio  
     Homes, TV Homes..... 517  
**NEW JERSEY: TV Stations**..... 863  
**NEW MEXICO: AM Stations**..... 520  
     Families, Population, Radio  
     Homes, TV Homes..... 520  
**NEW MEXICO: TV Stations**..... 863  
 New TV Stations to Open—1959..... 919

# RADIO-TELEVISION RECORDING STARS

SONNY JAMES

ROZENA EADS

JOHNNY CARROLL

THE BELEW'S

EDDY McDUFF

BILL DANE

UNDER PERSONAL MANAGEMENT

## ED McLEMORE

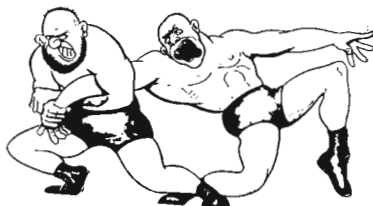
Cadiz and Industrial Blvd.

Riverside 8-4374

Dallas, Texas



Have  
you  
noticed  
the  
swing  
is to



# "TEXAS RASSLIN"

NO MURDERS!!



NO GUNS!!



NO QUIZZES!!



**WE DO HAVE HEROES and VILLAINS in terrific fast ACTION!**

FOR NEW REALISTIC PRICES AND AUDITIONS — PHONE, WIRE OR WRITE

MAURICE (MAURY) BECK

Riverside 8-2083 or Riverside 8-3261

Cadiz & Industrial Blvd.

Dallas, Texas

# "TEXAS RASSLIN"

*New Lighting—New Angles—New Dimensions—First Runs & Reruns*

## EDITORIAL INDEX

NEW YORK: AM Stations	523
Families, Population, Radio	
Homes, TV Homes	523
NEW YORK: TV Stations	864
News Commentators	1175
News Events, 1958, Top 10 Radio-TV	63
Newspaper Editors, Radio-TV	1269
Newspaper Reporters Assn. of N.Y.C.	1350
News Selections, Network	79
News-Wire Services	91
NORTH CAROLINA: AM Stations	549
Families, Population, Radio	
Homes, TV Homes	549
NORTH CAROLINA: TV Stations	867
NORTH DAKOTA: AM Stations	561
Families, Population, Radio	
Homes, TV Homes	561
NORTH DAKOTA: TV Stations	868
NOVA SCOTIA, CAN.: AM Stations	689
TV Stations	905
NTA TV NETWORK:	
Executives & Personnel	805
Network Map	808-809

### — O —

OHIO: AM Stations	562
Families, Population, Radio	
Homes, TV Homes	562
OHIO: TV Stations	871
OKLAHOMA: AM Stations	572
Families, Population, Radio	
Homes, TV Homes	572
OKLAHOMA: TV Stations	874
ONTARIO, CAN.: AM Stations	690
TV Stations	905
Orchestra Leaders	1165
OREGON: AM Stations	577
Families, Population, Radio Homes	
Families, Population, Radio	
Homes, TV Homes	577
Organists, Radio-TV	1165
<b>ORGANIZATIONS</b>	<b>1341</b>

Organizations, Research	93
OuiOuimet, J. Alphonse... Article	674
Outstanding Broadcasts of 1958	63

### — P —

PENNSYLVANIA: AM Stations	583
Families, Population, Radio	
Homes, TV Homes	583

PENNSYLVANIA: TV Stations	875
Play & Story Brokers	980
Plitt, Henry G. . . . Article	1001
Portable Radios, Production Figures	65
Present State of Local Radio	253
Press Agents	1139
PRINCE EDWARD ISLAND, CAN.: AM	
Stations	696
TV Stations	906
Prizes, Premiums, etc.	1101
Processes, Background	1099
Processes, Color	1099
Producers, Cartoon	1100
Producers, Commercials, TV Film	983
Producers-Distributors, TV Film	983
Producers, Jingles	1277
Producers, AM-TV Commercials	1053
Producers, Radio-TV	1155
Producers, Radio-TV Program	947
Producers, Transcription	971
Product, Spot, TV Expenditures '58	773
Production Figures on Types Radio Sets	65
Production Figures on Types of TV Sets	769

### PRODUCTION SECTION, RADIO-TV . . . . . 945

Professional Music Men, Inc.	1350
Program Contractors, British	727

### PROGRAM PRODUCERS,

RADIO-TV	947
Service Firms	1095
Programming Is TV's Cornerstone	788

### PROGRAMS, COMMERCIAL RADIO, 1958 . . . . . 1354

### PROGRAMS, COMMERCIAL TV, 1958 . . . . . 1367

Progress Made By CBC in 1958	674
Projectors	1099
Publications, Trade	1337
Public Relations & Publicity Firms	1139
Public Service Has Many Facets	1011
PUERTO RICO: AM Stations	671
TV Stations	902

### — Q —

QUEBEC, CAN.: AM Stations	696
TV Stations	906

### — R —

Radio Advertising Bureau, Inc.	1351
--------------------------------	------

59 EAST 54 STREET • NEW YORK 22, N. Y.

ELDORADO 5-1752

**F** **aillace**  
**FP** **roductions**  
**INCORPORATED**

**TONY FAILLACE**  
**LEN MACKENZIE**  
**BOB HAGGART**

**WHEN YOU'RE ON THIS LABEL YOU'RE IN GOOD COMPANY**

**Maxwell House Coffee**  
**Sunshine Biscuits**  
**Eskimo Pie**  
**Arnold Bread**  
**Blue Bonnet Margarine**  
**Post Cereals**  
**Chiquita Banana**  
**Peter Paul Mounds**  
**Stroh's Beer**  
**International Breweries**  
**Parliament Cigarettes**  
**Phillies Cigars**  
**Ford Galaxie**  
**Ford Trucks**  
**Ponds Angel Skin**  
**Ponds Moisture Base**  
**Formfit Bras**  
**Westinghouse**  
**National Association of Broadcasters**



Radio Cadena Nacional, S.A. . . . . 751  
 Member Stations, AM. . . . . 752  
 Radio-TV Correspondents Assn. . . . . 1352

**RADIO-TV DAILY:**

All-American Favorites, 1958. . . . . 57  
 Officers, Personnel . . . . . 24 & 1339  
 Top Ten News Events. . . . . 63  
 Radio & TV Directors Guild. . . . . 1351  
 Radio-TV Editors . . . . . 1269  
 Radio & TV Executives Society, Inc. . . . . 1351  
 Radio-TV News Directors Assn. . . . . 1352  
 Radio-TV Set Production—EIA Figures. . . . . 65  
 Radio-TV Station Brokers. . . . . 1101  
 Radio & TV Stations in Operation (U.S.) . . . . . 319  
 Radio Free Europe. . . . . 1351  
 Radio Homes . . . . . 319  
 Radio, Industry Financial Data, 1956-7. . . . . 85  
 Radio Markets Ranked, Spot Volume, 1958 . . . . . 41  
 Radio-Newsreel-TV Working Press Assn. of N. Y. . . . . 1351  
 Radio Programas de Mexico, S.A. . . . . 751  
 Radio Receivers, World-Wide Distribution . . . . . 69  
 Radio Sets, Production and Retail Sales. . . . . 65  
 Radio Spot Time Sales, 1957-8. . . . . 39  
 Radio Station Index. . . . . 321  
 Radio Stations, Number per State. . . . . 67  
 Radio Still Has a Basic Need. . . . . 967  
 Raw Stock . . . . . 1100  
 Recording Companies, Transcription & . . . . . 969

**REGIONAL NETWORKS, RADIO-TV . . . . . 753**

Regional Organization IAAB's Central Amer. Assns. . . . . 1352

**REPRESENTATIVES, RADIO-TV STATION . . . . . 279**

Representatives, Talent . . . . . 1333  
 Research Organizations . . . . . 93  
 RETMA (See EIA). . . . . 1300  
 RETMA of Canada. . . . . 1347  
 RHODE ISLAND: AM Stations. . . . . 598  
     Families, Population, Radio  
     Homes, TV Homes . . . . . 598  
 RHODE ISLAND: TV Stations. . . . . 881  
 Role of Music Transcriptions. . . . . 310  
 Roslow, Sydney . . . . . Article. . . . . 683

— S —

Sales, Radio Retail. . . . . 65  
 Sales, TV Retail . . . . . 769  
 Sales Exec Bios, TV Film. . . . . 1037

SASKATCHEWAN, CAN.: AM Stations. . . . . 699  
     TV Stations . . . . . 907  
 Scott, Walter D. . . . . Article. . . . . 796  
 Screen Actors Guild. . . . . 1352  
 Screen Composers Assn. . . . . 1352  
 Screen Directors International Guild. . . . . 1352  
 Screening Rooms . . . . . 1101  
 Screens, Large TV . . . . . 1096

**SERVICE FIRMS, RADIO-TV . . . . . 1095**

Dealing With The Following:

Background Processes, Carpets, Cartoon Producers, Color Processes, Commercial Monitoring, Costumes, Laboratories, Large Screen, Lenses, Prizes & Premiums, Projectors, Radio-TV Station Brokers, Raw Stock, Screening Rooms, Spot and Flood Lamps, Stock Shot Libraries and Storage Vaults.

SESAC:

Heinecke, Paul . . . . . Article. . . . . 1295  
 Personnel, Functions . . . . . 1352  
 Publisher Members . . . . . 1296  
 Set Production, Radio. . . . . 65  
 Shupert, George . . . . . Article. . . . . 997  
 Singers, Radio-TV . . . . . 1131  
 Sinn, John L. . . . . Article. . . . . 981  
 Society of Mot. Pic. & TV Engineers. . . . . 1352  
 SOUTH CAROLINA: AM Stations. . . . . 599  
     Families, Population, Radio  
     Homes, TV Homes. . . . . 599  
 SOUTH CAROLINA: TV Stations. . . . . 881  
 SOUTH DAKOTA: AM Stations. . . . . 605  
     Families, Population, Radio  
     Homes, TV Homes. . . . . 605  
 SOUTH DAKOTA: TV Stations. . . . . 882  
 Sports Broadcasters Assn. . . . . 1353  
 Sports Commentators . . . . . 1189  
 Spot & Flood Lamps. . . . . 1099  
 Spot Radio Market Volume Comparisons, 1956-7 . . . . . 87  
 Spot Radio Time Sales, 1957-8. . . . . 39  
 Spot TV Advertisers of 1958, 100 Top & Est. Expenditures . . . . . 77  
 Spot TV Advertisers, Comparison 1957-58 . . . . . 59  
 Spot TV Expenditures, 1958. . . . . 59  
 State Broadcasters Assns. . . . . 311  
 State Coverage Statistics, 1958. . . . . 67  
 Station Brokers, Radio-TV. . . . . 1101  
 Station Representatives Assn. . . . . 1353

# community club awards



community club services, inc.

NEW YORK • CHICAGO • ATLANTA • DALLAS • SAN FRANCISCO • BOSTON • NASHVILLE

**STATION REPRESENTATIVES, RADIO-TV . . . . . 279**

**STATIONS:**

Alaska—AM . . . . .	359
Alaska—TV . . . . .	818
Bahamas—AM . . . . .	750
British Commercial TV . . . . .	725
Canada—AM . . . . .	681
Canada—TV . . . . .	903
Channel Allocations, FCC . . . . .	929
Color Equipped, U. S. . . . .	923
Cuba—AM . . . . .	747
Dominican Republic—AM . . . . .	750
Educational—NAEB Members . . . . .	307
FCC Report on Expansion . . . . .	53
Foreign TV . . . . .	909
Group Operations . . . . .	753
Guam—AM . . . . .	670
Guam—TV . . . . .	902
Haiti—AM . . . . .	749
Hawaii—AM . . . . .	419
Hawaii—TV . . . . .	837
International . . . . .	723
International, U. S. & Canada . . . . .	737
Jamaica—AM . . . . .	750
Mexico—AM . . . . .	739
Negro Programming . . . . .	702
Puerto Rico—AM . . . . .	671
Puerto Rico—TV . . . . .	902
Radio-TV Brokers . . . . .	1095
Radio-TV, Number per State . . . . .	319
Total Employment for Nets, Indie TV . . . . .	83
Total Radio in U. S. . . . .	319
Total TV in U. S. . . . .	319
TV Set for Opening . . . . .	919
TV Stations & Sets Overseas . . . . .	915
United States—AM . . . . .	317
United States—FM . . . . .	705
United States—TV . . . . .	811
Virgin Islands—AM . . . . .	673
<b>STATISTICS, GENERAL RADIO-TV . . . . .</b>	<b>33</b>
Stock Issue Changes in 1958 . . . . .	45
Stock Shot Libraries . . . . .	1100
Storage Vaults . . . . .	1100
Story Brokers, Play & . . . . .	980
Subscription TV . . . . .	922

Swerzey, Robert D. . . . . Article . . . . .	777
Syndicated Series Trump Cards . . . . .	987

**— T —**

**TELEPHONE NUMBERS, RADIO-TV:**

Chicago . . . . .	102
Los Angeles . . . . .	103
New York . . . . .	100
Washington . . . . .	103

**TELEVISION . . . . . Facing 768**

Attorneys Specializing in . . . . .	938
Average Number of Employees . . . . .	83
Color Equipped Stations, U. S. . . . .	923
Expense Items of TV Stations . . . . .	81
Expenses of Net & Indie Stations . . . . .	113
Financial Revenues . . . . .	95
FCC Channel Allocations . . . . .	928
Film Commercial Producers . . . . .	1053
Film Producers-Distributors . . . . .	983
Homes by States . . . . .	319
Motion Picture Theatres, TV Equipped . . . . .	942
Networks . . . . .	779
Production of Types of TV . . . . .	769
Programs, Producers . . . . .	947
Retail TV Sales . . . . .	769
Service Firms . . . . .	1095
Spot Expenditures, 1958 . . . . .	59
Spot Exp., 1958 by Products . . . . .	773
Spot Nat. & Reg. Est. for '58 . . . . .	773
Station Index . . . . .	812
Stations, British Commercial . . . . .	725
Stations, Number in U. S. . . . .	67
Stations, Number per State . . . . .	67
Stations Reporting Profit, Loss . . . . .	113
Stations Set for Opening—1959 . . . . .	919
Stations & Sets Overseas . . . . .	915
Stations, U. S. . . . .	811
Top 100 Network Advertisers . . . . .	61
Television Bureau of Advertising . . . . .	1353
Television Film Association . . . . .	1353
Television Homes . . . . .	319
Television Producers Guild . . . . .	1353
<b>TENNESSEE: AM Stations . . . . .</b>	<b>607</b>
Families, Population, Radio	
Homes, TV Homes . . . . .	607

FILM  
PRODUCTION  
EQUIPMENT

# RADIO TELEVISION DAILY

AGENCIES  
SPONSORS  
STATIONS

THE NATIONAL DAILY NEWSPAPER OF COMMERCIAL RADIO AND TELEVISION  
1501 BROADWAY, NEW YORK 36, N. Y. TELEPHONE: Wlscnsln 7-6336

**John W. Alicoate**  
PRESIDENT

**Chas. A. Alicoate**  
EDITOR & PUBLISHER

**Marvin Kirsch**  
ASSOC. PUB.-GEN. MGR.

**Joe Morris**  
MANAGING EDITOR

**HERBERT BERG**  
*Associate Editor*  
*Radio Annual—TV Year Book*

**TED GREEN**  
*Columnist*

**PETER ENGLISH**  
*Night Make-up Editor*

**ART YATES**  
*Staff Writer*

**TOM KENNEDY**  
*Staff Writer*

**AL GARVIN**  
*Music Columnist*

**GEORGE GREENE**  
*Statistician*

**MORRIS ALTSCHULER**  
*Circulation and Production Mgr.*

**ARTHUR SIMON**  
*Advertising Manager*

**FRANK LAMBIE**  
*Editorial Researcher*  
*Radio Annual—TV Year Book*

**DAVID HALLIDAY**  
*Staff Writer*

**JOAN MEAD**  
*Advertising Staff*

**ELIZABETH RAE McKEAN**  
*Advertising Dept.*

**CATHERINE SABATINI**  
*Advertising Staff*

**BETTY MILLER**  
*Advertising Staff*

**EUGENE MORRISON**  
*Assistant Circulation Mgr.*

**Publishers of**  
**RADIO-TELEVISION DAILY**  
**RADIO ANNUAL-TELEVISION YEAR BOOK**

**WEST COAST OFFICES**

**William R. Weaver**, News Editor  
**Harriet Margulies**, New York Representative  
**Bud Faris**, Special Representative  
6425 Hollywood Blvd. Phone: HOLLYWOOD 9-3951

**CHICAGO BUREAU**

**Nat Green**  
Suite 500  
54 West Randolph St.  
Phone: DEARBORN 2-6757

**WASHINGTON BUREAU**

**Harry Lando**  
Office: 1126 National Press Building  
Telephone: EXECUTIVE 3-4808

**CANADIAN BUREAU**

**Jules Larochelle**  
Room 314, Belmont St., Montreal

**LONDON BUREAU**

**Tony Gruner**  
16 Christchurch Hill, Hampstead  
London, NW 3.

MEXICO CITY OFFICE: B. Fernandez Aldana, Av., Morelos, 58-305, Mexico, D. F.; Telephone: 21-03-24. ROME OFFICE: John Perdicari, 59 Via Priscilla. PUERTO RICAN BUREAU: Antonio Alfonso, Edificio Ochoa, San Juan, P. R.; P. O. Box 3485; telephone: 3-2750. FAR EAST BUREAU: Glenn F. Iretton, Manager, Office: 58 Kamiyama-Cho, Shibuya-Ku, Tokyo; Telephone: 16-4324.

## EDITORIAL INDEX

TENNESSEE: TV Stations.....	883
Territories & Possessions:	
AM Stations .....	670
TV Stations .....	902
TEXAS: AM Stations.....	615
Families, Population, Radio	
Homes, TV Homes.....	615
TEXAS: TV Stations.....	885
Theatres, Motion Picture—TV Equipped..	942
<b>TIME BUYERS BIOS .....</b>	<b>217</b>
Index—Time Buyers Bios.....	218
Time Buyers Bios, Ad Agency.....	219
Time Charges, Network TV Gross.....	49
Title Page .....	1
Toll-TV Firms .....	922
Trade Publications .....	1337
<b>TRANSCRIPTION AND RECORD- ING COMPANIES .....</b>	<b>969</b>
Treyz, Oliver . . . Article.....	780
<b>TV FILM PRODUCERS- DISTRIBUTORS &amp; COMMERCIALS PRODUCERS .....</b>	<b>983</b>
<b>TV FILM SALES WHO'S WHO .....</b>	<b>1037</b>
Index—Sales Executive Bios.....	1038
Sales Executive Biographies.....	1039
TV Industry Financial Data 1957.....	75
<b>TV STATIONS IN U. S. ....</b>	<b>811</b>
Index .....	812

### — U —

Unions (Organizations) .....	1341
U.N.-Radio Div., Public Info.....	1353
Usefulness Is Key To Web Radio.....	264
U. S. Information Agency.....	1353
U.S. International Stations.....	737
U. S. Offers More Radio-TV.....	95
UTAH: AM Stations.....	638
Families, Population, Radio	
Homes, TV Homes.....	638
UTAH: TV Stations.....	894

### — V —

VERMONT: AM Stations.....	641
---------------------------	-----

Families, Population, Radio	
Homes, TV Homes.....	641
VERMONT: TV Stations.....	895
VIRGINIA: AM Stations.....	642
Families, Population, Radio	
Homes, TV Homes.....	642
VIRGINIA: TV Stations.....	895
VIRGIN ISLANDS: AM Stations.....	673
Vital Statistics—Radio-TV .....	33
Vocal Artists .....	1131
Voice of America.....	1353

### — W —

Walliser, Blair A. . . . Article.....	259
WASHINGTON: AM Stations.....	650
Families, Population, Radio	
Homes, TV Homes.....	650
WASHINGTON: TV Stations.....	898
Weathers, James H. . . . Article.....	967
Western Europe, TV Stations & Sets Overseas .....	915
WEST VIRGINIA: AM Stations.....	657
Families, Population, Radio	
Homes, TV Homes.....	657
WEST VIRGINIA: TV Stations.....	899
What Makes Up TV Impact?.....	981
Who's Who—TV Film Prod-Dist.....	1037
Wire Services, News.....	91
WISCONSIN: AM Stations.....	661
Families, Population, Radio	
Homes, TV Homes.....	661
WISCONSIN: TV Stations.....	900
Wolf, Sidney J. . . . Article.....	253
Women Commentators .....	1260
Writers Guild of America, East.....	1353
Writers Guild of America, West.....	1353
Writers, Radio-TV .....	1201
WYOMING: AM Stations.....	668
Families, Population, Radio	
Homes, TV Homes.....	668
WYOMING: TV Stations.....	901

### — Z —

ZIV, Frederic W. . . . Article.....	305
-------------------------------------	-----

# *The Satisfiers*



THE

FOUR *Most*

IN SINGING COMMERCIALS

ROBERT KIRK  
Sales Representative

*The Satisfiers Productions*  
306 WEST 51ST STREET  
NEW YORK 19, N. Y.  
CIRCLE 5-1140

# ADVERTISING

1959

# INDEX

1959

## — A —

ABC Films Inc. . . . . 998-999  
 ABC-Paramount . . . . . 976  
 ABC Radio Network . . . . . 240-241  
 ABC Television . . . . . 782-783  
 Academy of Broadcasting  
   Arts, Inc., The . . . . . 1209  
 Accurate List Letter Serv-  
   ice, Inc. . . . . 1238  
 Addiss, Justus . . . . . 1150  
 Alber, David O.,  
   Associates . . . . . 1141  
 Alcoa Theatre . . . . . 124  
 Alexander, David . . . . . 1146  
 Allen, Casey . . . . . 1113  
 Allen, Mel . . . . . 56  
 AM Radio Sales Co. . . . . 283  
 Ames Brothers, The . . . . . 72  
 Andrews, Johnny . . . . . 1117  
 Anella, Rita, Inc. . . . . 962  
 ASCAP . . . . . 1274  
 Associated Press  
   4 & Run of Book  
 Associated Television Ltd. . . . . 28  
 Atlantic Television Corp. . . . . 1017  
 Audio Productions, Inc. . . . . 1054  
 Audio-Video Recording  
   Co. Inc. . . . . 972  
 Avery-Knodel, Inc. . . . . 280

## — B —

Baker, Mike . . . . . 1204  
 Ballabio, Dennis . . . . . 1116  
 Banghart, Kenneth . . . . . 1176  
 Barkas and Shalit, Inc. . . . . 1142  
 Barnes, Joan . . . . . 140  
 Barnett International For-  
   warders, Inc. . . . . 740  
 Barry and Enright Prods. . . . . 949  
 Bartell Family Radio . . . . . 318  
 Beck, Jackson . . . . . 1116  
 Benny, Jack . . . . . 36  
 Benzell, Mimi . . . . . 1105  
 Berle, Milton . . . . . 40  
 Bernard, Charles, Co.  
   Inside Back Covers

Bernard-Degen  
   Productions . . . . . 1061  
 Bixby, Carl . . . . . 1201  
 Blaine, Jimmy . . . . . 1116  
 Bontempi, Fedora . . . . . 1118  
 Boone, Pat . . . . . 14  
 Borg, Marge . . . . . 1129  
 Brandt Public Relations &  
   Prom. . . . . 1142  
 Brewer, Mary Lou . . . . . 1137  
 Briggs, Lillian . . . . . 1130  
 British Information  
   Services . . . . . 12  
 Broadcast Music, Inc. 96 & 778  
 Broadcast Time  
   Sales . . . . . 140, 425 & 479  
 Brooks-Hage Services,  
   Inc. . . . . 90  
 Brothers, Dr. Joyce . . . . . 1106  
 Bunce, Alan . . . . . 1114  
 Bunetta, Frank . . . . . 1147  
 Burns, Stan Z. . . . . 76  
 Buttons, Red . . . . . 1116  
 Byington, Spring . . . . . 1110  
 Byoir, Carl, & Associates,  
   Inc. . . . . 1138

## — C —

Caesar, Sid . . . . . 42  
 Cagno, Joe Cal . . . . . 1202  
 Califone Corp. . . . . 1306  
 Camargo, Ralph . . . . . 1210  
 Canadian Association of  
   Broadcasters . . . . . 678  
 Carlon, Fran . . . . . 1113  
 Carroll, Pat . . . . . 1122  
 Caruso, Carl . . . . . 1211  
 Case, Nelson . . . . . 1215  
 Cates, Gil . . . . . 1161  
 CBC Television . . . . . 676  
 CBS Films . . . . . 988-989  
 CBS Radio Network . . . . . 246-247  
 CBS Television  
   Network . . . . . 790-791  
 CHCA . . . . . 903  
 Cinema-Vue Corp. . . . . 1018  
 CKLW, CKLW-TV . . . . . 478  
 Clark, Dick . . . . . 1109

Clarke, John . . . . . 1213  
 Coastal Recording Co.  
   Inc. . . . . 972  
 Collyer, Bud . . . . . 1216  
 Columbia Transcriptions . . . . . 968  
 Community Club Services  
   Inc. . . . . 22  
 Como, Perry . . . . . 6  
 Concert Network, Inc. . . . . 706  
 Confession, Inc. . . . . 1016  
 Consolidated Film  
   Industries . . . . . 770  
 Conte, John . . . . . 1120  
 Cooley, Lee . . . . . 1160  
 Cooper, Frank, Associates . . . . . 955  
 Coordinated Marketing  
   Agency, Inc. . . . . 1021  
 Copy-Service-Bureau . . . . . 957  
 Cordell, Carl . . . . . 1120  
 Country & Western Music  
   Broadcast Assoc.  
   Inside Back Covers  
 Coy, Jim . . . . . 1213  
 Craig's Restaurant . . . . . 136  
 Crockett, Jan . . . . . 1137  
 Cross, Perry . . . . . 1158

## — D —

Damon, Jerry . . . . . 1208  
 Davidson, Alfred . . . . . 128  
 Davis, Phil, Musical  
   Enterprises, Inc. . . . . 1276  
 Dean, Jimmy . . . . . 1111  
 deCyr, Zel . . . . . 1123  
 Dee-Jay Grapevine . . . . . 350  
 del Valle, Jaime . . . . . 1156  
 Desilu . . . . . 992  
 Desmond, Johnny . . . . . 1114  
 DeWitt, George . . . . . 143  
 Diehm, Vic, Radio Group . . . . . 582  
 Dine and Kalmus . . . . . 1141  
 Disneyland Records . . . . . 977  
 Dodd, Jimmie . . . . . 1124  
 Doherty, Richard P. Tele-  
   vision-Radio Manage-  
   ment Corp. . . . . 328  
 Donald, Peter . . . . . 1124  
 Dormann, Henry O. . . . . 1142



*the symbol by which*

**ASSOCIATED TELEVISION LTD.**

*is known to more than ten million viewers  
in London and the English midlands*

**TELEVISION HOUSE · LONDON, ENGLAND**



Doud, Earle .....1202  
 Durand, Joe .....1150

— E —

Eastern Effects, Inc. ....1057  
 Eastman Kodak Co. .... 772  
 Economee TV .....774-775  
 Edwards, Ralph ..... 58  
 Elgart, Larry .....1170  
 El Toro ..... 30  
 Emerick, Bob .....1216  
 Emmett, Jay Associates  
 Inc. .... 84  
 Empire Broadcasting  
 Corp. ....1058  
 Empire Production Corp.1058  
 Erickson, Corydon .....1115  
 Erickson, Helene .....1118  
 Erickson, Launcelot .....1115  
 Erwin Wasey, Ruthrauff  
 & Ryan, Inc. ....138

— F —

Faillace Productions,  
 Inc. .... 20  
 Farren, Jack .....1159  
 Fields, Linda "Lee" .....1118  
 Film Graphics Inc. ....1060  
 Filmways, Inc. ....1052  
 Fitzmaurice, Michael .....1124  
 Flamingo Telefilm Sales  
 Inc. ....1005  
 Ford, Art .....1240  
 Ford, Mary ..... 78  
 Ford, Tennessee Ernie ... 48  
 Forrell, Thomas and  
 Polack Associates, Inc.1278  
 Forrest, Ray .....1158  
 Fox, Sonny .....1214  
 Framer, Walt,  
 Productions ..... 946  
 Francis, Arlene ..... 44  
 Franklin, Joe .....1126  
 Frederick-Clinton Co.,  
 Inc., The ..... 138  
 Freeman, Florence .....1121  
 Fremantle International  
 Inc. ....1012  
 French Broadcasting  
 System, The ..... 88

— G —

GAC-TV, Inc. .... 112  
 Gale-Gernannt  
 Productions, Inc. .... 951  
 Gart, John .....1172  
 General Film Labs  
 Facing Page 1408  
 German, W. J., Inc.  
 Facing Page 769

Gierlach, Chet .....1148  
 Gilbert, Johnny .....1122  
 Gill-Perna ..... 284  
 Given, Joe .....1210  
 Gleason, Jackie ..... 74  
 Gold Medal Studios, Inc. 1015  
 Goldstein, Chuck,  
 Productions, Inc. .... 10  
 Goodman, Harry S. .... 950  
 Goodson-Todman  
 Productions ..... 944  
 Gordon Stations ..... 564  
 Gotham Recording Corp.116  
 Governor TV Attractions 1002  
 Granada TV Network .. 722  
 Grauer, Ben .....1174  
 Griffin, Merv .....1212  
 Grove, Betty Ann .....1136  
 Gruenberg, Axel .....1159  
 Guffanti Film Labs., Inc.1097  
 Guild Films ..... 991

— H —

Halas & Batchelor  
 Cartoon Films, Ltd. .. 726  
 Hall, Robert, Productions 954  
 Hamilton, Gene .....1212  
 Harrice, Cy .....1207  
 Heffner, Richard D. ....1157  
 Hefner, Keith .....1124  
 Heftli, Neal .....1171  
 Hein, Jac, Co. ....1145  
 Helfer, Al .....1190  
 Henderson, Skitch .....1169  
 Heritage Productions ... 118  
 Herlihy, Ed .....1102  
 Herson, Pat .....1106  
 HFH Productions, Inc. ....1059  
 Hobin, Bill .....1151  
 Hope, Bob ..... 38  
 Howell, Wayne, Show ..1206  
 H-R Representatives, Inc. 278

— I —

Impa Productions, Ltd. ... 958  
 Intam, Ltd. .... 724  
 Inter-World TV Films,  
 Inc. ....1008

— J —

James, Dennis Facing Page 1  
 Jayark Films Corp. .... 986  
 Jerome, Jerry .....1166  
 Johnston, Johnny .....1119  
 Jones, Clark .....1157

— K —

KBMB-TV ..... 869

KBOX ..... 622  
 KBTV ..... 826  
 KBUZ ..... 564  
 KCBQ ..... 318  
 KCJB-TV ..... 869  
 KCMO-TV ..... 502  
 KCUB ..... 564  
 KDIX-TV ..... 869  
 KDKA-TV ..... 879  
 KDUB-TV ..... 891  
 KEDY-TV ..... 891  
 KENS-TV ..... 893  
 KEVE ..... 489  
 KFRE, KFRE-TV ..... 820  
 KISS-FM ..... 635  
 KMAC ..... 635  
 KMSP-TV ..... 854  
 KNCO ..... 446  
 K-NUZ ..... 627  
 KPAR-TV ..... 891  
 KPHO, KPHO-TV ..... 498  
 KPLR-TV ..... 856  
 KPOA ..... 420  
 KPRC, KPRC-TV ..... 888  
 KRCT ..... 632  
 KRFM, KRFM-TV ..... 820  
 KRLD ..... 623  
 KRLD-TV ..... 886  
 KRMG ..... 498  
 KROD-TV ..... 887  
 KSOP ..... 640  
 KSPL ..... 624 & 717  
 KTIX ..... 654  
 KTLA ..... 822  
 KTRE-TV ..... 892  
 KTRK-TV ..... 890  
 KTVR ..... 826  
 KTYL-FM ..... 564  
 KUDL ..... 503  
 KWK ..... 506  
 KXAB-TV ..... 869  
 KXJB-TV ..... 869  
 KYA ..... 318  
 Kamins, Bernie .....1142  
 Kander, Allen & Co. .... 322  
 Kaye, Sammy .....1165  
 Kendis, Sonny,  
 Productions .....1280  
 Kenney, H. Wesley .....1150  
 Keystone Broadcasting  
 System .....254-255  
 King, John Reed .....1127  
 Klaefer Film Productions,  
 Inc. ....142 & 1056  
 Klavan and Finch .....1236

Ray Shaw Presents

# *El* TORO



1634 BROADWAY, NEW YORK CITY  
BET. 50th & 51st STS.

RES: COLUMBUS 5-4990

*New York's Only Authentic  
Mexican Night Club*

---

MEXICAN SPECIALTIES  
AMERICAN CUISINE  
CHINESE SPECIALTIES

# ADVERTISING INDEX

Kokomo the Clown .....1104  
 Kramer, Milton J. ....1201

## — L —

Lacy, Jack .....1241  
 Laine, Frankie .....1134  
 Lang-Worth ..... 970  
 Lavelli, Tony ..... 52  
 Leonard, Herbert B. ....1154  
 Lescoulie, Jack ..... 46  
 Lewin-Kaufman-Schwartz 1144  
 Lewis, Jerry ..... 54  
 Lewis, Robert Q. .... 62  
 Liberty Tower Erection  
 Co. ....1305  
 Lombardo, Guy ..... 34  
 London, Jack, Productions  
 Inc. .... 956  
 London Press Exchange  
 Organization ..... 724  
 Love, James, Productions,  
 Inc. ....1063  
 Lowe, Jim .....1127  
 Lowenstein, Morton ..... 287  
 Luster, Betty, Assocs., Inc. 286  
 Lynch, Peg .....1114

## — M —

Maccone, Ronald .....1128  
 MacDonald, Duncan ....1121  
 Maddox, Alvie .....1104  
 Maine Broadcasting  
 System ..... 462  
 Malone, Bill .....1106  
 Manson, Eddy .....1169  
 Mark VII Ltd. ....1013  
 Marlowe, Ann .....1156  
 Marshall Organization .. 959  
 Marshall, Rex .....1218  
 Max, Fritz .....1107  
 MCA ..... 108  
 McArt, Jan .....1119  
 McCadden Productions .. 86  
 McCann-Erickson, Inc. 120-121  
 McCarty, Milburn,  
 Associates, Inc. ....1144  
 McGhee, Gloria .....1118  
 McLemore, Ed ..... 18  
 McMahan, Horace .....1120  
 McNeill, Don .....1112  
 Mello-Larks, The .....1132  
 Mercer, Johnny .....1132  
 Meredith Family Stations 498

Merrill, Lynn .....1117  
 MGM Records ..... 976  
 MGM-TV ..... 994-995  
 Miahati, Inc. .... 146  
 Miami Beach, City of... 401  
 Morgan Bros., The.....1133  
 Morgan, Jaye P.....1133  
 Morgan, Ray .....1221  
 Morris, William, Agency,  
 Inc. .... 110  
 Morrow, Bruce .....1240  
 Morrow, Don .....1215  
 Murray, Jan ..... 64  
 Mutual Broadcasting  
 System ..... 262

## — N —

Nathanson, Ted .....1151  
 National Screen Service. 768  
 NBC Radio Network. 266-267  
 NBC Television  
 Network .....798-799  
 Nelson, Clare .....1136  
 Nelson, Lou .....1126  
 Nelson, Ozzie & Harriet.. 60  
 New Stone Associates. 1064  
 Nicholson, Nick .....1129  
 NTA ..... 982  
 NTA Television  
 Network .....806-807

## — O —

Oblinger, Jackie .....1122  
 O'Brien, Joe .....1239  
 O'Brien, Louise .....1135  
 O'Brien, Tom .....1204  
 Odyssey Productions,  
 Inc. ....1019  
 Office Furniture, Ltd....1097  
 Official Films, Inc..... 984

## — P —

Paige, Robert .....1126  
 Palmer, Bud .....1106  
 Parsons, Fred .....1220  
 Paul, Les ..... 78  
 Paul, Ralph .....1219  
 Peed, Earl S., Public  
 Relations .....1139  
 Peerless Film Processing  
 Corp. ....1094  
 Penzell, Larry .....1143  
 Peterson, Edgar .....1160

Petker, Al .....122 & 350  
 Pomerantz, Charles ....1143  
 Pressman, Gabe .....1174  
 Pulse, Inc. .... 94  
 Pyramid Productions,  
 Inc. ....1034

## — R —

Radio Cadena Nacional. 738  
 Radio Press ..... 324  
 Raeburn, Bryna .....1108  
 Rahall Group ..... 584  
 Rambeau-Vance-Hopple,  
 Inc. .... 285  
 Rattazzi Restaurant ....132  
 RCA .....Back Cover  
 Reeves Sound Studios  
 Inc. .... 975  
 Reimers, Ed .....1128  
 Reiner, The S. Jay, Co.,  
 Inc. .... 327  
 Rex Productions, Inc..... 975  
 Richardson, Don .....1146  
 Rio, Rosa .....1279  
 Ritz Brothers, The.....1115  
 Roberts, Clete .....1175  
 Rodney-Young  
 Productions .....1014  
 Rogers, Bill .....1219  
 Rogers & Cowan, Inc....1140  
 Roller Derby ..... 144  
 Rooney, Mickey ..... 68  
 Ross, Murray .....1170  
 Russell, Jack .....1135

## — S —

Sande & Greene ..326 & 1062  
 Sanders, Honey ..... 134  
 Sanford, Charles .....1167  
 Satenstein, Frank .....1150  
 Satisfiers, The ..... 26  
 Schenkel, Chris .....1189  
 Schneider, Dick .....1152  
 Scott, Fred .....1218  
 Scott, Walter ..... 70  
 SESAC Inc. ....1294  
 Shaindlin, Jack .....1172  
 Sharbutt, Del .....1220  
 Shear, Barry .....1148  
 Shipley, Bill .....1205  
 Simms, Frank .....1211  
 Simpson, Garry .....1148  
 Smith, Bob .....1108

# ADVERTISING INDEX

Stark, Dick ..... 80  
 Stark, Howard E.... 325 & 815  
 Stark-Layton Inc..... 953  
 Steen, Cort ..... 1148  
 Sterling, Jack ..... 1125  
 Storer Broadcasting  
 Co. .... 276-277  
 Sugar, Dick (Ricardo).... 1239  
 Swanson, Robert,  
 Productions ..... 1277  
 Swayze, John Cameron... 1126  
 Swift, Allen ..... 1214  
 Sylvern, Hank ..... 1171

## — T —

Taubman, Paul ..... 1164  
 Taylor, Brooke ..... 1217  
 Television Advertising  
 Representatives, Inc. . 282  
 Television Graphics Inc. 1060  
 Televisual-International . 1010  
 Termini Video Tape  
 Services, Inc. .... 126  
 Texas Rasslin' ..... 18  
 Thomas, Danny ..... 50  
 Tonken, Phil ..... 1217  
 Top 10 Dance Party ..... 961  
 Trendle-Campbell-Meurer,  
 Inc. .... 948  
 Triangle Stations ..... 820

## — U —

United Press International 16  
 U. S. Steel ..... 98  
 U. S. Television Newsfilm  
 Inc. .... 1175

## — V —

Valenta, Leonard ..... 1149  
 Valentino, Thomas J. Inc. 974  
 Video Crafts Inc. .... 144  
 VPI Studios ..... 130

## — W —

WAGA-TV ..... 836  
 WAKE ..... 318  
 WAPA ..... 672  
 WAZL ..... 582  
 WBAP-TV ..... 884  
 WBCN ..... 706  
 WBIG ..... 553

WBRY ..... 392  
 WBTW ..... 866  
 WCSH, WCSH-TV ..... 462  
 WDAK ..... 412  
 WDOK ..... 566  
 WFAA, WFAA-TV ..... 620  
 WFAS-AM-FM ..... 547  
 WFBL ..... 546  
 WFBM-TV ..... 842  
 WFEA ..... 584  
 WFIL-TV ..... 876  
 WGBS ..... 276-277  
 WGN ..... 426  
 WGN-TV ..... 838  
 WHCN ..... 706  
 WHEN, WHEN-TV ..... 498  
 WHLM ..... 582  
 WHOL ..... 582  
 WHOM ..... 530  
 WIBG ..... 276-277  
 WIBR ..... 456  
 WIIC ..... 880  
 WIL ..... 507  
 WINS ..... 532  
 WIP ..... 592  
 WITI-TV ..... 276-277  
 WJAR-TV ..... 236  
 WJBK, WJBK-TV .... 276-277  
 WJPD ..... 483  
 WJQS ..... 495  
 WJW ..... 567  
 WJW-TV ..... 872  
 WKAP ..... 584  
 WKCB ..... 516  
 WKIX ..... 557  
 WLAM ..... 462  
 WLBZ, WLBZ-TV ..... 462  
 WLEE ..... 648  
 WLIB ..... 534  
 WMAR-TV ..... 850  
 WMCA ..... 536  
 WMGM ..... 538  
 WMMS ..... 464  
 WNAR ..... 584  
 WNCN ..... 706  
 WNHC-TV ..... 830  
 WNTA-TV ..... 862  
 WOKY ..... 318  
 WOR ..... 320  
 WORX ..... 437  
 WOV ..... 540  
 WOW ..... 498  
 WOW-TV ..... 498 & 860  
 WPTR ..... 523

WQXR ..... 542  
 WRDO ..... 462  
 WRIT ..... 665  
 WSAI, WSAI-FM ..... 564  
 WSB, WSB-TV ..... 834  
 WSPD-TV ..... 370  
 WSVA, WSVA-TV ..... 896  
 WTAC ..... 481  
 WTAE ..... 878  
 WTAL ..... 406 & 582  
 WTAO ..... 471  
 WTIC ..... 388  
 WTIC-TV ..... 828  
 WTSP ..... 584  
 WTVJ ..... 832  
 WVUE-TV ..... 848  
 WWNR ..... 584  
 WWRL ..... 548  
 WWVA ..... 276-277  
 WXCN ..... 706  
 WYDE ..... 318  
 Wallace, Mike ..... 1125  
 Walton Studios ..... 728  
 Ward, Al ..... 1131  
 Wayne, Bernie ..... 1168  
 Webb, Richard ..... 82  
 Weldon, Jimmy ..... 1123  
 Wendell, Bill ..... 1120  
 Westinghouse Broad-  
 casting Co., Inc.... 272-273  
 Willis, Richard ..... 1110  
 Wilson, Bob ..... 1176  
 Winchell, Paul ..... 1112  
 Winters, Jonathan ..... 66  
 Wismer, Harry ..... 8  
 Wolf Productions ..... 952  
 World Broadcasting  
 System, Inc. .... 2-3  
 World of Fashion, The.. 128  
 World Wide Information  
 Services ..... 92

## — Y —

Young & Rubicam, Inc... 114  
 Youngman, Henny ..... 1122

## — Z —

Ziv Television  
 Inside Front Covers  
 Zouary, Maurice H.,  
 Stock Shots ..... 1020  
 Zouary, Maurice H.,  
 TV-Film Prods. .... 960

# VITAL STATISTICS GENERAL INFORMATION

▶ Total 1957 radio-TV bcst. revenue (before Fed. income tax).....	\$1.5 billion
▶ Total radio-TV broadcast income (before tax) for 1957.....	\$214.6 million
▶ Radio revenue for 1957.....	\$517.9 million
▶ Radio profits for 1957.....	\$54.6 million
▶ Total broadcast revenues for 1957.....	\$943.2 million
Derived from sale of time (77%).....	\$726.3 million
Der. from sale of talent, prog. material & production (23%).....	\$216.9 million
▶ Total TV time sales (before commissions deductions) for 1957.....	\$868.7 million
Network time to nat'l advertisers (45.4%).....	\$394.2 million
Non-net. time to nat'l advertisers (34.1%).....	\$296.4 million
Time to local advertisers (20.5%).....	\$178.1 million
▶ Total 1957 TV broadcast expenses.....	\$783.2 million
▶ Total TV broadcast income (before tax) for 1957.....	\$160 million
▶ TV receiver factory billings for 1958.....	\$686 million
▶ Factory sales of radios for 1958 totaled.....	\$326 million
▶ Factory phonograph sales for 1958 were.....	\$263 million
▶ Phonograph record sales for 1958.....	\$166 million
▶ Retail sales of TV sets for 1958.....	\$5.1 million
▶ Tape recorder retail sales (64 mfrs.: 410,000 units) for 1958.....	\$72 million
▶ Magnetic tape retail sales for 1958.....	\$20 million
▶ Total revenue of radio networks (4 nat'l, 3 reg.) for 1957.....	\$73.5 million
▶ Total revenue of 3143 independent radio stations for 1957.....	\$444.4 million
▶ Total profits for above 3143 radio stations for 1957.....	\$54.6 million
▶ Network radio time sales for 1957.....	\$51.7 million
▶ Radio station local time sales for 1957.....	\$316.5 million
▶ AM stations reporting operational loss for 1957.....	959
▶ Revenue of TV networks and their 16 stations totaled.....	\$467.9 million
Total revenue 390 post-freeze TV stations for '57.....	\$214 million
VHF (302) .....	\$187.3 million
UHF (88) .....	\$26.7 million

*(Continued on page 35)*



Guy Lombardo  
and his  
Royal Canadians

**NEW YORK "TRENDEX" NEW YEAR'S EVE, WRCA-TV:  
43.1 rating; 86.2 audience share**

Currently: Hotel Roosevelt, New York  
Current Capitol Album (Monaural and Stereo):  
"Dancing Room Only"  
Current Capitol 'Single': "Exactly Like You Cha Cha"

DIRECTION: MCA

PUBLICITY: DAVID O. ALBER ASSOC., Gene Shefrin

▶ Number of radios in use in the United States.....	143 million
Car radios .....	47 million
Home radios (97% of Amer. homes).....	96 million
Fourteen million of these can rec. FM signals	
▶ Canadian factory sales of TV sets for December, 1958.....	40,668
▶ Total TV set Canadian sales to dealers for 1958.....	430,980
▶ Commercial AM stations licensed and on the air.....	3,253
▶ Commercial FM stations licensed and on the air.....	548
▶ Educational FM stations licensed and on the air.....	147
▶ Commercial TV stations licensed and on the air.....	556
▶ TV translator stations licensed and on the air.....	92
▶ Educational TV stations licensed and on the air.....	32
▶ Total spent in 1958 by top TV spot advertiser Procter & Gamble.....	\$33,833,100
▶ Average weekday daytime No. of homes delivered by TV net. in '58....	3,080,000
▶ Homes delivered by average nighttime network TV program in 1958....	8,823,000
▶ Average number of U.S. ad agencies, excluding branches.....	3,500
Number handling radio-TV billings.....	500+
▶ Advertising agency failures for 1958.....	36
Their total liabilities.....	\$857,000
▶ Automobile radio set sales for 1958.....	3,715,000
▶ Percentage of U.S. families owning TV sets in January, 1958.....	83%
▶ TV sets in use in U.S. in 1958.....	46 million +
▶ Estimated national radio spot time sales for 1958 totaled.....	\$166,367,000
▶ Total network TV gross time charges for 1958.....	\$566,590,410
▶ Total '57 FM bcst. loss (before tax) for non-AM licensees.....	\$500,000
▶ Total radio broadcast income (before tax) for 1957.....	\$54.6 million
▶ Nation-wide network radio-TV income for 1957.....	\$70.7 million
▶ No. of radio receiver sets in world, excl. U.S., its terr., Canada.....	153,659,400
▶ No. of wired speakers in world, excluding U.S., its terr., Canada.....	31,839,800
▶ Total full-time employment for networks and 501 TV stations.....	32,639
▶ Total part-time employment for networks and 501 TV stations.....	5,159
▶ Total employment for networks and 501 TV stations.....	37,798
▶ Total radio sets produced in 1958.....	11,747,000
▶ Total TV sets produced in 1958.....	4,920,428
▶ Nat'l and regional spot TV advertisers expenditures, For daytime shows... 35.7%	
For nighttime shows.....	53.4%
For late night shows.....	10.9%

*(Continued on page 37)*





▶ Number of network affiliates and O&O stations:

Network	Number of Affiliates Radio	TV	Number of O&O Stations		
			AM	FM	TV
ABC	330	220	5	4	5
CBS	202	243	7	6	5
KBS	1058	—	—	—	—
MBS	453	—	—	—	—
NBC	201	210	7	5	7
NTA	—	134	—	—	2

- ▶ Number of radio stations in Canada..... 187
- ▶ Number of radio stations in Mexico..... 441
- ▶ Number of member stations, Radio Cadena Nacional, S.A..... 55
- ▶ Number of radio stations in Cuba..... 165
- ▶ Number of radio stations in Haiti..... 6
- ▶ Number of radio stations in Dominican Republic..... 26
- ▶ Number of radio stations in the Bahamas..... 1
- ▶ Number of radio stations in Jamaica..... 4
- ▶ Number of radio stations on Guam..... 1
- ▶ Number of radio stations in Puerto Rico..... 25
- ▶ Number of radio stations in the Virgin Islands..... 2
- ▶ Number of international radio stations in the U.S..... 36
- ▶ Number of international radio stations in Canada..... 26
- ▶ Number of TV stations in Puerto Rico..... 5
- ▶ Number of TV stations on Guam..... 1
- ▶ Number of TV stations in Canada, excluding satellites..... 47
- ▶ Worldwide total of TV stations, exclusive of the U.S., its territories, Canada, and overseas Armed Forces stations..... 739
- ▶ Worldwide total of TV receivers, exclusive of the U.S., its territories, Canada, and overseas Armed Forces..... 22,878,700
- ▶ Number of network color-equipped stations in the U.S..... 302
- ▶ Number of community TV antenna systems in operation in the U.S..... 550
- ▶ National Association of Broadcasters' number of AM members..... 1,503
- Number of FM members..... 410
- Number of TV members..... 334
- Number of subscribers to NAB TV Code..... 309
- ▶ The Broadcasters' Promotion Association now has a membership of..... 251
- ▶ On June 30, 1958, of 501 commercial TV stations in operation, 419 were VHF and 82 were UHF; 31 educational TV stations (25 VHF, 6 UHF) were on the air in 308 communities.
- ▶ Over 90 per cent of the U.S. population is estimated to be within range of at least one TV station; over 75 per cent within range of two or more.

# HOPE



# ESTIMATED NATIONAL SPOT RADIO TIME SALES FIGURES FOR 1957-1958

	<i>1958</i>	<i>1957</i>	<i>Per Cent Change</i>
First Quarter .....	\$ 41,963,000	\$ 40,916,000	+2.5
Second Quarter .....	41,671,000	39,027,000	+6.7
Third Quarter .....	38,171,000	41,116,000	-7.1
Fourth Quarter .....	44,562,000	48,452,000	-8.0
<hr style="width: 50%; margin: 0 auto;"/>			
Total .....	\$166,367,000	\$169,511,000	-1.9

*REVISED MONTHLY ESTIMATES FOR 1957*

January .....	\$ 11,863,000
February .....	13,279,000
March .....	15,777,000
April .....	12,844,000
May .....	13,659,000
June .....	12,525,000
July .....	12,608,000
August .....	13,740,000
September .....	14,765,000
October .....	16,812,000
November .....	18,452,000
December .....	13,187,000
<hr style="width: 50%; margin: 0 auto;"/>	
Total .....	\$169,511,000

Source: Station Representatives Association, Inc.

*BEST WISHES*



**MILTON BERLE**

# Radio Markets Ranked by Spot Volume, 1958

## In Groups of Ten Markets:

		<u>Total</u>	<u>%</u>	<u>Cumulative Total</u>	<u>Cumula- tive %</u>
1. New York	\$22,013,448				
2. Chicago	11,071,217				
3. Los Angeles	10,835,835				
4. Detroit	6,560,792				
5. Philadelphia	5,034,286				
6. Boston	4,411,043				
7. San Francisco	4,028,786				
8. St. Louis	3,660,536				
9. Pittsburgh	3,019,252				
10. Cincinnati	2,939,844	\$73,575,039	43.40	\$73,575,039	43.40
11. Washington, D. C.	2,854,775				
12. Cleveland	2,624,374				
13. Minneapolis-St. Paul	2,574,460				
14. Denver	2,463,460				
15. Kansas City	2,132,211				
16. Buffalo	1,765,858				
17. Baltimore	1,743,023				
18. Houston	1,726,763				
19. Atlanta	1,707,650				
20. Hartford	1,671,858	21,264,432	12.54	94,839,471	55.94
21. Dallas	1,579,597				
22. Seattle	1,512,989				
23. Des Moines	1,504,794				
24. Indianapolis	1,493,597				
25. Milwaukee	1,432,694				
26. Albany, Schenectady	1,317,495				
27. New Orleans	1,261,849				
28. Miami	1,239,015				
29. Memphis	1,237,792				
30. Providence	1,153,789	13,733,611	8.10	108,573,082	64.04
31. Portland, Ore.	1,150,455				
32. Omaha	1,136,809				
33. Columbus, Ohio	1,124,029				
34. San Antonio	1,110,188				
35. Louisville	1,066,011				
36. Nashville	980,947				
37. Rochester	956,820				
38. Charlotte	946,128				
39. San Diego	911,065				
40. Richmond, Va.	853,514	10,235,966	6.04	118,809,048	70.08
41. Cedar Rapids	\$828,280				
42. Oklahoma City	819,299				
43. Tulsa	795,697				

(Continued on Page 43)



**SID CAESAR**

## RADIO MARKETS RANKED BY SPOT VOLUME, 1958

		<u>Total</u>	<u>%</u>	<u>Cumulative Total</u>	<u>Cumula- tive %</u>
44. Toledo . . . . .	782,095				
45. Raleigh . . . . .	716,137				
46. Syracuse . . . . .	696,484				
47. Sacramento . . . . .	674,081				
48. Birmingham . . . . .	661,443				
49. Ft. Worth . . . . .	659,449				
50. Tampa-St. Petersburg . .	622,410	\$7,255,375	4.28	\$126,064,423	74.36
51. Norfolk-Portsmouth . . .	587,261				
52. Shreveport . . . . .	585,074				
53. Dayton . . . . .	580,471				
54. Jacksonville . . . . .	563,638				
55. Spokane . . . . .	562,000				
56. Fresno . . . . .	561,079				
57. Ft. Wayne . . . . .	540,046				
58. Wheeling-Steubenville . .	528,713				
59. Worcester . . . . .	519,169				
60. Little Rock . . . . .	516,178	5,543,629	3.27	131,608,052	77.63
61. Grand Rapids . . . . .	513,896				
62. Wichita . . . . .	496,188				
63. Youngstown . . . . .	494,774				
64. Topeka . . . . .	481,451				
65. Salt Lake City . . . . .	476,005				
66. Knoxville . . . . .	404,809				
67. New Haven . . . . .	397,394				
68. Phoenix . . . . .	388,694				
69. Akron . . . . .	378,043				
70. Albuquerque . . . . .	372,168	4,403,422	2.59	136,011,474	80.22
71. Peoria . . . . .	360,641				
72. Davenport-Rock Island . .	358,982				
73. Corpus Christi . . . . .	349,605				
74. Canton, Ohio . . . . .	314,212				
75. Flint, Michigan . . . . .	307,201				
76. Harrisburg . . . . .	306,749				
77. Portland, Me. . . . .	288,952				
78. Kalamazoo . . . . .	285,395				
79. Springfield-Holyoke . . . .	285,037				
80. Charleston, W. Va. . . . .	273,534	3,135,608	1.85	139,147,082	82.07
81. Allentown-Bethlehem . . .	268,221				
82. Duluth-Superior . . . . .	264,867				
83. Scranton . . . . .	253,123				
84. Columbia, S. C. . . . .	250,216				
85. Amarillo, Texas . . . . .	243,673				
86. Greenville, S. C. . . . .	235,825				
87. Madison . . . . .	234,913				
88. Austin, Texas . . . . .	232,778				
89. Jackson, Mississippi . . . .	232,745				
90. El Paso . . . . .	227,383	2,443,744	1.44	141,590,826	83.51
91. Montgomery . . . . .	226,199				
92. South Bend . . . . .	216,597				
93. Roanoke, Va. . . . .	208,291				
94. Chattanooga . . . . .	208,199				
95. Stockton . . . . .	205,623				
96. Wilmington, Del. . . . .	199,324				
97. Huntington, W. Va. . . . .	197,657				
98. Tucson . . . . .	196,791				
99. St. Joseph, Mo. . . . .	193,732				
100. Bakersfield . . . . .	193,015				
101. Wichita Falls . . . . .	192,408	\$2,237,836	1.32	\$143,828,662	84.83



## ARLENE FRANCIS

---

Exclusive Rep.: Martin Goodman, 36 Central Park So., PLaza 1-3555

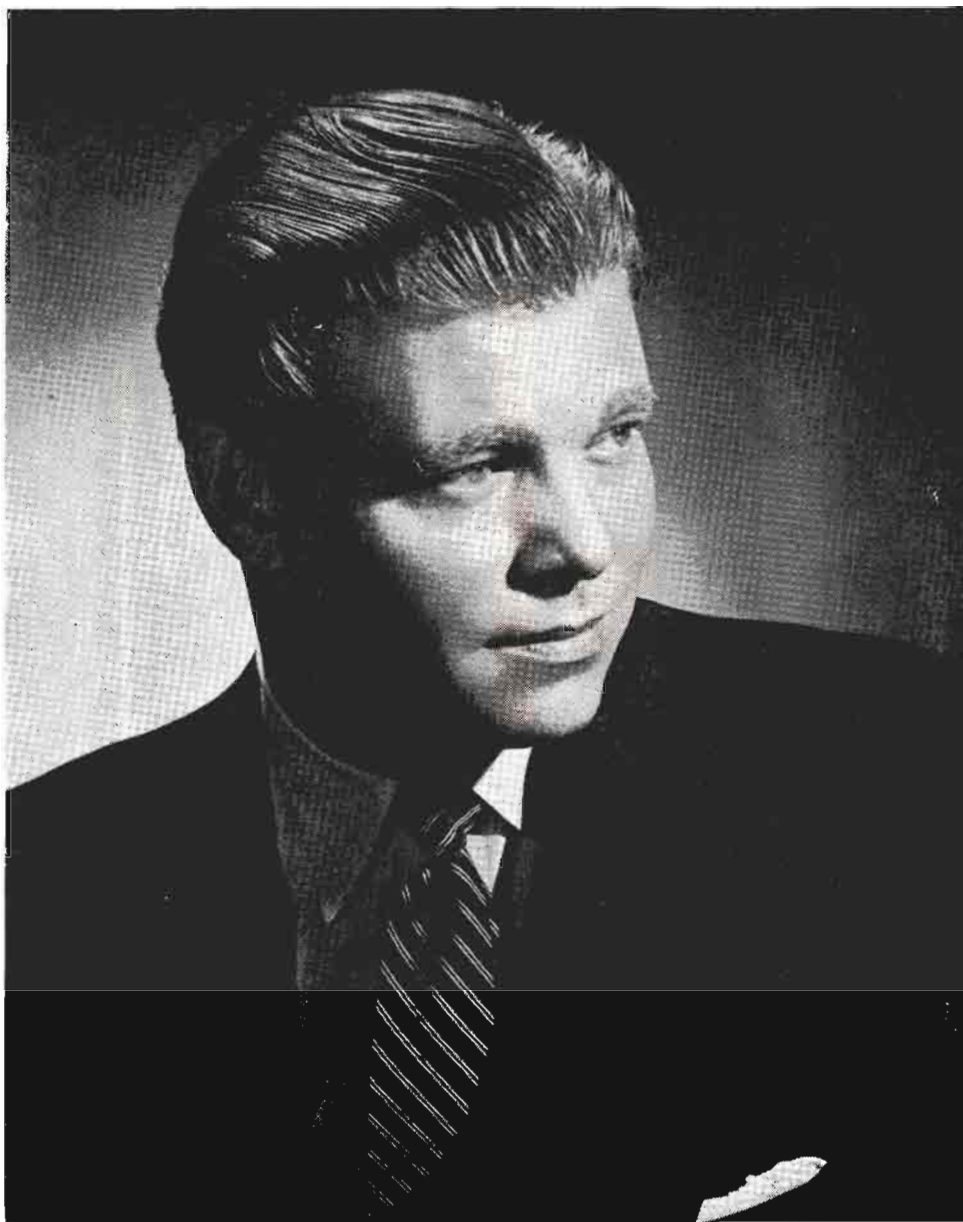


# STOCK CHANGES IN INDUSTRY ISSUES FOR 1958

## NEW YORK STOCK EXCHANGE

	High	Yearly Low	Dec. 30, 1958 Quotation	Net Chg.	Year's Sales (in 100s)
Admiral Corp. ....	19 $\frac{7}{8}$	7	19 $\frac{3}{4}$	+ 13 $\frac{1}{8}$	8936
AB-PT .....	22	13	20 $\frac{3}{8}$	+ 7 $\frac{5}{8}$	11758
AB-PT Pfd. ....	20 $\frac{1}{4}$	19	19 $\frac{1}{4}$	+ $\frac{1}{4}$	56
American Optical .....	40 $\frac{5}{8}$	34 $\frac{3}{4}$	38 $\frac{1}{2}$	+ 2 $\frac{3}{8}$	2223
Am. Tel. & Tel.....	227 $\frac{1}{8}$	167 $\frac{7}{8}$	225	+ 57 $\frac{1}{2}$	36516
Avco Mfg. ....	13 $\frac{7}{8}$	5 $\frac{5}{8}$	11 $\frac{5}{8}$	+ 6	59056
Avco Mfg. Pfd.....	82	43	70	+ 25 $\frac{5}{8}$	806
Bell & Howell.....	94 $\frac{7}{8}$	42	87	+ 45	5773
Bell & Howell Pfd.....	93	90	92 $\frac{1}{2}$	+ 6 $\frac{1}{2}$	430*
CBS .....	41 $\frac{1}{2}$	24 $\frac{1}{8}$	37 $\frac{3}{4}$	+ 13 $\frac{1}{8}$	11200
Decca .....	19 $\frac{7}{8}$	13 $\frac{7}{8}$	18 $\frac{1}{2}$	+ 4 $\frac{3}{4}$	9824
Disney .....	43 $\frac{7}{8}$	14	42 $\frac{3}{4}$	+ 28 $\frac{7}{8}$	9676
East. Kodak .....	148	97 $\frac{1}{8}$	144 $\frac{1}{4}$	+ 45 $\frac{3}{8}$	6501
East. Kodak Pfd.....	159	149 $\frac{1}{2}$	150 $\frac{3}{4}$	+ $\frac{3}{4}$	3540*
Gen. Prec. Eq.....	41	27	33 $\frac{5}{8}$	— $\frac{3}{8}$	8126
Gen. Prec. Eq. Pfd.....	52 $\frac{1}{2}$	44 $\frac{3}{4}$	52 $\frac{3}{8}$	+ 8 $\frac{1}{8}$	1388
Magnavox .....	60 $\frac{1}{2}$	30 $\frac{1}{4}$	51 $\frac{3}{4}$	+ 21 $\frac{1}{2}$	3823
Magnavox, Pfd. ....	86 $\frac{1}{4}$	53 $\frac{1}{2}$	74 $\frac{3}{4}$	————	465
National Theatres .....	11 $\frac{1}{2}$	7 $\frac{3}{8}$	10 $\frac{1}{4}$	+ 3	11772
Philco .....	26 $\frac{3}{8}$	12 $\frac{3}{8}$	24	+ 11 $\frac{7}{8}$	15232
Philco Pfd. ....	71 $\frac{1}{2}$	57 $\frac{1}{2}$	69 $\frac{3}{4}$	+ 13 $\frac{3}{4}$	6280*
RCA Common .....	48 $\frac{1}{4}$	30 $\frac{1}{4}$	47 $\frac{7}{8}$	+ 17 $\frac{5}{8}$	24272
RCA First Pfd.....	75 $\frac{1}{2}$	69 $\frac{3}{8}$	71	+ $\frac{1}{4}$	769
Stewart-Warner .....	45 $\frac{1}{4}$	29	44	+ 15 $\frac{5}{8}$	1935
Storer Broadcasting Co....	26 $\frac{3}{8}$	20	25	+ 5 $\frac{1}{2}$	2355
Sylvania El. ....	61 $\frac{1}{2}$	31 $\frac{1}{2}$	59 $\frac{5}{8}$	+ 29 $\frac{1}{4}$	10298

(Continued on Page 47)



**JACK LESCOULIE**

**STOCK CHANGES IN INDUSTRY**  
(Continued from Page 45)

**NEW YORK STOCK EXCHANGE**

	<i>High</i>	<i>Yearly Low</i>	<i>Dec. 30, 1958 Quotation</i>	<i>Net Chg.</i>	<i>Year's Sales (in 100s)</i>
Sylvania El. Pfd.....	97½	72½	96½	+ 24½	9070*
20th Century-Fox .....	42½	21¾	40¼	+ 18¼	13242
United Artists .....	27½	15¼	25	+ 10	6633
Warner Bros. ....	26½	16⅞	25%	+ 8%	2970
Westinghouse .....	74½	55½	73½	+ 9%	24744
Westinghouse Pfd. ....	92½	83	84%	— 5%	193
Zenith Radio .....	208½	67½	194¼	—	6038

**AMERICAN STOCK EXCHANGE**

Du Mont Labs.....	8¼	3	7½	+ 4½	13719
Guild Films .....	4½	1¾	2¾	— ½	21715
Hazeltine Corp. ....	60%	30½	60	+ 29%	2774
National Telefilm .....	9¾	5%	9½	+ 3%	10548
Skiatron .....	7¾	3%	5¼	— ¾	10565
Teleprompter .....	12%	10%	11	—	115
TV Industries .....	8%	4%	5	—	1264

**OVER THE COUNTER**

	<i>High</i>	<i>Low</i>	<i>Dec. 30, 1958</i>	
			<i>Bid</i>	<i>Asked</i>
Ampex .....	69¾	35¼	60	63
Capital Cities TV.....	#	—	7%	7½
Desilu Prods. ....	#	—	14	14½
Meredith Pub. Co.....	36½	25	35½	36¼
Met. Broadcasting .....	13¾	12½	12½	13½
Official Films .....	1¼	½	¾	1½
Reeves Soundcraft Corp....	7%	2½	6⅞	7%
Scranton Corp. ....	19½	10	10	11
Telebroadcasting .....	—	—	2¾	3¼

\* Trading unit less than 100 shares or shares in full.

# No range during full year.



# GROSS TIME CHARGES NETWORK TELEVISION

## Month By Month—1958

	<i>ABC</i>	<i>CBS</i>	<i>NBC</i>	<i>Total</i>
January . . . . .	\$ 9,168,609	\$ 22,094,015	\$ 18,344,111	\$ 49,606,735
February . . . . .	8,441,988	19,410,741	16,785,315	44,638,044
March . . . . .	9,402,407	21,211,070	18,874,597	49,488,074
April . . . . .	8,739,456	20,628,511	18,283,379	47,651,346
May . . . . .	8,477,755	20,970,022	18,470,368	47,918,145
June . . . . .	7,387,586	19,733,057	16,648,462	43,769,105
July . . . . .	7,083,555	18,332,925	15,702,029	41,118,509
August . . . . .	6,923,735	19,383,736	15,202,021	41,509,492
September . . . . .	6,627,093	19,427,754	16,362,343	42,417,190
October . . . . .	9,960,524	21,901,036	20,664,587	52,526,147
November . . . . .	10,338,126	21,853,592	19,817,075	52,008,793
December . . . . .	10,466,104	22,836,275	20,636,442	53,938,821
<b>Total . . . . .</b>	<b>\$103,016,938</b>	<b>\$247,782,734</b>	<b>\$215,790,729</b>	<b>\$566,590,401</b>

Source—TvB: LNR, BAR Statistics.

## Month By Month—1957

	<i>ABC</i>	<i>CBS</i>	<i>NBC</i>	<i>Total</i>
January . . . . .	\$ 6,715,581	\$ 20,231,474	\$ 16,554,941	\$ 43,501,996
February . . . . .	6,175,488	18,309,088	14,900,631	39,385,207
March . . . . .	6,848,848	20,172,173	16,631,974	43,652,995
April . . . . .	6,682,786	19,385,098	15,154,388	41,222,272
May . . . . .	7,258,807	20,307,762	15,811,033	43,377,602
June . . . . .	6,413,708	18,356,892	14,746,537	39,517,137
July . . . . .	6,348,496	18,537,069	13,874,872	38,760,437
August . . . . .	6,134,380	18,240,823	14,473,677	38,848,880
September . . . . .	5,704,888	19,935,115	15,286,270	40,926,273
October . . . . .	8,093,724	22,421,673	18,752,891	49,268,288
November . . . . .	8,079,932	21,449,468	18,511,686	48,041,086
December . . . . .	8,614,646	21,938,264	19,146,483	49,699,393
<b>Total . . . . .</b>	<b>\$83,071,284</b>	<b>\$239,284,899</b>	<b>\$193,845,383</b>	<b>\$516,201,566</b>
Share of total, 1958 . . . . .	18.2%	43.7%	38.1%	
Share of total, 1957 . . . . .	16.1%	46.3%	37.6%	

Source—PIB, Inc.

The  
**DANNY THOMAS**  
Show

CBS-TV

MARTERTO ENTERPRISES, INC.

## Homes Delivered by Average Week Day Daytime Network TV Program

	<i>Homes Delivered (Thousands)</i>		
	<i>1958</i>	<i>1957</i>	<i>1956</i>
January .....	4,463	4,004	3,780
February .....	3,914	3,553	3,180
March .....	3,817	3,318	2,899
April .....	3,501	3,211	2,662
May .....	2,678	2,557	2,292
June .....	2,677	2,361	1,998
July .....	2,657	2,628	2,222
August .....	2,649	2,568	2,415
September .....	2,677	2,474	2,223
October .....	2,636	3,055	2,915
November .....	2,418	3,373	3,231
December .....	2,874	3,756	3,074
Annual Average .....	3,080	3,060	2,743

Source: TvB; A. C. Nielsen

## Homes Delivered by Average Nighttime Network TV Program

	<i>Homes Delivered (Thousands)</i>		
	<i>1958</i>	<i>1957</i>	<i>1956</i>
January .....	9,832	9,195	7,467
February .....	10,027	9,098	7,779
March .....	9,643	9,052	7,536
April .....	9,373	9,025	7,350
May .....	8,644	7,817	6,855
June .....	7,781	7,053	6,115
July .....	7,081	6,244	5,426
August .....	7,189	6,751	5,383
September .....	8,250	7,942	6,436
October .....	9,265	8,890	7,400
November .....	8,967	9,387	8,077
December .....	9,820	9,222	8,378
Annual Average .....	8,823	8,364	7,073

Source: TvB; A. C. Nielsen.



Nick Bruno

## TONY LAVELLI

# The TONY LAVELLI SHOW

(One-Man, Two-Hour Show)

Shelly "Bud" Snyder  
*General Mgr.*

Larry Penzell  
*Public Relations*



# FCC Report — Station Expansion

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	124	3,020
1957	232	14	431	3,044	35	3,079	159	3,238
1958	132	17	536	3,218	35	3,253	100	3,353
<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	531	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
1957	41	26	24	519	11	530	31	561
1958	98	24	57	526	22	548	86	634
<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	4	5	126	0	126	10	136
1957	17	5	2	135	0	135	13	148
1958	11	3	6	141	3	147	10	157
<b>COMMERCIAL TV</b>								
1949	15	7	338	13	56	69	48	117
1950	0	8	351	47	57	101	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	298	402	171	573
1955	67	58	127	137	321	458	124	582
1956	60	25	128	186	310	496	113	609
1957	55	13	129	344	175	519	132	651
1958	35	21	125	427	129	556	109	665
<b>TV TRANSLATOR</b>								
1957	74	0	48	17	24	41	33	74
1958	88	6	34	92	0	92	64	156
<b>EDUCATIONAL TV</b>								
1952	0	0	1	0	0	0	0	0
1953	17	0	20	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
1957	8	0	8	14	12	26	23	49
1958	4	0	9	29	3	32	21	53

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

Jerry Lewis

# INTERNATIONAL CURRENCY EXCHANGE RATES

<i>Country</i>	<i>Unit of Currency<sup>1</sup></i>	<i>Exchange Rate</i>	<i>Current Collections</i>
Argentina .....	Peso	\$ .024	Prompt—fair
Australia .....	Pound	2.25 $\frac{1}{8}$	Prompt
Austria .....	Schilling	.0390	Prompt
Belgian Congo .....	Franc	* .0200 $\frac{1}{2}$	Prompt
Belgium .....	Franc	* .0200 $\frac{5}{8}$	Prompt
Bolivia .....	Boliviano	.000129	Prompt—slow
Brazil .....	Cruzeiro	* .007407	Fair
Canada .....	#Dollar	1.03 $\frac{7}{8}$	Prompt
Chile .....	Peso	* .00140	Prompt
Colombia .....	Peso	* .1315	Prompt—slow
Costa Rica .....	Colon	.1785	Fair
Cuba .....	#Peso	1.0000	Prompt—fair
Denmark .....	Krone	.1452	Prompt
Dominican Republic .....	*Peso	1.0000	Prompt—fair
Ecuador .....	Sucre	.066	Prompt—fair
Egypt .....	Pound	2.87	
Finland .....	Markka	.00435	Prompt
France .....	Franc	* .0023 $\frac{7}{8}$	Prompt
French Morocco .....	Franc	.0023 $\frac{7}{8}$	Prompt
Germany (West) .....	Mark	.2388	Prompt
Greece .....	Drachma	* .0335	Prompt
Guatemala .....	#Quetzal	1.0000	Prompt
Haiti .....	#Gourde	2.000	Prompt—fair
Honduras .....	#Lempira	5.000	Fair
Iceland .....	Krona	* .0615	Prompt
India .....	Rupee	.2114	Prompt
Iran .....	Rial	.0135	Prompt—slow
Iraq .....	Dinar	2.81 $\frac{1}{8}$	Prompt
Ireland .....	Pound	2.81 $\frac{1}{8}$	Prompt
Israel .....	Pound	.56	Prompt
Italy .....	Lira	.00160	Prompt
Japan .....	Yen	.0028	Prompt
Mexico .....	#Peso	.0800	Prompt—fair
Netherlands .....	Guilder	.2641	Prompt
New Zealand .....	Pound	2.80-15/32	Prompt
Nicaragua .....	Cordoba	.1429	Prompt
Norway .....	Krone	.1405	Prompt
Pakistan .....	Rupee	.2114	Prompt
Panama .....	#Balboa	1.0000	Prompt
Paraguay .....	Guarani	.0166	Prompt
Peru .....	Sol	* .0475	Prompt—fair
Philippines .....	Peso	.5000	
Portugal .....	Escudo	.0350	Prompt
El Salvador .....	#Colon	.4016	Prompt—fair
Spain .....	Peseta	.02173	
Sweden .....	Krona	.1934	Prompt
Switzerland .....	#Franc	.2335	Prompt
Turkey .....	Pound	.3600	
U. of S. Africa .....	Pound	2.81 $\frac{1}{8}$	Prompt
United Kingdom .....	Pound	2.81 $\frac{1}{8}$	Prompt
Uruguay .....	Peso	* .15 $\frac{1}{2}$	
Venezuela .....	Bolivar	.3003	Prompt—slow

\* Free Rate. Many countries have several rates. # No foreign exchange restrictions. <sup>1</sup> As of June, 1958.



**MEL ALLEN**

# RADIO-TELEVISION DAILY

## ALL-AMERICAN FAVORITES OF 1958

### TELEVISION

**MAN OF THE YEAR**  
 JACK PAAR  
**WOMAN OF THE YEAR**  
 DINAH SHORE  
**DRAMATIC SHOW OF YEAR**  
 JOHNNY BELINDA—HALLMARK  
**COMEDY SHOW OF YEAR**  
 JACK PAAR SHOW  
**MUSICAL SHOW OF YEAR**  
 EVENING WITH FRED ASTAIRE  
**COMMENTATOR OF YEAR**  
 EDWARD R. MURROW  
**DOCUMENTARY OF YEAR**  
 WHERE WE STAND  
**QUIZ SHOW OF YEAR**  
 GROUCHO MARX  
**BEST NEW PROGRAM IDEA**  
 SMALL WORLD  
**SPORTSCASTER OF YEAR**  
 MEL ALLEN  
**COLOR PROGRAM OF YEAR**  
 ROSE BOWL PARADE

**BEST FILMED SERIES**  
 PERRY MASON  
**CHILDREN'S SHOW OF YEAR**  
 SHIRLEY TEMPLE STORYBOOK  
**WESTERN SHOW OF YEAR**  
 GUNSMOKE  
**BEST PUBLIC SERVICE PROGRAMMING**  
 CBS ON MIDDLE EAST CRISIS  
**PRODUCER OF YEAR**  
 BUD YORKIN  
**DIRECTOR OF YEAR**  
 BUD YORKIN  
**VARIETY SHOW OF YEAR**  
 STEVE ALLEN SHOW  
**VOCALIST OF THE YEAR**  
 MALE—PERRY COMO  
 FEMALE—DINAH SHORE  
**SONG HIT OF YEAR**  
 SUGARTIME  
**MOST PROMISING NEW TALENT**  
 MALE—EFREM ZIMBALIST, JR.  
 FEMALE—BARRIE CHASE

### RADIO

**MAN OF THE YEAR**  
 EDWARD R. MURROW  
**WOMAN OF THE YEAR**  
 MARLENE DIETRICH  
**DRAMATIC SHOW OF YEAR**  
 GUNSMOKE  
**COMEDY SHOW OF YEAR**  
 AMOS 'N' ANDY  
**MUSICAL SHOW OF YEAR**  
 NEW YORK PHILHARMONIC BROADCASTS  
**COMMENTATOR OF YEAR**  
 EDWARD R. MURROW  
**DOCUMENTARY OF YEAR**  
 WHO KILLED MICHAEL FARMER?  
**QUIZ SHOW OF YEAR**  
 YOU BET YOUR LIFE  
**BEST NEW PROGRAM IDEA**  
 THE WORLD TODAY  
**SPORTSCASTER OF YEAR**  
 LINDSEY NELSON

**BEST TRANSCRIBED SERIES**  
 AMOS 'N' ANDY  
**BEST PUBLIC SERVICE PROGRAMMING**  
 FACE THE NATION  
**PRODUCER OF YEAR**  
 DON KELLERMAN  
**DIRECTOR OF YEAR**  
 HI BROWN  
**VARIETY SHOW OF YEAR**  
 MITCH MILLER SHOW  
**VOCALIST OF THE YEAR**  
 MALE—RICHARD HAYES  
 FEMALE—PAT SUZUKI  
**SONG HIT OF YEAR**  
 VOLARE  
**MOST PROMISING NEW TALENT**  
 MALE—TOMMY LEONETTI  
 FEMALE—PAT SUZUKI

# RALPH EDWARDS

## This Is Your Life—NBC-TV

producer of



**Truth or Consequences**

NBC-TV

*Bob Barker — Emcee*

**It Could Be You**

NBC-TV

*Bill Leyden — Emcee*

Other Shows Available  
on Request



The Chadwick Company  
*Public Relations*

# 1958 Spot Television Expenditures Of National and Regional Advertisers — By Time of Day and Type of Spot —

<i>Time of Day</i>	<i>Expenditure</i>	<i>Per Cent</i>
Day .....	\$182,712,000	35.7
Night .....	273,111,000	53.4
Late Night .....	55,881,000	10.9
	\$511,704,000	100.0

<i>Type of Spot</i>	<i>Expenditure</i>	<i>Per Cent</i>
Announcements and Participations.....	\$371,934,000	72.7
ID's .....	56,804,000	11.1
Programs .....	82,966,000	16.2
	\$511,704,000	100.0

Source: TvB

# The Top 10 Spot Television Advertisers: A Comparison Between 1958 and 1957

	<i>Rank</i>	<i>1958</i>	<i>Rank</i>	<i>1957</i>
Procter & Gamble Co.....	1	\$33,833,100	1	\$25,916,840
Lever Brothers Co.....	2	16,578,900	7	7,642,980
Adell Chemical Co.....	3	12,324,900	16	4,109,800
General Foods Corp.....	4	11,008,000	5	8,447,900
Colgate-Palmolive Co. ....	5	10,998,500	6	7,739,080
Continental Baking Co.....	6	9,223,900	3	10,190,060
Warner-Lambert Pharma. Co.....	7	8,833,100	11	5,690,870
Brown & Williamson Tobacco Co.....	8	8,019,600	2	12,988,920
Miles Laboratories, Inc.....	9	7,895,900	9	6,392,640
<b>American Home Products.....</b>	<b>10</b>	<b>7,275,600</b>	<b>20</b>	<b>3,589,680</b>

Source: TvB



**THE ADVENTURES OF OZZIE AND HARRIET**

**Every Wednesday Evening — ABC-TV**

**Sponsored by EASTMAN KODAK and QUAKER OATS COMPANY**



# The Top 100 Network TV Advertisers Of 1958 and Estimated Expenditures

— GROSS TIME COST —

<i>Advertiser</i>	<i>Estimated Expenditure</i>	<i>Advertiser</i>	<i>Estimated Expenditure</i>
1. Procter & Gamble Co.....	\$50,638,647	51. Du Pont de Nemours.....	2,671,026
2. Colgate-Palmolive Co.....	22,857,497	52. Carnation Co.....	2,661,252
3. Lever Brothers Co.....	21,958,373	53.sylvania Electric Products, Inc.	2,597,008
4. General Food Corp.....	20,733,118	54. Beech Nut Life Savers.....	2,476,177
5. General Motors Corp.....	20,593,366	55. Johnson & Johnson.....	2,461,026
6. American Home Products Corp.	20,507,683	56. Mennen Co.....	2,380,733
7. Gillette Co.....	16,132,360	57. Reynolds Metals Co.....	2,358,852
8. Bristol-Myers Co.....	16,072,802	58. Carter Products, Inc.....	2,310,095
9. Reynolds, R. J. Tobacco Co.....	16,002,213	59. Singer Mfg. Co.....	2,225,091
10. Chrysler Corp.....	14,311,471	60. Pet Milk Co.....	2,211,093
11. Ford Motor Co.....	12,561,121	61. Bishop, Hazel, Inc.....	2,112,594
12. American Tobacco Co.....	11,252,180	62. Borden Co.....	1,860,634
13. Liggett & Myers Tobacco Co.....	10,849,983	63. Sweets Co. of America.....	1,836,374
14. General Mills, Inc.....	10,790,118	64. Goodyear Tire & Rubber Co....	1,779,195
15. Kellogg Co.....	10,290,885	65. Schick, Inc.....	1,737,741
16. Pharmaceuticals, Inc.....	10,173,557	66. Gerber Products Co.....	1,713,996
17. Sterling Drug, Inc.....	9,919,859	67. Socony Mobil Oil Co.....	1,709,593
18. Lorillard, P., & Co.....	9,791,226	68. Drackett Co.....	1,699,539
19. Brown & Williamson.....	8,250,471	69. Factor, Max Co.....	1,695,612
20. National Dairy Products Corp....	6,709,514	70. Bulova Watch Co.....	1,667,057
21. Radio Corp. of America.....	6,458,126	71. Mars, Inc.....	1,666,141
22. Revlon, Inc.....	6,309,037	72. Greyhound Corp.....	1,633,818
23. Standard Brands, Inc.....	6,144,983	73. Libby Owens Ford Glass Co....	1,623,869
24. Eastman Kodak Co.....	5,937,361	74. Firestone Tire & Rubber Co....	1,597,171
25. General Electric Co.....	5,295,996	75. Sears Roebuck & Co.....	1,552,128
26. Johnson, S. C., & Son, Inc.....	5,242,277	76. American Gas Association.....	1,549,530
27. Pillsbury Mills, Inc.....	5,205,578	77. Aluminum Co. of America.....	1,531,362
28. Philip Morris, Inc.....	4,967,012	78. Wildroot Co., Inc.....	1,509,171
29. Corn Products Co.....	4,927,240	79. Chemstrand Corp.....	1,506,984
30. Miles Lab, Inc.....	4,785,393	80. Alberto Culver Co.....	1,434,882
31. Quaker Oats Co.....	4,693,728	81. Libby McNeill & Libby.....	1,427,411
32. Westinghouse Electric Co.....	4,639,231	82. Associated Products, Inc.....	1,377,336
33. Campbell Soup Co.....	4,253,743	83. U. S. Rubber Co.....	1,372,000
34. Prudential Insurance Co. of America.....	3,826,736	84. Seven Up Co.....	1,368,282
35. National Biscuit Co.....	3,596,818	85. Block Drug Co., Inc.....	1,357,243
36. Nestle Co., Inc.....	3,537,424	86. Atlantis Sales Corp.....	1,322,987
37. Armour & Co.....	3,532,737	87. Union Carbide Corp.....	1,305,373
38. Scott Paper Co.....	3,418,096	88. American Can Co.....	1,253,570
39. Kaiser Industries Corp.....	3,387,268	89. Gold Seal Co.....	1,195,315
40. Ralston Purina Co.....	3,376,044	90. American Telephone & Telegraph	1,190,176
41. Chesebrough Ponds, Inc.....	3,098,078	91. Speidel Co.....	1,133,901
42. U. S. Steel Corp.....	3,086,950	92. Sunshine Biscuit, Inc.....	1,130,508
43. American Chicle Co.....	2,969,625	93. Sunbeam Corp.....	1,125,580
44. Kimberly Clark Corp.....	2,966,771	94. Polaroid Corp.....	1,031,872
45. Swift & Co.....	2,953,650	95. Breck, John H., Inc.....	1,025,460
46. Helene Curtis Industries, Inc....	2,938,475	96. Pan American World Airways..	1,002,600
47. Warner Lambert Pharmaceutical Co.....	2,892,606	97. American Dairy Association....	996,376
48. Sperry Rand Corp.....	2,802,210	98. Falstaff Brewing Co.....	969,879
49. Armstrong Cork Co.....	2,764,452	99. Royal McBee Corp.....	965,724
50. Schlitz, Joseph Brewing.....	2,724,378	100. U. S. Time Corp.....	963,377



## Robert Q. Lewis

Mngr.: Ashley-Steiner

Press: Solters-O'Rourke  
Sabinson

# **RADIO-TV TOP TEN NEWS EVENTS OF 1958**

*The following events are RADIO-TELEVISION DAILY'S selections as the top 10 news stories covered by broadcasting during 1958.*

- 1—The crises in the Middle East and at Quemoy
- 2—Gen. DeGaulle's return to power in France
- 3—The national elections
- 4—The Soviet threat in Berlin
- 5—The developments in space satellites
- 6—The school integration problem
- 7—Death of Pope Pius—election of Pope John
- 8—The Chicago school fire
- 9—Statehood for Alaska
- 10—The Adams-Goldfine controversy



## ***Outstanding Broadcasts***

- ABC Radio—"Disaster"
- ABC-TV—"Report Card 1958"
- CBS Radio—"Who Killed Michael Farmer?"
- CBS-TV—"Watch on the Ruhr"
- MBS—"1959 on Wheels"
- NBC-Radio—"Moment of Crisis"
- NBC-TV—"Israel: The Next Ten Years"



# JAN MURRAY

"TREASURE HUNT SHOW"—NBC-TV

Monday to Friday — 10:30 to 11:00 A.M. EST

*Management:*

WILLIAM MORRIS AGENCY

# PRODUCTION OF VARIOUS TYPES OF RADIO SETS

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

# RADIO RETAIL SALES

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

Source: EIA.



# JONATHAN WINTERS



**Exclusive representative: Martin Goodman**

**36 Central Park South**

# BROADCAST COVERAGE BY STATES

	AM	FM		TV			Total
		Commer- cial	Educa- tional	Commer- cial	Educa- tional	Trans- lator	
ALABAMA	106	15	1	11	3	0	136
ALASKA	13	0	0	5	0	0	18
ARIZONA	47	4	1	9	0	14	75
ARKANSAS	61	4	1	6	0	0	72
CALIFORNIA	183	76	12	36	1	21	329
COLORADO	56	6	2	9	1	12	86
CONNECTICUT	30	7	2	9	3	0	51
DELAWARE	9	3	0	1	0	0	13
DIST. OF COLUMBIA	6	8	0	5	0	0	19
FLORIDA	148	19	4	23	4	0	198
GEORGIA	124	14	1	13	2	0	154
HAWAII	15	1	2	7	0	0	25
IDAHO	33	0	0	6	0	5	44
ILLINOIS	94	35	8	25	2	0	164
INDIANA	61	17	12	18	0	0	108
IOWA	65	8	4	12	1	0	90
KANSAS	47	3	5	10	1	0	66
KENTUCKY	78	13	3	9	1	0	104
LOUISIANA	79	8	0	14	2	0	103
MAINE	23	2	1	7	0	0	33
MARYLAND	35	13	2	6	0	0	56
MASSACHUSETTS	58	21	10	12	1	0	102
MICHIGAN	95	21	5	19	2	0	142
MINNESOTA	63	6	0	11	1	5	86
MISSISSIPPI	72	1	1	11	0	0	85
MISSOURI	77	10	2	17	1	0	107
MONTANA	32	0	0	10	0	7	49
NEBRASKA	33	1	0	11	1	0	46
NEVADA	17	1	0	6	0	14	38
NEW HAMPSHIRE	16	5	0	2	0	3	26
NEW JERSEY	26	10	4	5	2	0	47
NEW MEXICO	40	3	1	7	0	7	58
NEW YORK	125	50	10	32	7	1	225
NORTH CAROLINA	135	38	4	17	1	0	195
NORTH DAKOTA	19	0	0	9	0	0	28
OHIO	88	43	13	28	4	0	176
OKLAHOMA	55	3	4	14	2	1	79
OREGON	71	8	4	9	1	26	119
PENNSYLVANIA	147	46	8	39	2	3	245
RHODE ISLAND	13	6	0	3	0	0	22
SOUTH CAROLINA	70	11	1	11	0	0	93
SOUTH DAKOTA	20	0	0	9	0	0	29
TENNESSEE	105	9	2	15	1	0	132
TEXAS	238	23	6	49	1	3	320
UTAH	26	3	2	5	1	2	39
VERMONT	14	0	0	1	0	0	15
VIRGINIA	93	14	5	15	0	0	127
WASHINGTON	80	8	3	14	1	5	111
WEST VIRGINIA	48	10	0	11	0	0	69
WISCONSIN	75	11	9	16	2	0	113
WYOMING	22	0	0	5	0	11	38

Source: FCC. As of May 1, 1958



## **MICKEY ROONEY**

**Personal Management: RED DOFF**



# Radio Receivers—World-Wide Distribution

At the end of 1958 there were about 153,500,000 radio sets and an additional 32,000,000 wired speakers in the world, exclusive of the U. S., its territories, and Canada. The increase in sets amounted to a little over 10,000,000 or 7 per cent of the total at the beginning of the year; there was an increase of 3,000,000 or 10 per cent in the number of wired speakers. Of the 10,000,000 new radio sets, 3,500,000 were in Western Europe; 2,500,000 in the Far East; slightly more than 2,000,000 in Eastern Europe; and about 1,500,000 in the Near Eastern, South Asian and African area. Practically all of the expansion in wired speakers was in the Communist Bloc countries, with the Soviet Union adding 2,000,000 speakers and Communist China doubling its total from 500,000 to almost 1,000,000.

The data in this report are based on figures available as of the end of 1958 on the number of radio sets and wired speakers in countries throughout the world, excluding the U.S., its territories, and Canada. The accuracy of the material varies with the reliability of the statistics utilized by the sources. In some instances official statistics based upon licensed sets and supplemented by estimates as to the number of unlicensed sets were relied upon. In countries where there are no licensing systems, sources have had to make informed guesses or estimates based on import and production statistics. In several cases previously published figures have been reduced on the basis of data furnished by purportedly more reliable sources. At best, radio set statistics are approximate and should be treated with caution, particularly when they refer to newly-developing countries.

December 31, 1958

## WESTERN EUROPE

Country	Radio Sets	Wired Speakers (Additional)
Andorra	1,800	.....
Austria	1,907,400	11,700
Belgium	2,334,800	132,400
Denmark	1,821,700	.....
Finland	1,300,000	.....
France	11,258,700	.....
W. Germany (Incl. W. Berlin)	15,228,000	134,000
Gibraltar	4,900	.....
Iceland	61,500	.....
Ireland	477,100	.....
Italy	7,541,200	.....
Liechtenstein	3,200	300
Luxembourg	88,900	.....
Malta	14,600	43,300
Monaco	4,500	.....
Netherlands	2,536,900	531,000
Norway	1,250,000	.....
Portugal	635,600	.....
San Marino	1,900	.....
Spain	5,500,000	.....
Sweden	2,659,400	160,000
Switzerland	1,015,200	323,500
United Kingdom	16,218,900*	1,041,900
Yugoslavia	1,050,000	.....
<b>Total</b>	<b>72,916,000</b>	<b>2,378,100</b>

## EASTERN EUROPE

Albania	28,000	18,000
Bulgaria	548,700	442,000
Czechoslovakia	3,205,000	314,800
East Germany	5,397,000	.....
Hungary	1,602,700	282,800
Poland	2,550,000	1,476,000
Rumania	880,000	630,000
USSR	9,000,000	25,000,000
<b>Total</b>	<b>23,211,400</b>	<b>28,163,600</b>

Note: \*Includes 9,313,800 combined sound and television licenses.

(Continued on Page 71)



# **WALTER SCOTT**

**EAGLE RECORDING STAR**

# Radio Receivers—World-Wide Distribution

(Continued from Page 69)

## NEAR EAST, SOUTH ASIA AND AFRICA

Country	Radio Sets	Wired Speakers (Additional)
<i>Arabic Countries</i>		
Aden .....	10,000	.....
Algeria .....	427,800	.....
Egypt .....	855,300	.....
Iraq .....	300,000	.....
Jordan .....	59,100	.....
Lebanon .....	180,000	.....
Libya .....	49,200	.....
Morocco .....	485,400	.....
Saudi Arabia .....	18,000	.....
Sudan .....	82,000	.....
Syria .....	300,000	.....
Tunisia .....	150,000	.....
<b>Total</b> .....	<b>2,916,800</b>	<b>unknown</b>
<i>Non-Arabic Near East and South Asia</i>		
Afghanistan .....	21,000	.....
Ceylon .....	236,000	18,400
Cyprus .....	95,000	.....
Greece .....	764,700	.....
India .....	1,740,500	.....
Iran .....	800,000	.....
Israel .....	360,000	.....
Nepal .....	10,500	.....
Pakistan .....	395,000	.....
Portuguese India .....	1,900	.....
Turkey .....	1,098,000	.....
<b>Total</b> .....	<b>5,522,600</b>	<b>18,400</b>
<i>Non-Arabic Africa</i>		
Angola .....	26,000	.....
Bechuanaland .....	3,000	.....
Belgian Congo .....	100,000	.....
British Somaliland .....	2,000	.....
Cameroons .....	10,600	.....
Central African Federation .....	150,000	.....
Ethiopia (includes Eritrea) .....	58,000	.....
French Equatorial Africa .....	10,000	.....
French Somaliland .....	5,000	.....
French West Africa .....	100,000	.....
Gambia .....	1,000	.....
Ghana .....	41,000	37,000
Kenya .....	119,500	1,500
Liberia .....	8,000	.....
Madagascar .....	60,000	.....
Mauritius .....	25,800	.....
Mozambique .....	36,200	.....
Nigeria .....	117,000	56,000
Portuguese Guinea .....	1,400	.....
Reunion .....	10,100	.....
Sierra Leone .....	15,600	5,000
Somalia .....	2,000	.....
Tanganyika .....	18,300	.....
Uganda .....	27,000	.....
Union of South Africa .....	941,400	11,600
Zanzibar .....	3,500	.....
<b>Total</b> .....	<b>1,892,400</b>	<b>111,100</b>

(Continued on Page 73)



"ED"



"VIC"

*The*  
**AMES  
BROTHERS**

*Exclusively* RCA VICTOR RECORDS

*Personal Management*

**BILL FICKS**

**JU 2-3050**



"GENE"



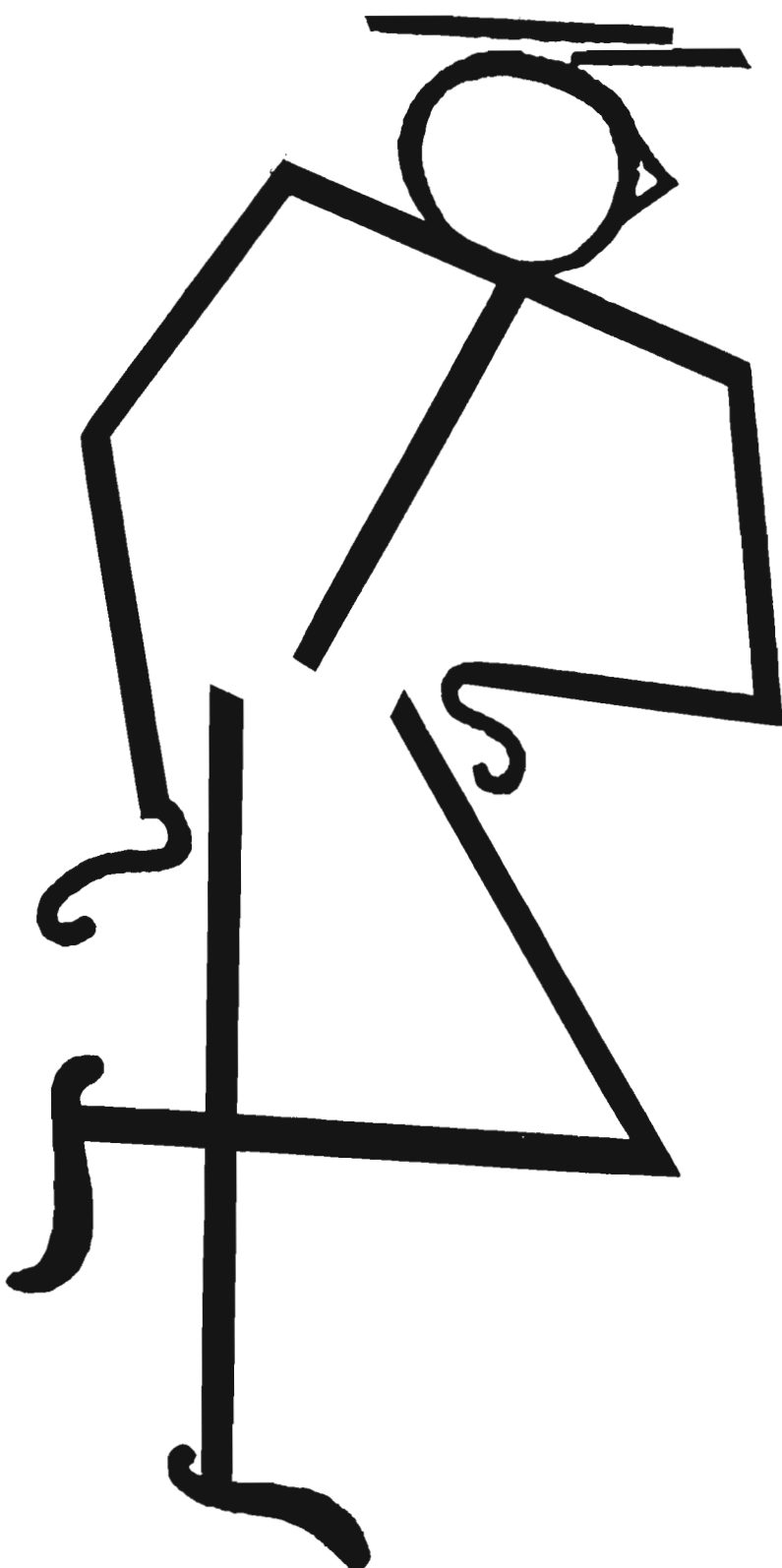
"JOE"

# Radio Receivers—World-Wide Distribution

(Continued from Page 71)

Country	FAR EAST	Radio Sets	Wired Speakers (Additional)
Australia		2,235,300	.....
Borneo (North)		8,000	.....
Burma		50,000	.....
Cambodia		7,000	.....
China (Communist)		2,000,000	980,000
Fiji Islands		18,000	.....
Hong Kong		96,800	64,000
Indonesia		794,700	.....
Japan		15,865,400	.....
North Korea		110,000	unknown
South Korea		300,000	.....
Laos		5,000	.....
Macao		6,000	.....
Malaya		226,100	20,800
New Caledonia		5,000	.....
New Zealand		549,300	.....
Philippines		512,000	3,700
Sarawak and Brunei		30,000	.....
Singapore		104,000	38,100
Taiwan		340,400	.....
Thailand		800,000	5,000
North Vietnam		300,000	unknown
South Vietnam		303,700	.....
<b>Total</b>		<b>24,666,700</b>	<b>1,111,600</b>
	<b>LATIN AMERICA</b>		
Argentina		5,500,000	.....
Bolivia		150,000	.....
Brazil		6,000,000	.....
Chile		850,000	.....
Columbia		1,810,000	.....
Costa Rica		75,000	.....
Cuba		1,300,000	.....
Dominican Republic		100,000	.....
Ecuador		250,000	.....
Guatemala		210,000	.....
Haiti		50,000	.....
Honduras		125,000	.....
Mexico		3,500,000	.....
Nicaragua		70,000	.....
Panama		145,000	.....
Paraguay		150,000	.....
Peru		750,000	.....
El Salvador		108,000	.....
Uruguay		500,000	.....
Venezuela		565,700	.....
<b>Total</b>		<b>22,208,700</b>	<b>unknown</b>
	<b>WESTERN HEMISPHERE POSSESSIONS</b>		
British		210,300	57,000
French		45,100	.....
Netherlands		66,000	.....
Greenland		3,200	.....
<b>World Total*</b>		<b>153,659,400</b>	<b>31,839,800</b>

\* Exclusive of the U. S., its territories and Canada.  
SOURCE: U. S. Information Agency.



**JACKIE GLEASON ENTERPRISES**

# TV INDUSTRY FINANCIAL REVENUES INCOME AND EXPENSES FOR 1957

## TV Broadcast Revenues, Expenses and Income, 1957

<i>Items</i>	<i>3 Networks and Their 16 Owned and Operated TV Stations (Millions)</i>	<i>485 Other TV Stations (Millions)</i>	<i>Total 3 Networks and 501 TV Stations (Millions)</i>
<i>Broadcast Revenues</i>			
Revenues from the sale of time:			
Total network time sales.....	\$287.7	\$106.5	\$394.2
Non-network time sales to:			
National and regional advertisers....	\$ 58.5	\$237.9	\$296.4
Local advertisers .....	23.4	154.7	178.1
	-----	-----	-----
Total non-network time sales.....	\$ 81.9	\$392.6	\$474.5
Total time sales .....	\$369.6	\$499.1	\$868.7
Deduct—Commissions to agencies, repre- sentatives, etc. ....	75.9*	66.5	142.4
	-----	-----	-----
Net Time Sales .....	\$293.7	\$432.6	\$726.3
Revenues from incidental broadcast activities:			
Talent .....	\$144.5	\$ 11.5	\$156.0
Sundry broadcast revenues.....	29.7	31.2	60.9
	-----	-----	-----
Total incidental broadcast activities	\$174.2	\$ 42.7	\$216.9
Total broadcast revenues.....	\$467.9	\$475.3	\$943.2
<i>Broadcast Expenses</i>			
Total broadcast expenses of networks and stations .....	\$397.2	\$386.0	\$783.2
<i>Broadcast Income (before Federal Income Tax)</i>			
Broadcast income before Federal income tax .....	\$ 70.7	\$ 89.3	\$160.0

\* Of this amount \$59.6 million is applicable to the total sales of network time.  
Source: FCC.



*Stan Z. Burns*



# The Top 100 National and Regional Spot Television Advertisers of 1958 And Estimated Expenditures

<i>Advertiser</i>	<i>Est. Expend.</i>	<i>Advertiser</i>	<i>Est. Expend.</i>
1. Procter & Gamble Co.....	\$33,833,060	51. Liggett & Myers Tobacco.....	1,865,830
2. Lever Bros Co.....	16,578,860	52. Bulova Watch Co.....	1,866,220
3. Adell Chemical Co.....	12,339,090	53. S. C. Johnson & Son, Inc.....	1,813,560
4. General Foods Corp.....	11,020,780	54. Jos. E. Schlitz Brewing Co...	1,778,680
5. Colgate-Palmolive Co.....	10,908,490	55. Continental Car-Na-Vhr.....	1,772,060
6. Brown & Williamson Tob. Co..	9,413,530	56. Sun Oil Co.....	1,769,580
7. Continental Baking Co.....	9,223,910	57. Borden Co.....	1,750,940
8. Warner-Lambert Pharma. Co..	8,832,990	58. Theo. Hamm Brewing Co.....	1,690,180
9. Miles Laboratories, Inc.....	7,895,950	59. Nestle Co., Inc.....	1,681,800
10. American Home Prods. Corp...	7,275,680	60. Quaker Oats Co.....	1,679,890
11. P. Lorillard & Co.....	6,717,450	61. Nehi Corp./Bottlers.....	1,666,200
12. International Latex Corp.....	5,678,510	62. Texas Co.....	1,660,400
13. Carter Products, Inc.....	5,202,300	63. Ward Baking Co.....	1,660,000
14. Texize Chemical Co.....	4,704,170	64. Welch Grape Juice Co.....	1,653,830
15. Standard Brands, Inc.....	4,368,290	65. Phillips Petroleum Co.....	1,608,110
16. Philip Morris & Co.....	4,066,710	66. Chesebrough-Ponds, Inc.....	1,591,690
17. National Biscuit Co.....	4,022,960	67. Wander Co.....	1,577,460
18. Robert Hall Clothes.....	3,933,850	68. Carling Brewing Co., Inc.....	1,556,620
19. Coca-Cola Co./Bottlers.....	3,699,270	69. Maybelline Co.....	1,553,810
20. Sterling Drug, Inc.....	3,615,220	70. Block Drug Co.....	1,533,210
21. Shell Oil Co.....	<b>3,272,410</b>	71. General Motors Corp.....	1,522,070
22. Food Mfgs., Inc.....	3,259,850	72. M. J. B. Co.....	1,507,360
23. Corn Products Refining Co...	3,191,790	73. Harold F. Ritchie, Inc.....	1,470,100
24. Pepsi Cola Co./Bottlers.....	3,163,040	74. P. Ballantine & Sons.....	1,440,940
25. Andrew Jergens Co.....	3,153,280	75. Burgermeister Brew. Corp...	1,397,930
26. Anheuser-Busch, Inc.....	3,058,690	76. Dumas-Milner Co.....	1,384,410
27. American Tobacco Co.....	3,018,150	77. Max Factor & Co.....	1,309,360
28. General Mills, Inc.....	2,986,070	78. Hills Bros. Coffee, Inc.....	1,297,610
29. J. A. Fogler & Co.....	2,975,260	79. American Bakeries Co.....	1,297,190
30. Charles Antell, Inc.....	2,866,820	80. F & M Schaefer Brew. Co...	1,285,780
31. Bristol-Myers Co.....	2,845,890	81. National Brewing Co.....	1,278,100
32. Pabst Brewing Co.....	*2,836,100	82. Interstate Bakeries.....	1,263,860
33. Avon Products, Inc.....	2,770,420	83. Alberto-Culver Co.....	1,247,830
34. Kellogg Company.....	2,549,140	84. Great A & P Tea Co.....	1,237,300
35. R. J. Reynolds Tobacco Co...	2,434,260	85. General Cigar Co.....	1,234,070
36. Marathon Corp.....	2,434,000	86. B. T. Babbitt Co., Inc.....	1,221,010
37. Esso Standard Oil Co.....	2,383,400	87. Swift & Co.....	1,209,590
38. American Chicle Co.....	2,355,040	88. H. J. Heinz Co.....	1,207,050
39. Falstaff Brewing Corp.....	2,288,920	89. Safeway Stores, Inc.....	1,192,570
40. Vieck Chemical Co.....	2,216,890	90. Tidy House Products Co.....	1,187,080
41. Drug Research Corp.....	2,114,050	91. Diversified Cos. of Amer.....	1,177,010
42. William Wrigley Jr. Co.....	2,071,990	92. Kroger Co.....	1,170,340
43. Salada-Shirriff-Horsey.....	1,991,060	93. Minute Maid Corp.....	1,164,850
44. U. S. Borax & Chem. Corp...	1,988,690	94. Atlantic Refining Co.....	1,144,300
45. Standard Oil Co. of Ind.....	1,961,200	95. Jacob Ruppert Brewery.....	1,137,160
46. Exquisite Form Brassiere....	1,946,620	96. Pacific Tel. & Tel. Co.....	1,134,560
47. Gillette Co.....	1,944,380	97. Heublein, Inc.....	1,129,070
48. Gulf Oil Corp.....	1,916,020	98. Wm. B. Reilly & Co., Inc...	1,099,090
49. Norwich Pharmaceutical Co...	1,877,690	99. Taylor-Keed Corp.....	1,089,890
50. Piel Bros., Inc.....	1,873,880	100. Parker Pen Co.....	1,087,340

\* Including Blatz. SOURCE: TvB and BAR-LNA.

# "LES PAUL & MARY FORD"



**GAC**

*Columbia Records*

*Gibson Guitars*

*Personal Management*

GRAY J. GORDON

TEmpleton 8-2746

37 WEST 57th STREET

NEW YORK 19, N. Y.

# TOP NEWS SELECTIONS OF MAJOR NETWORKS

Following are the events selected by the major networks as the top 10 news stories of 1958.

## — ABC —

- 1—United States scientific achievements, including the submarine voyages of *Nautilus* and *Skate* under the polar ice; *Seawolf's* 60-day submersion; orbiting of the nation's first artificial satellites, and the two moon rocket attempts.
- 2—Brink-of-war crises in the Middle and Far East.
- 3—General DeGaulle's return to power in France.
- 4—The Democratic landslide in November.
- 5—The Soviet threat to West Berlin's freedom.
- 6—The continuing school integration fight.
- 7—Alaska's entry into the union.
- 8—The Sherman Adams-Bernard Goldfine controversy.
- 9—The death of Pope Pius XII and coronation of John XXIII.
- 10—The Senate labor-management probe.

## — CBS —

- 1—The developments in Iraq, Lebanon and Jordan.
- 2—The Quemoy-Matsu-Formosa crisis.
- 3—The crisis over West Berlin.
- 4—DeGaulle's return to power in France.
- 5—The death of Pope Pius XII and election of Pope John XXIII.
- 6—The U. S. Congressional elections.

## 7—Statehood of Alaska.

- 8—The continuing story of the leap into space.
- 9—Integration problems in the South.
- 10—The Chicago school fire.

## — MBS —

- 1—DeGaulle returns to power in France.
- 2—Pius XII dies; John XXIII his successor.
- 3—Explorer launched; America in Missiles Race.
- 4—Alaska becomes 49th State.
- 5—Chaos in Mid-East; Nasser rises as Arab leader.
- 6—Soviet pressure on Berlin.
- 7—Reds open fire on Formosa.
- 8—Democrats sweep General Elections.
- 9—Adams accused; sensational probe started.
- 10—Killer Starkweather runs wild.

## — NBC —

- 1—The Adams-Goldfine case.
- 2—Quemoy crisis.
- 3—National elections.
- 4—Chicago school fire.
- 5—Pope Pius' death.
- 6—School integration problem.
- 7—DeGaulle's ascendancy.
- 8—Mideast crisis.
- 9—Atlas satellite.
- 10—*Nautilus'* underwater polar trip.



# DICK STARK

C.B.S., N.B.C., M.B.S., A.B.C.  
B.A., B.ARCH.

SPEAKING FOR:

REMINGTON-RAND  
PROCTER & GAMBLE  
P. LORILLARD CO., INC.

# Principal Expense Items of TV Stations With \*\$25,000 Or More Time Sales

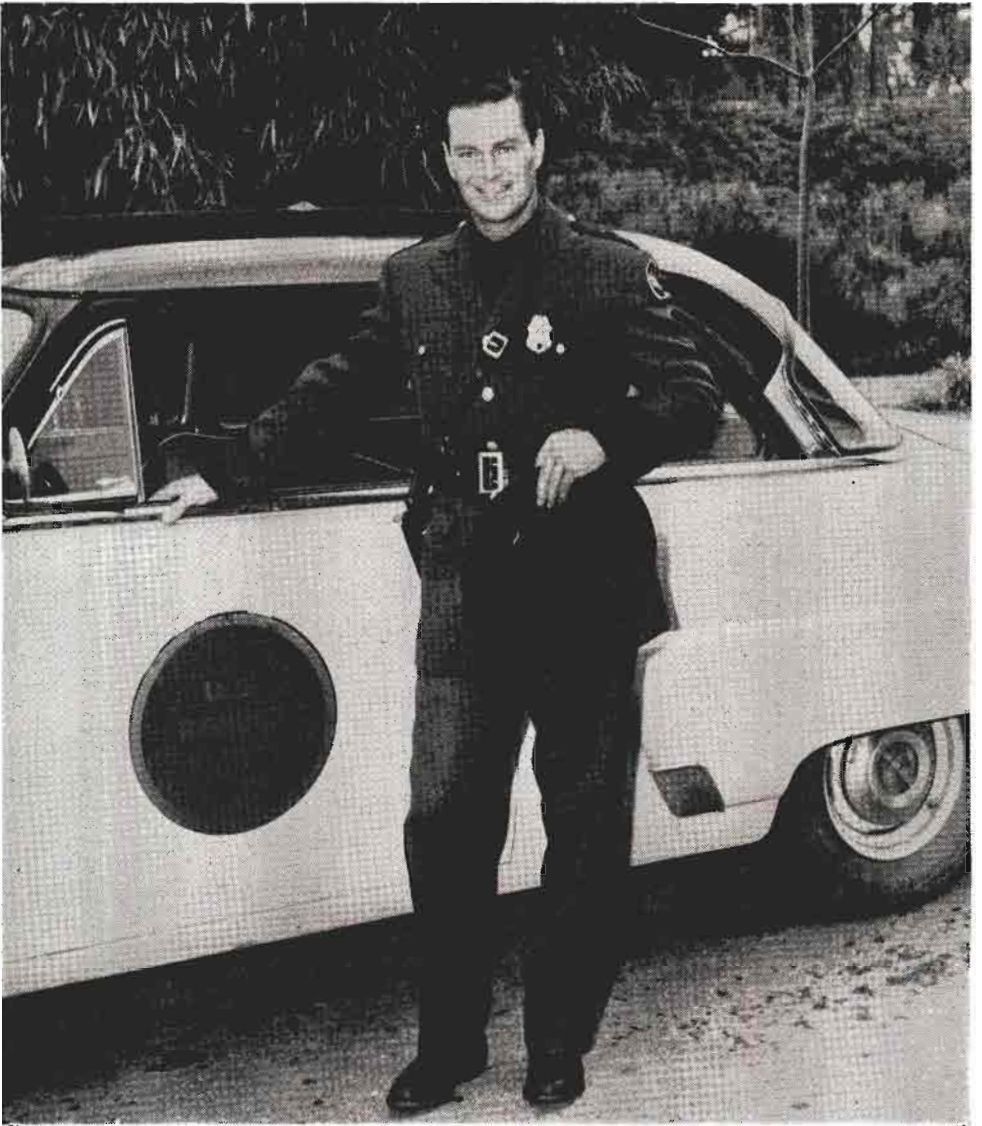
1957

Broadcast Revenues	No. of Stations	Total Expenses	Average Per Station				All Other
			Salaries and Wages	Film	Talent	Depreciation	
Less than \$1,000,000.....	8	\$ 911,148	\$ 325,462	\$ 167,613	\$15,573	\$105,907	\$ 296,593
\$1,000,000-\$1,250,000.....	4	1,122,963	426,326	172,961	38,890	88,230	396,556
\$1,250,000-\$1,500,000.....	7	981,921	387,565	148,873	20,763	92,590	332,130
\$1,500,000-\$2,000,000.....	15	1,317,377	523,783	158,173	56,407	179,393	399,621
\$2,000,000-\$2,500,000.....	20	1,420,340	503,823	168,282	49,164	188,013	511,058
\$2,500,000-\$3,000,000.....	12	1,563,227	646,401	188,656	57,214	131,386	539,570
\$3,000,000-\$3,500,000.....	9	2,413,645	905,240	477,750	150,463	152,808	727,384
\$3,500,000-\$4,000,000.....	5	2,810,504	1,002,572	471,520	300,214	168,307	867,891
\$4,000,000-\$6,000,000.....	8	3,162,776	999,911	791,883	145,390	216,364	1,009,228
Over \$6,000,000.....	7	4,658,129	1,482,210	1,246,024	262,711	230,894	1,436,290
<b>Total Pre-freeze Stations.....</b>	<b>95</b>	<b>\$1,887,001</b>	<b>\$ 676,282</b>	<b>\$ 345,174</b>	<b>\$ 92,619</b>	<b>\$162,527</b>	<b>\$ 610,399</b>

**Post-freeze Stations:**

VHF.....	298	\$ 592,050	\$ 213,014	\$ 71,732	\$ 13,204	\$ 96,514	\$ 197,586
UHF.....	76	390,647	146,590	37,881	8,639	64,432	133,105
<b>Total Post-freeze Stations.....</b>	<b>374</b>	<b>\$ 551,123</b>	<b>\$ 199,516</b>	<b>\$ 64,854</b>	<b>\$ 12,276</b>	<b>\$ 89,994</b>	<b>\$ 184,483</b>

\* Excludes data for 32 stations as follows: 16 stations owned and operated by networks and 16 stations with less than \$25,000 in time sales which are not required to report detailed expense data.



**RICHARD WEBB**

STARRING  
IN

**U. S. BORDER PATROL**

CBS-TV Film Series

## Average Number of Employees of Pre-Freeze TV Stations

Broadcast Revenues	1957		Part-Time		All Employees		
	No. of Stations	Full Time		Total	Average	Total	Average
		Total	Average	Total	Average	Total	Average
Less than \$2,500,000.....	52	3,627	70	557	11	4,184	80
More than \$2,500,000.....	43	5,105	119	526	12	5,631	131
Pre-Freeze TV Stations <sup>1</sup> .....	95	8,732	92	1,083	11	9,815	103

<sup>1</sup> Excludes 16 network owned and operated stations.

## Total Employment For Networks and 501 TV Stations

	Full Time	Part-Time	Total
3 Networks and 16 owned and operated stations	10,655	1,267	11,922
95 Pre-Freeze TV stations.....	8,732	1,083	9,815
302 Post-Freeze VHF TV stations.....	11,307	2,317	13,624
88 Post-Freeze UHF TV stations.....	1,945	492	2,437
<b>Total</b> .....	<b>32,639</b>	<b>5,159</b>	<b>37,798</b>

SOURCE: FCC.

**Merchandising Representatives  
For  
Television Shows and  
Personalities**

**JAY EMMETT ASSOCIATES, INC.**

**375 PARK AVENUE**

**NEW YORK 22, N. Y.**

**MU 8-5258**



# RADIO INDUSTRY FINANCIAL DATA FOR THE PERIOD 1956-1957

## AM Radio Broadcast Revenues, Expenses and Income, 1956-1957

<i>Item</i>	<i>1957 (Millions)</i>	<i>1956 (Millions)</i>	<i>Per Cent of Increase or Decrease</i>
<i>Broadcast Revenues</i>			
4 nationwide networks and 3 regional networks (including owned and operated stations)# .....	\$ 73.5	\$ 70.2	4.7%
Other radio stations* .....	444.4	410.4	8.3
	-----	-----	
Total .....	\$517.9	\$480.6	7.8
<i>Broadcast Expenses</i>			
4 nationwide networks and 3 regional networks (including owned and operated stations)# .....	\$ 73.5	\$ 69.8	5.3
Other radio stations* .....	389.8	361.6	7.8
	-----	-----	
Total .....	\$463.3	\$431.4	7.4
<i>Broadcast Income (before Federal Income Tax)</i>			
4 nationwide networks and 3 regional networks (including owned and operated stations)# .....	\$ .0	\$ .4	—
Other radio stations* .....	54.6	48.8	11.9
	-----	-----	
Total .....	\$ 54.6	\$ 49.2	11.0

# Includes the operations of 19 network owned stations in 1956 and 21 in 1957.

\* Includes 2,947 AM, AM-FM or Independent FM stations in 1956 and 3,143 in 1957.

SOURCE: FCC.

# **"THE GEORGE BURNS SHOW"**

*(Produced by Banda Corporation)*

# **"THE BOB CUMMINGS SHOW"**

*(Produced by Laurmac Productions)*

# **"FLIGHT"**

*(Produced by Airborne Productions, Inc.)*

**SPOT COMMERCIALS**

*and*

**INDUSTRIAL FILMS**

## **AVAILABLE...Pilots:**

### **"MR. ED"**

*(Produced by Mr. Ed Productions)*

### **"CLAUDIA"**

*(Produced by Claudia Productions)*

***filmed by***

# **McCADDEN PRODUCTIONS**

# SPOT RADIO MARKET VOLUME COMPARISONS, 1956-1957

Markets Rank By Popula- tion	Market	Stations Reporting \$25,000 or more Time Sales	Natl. Spot Dollar Volume 1956	Natl. Spot Dollar Volume 1957	% of Increase or Decrease
1	N. Y.-N.E. N. J.....	32	\$18,161,000	\$22,013,448	21.2
2	Chicago .....	25	9,826,000	11,071,217	11.6
3	Los Angeles .....	26	5,847,000	10,835,835	8.5
4	Philadelphia .....	18	5,045,000	5,034,286	-2.1
5	Detroit .....	10	5,544,000	6,560,792	1.8
6	San Francisco .....	18	3,264,000	4,028,786	0.23
7	Boston .....	15	3,308,000	4,411,043	3.3
8	Pittsburgh .....	18	2,773,000	3,019,252	8.8
9	St. Louis .....	12	2,929,000	3,660,536	24.9
10	Washington, D. C.....	14	2,180,000	2,854,775	30.9
11	Cleveland .....	8	2,076,000	2,624,374	26.4
12	Baltimore .....	13	1,428,000	1,743,023	22.0
13	Minneapolis-St. Paul.....	9	2,058,000	2,574,460	25.1
14	Buffalo .....	12	1,508,000	1,765,858	17.1
15	Houston .....	11	1,489,000	1,726,763	16.1
16	Milwaukee .....	7	1,148,000	1,432,694	24.7
17	Cincinnati .....	8	2,553,000	2,939,844	15.1
18	Kansas City .....	7	1,864,000	2,132,211	15.3
19	San Diego .....	8	683,000	911,065	33.3
20	Atlanta .....	14	1,479,000	1,707,650	15.6
21	Seattle .....	11	1,257,000	1,512,989	20.3
22	Dallas .....	8	1,320,000	1,579,597	19.6
23	Miami .....	12	745,000	1,239,015	66.3
24	New Orleans .....	11	1,112,000	1,261,849	13.4
25	Portland, Oregon .....	13	984,000	1,150,455	16.9
26	Providence .....	10	813,000	1,153,789	41.9
27	Denver .....	13	1,231,000	2,463,460	100.1
28	Louisville, Ky. ....	8	1,060,000	1,066,011	.6
29	San Bernadino-Riverside ..	8	148,597	171,851	15.6
30	Indianapolis .....	6	1,111,000	1,493,597	34.5
31	Birmingham .....	11	624,000	661,443	6.0
32	Tampa-St. Petersburg ....	12	400,000	622,410	5.6
33	San Antonio .....	8	1,011,000	1,110,188	9.8
34	Columbus .....	5	979,000	1,124,029	14.8
35	Youngstown .....	7	377,000	494,774	31.2
36	Allentown-Bethlehem ....	7	271,000	268,221	-1.0
37	Norfolk-Portsmouth .....	7	457,000	587,261	28.5
38	Memphis .....	9	965,000	1,237,792	28.2
39	Dayton .....	4	376,000	580,471	54.3
40	Phoenix .....	9	322,000	388,694	2.0
41	Fort Worth .....	6	445,000	659,449	48.1
42	Albany, Schenectady, Troy	7	1,117,000	1,317,495	17.9

(Continued on Page 89)

# "Direct From Paris"

RDF

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

## MUSICAL PROGRAMS

Symphonic  
Folklore  
Popular



## ENTERTAINMENT

Theatre  
Arts  
Books

## WOMEN'S PROGRAMS

Fashion  
Cuisine  
Home Life



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

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

## THE FRENCH BROADCASTING SYSTEM

PIERRE CRENESSE — *Director in North America*

# SPOT RADIO MARKET VOLUMES

(Continued from Page 87)

Markets Rank By Popula- tion	Market	Stations Reporting \$25,000 or more Time Sales	Natl. Spot Dollar Volume 1956	Natl. Spot Dollar Volume 1957	% of Increase or Decrease
43	San Jose .....	5	\$ 90,136	\$ 135,553	50.3
44	Rochester .....	6	776,000	956,820	23.3
45	Akron .....	4	391,000	378,043	-3.3
46	Toledo .....	4	644,000	782,095	21.4
47	Jacksonville .....	8	285,000	563,638	97.7
48	Oklahoma City .....	7	576,000	819,299	42.2
49	Omaha .....	7	807,893	1,136,809	40.7
50	Springfield-Holyoke .....	7	238,000	285,037	19.7
51	Sacramento .....	5	548,000	674,081	23.0
52	Hartford .....	4	1,195,000	1,671,858	89.9
53	Syracuse .....	5	525,000	696,484	32.6
54	Richmond .....	7	722,000	853,514	18.2
55	Knoxville .....	9	268,000	404,809	51.0
56	Wilkes Barre-Hazleton ..	6	170,000	191,093	12.4
57	Nashville .....	7	817,000	980,947	20.0
58	Flint .....	6	306,000	307,201	.3
59	Wilmington .....	4	184,000	199,324	8.3
60	Wheeling-Steubenville ..	7	456,000	528,713	15.9
61	Salt Lake City .....	8	368,000	476,005	29.3
62	Grand Rapids .....	6	379,000	513,896	35.5
63	Fresno .....	7	484,000	561,079	15.9
64	Charleston .....	8	220,000	278,834	26.7
65	Canton .....	4	266,000	314,212	18.1
66	Wichita .....	5	416,000	496,188	19.2
67	Tulsa .....	6	603,000	795,697	31.9
68	Tacoma .....	4	78,599	67,174	-14.5
69	Harrisburg .....	5	246,000	306,749	24.6
70	Johnstown .....	5	110,000	133,501	21.3
71	Peoria .....	5	336,000	360,641	7.3
72	El Paso .....	5	189,000	227,383	20.3
73	Utica-Rome .....	6	144,000	191,186	32.7
74	Chattanooga .....	6	183,000	208,199	13.7
75	Davenport-Rock Isl.-Moline	5	289,000	358,982	24.2
76	Mobile .....	6	145,000	190,879	31.6
77	Bridgeport .....	2	NA	NA	—
78	Duluth-Superior .....	6	215,000	264,867	23.1
79	Spokane .....	6	488,000	562,000	15.1
80	Des Moines .....	6	1,357,000	1,504,794	10.8
81	Reading .....	3	127,000	148,624	17.0
82	Bakersfield .....	6	158,000	193,015	28.5
83	Worcester .....	4	410,000	519,169	26.6
84	Trenton .....	3	NA	148,018	—
85	New Haven .....	4	277,000	397,394	42.0
86	Huntington .....	6	154,000	197,657	21.8
87	Scranton .....	6	236,000	253,123	7.2
88	Little Rock .....	8	214,000	516,178	141.2
89	Shreveport .....	8	454,000	585,074	28.8
90	Tucson .....	8	68,000	196,791	269.3
91	Stamford .....	NA	NA	NA	—
92	Augusta, Ga. ....	6	102,355	159,416	55.6
93	South Bend .....	3	158,785	216,597	36.4
94	Lancaster .....	3	111,258	189,527	70.3
95	Stockton .....	5	213,322	205,623	-3.6
96	Erie .....	4	119,289	163,100	36.7
97	Beaumont-Port Arthur ...	6	169,114	131,707	-22.1
98	Columbus, Ga. ....	4	92,263	133,860	45.0
99	Charlotte .....	6	902,867	946,128	4.7
100	Fort Lauderdale .....		NA	NA	—
101	Baton Rouge .....		168,375	NA	—

The FCC included the figures for the owned and operated network radio stations in the 1956 report. All owned and operated stations of the networks are in the first 10 markets. NA—Not available.  
SOURCE: Station Representatives Association.

**BROOKS \*-HAGE\*\* SERVICES, INC.**  
**252 East 50th St.**  
**New York 22, N. Y.**

## BROADCAST EDITORIAL REPORTS

*Mature non-partisan, factual, and wholly supported by radio and television stations — Broadcast Editorial Reports utilizes the thinking and background of fifteen nationally and internationally known journalists.*

*A day-to-day editorial service designed as background material for newscasters and commentators — or — as editorials for immediate use, precisely as received in scripts of one to three-and-one-half minutes in length.*

*A News Department adjunct in building greater station stature and community service.*

*Fresh "tops" to lead or running stories — usable as special features or as "wind-up" items.*

## CHECK AVAILABILITY YOUR AREA

*\*BROOKS—(Condensed from "Who's Who In America")  
Fourteen years a reporter, editor and executive and with THE ASSOCIATED PRESS, New York, Washington and London; two years Executive Editor of FORBES MAGAZINE; and ten years Vice President for News and Special Events, the NATIONAL BROADCASTING COMPANY.*

*\*\*HAGE—of the NEW YORK DAILY NEWS-WPIX; former Director Special Radio Services for the UNITED PRESS; News Editor, NBC and MBS; Creator-writer THE BETTER WAY, nationally-syndicated anti-Communist, anti-Socialist series; Editor—INDUSTRY ON PARADE, nationally known award-winning Public Service TV feature newsreel.*

# NEWS-WIRE SERVICES

## Associated Press

50 Rockefeller Plaza, New York

Phone: PLaza 7-1111

General Manager . . . . . Frank J. Starzel

Asst. Gen. Mgr. for Radio-TV

Oliver Gramling

Secretary . . . . . Lloyd Stratton

Radio-TV News Editor. John A. Aspinwall

## Brooks-Hage Service, Inc.

252 East 50th Street, New York

Phone: PLaza 9-8179

Edit. Bd. Chmn. . . . . William F. Brooks

Editor-in-Chief . . . . . A. Maxwell Hage

## Hearst Metrotone News, Inc.

450 West 56th Street, New York

Phone: PLaza 7-4120

Vice-Pres. & Gen. Mgr. Caleb B. Stratton

Production Director . . . . . John E. Michon

News Editor . . . . . Marshall B. Davidson

## International Transmissions, Inc.

480 Lexington Avenue, New York

Phone: MURray Hill 7-7744

President . . . . . Sumner J. Glimcher

V.P., Sales . . . . . Frederick A. Ted Bell

V.P., News . . . . . Noel Bernard

## Press Association, Inc. (Associated Press)

50 Rockefeller Plaza, New York

Phone: PLaza 7-1111

President . . . . . Frank J. Starzel

Vice-President . . . . . Oliver Gramling

Radio-TV News Editor. John A. Aspinwall

## Radio Press

18 East 50th Street, New York

Phone: PLaza 3-3822

President . . . . . George Hamilton Combs

V.P. & Sales Mgr. . . . . Stuart Barthelmess

Treasurer . . . . . Donald Hirst

Admin. Director . . . . . Bernard H. Pelzer

Operation Manager . . . . . Lloyd Garrison

Station Relations Mgr. Murray Grabhorn

## Reuters

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

Phone: BRyant 9-8558

North American Mgr. D. Kimpton Rogers

News Editor . . . . . J. S. Bates

Accountant . . . . . Marjorie Hathaway

Chief Washington Correspondent

J. W. Heffernan

## Telenews

235 East 45th Street, New York

Phone: MURray Hill 2-5600

General Sales Mgr. . . . . Robert H. Reid

National TV Sales . . . . . Saul Reiss

## United Press International

220 East 42nd Street, New York

Phone: MURray Hill 2-0400

Pres. & Gen. Mgr. Frank H. Bartholomew

1st V.P. & Gen. Bus. Mgr.

Mims Thomason

V.P. & Gen. European Mgr.

Thomas Curran

V.P. & Gen. News Mgr. Earl J. Johnson

V.P., Gen. Foreign Mgr. Joseph L. Jones

Executive Editor . . . . . Harry Ferguson

Ass't Gen. News Mgr. William C. Payette

V.P. & Gen. Sales Mgr. . . . . LeRoy Keller

Chicago

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

Phone: FRanklin 2-9000

National Radio News Mgr. Dean C. Miller

## World Wide Information Services

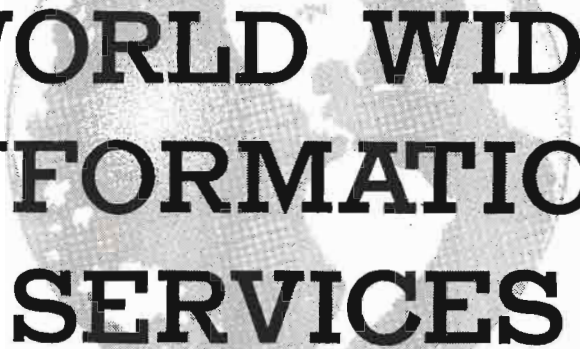
660 First Avenue, New York

Phone: OREGon 9-7240

Director . . . . . Richard W. Hubbell

Assistant Director . . . . . Jeff Murray

Business Manager . . . . . Gilbert Parker



# WORLD WIDE INFORMATION SERVICES

**660 First Avenue, New York 16, N. Y.**

**Phone: ORegon 9-7240**

**RICHARD W. HUBBELL, Director**

**5000 Reporters and Editors covering 96 countries and every market, large and small, in the U.S.A.**

**News Features**

**News Photos**

**News Film**

**and**

**EXECUTIVE INFORMATION AND RESEARCH**

In every business there are times when management needs *vital* information and needs it fast. World Wide Information Services gets it for you accurately, quickly.

World Wide Information Services covers the world with its veteran newsmen, including most of the reporters from the International News Service, journalists of integrity.



# RESEARCH ORGANIZATIONS

## AMERICAN RESEARCH BUREAU, INC.

400 Park Ave., New York City  
Phone: PLaza 1-5577

## BROADCAST ADVERTISERS REPORTS, INC.

750 Third Ave., New York 17, N. Y.  
Phone: YUkon 6-8410

## R. H. BRUSKIN ASSOCIATES CREATIVE MARKET RESEARCH

96 Bayard St., New Brunswick, N. J.  
Phone: CHarter 9-1800

## BUREAU OF BROADCAST MEASUREMENT

96 Eglinton Ave. E., Toronto, Ont.  
Phone: HUDson 5-9464

## CROSSLEY, S-D SURVEYS, INC.

405 Park Ave., New York 22, N. Y.  
Phone: PLaza 5-1606

## ELLIOTT-HAYNES LTD.

515 Broadway Ave., Toronto 6, Ont., Canada  
Phone: HOWard 3-1144

## C. E. HOOPER, INC.

579 Fifth Ave., New York 17, N. Y.  
Phone: MURray Hill 8-2290

## INSTITUTE FOR MOTIVATIONAL RESEARCH

Croton-on-Hudson, N. Y.  
Phone: CROton 1-4721

## MARKET RESEARCH CORP. OF AMERICA

122 East 42nd St., New York 17, N. Y.  
Phone: OXFord 7-3540

## A. C. NIELSEN COMPANY

575 Lexington Ave., New York 22, N. Y.  
Phone: MU 8-1020

## FREDERICK PITTEA ASSOCIATES

500 Fifth Ave., New York, N. Y.  
Phone: COLUMbus 5-5400

## ALFRED POLITZ RESEARCH, INC.

527 Madison Ave., New York 22, N. Y.  
Phone: PLaza 9-5200

## THE PULSE, INC.

130 Fifth Ave., N. Y. 19, N. Y.  
Phone: JUDson 6-3316

## RADIO REPORTS, INC.

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

## RESEARCH CONSULTANTS, INC.

64 Wall St., Norwalk, Conn.  
Phone: VOLunteer 6-8224

## ELMO ROPER & ASSOCIATES

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

## N. C. RORABAUGH CO., INC.

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

## ROSS FEDERAL RESEARCH CORP.

5 E. 35th St., New York 16, N. Y.  
Phone: MURray Hill 4-2068

## SCHWERIN RESEARCH CORP.

270 Madison Ave., New York 16, N. Y.  
Phone: OR 9-5858

## SINDLINGER & CO.

11 E. Hinckley Ave., Ridley Park, Pa.  
Phone: LEhigh 2-4100

## DANIEL STARCH AND STAFF

Boston Post Rd. & Beach Ave.  
Mamaroneck, N. Y.  
Phone: OWens 8-0800

## TRENDEX, INC.

535 Fifth Ave., New York 17, N. Y.  
Phone: MU 2-1182

## VIDEODEX, INC.

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

## J. A. WARD, INC.

8 W. 40th St., New York 18, N. Y.  
Phone: BRyant 9-3845

## WORLD WIDE INFORMATION SERVICES

660 First Ave., New York 16, N. Y.  
Phone: OREGon 9-7240

For qualitative  
facts on  
programs  
and  
audiences



730 FIFTH AVENUE  
NEW YORK 19, N. Y.

**PULSE, Inc.**

LOS ANGELES • CHICAGO • LONDON

# U. S. OFFERS MORE RADIO AND TV ... Than All Other Countries Combined

JOHN C. DOERFER  
Chairman,  
Federal Communications Commission



**A**T THE close of its 24th year, the end of 1958, the Federal Communications Commission had more than 2.1 million radio authorizations on its books; the largest figure in the nation's history. Of these authorizations, 1.5 million were commercial radio operator permits of different grades.

For the first time broadcast station authorizations collectively passed the 9,000 mark, and of this number 874 were TV stations; 791 FM, and 3,353 AM; auxiliaries, etc., made up the remainder.

Of 665 commercial TV stations authorized, 556 held operating permits. In addition, 92 of 156 authorized TV translator stations were on the air.

Proposals for 'booster' and 'repeater' stations to further extend TV service to isolated places were under consideration.

Over 90 per cent of the population is within range of at least 1 present TV station and 75 per cent are within range of 2 or more stations. Over 83 per cent of all homes have 1 or more TV receivers and over 46 million sets are in use. Also, the U. S. is said to be the only nation receiving regular TV color programs.

The possibility of moving all or a major portion of TV broadcasting to the UHF portion of the spectrum continued to receive study; a TV industry group was cooperating in obtaining comparative UHF and VHF technical data; and, meanwhile, present disparity between UHF and VHF operation was relieved to some extent by deintermixture in various localities

and other interim actions.

The Commission held that its regulatory jurisdiction does not extend to community antenna TV (CATV) systems, since they do not transmit over the air, but is studying the effect of satellite, translator, booster, and CATV operations on the growth of regular TV service.

Of 53 authorized educational TV stations, 32 held operating permits. The number of TV channels reserved for education grew to 257, or 15 more than first allocated in 1952. Though some educational reservations have been removed or changed, the Commission has denied requests for commercialization where educators have shown an active intent to use them.

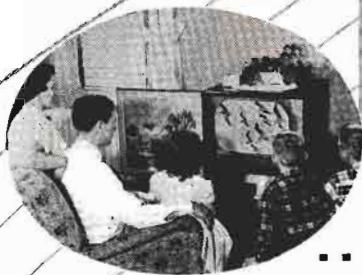
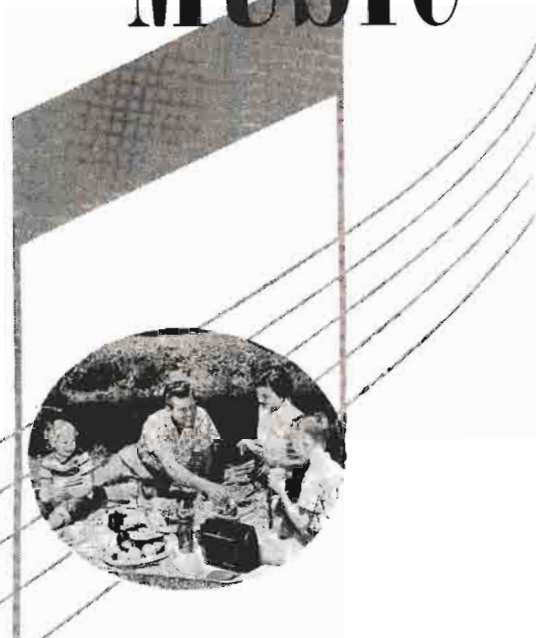
For the second consecutive year, commercial FM stations gained in number. Of 634 authorized stations, 548 were on the air. Pending applications increased from 24 to 57. Increasing competition was reflected in the fact that 23 of the latter were in hearing. Renewed interest in FM is due primarily to the ability of commercial stations to augment their income through subsidiary programs and Commission consideration of the possibility of permitting additional supplemental services through multiplex operation.

AM authorizations rose to 3,353 of which 3,253 had operating permits. The Commission proposed to eliminate the exclusive nighttime use of 12 clear channels by stations in 7 large cities to permit additional stations in 12 western cities to take care of less served areas.



**WHEREVER THERE'S**

**MUSIC**



**...THERE'S**

**BMI**

**BROADCAST MUSIC INC.**

**589 FIFTH AVENUE, NEW YORK 17, N.Y.**

## Authorization of Different Classes of Broadcast Services

<i>Class</i>	<i>June 30, 1958</i>	<i>June 30, 1957</i>	<i>Increase or Decrease</i>
Commercial AM .....	3,353	3,238	115
Commercial TV .....	665	651	14
Educational TV .....	53	49	4
TV Translator .....	156	74	82
Auxiliary TV .....	861	778	83
Experimental TV .....	17	18	(1)
Commercial FM .....	634	560	74
Educational FM .....	157	148	9
International .....	2	2	0
Remote Pick-up .....	3,087	2,461	626
Studio-Transmitter Link .....	51	53	(2)
Developmental .....	1	1	0
	—	—	—
Total .....	9,037	8,033	1,004

## Status of Broadcast Authorizations

<i>Class</i>	<i>Operating Authorization</i>	<i>Construction Permits</i>
Commercial AM .....	3,253	100
Commercial TV .....	556	109
Educational TV .....	32	21
Commercial FM .....	548	86
Educational FM .....	147	10
	—	—
Total .....	4,536*	326

\* There were 4,862 AM, TV and FM broadcast stations authorized at the close of the fiscal year 1958, of which 4,536 had authorizations to go on the air and 326 others held construction permits.  
Source: FCC.



**U.S. STEEL HOUR**

*The Broadway  
of TV*

**CBS-TV**

**ALTERNATE WEDNESDAYS**

**"LIVE" FROM NEW YORK**

**Produced By THE THEATRE GUILD**

# ADVERTISING AGENCY FAILURES 1934-1958

<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	1,256,000
1955	31	815,000
1956	32	1,519,000
1957	55	2,081,000
1958	36	857,000

## COMPARATIVE FAILURE TRENDS

	<i>Percentage Change 1957-1958</i>		<i>Avg. Liability Per Failure in 1958</i>
	<i>Number</i>	<i>Liabilities</i>	
Total Businesses, All Lines.....	+ 9	+18	\$48,667
Total Commercial Services.....	+ 8	+39	51,218
Advertising Agencies .....	—36	—59	23,806

Source: Dun & Bradstreet, Inc.

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.

# RADIO AND TELEVISION TELEPHONE NUMBERS IN NEW YORK

## AM Radio Stations

WABC	SUSquehanna	7-5000
WBNX	MELrose	5-0333
WCBS	PLaza	1-2345
WEVD	PLaza	7-0880
WFAS	WHite Plains	9-6400
WGBB	MAyfair	3-1240
WHLI	OLympia	8-1100
WHOM	Circle	6-3900
WINS	JUDson	2-7000
WKIT	PLaneer	6-6700
WLIB	MONument	6-1800
WMCA	MU	8-1500
WMGM	MURray Hill	8-1000
WNEW	YUkon	6-7000
WNRC	New Rochelle	6-0800
WNTA	BARclay	7-3260
WNYC	WHitehall	3-3600
WOR	LONgacre	4-8000
WOV	Circle	5-7979
WPOW	YUkon	4-4600
WQXR	LAKawanna	4-1100
WRCA	Circle	7-8300
WWRL	DEfender	5-1600

## FM Radio Stations

WABC-FM	SUSquehanna	7-5000
WBAI-FM	TEmpleton	8-3355
WCBS-FM	PLaza	1-2345
WFAS-FM	WHite Plains	9-6400
WBFM	LExington	2-4927
WHLI-FM	IVanhoee	1-8000
WMGM-FM	MURray Hill	8-1000
WRCA-FM	Circle	7-8300
WNYC-FM	WHitehall	3-3600
WOR-FM	LONgacre	4-8000
WQXR-FM	LAKawanna	4-1100

## Television Stations

WABC-TV	SUSquehanna	7-5000
WABD	LEhigh	5-1000
WCBS-TV	PLaza	1-2345
WNTA	BARclay	7-3260
WOR-TV	LONgacre	4-8000
WPIX	MURray Hill	2-6500
WRCA-TV	Circle	7-8300

## National Networks

American Broadcasting Co.	SUSquehanna	7-5000
Columbia Broadcasting System	PLaza	1-2345
Keystone Broadcasting System	ELdorado	5-3720
Mutual Broadcasting System	BRyant	9-7600
National Broadcasting Co.	Circle	7-8300
NTA Film Network	BARclay	7-3260

## Station Representatives

Avery-Knodel, Inc.	JUDson	6-5536
Charles Bernard	Circle	6-7242
Hil F. Best	LExington	2-3783
John Blair & Co.	PL	3-4250
Blair-TV, Inc.	TE	8-5800
Bogner & Martin	MURray Hill	9-2586
Guy Bolam	MURray Hill	5-1300
The Bolting Co., Inc.	YUkon	6-4545
The Branham Co.	MURray Hill	2-4606
Burn-Smith Co., Inc.	MURray Hill	2-3124
CBS Radio Spot Sales	PLaza	1-2345
CBS TV Spot Sales	PLaza	1-2345
Henry I. Christal	MURray Hill	8-4414
Thomas F. Clark Co. Inc.	JUDson	2-1622
Continental Radio Sales	MURray Hill	7-6865
Donald Cooke, Inc.	JUDson	2-2727
Devney & Co.	YUkon	6-4390

Robert Eastman	PLaza	9-7760
Everett-McKinney, Inc.	PLaza	3-9332
Farjoe & Co., Inc.	JUDson	6-3100
Melchor Guzman Co., Inc.	Circle	7-0624
H-R Representatives, Inc.	PLaza	9-6800
Headley-Reed Co.	YUkon	6-5800
Gill Perna Inc.	TEmpleton	8-4740
Arthur H. Hagg	MURray Hill	2-8665
George P. Hollingsbery Co.	YUkon	5-5560
The Katz Agency, Inc.	JUDson	2-9200
Robt. S. Keiter, Inc.	WA	4-6599
Joseph Hershey McGillvra, Inc.	MURray Hill	2-8755
Robert Meeker Associates, Inc.	MURray Hill	2-2170
NBC Spot Sales	Circle	7-8300
Pan American Bstg. Co.	MURray Hill	5-1300
John E. Pearson Co.	PLaza	1-3366
Peters, Griffin, Woodward	YU	6-7900
Edward Pety & Co., Inc.	MURray Hill	8-0200
Radio-TV Representatives	MURray Hill	8-4340
Rambeau, Vance, Hopple, Inc.	OXford	7-0890
Paul H. Raymer Co., Inc.	PLaza	9-5570
Venard, Rintoul & McConnell	MURray Hill	8-1088
Walker-Rawatt Co., Inc.	MURray Hill	3-5830
Select Sta. Reps.	PLaza	8-1850
Simmons Assoc. Inc.	MURray Hill	8-2821
Weed & Co.	PLaza	9-4700
Adam J. Young, Jr., Inc.	PL	1-4848

## Advertising Agencies

Anderson & Cairns, Inc.	MURray Hill	8-5800
N. W. Ayer & Son, Inc.	PL	7-5700
Ted Bates & Co.	JUDson	6-0600
Batten, Barton, Durstine & Osborn	ELdorado	5-5800
Benton & Bowles, Inc.	JU	2-6200
Bryan Houston	PLaza	7-6400
Leo Burnett	MURray Hill	8-9480
Campbell-Ewald Co., Inc.	MURray Hill	8-3400
Cohen & Aleshire	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.	YUkon	6-6500
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, Ruthrauff & Ryan	OX	7-4500
William Esty & Co.	OXford	7-1600
Foote, Cone & Belding	YUkon	6-8000
Albert Frank-Guenter Law	CORtlandt	7-5060
Fuller & Smith & Ross, Inc.	MURray Hill	6-5600
Fletcher Richards, Calkins & Holden, Inc.	JUDson	6-5400
Gardner Adv. of N. Y.	MURray Hill	9-2424
Geyer, Morey, Madden & Ballard, Inc.	PLaza	1-3300
Grant Advertising	OX	7-5800
Grey Adv. Agency, Inc.	PLaza	1-3500
Humphrey, Alley & Richards	LExington	2-3020
Kastor, Hilton, Chesley, Clifford & Atherton	PLaza	1-1400
The Joseph Katz Co.	MURray Hill	7-0250
Kenyon & Eckhardt, Inc.	YUkon	6-9000
Ketchum, McLeod & Grove	MU	7-5640
Kudner Agency, Inc.	MURray Hill	8-6700
Al Paul Lefton Co., Inc.	MURray Hill	9-7470
Lennen & Newell, Inc.	MURray Hill	2-5400
MacManus, John & Adams	PLaza	9-5600
Marschalk & Pratt Co.	OXford	7-4250
J. M. Mathes, Inc.	LExington	2-7450
Maxon, Inc.	PLaza	9-7676
McCann-Erickson, Inc.	OXford	7-6000
Mogul, Lewin, William & Saylor	TEmpleton	8-7100
Morse International, Inc.	OXford	7-2100
Needham, Louis & Brorby	PLaza	7-0333
Norman Craig & Kummel	PLaza	1-0900



# TELEPHONE NUMBERS IN NEW YORK

Product Services.....	Murray Hill	7-0204
St. George & Keyes, Inc.....	YUkon	6-7575
Sullivan, Stauffer, Colwell & Bayles	MURRAY Hill	8-1600
Tatham-Laird.....	PLaza	1-4680
J. Walter Thompson Co.....	MURRAY Hill	6-7000
Geoffrey Wade.....	OXford	7-9261
Warwick & Legler, Inc.....	PLaza	1-4700
Weiss & Geller, Inc.....	PLaza	3-4070
Young & Rubicam, Inc.....	MURRAY Hill	9-5000

## Publications

Advertising Age.....	YUkon	6-5050
Advertising Agency.....	LONGacre	5-3320
Billboard, The.....	PLaza	7-2800
Broadcasting.....	PLaza	5-8354
Editor & Publisher.....	BRyant	9-3052
Film Daily.....	BRyant	9-7117
Printers' Ink.....	MURRAY Hill	8-7500

## RADIO-TELEVISION DAILY Wisconsin 7-6336

Sales Management.....	LEXington	2-1760
Sponsor.....	MURRAY Hill	8-2772
Standard Rate & Data Service.....	MURRAY Hill	9-6620
Television Age.....	PLaza	1-1122
Television Magazine.....	PLaza	3-9944
Tide.....	LEXington	2-1760
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

Columbia Artists Management, Inc.....	Circle	7-6900
Consolidated Concerts Corp.....	COLUMbus	5-3580
General Artists Corp.....	Circle	7-7543
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.....	OXford	7-7744

## Organizations, Unions and Government Agencies

AAAA.....	LEXington	2-7980
Actors' Equity.....	PLaza	7-7660
Advertising Federation of America.....	Circle	6-2431
AFTRA.....	MURRAY Hill	7-1810
American Communications Assn.....	CORTland	7-1374
American Federation of Musicians.....	PLaza	8-0600
AMP.....	PLaza	9-8470
ASCAP.....	MURRAY Hill	8-8800
AWRT.....	ELdorado	5-7281
Broadcast Music, Inc.....	PLaza	9-1500
Country-Western Music B'casters Assn.....	CO	5-3530
Federal Communications Comm.....	WATKins	4-1000
Federal Trade Commission.....	CORTland	7-7100
Institute of Radio Engineers.....	LE	5-5100
Music Publishers' Protective Association.....	PLaza	1-1930
NAPA.....	Circle	7-8194
NATAS.....	JU	6-3833
Professional Music Men, Inc.....	COLUMbus	5-7362
RAB.....	MU	8-4020
SESAC, Inc.....	JU	6-3450
Song Writers' Protective Assn.....	Circle	6-2536
Station Representatives Assn.....	YUkon	6-9390
TvB.....	MURRAY Hill	8-0215
Writer's Guild of America.....	PLaza	7-3317

## Radio-TV Programs and Transcription Cos.

Air Features.....	PLaza	1-4155
AW Alexander Productions.....	LO	8-3100
Audio-Video Recording Co.....	JUDson	6-5095
Barry & Enright.....	TEmpleton	2-8600
Basch Radio & TV Productions.....	MURRAY Hill	2-8877
V. S. Becker Advtg. Service.....	MURRAY Hill	2-0777
The Bruce Chapman Co.....	Wisconsin	7-9244
Cinefacts, Inc.....	Circle	6-0951
Coastal Recording Co.....	Circle	6-3900
Frederic Damur, M.D.....	YUkon	6-9484
Decca Records, Inc.....	COLUMbus	5-2300

Roy DeGroot, Consultants, Inc.....	MURRAY Hill	7-6865
Empire Broadcasting Corp.....	YUkon	6-5700
Walt Framar Prodn.....	OX	7-3322
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
Goodson-Todman Prodn.....	PL	1-0600
Keystone Broadcasting System, Inc.....	ELdorado	5-3720
Lang-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.....	OREgon	4-7400
NBC Radio Recording Div.....	Circle	7-8300
National Concert & Artists Corp.....	PLaza	9-6000
Project-O-Fex.....	MU	7-1881
Pyramid Productions, Inc.....	JUDson	6-7040
Radio Artists Corp.....	MURRAY Hill	8-0940
Radio Features of America.....	JUDson	2-5130
Reemack Enterprises, Inc.....	Circle	6-7300
Reeves Sound Studios, Inc.....	OREgon	9-3550
Rockhill Radio.....	PLaza	9-7979
SESAC, Inc.....	JU	6-3450
Richard Stark & Co.....	Circle	6-7337
Talent Associates.....	PL	3-1030
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 Productions.....	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

## TV Film Producers Distributors

ABC Films, Inc.....	LA	4-5050
M & A Alexander Productions.....	TR	3-5115
Atlantic Television Corp.....	JU	2-1287
Banner Films, Inc.....	PL	5-4811
Barnett International Forwarders.....	BRyant	9-1616
Barry & Enright Productions, Inc.....	TE	2-8600
Bray Studios, Inc.....	CI	5-4582
British Information Services.....	CI	6-5100
Broadcast Pictures.....	CI	7-3320
California National Productions, Inc.....	CI	7-8300
CBS Films.....	PL	1-2345
Commonwealth Film-TV.....	CI	5-6465
Frank Cooper Associates.....	PL	1-0725
Demby Productions, Inc.....	PL	9-2495
Economex Television Programs.....	MU	8-4700
Elliot-Unger-Elliot, Inc.....	JU	6-5582
Fleming Films.....	JU	6-7040
Fortune Features, Inc.....	LO	4-5592
Fremantle Overseas Radio & Television.....	MU	7-4344
Galaxy Attractions.....	PL	1-0330
W. J. German, Inc.....	LO	5-5978
Harry S. Goodman Productions.....	PL	5-6131
Guild Films Company, Inc.....	MU	8-5365
The Jam Handy Organization, Inc.....	JU	2-4060
Hollywood Television Service, Inc.....	JU	6-1700
Independent TV Corp.....	MU	5-2100
Intercontinental TV.....	MU	2-3404
Interstate TV Corporation.....	MU	8-2545
Jayark Film Corp.....	MU	8-2636
Robert Lawrence Productions, Inc.....	JU	2-5242
MCA-TV.....	PL	9-7500
MGM-TV.....	JU	2-2000
Charles Michelson, Inc.....	PL	7-0695
Modern Teleservice, Inc.....	OX	7-2753
Motion Pictures for Television, Inc.....	PL	3-5600
Movietonews, Inc.....	CO	5-7200
MPO Productions, Inc.....	MU	8-7830
National Screen Service Corp.....	CI	6-5700
National Telefilm Associates, Inc.....	JUDson	2-7300
Official Films, Inc.....	PL	7-0100
Paramount Television Productions, Inc.....	BR	9-8700
Penthouse Sound Studios of V. J. Nola.....	JU	6-0040
Reeves Sound Studios, Inc.....	OR	9-3550
Hal Roach Studios.....	CI	9-6135
Sarra, Inc.....	MU	8-0085
Walter Schwimmer, Inc.....	EL	5-4616
Screencraft Pictures, Inc.....	MU	7-5011
Bernard L. Schubert.....	MU	8-0940
Screen Gems, Inc.....	PL	1-4432

# TELEPHONE NUMBERS IN NEW YORK

Show Corp. of Amer.....	JU	6-5050
Sound Masters, Inc.....	PL	7-6600
Sterling Television Co., Inc.....	MU	3-6300
Transfilm Incorporated.....	JU	2-1400
Trans-Lux Television Corp.....	PL	1-3114
Twentieth Century-Fox.....	CO	5-3320
United Artists Assoc.....	MU	6-2323

United Artists TV Inc.....	CI	5-6000
UPA Pictures, Inc.....	PL	8-1405
Universal Pictures Co., Inc., Television.....	PL	9-8000
Warner Bros. TV.....	CI	6-1000
Van Praag Productions.....	CI	7-2687
Ziv Television Programs.....	MU	8-4700
Maurice H. Zouary TV Productions.....	JU	2-6185

# CHICAGO TELEPHONE NUMBERS

## AM Radio Stations

WAAF.....	RAndolph	6-1932
WAIT.....	FRanklin	2-0660
WBEE.....	RAndolph	6-6842
WBBM.....	WWhitehall	4-6000
WCFL.....	MOhawk	4-2400
WCRW.....	EAsgate	7-6820
WEDC.....	CR	7-4100
WGES.....	SACramento	2-1700
WGN.....	Mlchigan	2-7600
WHFC.....	CLiffside	4-7411
WIND.....	WWhitehall	4-2170
WJJD.....	State	2-5466
WLS.....	MOnroe	6-9700
WMAQ.....	SUperior	7-8300
WMBI.....	Mlchigan	2-1570
WSBC.....	MOnroe	6-9060
WSEL.....	Financial	6-0120

## FM Radio Stations

WEAW.....	KEystone	9-6090
WEFM.....	State	2-1357
WENR-FM.....	ANdover	3-0800
WFMT.....	State	2-5668
WKFM.....	RAndolph	6-2141
WSEL.....	Financial	6-0120

## Television Stations

WBBM-TV.....	WWhitehall	4-6000
WBKB.....	ANdover	3-0800
WGN-TV.....	Mlchigan	2-7600
WNBQ.....	SUperior	7-8300

## National Networks

American Broadcasting Co.....	ANdover	3-0800
Columbia Broadcasting System.....	WWhitehall	4-6000
Keystone Broadcasting System.....	State	2-8900
National Broadcasting System.....	WWhitehall	4-5060
National Broadcasting Co.....	SUperior	7-8300

## Station Representatives

Avery-Knodel, Inc.....	WWhitehall	4-6869
Hil F. Best Co.....	State	2-5096
John Blair & Co.....	SUperior	7-2300
The Bolling Co.....	WWhitehall	3-2040
The Branham Co.....	Central	6-5726
Broadcast Time Sales.....	State	2-1405
Burke-Stuart.....	DEarborn	2-6685
Burn-Smith Co.....	Central	6-4437
CBS Radio Sales.....	WWhitehall	4-6000
Thomas F. Clark Co.....	State	2-1663
Crosley Broadcasting Corp.....	State	2-6693
Everett-McKinney, Inc.....	SUperior	7-9052
Forjoe & Co.....	DElaware	7-3504
Gill-Perna, Inc.....	FRanklin	2-8665
Headley-Read Co.....	FRanklin	2-4686
George P. Hollingbery.....	DEarborn	2-6060
H-R Representatives.....	Financial	6-6440
The Katz Agency.....	MOhawk	4-7150
Robt. S. Keller, Inc.....	State	2-5096
Joseph Hershey McGillvra, Inc.....	State	2-5282
Robert Meeker Associates, Inc.....	Central	6-1742
National Broadcasting Co.....	SUperior	7-8300
John E. Pearson Co.....	State	2-7494
Peters, Griffin, Woodward, Inc.....	FRanklin	2-6373
Edward Petry & Co., Inc.....	WWhitehall	4-0011
Radio-TV Repts., Inc.....	Financial	6-0982
Paul H. Raymer Co.....	SUperior	7-4478
Sears & Ayer, Inc.....	SUperior	7-8177

Venord, Rintoul & McConnell.....	State	2-5260
Walker-Rawolt Co.....	ANdover	3-5771
Weed & Co.....	WWhitehall	4-3434
Adam Young, Inc.....	Mlchigan	2-6190

## Advertising Agencies

Aubrey, Finlay, Marley & Hodgson, Inc.....	Financial	6-1600
N. W. Ayer & Son, Inc.....	ANdover	3-7111
BBD&O.....	SUperior	7-9200
Beaumont & Hohman.....	RAndolph	6-6181
Gordon Best, Co., Inc.....	State	2-5060
Bozell & Jacobs, Inc.....	Central	6-0870
Leo Burnett Co., Inc.....	Central	6-5959
Campbell-Ewald Co.....	Central	6-1946
Campbell-Mithun Inc.....	DElaware	7-7558
Dancer-Fitzgerald-Sample.....	Financial	8-4700
W. B. Doner & Co.....	ANdover	3-7800
Doremus & Co.....	Central	6-9132
Erwin Wassey, Ruthrauff & Ryan.....	Financial	6-1833
Foote, Cone & Belding.....	SUperior	7-4800
Frank, Clinton E., Inc.....	WWhitehall	4-5900
Fuller & Smith & Ross.....	ANdover	3-5039
Grant Advertising, Inc.....	SUperior	7-6500
Robert Kahn & Assoc. Inc.....	Dickens	2-2200
H. W. Kastor & Sons Advertising Co.....	Central	6-5331
MacFarland, Aveyard & Co.....	RAndolph	6-9360
Malcolm-Howard.....	ANdover	3-0022
Maxon, Inc.....	LORain	7-5710
McCann-Erickson.....	WEbster	9-3700
Arthur Meyerhoff & Co.....	DElaware	7-7860
C. L. Miller Co.....	Central	6-1640
Needham, Louis & Brorby, Inc.....	WWhitehall	4-3400
L. W. Ramsey Co.....	FRanklin	2-8155
Roche, Rickerd & Cleary, Inc.....	RAndolph	6-9760
Tatham-Laird, Inc.....	HARRison	7-3700
J. Walter Thompson Co.....	MOhawk	4-6700
Edward H. Weiss & Co.....	Central	6-7252
Young & Rubicam.....	Financial	6-0750

## Radio-TV Program Prods.

Columbia Records, Inc.....	WWhitehall	4-6000
Decca Records, Inc.....	MOhawk	4-4800
Feature Productions.....	Mlchigan	2-6015
William Morris Agency.....	WWhitehall	3-1744
Jewell Radio & TV Productions.....	MOhawk	4-5757
Jules Power Prod.....	DElaware	7-7422
Les Lear Productions Corp.....	RAndolph	6-0905
Morton Radio Productions, Inc.....	Central	6-4144
Music Corp. of America.....	DElaware	7-1100
NBC Radio Recording Division.....	SUperior	7-8300
Walter Schwimmer Co.....	FRanklin	2-4392
Standard Radio Trans. Service, Inc.....	State	2-5322
Hal Tate Radio Productions.....	ANdover	3-6520
L. S. Toogood Recording Co.....	Central	6-5275
Ziv Television Programs, Inc.....	WH	4-1030

## News Agencies and Ass'ns.

Associated Press.....	State	2-7700
International News Service.....	RAndolph	6-4838

## RADIO-TV DAILY DEarborn 2-6757

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

## TV Film Producers-Dist.

Walter Schwimmer, Inc.....	FR	2-4392
Television Programs of America, Inc.....	WH	4-4767
UPA Pictures, Inc.....	AN	3-7566

# WASHINGTON TELEPHONE NUMBERS

## Federal Departments and Agencies

American National Red Cross	REpublic	7-8300
Archives, National	REpublic	7-7500
Business and Defense Services Administration	STERling	3-9200
Capitol, U. S. (Senate, House)	CApitol	4-3121
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)	CApitol	4-3121
State, Department of	REpublic	7-5600
Supreme Court of the United States	EXecutive	3-1640
United States Information Agency	REpublic	7-8340
U.S.M.C., AM-TV, Info. Div.	LIberty	5-6700
White House	NAtional	8-1414

## Non-Governmental

Clear Channel Broadcasting Service	EXecutive	3-0255
National Association of Broadcasters	DEcatur	2-9300
National Press Club	REpublic	7-2500

Radio Daily	EX	3-408
Radio, Electronics-Television Manufacturers Association	NAtional	8-3902

Radio Corporation of America (Frequency Bureau and RCA Victor Div.)	DIstrict	7-1260
Westinghouse Broadcasting Co.	STERling	3-0903

## AM Radio Stations

WARL	KEnmore	6-9000
WEAM	JAckson	7-7100
WFAN	REpublic	7-8000
WFAZ	JEfferson	2-1220
WGAY	WHitehall	6-1050
WGMS	EXecutive	3-8676
WINX	REpublic	7-8000
WMAL	KEllogg	7-1100
WOL	HObert	2-3900
WOOK	REpublic	7-8000
WPK	OVERlook	3-3000
WRC	EMerson	2-4000
WTOP	EMerson	2-9300
WUST	HObert	2-0011
WWDC	TUckerman	2-7600

## FM Radio Stations

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

## Television Stations

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

## News Services

Associated Press	DIstrict	7-1500
United Press	EXecutive	3-3430

## Networks

ABC	KEllogg	7-1100
CBS	EMerson	2-9300
MBS	STERling	3-3500
NBC	EMerson	2-4000

# LOS ANGELES TELEPHONE NUMBERS

## AM Radio Stations

KABC	NOrmandy	3-3311
KALI (Pasadena)	RYan	1-7149
KBIG	HOLlywood	3-3205
KBLA (North Hollywood)	STate	7-3619
KDAY	HOLlywood	1-9981
KFAC	WEbster	8-0161
KFI	DUnkirk	2-2121
KFOX (Long Beach)	NEvada	6-7868
KFSG	DUnkirk	9-1141
KFWB	HOLlywood	3-5151
KGER (Long Beach)	NEvada	6-4774
KGFJ	HOLlywood	4-0201
KGIL (Sherman Oaks)	STate	4-6291
KHJ	HOLlywood	2-2133
KIEV (Glendale)	CItrus	1-1133
KLAC	HOLlywood	2-7271
KMPC	HOLlywood	9-5341
KNX	HOLlywood	9-1212
KPOP	DUnkirk	8-2345
KPOL	WEbster	8-2345
KRKD	CApitol	5-4116
KWKW (Pasadena)	RYan	1-6744
KXLA (Pasadena)	RYan	1-6991

## FM Radio Stations

KABC-FM	NOrmandy	3-3311
KBMS-FM (Glendale)	CHapman	5-2090
KCBH	BR	2-7105
KFCF-FM	WEbster	8-0161
KFMU-FM	WEbster	8-5233
KFOX-FM	NEvada	6-7868
KGLA-FM	DUnkirk	5-9966
KHJ-FM	HOLlywood	2-2133
KHOF-FM (Glendale)	CHapman	5-5668
KMLA-FM	DUnkirk	2-8426
KNOB-FM (Long Beach)	HEmlack	8-5519
KNX-FM	HOLlywood	9-1212
KRRM-FM	HOLlywood	7-5167
KUTE-FM	CItrus	4-1414
KRKD-FM	HOLlywood	5-2181
KWKW-FM (Pasadena)	RYan	1-6744

## Television Stations

KABC-TV	NOrmandy	3-3311
KCOP	HOLlywood	2-7311
KHJ-TV	HOLlywood	2-2133
KRCA	THornwall	5-7000
KINXT	OLive	1-2345
KTLA	HOLlywood	9-3181
KTTV	HOLlywood	2-7111

**Networks**

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

**Station Representative**

AM Radio Sales Co.....	HOLLYWOOD	5-0695
Avery-Knodel, Inc.....	DUnkirk	5-6394
Walter Biddick Co.....	Richmond	9-8800
John Blair & Co.....	DUnkirk	7-1333
Blair-TV, Inc.....	DUnkirk	1-3811
CBS-TV Spot Sales.....	OLive	1-2345
Bolling Company, Inc.....	BRadshaw	2-0544
The Branham Co.....	OLive	3-6363
Broadcast Times Sales.....	HOLLYWOOD	5-1755
CBS-Radio Spot Sales.....	HOLLYWOOD	9-1212
Crawford, Fred E.....	DUnkirk	4-7352
Forjoe & Co.....	OL	5-7755
Gillman, Nicoll & Ruthman.....	DUnkirk	7-1325
Gil-Perna, Inc.....	DUnkirk	7-4388
W. S. Grant Co.....	HOLLYWOOD	3-7194
H-R Representatives, Inc.....	HOLLYWOOD	2-6453
Hawley, Mark Assoc.....	WEbster	8-2181
Headley-Reed Co.....	HOLLYWOOD	4-8248
Hollingbery, George P., Co.....	DUnkirk	5-2071
Katz Agency, The.....	DUnkirk	5-6284
McGavren-Quinn Co.....	HOLLYWOOD	4-6146
Meeker Co.....	HOLLYWOOD	2-2351
Tracy Moore.....	HOLLYWOOD	2-2351
NBC-KRCA Spot Sales.....	Thornwall	5-7000
Oakes, Harian G., Associates.....	DUnkirk	2-3200
Lee F. O'Connell Co.....	OL	5-7597
John Pearson Co.....	DUnkirk	5-5084
Peters, Griffin, Woodward, Inc.....	HOLLYWOOD	9-1688
Edward Petry Co.....	TUcker	3171
Rombeau, William G., Co.....	HOLLYWOOD	4-6017
Paul H. Raymer.....	HOLLYWOOD	2-2376
Scott, Duncan & Co.....	DUnkirk	8-4151
Venard, Rintoul, McConnell.....	DUnkirk	8-4151
Video Views.....	HOLLYWOOD	3-4179
Weed & Company.....	HOLLYWOOD	2-6676
Young, Adam J., Inc.....	HOLLYWOOD	2-2289

**Advertising Agency**

Action Advertising.....	DUnkirk	3-3114
Ad Larson.....	NOrmandie	4-6552
Advertising Council, Inc.....	CRestview	4-8039
Advertising Engineers Corp.....	MADison	8-5039
Alber, R. H., Co.....	HOLLYWOOD	9-8273
Allen, Dorsey & Hatfield, Inc.....	NORmandie	3-9343
Allen & Marshall Adv. Agency.....	OLive	3-1770
Allen, Martin, Co.....	WEbster	3-0734
Allied Advertising Agencies.....	HOLLYWOOD	2-0837
Anderson-McConnell Adv. Agency.....	WEbster	6-6161
U. S. Anderson Co.....	WEbster	8-7812
Arnold, Rupert Advertising.....	DUnkirk	2-0896
Asch, A., Inc.....	DUnkirk	7-7600
Associated Advertising Agency.....	OL	2-7690
Atherton Advertising Agency.....	OLive	3-2246
Atchison & Havden.....	DUnkirk	5-7191
Ayer, N. W., & Son, Inc.....	HOLLYWOOD	3-4871
Baldwin, Ben, Adv. Agency.....	HOLLYWOOD	2-0908
Barnes Chase Co.....	DUnkirk	4-1193
Baron, Richard, Co.....	HOLLYWOOD	2-5657
Bates, Kirk O.....	HU	7-4270
Bates, Ted., & Co.....	HOLLYWOOD	9-2161
BBDO.....	HOLLYWOOD	2-6773
Baus & Ross Co.....	DUnkirk	8-1107
Bayard, Jere.....	OLdfield	5-9355
Becker, Max, Advertising (Long Beach).....	HEmlock	6-5222
Bejach, Leo, Adv.....	GRanite	2-2245
Belford, Ed, Agency.....	POplar	6-4334
Bell Advertising.....	PLEasant	3-2339
Bennett, Harry, Adv. Agency.....	OLive	5-6045
Bennett, Walter F., & Co.....	HOLLYWOOD	4-8291
Benton & Bowles, Inc.....	HOLLYWOOD	4-9151
Berghoff Associates, Inc.....	OLive	5-7536
Bishop & Associates, Inc.....	HOLLYWOOD	2-1266
Blades, Richard H.....	MADison	9-2866
Bloch's Advertising.....	HOLLYWOOD	3-0647
Blum's Direct Advertising.....	DUnkirk	8-3441
Bogerts, The.....	HOLLYWOOD	3-6871
Bowes, Chas, Adv. Co.....	DUnkirk	1-3881
Boyd, John R.....	CLEVELAND	6-8698
Boylhart, Lovett & Deane.....	DUnkirk	4-2161

Bozell & Jacobs, Inc.....	BRadshaw	2-2081
Brehme Ad Service (Glendale).....	CHapman	5-1539
Broadcasting Advertising.....	BRadshaw	2-4840
Brown, Byron H., & Assoc.....	OLympia	3-2320
Buchanan & Co., Inc.....	OL	5-8200
Bull, Frank, & Co.....	HOLLYWOOD	5-4195
Burke, Dowling & Adams Inc.....	WEbster	8-3844
Burnett, Leo, Co., Inc.....	HOLLYWOOD	4-7374
Burt, George Advertising.....	HOLLYWOOD	5-1183
Buss, R. H., Associates.....	DUnkirk	5-4385
Buxton, Erwin.....	RYan	1-5541
California Adv., Agency.....	HOLLYWOOD	3-3189
Calkins, Holden, Inc.....	WEbster	6-5145
Calvert, J. Russell & Assoc.....	BRadshaw	2-2868
Campbell-Ewald Co.....	DUnkirk	9-1334
Campbell-Mithun, Inc.....	HOLLYWOOD	2-0715
Caples Co., The.....	DUnkirk	7-4255
Carlson, Milton Co.....	DUnkirk	8-9464
Carson-Roberts Inc.....	BRadshaw	2-8366
Case, Roger T., Assoc.....	HEmlock	7-3503
Castor & Assoc.....	OLeader	2-1315
Chamberlin & Associates.....	DUnkirk	7-6444
Cheshire Advertising Associates.....	HOLLYWOOD	9-4580
Citizen Advertising Agency, Inc.....	MADison	2-2463
Clark, Darwin H., Co.....	MADison	5-2441
Classified Advertising Agency.....	HU	2-1690
Cloward Velma Advertising.....	DUnkirk	4-2558
Coast Advertising Associates.....	TRinity	1269
Cole, Fischer & Rogow.....	CRestview	6-3195
Cole, Val Advertising Agency.....	CRestview	5-8462
Colman-Parr Advertising.....	OLive	3-7030
Collard, Clark, Adv. Agency.....	DUnkirk	7-3388
Columbia Pacific Advertising.....	GArdfield	3-1047
Compton Advertising, Inc.....	OL	2-0109
Consolidated Adv. Directors.....	OLive	5-6484
Copy Cat Advertising.....	STanley	7-4348
Cowell, Leslie B., Advertising.....	STanley	7-5329
Craig & Reid, Inc.....	HOLLYWOOD	4-8218
Creative Advertising.....	OLympia	5-8281
Crist, Ken, Inc.....	NORmandie	1-1287
Culbertson, Robert C. Adv.....	OLive	5-8514
Culp, Earl R., Co.....	DUnkirk	2-8406
Cunningham & Walsh, Inc.....	OL	2-5690
Dancer-Fitzgerald-Sample, Inc.....	HOLLYWOOD	2-3256
D'Arcy Adv. Co.....	DUnkirk	5-3171
Delman, Allen & Assoc.....	WEbster	6-2312
Davidson, David, & Co.....	HOLLYWOOD	2-7753
Davis & Blackwell, Inc.....	VIctoria	9-2964
Davis, Charlie, Advertising.....	AXminster	3-5508
Dennis, Robert, Agency.....	MADison	5-2183
DeSantis Advertising Agency.....	CHapman	5-5662
Dibble, Gordon H.....	CHapman	5-2495
Dolson Advertising Agency.....	LOraire	9-5111
Donahue & Coe.....	DUnkirk	1-2221
Donald, Dick, Advertising.....	DUnkirk	8-0555
Doyle, Dane, Bernbach.....	WEbster	8-3781
Dozier, Eastman & Co.....	DUnkirk	5-6071
Dreyfus Co. Adv.....	OLive	5-8255
Dunas, E. C. Advertising.....	OLive	6-4100
Durstine, Roy S., Inc.....	DUnkirk	8-3411
Ebberts, Dan, Adv. Serv.....	LUdlo	7-9161
Edelstein, Irwin L. & Assoc.....	OLive	3-7420
Ehler, Grace.....	MADison	6-2227
Eisaman-Jokes, Advertising.....	HOLLYWOOD	4-7265
Eisenberg, Ralph.....	MADison	2-0439
Elliott, Neil M. Advertising.....	DUnkirk	7-7301
Envart & Rose Advertising.....	OL	4-4070
Erwin Wasey, Ruthrauff & Ryan, Inc.....	WEbster	1-1211
Essig Co.....	POplar	3-4365
Esty, William Co.....	HOLLYWOOD	2-6301
Faan, O. K. Advertising Agcy.....	MADison	2-2192
Falkenhainer, Carl.....	BRadshaw	2-0136
Fallon & Co.....	HOLLYWOOD	3-5683
Farrar Advertising.....	GRanite	8-3011
Fehlman, Warren P. Adv. Co.....	OXnard	4-5270
Fellows, John C., Co.....	SYcamore	2-4645
Flax-Bronston Co.....	MADison	6-7751
Foladore, Maurv & Assoc.....	HOLLYWOOD	9-8135
Footo, Cone & Belding (Hollywood).....	HOLLYWOOD	9-6265
Footo, Cone & Belding (Los Angeles).....	MADison	9-3611
Forestral, R. J. Co.....	WEbster	5-1211
Frank, Albert-Guenther Law.....	WEbster	3-7595
Frank, Don Advertising (Anaheim).....	KEYstone	5-6093
Frazier, Cornelius W.....	MADison	5-8392
Fritz, Jimmy, & Associates.....	HOLLYWOOD	3-3251
Fuller, Smith & Ross, Inc.....	OLive	3-0240
Gage, Booth & West, Inc.....	OLive	3-1770
Gard, Dalbert & Associates.....	DUnkirk	8-8422
Gardner, H. M., & Assoc.....	OLive	5-7465
Gaynor, Colman, Prontis & Varley, Inc.....	OL	5-8191
Geissinger, W. B., & Co.....	WEbster	3-7178

# TELEPHONE NUMBERS IN LOS ANGELES

General Advertising Agency, Inc.	HOLLYWOOD	3-5128
Gerth, Brown Clark & Elkus	OLIVE	3-2320
Gilbert & Benton	STANLEY	7-1848
Gilbert, Martin, Agency	STATE	3-2900
Gill Clifford Agency	OLIVE	5-8388
Glosser-Gailey, Inc.	DUNKIRK	4-2141
Glenn Advertising, Inc.	OL	3-9030
Gold Mike Agency	RYAN	1-4745
Goldstone-Tobias	OL	5-6010
Gonda, Francis D., Adv. Agency	HOLLYWOOD	2-1325
Goodman, Anderson, Advertising	OLIVE	3-6400
Graham, Clyde D.	DUNKIRK	3-1266
Grant, Will	DUNKIRK	7-3361
Grant Advertising Agency	HOLLYWOOD	1-9231
Gray-Moore Agency	HOLLYWOOD	9-3591
Greer, Norman Co.	OL	7-0648
Gregory, Willard G., & Co.	MADISON	7-0531
Grey Advertising	HOLLYWOOD	4-7347
Guerin-Johnstone-Jeffries Advertising	CLEVELAND	7-7572
Guild, Bascom & Bonfigli	HOLLYWOOD	9-8217
Hadlock & Associates	HOLLYWOOD	2-6731
Harris, Harlan & Wood Adv.	HOLLYWOOD	9-2911
Heintz & Co., Inc.	MADISON	9-3181
Hill, Don	MADISON	4-5149
Herbert E. Hill	HU	3-7730
Hixson & Jorgenson, Inc.	DUNKIRK	8-3121
Hoel, John D., Adv. Agency	RYAN	1-7131
Hollander, Welsh Advertising	DUNKIRK	9-1171
Hong-Cooper Co.	DUNKIRK	8-3301
House of Leads	PLEASANT	3-2226
Houston Advertising Service Co.	NORMANDIE	5-5886
Hubley Adv. Agency	DUNKIRK	2-2366
Hunter & Wilhite Advertising	WEBSTER	3-7353
Hutchinson Advertising	HOLLYWOOD	2-4500
Irwin, Howard, & Assoc.	DUNKIRK	8-1219
Jay, Clarence L. Industrial Adv.	NORMANDY	4-7131
Jaycraft Co.	THORNWALL	2-5310
Jenner, Don, Advertising	DUNKIRK	2-8321
Jensen, Walter L., Advertising	DUNKIRK	9-8355
Jett Advertising	HOLLYWOOD	2-6635
Johnson, J. Howard	MADISON	4-8464
Johnson & Lewis	HOLLYWOOD	5-7105
Jones, Paul, & Associates	DUNKIRK	1-3003
Kaplan, Sara Jane, Advertising	OLIVE	3-6057
Kaufman, Lon, Co.	DUNKIRK	8-2725
Kaufman, Hans E., & Co.	HOLLYWOOD	3-3800
Kay-Christopher Advertising	WEBSTER	9-1347
Keane, Raymond, Advertising	BRADSHAW	2-3548
Keene & Associates	OLIVE	3-7420
Kellogg, Edw. S.	DUNKIRK	7-5213
Kelso, M. H., & Co.	DUNKIRK	2-2072
Kenyon & Eckhardt	HO	3-2101
Kennedy, Walker & Wooten	OL	2-0555
Keyes, Madden & Jones	HOLLYWOOD	9-3974
Killingsworth Co.	DUNKIRK	5-6111
Kirby, Dick, & Associates	VANDIKE	8334
Klitten, Martin R., Co.	DUNKIRK	7-8395
Kraft Advertising	DUNKIRK	8-6262
Lance Advertising	CRESTVIEW	5-6158
LaRoche, C. J., Advertising	HOLLYWOOD	9-3656
Latta & Co.	MADISON	6-3284
Lawrence Co.	BRADSHAW	2-5820
Lee & Associates	WEBSTER	3-9349
Lee, J. Richard	HOLLYWOOD	9-2721
Lee, Robert E., & Associates	BRADSHAW	2-4125
Leni Advertising	HOLLYWOOD	4-0141
Lennon & Newell	CRESTVIEW	1-7221
Lewin, Howard, Advertising	DUNKIRK	8-8771
Lewis Advertising	HOLLYWOOD	5-9040
Lionel & Simons Advertising	HOLLYWOOD	2-7429
Little & Co.	DUNKIRK	9-1267
Logan, Dudley L.	DUNKIRK	2-8471
Lynn-Western, Inc.	WEBSTER	5-3040
Mack Agency	HOLLYWOOD	2-6377
MacManus, John, & Adams	OLIVE	3-6130
Mann Advertising Co.	DUNKIRK	2-1179
Mannis, Samuel A.	HOLLYWOOD	4-7501
Markham Co.	DUNKIRK	8-9495
Martha's Adv. Service	MADISON	6-4897
Marto, Walter	SY	6-2239
Mathisson & Associates	HU	2-1870
Mathews, Anne D. (Pasadena)	SYCAMORE	9-6504
Mayer Company	DUNKIRK	8-2111
Mayne, Charles H., Co.	OLIVE	3-0990
Mays & Co.	MADISON	7-8534
McCann-Erickson	DUNKIRK	5-3301
McCarty Co., The	DUNKIRK	5-4011
McCreeley, Walter, Co.	OL	2-4480
McElligatt, Ford C., & Associates	MADISON	2-4653
McElroy Adv. Agency	RICHMOND	9-2047
McHugh Advertising Co.	BRADSHAW	2-0233
McKee, Burns Adv.	HOLLYWOOD	7-4218
McLain, W. R., & Associates	NORMANDIE	3-8200
McNeill & McCleery	DUNKIRK	5-7341
Meany, Phillip J., Co., Adv.	DUNKIRK	5-4181
Meltzler, Richard, Adv.	OLIVE	3-8550
Meyerhoff, Arthur, & Co.	OL	3-1633
Miner, Dan B., Co.	DUNKIRK	8-3301
Minns, Richard L.	CRESTVIEW	1-7207
Monso, John S., Advertising	OLIVE	2-7218
Morgan Company, The	STATE	6-5696
Morgan, Raymond R., Co.	HOLLYWOOD	3-4194
Mottl & Siteman Advertising	OL	2-5095
Mowinckel, E. K., Advertising	RICHMOND	7-0529
Mullins, Earl, Advertising	DUNKIRK	5-9088
Nargi Advertising	VANDIKE	1647
National Advertising Associates	DUNKIRK	7-4388
National Federation of Advertising Agencies	OL	3-2320
Neale & Associates	OL	6-0500
Neave & North Advertising	HOLLYWOOD	2-6044
Neave, Ralph Advertising (Manhattan Beach)	FRONTIER	4-1609
Needham, Louis, & Brorby	CRESTVIEW	6-2073
Nelson Adv. Service	WEBSTER	8-3844
Newman, Ben Allah, Advertising Service	DUNKIRK	9-6649
Newmark, Nelson, Advertising	MADISON	4-1568
North Advertising	OL	2-3770
Olen, David, Adv.	OLIVE	5-7290
Pacific Advertising Service	RICHMOND	9-5803
Packard, Jack Advertising	CHAPMAN	5-5591
Pardee Co., The	HOLLYWOOD	2-7306
Patch & Curtis Advertising (Long Beach)	HEMLOCK	3-4919
Patton, George Adv.	HOLLYWOOD	2-0841
Paul & Baum	OL	3-2110
Pell, Ben, Advertising	MADISON	2-1557
Perrett Co., The	MADISON	8-2388
Pflaum, Stanley, & Associates	OL	2-0332
Porter, Wesley H., Adv.	AXMINSTER	3-0400
Productive Advertising	AXMINSTER	1-1322
Ramsey, Brown & Co.	HOLLYWOOD	3-6851
Raymond, J. W., Advertising	HU	3-4330
Raymond, Larry, Co.	WEBSTER	6-8125
Robin Co., The	DUNKIRK	3-3114
Robin, Lee & Arnold	CRESTVIEW	4-5853
Robins, Jerome, Agency	DUNKIRK	8-0661
Roche-Eckhoff & Lee	OLIVE	5-7670
Rockett-Lauritzen	REPUBLIC	4-2106
Ross, Charles, Adv., Agency	HOLLYWOOD	2-1184
Ross, Clark	WEBSTER	4-5152
Ross, Roy, Inc.	HOLLYWOOD	9-6263
Russell-Stuart & Assoc.	HOLLYWOOD	3-6156
Sawdon, Frank	HOLLYWOOD	4-3129
Schurrer, Lou, Adv.	HOLLYWOOD	3-3800
Scott, M. B. Advertising	OL	3-5330
Scrbell, J. B., Adv. Agency	MADISON	6-9397
Seros, George J., Advertising	OL	2-1793
Shane, Leonard, Agency	HOLLYWOOD	9-2258
Shay Advertising	HOLLYWOOD	4-1158
Sheldon, Lisle Adv.	HOLLYWOOD	3-2366
Sherman & Pam	HOLLYWOOD	7-3111
Show Management	WEBSTER	8-0148
Sieck, Charles H.	GRANITE	3-3659
Simmons, Dean	WEBSTER	1-1311
Smalley, Levitt & Smith	MADISON	8-5336
Speer Advertising Agency	RICHMOND	7-9626
Spees Advertising Agency	DUNKIRK	9-6933
Stahl, Charles N., Adv. Agency	HOLLYWOOD	2-7344
Stebbins, Barton A., Adv.	DUNKIRK	8-8131
Stebbins, Hal, Inc.	RICHMOND	9-5317
Steinlauf, Malcolm, & Co.	WEBSTER	3-7564
Steller, Miller & Lester, Inc.	DUNKIRK	7-5377
Stiller, Rouse & Hunt Advertising	OL	5-8550
Stodel Advertising	MADISON	2-1193
Straus, J. M., & Co.	DUNKIRK	3-9561
Stromberger, LaVane & McKenzie	DUNKIRK	5-2211
Sudler Co.	BRADSHAW	2-3438
Sullivan Stauffer Colwell & Bayles, Inc.	HOLLYWOOD	4-2119
Sussman & Meyer Adv.	OLIVE	5-8730
Swafford & Co.	OLDFIELD	5-9690
Taggart & Young	WEBSTER	3-8108
Tatham-Laird, Inc.	HOLLYWOOD	1-9228
Taylor Host, Inc.	CAPITOL	5-3208
Thompson, J. Walter, Co.	OL	3-0300
Thompson-McDonald	HOLLYWOOD	2-7249
Tilds & Cantz Advertising	HOLLYWOOD	2-6651
Todd, Michael, Advertising	HOLLYWOOD	5-8036
Tullis Co., Inc., The	HOLLYWOOD	2-6333
Tyler-Smith, T., Advertising	DUNKIRK	7-5519
United Bench Advertising	AXMINSTER	2-8107
Universal Advertising Agency, Inc.	HOLLYWOOD	4-8218

# TELEPHONE NUMBERS IN LOS ANGELES

Van der Boom, Hunt, McNaughton, Inc.	DUnkirk	2-6203
Vanderhurst Adv.	HOLlywood	7-9191
Van-Scott, Inc.	DUnkirk	9-2300
Victor, A. J., Company	AXminster	4-7555
Voorhees, P. W., Inc.	BRadshaw	2-3726
Wade, Geoffrey, Adv. Agency	HOLlywood	4-7457
Walsh, Nellie L., Advertising	MA	2-9853
Warwick & Lagler, Inc.	OL	3-0130
Weatherwax-Spurgeon & Associates	MA	7-2633
Webster, R. W., Adv.	MADison	9-2283
Weinberg, Milton, Adv. Co.	OLive	3-2300
Weiser, Marty, Co.	CRestview	4-8929
Welsh, Hollander & Coleman Adv.	DUnkirk	9-1171
Wessells, George M., Company	WEstber	6-7668
West-Marquis, Inc.	HUnkley	2-5430
Westwood, Tom, Adv. Agcy.	CH	5-5051
Whiteman, Richard	DUnkirk	5-2054
Wilder, Alvin	REpublic	4-2186
Williams, Dallas & Sons	HOLlywood	2-6396
Willis, Harry G., & Assoc.	CHapman	5-3325
Winan & Co., Paul	RIchmond	7-5189
Wolfer-Douglass-Bennington, Inc.	CUMberland	3-6242
Wood, Frank A.	WEstber	8-8540
Wolf, Len, Co.	DUnkirk	8-2361
World Advertising (Long Beach)	HEmlock	5-6094
World Wide Want Ad Service	MADison	7-9983
Wynne-Alexander Advertising (Pasadena)	RYan	1-2319
Young, Marvin, Associates	HOLlywood	2-2684
Young, M. M., Adv.	HOLlywood	2-2684
Young & Rubicam	MADison	6-7641

## Radio-TV Program Prod.

Aladdin Enterprises	HOLlywood	2-6686
Alexander, M & A, Productions, Inc.	HOLlywood	4-7571
Burrud, Bill, Productions	HOLlywood	3-8181
Cavalcade Television Programs	OL	4-4144
Cheshire & Associates	HOLlywood	9-3498
Consolidated Film Industries	HOLlywood	9-1441
Corradine, Tom J., & Associates	HOLlywood	2-4448
Commodore Productions	HOLlywood	9-7502
Crosby, Bing, Enterprises	CRestview	1-1171
Fairbanks, Jerry, Inc.	HOLlywood	2-1101
Gibson, Grace, Radio Prods.	HOLlywood	9-4580
Guedel, John, Radio Productions	WEstber	6-6291
Hollywood Central Recording Studios, Inc.	HOLlywood	3-2131
MacGregor, C. P., Sound Studios	DUnkirk	4-4191
MCA-TV	POplar	6-3871
Patin, Ray, Productions	HOLlywood	2-1147
RCA, Victor Division	RAYmond	3-6661
Radio Recorders, Inc.	HOLlywood	3-3282
Reynolds, Stuart, Prod.	CRestview	4-7863
Rockett, Frederick K., Co.	HOLlywood	4-3183
Rocket Pictures, Inc.	HOLlywood	7-7131
Ross, Jack	HOLlywood	9-4019
Rourke, Jack, Productions	HOLlywood	3-7178
Screen Gems, Inc.	HOLlywood	2-3111
Snader Telecriptions Corp.	HOLlywood	2-1261
Steffner, Wayne, Prods.	HOLlywood	3-4173
Studio & Artists Recorders	HOLlywood	4-8241
Sutherland, John, Prods, Inc.	DUnkirk	8-5121
Telefilm, Inc.	HOLlywood	9-7205
Telex Corp.	HOLlywood	4-7391
TV Spots	HOLlywood	5-5171
Tuchman, Harris, Productions	WEstber	6-7189
Universal Recorders	HOLlywood	9-8282
Western Recorders	HOLlywood	3-6811
Wilding Picture Prods. of Calif.	WEstber	8-0183
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

## TV Film Producers-Dist

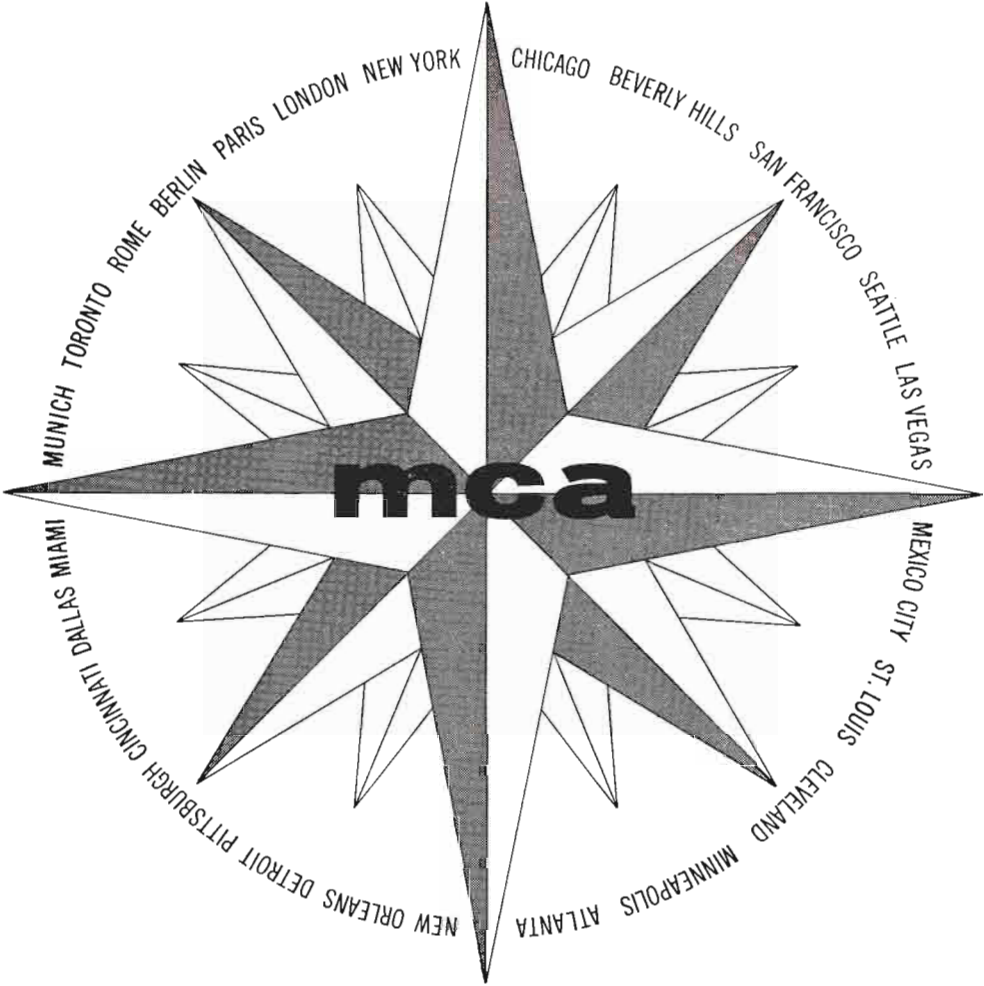
M & A Alexander Productions	HO	4-3414
George Bagnall & Associates	OL	2-8050
Bonded TV Film Service, Inc.	OLd	4-7575
Frank Cooper Associates	CR	4-5971
Jack Denove Productions, Inc.	CR	4-8331
Desilu Productions, Inc.	HO	9-5911
Walt Disney Studio	TH	5-3141
Douglair Corporation	OL	2-7490
Jerry Fairbanks Production	HO	2-1101
Family Theater, Inc.	HO	2-1317
Don Fedderson Productions	HO	9-5911
Filmcraft Productions	OL	3-2430
Filmaster Productions, Inc.	HO	2-7141
Flying A Prod.	HO	9-1425
Four Star Films, Inc.	HO	2-6231

Gannaway International Corporation	PO	3-8411
Gross-Krasne, Inc.	HO	2-7141
Hollywood Television Service, Inc.	PO	3-8411
Interstate TV Corporation	NO	2-9181
Mark VII, Ltd.	ST	7-0621
Robert Maxwell & Associates	HO	2-6027
McCadden Productions	HO	4-2141
Medallion TV Enterprises, Inc.	HO	2-6635
Carlton E. Morse Enterprises, Inc.	TH	5-7000
Paramount Television Productions, Inc.	HO	9-8700
Playhouse Pictures	HO	5-2193
Roland Reed TV Productions	HO	9-1628
Revue Productions, Inc.	PO	6-3871
Hal Roach Studios	TE	0-2931
Screen Gems, Inc.	HO	2-3111
Stage Five Productions, Inc.	HO	7-3111
Swift-Chaplin Productions, Inc.	HO	2-0761
TCF Television Productions, Inc.	HO	2-6231
Twentieth Century Fox Television Productions, Inc.	HO	2-6231
UPA Pictures, Inc.	TH	2-7171
Universal Pictures Co., Inc., Television	ST	7-1211
Van Praag Productions	HO	2-1141
Warner Bros. Pictures, Inc. TV Division	HO	9-1251

## Artists Agencies

Alexander, Alex Agency	CRestview	1-6101
Allan, Lane Agency	OL	2-7953
Allied Casting	HOLlywood	3-7124
Alvarado, Carlos	OL	2-0272
American Federation of Television and Radio Artists	HOLlywood	4-5123
Aragon Agency	TEXas	0-4565
Armstrong-Deuser	CRestview	4-8135
Ashley-Steiner Corporation	CRestview	4-8511
Artigue, Louis	CRestview	6-2488
Auer, Miles Bohm	HOLlywood	2-6416
Barnes, William, Agency	CRestview	1-5256
Barry, Vy, Agency	HOLlywood	9-0989
Barskin Agency, The	OL	2-5470
Baxley, Bill Agency	HOLlywood	9-2878
Bell, Marcella Agency	CRestview	6-0012
Bender-Ward	OLympia	2-1465
Bernie, Herman	CRestview	5-0117
Bonham, C. Herschel	HO	4-3060
Brandies, Bob, Agency	HOLlywood	5-6978
Brewis, Alex	OL	2-7020
Burr, Dorothy	HOLlywood	4-6898
Carr, Beverly	CRestview	4-8555
Cloutman-Barskin-Short	OL	2-6833
Columbia Artists Management	MADison	6-2327
Condit Agency	HO	4-3237
Connor, Allen	HOLlywood	5-0834
Cooper, Frank, Associates	CRestview	4-5971
Cooper, Ray	CRestview	6-9769
Cumber, Lil Attractions Agency	AXminster	3-6159
Darrow Agency, The	CRestview	4-7253
Davis, Charles Agency	HOLlywood	4-0474
Davis, Mary Webb	OL	5-6747
Dawn, Wilma Agency	HOLlywood	5-7438
Doak, Virginia	CR	4-8121
Donaldson Agency	OL	2-0355
Draewemer, Isabelle, Agency	WE	5-1759
Drexel-Jameson Agency	CRestview	4-7551
Faber, Alice	CRestview	4-6763
Fame Agency	CRestview	6-6238
Famous Artists	CRestview	4-7433
Flaire Agency, The	OL	6-3060
French, Hugh	CRestview	6-7766
Frings, Kurt	CRestview	4-8881
Garfield, Milton	CRestview	1-7227
Gefsky, Harold L.	OL	3-6145
General Artists Corporation	BR	2-4259
Gertz, Mitchell	CRestview	4-5491
Gold, Sid	CRestview	4-7247
Goldstone, Tobias	CRestview	6-1071
Gould, Billy	OL	6-1122
Green, Ivan	OL	2-4010
Greshler, Abner	CR	4-7563
Griffith, Byron	HOLlywood	7-2600
Grimae Agency	HOLlywood	2-1133
Grossman, Milton M.	CRestview	4-8631
Halliburton, Jeanne	CRestview	5-5575
Halsey, Reece Agency	OLive	2-2409
Hamilburg, Mitchell	OL	2-5160
Herdan-Sherrell	CRestview	1-5236
Herzbrun, Walter	OL	2-7210
Herzon, Hal	OL	2-4686
Hill Agency & Associates	HO	2-2369
Ingersoll, George, Agency	HOLlywood	7-0862
Irwin, Lou	CRestview	1-7131







**RADIO  
TELEVISION DAILY**

presents

***BUSINESS***



**FINANCIAL DATA**

**GENERAL STATISTICS**

**NETWORK TV ADVERTISERS**

**1959**

**SINCE  
1898  
THE  
AGENCY  
OF  
THE  
SHOW  
WORLD**



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

# CAUSES OF BUSINESS FAILURES IN THE UNITED STATES—1958 FOR ALL LINES OF BUSINESS—COMMERCIAL SERVICE

UNDERLYING CAUSES		APPARENT CAUSES	
Number	Per Cent	Number	Per cent
41	3.5	Due to	
		Bad Habits	14
		Poor Health	17
		Marital Difficulties	5
		Other	5
20	1.7	On the part of the principals, reflected by	
		Misleading Name	—
		False Financial Statement	3
		Premeditated Overbuy	1
		Irregular Disposal of Assets	13
		Other	3
195	16.6	Evidenced by inability to avoid conditions which resulted in:—	
		Inadequate Sales	662
		Heavy Operating Expenses	73
		Receivables Difficulties	71
		Inventory Difficulties	27
		Excessive Fixed Assets	203
		Poor Location	19
		Competitive Weakness	225
		Other	36
12	1.0	Some of these occurrences could have been provided against through insurance.	
		Fire	3
		Flood	1
		Burglary	2
		Employees' Fraud	1
		Strike	1
		Other	5
18	1.5	REASON UNKNOWN	
1,177	100.0	TOTAL	

*Because some failures are attributed to a combination of apparent causes, the totals of these columns exceed the totals of the corresponding columns on the left.*

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



*Affiliate of General Artists Corporation*

640 FIFTH AVENUE • NEW YORK 19, N. Y.

CIRCLE 7-7543

**NEW YORK**

**CHICAGO**

**BEVERLY HILLS**

**MIAMI BEACH**

**DALLAS**

**LONDON**

# TV Stations Reporting Profit or Loss By Full and Part Year Operation

	1957			
	<i>Pre-Freeze All VHF</i>	<i>Post-Freeze VHF</i>	<i>UHF</i>	<i>Total</i>
A. Stations in operation on December 31, 1957:				
Full year operation:				
Profit .....	97	162	23	282
Loss .....	11	109	48 <sup>a</sup>	168
Data not available .....	—	3	2	5
Subtotal .....	108	274	73	455
Part year operation:				
Profit .....	—	5	—	5
Loss .....	—	20 <sup>a</sup>	9	29
Data not available .....	—	3	2	5
Subtotal .....	—	28	11	39
B. Stations in operation during 1957 but ceasing operations prior to December 31, 1957.....	—	1	11	12
C. Total stations operating all or part of 1957 .....	108	303	95	506

<sup>a</sup> One station in this group ceased operations by July 1, 1958.

# Broadcast Expenses Of 3 TV Networks And 501 TV Stations

	1957		
<i>Type of Expense</i>	<i>Networks and Their Owned and Operated Stations</i>	<i>Other Stations</i>	<i>Total</i>
Number of networks .....	3	—	3
Number of stations .....	16	485	501
		(\$ Thousands)	
Technical .....	\$ 55,216	\$ 66,881	\$122,097
Program .....	274,577	151,463	426,040
Selling .....	23,169	43,362	66,531
General and administrative .....	44,256	124,316	168,572
Total Broadcast Expense .....	\$397,218	\$386,022	\$783,240

Source: FCC.



## Two ways to get them up to their ears in commercials

Some commercials build up resistance... others build up sales. The differences—all the way from failure to middling success to real success—show the creative selling ability of your advertising agency.

*Young & Rubicam, Inc. Advertising* NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO • LOS ANGELES  
HOLLYWOOD • MONTREAL • TORONTO • LONDON • MEXICO CITY • FRANKFURT • SAN JUAN • CARACAS

# 238 NETWORK TELEVISION ADVERTISERS

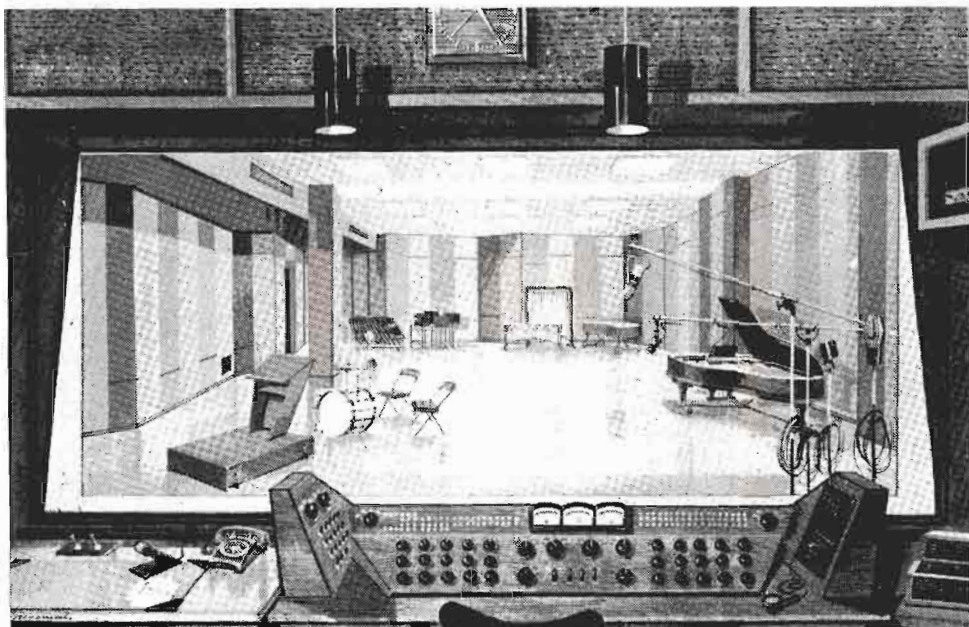
## Spending \$25,000 or More During 1958

### (Gross Time Costs Only)

Rank	Advertiser	Est. Expend.	Rank	Advertiser	Est. Expend.
186.	A. S. R. Products Corp.	\$ 136,301	74.	Firestone Tire & Rubber Co.	1,597,171
167.	Academy of Mot. Pict. A & S.	212,616	102.	Florida Citrus Commission	914,625
80.	Alberto Culver Co.	1,431,882	112.	Florists' Telegraph Del. A.	807,468
230.	Aldon Rug Mills, Inc.	31,590	11.	Ford Motor Co.	12,561,121
137.	Aluminum, Ltd.	478,638	25.	General Electric Co.	5,295,996
77.	Aluminum Co. of America	1,531,362	4.	General Foods Corp.	20,733,118
157.	Amana Refrigeration, Inc.	249,264	11.	General Mills, Inc.	10,790,118
159.	Am. Broadcasting, Param. Thea	27,987	5.	General Motors Corp.	20,593,366
88.	American Car Co.	1,253,570	191.	General Time Corp.	122,935
213.	American Character Doll Co.	59,164	66.	Gerber Products Co.	1,713,996
13.	American Chiefs Co.	2,969,625	232.	Gilbert, A. C., Co.	29,730
97.	American Dairy Ass'n.	996,376	7.	Gillette Co.	16,132,360
207.	American Express Co.	67,940	231.	Gobel Brewing Co.	31,385
76.	American Gas Ass'n.	1,549,530	89.	Gold Seal Co.	1,195,315
6.	American Home Products Corp.	20,507,683	162.	Goodrich, B. F., Co.	228,860
121.	American Mach. & Foundry Co.	720,590	61.	Goodyear Tire & Rubber Co.	1,779,195
237.	American Petrofina, Inc.	26,156	195.	Gossard, H. W., Co.	96,190
90.	American Tel. & Tel. Co.	1,190,176	115.	Graham, Billy, Evang. Assn.	778,011
12.	American Tobacco Co.	11,252,180	72.	Greyhound Corp.	1,633,818
183.	Amity Leather Products Co.	141,026	131.	Gulf Oil Corp.	549,012
37.	Armour & Co.	3,532,737	101.	Hallmark Cards, Inc.	920,650
49.	Armstrong Cork Co.	2,764,452	115.	Hamm, Theodore Brew. Co.	366,480
181.	Arnold Schwinn & Co.	150,490	187.	Hanes, P. H. Knitting Co.	134,494
82.	Associated Products, Inc.	1,377,366	147.	Hartz Mountain Products	311,101
86.	Atlantis Sales Corp.	1,322,987	114.	Heinz H. J. Co.	795,518
188.	Ballantine, P., & Sons	130,931	16.	Helene Curtis Ind. Inc.	2,938,475
118.	Bayuk Cigars, Inc.	743,001	130.	Hill's Brothers Coffee, Inc.	558,338
51.	Beech Nut Life Savers, Inc.	2,476,177	141.	Hoover Co.	404,470
120.	Bell & Howell Co.	730,733	217.	Hygrade Food Prod. Corp.	48,224
225.	Beltone Hearing Aid Co.	36,891	220.	Ideal Toy Corp.	46,325
185.	Bird & Son, Inc.	139,822	173.	Insurance Co. of North America	184,117
61.	Bishop, Hazel, Inc.	2,112,591	176.	International Shoe Co.	175,858
85.	Block Drug Co., Inc.	1,357,243	165.	Jackson Brewing Co.	216,155
62.	Borden Co., The	1,860,634	229.	Jackson & Perkins Co.	31,711
95.	Breck, John, H., Inc.	1,025,460	135.	Jerclydon, Inc.	495,102
103.	Brillo Manufacturing Co.	925,190	215.	Johnson, Howard, D. Co.	53,064
8.	Bristol Myers Co.	16,072,802	55.	Johnson & Johnson	2,461,026
209.	Brown Shoe Co., Inc.	63,397	39.	Kaiser Industries Corp.	3,387,268
70.	Brown & Williamson Tob. Co.	8,250,471	15.	Kellogg Co.	10,290,885
211.	Bymart Tintair, Inc.	59,901	134.	Kemper Insurance	503,057
190.	California Prune Advs. Bd.	129,816	203.	Kendall Co.	73,297
33.	Campbell Soup Co.	4,233,743	189.	Keystone Camera Co., Inc.	129,893
206.	Canada Dry Corp.	68,562	44.	Kimberly Clark Corp.	2,966,771
151.	Canadian Breweries, Ltd.	268,749	233.	Knapp Monarch Co.	27,180
52.	Carnation Co.	2,661,252	156.	Lehn & Fink Products Corp.	251,833
58.	Carter Products, Inc.	2,340,095	3.	Lever Brothers Co.	21,958,373
79.	Chemstrand Corp.	1,506,984	129.	Lewis Howe Co.	562,503
11.	Chesbrough Ponds, Inc.	3,098,078	73.	Libbey Owens Ford Glass Co.	1,623,869
10.	Chrysler Corp.	14,341,471	81.	Libby, McNeill & Libby	1,427,411
153.	Church & Dwight Co. Inc.	266,575	13.	Liggett & Myers Tobacco Co.	10,849,983
149.	Clairol, Inc.	291,795	18.	Lorillard, P., Co.	9,791,226
193.	Clinton Engines Corp.	103,847	200.	Lowe, Joe, Corp.	76,505
2.	Colgate Palmolive Co.	22,857,497	125.	Ludens, Inc.	600,325
198.	Consolidated Cigar Corp.	80,151	124.	Manhattan Shirt Co.	639,070
204.	Consolidated Foods Corp.	74,500	71.	Mars, Inc.	1,666,141
119.	Continental Baking Co.	740,261	226.	Marx, Louis, & Co.	36,048
202.	Coopers, Inc.	74,161	56.	Mattel, Inc.	492,945
29.	Corn Products Co.	4,927,240	56.	Mennen Co.	2,380,733
169.	Cracker Jack Co., The	207,372	101.	Mentholatum Co.	957,654
106.	Distillers' Corp., Seagram's Ltd.	876,022	30.	Miles Laboratories, Inc.	4,785,393
222.	Doriney Corp.	40,831	113.	Miller Brewing Co.	805,288
127.	Dow Chemical Co.	598,592	117.	Minnesota Mining & Mfg. Co.	756,064
68.	Drackett Co.	1,699,539	211.	Minute Maid Corp.	57,778
228.	Drexel Furniture Co.	34,706	110.	Mogen David Wine Corp.	415,331
51.	DuPont, DeNemours, E. I. Co.	2,671,026	146.	Monsanto Chemical Co.	316,256
155.	Eastco, Inc.	257,996	177.	Murray Corp. of America	167,526
21.	Eastman Kodak Co.	5,937,361	163.	Mutual Benefit Hlth. & Acc. As.	220,526
150.	Elgin National Watch Co.	288,857	154.	Natl. Ass'n. of Insur. Agts.	258,787
69.	Factor, Max & Co.	1,695,612	35.	National Biscuit Co.	3,596,818
98.	Falstaff Brewing Corp.	969,879	158.	National Brewing Co.	240,980

(Continued on Page 117)

This is *Gotham*



Control room view of *Studio G-3*, newest addition to the Recording, Editing, Mastering and Pressing facilities available at New York's most modern Recording Company. Gotham's 10 years of experience, serving top ad agencies, public service and governmental organizations in all phases of Radio, TV and Film Spot Commercial, Jingle and Program Production can serve you . . .

*Gotham Recording Corporation*

2 West 46th Street, New York 36, New York • JU 6-5577  
Herbert M. Moss, President



(Continued from page 115)

223. Nat'l. Citizens, Eisenhower/Nix.	39,618	75. Sears Roebuck & Co.	1,552,128
20. Nat'l. Dairy Prods. Corp.	6,709,514	84. Seven Up Co.	1,368,282
238. Nat'l. Federation of Post Off.	25,788	160. Shaeffer, W. A. Pen Co.	236,340
144. Nat. Grape Co., of Ass'n. Inc.	385,735	110. Shulton, Inc.	812,095
166. National Presto Industries	212,999	59. Singer Manufacturing Co.	2,225,091
36. Nestle Co., Inc.	3,537,424	219. Smith Brothers, Inc.	46,877
218. N. Y. State Republican Comm.	47,845	192. Smith, Kline & French Labs.	112,990
175. Niagara Therapy Mfg. Corp.	179,689	67. Socony Mobil Oil Co., Inc.	1,709,593
108. North Amer. Phillips Co., Inc.	810,729	227. Speedway Petroleum Corp.	34,711
107. Noxema Chemical Co.	856,729	91. Speidel Co.	1,133,901
143. Olin Mathieson Chem. Corp.	392,868	48. Sperry Rand Corp.	2,802,210
231. Osrow Products, Co., Inc.	27,126	132. Staley, A. E. Mfg. Co.	513,850
138. Outboard Marine Corp.	470,241	23. Standard Brands, Inc.	6,144,983
96. Pan Amer. World Airways	1,002,600	128. Standard Oil Co. of Ind.	585,326
60. Pet Milk Co.	2,211,093	221. Standard Oil Co. of Ohio	38,072
171. Pefer Paul, Inc.	179,770	172. Star Kist Foods, Inc.	184,596
16. Pharmaceuticals, Inc.	10,173,557	112. State Farm Mutual Auto Inc.	399,325
216. Philadelphia & Reading Corp.	48,297	17. Sterling Drugs, Inc.	9,919,859
178. Philco Corp.	162,626	182. Sterns Nurseries, Inc.	143,546
28. Philip Morris, Inc.	4,967,012	199. Stroh Brewery Co.	77,481
122. Phillips Van Heusen Corp.	699,234	201. Studebaker Packard Corp.	71,380
27. Pillsbury Mills, Inc.	5,205,578	93. Sunbeam Corp.	1,125,580
111. Pittsburgh Plate Glass Co.	811,189	92. Sunshine Biscuits, Inc.	1,130,508
94. Polaroid Corp.	1,031,872	63. Sweets Co. of Amer. Inc.	1,838,374
164. Polk Miller Products Corp.	217,864	45. Swift & Co.	2,953,650
1. Procter & Gamble Co.	50,638,647	53. Sylvania Elec. Prods. Inc.	2,597,008
34. Prudential Ins. Co. of A.	3,826,756	180. Technical Tape Corp.	150,634
126. Purex Corp. Ltd.	599,590	221. Teleweather, Inc.	42,756
31. Quaker Oats Co.	4,693,728	171. Texas Co., The	200,621
21. Ralston Corp. of America	6,458,126	116. Time, Inc.	774,563
40. Ralston Purina Co.	3,376,044	83. U. S. Rubber Co.	1,372,000
139. Renault, Inc.	420,028	42. U. S. Steel Corp.	3,086,950
194. Republican Nat'l. Comm.	102,018	100. U. S. Time Corp., The	963,377
22. Revlon, Inc.	6,309,037	87. Union Carbide Corp.	1,305,373
161. Rexall Drug Co.	234,455	208. United Republican Dinners	66,174
57. Reynolds Metals Co.	2,358,852	105. Van Camp Sea Food, Co., Inc.	920,195
9. Reynolds, R. J. Tob. Co.	16,002,213	212. Van Raulte Co., Inc.	59,499
148. Ritchie, Harold F., Inc.	303,350	133. Vieck Chemical Co.	510,621
205. Rock of Ages Corp.	69,397	179. Wander Co.	154,080
152. Ronson Corp.	279,595	47. Warner Lambert Pharma. Co.	2,892,606
99. Royal Mofee Corp.	965,724	235. Washington, State of	26,910
109. Rubenstein, Helena, Inc.	822,346	32. Westinghouse Elec. Corp.	4,639,231
123. Bandura Co., Inc.	684,315	236. White Motor Co., The	26,182
197. Savings & Loan Found., Inc.	84,387	78. Wildroot Co., Inc.	1,509,171
184. Schering Corp.	140,675	170. Williamson Diekie Mfg. Co.	202,650
65. Schick, Inc.	1,737,741	210. Young, W. F., Inc.	62,691
50. Schlitz, Joseph Brew. Co.	2,724,378	168. Zenith Radio Corp.	211,275
38. Scott Paper Co.	3,418,096		

Source: LNA-BAR-TV.B.

# NATIONAL ELECTION RETURNS

## Audience Reached by Television

(All National Networks Combined)

November 4-5, 1958

	NIELSEN AVERAGE AUDIENCE		NIELSEN TOTAL AUDIENCE	
	% U. S. TV Homes	No. Homes (000)	% U. S. TV Homes	No. Homes (000)
N. Y.				
Time				
9:00 p.m.	31.1	13,529	34.7	15,095
9:30	29.3	12,746	31.8	13,833
10:00	39.3	17,096	43.0	18,705
10:30	31.0	13,485	34.3	14,921
11:00	21.4	9,309	26.3	11,441
11:30	19.9	8,657	22.5	9,788
12:00	17.0	7,395	19.2	8,352
12:30 a.m.	12.5	5,438	13.8	6,003
1:00	6.7	2,915	7.7	3,350
1:30	5.6	2,436	6.5	2,828
2:00	1.2	522	1.4	609
2:30	0.9	392	1.0	435
Unduplicated Total (9:00 p.m.-2:55 a.m.)			68.9	29,972

*Proudly We Announce*

# **CAMPY'S CORNER**

260 — 5-Minute Shows

FEATURING

**CAMPY, CHRIS SCHENKEL and THE  
SPORTS GREATS OF ALL TIME**



**IMPACT AS YOU HAVE  
NEVER HEARD IMPACT**

**HERITAGE PRODUCTIONS**

45 West 54th St.

CI 5-2166

New York, N. Y.

**RADIO  
TELEVISION DAILY**

presents

***ADVERTISING  
AGENCIES***



**BRANCH OFFICES  
RADIO-TV CLIENTS  
EXECUTIVE PERSONNEL  
TIME BUYER BIOGRAPHIES**

**1959**

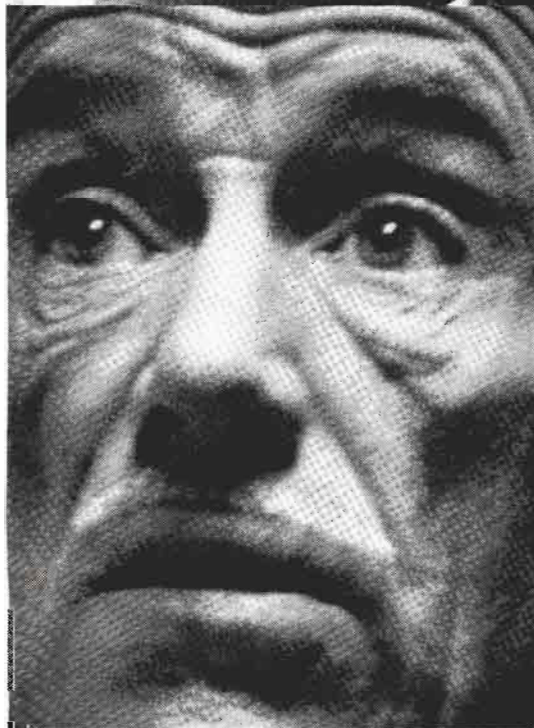
LAUGH THINK SCARE CRY



IT TAKES ALL KINDS OF SHOWS...TO SELL ALL KINDS OF PRODUCTS...

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

THRILL    EXCITE    MYSTIFY



TO ALL KINDS OF PEOPLE...AND McCANN-ERICKSON TV COVERS THEM ALL!

*the softest sell...*

# THE HARDEST RESULTS!

Advertising Agency  
Product  
Promotion Problems  
Are Ended  
When They Use  
The Proven

**F  
O  
R  
M  
U  
L  
A  
S**

Perfected By

**AL PETKER**



*for further  
details  
write*

**THE  
CONTEST  
MAN**

**BEVERLY HILLS  
CALIFORNIA**

# ADVERTISING AGENCIES

## — AGENCY RECOGNITION SYMBOLS —

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

### A. D. ADAMS ADVERTISING

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

Owner.....A. D. Adams  
 Accts. Supervisor.....L. B. McKay  
 Media Director.....Wylie Smith  
*Radio Accounts:* Dynavox Corp. (Phonographs) Long Island City, N. Y.; Boetsch Bros. (Phonographs) Mt. Vernon, N. Y.; Hallmark (Stereo Eqpt. & Records) Bronx, N. Y.

### ADAMS & KEYES

(See Page 179)

### WILLIAM HART ADLER, INC.

919 N. Michigan Ave., Chicago 11, Ill.  
 Phone: Whitehall 4-5210

AAAA—ABP—ANPA—APA—NBP—NOAB  
 V.P., Publicity.....Ben E. Graves  
 Art Director.....A. Warren  
 Media Director.....Dale Heath  
 Radio-TV Buyer.....Alidor Belski  
 Assoc. Research Dir.....Kenneth M. Davee  
 Pres.-Treas.....William Hart Adler  
 Vice Pres.....Thorpe E. Wright  
 Asst. to Pres.....John J. Petrie

#### Branch Office

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

Manager.....J. C. Berens  
*Radio Accounts:* Central Ice Cream Co., Chicago, Ill.

*TV Accounts:* Aladdin Industries, Inc., (Vacuum Ware, Outing Kits), Nashville.

### 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

### ADVERTISERS' BROADCASTING COMPANY

117 W. 46th St., New York 36, N.Y.  
 Phone: PLaza 7-3560

Exec. Producer.....Sholom Rubinstein  
 Director.....Bernard Rubinstein  
 Copy Chief.....David M. Hausdorff

*Radio Accounts:* Foreign Language Programs: Best Foods, Inc. (H-O Quick Oats, H-O Instant Oatmeal, H-O Cream Farina, Hellman's Real Mayonnaise, Presto Cake Flour); American Home Foods, Inc. (Chef Boy-Ar-Dee Products, G. Washington's Broth & Seasoning, Burnett's Extracts); Cream of Wheat Co. ("Cream of Wheat"); General Baking Co. (Grossinger's Bread); California Walnut Growers Assn. (Diamond Walnuts); California Packing Corp. (Del Monte Pineapple); Kraft Foods, Inc. (Philadelphia Brand Cream Cheese, Kraft Oil, Parkay Margarine, Miracle Margarine); Seald-Sweet Sales, Inc. (Florigold Oranges & Grapefruit); The Nestle Co. (Nescafe Instant Coffee); Calif. Prune & Apricot Growers Assn. (Sunsweet Prunes); General Foods Corp. (Maxwell House Coffee, Instant Maxwell House Coffee, Post Cereals); & Diamond Crystal Salt Co. (Diamond Crystal & Weather-Pruf Shaker Salt); Duffy-Mott Co. (Mott's Apple Sauce, Mott's Apple Juice, Sunsweet Prune Juice, Clapp's Baby & Junior Foods); Penick & Ford, Ltd., Inc. (My-T-Fine Deserts, Vermont Maid Syrup); The Boyle-Midway Co. (Aerowax, Wizard Aerosol Easy-Off Oven Cleaner); American Sugar Refining Co. (Domino Sugar); B. T. Babbitt Co. (Bab-O, Glim); Colgate-Palmolive Co. (Palmolive Soap, Colgate Dental Cream, Ajax, Vel, Fab); The S.O.S. Magic Scouring Pads); Puvex Corp. (Sweetheart Soap, Dutch Cleanser, Trend); Chesebrough-Pond Inc. (Pertussin); Whitehall Pharmacal Co. (Anacin, Preparation H, Dristan); Pharmaco Co.  
*TV Accounts:* General Foods Corp. (Maxwell House Coffee, Instant Maxwell House Coffee, Post Cereals, Sanka Coffee, Instant Sanka Coffee); Diamond Crystal Salt Co. (Diamond Crystal Salt); Duffy-Mott Co. (Mott's Apple Sauce, Mott's Apple Juice, Sunsweet Prune Juice, Clapp's Junior & Baby Foods); Hunt Foods, Inc. (Hunt's Tomato Sauce) Dugan Brothers (Dugan's Breads & Cakes); Penick & Ford, Ltd., Inc. (My-T-Fine Desserts, Vermont Maid Syrup); The Boyle-Midway Co. (Aerowax, Wizard Aerosol, Easy-Off Oven Cleaner); Whitehall Pharmacal Co. (Anacin, Preparation H, Infra-

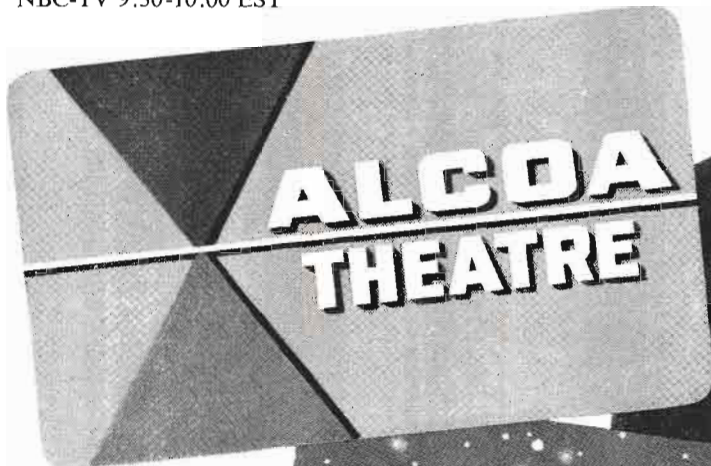
# Speaking for ALCOA

## ON MONDAY NIGHT

- Star-Studded Entertainment
- Award-Winning Series

NBC-TV 9:30-10:00 EST

*Brooke Taylor*



## ON TUESDAY NIGHT

- A Journey into the Unknown
- Most Intriguing New Series

ABC-TV

10:00-10:30 EST



**BOTH SHOWS  
BROUGHT TO YOU BY  
ALUMINUM COMPANY OF AMERICA**

**FULLER & SMITH & ROSS INC.**

*Advertising and Marketing*



Rub, Hill's Cold Tablets); Republican State Committee.

**ADVERTISING & MERCHANDISING, INC.**

1100 American Bldg., Dayton 2, O.  
Phone: ADams 5219

President .....Ralph Kaufman  
Radio-TV .....Alice Lilley  
*Accounts:* Globe Industries, Medical Hospital Div.; Ohio Appliances, Inc.; Radio Station WONE; Tru Photo, Inc. (Photo Finishing), Springfield, Ohio.

**ADVERTISING ASSOCIATES**

918 N. Second St., Phoenix, Ariz.  
Phone: ALpine 3-8374  
ABP—ANPA—APA—NBP

President .....David McCutcheon  
V.P., Secy.....Keumeth Patton  
V.P., Treas.....N. A. Winter, Jr.  
Art Director.....Keith Williams  
Creative Director.....Hal Ackerman  
Copy Division.....Betty Scott  
Account Execs.....David McCutcheon, N. A. Winter, Jr., Kenneth Patton, Hal Ackerman.

*Accounts:* KPHO, Phoenix; KIFN Radio, Phoenix; Motorola Semiconductors Div., Phoenix; Westinghouse Elec. Supply, Ariz.

**AIKEN ADV. AGENCY, INC.**

110 W. 40th St., New York 18, N. Y.  
Phone: LA 4-3895  
ABP—ANPA

President.....Sigmund C. Aiken  
V.P.'s.....Harvey Jerome, Sam Porter  
Art Director.....Pete Costanza

**AITKIN-KYNETT CO., INC.**

1400 South Penn Square,  
Philadelphia 2, Pa.  
Phone: RLttenhouse 6-7810  
APA—NBP—NOAB

Chmn. of Bd.....H. H. Kynett  
President.....Allen C. Smith  
V.P., Secy., Dir.....Geo. B. Barnard  
V.P.'s...H. B. Montgomery, C. W. Eigenbrot  
Treasurer.....Joseph C. Baugher  
Art Director.....Al Andrews  
Production Director.....C. A. Masci  
Research Dir., Publicity..Edward Goldsmith  
Radio-TV Time Buyer.....Alan Bobbe  
Media Research Dir.....Michael Walsh  
Radio-TV Dir.....Allen Gray

*Radio Accounts:* Mrs. Paul's Kitchens, Philadelphia, Pa. (Frozen Seafood); Pennsylvania Refining Co., (Carburetor Cleaner); First Camden National Bank & Trust Co., Camden, N. J.; Girard Trust Corn Ex. Bank, Philadelphia, Pa.; Fels and Co. (Laundry Products), Philadelphia, Pa.; Carling Brewing Co. (Mid-Atlantic Territory), Cleveland, Ohio; Bachman Bakeries Corp. (Pretzels) Reading; Booth Bottling Co., Inc. (Beverages) Phila.; Capitol Prod. Corp. (Storm Doors & Windows) Mechanicsburg; Monroe Auto Equipment Co. (Shock Absorbers) Monroe, Mich.; Pennsalt Chemicals Corp. (Household Products) Phila.; H. C.

Derby Co. (Meats) Phila.; Van Wagenen & Schickhaus Co. (Swift Div.) Meat, Kearny, N. J.

*TV Accounts:* Mrs. Paul's Kitchens, Inc., Philadelphia; Exide Automotive Div. (Batteries) Philadelphia; Campbell Chain Co., York, Pa.; Fels and Co.; Philadelphia; Carling Brewing Co. (Mid-Atlantic Territory), Cleveland, Ohio. Capitol Products Corp.

**R. H. ALBER CO.**

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

Exec. Vice-Pres.....Pauline Hagen  
Secretary-Treas. ....Evelyn R. Jones  
Promotion .....Cy Jackson  
Acct. Exec.....Fred L. Allen  
*Radio Accounts:* Gospel Broadcasting Assn., Los Angeles, Calif.; Unity School of Christianity, Lee's Summit, Mo.; Christian Science Radio Comm. of Los Angeles County (Lectures and Broadcasts), Los Angeles, Calif.; Christian Science Committee on Publications, Los Angeles, Calif.

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

**BARTON ALEXANDER**

**ADV. AGENCY**

ANPA

2975 N. Reynolds Rd., Toledo, Ohio  
Phone: FRanklin 1891

President.....Barton Alexander

**ALLEN & REYNOLDS**

1300 Woodmen of the World Bldg.,  
Omaha 2, Neb.

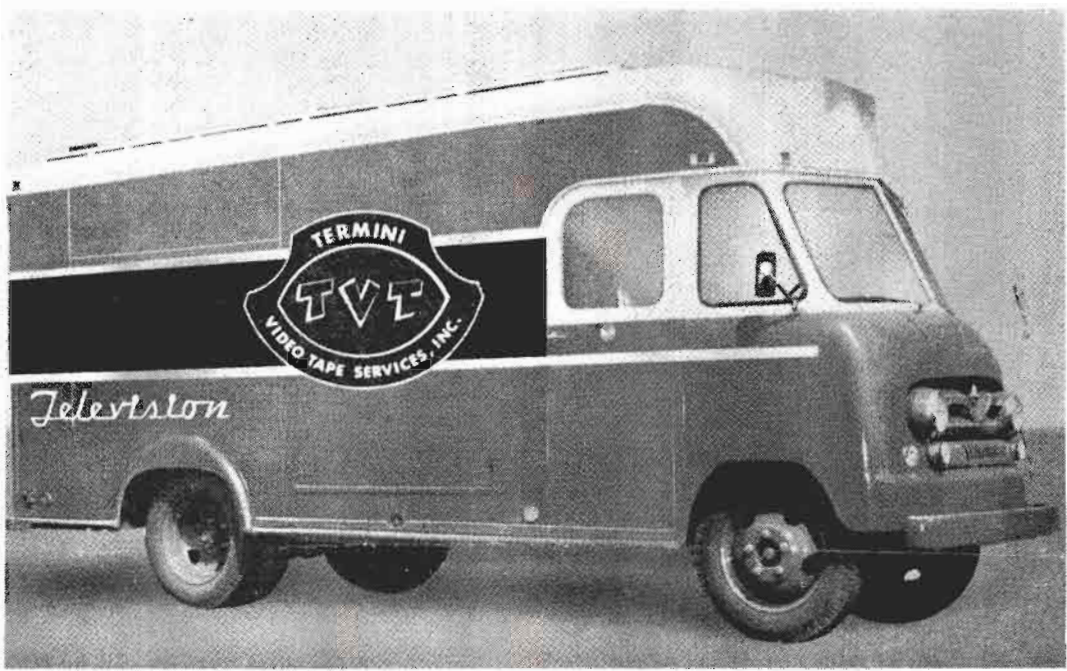
Phone: ATLantic 4445  
APA—NBP—NOAB

Partners.....Milton H. Reynolds,  
R. H. Reynolds, Q. H. Moore, Helen C. Moeller, Milton J. Stephan, Kermit Hansen, W. J. Newens

Treasurer.....Robert H. Reynolds  
Art Director.....Quentin H. Moore  
Personnel Director.....Helen C. Moeller  
Production Manager.....John Palmer  
Media Director.....Douglas B. Wall  
Public Rel. Director.....Alan B. Amsden  
Creative Director.....L. R. Sullivan  
Research Director.....O. Earl Lowry  
Copy Ch., Radio-TV.....Don B. Amsden  
Dir. Radio-TV.....Milton J. Stephan

*Radio Accounts:* Carpenter Oil Co. (Gas, Oil, Automotive Prod.); Commercial Savings & Loan Assoc.; Fairmont Foods Co. (Dairy Prod., Frozen Foods); Farm Fertilizers; Hayden House (Restaurant); Earl May Seed Co. (Crackers, Cookies), Omaha; Miller Chemical, Omaha; National Alfalfa (Alfalfa Pellets), Omaha; Omaha Public Power District (Public Utility); P. F. Petersen Baking Co. (Bread, Pastries), Omaha; Radio Engineering Inst.; Sidles Company (Appliance Distrs.); Tekseed Hybrid Co. (Hybrid Corn); Uncle Sam Breakfast Foods Co.; U. S. National Bank; Woodmen Accident Co. (Insurance), all Omaha.

*TV Accounts:* Commercial Savings & Loan Assoc., Omaha; Fairmont Foods Co. (Dairy



# SHOOT AND VIEW

## TV COMMERCIALS—PRODUCTIONS—TV PILOTS

Closed Circuit Programs

For Location — 3 Camera Chain Mobile Tape Unit

Pre-Programming and Kinescope Recordings

There Are No Delays — No Processing

Copies From Original Tape

**WE'RE MAKING A MID-SUMMER MOVE TO NEWER STUDIOS  
WITH ALL THE LATEST VIDEO TAPE EQUIPMENT**

1440 Broadway, New York 18

PEnnsylvania 6-6323

Prod., Frozen Foods); Nebraska-Iowa Electrical Council; Omaha Public Power District (Public Utility), all Omaha; Paxton & Vierling Steel Co., Omaha, Sioux City; P. F. Petersen Baking Co. (Bread, Pastries), Omaha, Radio Engineering Inst.; Sidles Co. (Appliance Dists.); Uncle Sam Breakfast Foods Co.; U. S. National Bank, all Omaha; Western Land Roller (Farm Eq.), Hastings, Nebr.

**ALLEN, DORSEY & HATFIELD, INC.**

5010 Sunset Blvd., Los Angeles 27, Calif.  
 Phone: NORmandy 3-9343  
 APA—ANPA—ABP—NBP  
 President.....L. E. Hatfield  
 Secy. & Treas.....H. H. Allen  
 Media Director.....Stuart Sneed  
 Accounts: Lighting Specialties, Corp. (Clip Light Fixtures) Los Angeles, Calif.; Telefilm, Inc. (Commercial Films) Hollywood, Calif.; Tuttle Engineering Inc. (Design & Constr. Engr.) Arcadia, Calif.

**ALLIED ADVERTISING AGENCIES**

4643 Beverly Blvd., Los Angeles 4, Calif.  
 Hollywood 2-0837  
 President.....W. Febr Gardner  
 Treasurer.....Maxine Blankenship  
 Art Director.....Jack Robins  
 Account Exec.....Dick Gardner  
 Radio Accounts: Arden Farms (Dairy Products); Harold A. Sparling (Turkeys); Dr. F. E. Campbell (Dental Services); West Pico Furniture Co. (Furniture); First Nazarene Church; Calif. Record Distributors, Travel Center, all Los Angeles; Las Palmas Chili Sauce, Ventura, Cal.  
 TV Accounts: Pridham Davis (Optometrist); Arden Farms (Dairy Products); Harold A. Sparling (Turkeys); West Pico Furniture Co., all Los Angeles, Calif.

**ANDERSON & CAIRNS, INC.**

130 E. 59th St., New York 22, N. Y.  
 Phone: MU 8-5800  
 AAA—ABP—ANPA  
 Chairman of the Bd....T. Hart Anderson, Jr.  
 President.....John A. Cairns  
 Secy., V.P.....Karl Knipe  
 Exec. V.P.....Thomas Vohs  
 Treasurer.....Abraham Fisher  
 V.P., Ch., Strategy Bd.....W. C. Wheeler  
 Vice Pres., Radio-TV.....Victor Seydel  
 R & TV Copy Head.....Ernest Chambers  
 Copy Chief.....Sberman Rogers  
 Senior Art Director.....Ev. Hencke  
 Radio Accounts: Aborns Coffee (Coffee-Div.: Jos. Martinson) NYC; Alderney Dairy (Milk, Ice Cream, Cheese) Newark, N. J.; Lambrett; (Motorbike) NYC; all New York; Acousticon (Hearing Aid), Jamaica, N. Y.; Assoc. Bulb Growers of Holland, (Dutch Bulbs) New York; C. H. Masland & Sons (Rugs, Carpets) Carlisle, Pa.; Seeman Bros. (White Rose Tea) NYC.  
 TV Accounts: Seeman Bros. (White Rose Tea) NYC; Dow-Corning Corp., (Syl-mer Finish) Midland, Mich.; Julius Wile Importers (Cherry Elsinore) NYC.

**ARKWRIGHT ADVERTISING AGENCY**

65 East 55th St., New York 22, N. Y.  
 Phone: PLaza 1-5515  
 Exec. V.P.....Jerry Bess  
 Vice President.....Jack Wilcher  
 Media Director.....James Hackett  
 Radio-TV Prod., Dir.....Thos. Mannos  
 Branch Office  
 6801 Hollywood Blvd., Hollywood, Calif.  
 Manager.....Richard Westman  
 Accounts: Robert Hall Clothes, Chief Apparel, The American Male, Comark Plastics, Abelsons Jewelers, Meadow Sportswear, West Coast Slacks, Stanley Blacker Associates.  
 Estimated Billings: \$4,000,000.

**ARMSTRONG, FENTON & VINSON, INC.**

548 Spreckels Bldg., San Diego 1, Calif.  
 Phone: BE 3-0101  
 ANPA—APA  
 Pres., Pub. Rel. Dir.....T. G. Armstrong  
 Exec. V.P.....G. E. Vinson  
 Copy Ch., Media & Radio-TV Dir.....  
 Time Buyer.....Dorothy Koeme  
 Accounts: KFSD-TV and radio, San Diego, Calif.; Radio Station KSDO, San Diego, Calif.

**ATLANTIC ADVERTISING COMPANY**

220 West 42nd St., New York 36, N. Y.  
 Phone: LOngacre 5-2674  
 Partners...Murry E. Cohen, Irving H. Glick  
 Art Dir.....M. Charles  
 Production Mgr.....Don Williams  
 Space Buyer.....Sally Carp  
 Acct. Executives....Irving H. Glick, Murry E. Cohen, Donald Williams, M. Charles

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

230 N. Michigan Ave., Chicago 1, Ill.  
 Phone: Financial 6-1600  
 AAAAA—ABC—ABP—ANPA  
 Chairman of Board.....James T. Aubrey  
 President.....H. Earl Hodgson  
 V.P., Secy.....Robert C. Marley  
 Treasurer, Asst. Secy.....Ann E. Ferngren  
 Vice-President.....Joe H. Serkowich,  
 Kenneth Hill, Donald E. McGuiness  
 Dir. Media Res.....Frederick R. Hansen  
 Art Director.....Raymond O. Hosford  
 Business Manager.....Norman M. Finke  
 Prod. Mgrs.....J. P. Pancoast,  
 John Rendla, Geo. Rezek, Jean Usner  
 Account Exec.....Cecil E. Barger,  
 Edw. W. Brennan, Wilbur N. Davidson,  
 Philip R. Emmons, Stanley M. Heggen,  
 Kenneth M. Hill, Lynn K. Huffman, Perry B. Johns, Edw. F. Krein, Frederic A. Lyman, Donald E. McGuiness, Joe H. Serkowich, Kenneth W. Snyder  
 Radio Accounts: International Harvester Co. (Farm Equipment Div.); Williamson Candy Co. (Oh Henry!), all Chicago; Murphy Products Co. (Animal Feed Concentrates), Burlington, Wisc.

# **“THE WORLD OF FASHION”**

conducted by

## **ALFRED DAVIDSON**

In Major Radio Markets

Featuring

**LEADING DESIGNER NAMES  
THE LATEST FASHION NEWS**

Format Ranging from One to Five Minutes

And Available in

WAYE Baltimore	WMNI Columbus
WJMJ Philadelphia	WKMI Kalamazoo
WEAM Washington	KIXL Dallas
WAYS Charlotte	K-POP Los Angeles
WCOG Greensboro	KXLA Pasadena
WKLM Wilmington	KGON Portland
WISE Asheville	WMCA New York City
WMAK Nashville	WJTN Jamestown, N. Y.
WDOK Cleveland	KQV Pittsburgh
KADY St. Louis	KAKC Tulsa
WAVI Dayton	

**The World of Fashion 38 E. 57 St. PLaza 5-0868**

## ADVERTISING AGENCIES

*TV Accounts:* Illinois Farm Supply Co.; Williamson Candy Co. (Oh Henry!); Murphy Products Co.

### N. W. AYER & SON, INC.

West Washington Square, Philadelphia 6, Pa.  
Phone: WALnut 5-0100  
ANPA—ABP—ABC

Chairman of Board.....H. A. Batten  
President.....Warner S. Shelly  
Exec. V.P., Creative Comm.  
.....James M. Wallace  
V.P. Chg. Art.....Charles T. Coiner  
V.P. Exec. Copy Dir.....Kenneth W. Slifer  
V.P., Mng. Dir. Copy.....John J. Pullen  
V.P. Chg. Plans..Merch. Hans L. Carstensen  
V.P. Chg. Media.....Leslie Farnath  
V.P.'s Chg. Ex. H. O. Client  
Cont. Brydon S. Greene, L. Davis Jones  
V.P. Chg. Phila. Serv.....Robert F. Kurtz  
V.P. Chg. Info. Serv.....Richard P. Powell  
V.P. Special Copy.....Geo. W. Cecil  
V.P. Copy Res.....Mrs. Margaret H. Rogers  
Secretary.....Alice P. Kimberline  
Treasurer.....R. Bruce Jones  
V.P., Mgr. Radio-TV Prog. &  
Prod.....Thos. H. Calhoun  
V.P. Dir. Copy Dept.....John W. Esau

#### Branch Offices

Radio-TV Dept., 30 Rockefeller Pl., N.Y.C. 20  
Phone: PLaza 7-5700

Vice-President.....John D. Upton  
Vice-Pres. & Dir. of

Radio-TV.....James E. Hanna  
V.P., Radio-TV Plans.....T. J. McDermott  
V.P. Chg. Pub. Rel.....Marvin Murphy  
V.P.'s.....Edw. R. Dunning,  
Chas. Hogen, J. Vance Babb, Robt. C.  
Alexander, Paul F. Biklen, Newton C.  
Cunningham, Seymour Morris, Thos. G.  
Watson, Jr.

V.P. Chg. Bus. Devel.....Geo. E. Sweetser  
920 Stalter Office Bldg., Boston 16, Mass.  
Phone: HUBbard 2-4970

V.P., Mgr.....Raymond W. Heffron  
135 S. LaSalle St., Chicago 3, Ill.  
Phone: ANdover 3-7111

Vice-President.....Allen R. Memhard, Jr.  
V.P.'s.....Sterling E. Peacock,  
Howard Rose, Norman M. Bankart, F. W.  
Heckel III  
4170 Penobscott Bldg., Detroit 26, Mich.  
Phone: WOODward 5-3322

Vice-President.....John Garberson  
413 Taft Bldg., Hollywood 28, Calif.  
Phone: HOLlywood 3-4871

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

V.P. Chg. San Francisco...Harry C. Graybill  
Vice-President.....Carl Zachrisson  
1060 Bishop St., Honolulu, Hawaii  
Phone: HAwaii 50-3681

Manager.....James P. Smith  
*Radio Accounts:* American Telephone and  
Telegraph Company, Armour & Company,  
The Atlantic Refining Company, B. C. Remedy  
Company, Butcher Polish, The Chesapeake  
& Potomac Telephone Companies, Chestnut  
Farms, E. I. Dupont, French Line,

Hills Bros. Coffee, Inc., Illinois Bell Telephone  
Company, Insurance Company of  
North America, Howard D. Johnson, Johnson  
& Johnson, Knouse Foods Cooperative,  
Inc., Michigan Bell Telephone Company,  
Ohio Oil Co., Polk-Miller Products Corp.,  
Sheffield Farms Company, Tasty Baking  
Company, United Air Lines, Stephen F.  
Whitman & Sons, Inc.

*TV Accounts:* American Telephone & Tele-  
graph Company, Armour & Co., The Atlan-  
tic Refining Company, B. C. Remedy Com-  
pany, John H. Breck, Inc., Butcher Polish,  
Carrier Corporation, The Chesapeake & Po-  
tomac Telephone Companies, E. I. Dupont,  
Electric Companies Advertising Program,  
The First Pennsylvania Banking & Trust Co.,  
P. H. Hanes Knitting Co., Hills Bros. Coffee,  
Inc., Illinois Bell Telephone Company, In-  
surance Company of North America, How-  
ard D. Johnson, Johnson & Johnson, Michi-  
gan Bell Telephone Company, National  
Dairy Products Corp.—Sealtest, Ohio Oil  
Company, Plymouth Division of Chrysler  
Corporation, Polk-Miller Products Corpora-  
tion, Sheffield Farms, Tasty Baking, United  
Air Lines, Stephen F. Whitman & Sons, Inc.,  
Yardley of London, Inc.

### AYLIN ADVERTISING AGENCY

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

#### AAAA

Chmn., Pres.....Robert N. Aylin  
Acct. Execs.....Chas. H. Lewis, Alston P.  
Cameron, Frank Nicholson

Radio & TV Dir.....Jo Moore  
Art Director.....Roger I. Helm

#### Branch Office

1822 National Bank of Commerce Bldg.  
San Antonio, Tex.  
Phone: CA 4-7055

Manager.....James F. Anderson  
*Radio Accounts:* Black-Brollier, Inc. (Con-  
crete Bldg. Materials); Henke & Pilot, Inc.  
(Chain Supermarkets); James Bute Co.  
(Paints); Ivy Russell (Ford Dealer), all  
Houston; Master Bronze Powder Co.  
(Paints) Hammond, Ind.; Weldon Cafeteria;  
Rheem Mfg. Co. (Heaters); Arthur Mur-  
ray (Dance Instruction); Bank of the  
Southwest, all Houston; National Bank of  
Commerce, San Antonio; First State Bank  
& Trust, Bryan, Tex.; Merchants National  
Bank, Port Arthur, Tex.; American National  
Bank, Austin; C. B. Delhomme (Boat Sales  
& Service); Chrysler Airtemp Sales Corp.  
(Air Conditioning); Trimlines Reducing  
Supply (Reducing System); Chemical Corp.  
of the Americas (Oil Additive), all Houston.

*TV Accounts:* Henke & Pilot, Inc., (Chain  
Supermarkets); Rheem Mfg. Co. (Heaters,  
Air Conditioners, Ranges); Albert Berry  
(Cars); James Bute Co. (Paints), all Hous-  
ton; Master Bronze Powder Co. (Paints),  
Hammond, Ind.; Arthur Murray (Dance In-  
struction), Houston; Nichols Mfg. Co. (Toy  
Guns), Jacksonville, Tex.; Bank of the



**film producers** for television and industry  
321 west 44 street, new york 36, n. y.  
judson 2-8082



Two completely modernized air-conditioned mid-town stages with on-premise facilities for set design and construction—editing, sound recording with RCA and AMPEX film and tape channels.

Twenty-thousand square feet of production area to provide you and your client with the utmost in quality and service.



A complete staff of production personnel, equipped to handle any domestic or foreign production assignment.



**studios**  
321 west 44 street,  
510 west 57 street,  
new york, n. y.

## ADVERTISING AGENCIES

Southwest, Houston; National Bank of Commerce, San Antonio; Chrysler Airtemp Sales Corp. (Air Conditioners); Chemical Corp. of the Americas (Oil Additive); Trimlines Reducing Supply (Reducing System), all Houston; Gem Jewelry (Jewelry Store) Beaumont, Tex.

*Estimated Radio Billings:* \$88,000.  
*Estimated TV Billings:* \$200,000.

### BADGER & BROWNING & PARCHER, INC.

75 Federal St., Boston 10, Mass.  
Phone: Liberty 2-3364

Chairman.....Joseph L. Badger  
President.....Clifford P. Parcher  
V.P....W. B. Lowther, F. S. Browning, Jr.  
Treasurer.....Franklin S. Browning  
Art Director.....Roland M. Newhall  
Production Manager.....Phyllis Burlingame  
Merchandising Director.....Richard Mason

### BAKER ADVERTISING AGENCY, LTD.

670 Bayview Ave., Toronto 17, Ontario  
Phone: HUdson 7-1511  
ANPA

President.....W. R. Baker  
Vice-Pres.....R. C. Baker  
Asst. Gen. Mgr.....J. E. McEachern  
Planning Director.....D. C. Bythell  
Sec.-Treas.....E. M. Sutherland  
Creative Director.....Miss A. Venables  
Radio, TV Director.....Jack F. Horler  
Radio-TV Exec. Dir.....N. Pahlen  
Radio-TV Time Buyers.....I. Neve, W. Davidson  
Media Dirs.....H. L. Howerth, W. Schmidt  
Radio-TV Dept. Mgr.....Mrs. H. Blair  
TV Producer.....W. Krantz

#### Branch Office

1255 University St., Montreal 2, P. Q.  
Phone: UNiversity 6-3049

Manager.....L. LaRocque  
*Radio Accounts:* General Foods, Ltd, Toronto, Ont.; Adams Brands Sales, Ltd., Toronto Ont.; Frigidaire Products of Canada, Scarborough, Ont.; The Carnation Co Ltd., Toronto, Ont. Pharmaco, (Canada) Ltd., Montreal, P. Q.; Supreme Drug Ltd., Toronto, Ont.

*TV Accounts:* Adams Brands Sales, Ltd.; Canadian Kodak Co., Ltd.; Carnation Co., Ltd.; General Foods, Ltd., all of Toronto, Ont.; Pharmaco (Canada) Ltd., Montreal, P. Q.; Supreme Drug Ltd., Toronto, Ont.; Kaufman Rubber Co. Ltd., Montreal, P. Q.

### LYNN BAKER INCORPORATED

720 Fifth Ave., New York 19, N. Y.  
Phone: JUdson 6-3900  
APA—NBP—NOAB

President.....R. Lynn Baker  
Vice-Pres., Treas. ....Mary Bentley Baker  
V.P., Gen. Mgr.....Augustine J. Hilton  
V.P. & Research Dir.....Jack M. Kline  
V.P., Media Dir.....James D. Evans  
V.P., Dir. of Creative Act.....S. Carter, III  
V.P.'s.....Harry G. Keibel, Philip J. Kelly  
Secretary.....Dorothy K. Smith  
V.P. Media Dir.....James D. Evans  
Prod. Mgr.....Edward H. Blohm

Radio-TV Dir.....Norman Frank  
Acct. Executives.....Mary Bentley, A.M.  
Gross, H. G. Keibel, Philip J. Kelly, Jas. D. Evans, John Henderson, Chas. Carver  
*Accounts:* Coast Fisheries Div. of Quaker Oats Co. (Puss 'n Boots Cat Food) Wilmington, Calif.; Whitehall Pharmacal Co. (Jo-Cur Wave Set Lotion, Heather Rouges) New York, N. Y.; F. W. Woolworth Co. (National and Chain-Wide Adv. in all Media) New York, N. Y.

### BALDWIN, BOWERS & STRACHAN

Div. of the Rumrill Co., Inc.  
374 Delaware Ave., Buffalo 2, N.Y.  
Phone: Madison 6020

AAAA—ABP—ANPA—NOAB—PPA  
President.....C. L. Rimrill  
V.P., Gen. Mgr.....G. R. Darcy  
V.P., Ch. of Bd.....W. M. Baldwin  
V.P., Acct. Mgt. Supv.....H. R. Keating  
V.P., Art Dir.....P. Van Scozza  
V.P., Planning Dir.....J. P. Waters  
Radio-TV Director.....Richard C. Shepard  
Secy., Treas.....Herbert R. Hanson  
Controller.....L. Richard Hart  
V.P.'s.....N. E. Forgie, E. L. Bowers  
*Radio and TV Accounts:* Buffalo Industrial Bank; Crystal Beach Transit Co.; Niagara Frontier Transit System; Pratt & Lambert (Paints), all Buffalo; Birge Co., Inc. (Wallpaper); General Ice Cream Corp., Schenectady, N. Y.

### BALL & DAVIDSON, INC.

670 Delaware St., Denver 4, Colo.  
Phone: MAin 3-1291  
ABP—ANPA—APA

President.....C. A. Salstrand  
Vice President.....Durey G. Rank  
*Accounts:* Dakota Microfilm Co.; Radio Station KOA, and McMurtry Mfg. Co., both Denver, Colo.

### BARLOW ADV. AGENCY

742 James St., Syracuse 1, N. Y.  
Phone: GRAnite 9-6644  
AAAA—NBP—APA

Board Chairman.....H. H. Goodhart  
President.....F. B. Tompkins  
Senior V.P.....J. J. Hines  
Media Director.....E. C. Jones  
Art Director.....H. C. Millard  
Prod. Mgr.....Marc Hughes  
TV-Radio Director.....E. C. Jones  
Secy., Treas.....Arthur M. Speers  
V.P.'s.....J. R. Coleman, Geo. F. Swartz, Robt. K. McCabe  
Research Director.....Philip Ward Burton  
Publicity Director.....Kenneth S. Johnson  
*Radio Accounts:* Dairymen's League Coop (Milk Products, Ice Cream, Institutional), New York; Will & Baumer Co. (Candles), Syracuse; A. V. Smith Co. (Beans, Peas), Marcellus Falls, N. Y.; National Pet Foods (Kalico Kat Cat Food), Marcellus Falls, N. Y.; Babcock Poultry (Chicks & Eggs); American La France Co. (Fire Extinguishers), Elmira; GLF (Lawn & Garden Supplies, Eggs), all Ithaca, N. Y.  
*TV Accounts:* Dairymen's League Coop (Milk Products, Ice Cream), New York; Will

GATHERING PLACE OF  
THE AD AGENCY,  
TV AND RADIO  
PROFESSIONS

*Rattazzi*

RESTAURANT

9 EAST 48th STREET

PLaza 3-5852

NEW YORK CITY

---

***LUNCHEON, COCKTAILS, DINNER***

---

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

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



## ADVERTISING AGENCIES

& Baumer Co. (Candles), Syracuse; GLF (Lawn & Garden Supplies, Eggs), Ithaca, N. Y.

### BARNES CHASE COMPANY

530 Broadway, San Diego 1, Calif.  
Phone: Belmont 3-7771  
AAAA—ABC—ANPA—APA—NOAB  
ABP—NBP

President.....James B. Lane  
Vice-Pres., Acct. Exec.....Norman Foster,  
V.P., Art Director.....Leonard B. Parker  
Production Manager.....William Clark  
Controller.....Don R. Roberts  
Pub. Rel., Acct. Exec.....Norris West  
Merch. Mgr., Acct. Exec.....Jack Buchanan

#### Branch Offices

3450 Wilshire Blvd., Los Angeles 5, Calif.  
Phone: DU 4-1193

V.P., Manager.....Ashby Starr  
700 Montgomery St., San Francisco, Cal.  
Phone: EX 7-0477

V.P., Mgr.....Jerry Gorin  
*Radio-TV Accounts:* Rohr Aircraft Corporation (Aircraft Parts), San Diego Gas & Electric Co. (Public Utility).

### TED BATES & CO., INC.

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

ABP—APA—ANPA—NBP—AAAA—NOAB  
Hon. Bd. Chmn., Chmn. Exec.

Comm., Dir.....Theodore L. Bates  
Bd. Chmn., Exec. Comm. Mem.,

Dir.....Rosser Reeves  
President.....Rudolph Montgelas  
Exec. V.P. James C. Douglass  
Bd. V. Chmn., Chmn. Exec.

Comm.....Wm. J. Kearns  
Sr. V.P.'s, Dirs.....Archibald McG. Foster,  
E. L. Hill, John M. Lyden, Clarence L.  
MacNelly, Jeremy Gury, Richard A. R.  
Pinkham, J. Ross MacLennan.

Sr. V.P.'s, Dirs.....D. Robert Parman,  
C'ifford N. Parsells

Sr. V.P., Secy., Dir.....Alman J. Taranton  
V.P., Treas., Dir.....Edgar P. Small  
Sr. V.P., Gen. Mgr., Exec. Comm.

Mem., Dir.....Thos. J. Carnese  
Sr. V.P., Asst. Sec., Sr. Group Head

& Dir.....Allen M. Whitlock  
Sr. V.P., Acct. Supv.....W. A. O. Gross

V.P.'s, Acct. Supvrs.....Howard O. Ander-  
sen, James A. Benham, T. Howard Black,  
Jr., Ronald G. Bradley, James A. Clarkson,  
Jr., Robert S. Congdon, Courtlandt P. Dix-  
on, Herbert G. Drake, Daniel Ladd, Anson  
C. Lowitz, William L. Musser.

Sr. V.P., Acct. Supvr., & Dir.....Dan Rodgers  
Sr. V.P., Controller.....William E. Hatch

V.P. & Acct Sup.....Leicester H. Sherrill  
V.P., Acct. Execs.....Robert F. Degen,  
Farrell Gilmore, David C. Loomis, Dwayne  
L. Moore

Asst. V.P., Acct. Execs....George W. Craigie,  
Charles N. Crittenton, John Doherty,  
James H. O'Neil.

V.P., Creative Supvrs.....Willard Benner,  
Bogart Carlaw, Harry C. Doolittle

V.P., Creative Supvr. & Dir.....Clinton S. Ferris  
V.P. & Creative Sup.....Erwin A. Levine

V.P. in charge of Prod. for  
TV & Radio.....Herbert Gunter  
V.P. & Bus. Manager of

TV & Radio.....Harold J. Saz  
Asst. V.P. & Dir. of

Network Relations.....John E. Kucera  
V.P. & Mgr. Research....Frank P. McCord

V.P. in charge of Client  
Service, Research..Charles D. Dunkin, Jr.

V.P. Plans, Review & Analysis.Joan A. Geiger  
Asst. V.P., Research Acct. Supvr.....Robert

H. Andrews, John N. Goodnow  
Asst. V.P., Mgr. of

Science Dept.....Stanley G. DeNisco  
Sr. V.P. & Media Dir.....Edward A. Grey

Asst. V.P. & Mgr.  
of Media.....William J. Kennedy

Asst. V.P. & Mgr.  
Media Relations.....Donald W. Severn

Asst. V.P., Media Group Supvrs....Winston  
W. Kirchert, Edwin A. Kirschner, Christo-  
pher P. Lynch, Martin J. Murphy, Alhert

J. Petcavage, Albert Skolnik

V.P. Marketing-  
Merchandising.....Walter W. McKee

V.P. & Marketing Exec....Richard G. Terry  
V.P. Publicity &

Pub. Rel. ....Benson Inge  
Asst. V.P. & Mgr. of Pub.....Meredith Conley

V.P. Print Traffic & Prod....Richard J. Gay  
Asst. Sec., Gen.

Counsel .....A. Michael Frothingham  
Cast. Dir., Radio-TV.....Charles Kebbe

TV-Radio Supervisor.....Wm. J. Lyons

#### Branch Offices

1750 North Vine St., Hollywood 28, California  
Phone: HOLlywood 9-2161

V.P. In Charge..Thomas F. McAndrews, Jr.  
Asst. V.P.....Frank O'Connor

*Radio and TV Accounts:* Amer. Chicle  
Co.; The American Sugar Refining Company;

Brown & Williamson Tobacco Corp.; Carter  
Prod., Inc.; Colgate-Palmolive Co.; Contin-

ental Baking Co., Inc.; Converted Rice, Sub-  
sid. of Food Manufacturers, Inc.; Grocery

Store Products Co.; M & M's Candies, Div.  
of Food Manufacturers, Inc., Minute Maid

Corp.; Morton Frozen Foods, Div of Con-  
tinental Baking Co., Inc.; National Biscuit

Co.—Special Products Div.; Standard Brands,  
Inc., Wallace Laboratories, Div. of Carter

Products, Inc.; Warner-Lambert Pharma-  
ceutical Co.—Family Products Div.; White-

hall Laboratories, Div. of Amer. Home  
Products Corp.

*Estimated Radio Billings:* \$1,600,000.

*Estimated TV Billings:* \$64,900,000.

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

383 Madison Ave., New York 17, N. Y.  
Phone: ELdorado 5-5800

AAAA—ABC—ABP—ANPA—AFA

Chairman of Board.....Bruce Barton  
Pres., Exec. Comm. Chmn.....C. H. Brower

Rd. & Exec. Comm. Vice-Chmn...B. C. Duffy  
Exec. V.P.'s....E. A. Cashin, J. D. Danforth

Exec. V.P. in Charge  
Creative Services.....R. L. Foreman

Asst. Treasurer.....Clayton Huff



## HONEY SANDERS

Actress-Singer

"She Shall Have Music"      CBS-TV "Edge of Night"

PL 7-6300

Arthur Pine Assocs.  
Public Relations

## ADVERTISING AGENCIES

- V.P., Asst.  
to Pres.....J. R. Schule, W. J. O'Donnell
- V.P., Copy.....Alan M. Ward
- V.P., Art.....Harry Olsen
- V.P., Media Dir.....Fred Barrett
- V.P., TV Grp. Supvr.....John G. Hoagland
- Media Supvrs....William Beste, Joe Harris,  
Herbert Maneloveg, Ted Meredith, Rich-  
ard Wright
- Media Coord. (Trade) ....Robert Anderson
- Media Coord. (Newspaper)....Austin Brew
- Media Coord. (Magazines).....Lou Millot
- Media Coord. (Outdoor).....Dan O'Grady
- Media Cord.  
(Radio-TV, Net) .....Dick McKeever
- Media Coord.  
(Radio-TV, Spot) .....Ed Fleri
- Media Coord.  
(Media Plans).....Kent D'Alessandro
- V.P., Mgr. TV-Radio....Herminio Traviesas
- V.P., TV-Radio Programming  
& Planning .....George Polk
- Talent & Casting.....Nan Marquand
- Programming.....Steve Kaplan, Bill Brown
- Radio .....William Hoffman
- Sports .....Tom Villante
- Live Prodn., Closed Circ.....Al Cantwell
- Radio Prodn.....John Dean
- Film Prodn.....Bernie Haber
- Bus. Mgr., TV-Radio.....Peter Hanson
- V.P., TV-Radio Copy.....Art Bellaire
- TV Art.....Larry Berger
- Prog. & Talent Contracts.....Ed Marshall
- V.P., Pub. Relations.....Ralph Major
- Prodn. Mgr.....Frank Stolz
- Traffic Manager.....Jack Peix
- V.P., Marketing.....Ralph Head
- Assoc. Dirs.....Dick Risteen, Paul Lideen
- V.P., Research.....Ben Gedalecia
- Dir., Research.....Robert R. Lindsey
- Personnel Director.....Rod Funston
- Librarian .....Aina Ebbesen
- Radio-TV Time Buyers...Mildred Eberhard,  
Trow Elliman, Hope Martinez, Mickey  
McMichael, Elenore Scanlon, Ted Wal-  
lower, Doug Yates, John Bestecki, Joan Ill-  
mensee, Paul Fitzgerald, Mildred Padova,  
Mary McHugh, Anne Slattery, Walter  
Reinecke, Donn Duffv, Harriet Mados,  
Elizabeth Moore, Hal Davis, Robert Syers,  
Jack Rochow, Carol O'Kune.
- Branch Offices**
- 805 Peachtree St., N. E., Atlanta 8, Ga.  
Phone: TRinity 5-8654
- Manager .....W. C. Montgomery
- 462 Bovlston St., Boston 16, Mass.  
Phone: COpley 7-7800
- V.P. in Chg.....R. O. Howe  
Rand Building, Buffalo 3, N. Y.  
Phone: CLevland 7915
- V.P. in Chg.....D. G. Casto  
919 N. Michigan Ave., Chicago 11, Ill.  
Phone: SUperior 7-9200
- V.P. in Chg.....W. R. Gillen  
Nat. City Bank Bldg., Cleveland 14, Ohio  
Phone: TOwer 1-7270
- V.P. in Chg.....Jack M. Bristow  
Mercantile Continental Bldg., Dallas 1, Tex.  
Phone: RIVERSIDE 7-3431
- Manager.....T. L. Hasbrouck
- 1800 Penobscot Bldg., Detroit 26, Mich.  
Phone: WOODWARD 5-0620
- V.P. in Chg.....R. E. Anderson  
1680 N. Vine St., Hollywood 28, Calif.  
Phone: HOLLYWOOD 2-6723
- V.P. in Chg.....Wayne Tiss  
6363 Wilshire Blvd., Los Angeles 48, Calif.  
Phone: WEBSTER 1-1234
- V.P. in Chg.....T. C. Dillon  
N. W. Bank Bldg., Minneapolis 2, Minn.  
Phone: FEderal 8-8401
- V.P. in Chg.....Bobb Chaney  
Grant Building, Pittsburgh 19, Pa.  
Phone: GRANT 1-9900
- V.P. in Chg.....B. E. Vaughan  
120 Montgomery St., San Francisco 4, Calif.  
Phone: EXbrook 7-1122
- V.P. in Chg.....J. G. Motheral  
White-Henry-Stuart Bldg., Seattle 1, Wash.  
Phone: MAIN 3-5500
- Manager.....W. G. Fitzsimons  
160 Bloor St. East, Toronto 5, Ont.  
Phone: WALnut 4-3780
- Manager.....L. F. Chitty
- Radio-TV Accounts:* American Home Mag-  
azine Corp., American Institute of Men's &  
Boys' Wear, American Radiator & Standard  
Sanitary Corp., American Tobacco Co., Inc.,  
Armstrong Cork Co., Air France, American  
Bestg. Co., Barcalo Manufacturing Company,  
Boston Five Cents Savings Bank, Bravo Mac-  
caroni Products, Bristol-Myers Co., Burge-  
meister Brewing Corp., California Oil Co.,  
Campbell Soup Co., Bausch & Lomb,  
Con. Edison Co. of N. Y., Inc., Continental  
Can Co., Inc., Cream of Wheat Corp., Curtis  
Circulation Co., De Soto Div., Chrysler Corp.,  
E. I. Du Pont de Nemours & Co., Inc., Eagle  
Pencil Co., Farmers & Mechl. Savings Bank,  
First National Bank of Boston, First National  
City Bank of N. Y., Foremost Dairies, Inc.,  
General Baking Co., General Electric Co.,  
General Mills, Inc., B. F. Goodrich Co., Holi-  
day, Geo. A. Hormel & Co., International  
Salt Co., Inc., Iron Mining Ind. of Minn.,  
William Carter Co., Lever Brothers Co.,  
Libby, McNeill & Libby, Liberty Mutual, Inc.,  
Coty, Incorporated, Maine Sardine Council,  
Marine Trust of Western New York, Minn.  
Dairy Industry Comm., Minnesota Mining  
& Mfg. Co., MJB Co., National Cranberry  
Assoc., National Gypsum Co., New England  
Coke Co., New York Telephone Co., New  
York Times, Niagara Mohawk Power Corp.,  
Pittsburgh Plate Glass Co., Northern Pa-  
cific Railway Co., Northrup, King & Co.,  
Northwestern Bell Telephone Co., Pacific  
Gas & Electric Co., Pacific Tel. & Tel. Co.,  
Penick & Ford, Ltd., Inc., Peter Hand  
Brewery Co., Pfeiffer's Food Products, Inc.,  
Philco Corp., Rexall Drug Co., Western Air  
Lines, Savings Banks' Ass'n. of Conn.,  
Savings Banks' Ass'n. of Mass., F. & M. Schae-  
fer Brewing Co., Inc., W. A. Sheaffer Pen Co.,  
Schenley Industries, Inc., Jacob Schmidt  
Brewing Co., Scott-Atwater Mfg. Co., Shreve,  
Crump & Low Co., Southern New England  
Tel. Co., Spreckles Sugar Co., Standard Oil  
Co. of California, Sheraton, Sunlite Bakery,  
Inc., Timken Roller Bearing Co., Toro Mfg.



# CRAIG'S RESTAURANT

of

GREAT NECK, LONG ISLAND  
at 661 Northern Boulevard

*"A REPLICA OF OLD NEW YORK CAFE SOCIETY"*

*Dining Place of the  
Television Industry*



*"The famous Murray Hill Bar at Craig's where the television people gather . . ."*

Telephone: HUnter 2-4211

MAUDE CRAIG, *Owner-Hostess*

## ADVERTISING AGENCIES

Corp., United Fruit Co., United States Steel Corp., V.C.A. Laboratories, Vick Chemical Co., Westclox, Div. of General Time Corp., Wildroot Co. Inc., J. R. Wood & Sons, Inc., Zinsmaster Baking.

*Estimated Radio Billings:* \$6,000,000.  
*Estimated TV Billings:* \$84,100,100.

### ADRIAN BAUER AND ALAN TRIPP, INC.

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

Chairman of Board.....Adrian Bauer  
President.....Alan R. Tripp  
Vice Presidents.....David X. Miller,  
Roy L. Silver, E. Bradford Hening  
V.P., Radio & TV Dir.....Elmer F. Jaskan  
Pub. Rel. Dir.....Richard M. Clement  
Prod. Mgr.....Harold J. Gribbin

*Radio Accounts:* Allied Florists of Greater Phil., Inc.; Foremost Dairies, Inc.; Frank's Beverages, Inc.; Safeway Trails, Inc.; Gen. Electric Co. (GE Steam Iron).

*TV Accounts:* Allied Florists of Greater Phila., Inc.; Foremost Dairies, Inc.; Quaker City Choc. & Conf. Co., Inc.; Frank's Beverages, Inc., all Phila. Trager Mfg. Co. (Sea Mist Ammonia) Scranton; Louis F. Neuweiler & Sons (Beer) Allentown.

### BEAN ADV. AGENCY

136 N. Delaware St., Indianapolis 4, Ind.  
Phone: MELROSE 74248

Owner.....Harold Bean  
*Radio Accounts:* Radio Equipment Co. (Appliances); Emrich Furniture Co.

*TV Accounts:* Radio Equipment Co. (Appliances); Indianapolis, Ind.

*Estimated Radio Billings:* \$6,000.  
*Estimated TV Billings:* \$12,000.

### BEAUMONT, HELLER & SPERLING, INC.

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

ABP—ANPA—NOAB—NBP

President.....Donald T. Beaumont  
V.P., Media Director.....J. L. Sperling  
V.P.'s.....R. A. Kline,  
N. H. Gimmy, J. H. Funk, K. W. Bailey

Vice-Pres. & Treas.....R. F. Heller  
Art Director.....R. R. Glassmire  
Gen. Production Mgr.....H. Fetterhoff  
Publicity Director.....Alfred K. Walter  
Research Director.....Robert Beaumont  
Radio & TV Dir.....Miss Dee Hassler  
*Radio Accounts:* Rock (Soft Drinks); Reading Trust (Bank); St. Lawrence Dairy Co.; Metropolitan Edison Co. (Utility), all of Reading, Pa.

*TV Accounts:* Polly-Betts Undies; Fairy Silk Mills (Lingerie); Maier's Bakery, Reading, Pa.

### BEAUMONT & HOHMAN, INC.

6 N. Michigan Ave., Chicago 2, Ill.  
Phone: RANDOLPH 6-6181

ANPA—APA—SNPA—NOAB

Secretary, Treasurer.....George Hoefner

Media Director.....C. J. Trudeau  
*Branch Offices*

1299 Bush St., San Francisco 9, Calif.  
Phone: GRAYSTONE 4-8446

Chairman.....W. C. Beaumont  
President.....H. A. Hohman  
Central Bldg., Seattle 4, Wash.

Phone: SENeca 0066  
Manager.....C. A. Beaumont  
530 W. 6th St., Los Angeles 14, Calif.

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

### BENNETT ADVERTISING, INC.

208 E. Green St., High Point, N. C.  
Phone: 2-4151

Pres., Treas.....Harold C. Bennett  
V.P.'s.....Forrest L. Collier, Jr.,  
Robert Tracy, Robt. A. McKericher  
Radio-TV Dir.....Ted Kramer

### VICTOR A. BENNETT CO., INC.

6 E. 45th St., New York 17, N. Y.  
Phone: MURray Hill 7-2186  
ABP—ANPA—NPB—APA

President.....Victor A. Bennett  
V.P., Radio-TV Dir.....Edward D. Kahn  
V.P., Mdse. Dir.....Robert L. Hoenshel  
V.P.'s.....Ford King, John M. Milne  
Copy Chief.....Raymond Browne  
Art Dirs.....John Dignam, John E. Russell  
Public Rel. Dir.....Jack Galub  
Media Director.....H. Edward Lehman  
Space Buyer.....Herbert W. Thorne  
Production Mgr.....Vincent Polito  
Traffic Manager.....William Campbell

#### *Branch Offices*

Pemberton, Freeman, Bennett & Milne Ltd.  
550 Church St., Toronto 5, Ont., Canada  
Phone: WALnut 4-8317

Managing Director.....John M. Milne  
Pemberton, Freeman, Bennett & Milne Ltd.  
1410 Stanley St., Montreal, P.Q., Canada  
Phone: AVenue 8-9134

Manager.....Rupert Mee  
Pemberton, Freeman, Bennett & Milne, Ltd.  
67 Marine Square, Port-of-Spain, Trinidad  
Phone: 5087

Managing Director.....E. A. Davey  
Pemberton, Freeman, Bennett & Milne Ltd.  
7 Swallow St., London, W. 1, England  
Phone: REgent 7521

Partner.....Robert Freeman  
*Radio Accounts:* Longines-Wittnauer Watch Co., Inc. (Watches & Clocks), New York; British Overseas Airways Corp., New York; Percival Tours, Inc. (Transportation), New York; Burlap Council (Burlap), New York.

### BENTON & BOWLES, INC.

666 Fifth Ave., New York 19, N. Y.  
Phone: JU 2-6200

AAAA—ANPA—ABP—ABC—AFA

Pres., Ch. Exec.....Robert E. Lusk  
Chair. of Exec. Comm. Atherton W. Hobler  
Chair. of Board.....William R. Baker, Jr.  
Exec. V.P.'s.....Alan Sidnam, William Hesse  
Sr. V.P.'s.....Edw. W. Murtfeldt, John F. Reeder  
Sr. V.P. Adm.....Charles A. Pooler

# Currently on Radio/ Television

...from our Los Angeles client list

<i>Albers Milling Company</i>	<i>Northrop Corporation</i>
<i>Arizona Brewing Company</i>	<i>Pacific Finance Corporation</i>
<i>Carnation Company</i>	<i>Rootes Motors, Inc.</i>
<i>California Bank</i>	<i>L. Rose &amp; Company</i>
<i>Consolidated Cigar</i>	<i>Safeway Stores, Inc.</i>
<i>Corporation</i>	<i>Simple Simon Frozen Foods</i>
<i>The Frito Company</i>	<i>Union Oil Company</i>
<i>Los Angeles Soap Company</i>	<i>Van Camp Sea Food Company</i>



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

ADVERTISING

5045 WILSHIRE BOULEVARD, LOS ANGELES 36, CALIFORNIA · WEbster 1-1211

Chicago · Dallas · Houston · Los Angeles · New York · Philadelphia · Pittsburgh · St. Paul · San Francisco  
Washington, D.C. · London · Newcastle · Rio de Janeiro · Sao Paulo · Stockholm · Toronto

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

*ADVERTISING*

545 FIFTH AVENUE

NEW YORK 17, N. Y.

MU 2-7433

## ADVERTISING AGENCIES

Cr. V.P., Plans Bd. Chmn.....L. T. Steele  
Sr. V.P., Plans Bd. Mem.....Geo. Chatfield  
V.P., Finance, Controller.....W. W. Vickery  
Treas., Ass't Sec'y.....Ralph Neuman  
Secretary.....A. M. Gilbert  
Vice Bd. Chmn.....H. O. Pattison, Jr.  
V.P., Broadcast Pgmng.....T. J. McDermott  
Vice President.....Kenneth McAllister  
V.P. Chg. Creative Serv.....Wm. D. Tyler  
V.P., Chg. Media.....Lee Rich  
V.P., Prog. Dir.....Oliver Barbour  
V.P., Copy Chief.....Victor Bloede  
V.P. Chg. Research.....Richard F. Casey  
V.P. Merch. Dir.....Austin Johnson  
V.P. Chg. TV Comm. Prod.....Ray Lind  
V.P. Personnel.....Frank W. Noetting  
V.P. Chg. Print Prod. & Art.....Austin Thomas  
Librarian.....Grace Dole

### Branch Offices

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

Vice President.....Albert Kaye  
1151 E. Memorial Blvd., Lakeland, Fla.  
Phone: MUltual 7-0631

Vice President.....Harry E. Warren  
10 St. Mary St., Toronto, Canada  
Phone: WALnut 4-9328  
Ralph S. Butler, Jr.

197 Knightsbridge (Lambe & Robinson)  
London SW 7, England  
Phone: KENSington 1444

Chairman.....Kenneth S. Robinson  
Managing Director.....John Cuff  
67 Avenue des Champs-Elysees, Paris 8E,  
France

Phone: ELysees 92-75

Jacques Hirsh

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

Andre Jadin

*Radio Accounts:* American Express Co. (Travelers Checks) NYC; Carling Brewing Co. (Carling's Red Cap Ale) Cleveland, O.; Continental Oil Co. (Conoco Petroleum Prod. & Petrochemicals) Houston, Tex.; Procter & Gamble Co. (Tide) Cincinnati, O.; Charmin Paper Products Co., Cincinnati, O.

*TV Accounts:* Borden Co. (Milk & Ice Cream Prod.) NYC; Continental Oil Co. (Conoco Petroleum Prod., Petrochemicals) Houston, Tex.; Eversharp Pen Co., Arlington Hgts., Ill.; Florida Citrus Commission, Lakeland, Fla.; General Foods Corp. (Gaines Meal, Biscuits, Instant Maxwell House Coffee, Yuban Coffee, Post Cereals, Institutional Products Div.) White Plains, N. Y.; S. C. Johnson & Son, Inc. (Jubilee, Glade, Pledge) Racine, Wis.; Philip Morris (Parliament Cigarettes) NYC; Norwich Pharmacal Co. (Pepto-Bismol) Norwich, Conn.; Procter & Gamble Co. (Tide, Zest, Crest, Ivory, Snow, Whirl Prell Liquid, Prell Concentrate) Cincinnati, O.; Charmin Paper Products Co., Cincinnati, O.; Procter & Gamble Co. of Canada, Ltd. (Tide, Zest, Ivory Snow, Prell, Fluffo) Toronto Can.; Schick (Men's Shavers, Ladies' Shavers, Pre-Shave Lotion, Butane Lighter) Lancaster, Pa.

*Estimated Radio Billing:* \$1,500,000.

*Estimated TV Billing:* ..65,000,000.

## BERGHOFF ASSOCIATES, INC.

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

Phone: OLYmpia 2-2850

ABP—ANPA—APA

Pres., Bd. Chmn.,

Exec. Media Dir.....Jerrv Berghoff  
Vice Pres.....Frances H. Berghoff  
Treasurer.....Diane C. Berghoff  
Radio-TV Dir.

Talent-Time Buyer.....Marold Ross  
Space Buver.....Barry Ziff  
Product Sales Dir.....Rick Gorsky  
Art, Prod. Dir.....Bill Martin  
Publicity Dir., Dir. Mail,

Librarian.....Stella Garcia  
Copy Chief.....Roslyn Baim

*Radio-TV Accounts:* Alladin Plastics; Baby Line Furniture Corp., all Los Angeles; Stanley Chevrolet, Norwalk, Calif.; Jaysie Mfg. Corp. (Shutters); D. Feinmon & Co. (Brassieres); Woodruff Investment Co. (Industrial Factoring); Duplex Dispenser Co. (Food Dispensers); Modern Foods Alliance ("Food Tone" Mfg.), all Los Angeles; Navajo Furniture Industries (Juvenile Furniture Mfg.), Gallup, N. M.; International Filon Plastics (Mfg. of Filon Fiberglass Panels) El Segundo, Cal. & Zurich, Switzerland; Lindy's Mexican Prods. (Tacos, Sauces) San Bernardino, Cal.; Certified Chrome Furniture Mfg. Corp. (Chrome Dinette Sets) El Segundo, Cal.

*Estimated Radio & TV Billings:* \$200,000.

## BERMINGHAM, CASTLEMAN & PIERCE, INC

234 East 64th St., New York 17, N. Y.

Phone: YUKon 6-8220

AAAA—NOAB—ANPA—APA—NBP

President.....Arch Birmingham  
V.P., Creative Dir.....Frederick C. Bruns  
Vice President.....Porter F. Leach  
*Radio Accounts:* Julian Freirich Co. (Meats) Long Island City, N. Y.; First Church of Religious Science, N.Y.C.; Drinks, Incorporated (Nufizz) N.Y.C.

*TV Accounts:* Drinks, Incorporated (Nufizz) N.Y.C.; Julian Freirich Co. (Meats) Long Island City, N. Y.; Marketing, Inc. (Silly Putty) New Haven, Conn.; Teleweather, Inc. (TV Weather Reporting) N.Y.C.; Tele-Pool, Inc. (Jigsaw Quiz Program) N.Y.C.

*Estimated Radio Billings:* \$13,900.

*Estimated TV Billings:* \$150,400.

## GORDON BEST CO., INC.

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

Phone: STate 2-5060

ABC—ABP—ANPA—NOAB—APA—NBP  
President, Treas.....Gordon Best  
Vice-Presidents, Act. Execs. Roy M. Kirtland  
Frank F. Morr, Burton G. Feldman, Frank Brodsky, Sidney J. Natkin, Frank E. Dugan, Paul Hay.  
V.P., Radio & TV.....Shepard Chartoc  
Secretary.....Richard Best  
Radio-TV Time Buyer....Katherine Knight  
V.P., Merch.....Carl Sigler

# JOAN BARNES



Free Lance  
Stylist and  
Fashion Coordinator  
For  
TV Commercials  
and Shows

TV Commercials —  
Tide — Instant Maxwell House Coffee  
Lux — Whirl

LE. 5-1537

National Society of Interior Designers



**BROADCAST TIME SALES**

*"dazzles 'em with footwork"*



- SPECIALIZING IN RADIO,  
EXCLUSIVELY!
- TAPE PLAYBACKS BRING  
OUR STATIONS 'IN PERSON'.
- MORE THAN 500 ACCOUNTS  
ON THE AIR!

**BROADCAST TIME SALES**

*The Penthouse*

509 MADISON AVENUE, NEW YORK 22, N. Y.



## ADVERTISING AGENCIES

Media Director.....Edwin A. Trizil  
 Production Manager..Arthur W. Terwilliger  
*Radio Accounts:* Coyne Electrical School (Trade School), Chicago; Milner Products Co. (Pine-Sol, White Wave, Perma Starch, Milner Household Cleaner & Gala Powder Bleach), Jackson, Miss.; Helene Curtis Industries, Inc. (Suave, Men's Suave Creme Shampoo, Beauty Shop Supplies & Equipment), Chicago; General Finance Loan Co., Chicago; Maybelline Co., Chicago.

*TV Accounts:* Florsheim Shoe Co., Chicago; Helene Curtis Industries, Inc., Chicago; Maybelline Co., Chicago.

*Estimated Radio Billings:* \$240,000.  
*Estimated TV Billings:* \$5,900,000.

### BLACKSTONE ADVERTISING, INC.

221 West 57th St., New York 19, N. Y.  
 Phone: CIRCLE 7-4915

President .....Milton Blackstone  
 Secretary .....G. B. Berju  
*Accounts:* Eddie Fisher Music, Inc., New York, N. Y.; Grossinger Hotel, Grossinger, N. Y.

### BLAINE-THOMPSON CO., INC.

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

ANPA—APA—ABC—NOAB—NBP

President.....Albert Lee Lesser  
 V.P.'s.....Fred Golden, Philip Solomon, Ingram Ash  
 V.P., Contoller.....P. F. Tuttle  
 Art Director.....Morris Robbins  
 Production Mgr.....Paul Kutner  
 Dir. of Publicity.....George Fenmore  
 Media Director.....Lee Frankel  
 Research Director.....Ingram Ash  
 Account Executives:.....Ingram Ash, Paul Klein, Philip Solomon.

*Radio Accounts:* Temple Frosted Foods (Chinese Foods) Brooklyn, N. Y.; Barbizon (School of Modeling) New York, N. Y.

*TV Accounts:* Barbizon.

### BEN B. BLISS COMPANY, INC.

The Penthouse, Times Tower, Times Square  
 New York 36, N. Y.  
 Phone: BRyant 9-5228  
 APA

President.....Ben B. Bliss  
 Radio Director.....S. Marsten  
 TV Consultant.....Sidney Morse  
 Art Dir.....John Craig  
 Prod. Mgr.....Myron Crespin  
 Media Dir.....Helen Glucroft  
 Copy Chief.....Gary Zucker

*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., (Kosher Wine); Martin Beverages; William R. McCoo Co., Inc. (Falernum Almond Syrup); Du-Ev Chemical Products Co. (Degreaser Detergent); Ammo-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).

### BOLAND ASSOCIATES

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

President.....Barry W. Boland  
 V.P.,....Foreman Thompson, R. Thompson  
 Vice-Pres.....William G. Morrisey  
 Sec'y.....Frances Scott  
 Treas.....John Ebner  
 Copy Dir.....W. G. Morrisey  
 Exec. Art Dir.....Paul Turley  
 Media, Research Dir.....R. S. Liptak  
 Media Buyer.....Virginia Collins  
 Production Mgr.....Maida Rector  
 Account Supervisor.....W. Lawson Jones

Branch Office

Subsidiary: Boland Associates, Ltd.  
 1060 Bishop St., Honolulu, Hawaii  
 Phone: 6-2156

President .....B. W. Boland  
 Exec. V.P.....Walter C. Lindley, Jr.  
*Accounts:* Adhesive Engineering, Inc. (Structural Adhesives), San Carlos; Ampex Audio, Inc. (Home Music Systems, Tape Recorders), Sunnyvale; Ampex Corp. (Magnetic Tape Recorders), Redwood City; Fairchild Semiconductors Co. (Transistors), Palo Alto; Hiller Aircraft Corp. (Helicopters), Palo Alto; Internat'l. Engr. Co., Inc., San Francisco; Lenkurt Electric Co. (Telecommunications Systems), San Carlos; Miller Freeman Publications (Magazines), San Francisco; Plastic Lume, Inc. (Venetian Blind materials, Sausalito); Sherman, Clay & Co. (Musical Instruments, Records), San Francisco; Tubbs Cordage Co. (Rope, Twine), San Francisco; Varian Associates (Electronic Controls, Components), Palo Alto; William Wallace Co. (Metalbestos Gas Vent Pipe, Chimney) Belmont.

### BOONE & CUMMINGS

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

ABP—NBP—APA—SNPA—ANPA

Partners.....Malcolm Cummings, Graham Boone, Jr.  
 Radio-TV Director.....Miss Dana Glover  
 Art Dir., Prod. Mgr.....Woods Robinson  
 Secretaries....Joyce Brady, Katherine Curtis

*Radio Accounts:* DeMontrond Buick; First City National Bank, Loew's Sharpstown Outdoor Theatre; South Main State Bank; Richardson Chevrolet, all Houston, Tex.

*TV Accounts:* DeMontrond Buick, First City National Bank; Richardson Chevrolet, all Houston, Tex.

### BOTSFORD, CONSTANTINE & GARDNER, INC.

115 S.W. 4th Ave., Portland 4, Ore.  
 Phone: CAPItol 8-9541

NBP—APA—NOAB—AAAA—ANPA

Senior V.P.....Ray Andrews  
 Executive V.P.....Burton R. Durkee  
 V.P. & Space Buyer....Frankie Coykendall

**ADVERTISING AGENCIES**

Vice-Presidents .....Stanley Parshall,  
Don Lawton, E. J. Mittelstadt, Bryce  
Spruill  
Sec.-Treas.....L. K. Bender

*Branch Offices*  
1400 Tower Bldg., Seattle 1, Wash.  
Phone: MAin 3-3523

Exec. Vice-President.....Joseph Maguire  
Vice-Pres. & Mgr.....Reinhart Knudsen  
Sr. V.P.....C. P. Constantine  
V.P.'s.....John Heverly, Douglas A. Murray  
625 Market St., San Francisco 5, Calif.  
Phone: EXbrook 2-7565

Chairman.....David M. Botsford  
President.....David M. Botsford, Jr.  
V.P., Mgr.....Harold M. Walker  
Sr. V.P.....Stanley G. Swanber  
261 Madison Ave., New York 16, N. Y.  
Phone: OX 7-2797

Exec. Vice-President.....Elizabeth Eyerly

**BOWMAN & BLOCK, INC.**

Rand Bldg., Buffalo 3, N. Y.  
Phone WA 0137

President.....Albert A. Bowman  
Treasurer.....Nathaniel J. Block

Art Director.....Walter Nehin  
Prod. Mgr.....William Cook  
Copy Chief.....Richard Mabry

**BOZELL & JACOBS, INC.**

510 Electric Bldg., Omaha 2, Nebraska  
Phone: JACKson 8030

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

*Branch Offices*

205 N. LaSalle St., Chicago 1, Ill.  
Phone: WALnut 3-4524

V.P. & Manager.....Chas. A. Gallup  
1308 Tower Building, Seattle 1, Wash.  
Phone: MUtual 2-6027

V.P. & Manager.....R. H. Wensberg  
2 W. 45th St., New York 36, N. Y.  
Phone: MURray Hill 7-6210



CONFUCIUS  
SAY...

“One  
Klaeger  
picture  
worth  
10,000,000  
words”

*Klaeger*  
FILM PRODUCTIONS, INC.  
1600 BROADWAY, NEW YORK 19, N. Y.

LIVE AND  
ANIMATED

films

JUDSON 2-5730

**ADVERTISING AGENCIES**

President.....Donald D. Hoover  
608 Second Ave., S., Minneapolis 2, Minn.  
Phone: FEderal 9-8621

V.-P. & Manager.....Sam Kaufman  
402 Fairfield Bldg., Shreveport, La.  
Phone: 3-6124

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

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

Manager .....Max Barnes  
2110 North Charles St., Baltimore 18, Md.  
Phone: BElmont 5-2083

V.P., Manager .....Arthur Booth  
1016 Baltimore Building, Kansas City 5, Mo.  
Phone: BAltimore 1-4997

Manager .....Bert Bremson  
340 North Rodeo Drive, Beverly Hills, Calif.  
Phone: BRadshaw 2-2081

Manager .....David R. Brown  
*Radio & TV Accounts:*  
Brandeis Store, Omaha; United Gas Corp.,  
Houston; Storz Brewing Co., Omaha; Skin-  
ner Mfg. Co., Omaha.

**ARTHUR BRAITSCH ADV.**

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

Radio Director.....Arthur Braitsch  
Secretary .....Maureen O'Brien

Time Buyer.....John A. Lorimer  
*Radio Accounts:* Baird-North, Inc., Oliver  
Johnson Co., Inc., Health Footwear, Inc., Al-  
len Distributors, Inc., Rocky Point Park,  
Roger Williams Savings & Loan Assn., See-  
konk Family Drive-In Theater, Strand Thea-  
ter, all Providence.

*TV Accounts:* Allen Distributors, Inc.;  
Hillside Farms Inc.; Roger Williams Savings  
& Loan Ass'n; Strand Theatre; Weybosset  
Market; all Providence.

**J. CARSON BRANTLEY ADV.  
AGENCY**

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

Pres.-Radio Dir.....J. Carson Brantley  
Treasurer.....A. R. Monroe  
Art Director.....Gladys Dudley

*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.,  
Free Enterprise Train, (National Train  
Tour), Salisbury, N. C.; Banna Co. (Bana-  
tol), Salisbury, N. C.

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

*Estimated Radio Billings:* \$100,000.  
*Estimated TV Billings:* \$25,000.

**Name That Tune**

Starring

**George DeWitt**

Produced

by

**HARRY SALTER**

**TV'S TOP FAMILY SPORTS SHOW**  
**ROLLER DERBY**

**ABC-TV NETWORK — SUNDAY AFTERNOONS**

**3:30 to 4:30 E.S.T.**

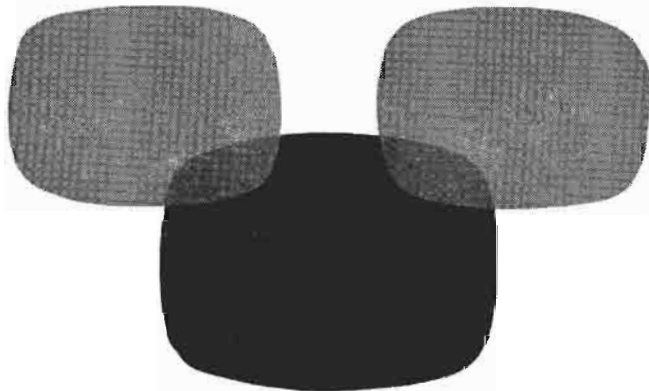
*A natural for smart sponsor who wants family coverage.*

For Information —

**Los Angeles:**  
**STate 9-0583**

**New York:**  
**JUdson 6-4646**

**VIDEOCRAFT PRODUCTIONS      VIDEOCRAFT INTERNATIONAL**  
**ARTHUR RANKIN JR. ASSOCIATES**



**DIVISIONS OF**  
**VIDEO CRAFTS INCORPORATED**

# ADVERTISING AGENCIES

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

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

Partners.....David & Miles Brasch  
*Accounts:* RCA Victor Distributing Corp.,  
Detroit, Mich.; Westinghouse Appliance  
Sales, Detroit, Mich.

## R. C. BRETH, INC.

310 Pine St., Green Bay, Wis.  
Phone: HEmlock 2-4650  
ABP—APA

President.....R. C. Breth  
Vice-President.....Victor G. Geisel  
Secretary.....A. W. August  
*Radio Accounts:* Acorn Equipment Co.  
(Barn Cleaner), Stevens Point, Wis.; Algoma  
Foundry & Mach Co., Farm Machinery, Al-  
goma, Wis.; Har-Mac, Inc. (Mobile Homes),  
Stratford, Wis.; Woodlot Seed Co. (Tree,  
Shrub Seeds), Norway, Mich.

*TV Accounts:* Algoma Foundry & Machine  
Co. (Farm Machinery), Algoma; Har-Mac  
Inc. (Mobile Homes, Stratford; C&W Sales  
& Mfg. Co. (Barn Equipment), Iola; Woodlot  
Seed (Tree, Shrub Seeds), Norway, Mich.

*Estimated Radio Billing:* \$12,000.  
*Estimated TV Billing:* \$20,000.

## BRINLEY ADVERTISING AGENCY

4602 Cedar Street, Bellaire 101, Texas  
Phones: MAdison 3-8686 & MOhawk 4-4400  
ABP—SNPA—APA—NBP

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

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

8469 E. Jefferson Ave., Detroit 14, Mich.  
Phone: VALley 2-9700

AAAA—ABP—NOAB—ANPA—APA—NBP  
President.....Walter C. Ayers  
Vice Chr., Exec. Committee.....  
Willard S. French

Chr. of the Board, Treas.....Guy C. Smith  
Chr., Exec. Committee.....Jack Williams  
Vice Pres., Media Dir.....George Johnston  
V.P., Exec. Art Dir.....Richard Rein-  
V.P., Dir. Creative Services.....Blount Slade  
V.P., Dir. Graphic Arts.....Fred P. Zick  
Vice Presidents.....L. C. Barlow,  
L. Grant Hamilton, C. Allison Monroe,  
John S. Pingel, Donald C. Longyear, L.  
James Schneider.

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

V.P., Mgr. Media Dept.....H. E. Pengel  
Vice President.....William A. Walker  
*Radio Accounts:* Int'l Breweries, Inc.;  
Ferry-Morse Seed Co.  
*TV Accounts:* The Ironite, Inc., Int'l  
Breweries, Inc.

## D. P. BROTHER & CO.

General Motors Bldg., Detroit 2, Mich.

Phone: TRinity 2-8250

AAAA—ANPA—ABP  
ABC—NOAB—APA

President.....D. P. Brother  
Executive Vice President...Guy S. Warren, Jr.  
Vice Presidents.....F. E. Egan,  
T. J. King, L. R. Mange, K. G. Manuel,  
Walker Graham, Valentine Corradi, Shel-  
don Moyer, David B. Rank, V. W. Canever  
L. E. Dean, John J. Remillet, Jr., C. Watts  
Wacker, Donald W. Walton.

Secretary-Treas.....C. J. Rudesill  
Acct. Supvs...Guy S. Warren, Jr., T. J. King  
Account Executives.....V. W. Canever,  
Sherburne C. Brown, A. C. Cochrane, Jr.,  
Robert M. Fitzgibbons, Jack R. Hendrick-  
son, Richard H. Iliff, Thomas W. Jipson,  
W. Neil Lewton, John J. Remillet, Jr.,  
David D. Wines

V.P., Media Director.....C. Watts Wacker  
Marketing Director.....J. J. Remillet, Jr.  
Research Director.....V. H. Bergmann  
Art Director.....L. R. Mange  
Sales Promotion Dir.....Donald W. Walton  
Publicity Director.....G. M. Williams  
Radio & TV Dir.....Kenneth G. Manuel  
Copy Chief.....David B. Rank  
Art Buyer.....Frank E. Reschke

### Branch Offices

3540 Wilshire, Los Angeles, Cal.

Phone: DUnkirk 5-8288

West Coast Mgr.....T. H. Moriarty  
Pac.. Coast Adv. Dir.....A. C. Cochrane, Jr.  
720 Fifth Ave., New York, N. Y.

Phone: COLUMbus 5-1004

V.P., Manager.....F. E. Egan  
*Radio Accounts:* Oldsmobile Div., Gen.  
Motors Corp. (Automobiles), Lansing, Mich.  
*TV Accounts:* AC Spark Plug Div., Gen.  
Motors Corp. (Spark Plugs Oil Filters, Fuel  
Pumps, etc.), Flint, Mich.; Oldsmobile Div.,  
Gen. Motors Corp. (Automobiles), Lansing,  
Mich.; Harrison Radiator Div. (Radiators,  
heaters, air conditioning systems, heat ex-  
changers), Lockport, N. Y.; Hyatt Bearing  
Div. (Hyatt Roller Bearings) Harrison, N. J.;  
New Departure Div. (Ball Bearings, bicycle  
safety brakes) Bristol, Conn.; Saginaw Steer-  
ing Gear Div. GMC (Power Steering, Steer-  
ing Gears, Propeller Shafts, Universal Joints,  
Automotive Jacks, Aircraft & Diesel Engine  
Parts) Saginaw, Mich.; Gen. Motors Corp.  
(Institutional "Aim to Live") Detroit; Guide  
Lamp Div. GMC (Automotive Lighting  
Equipment, Autronic Eye) Anderson, Ind.;  
Rochester Prod. Div., GMC (Steel Tubing,  
Carburetors, Cigaret Lighters) Rochester,  
N. Y.

*Estimated Radio Billing:* \$1,400,000.

*Estimated TV Billing:* \$7,600,000.

## BROWN, E. H. ADV. AGENCY

20 N. Wacker Dr., Chicago 6, Ill.

Phone: FRanklin 2-9494

ABP—ANPA—APA—NBP—NOAB

Owner.....E. H. Brown  
Consultant.....Irving R. Allen  
Art Dept...Melvin J. Beagle, Rudy L. Hajek  
Production Mgr.....D. E. Meintzer  
Copy Dept.....E. G. Brown,

» ATTENTION  
GIVEN TV PRIZES AND  
FASHION SHOW TIE-INS

# **miahati**

**high fashion parfums**

*a precious wardrobe of four famed blends*



**PRIZED HIGH FASHION FRAGRANCES:  
BLUE FOX, MY FANCY, AUDACIOUS, JAUNTY**

*advertised and featured on television —  
national magazines and motion pictures*

**As Shown—**

*In Bath Powder Sets (left)—*cologne and scented bath powder combination fitted with silky lambs wool puff; in handsomely appointed gift package

*In Perf-O-Mist (upper right)—*ingenious patented single-motion dispenser—delightful lasting double-strength spray; no cap to remove or replace

*In Cologne Foursome (lower right)—*welcome all-occasion gift package

*Glamorously packaged Perfumes, Colognes, Bath Powders and Accessories  
nationally distributed*



**miahati INC.**

377 Fourth Avenue, New York 16, N. Y.

## ADVERTISING AGENCIES

John T. McManus  
 Media Buyer.....Eleanor Noble  
 Acct. Execs.....J. B. Allen,  
 E. H. Brown, E. H. Brown, Jr., B. M. Camp-  
 bell, Jim Duffy, George Johnson, Paul J.  
 Johnson, C. S. Petersen, Jim Roe, Ray-  
 mond P. Wiggers, W. A. Vernon.

### BUCHANAN & CO.

Div.: Lennen & Newell, Inc.  
 1501 Broadway, New York 36, N. Y.  
 Phone: BRyant 9-7900  
 ABP—ANPA—APA—AAAA—NBP  
 ABC—NOAB

Bd. Chrm., Pres.....John Hertz, Jr.  
 Exec. Vice President.....William Dasheff  
 Vice Presidents.....Roy Winkler, John  
 McEvoy, George Richardson, W. D. Christ-  
 man

Media Director.....E. F. Moeller  
 Prod. Mgr.....Anthony Calanese  
 Sec'y-Treas.....A. Grace Barrett  
 Radio-TV Dir.....Nat Strom  
 Art Director.....Don DeMarco  
 Merchandising Director.....A. E. Freeman

#### Branch Offices

451 N. La Cienega Blvd., Los Angeles 48, Cal.  
 Phone: OLYmpia 2-0810

Vice Pres.....Fred Keith  
*Radio Accounts:* Reynolds Metals Co.  
 (Farm Building Products, Aluminum Foil)  
 New York, N. Y.; Wilbur Clark's Desert  
 Inn (Resort) Los Angeles; Paramount Pic-  
 tures (Motion Pictures) Los Angeles.

*TV Accounts:* Reynolds Metals Co. (Alum-  
 inum) New York; Paramount Pictures, Los  
 Angeles, Calif.

### BUCHANAN-THOMAS ADV. CO.

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

Partner, Creative Dir.....Robert E. Savage  
 Ptnrs.....C. Harding, R. Dundis  
 Consultant.....C. Buchanan, L. Thomas  
 Copy Head.....R. R. Foster  
 Production Manager.....Marge Seaberg  
 Art Director.....Homer Frohardt

### BUNTIN & ASSOC., INC.

203 Broadway Natl. Bank Bldg.  
 Nashville 3, Tenn.  
 Phone: ALPine 5-0000  
 SNPA—APA

President.....Sinclair Butin  
 Vice President.....Jas. Noel Brown  
 Radio-TV Dir.....Bettie J. McMillen  
*Accounts:* General Electric Supply Co.,  
 Nashville, Tenn.; Martha White Bakeries,  
 Nashville, Tenn.

### LEO BURNETT COMPANY, INC.

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

Chairman of Board.....Leo Burnett  
 Chmn. Exec. Comm.....Richard N. Heath  
 President.....W. T. Young, Jr.  
 Senior V.P.....DeWitt O'Kieffe  
 Treasurer.....E. Ross Gamble

Exec. V.P.'s.....Draper Daniels,  
 Jos. M. Greeley, Phillip Schaff, Jr.  
 V.P. Broadcasting.....William McIlvain  
 V.P., B'cstg. Prod. Div.....Lee Bland  
 V.P., B'cstg. Business Div.....David Dole  
 Adm. Vice Pres.....F. Strother Cary, Jr.  
 V.P., Radio-TV Dept.....Edw. M. Thiele  
 V.P. Chg. Media.....Thos. A. Wright  
 V.P., Research Director.....John Coulson  
 V.P., Chg. TV.....Don Tennant  
 V.P., TV Film Copy Supvr..Nelson Winkless  
 V.P., Copy Director.....John Matthews  
 V.P. ....Norman Levally  
 V.P., Mktg.....Leonard Matthews

#### Branch Offices

677 Fifth Ave., New York 22, N. Y.  
 Phone: MURray Hill 8-9480

V.P., N. Y.....Paul Louis  
 1680 N. Vine St., Hollywood 28, Calif.

Phone: HOLlywood 4-7374

V.P. Hollywood.....Wendell Williams  
 Buhl Bldg., Detroit 26, Mich.

Phone: WOODward 1-5959

Manager .....Robert Leonhard

*Radio Accounts:* Atchison, Topeka, Sante  
 Fe Rwy.; Pure Oil Co. (Gasoline, oil lub-  
 ricants, tires, batteries and accessories) Chi-  
 cago; Kellogg Co. (Cereals, Dog Food);  
 Bauer & Black Div., Kendall Co. (Curads,  
 Battle Ribbons, 5 Firsts); Chas. Pfizer & Co.,  
 Inc. (Vigo Fac, T.E.F., T.A.F., Mastitis,  
 Terramycin for Cattle); Campbell Soup Co.  
 (Frozen soups, Franco-American spaghetti)  
 Camden, N. J.; Philip Morris, Inc. (Marl-  
 boro, Mayfield, Philip Morris) New York;  
 Procter & Gamble Co. (Camay, Joy) Cincin-  
 nati, Ohio; Allstate Insurance Co. (Auto,  
 Home Owners') Chicago, Ill., Chrysler Corp.;  
 Pure Oil Co.; Swift & Co. (Allsweet); U.S.A.  
 Tea Council, Inc.; Pillsbury Mills, Inc. (Cake  
 & Frosting Mixes, reg. & loaf-sizes, Pudding  
 Cake Mixes) Minneapolis, Minn.

*TV Accounts:* Brown Shoe Co. (Buster  
 Brown) St. Louis, Mo.; Kellogg Co. (Cereals  
 and dog food) Battle Creek, Mich.; The  
 Pure Oil Co. (Gasoline, oil, lubricants, tires,  
 batteries and accessories) Chicago; Campbell  
 Soup Co. (Franco-American Macaroni, Spa-  
 ghetti, Spaghetti with Meatballs) Camden,  
 N. J.; Commonwealth Edison Co., Chicago;  
 The Hoover Co., N. Canton, Ohio; Chas.  
 Pfizer & Co. (Vigo Fac, T.E.F., T.A.F., Mas-  
 titis) Brooklyn, N. Y.; Philip Morris, Inc.  
 (Marlboro, Mayfield, Philip Morris) New  
 York, N. Y.; Procter & Gamble Co. (Camay,  
 Joy, Lava, Jiff, Secret, Pace) Cincinnati;  
 Atchison, Topeka & Santa Fe R. R., Chicago;  
 Tea Council of U.S.A., New York; Bissell  
 Carpet Sweeper Co. (Sweepers, Shampoo &  
 Upholstery Master, Rug Shampoo); Cracker  
 Jack Co. (Cracker Jack, Camp Fire Marshmal-  
 lows); Swift & Co. (Allsweet); Kendall Co.,  
 Bauer & Black Div. (Curads, Five Firsts);  
 Allstate Insurance Co. (Automobile, Home  
 Owners' & Life); Pillsbury Mills, Inc. (Cake  
 & Frosting Mixes, reg. & loaf sizes; Ginger-  
 bread; Pancakes; Angel Food Cake, Cookie,  
 Brownie, & Pudding Cake Mixes).

*Estimated Radio Billings:* \$7,600,000.

*Estimated TV Billings:* \$44,000,100.

# ADVERTISING AGENCIES

## AD BUSCH, INC.

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

Pres., Media Dir. .... Addison F. Busch  
TV Director ..... William F. Nailos  
*Accounts:* Auvid, Inc., Buffalo, N. Y.;  
Beam-Cast Inc., Buffalo, N. Y.; WSAY-  
WNIA, Rochester & Buffalo broadcasting  
stations.

## BYER & BOWMAN ADVERTISING AGENCY

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

ABP—ANPA—APA—NBP—NOAB—AAAA  
Partners ..... Gus K. Bowman,  
Joel Burghalter, Herbert Byer  
Radio-TV Time Buyer ..... John D. Metzger  
Pub. Rel. Dir. .... Nick Popa  
Controller ..... Joe Hughes  
TV Director ..... Sandy Hallock  
Creative Director ..... William Arter  
Art Dir., Prod. Mgr. .... Harold Graham  
*Radio Accounts:* August Wagner Breweries;  
City National Bank & Trust; Dollar  
Federal Savings; T. Marzetti Co. (Salad  
Dressings); all Columbus, Ohio.  
*TV Accounts:* August Wagner Breweries;  
Dollar Federal Savings; Auto Show; City  
National Bank & Trust Co.; Yenkin Majestic  
Paint Co., all Columbus, Ohio; Marzetti's,  
Columbus.

## HAROLD CABOT & CO., INC.

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

AAAA—ANPA—NOAB—NBP—APA

Board Chairman ..... Harold Cabot  
President ..... Edward F. Chase  
Sr. V.P.'s ..... William H. Ganick,  
James I. Summers  
V.P.'s ..... Joseph R. Wallace, Eugene R.  
MacArthur  
Media Dir. .... David R. Williams  
Radio-TV Dir. .... Harold Cabot, Jr.  
Marketing Dir. .... Phillip W. Wenig  
Secretary ..... Edw. F. Glacy  
Production Manager ..... John B. Havey  
*Radio Accounts:* New England Tel. & Tel.,  
Boston, Mass.; New England Electric System  
and Gas Division (Electricity, Gas), Boston;  
Boston Gas Co., Boston, Mass.; Carling Black  
Label Beer (N.E.), Cleveland; National Shaw-  
mut Bank, Boston; S. S. Pierce Co. (Retail  
Food Store) Boston.  
*TV Accounts:* Carling Brewing Co. (N.E.);  
New England Tel. & Tel. Co.; Rock of Ages  
Corp. (Monuments), Barre, Vt.; Boston Gas  
Co.; New England Elec. System Gas Div.  
(Gas), Boston; S. S. Pierce Co. (Retail Food  
Store), Boston.

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

Merchants Bank Bldg., Indianapolis 4, Ind.  
Phone: MELrose 2-6501

APB—ANPA—APA—NBP

Board Chairman ..... Guernsey Van Riper

President ..... Howard C. Caldwell  
Exec. V.P. .... Storey M. Larkin  
Radio-TV Dir. .... Don Howell  
*Accounts:* Ajax Mfg. Corp., Racine, Wis.;  
Electric Switch Corp., Indianapolis, Ind.;  
WFBM & WFBM-TV, Indianapolis, Ind.

## J. M. CAMP & COMPANY

213 W. Wesley, Wheaton, Ill.  
Phone: MOntrorse 8-8000

APA

President ..... John M. Camp  
Radio-TV Time Buyer ..... Grace R. Jordan  
*Accounts:* The Evangel Hour, Newark,  
N. J.; HCJB, Quito, Ecuador; Youth On  
the March TV Film, Philadelphia, Pa.

## CAMPBELL-EWALD COMPANY

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

AAAA—ANPA—NOAB—APA—ABP

Chairman of Board ..... Henry G. Little  
President ..... Thomas B. Adams  
Vice-Chmn. Bd., Sr. V.P. .... J. I. Hartigan  
Chrmn. of Exec. Comm., Sr. V.P. .... L. R.  
Nelson  
Exec. V.P.'s ..... Colin Campbell,  
Clarence Hatch, Jr.  
Sr. V.P.'s ..... Edward A. Schirmer, John H.  
Forshev  
Treasurer ..... H. P. Cook  
Secy. & Personnel Dir. .... S. J. Rozema  
Comptroller & Asst. Treas. .... E. M. Talbert  
Vice-Presidents ..... Halsey Davidson,  
George W. Davis, W. P. Stewart, W. H.  
Gage, Jr., W. F. McCarthy, W. W. Selover,  
J. L. Thornhill  
V.P., Radio & TV Dir. .... P. L. McHugh  
V.P., Media Dir. .... Carl Georgi, Jr.  
V.P., Copy Director ..... Walter B. Booth  
V.P., Art Director ..... James N. Hastings  
Vice President ..... M. Craig Miller

### Branch Offices

488 Madison Ave., New York 22, N. Y.  
Phone: MURray Hill 8-3400  
V.P. and Mgr. .... Frank W. Townshend  
Space Buyer ..... John A. Blomstrom  
Radio & TV Dept. .... A. J. Miranda III  
Art Director ..... Kenneth T. Vincent  
230 N. Michigan Avenue, Chicago 1, Ill.  
Phone: CENTral 6-1946  
V.P. and Mgr. .... Reginald G. Carey  
Space Buyer ..... John D. Varnier  
3460 Wilshire Blvd., Los Angeles 5, Calif.  
Phone: DUNkirk 9-1334  
V.P., West Coast Mgr. .... Richard C. Francis  
Mgr. Loe Angeles Office. .... Richard W. Byrne  
235 Montgomery St., San Francisco 4, Calif.  
Phone: EXbrook 2-0145  
V.P. and Mgr. .... T. Milburn Johnston  
11 Pryor St., S.W., Atlanta 3, Ga.  
Phone: JACKson 4-3858  
Manager ..... Arthur T. Duhaime  
1625 Eye St., N.W., Washington 6, D. C.  
Phone: REPUBLIC 7-0015  
Manager ..... Ross Lindsay  
Bryan & Bullington Sts., Dallas 1, Texas  
Phone: RIVERSide 2-6889  
Manager ..... Lorne T. Denton  
4010 Washington Ave., Kansas City 11, Mo.



## ADVERTISING AGENCIES

Phone: Jefferson 1-5601  
 Manager.....Lawrence R. Amos  
 1750 N. Vine St., Hollywood, Calif.  
 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: KEystone 4-4281

Manager.....Richard H. Katerndahl  
*Radio Accounts:* Chevrolet Motor Div.,  
 General Motors Corp.; The Detroit Edison  
 Co.; General Motors Acceptance Corp.;  
 Goebel Brewing Co.; National Bank of Det-  
 roit; Hertz Systems, Inc.; The Firestone  
 Tire & Rubber Co.; Stran-Steel Corp.; Gen-  
 eral Motors Corp. (Motorama).

*Television Accounts:* Chevrolet Motor Div.,  
 General Motors Corp.; The Detroit Edison  
 Co.; Goebel Brewing Co.; National Bank of  
 Detroit; The Firestone Tire & Rubber Co.;  
 General Motors Corp. (Motorama).

*Estimated Radio Billings:* \$9,000,000.  
*Estimated TV Billings:* \$13,000,000

### CAMPBELL-MITHUN, INC.

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

AAAA-ABP-ANPA-APA-NBP-NOAB  
 President.....Ray O. Mithun  
 Asst. to President.....Eugene A. Patterson  
 Media Director.....Harry M. Johnson  
 Research Director.....Leslie A. Beldo  
 Production Dept. Mgr....Oliver H. Hangen  
 Radio-TV Bus. Mgr.....Richard L. Stevens  
 Exec. V.P. ....Albert R. Whitman,  
 Vice-Presidents.....Kenneth D. Ruble  
 B. E. Howard, R. L. Forrest, Arnold C.  
 Aslakson, E. W. Burke, G. P. MacGregor,  
 M. Oakley Bidwell, A. H. Lund, Charles R.  
 Strotz, E. W. Turner, R. F. Wittgraf

#### Branch Offices

Secretary.....E. Brugette Flynn  
 Treasurer.....Beatrice N. Sandquist  
 TV Creative Supvr.....Cleo W. Hovel

#### Branch Offices

919 N. Michigan Ave., Chicago 11, Ill.  
 Phone: DElaware 7-7533  
 Exec. V.P. ....Lee A. Terrill  
 420 Lexington Ave., N. Y. 17, N. Y.  
 Phone: OR 9-8744  
 V.P., Gen. Mgr.....M. Oakley Bidwell  
 1213 Hollywood-Taft Bldg., Hollywood 28,  
 Cal.

Phone: HOLlywood 2-0715  
 V.P., Gen. Mgr.....Paul E. Morgan

*Radio Accounts:* Theo Hamm Brewing Co.  
 (Beer) St. Paul, Minn.; The Kroger Co.  
 (Grocery) St. Louis, Mo.; Land O'Lakes  
 Creameries (Dairy Products, Feeds) Minne-  
 apolis, Minn.; John Morrell & Co., Red  
 Heart Div. (Dog Food), Chicago; Nash Cof-  
 fee Co., St. Paul, Minn.; Nash-Finch Co.  
 (Grocery Products) St. Paul, Minn.; North-  
 ern States Power (Electric Power) Minne-

apolis, Minn.; Northwestern National Bk.  
 (Banking Service) Minneapolis, Minn.;  
 Pillsbury Mills, Inc. (Flour, Refrigerated  
 Products, Bakery Mixes, Ballard Products,  
 Feeds) Minneapolis; Top Value Enterprises  
 (Trading Stamps) Dayton, Ohio; American  
 Dairy Assoc. (Dairy) Chicago; Northwest  
 Orient Airlines (Passenger Cargo) Minneap-  
 olis; Malt-o-Meal Co. (Hot Wheat Cereal)  
 Minneapolis; Northwest Bancorporation,  
 Minneapolis.

*TV Accounts:* American Dairy Assn.  
 (Dairy) Chicago; Fenn Bros. (Candy) Sioux  
 Falls, S. Dak.; Gold Seal Co. (Glass Wax,  
 Snowy Bleach) Bismarck, N. Dak.; Theo  
 Hamm Brewing Co. (Beer) St. Paul, Minn.;  
 Kemps Ice Cream Co., Minneapolis; The  
 Kroger Co. (Grocery) Cincinnati, O.; Malt-  
 O-Meal Co. (Hot Wheat Cereal) Minneap-  
 olis, Minn.; Mishawaka Rubber & Woolen  
 Mfg. Co. (Tennis Shoes) Mishawaka, Ind.;  
 John Morrell & Co., Red Heart Div. (Dog  
 Food) Chicago; Nash Coffee Co., St. Paul,  
 Minn.; Nash-Finch Co. (Grocery Products)  
 St. Paul, Minn.; Northern States Power (Elec-  
 tric Power), Minneapolis; Food Sales, Inc.  
 (Combo Popcorn) Minneapolis; Northwest  
 Bancorporation (Banking Service) Minne-  
 apolis; Tecnique (Hair Rinse) Minneap-  
 olis; Top Value Enterprises (Trading Stamps),  
 Dayton, Ohio; Iowa-Des Moines National  
 Bank; Larsen Co. (Canned Vegetables),  
 Green Bay, Wis.; Northwest Orient Airlines  
 (Passenger, Cargo) St. Paul, Minn.; Pills-  
 bury Co. (Flour, Refrigerated Products, Bak-  
 ery Mixes, Ballard Products, Feeds) Minne-  
 apolis, Minn.

*Estimated Radio Billings:* \$4,000,000.  
*Estimated TV Billings:* \$10,500,000.

### THE CAPLES COMPANY

216 E. Ontario St., Chicago 11, Ill.  
 Phone: SUperior 7-6016  
 ANPA-APA-NBP-NOAB

President.....R. N. Hartsing  
 Sr. V. P.....J. E. Erickson  
 Exec. V. P.....D. Powers, M. Martin  
 V. P., Sec. & Treas.....R. N. Hartsing, Jr.  
 Media Dir.....H. M. Taylor  
 Time Buyer.....M. Convery  
 Art Dir.....W. A. Aldrin  
 Prod. Mgr.....O. Gorrill  
 Acct. Execs.....J. E. Erickson,  
 R. A. Hansen, R. N. Hartsing, Jr., J. P.  
 Hotchkiss, E. J. Lewinski, M. T. Martin,  
 D. J. Powers

#### Branch Offices

10 E. 40th St., New York City  
 Phone: MUrray Hill 4-6800  
 V.P. in Chg.....Hudson F. Meyer  
 1504 Dodge St., Omaha 2, Neb.  
 Phone: JAckson 7795  
 V.P. in Chg.....L. M. Branch  
 301 S. Kingsley Dr., Los Angeles 5, Cal.  
 Phone: DUmkirk 7-4255  
 V.P. in Chg.....M. E. Welborn  
 519 S. 3rd Ave., Portland 4, Ore.  
 Phone: CApital 6-2981  
 V.P. in Chg.....Robert J. Livingston

## ADVERTISING AGENCIES

### CASMIER ADVERTISING CO., INC.

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

Phone: MURray Hill 2-2014

ABP—APA

Pres., Treas.....Marvin Casmir  
Copy Ch., Radio Dir.....Nancy B. Wooten  
Art Dir.....William E. Burgess  
*Radio Accounts:* New York Allerton Corp.,  
(Midston House, Allerton House) New  
York

*TV Accounts:* D'amico Fifth Ave., (Beauty  
Consultant)

### CAYTON, INC.

9 East 40th St., New York 16, N. Y.

Phone: LEXington 2-1711

ABP—ANPA—APA—NBP

President.....William D'Arcy Cayton  
Secretary.....D. R. Roberts  
Art Director.....Bob Lee  
Media Dir.....Hy Crandall  
Time Buyer.....Sally Luchs  
Creative Director.....Fred Ladd  
Merchandising Director.....Pat Croft  
Media Director.....G. Lustig  
Space Buyer.....Lee Dalia  
Publicity Director.....Michael L. Cook  
Research Director.....M. Brian  
*Radio Accounts:* Charles Antell, Inc.  
(Men's hair products) Baltimore, Md.

*TV Accounts:* Aldon Industries, Inc. (Skill  
Games, Plastic Toys) Rego Park, N. Y.; Mor-  
ris Plastics Corp. (Toys), N. Y. C.; Nat'l.  
Games, Inc., Springfield, Mass.; Earl Ran-  
dolph Corp. (Children's Furniture) New  
Bedford, Mass.; Harwyn Pub. Corp. (Picture  
Encyclopedia), N. Y. C.; J. A. Gray Co. (Toy  
Trains) N. Y. C.

### NELSON CHESMAN ADVERTISING

240 East 11th Street, Chattanooga 1, Tenn.

Phone: AM 6-4942

ABP—SNPA—ABP

Pres., Media Dir.....Richard H. Leiper  
Secy.-Treas.....John Goss  
Time Buyer.....Vann Campbell

*Radio & TV Accounts:* Fleetwood Coffee  
Co.; Adcox-Kirby Pontiac; Ray Moss Farms;  
W. M. Cline Co.

### JAMES THOMAS CHIRURG CO.

414 Park Square Bldg., Boston 16, Mass.

Phone: HANcock 6-7310

APA—SNPA—NOAB—BPA

Chairman.....James T. Chirurg  
Treasurer.....Gilbert French  
General Manager.....Scott Costello  
Research Dir.....Prescott Winkley  
Mgr. Plans Service Dept.....R. Gaeta  
V.P., Mktg. Dir.....Howard G. Sawyer  
Media Dir.....Jackson L. Parker  
Copy Chief.....John Nazzaro  
Radio-TV Dir.....E. T. Sullivan  
Production Director.....R. D. Sisson

#### Branch Offices

1612 Chanin Bldg., New York 17, N. Y.

Phone: MU 7-5040

President.....W. L. Shepardson

V. P., Gen. Mgr.....D. W. Jackson  
*Radio Accounts:* Martin L. Hall Co. (Cof-  
fee, Tea) Boston; Waitt & Bond, Inc. (Ci-  
gars: Yankee, Blackstone, Haddon Hall) New  
York; Boston Herald Traveler.

*TV Accounts:* Martin L. Hall Co. (Coffee,  
Tea); Herald Traveler; Vogue Dolls (Ginny  
Dolls) all of Boston; Waitt & Bond, Inc.  
(Cigars: Blackstone, Yankee, Haddon Hall);  
Binnev & Smith, Inc. (Crayola Crayons),  
both New York.

### CLEMENTS COMPANY, INC.

Horn Bldg., Philadelphia 3, Pa.

Phone: RITtenhouse 6-0236

ANPA

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

### COHEN & ALESHIRE, INC.

41 East 42nd St., N. Y. 17, N. Y.

Phone: OX 7-0660

ABC—ABP—ANPA—NPB—APA

NOAB

Chairman.....Harry B. Cohen  
President.....Edward Aleshire  
Exec. V.P.....Francis X. Brady  
V.P., Sec'y.....Harry B. Cohen, Jr.  
Vice-President.....Edith S. Cohen  
V.P. Chg. Art & Prod.....Oscar Fileppo  
Head Space Buyer.....Jeanette I.e Brecht  
Art Director.....Dave Smiton  
Research Director.....Don Johnstone  
TV-Radio Production.....Robert Wahl  
Head Time Buyer.....Beth Black  
Time Buyer.....Emanuel Klein

*Radio-TV Accounts:* Grove Laboratories,  
Inc. (Pazo, 4-Way Cold Tablets & Liquid;  
Fitch Dandruff Remover Shampoo & Ideal  
Hair Tonic) St. Louis, Mo.; Pharma-Craft  
Co. (Ting) Cranbury, N. J.; Lydia E. Pink-  
ham Med. Co. (Tablets & Veg. Compound)  
Lynn, Mass.; Chattanooga Medicine Co.  
(Black Draught & Syrup & Coated Tablets)  
Chattanooga, Tenn.; Carter Products, Inc.  
(Frenchette, Italianette—Mayonette Dyrid)  
N.Y.C.; Dormin, Inc. (Dormin) N.Y.C.; Kiwi  
Polish Co., Pty. Ltd. (Kiwi) Pottstown, Pa.;  
Paradorm, Inc. (Paradorm) N.Y.C.; Low  
Calorie Candy Co. (Magic Mints) Yonkers,  
N. Y.

*Estimated Radio-TV Billings:* \$7,000,000.

### COHON, HERBERT W., CO.

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

Phone: OXFord 7-9277

APA—ABP

Pres., Media Dir.....Herbert W. Cohon  
V.P., Art Dir.....Irving M. Cohon  
Acct. Execs.....H. W. Cohon, I. M. Cohon  
Space Buyer.....Sylvia Zambrowsky

### COMPTON ADVERTISING, INC.

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

## ADVERTISING AGENCIES

Phone: PLaza 4-1100  
 AAAA—ABC—ANPA—APA—NBP  
 NOAB—ABP

Bd. Chrmn., Dir. . . . . Robert D. Holbrook  
 President, Director . . . . Barton A. Cummings  
 Exec. V.P., Dir. & Creative Dir. . . . .  
 Alfred Seaman, Jr.

Exec. V. Pres., Dir. . . . . C. James Fleming, Jr.  
 Sec., Asst. Treas. . . . . Charles J. Gizerian  
 V.P., Research Dir. . . . . Edward Battey  
 V.P., TV Commercials . . . . . Frank Brendt  
 Head Time Buyer . . . . . Bertrand Mulligan  
 Radio-TV Traffic Mgr. . . . . Maria Sutherland  
 Vice Pres., Dir. . . . . Henry R. Bankart,  
 Allen F. Flouton, William J. Heggen, Jack  
 P. Rees, Olin A. Saunders

V.P., Treas., Asst. Secy., Dir. . . . . Henry Haines  
 V.P. & Dir. Radio-TV

Programming . . . . . Lewis H. Titterton  
 V.P. Chg. TV Comm'l. . . . . G. W. Schloat, Jr.  
 V.P. & Dir. of Media . . . . . Frank B. Kemp  
 Vice President . . . . . Carvel Nelson  
 Publicity Dir. . . . . Elle Kofler

### Branch Offices

141 West Jackson Blvd., Chicago 4, Ill.

Phone: HArrison 7-6935

V.P., Chg. Midwest Oper. . . . . E. Dean Landis  
 V.P., Manager . . . . . L. O. Holmberg  
 744 N. Fourth St., Milwaukee 3, Wisc.

Phone: BRoadway 1-9475

V.P. & Manager . . . . . R. F. Gomber  
 6505 Wilshire Blvd., Los Angeles 48, Calif.

Phone: OLive 3-0100

V.P. . . . . Waldo H. Hunt  
 V.P., Radio & TV . . . . . Alvin Kabaker  
 V.P. . . . . Edward E. Keeler

703 Market St., San Francisco, Calif.

Phone: GARfield 1-4854

V.P., W. Coast Oper. . . . . T. Santacoe  
 V.P., Manager . . . . . Richard E. Goebel  
 1604 S.W. 10th Ave., Portland, Ore.

Phone: CApitol 2-1821

Manager . . . . . Carvel Nelson

**Radio & TV Accounts:** The Allis-Chalmers  
 Mfg. Co.; American Can Co.; The Goodyear  
 Tire & Rubber Tire Co.; New York Life  
 Insurance Co.; Phelps-Dodge, Copper Prods.  
 Corp.; The Procter & Gamble Co.; Kelly-  
 Springfield Tire Co.; The Socony Mobil Oil  
 Co.; Standard Brands, Inc. (Chase & San-  
 born Coffee, Instant Chase & Sanborn  
 Coffee).

### COMSTOCK & COMPANY

651 Delaware Avenue, Buffalo 2, N. Y.

Phone: LIncoln 6187

ABP—ANPA—APA—NOAB—NBP—SNPA  
 Partners . . . . . Henry W. Comstock,  
 H. Earl Close, Frank J. Hess

V.P., Mktg., Dir.,

Acct. Supvr. . . . . T. Sloane Palmer  
 Media, Research Dir. . . . . Herbert Moore  
 Art Dir. . . . . William B. Cormier,  
 Prod. Mgrs. . . . . A. H. Briggs,  
 Grant F. Hess, Otello A. Manna.

Exec. Dir. Radio-TV . . . . . Everett L. Thompson  
 Creative Dir.

TV-Radio . . . . . Howard C. Schellenberg

Creative Writers TV-Radio . . . . . Duane M.

Palmer, Payne Williams

TV Art Directors . . . . . Joseph Petrino  
 TV Producer . . . . . Stuart F. Levin  
 Asst. TV Producer . . . . . Harvey F. Jeacock

**Radio Accounts:** Manufacturers and Traders  
 Trust Co. (Banking Services); Sterling  
 Amherst Farms Dairy, Inc. (Milk); Adam,  
 Meldrum & Anderson Co. (Dept. Store);  
 Buffalo Optical Co. (Prescription Opticians);  
 Cling-Surface Co. (Sta-Put Rug Spray);  
 Leous Furriers; Pritchard Pharmacy, all of  
 Buffalo; Fred Koch Brewery (Koch's Beer &  
 Ale) Dunkirk, N. Y.

**TV Accounts:** Frontier Oil Refining Co.  
 (Gasoline; Motor, Fuel & Range Oil) Buffa-  
 lo, N. Y.; Hospital Service Corp. of Western  
 N. Y. (Blue Cross, Blue Shield); Manufac-  
 turers & Traders Trust Co., American Stores  
 Co. (Nu-Way Supermkt.) Syracuse; Nation-  
 wide Insurance Co. (All Forms); Nu-Way  
 Supermkt., Inc.; 7-Up Bottling Co.; Pepsi-  
 Cola Bottling Co., Elmira, Buffalo, Syracuse,  
 Tonawanda, N. Y.; O'Keefe Brewing Co.  
 (Beer, Ale) Toronto.

### ROBERT CONAHAY, INC.

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

Phone: MUrray Hill 2-5645

ABP—ANPA—NBP

President . . . . . Robert S. Conahay

Secretary . . . . . Robert Conahay III

V.P. & Copy Chief . . . . . Frank Denman

V.P. Market Research. Benjamin B. Mitchell

Production Mgr. . . . . John S. Wassmer

Media Dir., Space &

Time Buver . . . . . Marie Hughes

Vice President . . . . . Joseph F. Beck

Art Director . . . . . Achille Pelizzari

**Radio Accounts:** Chesapeake & Ohio Rail-  
 road, Cleveland, Ohio; Colonia, Inc. 4711  
 (Cologne), both New York, N. Y.

### THE CONDON COMPANY

Perkins Bldg., 14th & A Sts., Tacoma 2, Wash.

Phone: MARKET 7-8155

ABP—ANPA—APA—AAAA—NOAB

NBP

Partners . . . . . Roscoe A. Smith,

Victor Kaufman, Harold C. Dixon

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.; KTNT-TV, Tacoma, Wash.; Northwest

Syndicate; Pacific First Federal Savings &

Loan Assn.; Puget Sound National Bank;

St. Paul & Tacoma Lmbr. Co.; United Pacific

Insurance Co.; Ward Smith, Inc.

### THOMAS F. CONROY, INC.

1101 Majestic Bldg., San Antonio 5, Texas

Phone: CA 7-3456

AAAA—ABP—ANPA—NPA—NBP—SNPA

President . . . . . Thomas F. Conroy

Vice Pres. . . . . Mrs. Thomas F. Conroy

# ADVERTISING AGENCIES

V.P., Copy Chief.....Bill Holchak  
 Art., Prod. Mgr.....Paul Van Tuyl  
*Radio Accounts:* The Quaker Oats Co.,  
 Chicago, Ill.; Studer's Inc. (Photography),  
 San Antonio.

*TV Accounts:* La Vue Cosmetics, San Antonio;  
 Studer's Inc. (Photography), all San Antonio.

## CO-ORDINATED MARKETING AGENCY, INC.

16 W. 46th St., New York 36, N. Y.  
 Phone: JUdson 2-2100  
 ABP

President.....Lester L. Wolff  
 Exec. V.P., Prod., Time Byr.....Irving Herz  
 V.P.'s.....Louis DeNunzio, Arthur A. Peltz,  
 Morris M. Winer  
 Secretary.....Philip F. Schneider  
 Director.....Frederick Roselius  
 TV Producer.....Lester L. Wolff  
 Radio-TV Dir., Prod.....Arthur A. Peltz  
 Asst. Prods.....Barbara R. Marks,  
 George Mendoza

*Radio Accounts:* N. Dorman & Co. (Packaged Cheeses), New York; I. Rokeach & Sons, Inc. (Kosher Foods), New York City; Sunrise Supermarkets Corp., Hicksville, N. Y.; Associated Food Stores (Supermkt. Co-op.) Jamaica, N. Y.; Pioneer Food Stores (Supermkt. Co-op.) N. Y. C.; Daitech Crystal Dairies (Supermkt. Chain) Bronx, N. Y.; Affiliated Food Stores (Supermkt. Group) Metropolitan, N. Y.; Dilbert Quality Stores (Supermkt. Chain) Brooklyn, N. Y.; A. Goodman & Sons (Matzos, Baked Goods) Long Island City, N. Y.

*TV Accounts:* General Baking Co., New York; Roselux Chemical Co. (Liquid Starch, Bleach) Brooklyn; N. Dorman & Co. (Packaged Cheeses) New York; Associated Food Stores (Supermkt. Co-op.) Jamaica, N. Y.; White Rock Corp. (Soft Drinks) Brooklyn, N. Y.; Affiliated Food Stores (Supermkt. Chains) Metropolitan N. Y.; Seabrook Farms Co. (Frozen Foods) Seabrook, N. J.; Brooklyn Cheese Co. (Bread Crumb Mix) Brooklyn, N. Y.; Acqua Lina Mfg. Co. (Liquid Detergent) Brooklyn, N. Y.

## COX & TANZ ADVERTISING

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

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

*Radio Accounts:* ABC Chicks, Lancaster, Pa.; Jim Brady Shoes, Philadelphia; Badder & Snoko (Shoes); Philadelphia; M & M Auto Seat Cover Co., Philadelphia; Minit Man Car Wash Co., Philadelphia; Manchester Laundry, Philadelphia; Sunset Beach (Amusement Park) Almonesson, N. J.; Mort Co. (Hardware, Philadelphia; Tappins (Jewelry) Newark, N. J.; Van Sciver Co. (Furniture) Philadelphia; Xcel Products Co.

(Metal Storm Sash, Metal Awnings) Philadelphia; Crowl Chemical Co. (Cough Remedy), Shamokin, Pa.; Franklin Research Co. (Floor Wax), 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.; Xcel Products Co., Philadelphia; Crowl Chemical Co. (Cough Remedy), Shamokin, Pa.

*Estimated Radio & TV Billings:* \$350,000.

## JOHN GILBERT CRAIG ADV., INC.

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

President.....J. Gorman Walsh  
 Sec.-Treas.....Kathleen A. Walsh  
 Vice Pres.....Ruth Craig  
*Account Executives:* J. Gorman Walsh,  
 Kathleen A. Walsh, William H. Gordy,  
 Production Manager.....William H. Gordy  
 Media Buyer.....Ralph R. Swann

*Radio Accounts:* Joseph Bancroft & Sons Co. (Textile Finishing) Delaware Power & Light Co., Wilmington, Del.; Diamond Ice & Coal Co. (Fuels, Home Products); Group Hospital Service, Inc. (Blue Cross) Wilmington, Del.

## THE CRAMER-KRASSETT CO.

733 North Van Buren St., Milwaukee 2, Wis.  
 Phone: BRoadway 6-3500  
 ABP—ANPA—APA—NBP—ABC  
 AAAA—NOAB

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

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

Dir. of Research.....H. V. Swenson  
 Production Manager.....H. J. Fink  
 Art Director.....A. H. Bierman

*Radio-TV Accounts:* Blue Cross-Blue Shield, for State of Wisconsin; First Federal Savings & Loan Assn. of Wisc.; First Wisconsin Nat'l Bank of Milwaukee, all Milwaukee; Milw. Gas Light Co.; Evinrude Motors (Outboard Motors); Wisconsin Telephone Co., all Milwaukee; A. O. Smith Corp. (Permalgas Water Heaters), Kankakee, Ill.

## CUNNINGHAM & WALSH, INC.

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

AAAA—ANPA—ABP—APA—NBP—NOAB  
 President.....Robert R. Newell  
 Exec. V.P.....William M. Mulvey

## ADVERTISING AGENCIES

Senior V.P.'s.....George S. Fowler,  
Herbert S. Fox, Carl R. Giegerich, Conklin  
Mann, Newman F. McEvoy, William  
Revdel, Herbert Thwaite, Fred H. Wolsh,  
John S. Williams.

Sr. V.P., Secy.....Edward G. Comstock  
Sr. V.P., Treas.....George A. Moran  
V.P., Radio-TV.....Edward H. Mahoney  
V.P., Crea. Grp. Head.....Joe McDonough  
V.P., Dir. Comm. Prod.....William LaCava  
V.P., Dir. Programming.....Jerome Feniger  
V.P., Mktg. Dir.....Stanley T. Peterson  
Business Manager.....Edward F. Moore

### Branch Offices

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

Exec. V.P.....Ivan Hill  
Sr. V.P.....L. W. Scott  
8721 Sunset Blvd., Hollywood 46, Calif.  
Phone: OLYmpia 2-5690

Manager.....William Peterson  
2301 W. Third St., Los Angeles 57, Calif.  
Phone: DUNkirk 8-2111

Exec. V.P.....Henry Mayers  
Sr. V.P.....Sherman Slade  
1660 Bush St., San Francisco 9, Calif.  
Phone: PRospect 6-2600

Exec. V.P.....Franklin C. Wheeler  
Sr. V.P., Gen. Mgr.....Jerome J. Cowen  
Sr. V.P.....Robert Brisacher  
2216 Penobscot Bldg., Detroit 26, Mich.  
Phone: WO 3-6580

V.P. in Chg.....Bob Powell  
Radio-TV Buyer.....Marian B. Athay  
706 Melrose Bldg., Houston 2, Tex.  
Phone: CApital 8-6143

Manager.....Thos. E. Graham

**Radio Accounts:** Advisory Board for Pro-  
motion of Fresh California Bartlett Pears;  
American Cyanamid Co. (Farm & Home  
Div.); Decca Records, Inc. (Phonograph Rec-  
ords); Beatrice Foods Co.; Jaguar Cars, Inc.  
(Motor Cars); Chase Manhattan Bank; Col-  
gate Palmolive Co. (Brisk, Super Suds); Con-  
tadina Foods (Tomato Paste & Whole Peeled  
Tomatoes); Crown Zellerbach (Zee Paper  
Products); Wheeling Stl. Corp.; J. A. Folger  
& Co. (Coffee); Chase Brass & Copper Co.,  
Inc. (Fabricators: Copper, Brass) George W.  
Helme Co. (Snuff); Italian Line (Travel);  
Andrew Jergens Co. (Jergens & Woodbury  
Products); Kitchens of Sara Lee, Inc. (Baked  
Goods); Mosler Safe Co. (Safes, Safe Deposit  
Boxes); Narragansett Brewing Co.; New  
York News; Sunshine Biscuits, Inc.; The  
Texas Company; Universal Pictures Co.,  
Inc.; Wheatena Corp.; Geo. W. Helme Co.  
(Viking Snuff); Pharma-Craft Corp. (Pro-  
Goods); Mosler Safe Co. (Safes, Safe Deposit  
prietary Drugs); Thos. Cook & Son, Inc.  
(Travel Service); Conn. Gen. Life Ins. Co.  
(Life, Accident, Health, Group Insurance).

**TV Accounts:** American Cyanamid Co.  
(Farm & Home Div.); American Telephone  
& Telegraph (Yellow Pages); Beatrice Foods  
Co.; Chase Brass & Copper Company, Incor-  
porated (Fabricators: Copper, Brass);  
Brooklyn-Union Gas Co.; Chase Manhattan  
Bank; Colgate-Palmolive (Brisk); Crocker-

Anglo National Bank; American Machine &  
Foundry Company, AMF Pinspotters Div.;  
Eversharp, Inc.; J. A. Folger & Co. (Coffee);  
Connecticut General Life Insurance Company  
(Life Accident, Health, Group Insurance);  
Italian Line (Travel); Andrew Jergens Co.  
(Jergens & Woodbury Products); Kitchens  
of Sara Lee (Baked Goods); Narragansett  
Brewing Co.; New York News; Geo. W.  
Helme Co. (Viking Snuff); Sears, Roebuck  
& Co.; Smith Corona (Typewriters, Adding  
Machines); E. R. Squibb & Sons; Sunshine  
Biscuits, Inc.; The Texas Company; Univer-  
sal Pictures Co., Inc.; Wheatena Corp.; Wal-  
ter Kidde & Co., Inc. (Fire Extinguishers);  
Mosler Safe Co.; Pharma-Craft Corp. (Pro-  
prietary Drugs); Stephan Distributing Corp.  
(Hair Lotion); Wheeling Steel Corp.; West-  
ern Electric Co. (Bell Phone Equipment).

*Estimated Radio Billings:* \$1,500,000.

*Estimated TV Billings:* \$17,000,000.

### CURTIS ADVERTISING COMPANY

1 Park Ave., New York, N. Y.  
Phone: LE 2-2015  
ABP-APA

President.....Lawrence R. Curtis  
Vice-President.....S. R. Coombs  
Secy.-Treas.....Rose Berg  
Art Director.....Joseph Curtin  
Prod. Mgr., Space Buyer.....A. Balstra  
Publicity Director.....I. Nichols  
Radio-TV Dir.....L. R. Curtis  
Copy Dir.....K. Groesbeck

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

### DANCER-FITZGERALD-SAMPLE, INC.

347 Madison Ave., New York 17, N. Y.  
Phone: OREGon 9-0600  
AAAA—ANPA—ABC—AFA

President.....Clifford L. Fitzgerald  
Exec. V.P.....Chester T. Birch  
V.P., Sec'y.....Fred T. Leighty  
V.P., Treas.....W. F. Maughan  
V.P., Radio-TV Dir.....J. J. Neale  
V.P., Prog. Dir.....David O. Nyren  
V.P., Radio-TV Comm.

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

### Branch Offices

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

Sr. Vice-Pres.....F. Sewall Gardner

## ADVERTISING AGENCIES

1680 N. Vine St., Hollywood 28, Cal.  
 Phone: HOLlywood 2-3256  
 V.P., Gen. Mgr.....Betty O'Hara  
 920 Russ Bldg., San Francisco, Cal.  
 Phone: DO 2-5107  
 V.P., Gen. Mgr.....Lawrence Dunham  
 200 St. Clair Ave. West, Toronto 7, Ontario  
 Phone WALnut 4-8425  
 V.P. & Mgr.....Gilbert Nunns  
 333 W. 1st St., Dayton 2, O.  
 Phone: BALdwin 6-2492  
 Vice President.....Clyde E. Rapp  
*Radio-TV Accounts:* Alliance Mfg. Co.;  
 American Chicle Co., Carey Salt, Falstaff  
 Brewing Corp.; Family Circle; Fritos; Gen.  
 Mills Co.; Sterling Drug, Inc.; Ekco Prod-  
 ucts Co.; Nestle Co.; Best Foods; Peter Paul  
 Co.; Pfaff International Corp.; Wine Grow-  
 ers Guild; Liggett & Myers Co.; The Borden  
 Co.; Frigidaire Div. of GMC; Glenbrook  
 Lab. Div. of Sterling Drug, Inc.; Procter &  
 Gamble Co.; Riverview Park Co.; Siegler  
 Corp.; Stokely-Van Camp of Canada, Ltd.;  
 Swift & Co.; Tri-Valley Packing Assn.; U. S.  
 Army & U.S.A. Reserve; Interstate Bakeries  
 Corp.; McKesson & Robbins, Inc.

### D'ARCY ADVERTISING CO.

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

AFA—AAAA—ABP—ANPA—ABC

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

#### Branch Offices

430 Park Ave., N. Y. 22, N. Y.

Phone: PLaza 8-2600

Chm. of Bd.....Robt. M. Ganger  
 Vice-President.....F. S. Ott

Terminal Tower Bldg., Cleveland 13, O.

Phone: TOWer 1-3911

Vice-President.....Stanley P. Seward

75 Bloor St. W., Toronto, Ontario, Can.

Phone: WALnut 1-3135

Vice-President.....G. P. Altenbernd

75 Eighth St. N.E., Atlanta 9, Ga.

Phone: TRinity 2-8815

Vice-President.....M. L. Boyd, Jr.

3540 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUNkirk 5-3171

Vice President.....Vern Eastman

Prudential Plaza, Chicago, Ill.

Phone: MICHigan 2-5332

Vice President.....W. C. Edwards

Mgr., Radio-TV Dept....Peter A. Cavallo, Jr.

Texas Nat'l Bank Bldg., Houston 2, Texas

Phone: CAPItol 4-9751

Vice-President.....J. Bob Wilson

*Radio Accounts:* Laclede Gas Co., St. Louis,  
 Mo.; General Tire & Rubber Co., Akron,  
 Ohio; Anheuser-Busch, Inc., St. Louis, Mo.;  
 Gerber Products Co., Fremont, Mich.;  
 Friedman-Shelby Div., Int'l Shoe Co., St.

Louis, Mo.; Standard Oil Co. (Indiana),  
 Chicago; Lance, Inc., Charlotte, N. C.;  
 Houston Lighting & Power Co., Houston,  
 Texas; Reardon Paint Co., St. Louis, Mo.;  
 Patterson Sargent Paint Co., Cleveland, Ohio;  
 Banquet Canning Co., St. Louis, Mo.; Brooks  
 Foods, Inc., St. Louis, Mo.; Consolidated  
 Foods Corp., Chicago; Doyle Packing Co.,  
 (Strongheart Dog Food) Chicago; Fedders-  
 Quigan Corp. (Air Conditioners) N. Y. C.;  
 Krey Packing Co. (Meat Products) St. Louis;  
 Missouri Pacific RR; Reddi-Wip, Inc. (Top-  
 pings) Los Angeles; St. Louis Globe-Demo-  
 crat Publishing Co., St. Louis; Colgate-Pal-  
 molive, N. Y.; Studebaker, N. Y.; Dixie  
 Products, Atlanta; Nehi Corp., Atlanta.

*TV Accounts:* Laclede Gas Co., St. Louis,  
 Mo.; General Tire & Rubber Co., Akron,  
 Ohio; Anheuser-Busch, Inc., St. Louis, Mo.;  
 Gerber Products Co., Fremont, Mich.; Stan-  
 dard Oil Co. (Indiana), Chicago; Houston  
 Lighting & Power Co., Houston, Tex.; Rear-  
 don Paint Co., St. Louis, Mo.; Friedman-  
 Shelby Div., Int'l Shoe Co., St. Louis, Mo.;  
 Patterson-Sargent Paint Co.; Banquet Can-  
 ning Co.; Brooks Foods, Inc.; Consolidated  
 Foods Corp.; Doyle Packing Co.; Fedders-  
 Quigan Corp.; Krey Packing Co.; Reddi-  
 Wip, Inc.; Parti Day, Inc., Los Angeles; Col-  
 gate-Palmolive; Studebaker; Nehi Corp.

*Estimated Radio Billings:* \$2,500,000.

*Estimated TV Billings:* \$13,100,000.

### DAVIS-HARRISON-SIMMONDS

6600 Lexington Ave., Hollywood 38, Calif.

Phone: HOLlywood 3-6903

President.....Don L. Davis  
 V.P.'s.....Mardon S. Davis,

Ralph A. Vaughn

Radio-TV Dir. Dawnelle M. Davis

*Accounts:* National Bargain Buyers Club  
 of America, Inc., Los Angeles, Calif.; Radio  
 Merchandisers, Ltd., Hollywood, Calif.; Toy  
 of the Month Club, Los Angeles, Calif.

### THE IRVING DAVIS ADV. AGENCY

151 West 51st St., New York 19, N. Y.

Phone: CIRCLE 7-1870

APA—ABP

Owner.....Irving Davis

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

30 E. 60th St., New York 22, N. Y.

Phone: PLaza 3-1788

ABP—ANPA

President.....Herschel Z. Deutsch  
 Secty.....M. A. Deutsch  
 Treas.....Robert Stone  
 Merchandising Director.....Ed. R. Rader  
 Media Director.....Madeleine Allison  
 Time Buyer.....Dorothy Glasser

*Radio Accounts:* E. T. Browne Drug Co.  
 (Palmer's "Skin-Success"), New York; M. J.  
 Breitenbach Co. (Pepto-Mangan), New  
 York; Lander Co. (Dixie Peach Hair Pom-  
 ade, Deodorant), New York; Household

Products, Inc. (Sulfur-8, Gloss 8), Stamford, Conn.; Associated Sepian Prods. (Toiletries Cosmetics, etc.), New York, N. Y.; Kilmer & Co., Inc. (Staze & Swamproot), Stamford, Conn.

TV Accounts: Associated Sepian Products (Toiletries, Cosmetics), New York, N. Y.

**DEUTSCH & SHEA, INC.**

230 West 41st St., New York 18, N. Y.

Phone: LOngacre 4-5900

ABP—AAAA—ANPA

Radio ..... James Crawford

TV ..... Robert Unger

**DITTMAN & KANE, INC.**

225 S. 15th St., Philadelphia 2, Pa.

Phone: PE 5-1546

ANPA

Chairman..... H. M. Dittman

Pres., Treas., Radio-TV Dir.... J. Jessie Kane

V.P., Acct. Exec..... Paul Kane

Sec'y., Copy Chief..... E. Horwitz

Art Dir..... Samuel Irving

Publicity Dir..... Phoebe Seigle

**DOE-ANDERSON ADV. AGENCY**

315 Commonwealth Bldg., Louisville 2, Ky.

Phone: JUniper 5-3193

ANPA—ABP

Acct. Execs..... Warwick Anderson,

D. Larry Barker, Richard R. Mau, Louis E.

Schneider

Media Buyer..... Miss G. P. Wagner

Production Manager..... J. B. Peterkin

Art Director..... Joseph V. Rigby

Radio Accounts: Federal Chemical Co.

(Fertilizer); Commonwealth Life Ins. Co.;

First National Bank (also TV); Brown Hotel

Co., all Louisville, Ky.

Estimated Radio & TV Billings: \$54,400.

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

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

Phone: YUkon 6-6500

AAAA—ABC—ABP—ANPA—APA—NOAB

Chr. of the Bd..... Donald K. Clifford

Pres., Secy..... William E. Steers

Treasurer..... Nelson O. Argueso

Asst. Secy..... Marie L. Brennan

Vice Presidents..... Francis J. Doherty,

Joel F. Jacobs, Harry M. Ireland, William

E. Holden, Robert Hayes, John H. Owen,

James R. Frankenherry, Robert M. Curtis,

Martin Oeschner.

V.P., Creative Dir..... James F. Egan

V.P., Art Dir..... Robert E. Shaw

V.P., Publicity Dir..... Richard Fehr

V.P., Dir. of Research.. Lawrence J. Hubbard

V.P., Media Dir..... Donald H. Quinn

V.P., Dir. Radio-TV Programming,

Production ..... Hal James

V.P., Dir. Radio-TV

Commercials ..... Harry Bressler

V.P., Copy Superv..... Howard S. Foley

V.P., Production Mgr.... William Stollowitz

V.P.s..... John Rockwell, Phillip Brooks

V.P., Radio-TV Time

Buyer ..... Robert Widholm

Buyers... Robert Widholm, Samuel B. Vitt  
Radio Accounts: Bristol-Myers Co. (Ipana, Vitalis, Mum, Mum Mist, Theradan, Minit Rub), New York, N. Y.; The Borden Co. (Borden's Instant Coffee), New York, N. Y.; Pharmaco, Inc. (Feen-a-Mint, Chooz, Medigum, Regutol), Kenilworth, N. J.; Pioneer Ice Cream Div. of the Borden Co. (Ricciardi, Reid's, Horton's, Borden's Ice Cream); Fulham Bros. (4 Fishermen Frozen Fish Prods.)

TV Accounts: Bristol-Myers Co. (Ipana, Vitalis, Mum, Mum Mist, Ammens, Theradan, Minit Rub), New York, N. Y.; The Borden Co. (Borden's Instant Coffee), New York, N. Y.; Pharmaco, Inc. (Medigum, Regutol, Feen-A-Mint, Chooz), Kenilworth, N. J.; Pioneer Ice Cream Div. of the Borden Co. (Ricciardi, Horton, Reid and Borden Ice Cream), New York, N. Y.; Fulham Bros. (4 Fishermen Frozen Fish Prods.)

Estimated Radio Billings: \$3,460,000

Estimated TV Billings: \$8,000,000.

**RALPH L. DOMBROWER CO., INC.**

11 E. Franklin St., Richmond 19, Va.

Phone: MILton 3-1113

Pres.-Treas..... Ralph L. Dombrower, Sr.

V.P., Time Buyer.. Ralph L. Dombrower, Jr.

Sec'y..... Malcolm B. Dombrower

Art Director..... Hobart Britton

Radio, TV Dir., Talent

Buyer..... T. Michaux Moody

Media Dir..... Janet Hanson

*Branch Office*

Woodward Bldg., 15th & H Sts., N.W.,

Washington, D. C.

Phone: REpublic 7-1420

Manager ..... Philip Rosenfeld

Radio Accounts: Etchison Hat Co., Inc.,

Chesterfield Hat Corp.

**DONAHUE & COE, INC.**

1270 Ave. of Amer., New York 20, N. Y.

Phone: COlumbus 5-2772

President..... E. J. Churchill

V.P., Chrmn. Plans Bd..... Wm. Schneider

Exec. V.P..... Walter Weir

V.P., Secy..... O. A. Kingsbury

Vice Pres..... Lewis F. Owen

V.P. Dir. Radio-TV..... Carl Rigrod

Media Dir..... Daniel M. Gordon

TV-Radio Dept. Bus. Mgr..... Evelyn Jones

*Branch Offices*

258 Hurt Bldg., Atlanta 3, Ga.

Phone: MUrray Hill 8-5662

Vice-President..... H. L. Morrill

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

Phone: WH 3-2133

President..... Arthur Grossman

3243 Wilshire Blvd., Los Angeles, Calif.

Phone: DUmkirk 1-2221

Exec. V.P., Gen. Mgr..... Richard C. Moses

10 St. Catherine St., Montreal 2, Que.

Phone: UN 6-8851

Managing Dir..... Wilfred J. LaVigne

Radio Accounts: N. Y. Herald-Tribune;

Burlington Mills, Inc. (Bur-Mil Cameo Ho-

siery); N. Y. World-Telegram & Sun; River

## ADVERTISING AGENCIES

Brand Rice Mills, Inc.; E. T. Babbitt, Inc.; MGM Pictures), all New York; Scholl Mfg. Co. (Foot Comfort Remedies), Chicago, Ill.; Chemway Corp. (Lady Esther), Mountain View, N. J.

*TV Accounts:* Burlington Mills, Inc. (Burmil Cameo Hosiery); N. Y. Herald-Tribune, both New York; Scripto, Inc. (Pens & Pencils), Atlanta, Ga.; Corn Products Refining Co. (Bosco); E. F. Drew & Co., Inc. (Tri-Nut Margarine), both New York; Chemway Corp. (Lady Esther), Mountain View, N. J.; Norge Corp. (Auto. Washers & Dryers), Chicago, Ill.; National Presto Ind., Inc. (Electric Housewares), Eau Claire, Wis.

*Estimated Radio Billings:* \$3,500,000.

*Estimated TV Billings:* \$3,600,000.

### DONALL & HARMAN INC.

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

Phone: ELdorado 5-7270

Pres., Radio-TV Dept. Hd....Elihu E. Harris  
Treasurer.....Leonard I. Kornblum  
Art Director.....David Meranus  
Copy Dept. Mgr.....Elise Alberts  
Media Director.....Florence Schwartz  
Sales Prom. Coordinator..Madeleine Migden  
Prod. & Traffic.....Matthew Siegel  
*TV Account:* Independent Television Corp. (TV Films), N. Y. C.

### W. B. DONER & COMPANY

505 Washington Blvd. Bldg., Detroit 26, Mich.

Phone: WOODward 5-7400

President.....W. B. Doner  
Exec. Vice-Pres.....Charles F. Rosen  
Treasurer.....Julian A. Grace  
Vice-President.....Felix Hower  
Secy., Art Director.....Ben Goldstein  
Prod. Manager.....Heary Brenkus  
Media Director.....Mrs. Ellen K. Dryer  
Time Buyers.....Wilfred B. Doner,  
Charles F. Rosen, Felix Hower, Julian A.  
Grace, Ellen K. Dryer

#### Branch Offices

35 E. Wacker Dr., Chicago, Ill.

Phone: ANdover 3-7800

President.....Marvin H. Frank  
1324 W. Wisconsin, Milwaukee 3, Wis.

Phone: WEst 3-9315

Account Exec.....Gil Breimeister  
2225 N. Charles St., Baltimore 18, Md.

Phone: BElmont 5-1212

Vice Pres.....Herb Fried  
Louis Tower Bldg., Philadelphia 2, Pa.

Phone: PEnypacker 5-6804

Exec. V.P.....Murray Firestone

*Radio Accounts:* Charlie's Olds-Cadillac; Detroit Creamery (Sealtest Milk & Ice Cream); The Detroit News; Federal Dept. Stores; Hygrade Food Products (Meat & Meat Products); Kessler Buick; Jerry McCarthy Chevrolet; Radio Distr. Co. (Norge & Zenith Appliances); Rox Masonry Paint; Manufacturers Nat'l Bank, all Detroit; Chicago Retail Furniture Assn.; Gingiss Bros., Inc. (Formal Wear Rental); Gordon Buick Co.; Kelley Paint Co.; Peter Pan Restaurants; Richards Drive-In Restaurants; Petroleum Heat & Power; Plastone Co. (Turtle

Wax Auto Polish); Holsum Bread, all Chicago, Ill.; Wisconsin Independent Oil Co., Milwaukee, Wis.; Coastal Foods, Phillips Div. (Canned Vegetables & Soups); Family Finance, both Baltimore, Md.; Holsum Products Co. (Food Processor), Ruby Chevrolet, Inc., both Milwaukee, Wis.; Atlantic Brewing Co.; Z. Frank, Inc. (Chevrolet Dealer); Wm. A. Lewis Co. (Women's Clothier); Lincoln Radio & TV, all Chicago, Ill.

*TV Accounts:* Charlie's Olds-Cadillac; Hygrade Food Products; Jerry McCarthy Chevrolet; Radio Distr. Co.; Manufacturers Nat'l Bank, all Detroit; Coastal Foods (Phillips Div.); Family Finance, both Baltimore, Md.; Holsum Products Co.; Ruby Chevrolet, Inc., both Milwaukee, Wis.; Atlantic Brewing Co.; Z. Frank, Inc.; Wm. A. Lewis Co.; Lincoln Radio & TV; Petroleum Heat & Power; Holsum Bread, all Chicago, Ill.; Wisconsin Independent Oil Co., Milwaukee, Wis.

### DONER & PECK, INC.

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

Phone: PLaza 3-0900

AAAA-ABP-ANPA-APA

Chairman of Board.....Harry Peck  
President.....Sidney Garfield  
Ex. V.P.....Sanford Hirschberg  
Secretary.....Marvin Frank  
V.P., TV-Radio.....Sylvan Taplinger  
Time Buyer.....Mary Franklin  
Media Dir.....Frieda Weiss

*Radio Accounts:* Andrea Radio Corp., Long Island City, N. Y.; Bilt-Rite Carriage Co., (Baby Carriages) Brooklyn; Metropolitan Brewery of N. J. (Regent Beer & Champale), Trenton, N. J.; Gordon Baking Co. (Silver-Cup Bread), N. Y.; Casco Products Corp. (Electrical Appliances) Bridgeport, Conn.

*TV Accounts:* U. S. Time Corp. (Timex Watches) New York, N. Y.; Sweet Orr & Co. (Workwear) New York, N. Y.; S. W. Farber, Inc. (Farberware) N. Y.; Manhattan Shirt Co. (Men & Women's Shirts) N. Y.; House of Worsted Tex (Men's Clothes) Philadelphia, Pa.; Browning-King Co. (Men's Clothing, Haberdashery) N. Y.

### DOREMUS & COMPANY

120 Broadway, New York 5, N. Y.

Phone: WOrth 4-0700

ABP-ANPA

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

#### Branch Offices

208 S. LaSalle St., Chicago 4, Ill.

Phone: CEntral 6-9132

V.P. & Res. Mgr.....Chas. C. Greene  
60 Battery March St., Boston 10, Mass.

Phone: HUbbard 2-5665

Vice Pres. in Chge.....W. J. Sheehan  
425 Bush St., San Francisco 9, Cal.

Phone: YUkon 2-4080

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



## ADVERTISING AGENCIES

### DOREMUS-ESHEMAN CO.

1616 Walnut St., Philadelphia 3, Pa.

Phone: KINGSLEY 5-0700

V.P., Gen. Mgr. .... E. Howard York, III

*Radio Accounts:* Chemical Corn Exchange Bank; Franklin Savings Bank; Bank of New York; Kidder Peabody & Co.; Calvin Bullock, Ltd.; Diamond Match Co. (Diamond Charcoal Briquets); Paine Webber, Jackson & Curtis; Shearson Hammill & Co., all New York; Waltham Savings & Loan Assn., Pastene Wine & Spirits Co. (Pastene Wine), Boston, Mass.

*TV Accounts:* Chemical Corn Exchange Bank; Diamond Match Co. (Matches, Diamond Charcoal Briquets); Calvin Bullock, Ltd.; Smith, Kline & French (Institutional); National Assn. of Insurance Agents, all N.Y.

### JOHN C. DOWD, INC.

212 Park Square Bldg., Boston 16, Mass.

Phone: HUBBARD 2-8050

ANPA—NBP

President ..... John C. Dowd  
Exec., Asst. to Pres. .... Linus Travers  
Exec. V.P., Secy. .... Edward D. Parent  
V.P.'s ..... T. Frank Duffy,  
John T. Burke, Will A. Davenport, George E. Murphy

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

Media Dir. .... Wm. Monaghan

*Radio Accounts:* Albany Carpet Co., Allston, Mass.; Boston Edison Co. (Electricity), Boston; Cott Bottling Co. of R. I. (Soft Drinks); First National Stores (Food), Somerville, Mass.; Boston Globe (Newspaper); Cott Bottling Co. (Soft Drinks), Manchester, N. H.; Megowen-Educator Co. (Crackers), Lowell, Mass.; Pepsinic Seltzer, Inc., Worcester, Mass.; Blacksmith Shop Pastries (Bread), Rockport, Mass.; Elec. Light & Power Companies of N. E.; Merchants Acceptance Corp.

*TV Accounts:* Albany Carpet Cleaning Co. (Rugs & Carpets), Allston, Mass.; Cott Bottling Co. of R. I. (Soft Drinks); First National Stores (Food), Somerville, Mass.; Boston Edison Company (Electricity), Boston, Mass.; Boston Globe (Newspaper), Boston, Mass.; Cott Bottling Co. (Soft Drinks), Manchester, N. H.; R. G. Sullivan, Inc. (Cigars), Manchester, N. H.; American Luggage Works, Inc. (Luggage), West Warwick, R. I.; Megowen-Educator Food Co. (Biscuits & Crackers), Lowell, Mass.

### DOWD, REDFIELD & JOHNSTONE, INC.

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

Phone: MURRAY HILL 8-1275

APA—PPA—ABP—ANPA

President ..... John C. Dowd  
Secy., Treas. .... Edward D. Parent  
Controller, V.P. .... John K. Dahme  
V.P., Gen. Mgr. .... Michael A. Raymond  
V.P. .... Milton H. Raymond

Media Dir. .... Harry Torp

Radio-TV Director ..... William Lyons

*Radio and TV Accounts:* Albert Ehlers, Inc. (Coffee), Brooklyn, N. Y.; Cott Beverage Co. (Soft Drinks), New Haven, Conn.; Rapidol Dist. Corp. (Blensol), New York; Grove Laboratories (Citroid Compound), St. Louis, Mo.; David Kahn, Inc. (Wearever Pens & Pencils), N. Bergen, N. J.; Chas. Pfizer & Co. (Candettes, Bonadettes), Brooklyn, N. Y.; Revlon Products, Inc. (Sun Bath); Swance Paper Corp., both New York.

### DOYLE DANE BERNBACH, INC.

20 W. 43rd St., New York 36, N. Y.

Phone: LONGAERE 5-7878

AAAA—ABC—ABP—ANPA—AFA

President ..... William Bernbach  
Exec. Vice Pres. .... Ned Doyle  
V.P., Gen. Mgr. .... Maxwell Dane  
V.P. .... Ted H. Factor  
V.P., Art Director. .... Robert Gage  
V.P.'s ..... Joseph R. Daly,  
Edward Russell

Plans, Director, V.P. .... Marvin Corwin  
Time Buyers ..... Jerry Sachs, Jeane Jaffe  
Media Director ..... Harry Parnas  
Radio-TV Producer ..... Don Trevor  
TV, Radio Business Mgr. .... John Walker

#### *Branch Office*

6399 Wilshire Blvd., Los Angeles 48, Calif.

Phone: OLIVE 3-8080

Vice President ..... T. H. Factor  
Media Dir., Space,

Time Buyer ..... Claire Koren  
Radio-TV Prod. .... Bob Gips

*Radio Accounts:* Chemstrand Corp. (Acrilan & Nylon), New York, N. Y.; Fairmont Foods Co. (Frozen Foods), Omaha, Nebr.; 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.; N. Dorman Co. (Cheese Prod.) N. Y.; Thom McAn (Shoe) N. Y.; Sav-On Drugs, Los Angeles, Calif.; Barton's Candy, both New York; Venus Pen & Pencil Corp., Hoboken, N. J.; Wilshire Oil, Los Angeles; Northam Warren Corp. (Cosmetics) Stamford, Conn.

*TV Accounts:* 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.; Northam Warren Corp. (Cosmetics) Stamford, Conn.; N. Dorman Co. (Cheese Products) N. Y.; Polaroid Corp. (Cameras), Cambridge, Mass.; Revell, Inc. (Hobby Kits), Venice, Calif.; Sav-On-Drugs, Los Angeles, Calif.; Henry S. Levy & Sons (Bread), Brooklyn, N. Y.; Venus Pen & Pencil Corp., Hoboken, N. J.; Wilshire Oil, Los Angeles.

*Estimated Radio Billings:* \$600,000

*Estimated TV Billings:* \$7,100,000

### DURAND ADVERTISING

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

**ADVERTISING AGENCIES** ~~~~~

Phone: LACKAWANNA 4-8770  
 APA

Partner, Art Dir. .... Vincent Russo, Jr.  
 Partner, Copy Chief. .... Louis C. Goldman  
*Accounts:* Circle Jewelry Products Co.;  
 Pickford Mills, Inc., N. Y.; Spec-toy-culars,  
 Inc.; WWRL, Radio Station, Woodside, N.Y.

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

President, Treas. .... Roy S. Durstine  
 Exec. V.P. .... C. W. MacKay  
 Secretary .... Virginia G. Durstine  
 Controller, Asst. Treas. .... May E. Madden  
 Vice-President .... Jack Kaduson  
 Executive Staff. .... Roy S. Durstine, Jr.,  
 E. C. Dolph, Donald McVickar  
 Account Executives. .... E. Bresett,  
 J. Roth, F. Dyson, R. Durstine, Robert  
 Neuser

*Branch Offices*  
 1736 Stockton St., San Francisco, Calif.  
 Phone: EXbrook 7-0456

Vice President. .... Neil Heard  
*TV Accounts:* Wine Advisory Board of  
 California (Calif. Wine Industry) San Fran-  
 cisco; Alemite Co. of Northern California  
 (CD-2 Additive) San Francisco; Interstate  
 Bakeries (Roman Meal Bread) San Francis-  
 co; Parry Laboratories (Myonist) N. Y. C.;  
 Roman Meal Co. (Roman Meal Bread &  
 Cereal) San Francisco; Lady's Choice Foods,  
 Inc., San Francisco.

**EDELSTEIN-NELSON ADV.  
 AGENCY, INC.**  
 203 N. Wabash Ave., Chicago 1, Ill.  
 Phone: DEarborn 2-5976  
 ABP—APA

President .... Edward Edelstein  
 Secretary .... Laura Edelstein  
 Art Dir. .... Raymond Raufeisen  
 Prod. Mgr., Radio. .... Robert Kanne  
 Copy Chief. .... Laura Mantell

**ELLINGTON & CO., INC.**  
 535 Fifth Ave., New York 17, N. Y.  
 Phone: MURray Hill 7-4300  
 ANPA—APA—NOAB—PPA—ABC

Chairman. .... Jesse T. Ellington  
 President. .... Chauncey L. Landon  
 Exec. Vice Pres. .... William A. Bartel  
 Vice Presidents. .... Charles  
 Marshall, Mrs. Van Davis Odell, Hugh  
 Lewis, Howard Rigby, Geraldine Reed  
 Hodgson, Terence McGrath, Joseph Hoch-  
 reiter, James Kelly, Edward Cauley.  
 Treas. & Secy. .... Edward Lloyd  
 V.P., Dir. Radio & TV. .... A. Burke Crotty  
 Assoc. Media Dirs. .... Geo. J. Wallace,  
 Arthur Lime  
 Radio-TV Time Buyer. .... Oan Kane

*Branch Office*  
 20 N. Wacker Dr., Chicago 6, Ill.  
 Phone: FINancial 6-0097

Manager .... John Jordan  
*Radio Accounts:* Celanese Corporation of  
 America (Yarns, Fabrics, Plastics), New

York, N. Y.; Cunard Steamship Lines; Cities  
 Service Oil Co.; Springs Mills (Textiles);  
 Houbigant (Perfumes & Cosmetics), all New  
 York; Ambassador & Sherman Hotels; Man-  
 ger Hotel Chain; Ceribelli & Co. (Brioschi  
 Anti-Acid; Chera-my (Fragrances, Cosmet-  
 ics); Pharmaco, Inc. (Pharmaceuticals, Cos-  
 metics); Mason Candies; Stroehmann Bros.  
 (Baked Goods); Wellington Sears (Martex  
 Towels, Textiles.).

*TV Accounts:* Celanese Corp. of America  
 (Yarns, fabrics, plastics); Cunard Steamship  
 Lines; Cities Service Oil Co.; Houbigant, all  
 New York; Cabin Crafts (Floor Coverings);  
 Pharmaco, Inc. (Pharmaceuticals, Cos-  
 metics); Mason Candies; Stroehmann Bros.  
 (Baked Goods); Chera-my (Fragrances, Cos-  
 metics).

**ELLIS ADVERTISING CO.**  
 Hotel Statler, Buffalo 2, N. Y.  
 Phone: CI. 6780  
 ABP—APA—ANPA—NOAB  
 NBP

Partners. .... Michael F. Ellis,  
 Jerome R. Ellis  
 Acct. Execs. .... Michael F. Ellis, Jr.,  
 Maxwell E. Ellis, Seymour Goodman, Karl  
 Manhardt  
 Radio Director. .... Gloria Clements  
 TV Director. .... Beatrice Haniford  
 Art Dir. .... James Howes  
 Prod. Mgr. .... Richard Joseph  
 Controller .... Sanford Satuloff  
 Pub. Dir. .... Elizabeth Dribbin

*Branch Offices*  
 Exec. .... George McLean  
 65 East 55th St., New York 22, N. Y.  
 Phone: PLaza 1-2323  
 President. .... Curt J. Mann  
 Hav-Nash & Assoc.  
 Pittsford, N. Y.  
 Phone: LU 6-4150  
 Manager. .... Hav Nash, Jr.

**EMBRY, TALLY, INC.**  
 150 S.E. Third Ave., Miami 32, Fla.  
 Phone: FRanklin 1-3621  
 ANPA—SNPA

President. .... T. H. Embry  
 V.P., Creative Dir. .... Gifford Thayer  
 Radio-TV Dir. .... Jack Buckholtz  
*Accounts:* Metropolitan Bank; WCKT-TV,  
 both Miami.

**EMERY ADVERTISING CORP.**  
 1201 St. Paul St., Baltimore 2, Md.  
 Phone: PLaza 2-2393  
 ANPA—APA—NBP

President. .... Herbert C. Schuckle  
 Radio Director. .... Marshall Hawks  
*Accounts:* Allied Research Products, A. K.  
 Robins & Co., St. James Savings Bank, Radio  
 Station WFBR, all Baltimore.

**ROBERT J. ENDERS ADVERTISING,  
 INC.**  
 1001 Connecticut Ave., N. W.  
 Washington 6, D. C.  
 Phone: STerling 3-2222  
 ABC-ANPA

## ADVERTISING AGENCIES

President.....Robert J. Enders  
 Exec. V.P.....Howard A. Enders  
 Art Director.....Fred Waller  
 V.P., Motion Picture Div.....Robt. L. Friend  
 Production Manager.....Lester Miller

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

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

Phone: OXford 7-4500

AAAA—ABC—ABP—ANPA

President.....David B. Williams  
 Chrmn. of Board.....Robert M. Watson  
 Chrmn. Finance Comm.....Howard D. Williams  
 Exec. V.P.....James B. Briggs  
 Exec. V.P., E. Div. Gen.

Mgr.....Frederick J. Wachter  
 V.P., Secy.....J. Lewis Ames  
 V.P., Treas.....Kenneth J. Worland  
 V.P., Art Supvr.....Richard Cummins  
 V.P., Copy Supvr.....Warren F. Donahue  
 V.P., Internat'l. Dept. Dir.....John D. Hayes  
 V.P., Dir. of Media.....Harry Way  
 V.P., New Business.....I. Orrin Spellman  
 V.P., Radio-TV Dir.....Rollo W. Hunter  
 V.P., Art Dir.....Richard Diehl  
 V.P., Client Pub. Rel.....Daniel J. Duffin  
 Media Group Supvs.....William Hunter,  
 Anthony Gee

Head Time Buyer.....Vincent De Luca  
 Merchandising Director.....Charles F. Bennett  
 Research Director.....Robert Aledort  
 Production Manager.....Otto T. Maurer  
 Librarian.....Mary Wilson  
 Acct. Execs.....Frederick J. Burghard;  
 K. Ralph Cocking; Robt. I. David; John  
 F. Hogan; Edward Karthaus; John M.  
 Keavey, V.P.; Arthur H. Laurence; John  
 L. Lowden; Albert V. Lowe; Wm. Mathesis-  
 us, Jr.; Basil M. Matthews, V.P.; Jos. Nash;  
 Edwin Rooney, Jr.; Dr. Robt. A. Peter-  
 man; J. Preston Selvage, Jr.; Wm. C. Stak-  
 enburg; H. Sumner Sternberg; Albert Tilt  
 III; Herbert A. Thompson; Thos. P.  
 Wheelwright; Peter G. White.

#### Branch Offices

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

Phone: FIancial 6-1833

Exec. Comm. Chmn., Central Div.  
 Gen. Mgr.....Roswell W. Metzger  
 Exec. V.P.....Haakon B. Groseth  
 Sr. V.P.'s.....Jack E. Fleisch,  
 Wm. D. Watson  
 V.P.....Lorry R. Northrup  
 V.P., Radio-TV.....George B. Anderson  
 V.P., Media.....John L. Gwynn  
 5045 Wilshire Blvd., Los Angeles 36, Calif.  
 Phone: WEbster 1-1211  
 Exec. V.P., W. Div. Gen.

Mgr.....Emmett C. McGaughey  
 V.P., Media & Res. Dir.....Roger M. Johnson  
 V.P., Radio-TV Dir.....Robert L. Redd  
 Carew Tower, Cincinnati 2, Ohio  
 Phone: GARfield 1-5800

V.P., Mgr.....John L. Magro  
 Suite 515, Adolphus Tower, Dallas 2, Texas  
 Phone: RIVerside 1-6453

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

Phone: JACKson 4-7531  
 V.P., Mgr.....T. F. Keady  
 3 Penn Center, Philadelphia 2, Pa.  
 Phone: LOcust 4-3551

Vice President.....Norman W. Geare  
 V.P., Mgr.....Horace D. Nalle  
 Porter Bldg., Pittsburgh 19, Pa.  
 Phone: GRant 1-5133

Manager.....Frederick C. Adams  
 V.P., New Bus.....Frederick R. Etchen, Jr.  
 2650 University Ave., St. Paul 14, Minn.  
 Phone: MIDway 5-7711

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

V.P., Mgr.....Frank A. Helton  
 610 Church St., Toronto 5, Ont., Canada  
 Phone: WALnut 1-5187

V.P., Man. Dir.....Ralph L. Lawson  
 840 Nat'l Press Bldg., Washington 4, D. C.  
 Phone: EXecutive 3-6730

V.P., Mgr.....Donald J. Wilkins  
*Radio Accounts:* Albers Milling Co. (Ce-  
 reals, Dog Foods, Cat Feeds), Los Angeles;  
 Arizona Brewing Co. (A-1 Pilsner Beer, A-1  
 Ale), Phoenix; Caloric Appliance Corp. (Gas  
 Appliances), Philadelphia; Campana Sales  
 Co. (Ayds-Vitamin & Mineral Candy, Pur-  
 settes, Tampons), Batavia, Ill.; Carnation  
 Co. (Evaporated Milk, Fresh Milk Products,  
 Ice Cream), Los Angeles; John H. Dulany &  
 Son, Inc. (Frozen & Canned Foods), Fruit-  
 land, Md.; First National Bank of St. Paul,  
 Minn.; Frito Co., Western Div. (Fritos, Chee-  
 tos, Ta-tos, Crispie Potato Chips), Los An-  
 geles; Frito (Fritos, Chee-tos, Baken-  
 tles, Jupiter Potato Chips, Jupiter Pretzels), Ma-  
 maroneck, N. Y.; Indianapolis Water Co.  
 (Municipal Water) Ind.; KLM Royal Dutch  
 Airlines, N. Y.; Lanolin Plus (Cosmetics,  
 Beauty Aids) Chicago; Joe Lowe Corp. (Ice  
 Cream, Bakery Divs.) N. Y.; Kenton Phar-  
 macal Co. (Sal-Fayne), Covington, Ky.; Min-  
 nesota Hospital Service Assn. (Blue Cross,  
 Blue Shield & Medical Plans), St. Paul; Pa-  
 cific Finance Corp. (Auto & Personal Fi-  
 nance), Los Angeles; Chilean Nitrate Educ.  
 Bur. (Fertilizer) N. Y.; Rootes Motors (Hill-  
 man Rover, Sunbeam, Humber Autos)  
 L. I. C., N. Y.; Serta Associates, Inc. (Mat-  
 tresses & Box Springs), Chicago; A. E. Staley  
 Mfg. Co., Ind'l Div. (Sta-Flo Liquid Starch,  
 Cube Starch, Cameo Starch, Cream Corn  
 Starch, Zest, Sweetrose Syrup, Sta-Puff Rinse),  
 Decatur, Ill.; Strawbridge & Clothier (De-  
 partment Store), Philadelphia; Texas State  
 Optical Co. (Optometrists, Opticians), Hous-  
 ton; Edward K. Tryon Co. (Hardware  
 Wholesaler), Philadelphia; U. S. Air Force  
 (Recruiting), Washington, D. C.; Waxed  
 Paper Merchandising Council, Inc., Chicago;  
 Western Savings Fund Society, Philadelphia;  
 White King Soap Co. ("D." Liquid Detergent,  
 "Sun," Water Softener, Cold Cream Com-  
 plexion Soap, Sierra Pine Soap, Lemon  
 Soap), Los Angeles; Wm. Wrigley, Jr., Co.  
 (Doublemint Gum), Chicago; L. Rose & Co.,  
 c/o Mailliard & Schmiedell (Lime Juice),  
 Los Angeles. Seth Thomas Clocks, Div.:  
 Gen. Time Corp. (S. T. Decorator & Ply-

# ADVERTISING AGENCIES

mouth Clocks) La Salle, Ill.; Sun Oil Co. (Industr. Lubricants, Whlste-Dept., Fuel Oils, LP Gas), Phila.; Tuborg Breweries Ltd., U. S.: Danisco (Tuborg Danish Beer), N. Y.; Van Camp Sea Food Co. (Chicken-o-the-Sea, White Star Tuna; Chicken-o-the-Sea Oysters, Oyster Stew; Genova "Tonno"; Sea Pep), Terminal Island, Cal.

**TV Accounts:** Aibers Milling Co. (Cereals, Dog Foods, Cat Food Feeds), Los Angeles; Arizona Brewing Co. (A-1 Pilsner Beer, A-1 Ale), Phoenix; Brown & Williamson (Du Maurier Cigarettes), Louisville, Ky.; Carnation Co. (Evaporated Milk, Fresh Milk Products, Ice Cream), Los Angeles; John H. Dulany & Son, Inc. (Frozen & Canned Foods), Fruitland, Md.; Frito Co.; Western Div. (Fritos, Chee-tos, Tatos, Crispie Potato Chips), Los Angeles; Frito Eastern Div. (Fritos, Chee-tos, Baken-ets, Jupiter Potato Chips, Jupiter Pretzels), Mamaroneck, N. Y.; Chilean Nitrate Educ. Bur. (Fertilizer) N. Y.; Dyna-Term Chem. Corp., Los Angeles; Gulf States Utilities Co., Houston, Tex.; KLM Royal Dutch Airlines, New York; Lanolin Plus (Cosmetics, Beauty Aids) Chicago; Joe Lowe Corp. (Ice Cream, Bakery Divs.) N. Y.; Serta Associates (Mattresses, Box Springs) Chicago; Tuborg Breweries Ltd., U. S. Danisco (Tuborg Danish Beer), N. Y.; TV Time Foods (Popcorn 'N Oil) Bremen, Ind.; Van Camp Sea Food Co. (Chicken of the Sea Tuna, Oyster Stew, Oysters; White Star Tuna, Genova "Tonno," Sea Pep) Terminal Island, Cal.; Waxed Paper Merch. Council, Chicago; White King Soap Co. ("D," Liquid Detergent, "Sun" Water Softener; Cold Cream Complexion, Sierra Pine & Lemon Soaps) Los Angeles; Kenton Pharmacal Co. (Sal-Fayne), Covington, Ky.; Lone Star Gas Co. (Natural Gas Service & Gas Appl.), Dallas, Tex.; Minnesota Hospital Service Assn. (Blue Cross, Blue Shield & Medical Plans), St. Paul; Rootes Motors, Inc. (Hillman, Rover, Sunbeam & Humber Automobiles), Long Island City, N. Y.; A. E. Staley Mfg. Co., Ind'l Div. (Sta-Flo Liquid Starch, Cube Starch, Cameo Starch, Cream Corn Starch, Zest, Sweetrose Syrup, Sta-Puf Rinse), Decatur, Ill.; Texas State Optical Co. (Optometrists, Opticians), Houston; U. S. Air Force (Recruiting), Washington, D. C.; Western Saving Fund Society, Philadelphia; White King Soap Co., Los Angeles.

*Estimated Radio Billings:* \$5,500,000.

*Estimated TV Billings:* \$11,000,000

## WILLIAM ESTY COMPANY, INC.

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

Phone: OXFord 7-1600

AAAA—ANPA—APA

President.....James J. Houlahan  
 V.P., Asst. to Pres...Dr. Wallach H. Wulfeck  
 V.P.'s.....James F. Behan,  
 Will P. Booth, William Callender  
 Treasurer.....E. H. Cummings  
 V.P., TV Dir.....Mitchell Johnson  
 V.P. Chg. TV, Radio  
 Commercial .....Joseph Forest  
 V.P., Chmn. Oper. Comm.....John Peace

V.P., Media Dir.....Mark F. Byrne  
 Radio-TV Time Buyer.....Richard Grahl  
*Branch Office*

6331 Hollywood Blvd., Hollywood 28, Cal.

Phone: HOLlywood 2-6305

V.P., W. Cst. Mgr.....Arnold J. Webster  
**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; Paquin, Inc. (Silk 'N Satin), N. Y., N. Y.; P. Ballantine & Sons (Beer & Ale), Newark, N. J.

**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.; Paquin, Inc.; P. Ballantine & Sons (Beer & Ale), Newark, N. J.

*Estimated Radio Billings:* \$7,100,000. ..

*Estimated TV Billings:* \$30,000,000.

## ETTINGER ADVERTISING AGENCY INC.

320 Fifth Ave., New York, N. Y.

Phone: PE 6-0930

ABP—NBP

President.....Joel H. Ettinger  
 Vice-Pres. ....Audrey Ettinger  
 Prod. Mgr.....Gloria Abrams  
 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.

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

624 E. Capitol Ave., Springfield, Ill.

Phone: 2-8868

AAAA

President.....Clarence R. Evans  
 Secy.-Treas. ....John Robert Work  
 V.P., Art Dir.....Thomas M. Costa

## FARQUHAR AND COMPANY, INC.

First National Bank Building, Utica 2, N. Y.

Phone: REDwood 2-6109

ABP

President, Radio-TV Dir...John T. Farquhar  
 Vice-President.....Ted R. Darvoe  
 Vice-President.....Robert F. MacFarland  
 Treasurer.....Jay C. Anderson  
 Secretary.....Roger H. Williams  
 Media Director.....Eleanor Crimmins  
 Prod. Mgr.....Kermit LaFave

**Radio Accounts:** Harry Heiman Inc. (Chrysler-Plymouth Distributor), Utica, N. Y.; Rome Savings Bank, Rome; C. A. Durr Packing Co., Inc. (Meat Products), Utica, N. Y.; Mohawk Airlines Inc. (Scheduled Airline), Ithaca, N. Y.; Utica Brewing Co. (Beer, Ale), Utica, N. Y.; Jean's Foods,

## ADVERTISING AGENCIES

Inc., Utica, N. Y.; Enchanted Forest (Tourist Attraction), Old Forge, N. Y.; Savings Bank of Utica, N. Y.; Collinite Chemical Co. (Auto Wax) Utica, N. Y.; Adirondack Attractions, Inc. (Assn. of Attractions).

*TV Accounts:* Ribyat's Furniture, Utica; C. Al Durr Packing Co. Inc. (Meat Products), Utica, N. Y.; Mohawk Airlines, Inc. (Scheduled Airline), Ithaca, N. Y.; Utica Brewing Co. (Fort Schuyler beer, ale), Utica, N. Y.; Jean's Foods, Inc., Utica, N. Y.; Savings Bank of Utica, N. Y.

*Estimated Radio Billings:* \$50,000.

*Estimated TV Billings:* \$34,000.

### W. E. FEATHERSTONE ADV. AGENCY

504 Beneficial Life Bldg.  
Salt Lake City 1, Utah  
Phone: EMpire 3-2655

Owner, Mgr. . . . . W. E. Featherstone  
*Accounts:* Flint Distrib. Co., Salt Lake City; Radio Station KLO, Ogden, Utah; Sharp Electric Co., Salt Lake City, Utah.

### COURTLAND D. FERGUSON, INC.

Rm. 315, National Press Bldg.,  
Washington, D. C.  
Phone: NAtional 8-7713

President. . . . . Courtland D. Ferguson  
Secty.-Treas. . . . . Lucille Pierce Ferguson  
Art Director. . . . . Gilbert Meekins  
Time Buyer. . . . . Mrs. 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.; Solarine (Floorwax), Washington, D. C.; Baltimore & Philadelphia; National Kashin Products (Orbit), Aiken, S. C.

### LAWRENCE FERTIG & CO., INC.

149 Madison Ave., New York 16, N. Y.  
Phone: MURray Hill 9-7100  
ABP—ANPA—APA—NBP

President-Treasurer . . . . . Lawrence Fertig  
Sec'y, Vice-President. . . . . Philip Lukin  
Media Director. . . . . Miss Selma Grosswirth  
Art Director. . . . . Stanley Dusek  
Production Manager. . . . . Joseph Cesare  
V.P.'s. . . . . Henry Bretzfeld, Robert E. Wolfe  
*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.

1100 Sudekum Bldg., Nashville 3, Tenn.  
Phone: AL 6-1977  
ABP

President, Treas. . . . . Robert G. Fields  
Account Executive. . . . . R. L. Fields  
*Radio Accounts:* Jacobs Packing Co. (Meats); Blood Bank Foundation (Plasma);

Spring Hill Cemetery (Burial Plots); St. Bernard Coal Co. (Coal and Building Supplies); Farrar Furniture Stores, all Nashville, Tenn.

*TV Accounts:* Nashville Bank & Trust Co.; Jacobs Packing Co. (Meats); Farrar Furniture Stores, all Nashville, Tenn.

### WM. F. FINN & ASSOC.

423 S. Broadway, Tyler, Texas  
Phone: LYric 2-0876  
AAAA—ABP

Owner. . . . . William F. Finn  
Treas., Prod. Mgr. . . . . Jean C. Boucher  
*Accounts:* Citizens First Natl. Bank, KLTW, & Tyler Gas Serv. Co., all Tyler, Tex.

### FIORE & FIORE

128 Mallory Ave., Jersey City 4, N. J.  
Phone: HENDERSON 2-8200  
ANPA

Pres., TV Dir. . . . . Michael A. Fiore  
V.P., Radio Dir. . . . . Albert A. Fiore  
Secy.-Treas. . . . . B. V. Fiore  
Media Director. . . . . John Critelli  
Media Research Dir. . . . . Bernice Efinger  
Traffic Manager. . . . . Nicholas Rosse  
Acct. Executives. . . . . B. E. Geise,  
William Prusan, William Bloomer, Robert Deveney, C. A. Clark

*Radio & TV Accounts:* Leslie Toy Co. (Stuffed Toys), Brooklyn, N. Y.; Watchung Lake (Resort), Watchung, N. J.; Custom Paint & Chemical Co. (Floor Products), Pennsauken, N. J.; Vigo Ham (Meat Products), Newark, N. J.; Sardeau, Inc. (Sardo), N. Y. C.; Lane & Young, Inc. (Office Eqt.), Newark, N. J.

*Estimated Radio & TV Billings:* \$980,000.

### M. M. FISHER ASSOCIATES

79 W. Monroe St., Chicago 3, Ill.  
Phone: CENTral 6-6226

Owner. . . . . Jack L. Fisher, Sr.  
Co-Owner. . . . . Jack L. "Bud" Fisher, Jr.  
Art Director. . . . . Harry Miller  
Copy Chief. . . . . Calvin Holmes  
Space Buyer. . . . . Barbara Bentley  
Asst. Space Buyer. . . . . Madalynne Maenza  
Publicity Director. . . . . Herb Carlin  
Acct. Execs. . . . . Jack L. Fisher, Sr. & Jr.;  
A. D. Phillips; Ben Migdow; Philip R. Cane

*Radio-TV Accounts:* Ace Lumber & Construction Co., Chicago; Anderson Loan Assn., Indiana; Bell Savings & Loan Assn., Chicago; Golden Hamburger Drive-In Corp., Chicago; Kim Theatre (Movie Theatre Billboards), Chicago; Loop Theatre, Chicago; Nat'l. Foundation, N. Y., Chicago; N. American Mushroom Co. (Steak Sauce, Brown Gravy) Tinley Pk., Ill.; Oncrete, Inc. (Wilsolve Germ-Did, Pool Gard, Resurfacers), Evanston, Ill.; Paramount Pictures, Chicago & N. Y.; Sittler Bros., Chicago; Universal-International Pictures Corp., Chicago & N. Y.; VGV Sales (Food Products), Chicago, Ill.

# ADVERTISING AGENCIES

## FITZGERALD ADVERTISING AGENCY

Lee Circle Building, New Orleans 13, La.  
Phone: TULane 3131

AAAA

Officers.....Joe L. Killeen, Jos. H. Epstein,  
Roy M. Schwarz, Leonard Gessner, E. W.  
Rector Wooten, Warren G. Posey, Donald  
Halsey, Harley B. Howcott, Robert Carley  
President.....Joseph L. Killeen  
Exec. V.P.....Joseph H. Killeen  
V.P., Chmn. of Plans Bd....Roy M. Schwarz  
V.P., Secy.....Leonard Gessner  
V.P., Dir. Client Service....Warren G. Posey  
V.P., Exec. Art Dir....E. W. Rector Wooton  
V.P.'s .....Robert Carley,  
Donald H. Halsey

V.P., Media Dir.....Harley B. Howcott  
AM & TV Dir.....William H. Thomas  
Treasurer.....Lee R. O'Pry

### Branch Offices

1315 Mercantile Security Bldg., Dallas 1, Tex.  
Phone: Riverside 7-6335

Vice-President.....James P. Anderson

**Radio Accounts:** Alabama-Georgia Syrup  
Company (Alaga Syrup), Montgomery, Ala.;  
Blue Plate Foods, Inc. (Mayonnaise-Peanut  
Butter-Preserves & Jellies, CDM Coffee),  
New Orleans, La.; Jackson Brewing Com-  
pany (Jax Beer), New Orleans, La.; Wesson  
Oil & Snowdrift Sales Co. (Wesson Oil, Snow-  
drift, Scoco and Crustene Shortening), New  
Orleans, La.; La. Coca Cola Bottling Co.,  
New Orleans, La.; La. Power & Light Co.,  
Algiers, La.; McIlhenney Co. (Tabasco  
Sauce), Avery Island, La.; Nat Buring Pack-  
ing Co., Inc. ("King Cotton" Brand Pack-  
aged Meats), New Orleans, La.

**TV Accounts:** Blue Plate Foods, Inc. (May-  
onnaise-Peanut Butter-Preserves & Jellies),  
New Orleans, La.; Godchaux Sugars, Inc.  
(Sugar), New Orleans, La.; Louisiana State  
Rice Milling Co. (Mahatma, Water Maid),  
Abbeville, La.; Jackson Brewing Company  
(Jax Beer), New Orleans, La.; La. Coca Co-  
la Bottling Co., New Orleans, La.; La. Power  
& Light Co., Algiers, La.; Alabama-Georgi-  
a Syrup Co. (Alaga Syrup), Mont., Ala.; Wes-  
son Oil & Snowdrift Sales Co., New Orleans,  
La.; Maison Blanche Dept. store, New Or-  
leans; Austex Foods, Inc. (Canned Meats),  
Austin, Tex.; Jack's Cooky Co., Baton Rouge,  
La.; Nat. Buring Packing Co., Inc. ("King  
Cotton" Packaged Meats), New Orleans, La.;  
Fant Milling Co. (Gladiola Flour) Sherman,  
Tex.; Brown's Velvet Dairy Products (Dairy  
Products & Ice Cream) New Orleans, La.

## HAROLD E. FLINT & ASSOCIATES

69 Broadway, Fargo, N. Dak.

Phone AD 5-5333

ABP—AFA

President.....Harold E. Flint  
Secretary, V.P.....Richard Rosenthal  
Treasurer, V.P.....Lee A. Holland  
Art Dir.....Donald R. Nelson  
Production Mgr.....Ray Stromswald  
Account Executive.....Jerome C. Noack  
**Radio Accounts:** Fargo Foundry Co. (Farm

Implements); Merchants Nat'l. Bank; Red  
R. Valley Fair Assn., all Fargo; Melroe Mfg.  
Co. (Farm Implements), Gwinner, N. D.;  
Otter Tail Power Co. (Utilities), Fergus  
Falls, N. D.

**TV Accounts:** North Dakota Farmers  
Union (Institutional), Jamestown, N. D.;  
North Dakota Hospital Service Assn. (Blue  
Cross, Blue Shield), Fargo, N. D.; Otter Tail  
Power Co. (Utilities), Fergus Falls, Minn.;  
Leo Lumber Co. (Homes, Farm Bldgs.);  
Merchants Nat'l. Bank; Red R. Valley Fair  
Assn., all Fargo; Goldberg Feed & Grain  
Co. (Livestock Feed), W. Fargo; Melroe  
Mfg. Co. (Farm Implements) Gwinner, N. D.

Estimated Radio Billings: \$22,000.

Estimated TV Billings: \$72,450.

## FOLEY ADVERTISING AGENCY

1012 N. B. C. Bldg., Cleveland 14, O.

Phone: CHerry 1-1490

Pres., Art & Radio Dir.....Robert B. Foley  
**Radio Accounts:** I. J. Fox, Inc. (Retail  
Furrier), Nokes-Findlay Wallpaper & Paint  
Co., Cleveland; Stanley Furniture Co. (Fur-  
niture & Appliances), Cleveland.

## RICHARD A. FOLEY ADV. AGENCY

1528 Walnut St., Philadelphia 2, Pa.

Phone: PE 5-6302

AAAA—ABC—ABP—ANPA—NOAB

President.....Charles H. Eyles  
Senior V.P., Sec'y, Treas.....Lee E. Hood  
Exec. V.P.....A. Edward Morgan  
V.P.—Media Director.....Wesley Winning  
V.P., Copy Dir.....Frank J. Corkery  
Vice Presidents.....Earle Steiert,  
Russell Gray, Jr.

Radio-TV Director.....Alice Mooney  
Art Director.....William F. Hope

**Radio Accounts:** Abbots Dairies, Inc.,  
Philadelphia; Baltimore & Ohio Railroad  
(Passenger Div.), Baltimore; Beneficial Sav-  
ing Fund; Bornot, Inc. (Cleaners); Dela-  
ware Steeplechase & Race Assn. (Delaware  
Park), Wilmington, Del.; R. T. French Co.  
(Atlantis Sales Co., Pet Foods Div.), Roches-  
ter, N. Y.; Harford County Fair Assn. (Bel  
Air Races), Bel Air, Md.; Inter-County Hos-  
pitalization, Inc.; Reading Railroad (Passen-  
ger Service), both Philadelphia; Mrs.  
Smith's Pie Co., Pottstown, Pa.; John Wan-  
maker, Philadelphia.

**TV Accounts:** Abbots Dairies (ice cream,  
milk), Philadelphia; Baltimore & Ohio  
Railroad (passenger travel), Baltimore;  
R. T. French Company (bird seed), Roches-  
ter; Delaware Steeplechase & Race Assn.  
(Horse Racing), Wilmington, Del.; Mrs.  
Smith's Pies (Pies), Pottstown, Pa.; John  
Wanamaker, Philadelphia.

## FOOTE, CONE & BELDING

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

Phone: YUkon 6-8000

ANPA—AAAA—ABP—PPA—APA

NOAB

Chmn., Bd. of Directors...Robert F. Carney  
President .....Rolland W. Taylor

## ADVERTISING AGENCIES

Sr. V.P. . . . . Frank E. Delano  
 Sr. V.P. . . . . Elwood Whitney  
 V.P., Merchandising . . . . . Everett F. Braden  
 V.P., Dir. Research . . . . . Cornelius DuBois  
 V.P., Media & Research . . . . . Paul E. J. Gerhold  
 V.P., Radio & TV . . . . . Roger Pryor  
 V.P., Copy Dir. . . . . Ernest W. Eversz  
 Group Media Dirs. . . . . Arthur Pardoll,  
 Charles Hofmann

Asst. Treas., Asst. Sec. . . . . C. H. Newbrand  
*Branch Offices*  
 155 E. Superior Street, Chicago 11, Ill.  
 Phone: SUPERIOR 7-4800

Chrmn., Exec. Comm. . . . . Fairfax M. Cone  
 Sr. V.P., Finance, Sec., Dir. . . . . A. Edward Rood  
 Sr. V.P., Dirs. . . . . W. R. Forest,  
 Robert J. Koretz, Milton H. Schwartz  
 V.P., Outdoor Adv. . . . . John J. Lechner  
 V.P., Exec. Art Dir. . . . . C. Marvin Potts  
 V.P., Dir. Print Prod. . . . . Edward L. Tollefson  
 Treas. & Asst. Sec. . . . . Jos. K. King  
 V.P., Gen. Mgr. . . . . Richard W. Tully  
 V.P., Dir. of Copy . . . . . A. J. Bremner  
 V.P., Dir. of Mer. . . . . W. Robert Eagan  
 V.P., Media, Research . . . . . John L. Rigotti  
 V.P., Dir. Bcst. Prod. . . . . John B. Simpson  
 Educational Dir. . . . . Leah Anderson  
 Dir. Research . . . . . Eugene C. Pomerance  
 Bcst. Bus. Mgr. . . . . Harry Dieter  
 Bcst. Time Buyer . . . . . Genevieve Lemper  
 V.P., Personnel Dir. . . . . M. R. Loehrke  
 900 Wilshire Blvd., Los Angeles 17, Calif.

Los Angeles 17, Calif.  
 Phone: MADISON 9-3611

V.P., Chg. of L. A. Office . . . . . Arthur A. Bailey  
 Exec. V.P., Gen. Mgr. . . . . Nelson Carter  
 Exec. Art Dir. . . . . Charles Porter  
 V.P., Dir. of Media . . . . . Gene Duckwall  
 Dir. Print Prod. . . . . Charles Dennis  
 Dir. Copy . . . . . Glen Gladfelder  
 Dir. of Broadcasting . . . . . Stuart Minton  
 V.P.'s . . . . . Robert G. Beaumont,  
 Charles B. Cooney

235 Montgomery St., San Francisco 4, Calif.  
 Phone: SUITER 1-2355

V.P., Gen. Mgr. . . . . John R. Little  
 V.P. & Art Dir. . . . . G. Frederick Cole  
 V.P. & Creative Dir. . . . . Maurice Lesemann  
 V.P. & Dir. Prod. . . . . Albert A. Sperisen  
 Media Dir. . . . . Llew Jones  
 Broadcasting Dir. . . . . Stuart Minton  
 Time Buyer . . . . . Helen Stenson  
 1717 N. Highland Ave., Hollywood, Calif.

Phone: HOLLYWOOD 9-6265

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

Phone: CAPITOL 8-0395

*Radio Accounts:* Bullock's Downtown, Los Angeles; CVA Company (Cresta Blanca & Roma Wines), San Francisco; Hawaiian Pineapple Co., Ltd., San Jose, Calif.; Lever Brothers Co., New York; Liebman Breweries, Inc., Brooklyn; S. A. Schronbrunn & Co., Inc. (Savarin Coffee), New York; Sunkist Growers, Inc., Los Angeles; Tidewater Oil Co., San Francisco; Trans World Airlines, Inc., New York.

*TV Accounts:* Armour and Company (Chiffon Flakes, Liquid Chiffon, Dial Shampoo, Dial Soap), Chicago; Clairol, Inc., New

York; Ford Motor Co. (Edsel Automobile), Dearborn, Mich.; General Foods Corp., Chicago; Hallmark Cards, Inc., Kansas City, Mo.; S. C. Johnson & Son, Inc. (Carnu, J-Wax, Raid Insecticides), Racine, Wis.; Kimberly-Clark Corp. (Delsey, Kleenex Tissues, Kleenex Table Napkins), Neenah, Wis.; Lever Brothers Co. (Imperial Margarine, Pepsodent Tooth Paste), New York; National Dairy Corp., Kraft Foods Div. (Kraft Marshmallows and Kraft Fudgies), Chicago; The Paper-Mate Co., Subs. of The Gillette Corp. (Paper-Mate Pens), Chicago; Purex Corp., Ltd. (Purex Liquid Bleach, Beads-O'-Bleach, Trend), South Gate, Calif.; Sunkist Growers, Inc. (Sunkist Oranges & Lemons), Los Angeles.

*Estimated Radio Billings:* \$6,500,000.

*Estimated TV Billings:* \$24,000,000

### FORD & CO.

1839 Line Ave., Shreveport 24, La.

Phone: 3-0351

APA—ABP

Pres., Owner . . . . . Oliver J. Ford, Jr.  
*Accounts:* Citizens Loan Corp., Pioneer Bank & Trust Co., Radio Station KENT, all Shreveport, La.

### ALBERT FRANK-GUENTHER LAW INC.

131 Cedar St., New York 6, N. Y.

Phone: CORTLANDT 7-5060

ABP—ANPA—APA—NOAB—NBP

ABC—AAAA

Pres., Bd. Chmn. . . . . Howard W. Calkins  
 Sr. Vice-Pres. . . . . Victor J. Cevasco  
 Exec. Vice-Pres. . . . . Richard A. Cullinan  
 Vice-Pres. & Treas. . . . . S. A. Speake  
 Vice-Pres. & Sec. . . . . E. G. McAdie  
 Vice-Presidents . . . . . Frank D. Cruikshank,  
 Howard C. Allen

V.P., Radio & TV . . . . . Robert W. Day  
 V.P., Media Dir. . . . . Robert M. Jenove

### FRANK, CLINTON E., INC.

Merchandise Mart, 24th Floor, Chicago 54, Ill.

Phone: WHITEHALL 4-5900

AAAA—ABC—ABP—ANPA

NOAB—NBP

President, Treasurer . . . . . Clinton E. Frank  
 V.P., Radio-TV Dir. . . . . Buckingham Gunn  
 V.P. Mkt. Div. . . . . William A. Sittig  
 Vice Presidents . . . . . Hill Blackett, Jr.,  
 M. W. Grinstead, Philip E. Bash

Secretary . . . . . Wayne R. West  
 Media Director . . . . . Jack L. Matthews  
 Radio-TV Time Buyer . . . . . Helen Davis  
 1680 N. Vine St., Hollywood 28, Calif.

Phone: MU 5-3141

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

ABP—ANPA

President . . . . . Jones B. Frankel  
 Prod. Mgr. . . . . Richard A. Tajbl  
 Account Executive . . . . . Howard S. Stone  
 Radio-TV Director . . . . . Henry Sherry

## ADVERTISING AGENCIES

### 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.....Dick Condal  
*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  
 Sec'y & Treas.....Fern Oakley  
 Prod. Mgr.....Leon E. Simpson

*Radio Accounts:* American Beauty Maca-  
 roni Co. (macaroni products), Denver;  
 Central Bank & Trust Co. (banking), Den-  
 ver; Associated Grocers of Colo. (groceries),  
 Denver; Colorado Potato Flake Co. (potato  
 chips), Denver; Toner's, Inc. (peanut but-  
 ter), Denver.

*TV Accounts:* Beatrice Foods (dairy prod-  
 ucts), Denver; Central Bank & Trust Co.  
 (banking), Denver; Zefer Products (salad  
 dressings), Denver; American Beauty Maca-  
 roni Co. (macaroni products), Denver;  
 B. K. Sweeney Mfg. Co. (Distributors),  
 Denver.

### AD FRIED ADVERTISING AGENCY

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

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

*Radio Accounts:* Agalite-Bronson Co.  
 (Glass Shower Doors), Oakland, Calif.;  
 American Upholstering Co. (Furniture Mfg.),  
 Oakland, Calif.; Biggie Furniture Stores,  
 Richmond, Calif.; Betty Elizabeth Shampoo  
 (Hair Formulas, etc.), Oakland, Calif.; Bow-  
 ersmith Co. (Marine Switches), Oakland,  
 Calif.; Davi Miracle Foam (Rug & Uphol-  
 stery Cleaners), Oakland, Calif.; Elemin  
 Supreme Formula (Vitamins), Berkeley,  
 Calif.; E-Z Mincer (Household Item), Oak-  
 land, Calif.; Carter Lumber Co. (Redwood  
 Green Houses, etc.), Oakland, Calif.; Fruit-  
 vale Merchants Assn. (Shopping Area), East  
 Oakland, Calif.; Fox Oakland Theatres;  
 Grimshaw Nurseries (Dwarf Trees), Hay-  
 ward, Calif.; Mica-Seal Mfg. Co. (Water-  
 proofing Paints), Berkeley, Calif.; Intl. Typo-  
 graphical Union No. 597, Martinez, Calif.;

Rhodes & Jamieson, Ltd. (Ready-mix Con-  
 crete), Oakland, Calif.; Oakland Police &  
 Firemen (Campaigns); Roto-Rooter of Bay  
 Area, Oakland Calif.; Elysee Cosmetic Co.,  
 San Francisco, Calif.; Del-Tra Co. (Bakery  
 Eqt.), Oakland, Calif.; Murphy Buick Co.,  
 Oakland, Calif.; Incon, Inc. (Rebar Bend-  
 ers), Hayward, Calif.

*TV Accounts:* Betty Elizabeth Shampoo,  
 Oakland; Bell Smoked Fish Co. (Tarabell  
 Brands), San Francisco; Davi Miracle Foam  
 (Rug & Upholsterv Cleaners), Oakland;  
 Roto-Rooter of Bay Area (Sewage Service),  
 Oakland-Richmond; G & W Refrigeration  
 (Ice Machines), Oakland; Lake Merritt Ho-  
 tel (Night Club & Restaurant), Oakland;  
 Oakland Police & Firemen (Campaigns);  
 Space-A-Rang (Children's Toy), San Leand-  
 ro, Calif.; Fruitvale Merchants Assn. (Shop-  
 ping Area); Del-Tra Co. (Bakery Eqt.),  
 Oakland; Murphy Buick Co., Oakland; Sim-  
 mon Hdwe. Co. (Hdwe. Chain), Oakland,  
 Calif.

### FRIEND-REISS ADVERTISING, INC.

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

Chmn., Treasurer.....B. M. Reiss  
 Vice-Chmn., Secy.....Harold Reiss  
 President.....Lee Friend  
 V.P., Radio-TV.....Edward Ratner

*Radio Accounts:* Cameo Curtains, Inc.,  
 New York, N. Y.; Levolor Lorentzen, Inc.  
 (Venetian Blinds), New York, N. Y.; Krug  
 Baking Co., Jamaica, N. Y.; DeJur Amsco  
 Corp. (Photographic Equipment), Long  
 Island City, N. Y.; Shircraft Inc. (Shirts  
 and Airman jackets), New York, N. Y.;  
 Lafayette Radio, New York; Huscco Shoe  
 Co.; C-D-R Rotors (TV Antenna Rotors);  
 Art Crayon Co. (Sargent Wash-Off Crayons);  
 Kurlash Co. (Beauty Aids); Marboro Book  
 Stores, all New York.

*TV Accounts:* Cameo Curtains, Inc. (Cur-  
 tains — Draperies); Levolor Lorentzen, Inc.;  
 DeJUR Amsco Corp.; Sbircraft Co.; Toy  
 Guidance Council, Inc. (Educator Toys),  
 New York; Huscco Shoe Co.; C-D-R Rotors  
 (TV Antenna Rotors); Art Crayon Co.  
 (Sargent Wash-Off Crayons); Kurlash Co.  
 (Beauty Aids); Marboro Book Stores, all  
 New York; Maco Toys, Brooklyn; Bar-Zim  
 Toys, Jersey City; Spin-A-Hoop, Inc.  
 (Hoops) Chicago.

### JIMMY FRITZ & ASSOCIATES

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

President.....Jimmy Fritz  
 Vice-Pres.....Ilona Sivad  
 Secretary, Media.....Marion Vaughn  
 Account Executive.....H. A. Helm  
 Radio-TV Dir.....Don Cordray

*Radio Accounts:* McDaniel's Markets,  
 (Food Mkts.), Los Angeles; Paine & Co.  
 (Potato Chips), Los Angeles; Bar Q's Bot-  
 tling (Soft Drinks); Continental Casualty  
 (Blue Seal Agency) Insurance; Mrs. Weber's  
 Egg Noodle Co.; Northland Foods (Pie Fill-  
 ing); O'Sunnee Boys, Inc. (Frozen Steaks);



## ADVERTISING AGENCIES

L. A. Catering Co. (Presto Frozen Foods); Standard Fisheries (Frozen Fish) all L. A. Paine & Co. (Potato Chips), Los Angeles. *TV Accounts:* Paine & Co. (Kitchen Fresh Potato Chips); McDaniel's Mkts. (Food Stores), both L. A.

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

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

President.....L. W. Frohlich  
Exec. V.P.....Julian Farren  
TV, Film, Radio Dir.....Neil Brant  
*Accounts:* Agfa, Inc., Gen'l Aniline & Film Corp., both N.Y.C.; Mead Johnson & Co., Evansville, Ind.

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

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

President, Treasurer.....Karl M. Frost  
Vice Presidents.....Florence A. Dondoro,  
Raymond F. McLaughlin  
V.P., Radio & TV Dir...Harvey P. Newcomb  
V.P., Production Manager.Haro'd E. Bessom  
Radio & TV

Time Buyer.....Virginia M. Fairweather  
Space Buyer.....Anna V. Turner  
Pub. Dir.....David Goldman  
*Radio Accounts:* Durkee-Mower, Inc. (Marshmallow Fluff), Lynn, 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.; Gorton's of Gloucester (Seafood) Gloucester, Mass.; Gino Corp. (Tomato Sauce) Milford, Conn.; Winslow Chip Co. (Potato Chips) Marblehead, 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.; Cushman Bkg. Co. (Bakery Products), Lynn, Mass.; Gorton's of Gloucester (Seafood) Gloucester, Mass.; Gino Corp. (Tomato Sauce), Milford, Conn.; Winslow Chip Co. (Potato Chips) Marblehead, Mass.

### FULLER & SMITH & ROSS, INC.

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

AAAA—ABP—ANPA—APA—NBP—NOAB  
President.....R. E. Allen  
V.P. & Mgr.....R. W. Nicholson  
V.P. & Dir. Radio-TV.....A. E. Duram  
V.P. (Media Dept.).....G. T. Arthur  
V.P. & Dir. of Art.....J. M. Archer  
V.P. & Copy Chief.....G. K. Zern  
Creative Dir.....H. Slesar

#### Branch Offices

55 Public Square, Cleveland 13, O.  
Phone: CHerry 1-6700

Chairman.....E. L. Andrew

V.P., Mgr.....K. C. Tuttle  
V.P., Dir. Media.....W. G. Chalkley  
105 W. Adams St., Chicago 3, Ill.

Phone: ANdover 3-5039

V.P. & Mgr.....E. J. Lauesen  
244 Pine St., San Francisco, Calif.

Phone: YUKon 6-5955

V.P. & Mgr.....W. P. Dumont  
211 Oliver Ave., Pittsburgh 22, Pa.

Phone: GRant 1-9565

V.P. & Mgr.....J. A. McKinven  
8350 Wilshire Blvd., Beverly Hills, Calif.

Phone: OLive 3-0240

Vice-Pres.....W. D. Tuttle

*Radio Accounts:* Westinghouse Elec. Corp. (Various), Plymouth Cordage Co. (Rope), Hercules Powder Co., Aluminum Cooking Utensil Co. (Wear-Ever); Pennzoil (Gasoline & Oil), Keystone Steel & Wire Co. (Fencing); Mellon National Bank & Trust Co., Nickel Plate Road (Railroad), Sherwin-Williams Co. (Paint), American Greetings Corp. (Publishers), Central National Bank, Chicago & Eastern Illinois R. R.

*TV Accounts:* Central Nat'l Bank of Cleveland, American Greeting Card Publishers, Westinghouse Elec. Corp., Pennzoil Company, Sherwin-Williams Co., Commercial Solvents, Ferro Corporation, Mellon National Bank & Trust Co.

*Estimated Radio Bil'ings:* \$850,000.

*Estimated TV Bil'ings:* \$7,750,000.

### 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. Exers.....Nat Roth, Lon Shaw,  
Rose Rodriguez

*Radio Accounts:* American Federation of Labor, Washington, D. C.; International Ladies Gar. Workers Union, Liberal Party, Colomby Watch (Jewelry); Bustelo Coffee; Office Temporaries, Inc., all New York.

### GALLAND ADVERTISING

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

President.....Harry J. Galland  
V.P., Media Dir.....Fyat Raines  
*TV Account:* Interstate Television Corp. (TV Film Shows) N. Y. & L. A.

### GARDNER ADV. OF NEW YORK

370 Lexington Ave., New York 17, N. Y.  
Phone: MURray Hill 9-2424

ABP—ANPA—APA

Chairman.....Elmer O. Marshutz  
Vice Chairman.....John A. H. Rehm  
President.....Charles E. Claggett

#### Branch Office

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

*Accounts:* A & P; Anheuser-Busch; Cessna Aircraft; Eli Lilly Co.; Jack Daniels Distillery; Grove Labs; Monsanto Chemical; No-Cal; Pet Milk; Ralston Purina; Remington Rand; P & G; Silex.

*Estimated Billings:* \$35,000,000.

## ADVERTISING AGENCIES

### GAYNOR & DUCAS, INC.

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

President ..... Paul Gaynor  
Exec. Vice Pres. .... John J. Ducas  
Senior V.P.'s. .... Kendall J. Mau, Steve Smoke  
Treas. & Media Dir. .... Edwin J. Marra  
Art Director. .... Charles Carl, Jr.  
Publicity Director. .... F. D. Walker  
Production Manager. .... George J. Cisneros  
TV Director. .... Barbara Eckman

#### Branch Office

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

V.P. .... Kendall J. Mau

*Accounts:* All American Engineering Co., Wilmington, Del.; 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; California Eastern Aviation, Washington, D. C.; H. W. Carter & Co., Coleford, England; Crowley's Milk Co., Binghamton, N. Y.; Fairchild Engine & Airplane Corp., Hagerstown, Md.; Gibraltar Tourist Bureau, Gibraltar; J. Goddard & Sons, New York; Jaeger Co., New York; Lines Brothers, London; Link Aviation, Binghamton, N. Y.; Lundy Manufacturing Corp., Long Island City, N. Y.; William MacDonald & Sons, Glasgow, Scotland; McGraw-Hill Publishing Co. (Aviation Week), New York; Pyrene-C-O-Two Corp. (Div. of Fyr-Fyter Co.), Newark, N. J.; Rotol Ltd., Gloucester, England; Saint's Satin Wax, London; Vertol Aircraft Corp., Morton, Pa.; Universal Leaseways System, Cleveland, Ohio; Thomas O. Woolf & Son Co., New York.

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

666 N.W. 50th St., Miami, Fla.  
Phone: PLaza 1-1780  
APA-ABP-SNPA

Chairman. .... D. G. Bash  
V.P., Radio-TV Dir. .... Otto Holbein  
*Accounts:* Radio-TV Parts, U. S. Fiberglass Co., Ted Williams, all of Miami.

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

1228 H St., Sacramento, Calif.  
Phone: GILbert 2-2956  
APA-SNPA

Pres., Radio Media Dir. .... Ralph K. Clark  
Exec. V.P., Creative Dir. .... Fred Elkus, Jr.  
V.P., TV Dir. .... Albert Henthall  
*Accounts:* Gen'l Electric Co., Sacramento; Hires Bottling Co., Sacramento & Lodi, Calif.; KBET-TV, KCRA Radio, KGMS Radio, all Sacramento; KPAY Radio, Chico, Calif.

### THE GETSCHAL CO., INC.

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

President ..... Budd Getschal  
Production Manager. .... Gerry Gilbert  
Art Director. .... Leonard Steinberg  
TV Prod. Mgr. .... Lee Polk  
*Radio and TV Accounts:* Ludwig, Bau-

mann & Spear's (Dept. Store); New York City, Sealy Mattress Co., New York City; Westinghouse Appliance Sales Corp., New York City; Toy Study Conference, N. Y.

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

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

Board Chairman. .... Sylvester M. Morey  
President. .... Sam M. Ballard  
Chmn. Exec. Comm. .... B. B. Geyer  
Bd. Vice Chmn. .... Edward D. Madden  
Acct. Supvr. .... Wright Nodine  
Creative Director. .... W. M. Mitchell  
Acct. Exec. .... Oliver Presbury  
Time Buyers. .... Elizabeth Powell,  
Ed Richardson, Tom Mason

#### Branch Offices

931 Third Nat'l Bldg., Dayton 2, Ohio  
Phone: BAldwin 8-4145

Manager. .... E. G. Frost  
14250 Plymouth Rd., Detroit 32, Mich.  
Phone: WEbster 3-5520

Manager. .... John F. Henry, Jr.  
*Accounts:* American Motors; Kelvinator (Household Appliances); Oral Roberts (Evangelist); Boyle-Midway Div. of Amer. Home Products; Sinclair Oil.

### GIBBONS ADVERTISING AGENCY, INC.

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

ABP-ANPA-SNPA-APA-NOAB

President, Treas. .... J. Burr Gibbons  
Vice President. .... John B. Gibbons  
Secretary. .... Viola Neese  
Radio-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 Mfrg. 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 Finance Corporation (loans).

*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; Mitchell Mfrg. Co. (Auto Seats), Ft. Smith, Ark.; Community Finance Corp.; V.-Chek, Inc., Tulsa.

### GIBRALTAR ADV. AGENCY, INC.

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

## ADVERTISING AGENCIES

President.....Charles J. Basch, III  
 Vice-President.....Leo Berman  
 Treasurer.....Clarence Schmidt  
 Sec'y., Radio-TV Dir.,  
 Time Buyer.....Frances Scott  
 Radio-TV Div.....Ronald Dawson  
*Rad.-TV Accounts:* Bonafide Mills, (Bonny Maid Linoleums, Tilemasters, & Versa Tile), New York, N. Y.; Davis Handkerchief Corp.; Parke-Edwards, Ltd.; Central Paint & Varnish Co. (Paint Mfg.); Breakers Beach Club (Cabana Club); Seagram Laboratories No-Lax), New York; Economy Supply Co.

### GILLHAM ADVERTISING AGENCY-INC.

500 Continental Bank Bldg., Salt Lake City 1, Utah  
 Phone: EM 4-5516  
 ABP—ANPA—APA

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.....Heber G. Wolsey  
 Secretary.....Richard H. Ogaard  
 Art Director.....Clair Lindgren  
 Prod. Mgr.....J. R. Furner  
 Space Buyer.....Esther Gook  
*Radio Accounts:* Cloverleaf Dairy (Milk, Cream, Milk Products), Colville Ice Cream Co., Fisher Brewing Company, Mountain Fuel Supply Co., Ogdan First Federal Savings, Petty Motor, Purity Biscuit Company. Royal Baking Company, Sego Milk Products 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, 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, INC.

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

ABP—ANPA—NOAB—NBP—APA  
 President.....Bert S. Gittins  
 Prod. Dir.....Stewart Carlson  
 Media Dir.....Esther Block  
 Copy Dir.....Harold Nelson  
 Dir. Ind. Markets.....James M. Costello  
 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.

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

President.....John H. Stewart  
 Exec. Vice Pres.....Ward M. Wilcox  
 Vice Presidents.....Merle W. Bell,  
 Robert O. Holleron, Jr., Duke Burgess,  
 Jack Schlichenmaier, Liener Temerlin  
*Branch Offices*

304 First Life Bldg., Fort Worth 2, Tex.  
 Vice President.....Merle Bell  
 1505 Transit Tower, San Antonio, Tex.  
 Phone: CA 7-6311

Vice President.....J. Schlichenmaier  
 803 Lovett Blvd., Houston, Texas  
 Phone: JA 3-4714

Manager.....Keith Butler  
 6399 Wilshire Blvd., Los Angeles, Calif.  
 Phone: WE 3-9369

Manager.....Raymond Prochnow  
 510 Electric Bldg., El Paso, Tex.  
 Phone: KE 2-3606

Manager.....I. E. Carson  
*Radio Accounts:* Lone Star Brewing Co. San Antonio; Republic National Bank, Dallas; 7-Eleven Stores, Dallas; Greater Houston Lincoln-Mercury, Houston; Sakrete (Concrete Products), Cincinnati; Oak Farms, Dallas; Centex, Dallas; Ft. Worth Natl. Bank; Groos Natl. Bank, San Antonio.

*TV Accounts:* Lone Star Brewing Co., San Antonio, Tex.; Fort Worth Nat'l Bank; Republic Nat'l Bank, Dallas, Tex.; Groos Nat'l Bank, San Antonio, Tex.; 7-11 Stores, Dallas, Tex.; National Car Rental, San Antonio, Tex.; Sterling Motors, Houston, Tex.; Fred Snider Pontiac, El Paso, Tex.

### MAX GOLDBERG ADV. AGENCY

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

Owner, Dir.....Max Goldberg  
*Accounts:* Premium Beverage Co., TV Sta. KBTB, Western Novelty Co., all of Denver.

### GOODMAN & ROUSE, INC.

250 S. LaCienega Blvd., Los Angeles, Calif.  
 Phone: OLeander 5-8550

Pres., Treas.....Mort Goodman  
 Vice President.....Art Rouse  
*Accounts:* AB-PT Pictures Corp., Beverly Hills, Calif.; Cinerama, Los Angeles, Calif.; J. Arthur Rank Corp. of America; Republic Studio, N. Hollywood, Calif.; Radio Station KMLA-FM; United Artists, Los Angeles; Warner Bros., Burbank, Calif.; Stanley Warner, Los Angeles.

### GOTHAM-VLADIMIR ADVERTISING, INC.

342 Madison Ave., New York 17, N. Y.  
 Phone: OXford 7-4300  
 ABP—AFA—ANPA—AAAA

Chairman of Bd.....Irwin A. Vladimir  
 Vice-Chmn. of Bd.....G. Ellsworth Harris  
 Chmn. Exec. Comm.....Duncan D. Sutphen, Jr.  
 President, Dir.....Arthur A. Kron  
 Vice-Presidents.....Robert F. Kendall,

# ADVERTISING AGENCIES

Daniel C. Kaufherr, Richard H. Hobbs,  
C. G. Rourke, Frank Birdsall, Evelyn Ring-  
rose, William V. Ricglane  
Media Dir.....Robert J. Ricglane  
Secretary.....Chester A. Priest  
Dir. Radio & Television.....Sally Allen  
Dir. Pub. Relations.....Kay Long

## Branch Offices

1 No. LaSalle St., Chicago 2, Ill.  
Phone: ANdover 3-2890  
Vice-President.....Richard H. Hobbs  
251 Kearny St., San Francisco 8, Calif.  
Phone: YUkon 6-0920  
Vice-President.....Frank Birdsall  
P. O. Box 8676, Fernandez Juncos Station,  
Santurce, P. R.  
Phone: San Juan 2-0780

Manager.....Andrew N. Vladimir  
*Radio and TV Accounts:* Lutheran Lay-  
men's League, St. Louis, Mo.; Japan Canned  
Crabmeat Sales Co.; International Tuna Fish  
Assn.; Japan External Trade Recovery Or-  
ganization (Imported Canned Mandarin  
Oranges), all Tokyo.

## GOTHELF & WEIL, INC.

47 W. Huron St., Buffalo 2, N. Y.

Phone: MA 6755

ANPA

President.....Henry J. Weil  
Secy., Treas.....Stephen Gotthelf  
V.P., TV Dir.....Peter King  
*Accounts:* Erie Cty. Savings Bank, RCA  
Distrib. Corp., WBEN Inc. & WBEN-TV, all  
of Buffalo, N. Y.

## GRAND & WADSWORTH, INC.

120 E. 56th St., New York 22, N. Y.

Phone: PLaza 5-4082

ANPA—APA—ABP—NBP

President, Treasurer.....Ivan B. Romig  
Vice Presidents.....Wm. Eichhorn, Wm.  
Walker  
Sec'y. Media Dir.....Blanche Jampol

## GRANT ADVERTISING, INC.

919 North Michigan Ave., Chicago 11, Ill.

Phone: SUperior 7-6500

ANPA—APA—ABP—PPA—SNPA—NOAB

President.....Will C. Grant  
Exec. V.P. Int'l.....Fred Spence  
Vice-Presidents.....Valeria T. Feely,  
Carl M. Post, W. R. Watson

Secretary.....Mary Waller Grant  
Art Director.....Ken Boehnart  
V.P., Research Dir.....Kay Sheldon  
V.P., Comptroller.....John G. Copeland  
V.P., Media Dir.....Reginald L. Dellow  
Dir. Bus. Analysis.....Glen E. Shears  
Time Supervisor.....Dene Voigt  
Radio & TV Dir. (Chicago)...Gail Micheals  
Production Mgr.....Harry White  
Chicago Art Dir.....Fleetwood Burt  
V.P. Personnel.....Donald C. Turner

## Branch Offices

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

Phone: OXFord 7-5800

Exec. Comm. Chg. N. Y. Office...John Pinto,  
Abbott Kimball  
29th Floor, Guardian Bldg., Detroit 26, Mich.  
Phone: WOodward 3-9400

Exec. V.P.....Lawrence McIntosh  
2003 Davis Bldg., Dallas 2, Tex.

Phone: RIVERSide 1-3251

V.P. Chg. Dallas Office.....Joe K. Hughes  
One Nob Hill Circle, San Francisco 5, Calif.  
Phone: SUTTER 1-8424

V.P. Chg. San. Fran. Off.....Alfred Ducato  
120 Sixth Ave. N., Seattle 9, Wash.

Phone: MAIn 4-3232

V.P. Chg. Seattle Office.....Wm. Burke  
13th St. at Second Ave., S.W., Miami 36, Fla.  
Phone: FRanklin 3-6611

V.P. Chg. Caribbean Oper.....John A. Dey  
Taft Bldg., Hollywood 28, Calif.

Phone: HO 1-9231

V.P. Chg. Hollywood Off.....John M. Cody  
Plans Bd. Chmn.....Robert L. Dellinger

*Accounts:* Airtemp Div. of Chrysler Corp.;  
Warren Petroleum Co.; M. Pier Co.; Ply-  
mouth Div., Chrysler Corp.; Comet Rice  
Co.; Dodge Div., Chrysler Corp.; Douglas  
Laboratories (Coppertone Dri-Gas Div.);  
Excell Labs (New Plant Life); KVP Co.  
(Paper Products); Meyer's Sanitary Dairy  
(Div. Hawthorne-Melody); Miller's Gold  
Seal Dairy; Minneapolis-St. Paul Dodge  
Dealers; Dr. Pepper.

## GRAY & ROGERS

12 South 12th St., Philadelphia 7, Pa.

Phone: WALnut 2-4808

ANPA—ABP—ABC—AAAA—APA

NBP—NOAR

Partner.....Jerome B. Gray  
Partner-TV Dir.....Edmund H. Rogers  
Partner.....Robert W. Graham  
Partners.....Sherman G. Landers,  
Russell K. Carter, William B. Edwards,  
Atherton Seelev, David B. Arnold, Thelma  
Beresin, Franklin P. Jones, Granville Wor-  
rell, Albert R. Bochroch

Radio-TV Dept.....Walter M. Erickson  
Production Mgr.....Alex Irvine  
Media Director.....James S. Reifsnnyder  
744 Broad St., Newark, N. J.

Phone: MARket 3-7345

Manager.....Richard N. Gulick

*Radio Accounts:* The M. A. Hanna Com-  
pany (Coal), Philadelphia, Pa.; Philadel-  
phia Saving Fund Society (Banking Ser-  
vices), Philadelphia, Pa.; American Chemi-  
cal Paint Co. (Plant Foods), Ambler,  
Pa.; Diamond State Telephone Company  
(Services); Delaware; Lee Tire & Rubber  
Co. (Tires), Conshohocken; Charles Mar-  
chand Co. (Hair Rinses), N. Y., N. Y.;  
Vogel-Ritt (Termite & Pest Control), Phil-  
adelphia.

*TV Accounts:* Fidelity-Philadelphia Trust  
Co. (Banking Services), Philadelphia, Pa.;  
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 Tele-  
phone Co. (Services), Delaware; Charles  
Marchand Company (Hair Rinses), N. Y. C.;  
Philadelphia; Lee Tire & Rubber Co.  
(Tires).

## ADVERTISING AGENCIES

### MONROE GREENTHAL CO., INC.

595 Madison Ave., New York 22, N. Y.  
Phone: PLaza 9-8640

President.....Monroe W. Greenthal  
V.P., Creative Dir.....David E. Diener  
Radio & TV Dir.....Harvey Schulman  
V.P., Media Dir.....Herb Hauser  
Copy Chief.....Dave Dember  
Prod. Mgr.....Joseph Bogiano  
Art Director.....Otto Luther  
Assoc. Art Dirs.....Ed Brodtkin,  
Lew Clayman, Robert Cohen  
*Radio Accounts:* Gimmel's; RKO Theatres; Buena Vista (Walt Disney Film Distr.); A. M. Kidder & Co. (Stockholders); Stanley Warner Corp. (Cinerama); United Artists Corp.; Walter Reade (Odditorium, Theatres & Restaurants).

*TV Accounts:* Effanbee Doll Corp.; Distributors Corp. of America; RKO Theatres; United Artists Corp.

*Estimated Radio Billings:* \$500,000.  
*Estimated TV Billings:* \$400,000.

### GREGORY-GIEZENDANNER COMPANY

P. O. Box 6278, Houston 6, Texas  
Phone: JACkson 6-1071

Partners.....Lloyd Gregory,  
Chas. J. Giezendanner, Jr.  
Production Manager.....Dave Lemke  
Asst. Prod. Mgr.....Lynn Chesnar  
TV Time Buyer.....JoAnn Geis  
Publicity Director.....Maureen Marks  
Publications Director.....Ted Sumerlin

### GREY ADVERTISING AGENCY, INC.

430 Park Ave., New York 22, N. Y.  
Phone: PLaza 1-3500

AAAA-ABP-ANPA-APA-NOAB-PPA  
Bd. Chrmn., Head Exec. Comm...Lawrence Valenstein

President.....Arthur C. Fatt  
Exec. V.P., Acct. Sup.....Herbert D. Strauss  
Controller.....Elmer E. Feistel  
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. Deckinger  
V.P., Radio-TV Copy

Chief.....Robert Kirchbaum  
V.P., Adm. Art Dir.....Guy Oring  
V.P., TV Prog.....William F. Craig  
V.P., Acct. Supvs.: Ralph Axthelm, Leroy Block, B. I. Brownold, Samuel Dalsimer, Theo. Kaufman, Joseph Lorin, Edward Meyer, David Rand, Edmund R. Richer, Jules Singer, Jerome Stolzoff, John A. Kuneau, Richard J. Martell.

#### Branch Offices

750 N. Vine St., Hollywood 28, Calif.  
Vice-Pres.....Robert D. Wolfe  
235 Montgomery St., San Francisco 4, Calif.  
Manager.....L. V. Bernardini

*Radio Accounts:* 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.

*Estimated Radio Billings:* \$5,500,000.  
*Estimated TV Billings:* \$11,200,000.

### GRISWOLD-ESHLEMAN CO.

1400 Terminal Tower, Cleveland 13, O.  
Phone: TOWer 1-3232  
AAAA-ABP-ANPA

Board Chairman.....John F. Davis  
President.....Charles Farran  
Chairman.....Kenneth W. Akers  
V.P.'s.....Robert L. Baumgardner,  
L. R. Canfield, V. C. Kenney, W. A. Weaver

V.P., Media Res. Dir.....W. A. Weaver  
V.P., P. R. Dir.....E. C. Powers  
Secy., Treas.....Louis F. Ruf  
Chairman.....Kenneth W. Akers  
Media Director.....H. A. Stadthagen  
TV, Radio, Films Dir.....Ralph A. Borzi  
Production Manager.....Frank J. Stastny  
Mktg., Res. Dir.....H. K. Jones  
Controller.....Ann Whittlesey  
Time Buyer.....George L. Young  
Art Dirs.....Wm. Root, F. Langel,

Edw. Hecker, Jose Vasquez  
Art Dirs., Collateral Material...J. P. Heck,  
Glenn Nelson, Wm. Root

*Radio Accounts:* Fisher Bros. Co. (Retail Food Chain), 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. (Tires & Accessories), Akron, Ohio; Cockshutt Farm Equipment Co., Bellevue, Ohio; Hotel Cleveland, Cleveland, O.; Alfred Nickles Bakery, Navarre, O.

*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 & Access.), Akron, Ohio; Alfred Nickles Bakery (Wholesale & Retail), Navarre, O., Sears, Roebuck & Co., Cleveland Stores) Cleveland, O.; Hotel Cleveland, Cleveland, O.; Industrial Vending Co. (Vending Machines) Cleveland, O.

*Estimated Radio Billings:* \$1,100,000  
*Estimated TV Billings:* \$1,100,000.

### CHARLES ANTHONY GROSS ADV. AGENCY INC.

901 N.E. Second Ave., Miami 32, Fla.  
Phone: FRanklin 1-8571

Pres., Treas.....Charles A. Gross

## ADVERTISING AGENCIES

Vice President.....Peter Finney  
 V.P., Copy Chief.....Spencer Hill  
 Secy., Media Dir.....Elinor Esser  
 Art Directors....Chas. Bowen, Nate Machtey  
 Publicity Director.....Gene Wood

### JULIAN GROSS & ASSOCIATES, INC.

770 Asylum Ave., Hartford 5, Conn.  
 Phone: CHapel 9-8491

Pres., Treas.....Julian Gross  
 Secy., Space Buyer.....Libby Dunn  
 Art Dir., Prod. Mgr.....Daniel Canter

### GRUBB & PETERSEN ADV. AGENCY

111 N. Market St., Champaign, Ill.  
 Phone: FLEetwood 6-3766

ABP—APA—NBP

General Manager.....Robert F. Grubb  
 Radio-TV Dir.....Dale Arvidson  
*Accounts:* Churchill Mfg. Co., Galesburg, Ill.; Hollywood Brands, Centralia, Ill.; P & H Electronics, Lafayette, Ind.; WCIA (TV) Champaign, Ill.

### ART GRUBER ASSOCIATES

4401 East Lake St., Minneapolis 6, Minn.  
 Phone: PA 1-1661

President.....Art Gruber  
 Secretary.....E. M. Gruber  
 Time Buyer.....Norman Vinitzky

*Radio Accounts:* Authorized TV (Television Service); Downtown Chevrolet; Margo Kraft (Toys), all Minneapolis; Midway Chevrolet, St. Paul; O. B. Thompson Electric; Orrin Thompson Construction Co., both Minneapolis.

*TV Accounts:* Bowlerama, Inc. (Bowling); Downtown Chevrolet; Margo Kraft (Toys), all Minneapolis-St. Paul; Midway Chevrolet, St. Paul; Orrin Thompson Construction Co.; Minnesota Bowling Proprietors Assn., both Minneapolis.

### GUILD, BASCOM & BONFIGLI, INC.

130 Kearny St., San Francisco 8, Calif.  
 Phone: YUkon 2-6040

AAAA—ABC—ABP—ANPA

President.....Walter Guild  
 Bd. Chrmn.....David Bascom  
 Exec. V.P.....Dante Bonfigli  
 V.P., Gen. Mgr.....Gilbert Burton  
 V.P., Secy-Treas.....W. I. Hoffnine, Jr.  
 V.P., Media Dir.....Rod Macdonald  
 V.P., Dir. Copy-TV Depts. ..Courtney Moon  
 V.P., Creative Dept.....Alex Anderson

#### Branch Offices

105 W. Adams St.  
 Phone: STate 1-0253

Dir. of Marketing.....Richard D. Crisp  
 515 Madison Ave., New York, N. Y.  
 Phone: PLaza 1-3979

Acct. Exec.....Hank Buccello  
 Dir. Network Rel.....Reggie Schuebel  
 1750 N. Vine Capitol Tower,  
 Hollywood 28, Calif.  
 Phone: HO 9-8217

Admin. Head.....Karl Gruner  
 603 Stewart St., Seattle 1, Wash.  
 Phone: MAln 4-3711

Account Executive.....Tom Killilea  
*Radio and TV Accounts:* Ralston Purina

Co., St. Louis, Mo.; The Best Foods, Inc. (NUCOA), New York; Skippy Peanut Butter; Breast-O-Chicken Tuna, Inc., San Diego, Calif.; Heidelberg Brewing Co., Tacoma, Wash.; Mother's Cake & Cookie Co., Oakland, Calif.; Mary Ellen's Dists. (Jams & Jellies), Berkeley, Calif.; Clougherty Packing Co. (Farmer John Meat Products), Vernon, Calif.

*Estimated Radio Billings:* \$1,500,000.

*Estimated TV Billings:* \$7,000,000.

### GULF STATE ADVERTISING AGENCY, INC.

2714 Danville, Houston, 5, Texas  
 Phone: JACkson 6-2111

President.....Adie Marks  
 V.P., Treas.....Seymour Cohen  
 Production Manager.....Shirley Rouse  
 Copy Chief, Pub. Dir.....Mrs. Bess W. Scott  
 Media Director.....Mrs. Fern Luker  
 Radio-TV Dir., Time  
 Buyer.....Miss Irma Faerber

### LAWRENCE C. GUMBINNER ADV. AGENCY, INC.

655 Madison Ave., New York 21, N. Y.  
 Phone: TEMpleton 8-1717

ABP—ANPA—ABC

Chairman.....Lawrence C. Gumbinner  
 President.....Milton Goodman  
 V.P., Radio-TV Dir.....Paul G. Gumbinner  
 Exec. V.P.....Morton Freund  
 Copy Supervisor.....Robert Goldsmith  
 VP in Chg Prod.....Herman Kornblum  
 V.P. in Chg. Art.....Hershel Bramson  
 Vice President.....Graeme Macleod  
 Vice President.....Sumner Wyman  
 Media Dir.....Henry J. Katz

*Radio Accounts:* American Tobacco Co. (Filter Tip Tareyton Cigarettes, Roi-Tan Cigars), New York; Bercut-Richards Packing Co. (Sacramento Tomato Juice), Sacramento, Calif.; Block Drug Co. (Rem Cough Medicine, Omega Oil, Minipoo), Jersey City, N. J.; Browne Vintners Co., Inc. (Cherry Kijafa Wine), New York; Chap Stick Co. (Chap Stick Lip Balm, Chap-ans Hand Cream) Lynchburg, Va.; Kolmer-Marcus (Men's Clothing), New York; Monarch Wine Co., Inc. (Manischewitz Wine), Brooklyn, N. Y.; Q-Tips, Inc. (Sterilized Cotton Swabs), New York; Sutton Cosmetics, Inc. (Deodorant Stick), New York.

*TV Accounts:* American Tobacco Co. (Filter Tip Tareyton Cigarettes), New York; Block Drug Co. (Rem, Rem Rub, Minipoo), Jersey City, N. J.; Bourjois, Inc. (Evening in Paris Toiletries), New York; Monarch Wine Co., Inc. (Manischewitz Wine), Brooklyn, N. Y.; Porter Cable Machine Co. (Portable Electric Tools), Syracuse, N. Y.; Q-Tips, Inc. (Sterilized Cotton Swabs), New York; Sutton Cosmetics, Inc. (Deodorant Sticks), New York.

### JOHN L. HALPIN, ADVERTISING

277 State St., Schenectady 5, N. Y.  
 Phone: FRanklin 2-0492

Partners...John L. Halpin, Marion G. Halpin  
 Copy Chief.....S. P. Levine



## ADVERTISING AGENCIES

### THE F. H. HAYHURST CO. LIMITED

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

Phone: EMpire 6-0731

President.....W. P. Hayhurst  
 Vice-President.....Geo. F. Hayhurst  
 V.P.....H. W. E. Pepler  
 V.P.....N. L. Drynan  
 V.P., Chmn. Plans Bd.....D. J. Leonard  
 Radio-TV Director, V.P.....R. D. Amos  
 Asst. Dir.....C. M. Harrison  
 Time Buyer.....E. Brown  
 Radio Prod.....S. Hannah  
 Media Mgr.....B. J. Keelor  
 Production Mgr.....C. A. Kellow

#### Branch Office

1510 Drummond St., Montreal, Que.

Phone: VI 5-0251

Manager.....J. B. Leupold  
*Radio Accounts:* Acousticon-Dictograph Co.; Elizabeth Arden of Canada Ltd.; Best Foods (Canadian) Ltd. (Rit Dyes, Nucoa Margarine); British Motor Corp. (Austin, Morris Cars); Canada Permanent Trust, all Toronto; Canadian Cannery Ltd.; Wagstaffe Ltd. (Jellies, Jams, Pickles), both Hamilton; Dack Corp. (Shoes), Toronto; R. D. Fleck & Co. Ltd. (Minibrix, Slinky Toys), Tillsonburg; G. T. Fulford Ltd. (Baby's Own Tablets, French); General Steel Wares Ltd.; Heintzman & Co. Ltd., all Toronto; Walter M. Lowney Co. Ltd., Montreal; MacFeeters Creamery Ltd. (Golden Bar Cheese, Honey Butter), Toronto; Montreal Gazette, Montreal; Nestle (Canada) Ltd. (Nescafe, Nestea); Procter & Gamble Co. of Can. Ltd. (Camay); Province of Ontario (Dept. Travel & Publicity), all Toronto; St. Lawrence Starch Co. Ltd. (Bee Hive Corn Syrup), Port Credit; Scholl Mfg. Co. Ltd. (Zino-Pads), Toronto; Scotch Anthracite Coal Co. Ltd., Montreal; Pioneer Feed Co. Ltd.; Smith-Corona (Canada) Ltd.; Toronto Real Estate Board; Warner-Lambert (Canada) Ltd. (Bromo-Seltzer, Listerine); E. Griffith Hughes Ltd. (Rennies Tablets); John A. Huston Co. Ltd. (Dolcin), all Toronto.

*TV Accounts:* Canadian Cannery Ltd., Hamilton; Carling Breweries Ltd., Brading Div., Toronto; R. D. Fleck & Co. Ltd. (Minibrix, Slinky Toys), Tillsonburg; Nestle (Canada) Ltd. (Nescafe, Nestea); Procter & Gamble Co. of Canada, Ltd. (Camay); Province of Ontario (Dept. Travel & Publicity), all Toronto; St. Lawrence Starch Co. Ltd. (Bee Hive Corn Syrup), Port Credit; Smith-Corona (Canada) Ltd.; Toronto Real Estate Board, both Toronto; Visking Ltd., Lindsay; Parker Pen Co. Ltd.; Warner-Lambert (Canada) Ltd. (Bromo-Seltzer); Loblaw Groceries, all Toronto.

### HEINEMAN, KLEINFELD, SHAW & JOSEPH, INC.

1270 Sixth Ave. New York 20, N. Y.

Phone: CIRCLE 7-7660

ABP

President.....Mort Heineman  
 Ch. of Bd., Sec. & Treas.....M. J. Kleinfeld

V.P., Media Dir.....Julius Joseph, Jr.  
 Radio-TV Time Buyer.....Alice Ross  
 Vice Pres.....Joseph Shaw  
 TV Dir., Talent Buyer.....Allen Black

#### Branch Office

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

Phone: HOLLYWOOD 3-1153

Manager.....Howard Blake  
*Radio Account:* Artistic Cards, Inc. (Greeting Cards) Elmira, N. Y.

*Radio & TV Accounts:* Roosevelt Raceway (Trotting Races), Westbury, L. I., N. Y.; Rad Bleach Inc. (Bleaching & Cleaning Agents), N. Y. C.; Fashion Frocks, Inc. (Women's Dresses) Cincinnati, O.

### HEINTZ & COMPANY, INC.

611 Wilshire Blvd., Los Angeles 17, Calif.

Phone: MADison 9-3181

AAAA-APA-ABP

President.....Robert P. Heintz  
 Radio-TV Dir.....Kenneth Higgins  
*Accounts:* Regal Pale Brewing Co., San Francisco, Calif.; Standard Federal Savings & Loan Assn.; Sterling Electric Motors, Inc.; Westinghouse Appliance Sales, both Los Angeles.

### HERALD ADVERTISING AGENCY, INC.

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

Phone: MURray Hill 7-2280

Pres., Radio Dir.....M. J. Middleman  
 V.P. & Art Dir.....Jack Warren  
 V.P. & Sec'y.....H. M. Weiss  
 Acct. Executives.....M. J. Middleman, S. T. Hunter

*Accounts:* Bar-Ray Products Inc.; Barrie Weiss Inc.; Brown, Victor Undies, Inc.; Capital Cubicle Co.; Cromwell Inc.; Lantre Ltd.; Lightfoot Schultz Co.; Lynn Handbags, Inc.; O'Toole, Edward Co. Inc.; Radio Station WQAN, Scranton, Pa.; Scranton Times.

### AL HERR ADV. AGENCY, INC.

225 E. Michigan St., Milwaukee 2, Wis.

Phone: Broadway 1-2710

ABP-ANPA

President, Chmn., Treas.....Al J. Herr  
 Vice-President.....John Rock  
 V.P., Radio-TV.....Elton W. Kocian  
 Art Director.....Carl M. Ruppert  
 Production.....Gene M. Wrobel  
 Media, Radio Buyer.....Ruth Walter  
 Creative Director.....Allen Ballsieper  
 Research Director.....Howard Klatt  
*Radio Accounts:* Cudahy Bros. Co. (Meat Packer), Cudahy, Wis.; Ace Foods, Inc. (Restaurant & Caterers); John Graf Co. (Beverages); Keller's Beverage Center; King Braeger Chevrolet Co.; Milwaukee Florists Assn.; Robert A. Johnston Co. (Cookies, Candy, Biscuit); Marine Nat'l Exch. Bank; Pate Oil Co.; Sealtest Dairy Div.; Sealtest Ice Cream Div.; Spic & Span Dry Cleaners, all Milwaukee; Economics Laboratory, Inc. (Detergent) New York.

*TV Accounts:* Economics Laboratory, Inc. (Detergent, etc.), New York; Cudahy Bros. Co. (Meat Packer); Marine Nat'l Exch.



## ADVERTISING AGENCIES

Bank; Pate Oil Co.; Robert A. Johnston Co. (Cookies, Candy, Biscuit); Spic & Span Dry Cleaners; Sealtest Dairy & Ice Cream, all Milwaukee.

*Estimated Radio Billings:* \$200,000.  
*Estimated TV Billings:* \$275,000.

### HICKS & GREIST, INC.

555 Fifth Ave., New York 17, N. Y.  
Phone: MURray Hill 7-5600  
ANPA—ANPA

President.....Charles V. Skoog, Jr.  
Exec. Vice Pres.....Harry L. Hicks, Jr.  
V.P., Radio-TV Dir...Theodore J. Grunewald  
V.P., Treasurer.....K. A. Hamilton  
Pub. Rel. Dir.....Irving S. Kogan  
Time Buyers...Vincent J. Daraio, M. Reiner  
Prod. Mgr.....Martin Rifkin

*Radio Accounts:* Dixie Cup Co. (Dixie Cups, Plates), Easton, Pa.; Lewyt Corp. (Vacuum Cleaners), Long Island City, N. Y.; Sandura Co. (Sandran Floor Covering), Philadelphia; Stahl-Meyer, Inc. (Ferris Ham & Bacon, Cheezdogs), New York; The Taylor-Reed Corp. (Q-T Instant Frosting), Glenbrook, Conn.; V. La Rosa & Sons, Inc. (Frozen Foods, Spaghetti, Macaroni, Noodle Products), Brooklyn, N. Y.

*TV Accounts:* Dixie Cup Co. (Dixie Cups, Plates), Easton, Pa.; Sandura Co. (Sandran Floor Covering), Philadelphia, Pa.; The Taylor-Reed Corp. (Cocoa Marsh, Q-T Instant Frosting), Glenbrook, Conn.; Walter H. Johnson Candy Co. (Power House Candy Bars), Chicago, Ill.; V. La Rosa & Sons, Inc. (Noodle Products, Frozen Foods, Spaghetti, Macaroni), Brooklyn, N. Y.

### HILL & KNOWLTON, INC.

150 E. 42nd St., New York 17, N. Y.  
Phone: OXFord 7-5600  
ANPA

Chairman.....John W. Hill  
President.....Bert C. Goss  
Sec., Treas. ....Harry S. Cooper  
Art Director .....M. Richard Kaufmann

#### Branch Office

1000 Vermont Ave., N. W.  
Washington 5, D. C.  
Phone: STerling 3-0270

Vice President.....Avery McBee

### HILTON & RIGGIO, INC.

4 West 58th St., New York 19, N. Y.  
Phone: PLaza 1-3900  
ANPA—NBP—NOAB

President.....Peter Hilton  
Exec. V.P.....Robert L. Haag  
Vice Presidents .....James Williamson,  
John G. Jones, F. I. Cahners

Art Director.....Jabez Williams  
Time Buyer.....Maria Carayas  
Production Manager .....Daniel Casey  
*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 Evyan, New York City; Vermouth Industries of America, Inc., New York City.

### HOAG & PROVANDIE, INC.

137 Newbury St., Boston 16, Mass.  
Phone: COmmonwealth 6-7515  
ABP—ANPA—APA—AAAA

President.....Paul Provandie  
Treasurer.....Myron L. Eastwood  
Exec. Vice-President.....Langley C. Keyes  
Senior Vice President.....Thomas J. Bowen  
Vice Presidents.....William Van N. Washburn, Edward W. Quinn

V.P., Art Dir.....Donald E. Clark  
Asst. Treasurer.....M. Douglas Adamson  
Prod. Mgrs.....Bertha L. Aldrich,  
A. Stedman Murdy, Jr.

Assoc. Art Dir.....Leo Harrington,  
George F. Wilson

Account Execs.....Paul H. Provandie,  
Myron L. Eastwood, Thomas J. Bowen,  
Langley C. Keyes, William Van N. Washburn, Edward W. Quinn, Robert B. Ward,  
Ruleffe F. Barbour, John P. Hoag, Jr.

*Accounts:* Laboratory for Electronics, Inc.; LaTouraine Coffee Co.; J. B. Malcolm Inc. (Costume Jewelry); Masury-Young Co. (Industrial Flr. Cng., Refinishing Compounds); Mr. Boston Distiller Inc. (Liquor Prod.); Nordblom Co. (Industrial Real Estate); Jno. P. Squire Co. (Swift & Co. Assoc. Plant, N. Eng.); New England Trust Co.; WHDH, WHDH-TV, all of Boston; Boston Woven Hose & Rubber Co. (Industrial Rubber Prod.); Brigham's (Candy, Ice Cream); Carter's Ink Co. (Inks, Adhesives, Carbons, Ribbons); Dorothy Muriel's (Bakery Prod.); Durand's (Pkgd. Candy); G. E. Co., Appl. & TV Rec. Div., N. Eng. Dist. (All GE Major Appliances); all of Cambridge, Mass.; Amer. Biltrite Rubber Co. Inc. (Rubber Heels & Soles) Chelsea, Mass.; Bay St. Macaroni Mfg. Co. ("Viva" Italian Spaghetti Prod.) Lawrence, Mass.; Boston Filter Co. (Air Filters, Comm. Air Cond., Water Coolers) Charlestown, Mass.; Citrus Fruit Juices Inc., Lynn, Mass.; L. B. Evans Son Co. (Men's Slippers, Casual Shoes) Wakefield, Mass.; Foster Grant Co. Inc. (Sunglasses) Leominster, Mass.; Gen. Ice Cream Corp. (Bushway Ice Cream) Somerville, Mass.; Gen. Elec. Co., Small Aircraft Eng. Dept. (Engineer Recruitment) Lynn, Mass.; J. W. Greer Co. (Hvy. Eqpt. for Bakery, Candy, Food Fields) Wilmington, Mass.; Hendrie's Ice Cream, Milton, Mass.; IGA Foodliners, Burlington & Malden, Mass.; Ludlow Papers Inc., Fine Papers Div. (Fine Papers, Tapes, Coarse Papers) Brookfield, Mass.; Nissen Bkg. Corp. (Old Home Bread) Lynn, Mass.; Pyrotex Co. Inc. (Plasti Lacings), Leominster, Mass.; Sprague & Carleton, Inc. (Solid Rock Maple Furniture) Keene, N. H.; Std. Duplicating Machines, Inc., Everett, Mass.; Swift & Co. Assoc. N. Eng. Plants; H. L. Handy Co., Springfield, Mass. & Speery Barnes Co., New Haven, Conn.; Table Talk Pastry Co. (Table Talk Pies) Worcester, Mass.; Dr. J. F. True (Elixir) Lynn, Mass.; Merrimac Valley Nat'l Bank, Lawrence-Haverhill, Mass.; New Bedford, Wood's Hole, Martha's Vineyard & Nantucket Steamship Authority (Ferry & Passenger Steamer Service).

# ADVERTISING AGENCIES

## HONIG-COOPER, HARRINGTON & MINER

1275 Columbus Ave., San Francisco 11, Calif.  
Phone: OR 3-4469

AAAA-ABC-ABP-ANPA

President.....Louis Honig  
Bd. Chmn.....Eugene I. Harrington  
First V.P.....Fred Glauser  
Secy.-Treas.....John W. Davis  
V.P.'s.....Eric Bellingall,  
Alfred E. Smith  
Time Buyer.....C. McCreary  
Radio-TV Prod. Dir.....Charles Larrance  
Sec.-Treas.....John W. Davis

### Branch Offices

Tower Bldg., Seattle 1, Wash.

Phone: MA 2-1800

V.P.....W. E. Kraft  
304 S. Kingsley Drive, Los Angeles 5, Calif.  
Phone: DUnkirk 8-3301

Exec. V.P., Mgr.....Sherman R. Slade  
Time Buyers.....Sylvia Goodfriend,  
Jane Kirkpatrick

*Radio Accounts:* Langendorf United Bakeries (Butternut Bread); Italian Swiss Colony (Wines); Wells Fargo Bank; Denalan Co. (Dental Plate Cleaners); Yellow Cab Co., all San Francisco; Clorox Co., Oakland, Calif.

*TV Accounts:* The Clorox Co.; C & H Sugar Refining Corp.; Langendorf United Bakeries (Butternut Bread); S & W Fine Foods, Inc.; Italian Swiss Colony (Wines); Star-Kist Foods, Inc. (Tuna Products); Avocet Co. (Qwip); Leslie Salt Co., all San Francisco; Gambarelli & Davitto (G & D Vermouth & Wines), New York.

*Former Miner Co. Accts:* American Beauty Macaroni; Bu-Tay Products, Ltd. (Rain Drops, George, Diaper Sweet); Thrifty Drug Stores, Inc. (Drug Store Chain); Clifton's Cafeterias; Green Spot, Inc. (Orange Drink); Interstate Bakeries Corp. (Bread); Von's Grocery Co. (Supermarket); Kerr Glass Corp. (Canning Equipment); Santa Fe Vintage (Wines); Luer Packing Co. (Meats); James O. Welch Co. (Candy); Hoffman TV (Television Sets), all Los Angeles.

*Estimated Radio Billings:* \$1,000,000.

*Estimated TV Billings:* \$4,000,000.

## HORAN-DAUGHERTY INC.

8012 Bonhomme, St. Louis 5, Mo.

Phone: VOLunteer 3-4524

ABP-ANPA

President.....Joseph J. Horan  
Exec. V.P.....Robert O. Scott  
Vice-President.....Jim Daugherty  
Creative Art Director.....Bob G. Watkins  
Media Director.....Mary E. Johnson  
Radio-TV Dir.....Barbara Block  
Copy Chief.....C. R. Sides  
Executive Art Director.....J. W. Duke  
Production Manager.....Tom Thompson

*Radio-TV Accounts:* Falls City Brewing Co. (Falls City Beer), Louisville, Ky.; Pepsi-Cola Bottlers of St. Louis, Inc.

*Radio Account:* Vi-Jon Laboratories, Inc.

(Antiseptic Mouth Wash, Gargle, Hand Lotion) St. Louis, Mo.

*TV Account:* Velvet Freeze, Inc. (Ice Cream) St. Louis.

## HOUCK & COMPANY, INC.

2013 S. Jefferson St., Roanoke 16, Va.

Phone: DIAMOND 2-3411

ABP-ANPA-APA-SNPA-AFA

President.....C. B. Houck  
Vice President.....William B. Houck  
Secretary.....Kathryn H. Ferguson  
Vice President.....William F. Downs  
Art Director, V.P.....Edwin R. Deady  
Production Mgr.....W. Leon Mitchell  
Research Media.....Jeannette G. Thorne  
Radio-TV Director.....Joseph D. Mastin  
*Radio & TV Accounts:* Beamer Motors; High's Ice Cream; Hodges Lumber Co.; Lindsey-Robinson Co., Inc.; Mountain Trust Bank, all of Roanoke; Elk Refining Co. & Kanawha Valley Bank, Charleston, W. Va.; Crowgey Sausage Co., Kellysville, W. Va.  
*Radio Account:* First Nat'l. Bank of Martinsville & Henry City, Martinsville, Va.

*TV Accounts:* Adams Constr. Co.; Appalachian Pwr. Co.; Davidson's Clothiers; Fuel Oil & Eqpt. Co.; Hospital Service Assn. of Roanoke; 7-Up Bottling Co., all of Roanoke, Va.

## BRYAN HOUSTON, INC.

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

Phone: PLaza 7-6400

ABP-ANPA-AAAA

Chairman of Board.....Bryan Houston  
President.....Wm. R. Hillenbrand  
V.P. Dir. Mchdse.....Patrick Gorman  
V.P. Dir., Art.....Stanley Freeman  
V.P., Creative Dir.....Max Sapan  
V.P. Dir. Research.....Frederick L. Ryner  
V.P., Dir. Media.....John Ennis  
Assoc. Dir. Media.....Robert Boulware  
Mgr. Media Dept.....Richard Stevens  
V.P. Dir. Radio-TV.....Wm. B. Templeton  
Mgr., Radio-TV.....Roy Passman  
Ex. Prod., Film Com'l.....C. Kulesza  
*Radio Accounts:* Laboratories, Inc. (Dristan Tablets); Wkly. Publications, Inc. (Newsweek); Heublein, Inc. (Andersen Soups & Sizz-L-Spray Barbecue Sauce).

*TV Accounts:* Nestle Co. (Nescafe Instant Coffee); Heublein (Maypo Cereal, Maltex Cereal, A-1 Sauce, Andersen Sizz-L-Spray Barbecue Sauce & Andersen Soups); Whitehall Laboratories, Inc. (Dristan Tablets & Nasal Mist, SOOTHOL Antacid Wafers).

*Estimated Radio Billings:* \$700,000.

*Estimated TV Billings:* \$10,000,000.

## CHARLES W. HOYT CO., INC.

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

Phone: MURray Hill 2-2000

ANPA-APA-NBP-ABC-NOAB-AAAA  
President.....Everett W. Hoyt  
Chairman of Bd.....Winthrop Hoyt  
Vice Presidents.....A. W. Fargo,  
John D. Lucas, R. W. Mickam, E. T. Nettleton, Richard G. Pratt  
Secretary, V.P.....James R. Roberts

## ADVERTISING AGENCIES

Treasurer.....F. J. Becker  
 V.P., Dir. Radio-TV.....W. P. Smith  
 V.P., Research.....Peter H. Nicholas  
 V.P., Media Rel.....C. B. Donovan  
 V.P., Prod. Mgr.....N. S. Lampert  
 Radio-TV Time Buyer.....D. H. Humm

*Branch Office*

Chamber of Commerce Bldg., Miami 32, Fla.  
 Phone: FR 1-2165

V.P. & Mgr.....John R. McAltee  
*Radio Accounts:* American Home Foods, Inc. (Geo. Washington's Instant Coffee), New York, N. Y.; Arnold Bakers, Port Chester, N. Y.; South African Rock Lobster Assn.; Blueberry Cooperative Assn. (Tru-Blu Blueberries), New Lisbon, N. J.; 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.; 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.

### HUME, SMITH, MICKELBERRY, INC.

126 S.E. Second St., Miami, Florida  
 Phone: FRanklin 9-8453

ANPA

President.....David Hume  
 V.P.'s.....Wm. Mickelberry, Bob Smith  
 Acct. Execs.....Jack Caesar, Geo. Smith  
 Radio-TV Director.....George Smith  
*Radio Accounts:* Carol City (Housing Devel.); Seaquarium (Tourist Attr.); Hector Supply Co. (Lawn & Garden Supplies) all of Miami, Fla.; Hialeah Race Course (Thoroughbred Racing) Hialeah, Fla.; Florida Shores (Rl. Est. Devel.) Edgewater, Fla.; Fla. Avocado & Limes, Homestead, Fla.

*TV Accounts:* Carol City (Housing Devel.) Miami, Fla.; Florida Shores (Rl. Est. Devel.) Edgewater, Fla.

### H. B. HUMPHREY, ALLEY & RICHARDS, INC.

370 Lexington Ave., New York 17, N. Y.  
 Phone: LEXington 2-3020  
 AAAA-ABP-ANPA

President.....Deane Uptegrove  
 V.P., Media Dir., Secy...Harry M. Billerbeck  
 V.P., Radio-TV Dir.....Ransom P. Dunnell  
 V.P.....Emmett Faison  
 V.P.'s.....Harold O. Nadler,  
 A. W. Sage

Prod. Mgr.....John B. Snyder  
*Branch Office*

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

Chairman.....R. S. Humphrey  
 Media, Research Dir.....E. Gerald Grey  
*Radio Accounts:* John H. Breck, Inc. (Breck Hair Set Mist), Springfield, Mass.; General Telephone Directory Co. (Yellow Pages), Des Plaines, Ill.; Kendall Mills (Curity Nursery Products, Dish Towels, Milk Filter), Walpole, Mass.; Lea & Perrins, Inc. (Worcestershire Sauce), New York.  
*TV Accounts:* John H. Breck, Inc. (Breck Inc. (Breck Hair Set Mist), Springfield, Mass.; Bird & Son, Inc. (Floor Covering & Roofing), E. Walpole, Mass.; General Telephone Directory Co. (Yellow Pages), Des Plaines, Ill.; Lea & Perrins, Inc. (Worcestershire Sauce), New York.

### HUMPHREY, WILLIAMSON & GIBSON, INC.

1809 First Natl. Bldg., Oklahoma City, Okla.  
 Phone: REgent 6-5429

AAAA-APA-ANPA-ANPA

Pres., Treas.....Warren A. Humphrey  
 V.P.'s.....Mitchell L. Williamson,  
 Ellis G. Gibson

Secretary.....E. A. Hartman  
 Production Manager.....Alyce Robnett  
 Radio-TV Director.....H. C. Childs  
 Public Rel. Dir.....Ray Scales  
 Art Director.....Don Loewen

### 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  
 Prod. Mgrs.....M. J. Leary, D. A. Meritt

*Branch Office*

33-35 Hayden St., Toronto, Ont., Canada  
 Phone: WAlnut 4-3753

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., Scramton's Book and Stationery Co., Waldert Optical Co., Inc.; Rochester Savings Bank; Staub-Beck's, Inc.

*TV Accounts:* Lincoln Rochester Trust Co., Schuler Potato Chips; Empire State Pickling Co., Langie Fuel Service; Rochester Savings Bank; Staub-Beck's, Inc.

# ADVERTISING AGENCIES

## JASTER & ASSOCIATES

637 Broad St., Beloit, Wisc.  
Phone: EMerson 2-8822  
APA—ABP

Sole Owner.....Jack Jaster  
*Accounts:* Electrol Specialties, South Beloit, Ill.; United Industries, Chicago; WCLO Radio, Janesville, Wis.; WGEZ Radio, Beloit, Wis.; WREX-TV, Rockford, Ill.

## JOHNSTON, FRANK B. ADV., INC.

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

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

## JONES & HANGER, INC.

612 W. 47th St., Kansas City 12, Mo.  
Phone: JE 1-2365  
ANPA—NBP

President.....M. Frank Jones  
V.P., Treas.....R. C. Hanger  
*Accounts:* Postal Life & Casualty Insurance Co., Kansas City, Mo.; Pure Milk Producers Assn.; Quality Laboratories; WDAF Radio & TV, Kansas City, Mo.

## RALPH H. JONES COMPANY

3100 Carew Tower, Cincinnati 2, O.  
Phone: GARfield 1-2300  
AAAA—NOAB—APA—PPA—NBP  
ABP—ANPA

Pres. & Treas.....C. M. Robertson, Jr.  
Exec. Vice-Pres.....Stanley A. Willer  
Vice-President.....James M. Nelson  
V.P., Adm. Printed Adv.....John Healy  
V.P., Art.....Robert T. Hayes  
Space Buyer.....Maurice Oshry  
Prod. Mgr.....A. J. Lemperly  
Radio-TV Director.....Ann Smith  
Radio, TV Time Buyers.....Betty Derie,  
Eula Reggin

### Branch Office

40 East 49th St., New York 17, N. Y.  
Phone: MUrray Hill 3-5144

Mgr.....H. S. Lenz

## JURNEY, ROSS & ASSOCIATES

178 Social Hall Ave., Salt Lake City, Utah  
Phone: EM 3-6758  
APA

Partner, Gen. Mgr.....Miss Ross Journey  
Partner, Sr. Acct. Ex.....A. H. Garrigues  
TV Dir., Acct. Ex.....Wm. J. Brennan  
*Accounts:* Blue Cross-Blue Shield, KLUB Radio, KSL-TV, Stokermatic, Westinghouse, all of Salt Lake City.

## KAL, EHRLICH & MERRICK ADVERTISING, INC.

2141 Wisconsin Ave. N.W. Wash. 7, D. C.  
Phone: FEderal 7-5500  
ANPA

Chrmn. of Board.....Norman C. Kal  
President.....Harry L. Merrick

Exec. V. P.....Alvin Q. Ehrlich  
V.P., Secretary.....Bernard R. Linkins  
Radio-TV Dir.....David P. Thomas  
Radio-TV Time Buyer.....Nella Manes

## KAMENY ASSOCIATES

2 West 45th St., New York 36, N. Y.  
Phone: OXFord 7-4840  
APA—ANPA—ABP

Partner, Creative Dir.....Seymour Kameny  
Partner, Acct. Supvr.....Nat Kameny  
Merchandising Dir.....Ray Solomon  
Mktg., Sales Div. Dir.....George Carroll  
Sales Prom. Dir.....Russell Fradkin  
Research, Media Dir.....Ruth Rose  
Radio-TV Director.....Vernon Delston  
Public Relations Dir.....Marvin Frank  
Copy Chief.....Fred Newman  
Art Director.....Alan Peers  
Production Manager.....Bernard Fabian  
Asst. Prod. Mgr.....William Egan

## KAMIN ADVERTISING AGCY.

605 McGowen, Houston 6, Texas  
Phone: JAckson 6-1181  
ANPA

President.....Lester Kamin  
V.P., Radio-TV Time Buyer..B. L. Blumberg  
Art, Prod. Dir.....Bill Sims  
Copy Chief, Talent Buyer.....Diana Muth  
Film Director.....Billy Lazarus

## LAWRENCE KANE & ARTLEY, INC.

405 Park Ave., New York 22, N. Y.  
Phone: PLaza 1-4120  
ANPA—ABP

Chairman.....Robert H. Schaffer  
President.....Lawrence Kane  
V.P., Mdsq. Dir.....Eugene J. Cohn  
V.P., Copy Dir.....Marvin D. Richwald  
Art Director.....Murray Stein  
Media Director.....Rowena Pearl  
Pub. Rel. Dir.....Herbert Kaufman

## KASTOR, HILTON, CHESLEY, CLIFFORD & ATHERTON, INC.

400 Madison Ave., New York 17, N. Y.  
Phone: PLaza 1-1400  
ABP—ANPA

Chairman.....H. Kastor Kahn  
Vice Chairman.....C. E. J. Clifford  
Chmn. Exec. Comm.....W. S. Chesley  
President.....Peter Hilton  
Chmn. Plans Bd.....J. William Atherton  
Exec. Vice Pres.....L. G. Whitebrook  
V.P., Media Dir.....Jack B. Peters  
Radio, TV Dir.....J. P. Atherton  
Radio-TV Time Buyer....Beryl Seidenberg

*Radio Accounts:* American Molasses Co. (Grandma's Molasses) N.Y.C.; H. C. Brill Co. (Specialty Food Prods.) Newark, N. J.; Brownell & Field Co. (Autocrat Tea & Coffee) Providence, R. I.; Carter Products, Inc. (Colonaid) N.Y.C.; Drug Research Corp. (Regimen, Sustamin, Insta-Pep, Jandrex) N.Y.C.; Humphreys Medicine Co. (Humphreys #11) N.Y.C.; N.Y. St. Civil Defense Comm., N.Y.C.; Potter Drug & Chem Corp. (Cuticura) Malden, Mass.; F. Ad. Richter & Co. (Pain Expeller, 3XB) Staten Island,

## ADVERTISING AGENCIES

N. Y.; Stop & Save Trading Stamp Corp. (Triple-S Blue Stamps) S. Hackensack, N. J.; Ar. Winarick Inc. & Subsidiaries (Jeris Hair Preps.) N.Y.C.

*TV Accounts:* Brownell & Field Co. (Autocrat Tea & Coffee) Providence, R. I.; Carter Prods. (Colonaid) N.Y.C.; Drug Research Corp. (Regimen) N.Y.C.; A. S. Harrison Corp. (Preen Flr. Waxes) So. Norwalk, Conn.; Potter Drug & Chem. Corp. (Cuticura Prods.) Malden, Mass.; Smith Bros. (Smokers Drops) Poughkeepsie, N. Y.; Ar. Winarick (Jeris Hair Preps.) N.Y.C.

*Estimated Billings:* \$18,000,000.

### 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 Presidents.....John T. Urice,  
Dean Snow, W. O. Yocum

V.P. & Copy Chief.....Ashley Belbin  
Media Dir.....Harvey Mann  
V.P., Radio-TV.....James H. West

*Radio and TV Accounts:* International Milling Co. (Robin Hood Flour), Union Starch & Refining Co. (Reddi Starch), Orange Crush Co.; Campana Corp. (Bantron).

### THE BENJAMIN KATZ AGENCY

1820 Spruce St., Philadelphia 3, Pa.

Phone KIngsley 6-0803

President.....Benjamin J. Katz  
Prod. Mgr.....Philip L. Winson  
Media Dir.....Alice M. Miller  
Publicity Mgr.....Bernard Burt  
Research Mgr.....Rose Kibrick Katz  
Radio-TV Dir.....Leonard B. Stevens  
Acct. Execs.....B. J. Katz, P. L. Winson,  
S. Strassler

### JOSEPH KATZ COMPANY

Amoco Bldg., 555 Fifth Ave., New York, N. Y.

Phone: MUrray Hill 7-0250

AAAA—ANPA—ABP

Exec. Vice Pres.....Harry Kullen  
Sr. Vice President.....H. W. Bennett, Jr.  
V. P., Mktg.....C. W. Shugert  
Radio-TV Director.....Edward Kogan  
Asst. Radio-TV Director.....Alice Polver  
Vice President.....William V. Linn  
Media Director.....C. A. Brocker

#### *Branch Offices*

10 W. Chase St., Baltimore 1, Md.

Phone: LExington 9-1500

V.P., Gen. Mgr.....Stanley E. Blumberg  
Media Dir.....Jean Mitchell  
Comptroller.....Lawrence M. Sims  
Time & Space Buyer.....Geraldine Rutkowski  
Radio-TV Dir.....James Miller  
Production Mgr.....M. Milstein  
Art Dir.....G. Fondersmith

Lee Circle Bldg., New Orleans, La.

Phone: EXpress 2274

Manager.....Hal Yockey  
*Radio-TV Accounts:* Amer. Oil Co. (Amoco Gas.); Parry Laboratories (Myo-Mist Oral Spray) both N. Y. C.; Publix Parking Systems; Weiss Motor Co. (Fords); Sherwood Feed Mills Inc. (Sherwood Dog Food); First Nat'l. Bank, all of Balto., Md.  
*Radio Account:* S. & N. Katz, Inc. (Jewelers) Balto., Md.

### HENRY J. KAUFMAN & ASSOCIATES

1419 H St., N.W., Washington 5, D. C.

Phone: District 7-7400

ABP—ANPA—AFA

General Manager.....Henry J. Kaufman  
Radio-TV Dir.....Jeffrey A. Abel  
Art Dir.....Frank C. Huseman  
Prod. Mgr.....Bernard C. Schramm  
Copy Chief.....T.D. Mandelstam  
Public Rel. Dir.....Robert R. Denny

### KEELOR & STITES CO.

3001 Carew Tower, Cincinnati 2, Ohio

Phone: PA 1-1310

Chmn. of Board, Treas.....P. R. Hume  
President.....J. T. Nolan, Jr.  
Secretary.....H. J. Darby  
Radio Time Buyer.....A. A. Radkey  
Prod. Mgr.....John Helmsderfer

### KEILSON CO.

117 W. 46th St., New York 36, N. Y.

Phone: JUdson 2-1797

President.....Meyer Keilson  
Sec'y.-Treas.....P. Keilson  
Scripts & Commercials.....Janet Sternberg  
Production Mgr.....Phyllis Pion

### KELLER-CRESCENT CO.

22-26 Riverside Ave., Evansville 8, Ind.

Phone: HARRison 5-5146

ABP—APA

President.....Ervin Weil  
Radio-TV Dir.....G. L. Freeman  
*Accounts:* Mid-West Savings & Loan Assn., Peoples Savings Bank, Radio Station WGBF, United Enterprises, all of Evansville, Ind.

### DON KEMPER COMPANY, INC.

850 S. Patterson Blvd., Dayton 2, Ohio

Phone: BAldwin 3-6216

AAAA—ABP—ANPA

President.....Don H. Kemper  
Vice President.....James D. Parker  
Media Director.....Cindy Hamberg  
Creative Director.....Betty McGonigle  
Art Director.....John H. Bach  
Production Manager.....Carl Deibel  
Marketing Director.....Howard Korman  
Research Director...Mary Alice Whittington

#### *Branch Offices*

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

Phone: SUperior 7-6746

Board Chairman.....Clyde M. Joice  
President.....Don H. Kemper  
Vice President.....Robert A. Hilton  
Media Director.....Kathrine Faleide

350 Fifth Ave., New York 1, N. Y.

Phone: LAckawanna 4-7730

# ADVERTISING AGENCIES

President.....Don H. Kemper  
 Media, Radio-TV Dir.....Adna Karns  
*Radio Accounts:* Hasbrook Construction Co., Inc., Arlington Heights, Ill.; Tylon Products Corp. (Cosmetics, Bath Oils, Bubble Bath, Dog Shampoo), Chicago, Ill.; Planters Nut & Chocolate Co., Wilkes-Barre, Pa.; Spring Hill Nurseries (Nursery Prod.), Tipp City, O.; Vaughan's Seed Co., Chi. & N. Y. C.

*TV Accounts:* Tylon Products Corp. (Cosmetics, Bath Oils, Bubble Bath, Dog Shampoo), Chicago, Ill.; Planters Nut & Chocolate Co., Wilkes-Barre, Pa.; Vaughan's Seed Co., Chi. & N.Y.C.; Spring Hill Nurseries, Tipp City, O.

## KENNEDY-HANNAFORD, INC.

1322 Webster St., Oakland 12, Calif.  
 Phone: TEmplebar 6-2582

ABP

President.....Helen A. Kennedy  
 V.P.....Peter D. Hannaford  
 Director.....Mary H. Falls  
*Radio Accounts:* First Savings & Loan Association; Prudential Realty & Finance Co. (Income Property); Golden West Savings & Loan Assn.; Griffin Crafts Supplies (Crafts & Hobbies), all Oakland, Calif.; Chamber of Commerce (Community Development) Berkeley, Calif.; Wallpapers, Inc., Seattle, Wash.

*TV Account:* Golden West Savings & Loan, Oakland, Cal.

## KENYON & ECKHARDT, INC.

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

Phone: YUkon 6-9000

AAAA-ABP-ANPA-PPA-ABC

NOAB-APA

President.....William B. Lewis  
 Chrmn. of Bd.....Edwin Cox  
 Exec. V.P.....David C. Stewart  
 Sr. V.P. Acct. Mgt.....Don Miller  
 Sr. V.P. Acc. Mgt.....Anderson Hewitt  
 Sr. V.P. Creative Services...Barrett Brady  
 Vice Presidents.....Garth Montgomery, E. W. Newsom, William Green, Donald Maggini, Douglas Coyle, George Oswald, Norman Bertels, Robert Barker, William King, Budd Hemmick, William Rienecke, Frederic Flanagan, Sidney Silleck, Donald M. Smith, Jr., Joseph Lieb, John Soughan, Douglas Keys, William Weber, Robert Shirey, Stephens Dietz, Clinton Wheeler, Jr., Kevin Kennedy, L. Dickson Griffith, Samuel Alter, Edward Mante, Gerald Link, Lester Swenson, Robert Young, Alvin N. Sarasohn, Don O'Leary, J. Clarke Mattimore, W. Denning Harvey, James A. Dearborn, Bud Sherak, F. J. Hennessy, Alfred Tennyson, Howard Wilson, Philip Kenney, Robert Pasch, A. Combrinck-Graham, John Keeshan, William Martin, Louis Nicholas, Richard O'Reilly, Jack Peterson, C. Stuart Siebert, E. B. Feree, Richard McS. Kelly, Elsworth L. Timberman, Andrew J. Shepard.

Financial V.P., Dir. Corp.

Serv.....F. J. Hennessy

V.P., Art Dir.....Gerald Link  
 V.P., Media Dir.....Joseph P. Braun  
 V.P., Dir. of Radio-TV.....J. S. Bealle  
 Sr. V.P., Mktg. Services.....G. Maxwell Ule  
 V.P., Chg. Comm. Prod....John W. Murphy

### Branch Offices

645 Griswood St., Detroit 26, Mich.

Phone: Woodward 5-0300

Mgr., Vice Pres.....G. T. C. Fry

620 Market St., San Francisco

Phone: EXbrook 7-0900

Mgr., Vice Pres.....Sydney G. Walton

321 Bloor St., E., Toronto, Ont.

Phone: WALnut 4-9531

President.....W. B. Lewis

550 Sherbrooke W., Mont., Que.

Phone: VICTor 2-2534

Vice-Pres.....George B. Macgillivray

Mgr., Vice Pres.....George B. Macgillivray

(Mont., Tor.)

Kenyon & Eckhardt De Mexico, S. A.

Avenida Insurgentes Sur

102 Mexico, D. F.

Phone: 11-81-73

Mgr.....Burt S. Avedon

Washington Bldg., 15th & N. Y. Ave.,

Washington 5, D. C.

Phone: STerling 3-1191

Equitable Bldg., Hollywood 28, Calif.

Phone: HO 3-2101

V.P., Mgr.....Bruce L. Altman

795 Peachtree St. N. E., Atlanta 3, Ga.

Phone: TRinity 5-7761

334 Boylston St., Boston, Mass.

Phone: COpley 7-8550

V.P., Mgr.....Frank S. Christian

V.P., Mgr.....John Shannon

221 N. LaSalle St., Chicago, Ill.

FIancial 6-4020

V.P., Mgr.....John L. Balwin

*Radio Accounts:* Ford Motor Co. (Institutional), Dearborn, Mich.; Chase Manhattan Bank; Radio Corp. of America (RCA Institutional Advertising); Pepsi Cola; Lever Brothers (Spry, Praise); National Biscuit Co. 100% Bran, Shredded Wheat, Pal Dog Foods); Lincoln-Mercury Dealer Associations (Mercury Car); Harold F. Ritchie Co.; Quaker State (Motor Oils, Lubricants).

*TV Accounts:* Same as above with the exception of Quaker State; Chase Bank.

*Estimated Radio Billings:* \$7,300,000

*Estimated TV Billings:* \$30,000,000.

## J. M. KESSLINGER & ASSOCIATES

37 Saybrook Place, Newark 2, N. J.

Phone: MArket 3-0007

ANPA-APA-NBP

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  
V.P., Chmn. Oper. Comm.....Emil Hofsoos  
V.P., P. R. Dir.....Howard B. Anderson  
V.P.'s.....Robert C. Alberts,  
Robert M. Brown  
Vice Pres., Secy.....William R. Parker  
V.P., Creative Dir.....W. E. Pensyl  
Treasurer.....B. B. Jones  
Exec. V.P., Service.....E. T. Parrack  
V.P., Radio & TV Dir...Edgar J. Donaldson  
Feature Film Buyer.....Donald L. Fox  
Radio-TV Acct. Asst.....Kim B. Rotzoll  
Radio-TV Time Buyer....F. C. McCormack

*Branch Offices*

155 E. 44th St., New York, N. Y.  
Phone: MUrray Hill 7-5640

V.P., Mgr.....Marshall Clark  
1000 Conn. Ave. N.W., Washington, D. C.  
Phone: STerling 3-6554

Manager.....J. William McIlhenny  
*Radio Accounts:* Braun 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., Westinghouse Broadcasting Co., all Pittsburgh, Pa.; Peoples 1st Nat. Bank & Trust Co.; Ohio Fuel Gas Co.; Calgon, Inc. (Water Conditioner); Fidelity Trust Co., Pittsburgh; Pittsburgh Provision & Packing Co. (Meat Products); Pittsburgh Brewing Co. (Beer); Ohio Fuel Gas Co. (Gas & Appliances); Reymer's (Candy, Soft Drink); Air Transport Assn. (Travel, Shipping).

*Television Accounts:* Aluminum Co. of America, Braun Baking Co., Calgon, Inc., Dairymens Cooperative Sales Assn., Fidelity Trust Co., Manufacturers Light & Heat Co., Natural Gas Companies, Peoples First Nat'l. Bank & Trust Co., Thorofare Markets, Inc., Westinghouse Electric Corp., all of Pittsburgh; East Ohio Gas Co., Cleveland; Ohio Fuel Gas Co., Columbus, Ohio; Hope Natural Gas Co.; United Fuel Gas Co.; Westinghouse Bcstg. Co.; Peoples Natural Gas Co. (Gas & Appliances); Rieck Dairy Co. (Milk, Milk Prod.); Pittsburgh Provision & Packing Co. (Meat Prod.) all of Pittsburgh; Pittsburgh Brewing Co. (Beer); Pittsburgh Plate Glass Co. (Corporate); Reymer's (Candy, Soft Drink).

**ADAMS & KEYES**

3 E. 54th St., New York, N. Y.  
Phone: PLaza 1-5630  
AAAA—ABP—ANPA—ABC

President.....Stanley J. Keyes, Jr.  
Vice-Pres.-Art Director...Alfred A. Anthony  
Treas. ....Charles W. Schiess

Acct. Executives...Marshall Murphy, Sydney Huntley, John Lawton, Daniel G. Mac-Millan  
Production Manager.....William Korcak  
V.P., Media Dir.....James J. Freeman  
V.P., Public Rel. Director...Torrey Stearns

*Branch Offices*

75 E. Wacker Dr., Chicago 1, Ill.  
Phone: ANdover 3-5966

Manager.....Kenneth E. Shepard  
*Radio Accounts:* Davison Chemical Co., Div. of W. R. Grace & Co., Baltimore, Md.; Fairfield Chemical Div. (Pesticide); Stauffer Chemical Co., Agricultural Chemicals Div., all N. Y. C.  
*TV Accounts:* Davison Chemical Co., Div. of W. R. Grace & Co., Baltimore; Revere Copper & Brass, Inc., N. Y. C.

**KEYES, MADDEN & JONES, INC.**

(Div. of Russel M. Seeds Co., Inc.)  
919 No. Michigan Ave., Chicago 11, Ill.  
Phone: WHitehall 3-2133  
ANPA—APA—NBP—NOAB

Chrmn. of Bd.....Freeman Keyes  
President.....Howard A. Jones  
Exec. Vice Pres....Harry B. Goldsmith, Jr.  
Sr. Vice President.....Lee J. Marshall  
V.P., Mktg. & Mdsq.....Fred Willson  
V.P., Radio-TV.....Russell B. Young  
V.P., Research, Media  
Dir.....Dr. Jaye S. Niefeld  
V.P., Art (N. Y.).....Charles Chappell  
V.P.'s .....Wm. L. Lavicka,  
Geo. E. Filipetti, Pierre F. Marshall, Dale G. Mehrhoff

Comptroller.....Richard R. Davis  
Time Buyers...Merle Myers, Virginia Russett  
*Branch Offices*

4 W. 58th St., New York 19, N. Y.  
Phone: PLaza 5-1900

Sr. V.P., Gen. Mgr. ....David H. Halpern  
121 Monument Circle, Indianapolis 9, Ind.  
MElrose 5-1361

Manager .....Paul Richie  
1680 Vine St., Hollywood 28, Calif.  
Phone: HOLlywood 9-3974

Manager .....Talcott Jones  
*Radio Accounts:* Fendrich Inc. (La Fendrich & Chas. Denby Cigars), Evansville, Ind.; C. H. Wallerich Co. (Chrysler & Plymouth Distributors), Indianapolis, Ind.; Pinex Company (Cough Syrup & Pabasone), Fort Wayne, Ind.; Bond Clothes, New York; Florist's Tel. Delivery Assn., Inc. & Interflora, Inc., Detroit; Congoleum-Nairn Inc., Kearny, N. J.; LoomWeve Corp. (Congoleum-Nairn Div.), Lawrence, Mass.

*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.; Bond Clothes, New York; Francis Pope & Sons, Chicago; Florists' Tel. Delivery Assn., & Interflora, Detroit; Congoleum-Nairn, Kearny, N. J.; LoomWeve Corp. (Congoleum-Nairn Div.), Lawrence, Mass.





## ADVERTISING AGENCIES

Secretary-Treasurer ..... Edgar Kluge  
 Admin. V.P. .... Edward A. Cavanagh  
 Prod. Mgr. .... Glenn A. Adair  
 Media Mgr. .... Fred Wuellner

### KUDNER AGENCY, INC.

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

Phone: MU 8-6700

ABP—ANPA—APA—NBP—AAAA

ABC—NOAB

President ..... C. M. Rohrbaugh  
 Exec. V.P., Treas. .... Charles R. Hook, Jr.  
 V.P., Exec. Art Dir. .... Robert W. Bode  
 V.P.'s, Copy Chiefs. .... Donald S. Gibbs,  
 Robert M. Haig  
 Vice Presidents. .... William A. McDonough,  
 James F. Black, Andrew Diddell, Roger S.  
 Harrison  
 Secy., Asst. Treas. .... Carl Phares, Jr.  
 Radio-TV Dir. .... Stuart Ludlum  
 Production Mgr. .... William J. Diehl  
 Media Dir. .... Hugh Johnson  
 Mktg., Research Dir. .... Gerald Pickman

#### Branch Offices

New Center Bldg., Detroit, Mich.

Phone: Trinity 5-5315

Exec. Rep. .... John H. Sheldon  
 Sheraton Bldg., 711 14th St.  
 N. W. Washington 5, D. C.  
 Phone: National 8-5506

Exec-in-Charge. .... Mrs. Ida Getty  
*TV Accounts:* General Motors Corp.; The  
 Goodyear Tire & Rubber Co., Inc.; Frigi-  
 daire Div., Davton, 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 Upholster-  
 ing Co.; Schenuit Tire Co.; Southern Gal-  
 vanizing Co.; Tru-Fit Clothes; Washington  
 Lumber Co.

### KUTTNER & KUTTNER, INC.

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

Phone: SUPERior 7-7940

ANPA

President ..... Harold E. Kuttner  
 Vice Pres. .... F. S. Kuttner  
 Exec. V.P., Sec., Treas. .... C. D. Kuttner  
 V.P., Media Dir. .... S. C. Kuttner  
 Vice Pres. .... S. S. Korshak  
 Copy Chief. .... Martin Maller  
 Art Directors. .... Forest Lightle, Jane Smith  
*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 (Auto-  
 matic Ironer Distributor).

### LAKE-SPIRO-SHURMAN, INC.

Radio Center Bldg., Memphis 3, Tenn.

Phone: JACKson 5-1571

ANPA—ABP

President ..... Avron Spiro  
 Secy-Treas. .... M. M. Shurman  
 Radio-TV Time Buyers. .... Mrs. L. Simmons,  
 Martin Hollinger  
 Production Manager. .... Mrs. M. Ross  
 Publicity Director. .... Al R. Capley  
 Art Director. .... Leonard Crook  
 Dir. Creative Work. .... Jane Zussman  
 Acct. Executives. .... David Davidson,  
 Mrs. L. Cunningham, Courtney Shurman,  
 Avron Spiro, Jr.  
*Radio Accounts:* Plough Inc.; Kelley-  
 Clarke Co. (Canned Salmon), Seattle; Union  
 Planters National Bank, Memphis; Pantaze  
 Drug Stores, Memphis.

*TV Accounts:* Plough Inc., Memphis;  
 Union Planters Nat'l Bank, Memphis, Tenn.

### LAMBERT & FEASLEY, INC.

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

Phone: MURray Hill 8-6464

ANPA

President ..... Frank W. Mace  
 V.P., Gen. Mgr. .... J. L. Johnston, Jr.  
 V.P.'s, Account Supvrs. .... Merrell E. Boyce,  
 G. Douglas Morris, John A. Waite  
 V.P.'s. .... Gerald Blake II, Richard S.  
 Bridgman, Frank Gangemi, G. Douglas  
 Morris, Roy F. Segur, John A. Waite  
 Treasurer. .... A. J. Mahoney  
 V.P., Marketing Dir. .... J. J. Flood  
 Copy Chiefs, V.P.'s. .... Richard S. Bridgman,  
 John F. McKay  
 Art Dirs. .... Park Berry, A. C. Derrick,  
 E. Engler, W. R. Peters, Richard Johnson  
 V.P. Chg. Radio-TV. .... John Bates  
 Media Director. .... William B. Hinman  
 Supvr., Traffic Prod. .... Edmund A. Zito  
*Radio-TV Accounts:* Phillips Petroleum  
 Co. (Phillips 66 Gasoline, Motor Oil) Bartles-  
 ville, Okla.; Richard Hudnut (Hair Prod-  
 ucts) N. Y. C.; Family Products Div.,  
 Warner-Lambert Phar. Co. (Listerine Anti-  
 septic) Morris Plains, N. J.

### LANDI, ERBERTO, ADV. CO.

853 Seventh Ave., New York 19, N. Y.

Phone: JUdson 6-0588

Owner ..... Erberto Landi  
 Media Dir. .... Rose Peters Gatto  
*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. (Ciclopi  
 Wine) Bronx, N. Y.; Corona Products (Cof-  
 fee) South Ozone Park, N. Y.; Tolibia

## ADVERTISING AGENCIES

Cheese Corp., Fond-du-lac, Wis.; Acqualina 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.; Istituto Farmacoterapico Italiano, Rome, Italy.

*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.

### LANDO ADVERTISING AGENCY, INC.

197 Carlton House, Pittsburgh 19, Pa.  
Phone: ATLantic 1-5887  
NBP—ANPA

President.....Robert N. Lando  
Sr. V.P.....Joseph C. Gusky  
Radio Time Buyer.....H. L. Rothchild  
*Accounts:* Sealy Mattress Co., Tri-State Area; Radio Station WCAE & TV Station WTAE, both Pittsburgh.

### PHILIP J. LANE ADVERTISING

110 E. End Ave., New York 17, N. Y.  
Phone: RE 7-5577

Owner, Acct. Exec.....Philip J. Lane

### LANG, FISHER & STASHOWER, INC.

1010 Euclid Bldg., Cleveland 15, O.  
Phone: PProspect 1-0300  
ABP—ANPA

President.....H. Jack Lang  
V.P.—Treasurer.....Fred P. Stashower  
Vice-Pres. & Sec.....Alvin B. Fisher  
Vice President.....Martin J. Cohn  
Prod. Mgr.....George H. DeWitt  
Prod. Mgr., Radio-TV.....Edward T. Noll  
Chief Time Buyer.....Garry C. McKelvey  
Dir. Client Develop.....David Baylor

*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; Cleveland Indians Baseball Co.

*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; Cleveland Indians Baseball Co.; Stouffer's Frozen Foods; Union Savings & Loan Co.

### C. J. LA ROCHE & CO., INC.

575 Lexington Ave., New York 22, N. Y.  
Phone: PLaza 5-7711

ANPA—AAAA—NBP—APA—NOAB—ABP  
Ch. Exec. Bd. Treas.....Chester J. LaRoche  
Ch. of Board.....James D. Webb

President.....F. Kenneth Beirn  
V.P., Copy, Art.....D. M. Marshman  
V.P. Copy.....Crane Haussamen  
V.P. Art.....Folke Lidbeck  
V.P. Radio-TV.....Tom Lewis  
Vice President.....John Goodwillie  
Secy. Media Dir.....C. R. LaRoche  
Mgr. TV Prodn.....Jay Bottomley  
Mgr. Timebuying.....Humboldt Greig  
Prod. Mgr.....John Albanese  
Time Buyer.....Charles Eaton

#### Branch Office

6269 Selma Ave. Hollywood 28 Calif.  
Phone: HOLlywood 9-3656

Vice Pres.....Arthur White  
*Radio Accounts:* Bekins Van & Storage Co., Los Angeles; Walt Disney Productions, Burbank, Calif.; Disneyland, Inc., Anaheim, Calif.; Lovell & Covel Co. (Candy Cupboard Chocolates), Cambridge, Mass.; New England Confectionery Co. (Necco Candies), Cambridge, Mass.; North American Philips Co., Inc. (Norelco Electric Shavers), New York; United States Tobacco Co., New York.  
*TV Accounts:* Bekins Van & Storage Co., Los Angeles; Walt Disney Productions, Burbank, Calif.; Disneyland, Inc., Anaheim, Calif.; North American Philips Co., Inc. (Norelco Electric Shavers), New York; Revlon, Inc., New York; Warner Bros. Co. (Foundation Garments, etc.), Bridgeport, Conn.

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

*Estimated TV Billings:* \$5,000,000.

### LAVIDGE & DAVIS, INC.

401 Fidelity-Bankers Trust Bldg.,  
Knoxville, Tenn.  
Phone: 5-0418  
ANPA—NBP—SNPA

Partner, Acct. Supvr.....Arthur W. Lavidge  
Radio-TV Dir.....Charles B. Davis  
*Accounts:* Fidelity-Bankers Trust Co., Home Fed. Savings & Loan Assn., WBIR-TV, all of Knoxville, Tenn.

### LEECH ADVERTISING CO.

615 Hanna Bldg., Cleveland 15, Ohio  
Phone: TOWER 1-2065

Pres., Treas.....Edward P. Leech  
Vice Pres., Prod. Mgr.....deJane Dreher  
Account Exec.....Harold N. May

### AL PAUL LEFTON CO., INC.

1617 Pennsylvania Blvd., Phila. 3, Pa.  
Phone: LOcust 8-5600  
ANPA—APA—NOAB

President.....Al Paul Lefton  
Vice-Pres. & Treas.....H. S. Louchheim  
Space Buyer.....E. V. Righter  
V.P.'s.....Paul Brown,  
Hugh Genske, James C. Gibson  
Media Dir.....G. C. DeField  
Prod. Mgr.....J. H. Hennessy

#### Branch Offices

71 Vanderbilt Ave., New York 17, N. Y.  
Phone: MU 9-7470

President.....Al Paul Lefton  
Vice-Pres. & Mgr.....R. J. Herts  
*Radio Accounts:* Phila. Electric Co. (Light

## ADVERTISING AGENCIES

& 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—NBP—AAAA—NOAB  
ABC—ABP

**President**.....Adolph J. Toigo  
V.P., Secy.-Treas.....John D. Speirs  
Sr. V.P., Creative Contact...Guild Copeland  
Sr. V.P.'s & Mgmt. Acct. Supvrs..C. L. Smith,  
Walter M. Swertfager, Thos. H. Lane, Jack-  
son Taylor, Gordon Cates, Henry W. Lowe,  
John Schneider, Phillip P. Hoffman, David  
N. Laux, L. E. Miller, Wm. F. Mueller,  
Wm. Dasheff, Elkin Kaufman, Jack Tar-  
cher, Wm. Ziegfeld.

V.P.'s, Mgmt. Acct. Supvrs...Frank Cambria,  
Edw. C. Simons, Parmelee Lyman, Fred  
Keith.

Sr. V.P., Creative Coord...Richard Mancini  
Sr. V.P., Radio-TV Dir...Nicholas E. Keesely  
V.P., Media Dir.....Anthony DePierro  
Sr. V.P., Mds. Dir.....Clifford W. Davis  
Sr. V.P., Mgr. Prod. Dept...Michael J. Madar  
Sr. V.P., Dir. of

Research.....Christopher A. Sante  
V.P., Radio-TV Business  
Mgr.....Francis C. Barton

#### Branch Offices

9033 Wilshire Blvd., Beverly Hills, Calif.  
V.P., Mgmt. Acct. Supvr....Fred R. Keith  
Vice President.....Elizabeth M. Williams  
248 Battery St., San Francisco, Calif.  
Sr. V.P., Mgr. W. Coast

Oper.....Marshall J. Weigel  
Vice President.....Robert G. Williams  
*Radio Accounts:* American Airlines, Inc.;  
Gunther Brewing Co., Baltimore; P. Loril-  
lard Co., Inc., New York; McCormick & Co.,  
Inc.; Baltimore; Stokely-Van Camp, Inc.,  
Indianapolis, Circle Line; Eastco; Para-  
mount Picture Corp.; Reynolds Metals Co.;  
United Air Craft Corp.

*TV Accounts:* American Gas Assn., Inc.,  
New York; Armstrong Rubber Co., West  
Haven, Conn.; Colgate-Palmolive Co., all  
New York; Gunther Brewing Co., Baltimore;  
P. Lorillard Co., Inc., New York; Stokely-  
Van Camp, Inc., Indianapolis; Am-Par  
Record Corp.; Borden Co.; Consolidated  
Cigar Corp.; Corn Products Co.; Eastco;  
McCormick & Co.; Paramount Pictures  
Corp.; Reynolds Metals Co.; United Aircraft  
Corp.; American Broadcasting-Paramount  
Theatres Inc.

### LESCARBOURA ADVERTISING, INC.

County Trust Bldg., Ossining, N. Y.

Phone: WILson 1-1443

Pres.....Austin C. Lescarbours  
V.P., Treas.....Stanley A. Lescarbours  
Secretary.....Fred P. Donati  
Art Director.....John Berryman  
Prod. Mgr.....Winifred Phillips

Publicity Dir.....Frances Howe

*Radio Accounts:* Aerovox Corporation  
New Bedford, Mass.; Clarostat Mfg. Co.,  
Inc. (Resistors), Technical Appliance Corp.  
(TV Antennas), Sherburne, N. Y..

*TV Accounts:* Allan B. Dumont Labs  
(Cathode Ray Tubes), Clifton, N. J.

### LEWIS, HORENSTEIN & FIELDS

15 Deer Park Ave., Babylon, L. I., N. Y.

Phone: MOhawk 9-8348

APA

Co-Owner, Radio-TV Dir....Joe Horenstein  
Co-Owner, Media Dir.....Bertine Fields

*Accounts:* Booth Chevrolet, Babylon, L. I.,  
N. Y.; Leonard Electric Prod., Brooklyn,  
N. Y.; Radio Station WBAB, Babylon, L. I.,  
N. Y.

### LILLER, NEAL, BATTLE & LINDSEY, INC.

1371 Peachtree St., Atlanta 9, Ga.

Phone: JA 4-8032

AAAA—ABC—ANPA—ABP—AFA

Chairman.....C. K. Liller  
President.....William W. Neal  
Sr. Vice Pres.....James L. Battle  
V.P.'s.....Howard G. Axelberg,  
John K. Otley Jr., E. Clay Scofield  
V.P., Prod.....Sam W. Longino  
Secy.-Treas.....Oscar S. Lewis  
Public Rel. Dir.....Richard E. Hodges, Jr.  
Media Dir.....Patricia Tabberer

#### Branch Offices

8 N. Eighth St., Richmond 19, Va.

Phone: MILton 4-3065

V.P., Mgr.....Dan W. Lindsey, Jr.  
595 Madison Ave., New York 17, N. Y.

Phone: PLaza 9-6120

Manager.....Helen Gordon

*Radio Accounts:* National NuGrape Com-  
pany (NuGrape and SunCrest), Atlanta;  
Colonial Stores, Inc. (groceries), Atlanta;  
Carling Brewing Co. (Black Label Beer),  
Southeast Div.; Gold Kist Peanut (Ravo),  
Moultrie, Ga.; Piedmont Airlines, Winston-  
Salem; Alabama Flour Mills; Armour Fer-  
tilizer Works; H. G. Hastings Seed Co.;  
H. W. Lay & Co. (Pot. Chips); Ashcraft-  
Wilksun (Fertilizer); Bank of Ga.; Pomona  
Products (Pimentos); G. E. Corp. (Portable  
Appliance Div.).

*TV Accounts:* H. W. Lay & Company (po-  
tato chips), Atlanta; Colonial Stores, Inc.  
(groceries), Atlanta; Carling Brewing Co.  
(Black Label Beer), Southeast Div.; Gold  
Kist 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; Colonial Stores,  
Inc.; Armour Fertilizer Works; Pomona  
Products.

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

### LIVINGSTON & ASSOCIATES

218 E. Ontario St., Chicago 11, Ill.

Phone: WHitehall 3-1755

President.....Fred Livingston  
Vice President.....Paul Faltysek

## ADVERTISING AGENCIES

Account Executives . . . . William J. O'Brien,  
John Drieske  
Mgr. Mechanical Dept. . . . . John Brecklin

### W. E. LONG CO.

(Independent Bakers' Cooperative)  
188 W. Randolph St., Chicago 1, Ill.  
Phone: RAndolph 6-4606  
ANPA—NOAB

President . . . . . C. Frank Summy, Jr.  
Vice Pres. . . . . Jodean P. Cash  
Gen. Mgr. . . . . E. E. Hanson  
Dir. Operations . . . . . Frank B. Leonard  
Radio-TV Dir. . . . . David R. Hayes  
Asst. Radio-TV Dir. . . . . John Pesich  
Secy.-Treas. . . . . William F. Cotton  
Media, Research Dir. . . . . Russell A. Gilbertz  
Art Director . . . . . Hall E. Beem

*Radio Accounts:* Amrhein's Bakery, Inc., Springfield, Ill.; Mrs. Boehme's Bakery, San Angelo, Tex.; Butter Krust Baking Co., Sunbury, Pa.; Cotton Bros. Baking Co., Montpelier, Vt.; Dietzen's Bakeries, Anderson, Ind.; Fluhrer Bakeries, Inc., Medford, Ore.; Fuchs Baking Co., So. Miami, Fla.; 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.; McGough Bakeries Corp., Birmingham, Ala.; 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.; Ben's Ltd. (Bakery Products) Halifax, N. S., Canada.

*TV Accounts:* McGough Bakeries Corp., Birmingham; Fuchs Baking Co., So. Miami, Fla.; Amrheins Bakery, Springfield, Ill.; Ben's Ltd. (Bakery Products) Halifax, N. S., Canada; Cotton Bros. Baking Co., Alexandria, La.; Cross Baking Co., Montpelier, Vt.; Franco-Superior Baking Co., San Diego, Cal.; Holsum Bakery Co., Ft. Wayne, Ind.; Old Homestead, Denver, Colo.; Phoenix Bakery, Phoenix, Ariz.

*Estimated Radio Billings:* \$150,000.  
*Estimated TV Billings:* \$350,000.

### 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.; Georgia Power Co. (Appliances); Robinson Syrup Co. (Flap Jack Syrup), Cairo, Ga.

*TV Accounts:* Atlanta Transit System (Service), Atlanta, Ga.; Roman Cleanser Co. (Bleach) Detroit, Mich.; White Provision Co.; Georgia Power Co. (Appliances); Rob-

inson Syrup Co. (Flap Jack Syrup), Cairo, Ga.

*Estimated Radio-TV Billings:* \$87,000.

### LUCKOFF & WAYBURN, INC.

320 W. Lafayette Blvd., Detroit 26, Mich.  
Phone: Woodward 2-0707  
ABP—ANPA—APA—NBP

President, Treas. . . . . Louis H. Luckoff  
Exec. V.P. . . . . Leon S. Wayburn  
Secy., Gen. Mgr. . . . . Robert Goldfarb  
Time Buyer . . . . . Edward Allen  
Media Dir. . . . . Edith Rose  
Prod. Mgr. . . . . Curt Schever

*Radio Accounts:* State Sample Dept. Store, Cole & Erwin Jewelry Co., Twin Pines Dairy, Detroit & Northern Savings & Loan Assn., Detroit Times, all Detroit, 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**, all Detroit.

### EARLE LUDGIN & CO.

121 W. Wacker Drive, Chicago 1, Ill.  
Phone: ANdover 3-1888  
AAAA—ABP—ANPA—APA—ABC  
NOAB

Chairman, Treas. . . . . Earle Ludgin  
President . . . . . Vincent R. Bliss  
Exec. V.P., Creative Dir. . . . . John H. Willmarth  
V.P.'s, Acct. Execs. . . . . George Rink,  
Ralph Whiting.

V.P., Copy Dir. . . . . J. E. Chapman  
Secy., Prod. Mgr. . . . . Edward Earnstein  
V.P., Research Dir. . . . . William Robinson  
V.P., Radio-TV Dir. . . . . Jane Daly  
Head 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—APA—NBP—NOAB

Owner, Acct. Exec. . . . . S. C. B. Lynn  
Creative Dir. . . . . Donald A. Smith  
Radio-TV & Media

Dir., Time Buyer . . . . . W. P. McLaughlin  
Copy Chief, Acct. Exec. . . . . John L. Lewis  
*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. S.E., Cedar Rapids, Iowa  
Phone: EMpire 4-2451  
AAAA—ABP—ANPA  
President, Treas. . . . . W. D. Lyon

## ADVERTISING AGENCIES

Vice Pres., Secy.....R. B. Creswell  
 Research, Media Dir.....Robert Ames  
 Acct. Execs.....R. P. Zirbel, R. H. Schubert,  
 Don Carlos

Radio-TV Time Buyer.....Eileen Burns  
 Radio-TV Director.....Robert Colburn  
 Prod. Mgr.....J. A. Rasley, Jr.  
 Copy Chief.....John E. Fisher

**Radio Accounts:** Ames Incross (Hybrid Chicks), Des Moines, Iowa; Crescent Electric Supply Co. (Electrical Appliances & Supplies), Dubuque, Iowa; First National Bank Sioux City, Iowa; Miller-Kidder Chevrolet (Cars) Sioux City, Iowa; Home Town Dairies, Iowa City, 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) Le Mars; Kent Feed Co. (Farm Feeds) Muscatine, Iowa; Better Homes & Gardens Circulation Co. (Magazine) Des Moines; Waterloo Tire Co. (Reconditioned Tires) Waterloo, Iowa; Central State Bank, Muscatine, Iowa; Johnson Gas Appliance Co. (Farm Machinery) Cedar Rapids, Iowa; E. Iowa Co-operative (Dairy Coop) Cedar Rapids, Iowa; Nat'l-Council Oaks (Wholesale Grocery Distributor) Sioux City, Iowa; Speedy Mfg. Co. (Farm Machinery) Oelwein, Iowa; Roosevelt Hotel, Cedar Rapids, 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; Wells Blue Bunny (Dairy), Le Mars, Iowa; Whink Products (Household Products; Cleansers, Rust Removers, etc.) Eldora, Iowa; Ames InCross (Hybrid Chicks); Better Homes & Gardens Circulation Co. (Magazine); Iowa Dairy Industry Commission, all of Des Moines, Iowa; Waterloo Tire Co. (Reconditioned Tires) Waterloo, Iowa; Central State Bank, Muscatine, Iowa; Miller-Kidder Chevrolet (Cars) Sioux City, Ia.; Crescent Electric Supply (GE Distributor) Dubuque, Ia.; Johnson Gas Appliance Co. (Farm Machinery); E. Ia. Coop. (Dairy Coop) both Cedar Rapids, Ia.; Nat'l. Council (Wholesale Groc. Distrib.) Sioux City, Ia.; Speedy Mfg. Co. (Farm Machinery) Oelwein, Ia.; Roosevelt Hotel, Cedar Rapids, Ia.; Kay Dee Feeds (Farm Feeds) LeMars, Ia.; Turner Mortuary, Cedar Rapids, Ia.; Lundell Mfg. (Farm Mach.) Cherokee, Ia.; Lectron Co. (Vaporizers) Boone, Ia.

### 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  
 Secretary .....Beryl Knobbe  
 Treasurer .....J. Terry  
 Exec. V.P., Gen. Mgr.....Walter C. Power  
 V.P.....Norman A. Fox  
 Vice-Presidents.....David W. Stotter,  
 Robert Bullen, Robert Byars  
 V.P., Art Dir.....Rom. Z. Rigotti

Radio-TV Time Buyer.....Dolores Starr  
 Media Director.....A. S. Trude, Jr.  
 V.P., Radio-TV Dir.....James C. Shelby  
 V.P., Prod. Mgr.....W. E. Christopher

**Radio Accounts:** Stewart-Warner Corp., Alemite Div. (Automotive Prod.) Chicago, Ill.; Drewrys Ltd., U. S. A., Inc. (Beer, Ale); Zenith Radio Corp. (Hearing Aids), Chicago; Martin-Senour Co. (Paint) Chicago; Carl Buddig & Co. (Smoked Sliced Beef) Chicago; Tar Gard Lab. (Cigaret Holder) Chicago.

**TV Accounts:** Drewrys Ltd., U. S. A., Inc. (Beer & Ale), South Bend, Ind.; Stewart-Warner Corp., Alemite Division (Automotive Prod.) Chicago, Ill.; Martin-Senour Paints, Chicago; Zenith Radio Corp., Hearing Aid Div., Chicago; Amana Refrigeration (Refrigerators, Freezers, Air Conditioners) Amana, Ia.; Carl Buddig & Co. (Smoked Sliced Beef) Chicago.

### MacLAREN ADVERTISING CO. LTD.

111 Richmond St., West, Toronto, Ontario  
 Phone: EMpire 4-0321

President.....E. V. Rechnitzer  
 V.P., Gen. Mgr.....C. E. Brown  
 V.P.'s, Directors.....F. P. Gill,  
 Scott Stockwell, G. G. Sinclair, W. G.  
 Graham, F. H. Horler.

Treas. & Dir.....M. D. MacMahon  
 Mgr. Media.....D. C. Linton  
 Mgr. Creative....R.W. Pethick, G. M. Elliott  
 Prod. Mgr.....H. Tamplar  
 Mgr. Radio-TV.....F. Hugh Horler  
 Time Buyer.....Mary Moran

#### Branch Offices

550 Sherbrooke St., W. Montreal, Quebec  
 Phone: VI 5-1222

Vice Pres. ....C. J. Chandler  
 911 Electric Railway Chambers  
 Winnipeg, Manitoba  
 Phone: WHitehall 2-6321

Manager.....E. P. Thomson  
 1240 West Pender St., Vancouver, B. C.  
 Phone: MUtual 5-6268

Manager.....W. D. M. Patterson  
 635 Ouellette Ave., Windsor, Ont.

Manager.....J. R. Robb  
**Radio & TV Accounts:** Aluminum Goods Ltd., Canada Dry Limited, Canadian General Electric Co., General Motors of Canada, H. J. Heinz Co. of Canada, Ltd., Home Oil Distributors, Imperial Oil Ltd., Javex Co., Ltd., The Arborite Company, Limited, Lever Brothers Ltd., W. H. Malkin & Co., Ltd., Mutual Life Assurance Co. of Canada, Standard Brands Ltd., Zero Manufacturing Co., Ltd., Dominion Stores Ltd., The Glidden Paint Co. Ltd., KLM Royal Dutch Airlines; Molson's Brewery (Ontario); Harold F. Ritchie & Co. Ltd., Kiwi Polish Company (Canada) Ltd., Massey-Ferguson Ltd.; Wm. Neilson Ltd.; Toronto Daily Star; Tuckett Tobacco Co. Ltd.; F. W. Woolworth Co. Ltd.

### MacMANUS, JOHN & ADAMS, INC.

Bloomfield Hills, Mich.  
 Phone: MIDwest 6-1000  
 ANPA—AAAA—ABC

# ADVERTISING AGENCIES

President.....Ernest A. Jones  
 V.P., Secy., Treas.....Leo A. Hillebrand  
 Asst. to Pres., Adm. V.P....Darrell C. Roberts  
 Exec. V. P.....Charles F. Adams  
 Senior V.P.'s.....John R. MacManus,  
 Hovey Hagerman, Paul Newman  
 V.P. Mktg., Research.....Robt. E. Britton  
 Vice President.....James H. Graham  
 V.P., Prod. Mgr.....Kenneth H. MacQueen  
 V.P., Public Rel.....Frank T. Skinner  
 V.P. Commercial Prod.....Wm. B. Bachman  
 V.P. Consumer Prod.....Robert L. Garrison  
 Radio-TV Time Buyer.....C. N. Campbell

## Branch Office

444 Madison Ave., New York, N. Y.

Phone: PLaza 9-5600

Vice Pres., Mgr.....Henry G. Fownes, Jr.  
 Media Director.....Henry Halpern  
 V.P., Radio-TV Dir.....Mark Lawrence  
 Sr. Vice President.....Vincent F. Aiello  
 6399 Wilshire Blvd., Los Angeles 48, Calif.

Phone: OLive 3-6130

V.P., Manager.....Ralph Yambert  
 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.; Minnesota Mining & Mfg. Co.,  
 St. Paul, Minn., Garrett & Co., Inc.; Good  
 Humor Corp.; S. A. Schonbrunn & Co.;  
 S. B. Thomas, Inc.; White Rock Corp., all of  
 NYC; Squirt-Detroit Bottling Co.; S. S.  
 Kresge Co.; Michigan Consolid. Gas Co., all  
 Detroit.

*TV Accounts:* Pontiac Motor Div., Pontiac,  
 Mich.; Dow Chemical Co., Midland, Mich.;  
 Minnesota Mining & Mfg. Co., St. Paul, Minn.;  
 Good Humor Corp., N.Y.C.; Squirt-Detroit  
 Bottling Co.; Mich. Consolid. Gas; S. S.  
 Kresge Co.; Thermo-Fax Sales, all of Detroit.

*Estimated Radio Billings:* \$100,000.

*Estimated TV Billings:* \$8,450,000.

## MALCOLM-HOWARD

203 N. Wabash Ave., Chicago, Ill.

Phone: ANdover 3-0022

ABP—ANPA

Owner.....Arthur M. Holland  
 Account Executive.....H. A. Barkun,  
 Max G. Holland  
 Radio-TV Dept.....Edward Drucker,  
 Bernard Berman, Fran Weiss  
 Art Director.....Arthur Anderle  
 Radio Time Buyer.....Maxine Ziv

*Radio Accounts:* Evans Fur Co.; Courtesy  
 Motors; Mages Sports Stores; Hires Bottling  
 Co.; Zip Bottling Co.; Sun-Times; Royal  
 Lumber Co.; Roller Derby; Associated Hos-  
 pital Service; Square Deal Plumbing Co.

*TV Accounts:* Courtesy Motors; Evans Fur  
 Co.; The Fair Dept. Stores; Hires Bottling  
 Co.; Vernor's Bottling Co.; Mages Sports  
 Stores; Royal Lumber Co.; Coral Stone Con-  
 struction Co.; Sun-Times.

## J. GORDON MANCHESTER ADVERTISING, INC.

1726 Pennsylvania Ave., N.W.,

Washington 6, D. C.

Phone: ME 8-0060

President.....J. G. Manchester  
 Vice President.....Richard P. Ebst  
 Radio-TV Dir.....Richard T. Williams  
 Media Dir.....Barbara Tork  
 P. R. Dir.....Walter Compton  
*Radio Accounts:* American Sta-Dri Co.  
 (Paint), Brentwood, Md.; Safeway Stores,  
 Inc. (Groceries), Washington, D. C.; Capitol  
 Frito Co. (Fritos, Lay Potato Chips) Beth-  
 esda, Md; Arthur Murray Studios (Dance  
 Lessons) Washington, D.C.

*TV Accounts:* American Sta-Dri Co. (Ma-  
 sonry Paint), Brentwood, Md.; Capitol Frito  
 Co., (Fritos, Lay's Potato Chips) Bethesda,  
 Md.; W. S. Pope & Sons, (Cheese. Cooner),  
 Philadelphia, Pa.; Safeway Stores, Inc. (Gro-  
 ceries), Washington, D.C.; Arthur Murray  
 Studios (Dance Lessons) Washington, D.C.

## ROBERT M. MARKS & COMPANY, INC.

32 East 57th St., New York 22, N. Y.

Phone: PLaza 3-5924

ABP—ANPA—NBP

Pres. & Secy.....Robert M. Marks  
 Media Dir.....M. J. Janos  
 Art Dir.....Don Bearard  
 Radio-TV Cons.....Sidney Walton  
 Research Dir.....Werner Lob  
 Pub. Cons.....Arthur Pine  
*Radio Accounts:* Peerless Products Co.  
 (Hair Preparations), Jersey City, N. J.;  
 National Shirt Shops, Inc. (Men's Furnish-  
 ings Chain), N. Y., N. Y.

*TV Accounts:* Swank, Inc., (Men's Jewelry  
 and Accessories), N. Y., N. Y.

## MARSCHALK & PRATT

*Division of McCann-Erickson*

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

Phone: OXford 7-4250

ABP—ANPA—ABC—AAAA

President.....S. L. Meulendyke  
 Exec. Vice Pres.....Stuart D. Watson  
 V.P., Gen. Mgr.....G. Lester Williams  
 Vice Presidents.....Arthur J. Kemp, Roy  
 Danish, Channing Barlow, Albert A. Som-  
 mer, Charles A. Mittelstadt, Edward J.  
 Whitehead.

V.P., Creative Dir.....Martin Koehring  
 V.P., Mktg. Serv. Dir.....William C. Munro  
 V.P., Media Dir.....Eugene J. Cogan  
 Radio-TV Dir.....Glen Bammann

### Branch Offices

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

Phone: TRinity 5-0221

V.P., Manager.....Mark Bollman  
 1900 N. Akard St., Dallas 1, Tex.

Phone: RIVerside 1-4571

V.P., Manager.....Bill M. Sansing  
 Commonwealth Bldg., 4th & Broadway,  
 Louisville, Ky.

Phone: JUNiper 4-6178

V.P., Manager.....J. Mac Wynn

## ADVERTISING AGENCIES

953 S.W. First St., Miami, Florida  
Phone: FRanklin 9-2321

V.P., Manager.....Elroy Scrivener  
*Radio Accounts:* International Nickel Co. (Institutional) New York; Coca Cola Bottling Co. of New York; Genesee Brewing Co., (Beer, Ale) Rochester, N. Y.; Sabena-Belgian World Airlines (Passenger, Air Freight) N.Y.C.; Nat'l Airlines (Passenger Service) Miami, Fla.; Cotton Bowl Athletic Assn., Dallas, Tex.; S.S.S. Co. (S.S.S. Tonic Liquid, Tablets) Atlanta, Ga.

*TV Accounts:* Coca Cola Bottling Co. of New York; National Lead Co. ("Dutch Boy" Paints) N. Y.; Genesee Brewing Company (Beer, Ale) Rochester, N. Y.; Downyflake Foods (Frozen Foods) N.Y.C.; Nat'l Airlines, Miami, Fla.

### MARWEL ADV., INC.

34 W. 46th St., New York 36, N. Y.  
Phone: JUDson 6-4270

ABP-ANPA

President.....William W. Weltman  
Exec. V.P.....Bruce Marchin  
Secretary.....Gloria Marchin  
Treasurer.....Ruth Weltman  
V.P., Art Dir.....Charles Jefferson  
Copy Chief.....Norman Bradford  
Media Dir.....Rose Hoanzl  
Prod. Mgr.....Rose Miller

### J. M. MATHES, INC.

260 Madison Ave., New York 16, N. Y.  
Phone: LEXington 2-7450

ABP-ANPA-AFA-ABC

President.....W. T. Okie  
Treasurer.....A. E. Cox  
Secretary.....D. R. Hathaway  
Vice-Pres. & Dirs.....Wilfred S. King,  
Lester J. Loh, O. L. Tinklepaugh, Jan Meyer  
Vice Presidents.....Thomas McCauley,  
David Gibson, Harvey Rohde, Donald D. Halstead, Leonard Marshall, Edward J. Garvey.

V.P., Dir. of Radio & TV....Read H. Wight  
Asst. Dir. Radio-TV....Richard S. Jackson  
V.P., Publ. Dir.....Arthur Monroe  
V.P., Media Dir.....Douglas Hathaway  
1345 Russ Bldg., San Francisco 4, Cal.  
Phone: YUKon 2-8944

Manager.....Robert Little  
230 N. Michigan Ave., Chicago 1, Ill.  
Phone: DEarborn 2-2638

Manager.....John F. Sheahan  
*Radio Accounts:* Pure Food Co. (Chicken A La King, Herb-Ox Bouillon Cubes, Westchester Boned Chicken, Lentil Soup, Clear Chicken Broth), Mamaroneck, N. Y.; Canada Dry Corp. (Carbonated Bev.) N.Y.C.; Economics Lab. (Soil-Off, Liquid Soilax) St. Paul, Minn.; Chas. Pfizer & Co. (Eez) Brooklyn, N. Y.; Volkswagen of America (Truck, Sta. Wagon) Englewood Cliffs, N.J.; Union Carbide Chemicals Co. (Anti-Freezer) N.Y.C.

*TV Accounts:* Economics Laboratory (Soil-Off, Liquid Soilax), New York; Luden's, Inc. (Fifth Avenue Candy Bar, Cough Drops),

Reading, Pa.; Pure Food Co. (Herb-Ox Bouillon Cubes), Mamaroneck, N. Y.; Canada Dry Corp. (Carbonated Bev.) N.Y.C.; Volkswagen of Amer. (Truck, Sta. Wagon) Englewood Cliffs, N.J.; Whitehall Lab. (Triumph) N.Y.C.

### MATHISSON & ASSOCIATES, INC.

411 E. Mason St., Milwaukee 2, Wis.

Phone: BRoadway 6-7181

ABP-ANPA-NBP-NOAB

President.....C. A. Mathisson  
Secretary.....Irving A. Puchner  
Prod. Mgr.....John R. Weber  
Pub. Rel. Dir.....H. Kendig Eaton  
V.P., Treas.....Ralph W. Henkel  
Radio-TV Dir.....J. E. Severson  
Asst. Radio-TV Mgr.....Robert Geary  
Exec. Adm.....Walt E. Krueger  
Space Buyer.....Dale D. Karstaedt

#### Branch Offices

1127 Wilshire Blvd., Los Angeles 17, Calif.  
1065 International Bldg., Rockefeller Center,  
New York 20, N. Y.  
Phone: PLaza 7-2061

Manager.....Edgar E. Hinkle

### JOSEPH MAXFIELD CO.

87 Weybosset St., Providence 3, R. I.

Phone: L456-4457

ABP-ANPA-APA-NBP

President.....Joseph M. Finkle  
Vice-Pres.-Treas.....Archie M. Finkle  
Radio Director.....Dorothy M. Taipe  
Production Mgr.....Richard D. Brugman  
Art Dir.....Jeanette R. Brenner

### MAXON, INC.

2761 E. Jefferson Ave., Detroit 7, Mich.

Phone: LORain 7-5710

ANPA-ABC

President.....Lou R. Maxon  
Treasurer.....John W. Bray  
Secretary.....G. Reginald McKiel  
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. Mahony  
919 N. Michigan Ave., Chicago 11, Ill.  
Phone: LO 7-5710

Vice President.....Raymond C. Stricker

*Radio and TV Accounts:* Gillette Safety Razor Co., Boston, Mass.; Mohawk Carpet Mills, Inc., Amsterdam, N. Y.; H. J. Heinz Company, Pittsburgh, Pa.; General Electric Co. (Housewares, Radio Receiver Dept.) Bridgeport, Conn.; Pfeiffer Brewing Co., Detroit, Mich.; Gillette Safety Razor Co. of Canada, Ltd., Montreal, Que.; Pittsburgh Plate Glass Co. (Paint Div.); Charles E. Hires Co., Philadelphia; D. L. Clark Co., Pittsburgh; Safeway Stores, N.Y.C.; LaChoy Food Prod., Div.: Beatrice Foods Co. (Chinese Foods) Archbold, O.; Lincoln Nat'l Life Ins. Co., Ft. Wayne, Ind.

*Estimated Radio Billings: \$1,000,000.*

*Estimated TV Billings: \$16,000,000.*

# ADVERTISING AGENCIES

## McCANN-ERICKSON, INC.

485 Lexington Ave., New York, N. Y.

Phone: OXFord 7-6000

AAAA-ABP-ANPA-APA-NOAB-PPA  
 Hon. Bd. Chmn. .... Harrison K. McCann  
 Bd. Chmn., Pres. .... Marion Harper, Jr.  
 Bd. Vice Chmn. .... Robert E. Healey  
 Oper. Comm. Chmn. .... Wilbert G. Sülson  
 Special Projects Consultant. .... Pat Weaver  
 Sr. V.P., Treas., Chrm. Finance Comm.

Frank White

Sr. Vice Presidents. .... C. A. Posey,  
 George H. Giese

Sr. V.P., Treas. .... Frank K. White

Sr. V.P.'s. .... C. Terence Clyne,  
 Emerson Foote

Corporate V.P. .... Donald B. Armstrong, Jr.  
 Secretary. .... Benjamin F. Holme, Jr.  
 Sr. V.P., Admn. Chmn. .... Paul E. Foley  
 V.P., Chg. Adm. .... Rudyard C. McKee  
 V.P., TV-Radio Pgm. .... Thomas A. McAvity  
 Sr. Vice Pres. &

Creative Dir. .... John H. Tinker, Jr.  
 V.P. chg. Radio-TV. .... George Haight  
 V.P. chg. Media. .... William C. Dekker  
 Vice Pres. & Asst. Treas. .... Dixon R. Griswold  
 Secretary. .... Benjamin Holme, Jr.  
 Asst. Secy. .... Marjorie B. Middlebrook

Vice Presidents (N. Y.) ... Karl A. Brautigam,  
 William J. Breen, Donald G. Calhoun,  
 Sidney W. Dean, Jr., J. L. Deane, G. B.  
 Dearnley, Leonard F. Erickson, J. J. Flanagan,  
 H. L. Grafer, Alberta Hays, Farish A.  
 Jenkins, Daniel W. Keefe, Alton Ketchum,  
 Ralph B. Koser, Thomas P. Losee, Alfred  
 J. Roby, Jr., Margot Sherman, Wells W.  
 Spence, R. E. Thompson, G. Lester Wil-  
 liams, Jr., E. F. Wilson, W. Howard Chase,  
 John F. McClure, Neal Gilliatt, S. L. Meu-  
 lendyke, Dorothy B. McCann, Earl H. Ellis,  
 Richard Farricker, David J. Hopkins, Lan-  
 sing B. Lindquist, Myron McDonald, John  
 H. O'Toole, Jr., Wallace Rigby, Stuart Wat-  
 son, Ferd Ziegler, Edward R. Beach, W. E.  
 Berchtold, C. Terence Clyne, R. Cole,  
 Herta Herzog, Anthony Hyde, Russell  
 Johnston, M. Carl Johnson, Jr., T. A. Mc-  
 Avity, H. A. Mattoon, G. B. Park, Roger  
 A. Purdon, Albert W. Sherer, A. A.  
 Sommer.

### Branch Offices

200 Berkeley St., Boston 16, Mass.

Vice Pres.-Mgr. .... Hugh A. Mitchell  
 335 Euclid Ave., Cleveland 14, Ohio  
 Phone: CHerry 1-6850

Vice Pres.-Mgr. .... Robert Cole  
 915 N. LaBrea Ave., Los Angeles 38, Calif.  
 Phone: OLFfield 4-5550

Vice Pres. .... George Haight  
 647 Griswold St., Detroit 26, Mich.  
 Phone: WOODward 5-7550

V.P., Mgr. .... Thomas J. Henry  
 900 Lovett Blvd., Houston 6, Texas  
 Phone: JACKson 9-4991

Vice Pres. Mgr. .... Joseph B. Wilkinson  
 318 S. Michigan Ave., Chicago 4, Ill.  
 Phone: WEBster 9-3700

V.P., Mgr. .... Chester L. Posey  
 114 Sansome St., San Francisco 4, Calif.  
 Phone: DOUGlas 2-5560

Sr. V.P.-Mgr. West.

Oper. .... Phipps L. Rasmussen  
 3325 Wilshire Blvd., Los Angeles 5, Calif.  
 Phone: DUNKirk 5-3301

V.P.-Mgr. .... Reg W. Twiggs  
 Public Service Bldg., Portland 4, Ore.  
 Phone: CAPitol 8-4305

Manager. .... T. N. Tracy  
 836 W. Peachtree, Atlanta 8, Ga.  
 Phone: TRinity 5-8581

V.P., Mgr. .... John F. McClure  
 International Division  
 50 Rockefeller Plaza, New York 20, N. Y.  
 Phone: OXFord 7-6000

Chairman. .... Robert E. Healy  
*Radio Accounts:* American Trust Co., Cali-  
 fornia Packing Corporation (Del Monte),  
 California Spray Chemical Corp., California  
 Wine Association, Chesebrough-Pond's, Inc.,  
 Buick Division, Cowles Magazines, Inc.  
 Esso Standard Oil Co., Gray Drug Stores, Inc.,  
 Bulova Watch Company, Milk Foundation,  
 Inc., Milnot Company, National Biscuit Com-  
 pany, Ohio Bell Telephone Co., Pacific Pow-  
 er & Light Co., S.O.S. Company, Southern  
 California & Southern Counties Gas Com-  
 panies, Standard Oil Company (Ohio), Steg-  
 maier Brewing Co., Swift & Company, Nestle  
 Co. (Quik, Ever Ready Sweet Milk Cocoa,  
 Semi-Sweet Morsels, Cookie Mix, Gravy  
 Mix, White Sauce Mix), Mennen Co. (Foam  
 Shave Afta Shave), Lehn & Fink (Lysol &  
 Dorothy Gray Cosmetics, Allied Chemical &  
 Dye Corp., Central Vermont Railway, Cleve-  
 land Electric Illuminating Co., Coca Cola  
 Bottling Co., Columbia Records, Halle Bros.  
 Co., Humble Oil Co., Meade-Johnson Paper  
 Corp., Nat. City Bank of Cleveland, Rival  
 Packing Co., Seeck & Kade, Inc., Tidy House  
 Products, Liggett & Myers Tobacco Co.  
 (Chesterfield and Oasis).

*TV Accounts:* American Trust Co., Bell  
 Brand Foods Ltd., California Spray Chemi-  
 cal Corp., California Wine Association,  
 Chesebrough Mfg. Co., Chrysler Corp.,  
 Buick Division, Cowles Magazines, Inc.,  
 Derby Foods, Inc., Gray Drug Stores, Inc.,  
 Lincoln Bank & Trust Co., Lucky Lager  
 Brewing Company, 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, Gravy Mix,  
 White Sauce Mix), Mennen Co. (Foam Shave,  
 Afta Shave), Lehn & Fink (Lysol & Dorothy  
 Gray Cosmetics) Nat'l Biscuit Co., Bulova  
 Watch Co., Calif. Packing Corp. (Del  
 Monte), Cleveland Electric Illuminating Co.,  
 Columbia Records, Esso Standard Oil Co.,  
 Liggett & Myers Tobacco Co. (Chesterfield  
 & Oasis), Meade-Johnson Paper Corp., Rival  
 Packing Co., U. S. Borax & Chemical Co.  
 (20 Mule Team Borax).

*Estimated Radio Billings:* \$15,000,000.

*Estimated TV Billings:* \$87,100,000.



## ADVERTISING AGENCIES

### THE McCARTY COMPANY

3576 Wilshire Blvd., Los Angeles 5, Calif.  
Phone: DUnkirk 5-4011

AAAA—ABP—ANPA—APA—NBP—NOAB  
President.....H. E. Cassidy  
Exec. Vice President.....C. G. Davenport  
V.P., Dir. Client Rel.....Walker Y. Brooks  
V.P., Dir. Creative  
Activities.....Wm. H. Geisler  
V.P., Dir. Radio-TV.....Herbert C. Brown  
Dir. Tech. Affairs.....Page B. Otero  
V.P., Dir. Acct. Plng.....Arnold D. Duncan  
V.P., Dir. Prod.....Jos. E. Hall  
Media Director.....Alden K. Weis  
Art Director.....Harry Franz

#### Branch Offices

122 East 42nd St., New York 17, N. Y.  
Phone: OXford 7-6090

President.....Howard Persons  
V.P.'s.....Robt. Holley, Gene Thomas  
V.P. Chg. Art.....Anthony Loscalzo  
Secretary.....Lillian Jaffe  
Treas., Asst. to Pres.....Jean O'Flaberty  
Asst. Treas., Media Dir.....Ervin Rudick  
116 New Montgomery St., San Francisco 5  
Sr. V.P.....W. H. Wilde  
520 N. Michigan Ave., Chicago 11, Ill.  
V.P., Gen. Mgr.....Harry L. Bauer  
1500 Jackson St., Dallas 1, Texas  
V.P.....Russell Jurgens  
1117 Second Ave., Seattle 1, Wash.  
V.P., Gen. Mgr.....Harry S. Pearson  
722 Realty Bldg., Spokane 1, Wash.  
V.P.....Chas. R. Devine

### WALTER McCREERY, INC.

256 So. La Cienega Blvd., Beverly Hills, Cal.  
Phone: OLYmpia 2-4480

AAAA—ANPA—APA—NBP

Chm. Bd. & Pres.....Walter K. McCreery  
Vice Pres.....Frank Bull  
Secretary.....Walter Hadlich  
Treasurer.....Elizabeth Stahle  
Media Dir.....Patti Brainerd  
Publ. Dir.....Mack Tuesley  
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.

### FLOYD F. MELLEEN ADVERTISING

514-518 Securities Bldg., Omaha, Neb.  
Phone: AT 1025  
ANPA—APA

Owner.....Floyd F. Mellen  
*Accounts:* Blue Cross-Blue Shield, Radio Sta. KBON, Paramount Radio Shop, Scientific Radio Prod. Co., all of Omaha, Neb.

### RICHARD N. MELTZER ADV., INC.

3100 Russ Bldg., San Francisco 4, Calif.  
Phone: YUkon 2-5877  
ABP—ANPA

President.....Richard N. Meltzer  
Exec. V.P.....Wallace X. Aron  
Secretary.....Harold Shein  
Treasurer.....Bertram Silver  
Production Mgr.....Byron Hutchison  
Vice Pres.....Richard Lemen  
Media Dir.....Bern Ann Abbaduska

#### Branch Offices

7461 Beverly Blvd., Los Angeles, Calif.  
Phone: WEbster 8-2993  
Art Director.....Wendell McBride  
2360 E. Third Ave., Denver, Colo.  
Phone: DUDley 8-1964  
Manager.....Robert Lochrie  
1656 National Bank Bldg.  
Phone: WOODward 1-4810  
Manager.....Newton Free

*Radio Accounts:* Harrah's Club, Reno, Nev.; Simca Advertising Council; Brooks Camera; Gray Line, all San Francisco; Rick-ey's, Palo Alto, Calif.; Sealy Mattress Co., Oakland, Calif.; American Building Maintenance Co., San Francisco; GallenKamp Stores Co., Los Angeles; Bullock & Jones, San Francisco.

*TV Accounts:* Harrah's Club, Reno, Nev.; Brooks Camera, San Francisco; Sealy Mattress Co., Oakland, Calif.; GallenKamp Stores Co., Los Angeles; Citroen Cars, Inc., Los Angeles; Totkins, Inc., San Mateo, Calif.  
*Estimated Radio Billings:* \$180,000.  
*Estimated TV Billings:* \$100,000.

### J. ROBERT MENDTE, INC.

317 South 16th St., Philadelphia 2, Pa.  
Phone: KINGSley 6-1130  
ABP—APA—NBP

President.....J. Robert Mendte  
Vice Pres.....J. W. Holland  
Treas.....N. L. Hughes  
Prod. Mgr.....M. Hagerty  
*Radio Accounts:* J. Bird Moyer Co. (MOY Dental Holding Powder) Philadelphia; Wilson Lines (River Excursions) Philadelphia; Riverview Beach Park (Amusement Park) Pennsville, N. J.

*TV Accounts:* J. Bird Moyer Co., Wilson Lines, Riverview Beach Park.

### GEORGE T. METCALF, COMPANY

31 Canal St., Providence 3, R. I.  
Phone: UN 1-2634

ABP—ABC—ANPA—AFA

Chmn. Bd.....George T. Metcalf  
President.....Walter Hyland  
Exec. V.P., Secy.....Sheldon Spencer  
Prod. Mgr.....Allan Campbell  
Copy Chief.....Frank Jones  
Media Dir.....John S. Kossak  
*Radio Accounts:* Otto Seidner, Inc. (Mayonnaise), Westerly, R. I.

*Estimated Radio Billings:* \$5,000.

### ARTHUR MEYERHOFF & CO.

410 N. Michigan Ave., Chicago 11, Ill.  
Phone: DELaware 7-7860

ANPA—NBP—AAAA—NOAB—APA

President.....Arthur E. Meyerhoff

# ADVERTISING AGENCIES

Production Manager.....Allen Bethe  
 Dir. of Radio & TV.....Roger J. Mohr  
 Radio-TV Time Buyer..Evelyn Vanderploeg  
 Space Buyer.....Mary Hauser  
 Copy Chief.....M. E. Chon

## Branch Offices

759 N. Milwaukee St., Milwaukee 2, Wis.  
 Phone: BRoadway 1-3144

V.P., Manager.....George Grabin  
 8467 Beverly Blvd., Los Angeles 48, Calif.  
 Phone: OLive 3-1633

Manager .....Joel Benton  
 33 Bloor St., E. Toronto, Ont., Can.  
 Phone: WALnut 3-3507

Manager .....John Keiter  
*Radio Accounts:* Chicago National League  
 Ball Club, Illinois Meat Company, Wisconsin  
 & Michigan SS Co., Wm. Wrigley Jr. Com-  
 pany, Patricia Stevens Models' Finishing  
 School, Chicago Transit Authority.

## C. L. MILLER CO., INC.

521 Fifth Ave., New York 17, N. Y.  
 Phone: MUrray Hill 2-1010  
 ABC—ANPA

President.....C. L. Miller  
 V.P., Treas.....P. P. Hoffman  
 Secy.....H. F. Renton  
 V.P.....W. F. Mueller  
 Prod. Mgr.....G. E. Van Cott  
 Radio-TV Prod. Mgr.....C. D. Rogers, Jr.  
 Time Buyers...F. P. Delaney, Rita Driscoll

## Branch Office

333 N. Michigan Ave., Chicago, Ill.  
 Phone: CEntral 6-1640

*Radio and TV Accounts:* E. W. Kneip, Chi-  
 cago, Ill.; Lewis Research Lab., N. Y. C.;  
 Piggly Wiggly Great Lakes, Sheboygan, Wis.;  
 True Magazine, N. Y. C.; Karl Ehmer, Glen-  
 dale, N. Y. (all Radio); Corn Products Re-  
 fining Co., N. Y. C.; Circle Line, N. Y. C.;  
 Oral Roberts Evangelistic Assoc., Inc., Tulsa,  
 Okla.; Lewis-Howe, Chicago, Ill. (TV).

## HARRY M. MILLER, INC.

595 E. Broad St., Columbus 15, Ohio  
 Phone: CA 4-7243  
 ANPA—APA—NOAB

Pres., Gen. Mgr.....J. W. Miller  
 Radio-TV Dir.....Edward J. Deane  
*Accounts:* American Liquid Fertilizer Co.,  
 Marietta, O.; Ohio Independent Telephone  
 Assn., Springfield, O.; Sterling Baking Co.,  
 Canton, O.; TV Sta. WTVN, Columbus, O.

## MOGUL, LEWIN, WILLIAMS & SAYLOR, INC.

625 Madison Ave., New York 22, N. Y.  
 Phone: TEmpleton 8-7100

President .....Enil Mogul  
 Board Chairman.....A. W. Lewin  
 Executive Vice Pres...Sidney Matthew Weiss  
 Sr. V.P.....Richard Lockman  
 Sr. V.P., Chmn. Plans Review  
 Board.....Seth D. Tobias  
 Sr. V.P., Air Media Creative  
 Director.....Myron A. Mahler  
 V.P. Chg. Radio TV.....Leslie L. Dunier  
 V.P., Dir. Mktng., Mchdsing...Jules Lennard  
 Sr. V.P.'s.....William Jacoby,

Milton Guttenplan, Charles L. Rothschild,  
 Walter Pollock, Alvin Kaplan  
 Secy-Treas.....Mrs. Helene Mogul  
 Asst. to Pres., Controller....Norman Cohen  
 Sr. V.P.....Alan Green  
 Sr. V.P.....Edward Klein

## Branch Office

Raymond-Commerce Bldg., Newark 2, N. J.  
 Phone: MITchell 3-3200

*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.;  
 Park & Tilford Distillers Corp. (P & T  
 Reserve, P & T Reserve, P & T Private Stock,  
 Peychaud 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.; Bakers' Franchise Corp. Lite Diet  
 Bread, N. Y. C.; Barricini Sandy Shops,  
 L. I. C.; Field & Flint (Shoe), Brockton,  
 Mass.; Pierce's Proprietaries (Golden Medi-  
 cal Discovery), Buffalo, N. Y.; Tintex Co.,  
 N. Y. C.

*Estimated Radio Billings:* \$1,700,000.  
*Estimated TV Billings:* \$5,700,000.

## CHESTER C. MORELAND CO.

800 Broadway, 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,  
 Mahlon Sheridan  
*Radio Accounts:* Coney Island, Inc., Coca-  
 Cola Bottling Co., Thomas Foods, Inc., Adam  
 Wuest.

*TV Accounts:* Coney Island, Inc., Coca-  
 Cola Bottling Co., Thomas Foods, Inc., Adam  
 Wuest, Inc.

## MORSE INTERNATIONAL, INC.

122 E. 42nd St., New York 17, N. Y.  
 Phone: OXFord 7-2100  
 APA—NOAB

President .....J. Patterson  
 V.P.....R. A. Dearth  
 Treasurer .....J. A. Riedell  
 Media Dir.....O. E. Christy, Jr.  
 Radio, TV Time Buyer.....R. A. McArdle  
 Export Media Mgr.....Aurora Blando

## ADVERTISING AGENCIES

Dir. of Radio-TV Prod.....S. Lyon  
 Prod. Mgr.....Don Wheatley  
 Group Art Director.....P. Zangas  
*Radio and TV Accounts:* Vick Chemical  
 Co. (Vick Products), Prince Matchabelli,  
 Inc. Alfred D. McKelvy Co. (Seaforth Men's  
 Toiletries).

### MOSER & COTINS

10 Hopper St., Utica 3, N. Y.

Phone: 3-7544

(Division of Rumrill Co., Inc.)

ABP—ANPA—APA—PPA—NBP—NOAB  
 Pres.....C. L. Rumrill  
 V.P., Gen. Mgr.....L. B. Reigler  
 V.P., Sec'y.....Harry T. Duffy  
 Media Dir.....Mrs. L. B. Mang  
 Radio-TV Director.....Richard C. Shepard  
*Radio-TV Accounts:* Mohawk Valley In-  
 vesting Co., Utica, N. Y.; Honey Butter Pro-  
 ducts Corp. (Honey-Butter), Ithaca, N. Y.;  
 Procono-Rossi Corp. (Macaroni, Spaghetti &  
 Egg Noodles) Auburn, N. Y.; Agricultural  
 Insurance Co. (Property Insurance) Water-  
 town, N. Y.

### MOSS ASSOCIATES, INC.

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

Phone: MURray Hill 7-7377

APA—NBP—ABP—ANPA—PPA

President.....Joseph H. Moss  
 Art Director.....Sidney Fischer  
 Prod. Mgr.....Al Beaver  
 Copy Chief.....Gerald H. Bruce  
 Media Director.....Ted Pyrch  
 TV Director.....E. Landau  
*TV Accounts:* Freshrap Div., Badger Paper  
 Mills (Waxed Paper), Peshtigo, Wis.; Balen-  
 tine Packing Co. (Meat Products), Green-  
 ville, S. C.; Bosch Brewing Co., Houghton,  
 Mich.; Fox DeLuxe Foods, Inc. (Poultry &  
 Meat), Chicago; 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: OXFord 7-9292

President.....Thomas W. Hughes  
 Vice-Presidents.....Joseph W. Madden,  
 Walter Kelly  
 Sec'y., Treas.....John D. Barone  
 Prod. Mgr.....Richard Williams  
 Art Director.....William Murphy  
 Media Director.....Frank Bernarducci  
 Radio & TV Director.....Jerome Kates  
*Radio and TV Accounts:* Borden Co.,  
 H. J. Heinz, Lever Brothers (U.S.), Quaker  
 Oats Co.

### NEEDHAM & GROHMANN, INC.

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

Phone Circle 5-6200

ANPA—AAAA—NOAB—APA—NBP

Pres., Treas.....H. Victor Grohmann  
 V.P. & Sec'y.....Howard A. Heinsius  
 V.P. & Art Dir.....H. Nelson Kent  
 V.P.'s....John M. Keil, Howard A. Heinsius  
 Exec. Sec'y.....Kathryn Intemann

Copy Director.....Vera Mezei  
 Prod. Mgr.....Samuel Boyd  
 Media Dir.....Harry C. Ledingham  
 Acct. Executives.....H. Victor Grohmann,  
 John M. Keil, Alfred Burnham, Howard  
 Heinsius

*Accounts:* America House; Centriline  
 Corp.; Chatham Mfg. Co.; Cosby Brush &  
 Import Co. Inc.; Flower City Charcoal Co.;  
 Huffman & Boyle; Johnson, Arthur A.,  
 Corp.; Chatham Mfg. Co.; Flower City  
 Charcoal Co.; Huffman & Boyle; Johnson,  
 Arthur A., Corp.; Kent of London; Lock-  
 wood, A. N.; National Biscuit Co.; Raymond  
 Concrete Pile Co.; Rockefeller Center, Inc.;  
 Staunton Military Academy; Stillman, &  
 Hoag, Inc.; Sussex County Planning Board;  
 Thonet Industries Inc.; White Turkey; Zen-  
 ith-Godley Co. Inc.

### NEEDHAM, LOUIS & BROBRY, INC.

Prudential Plaza, Chicago 1, Ill.

Phone: WHItEhall 4-3400

AAAA—ANPA—ABP—ABC

President.....Maurice H. Needham  
 St. Vice President.....Melvin Brobry  
 Exec. V.P.....Paul C. Harper, Jr.  
 Vice President.....Arnold E. Johnson  
 V.P., Acct. Supvr.....Granger F. Kenly  
 Financial V.P.....John F. Whalley  
 V.P. in Charge.....James G. Cominos  
 V.P., Dir.....J. Scott Keck  
 V.P., Programs.....Alan Wallace  
 V.P., Comm. Prod.....Kenneth Snyder  
 Prog. Prom., Merch. Mgr.....Harold A. Smith  
 Business Affairs Mgr.....Walter Daspit, Jr.

#### Branch Offices

9100 Sunset Blvd., Hollywood 46, Calif.

Phone: CRestview 6-2073

V.P., Acct. Supv.....Harold L. Tuers  
 Mgr.....Michael Gradle

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

Phone: PLaza 7-0333

V.P. & Mgr.....Frederick A. Mitchell

121 Richmond St., W., Toronto 1, Canada

Phone: EMpire 4-1492

V.P. & Mgr.....John A. Willoughby

*Radio Accounts:* Campbell Soup Co. (Pork  
 & Beans) Camden, N.J.; Campbell Soup Ltd.,  
 New Toronto, Ont.; Hotpoint Co. (TV Re-  
 ceivers) Bellwood, Ill.; Household Finance  
 Corp. (Financial Loan Serv.) Chicago;  
 Household Finance Corp. Ltd. (Financial  
 Loan Serv.) Toronto, Ont.; Internat'l. Mine-  
 rals & Chemical Corp. (Fertilizer) Skokie,  
 Ill.; S. C. Johnson & Son Co. (Glo Coat,  
 Export) Racine, Wis.; Kraft Foods Co.  
 (Industrial, Oil, Parkay Margarine, Deluxe  
 Margarine, Miracle Margarine, Kraylets)  
 Chicago; Kraft Foods Ltd., Montreal, Que.;  
 Lever Bros. Co. (Swan) N.Y.C.; Lever Bros.  
 Ltd. (Toiletries Div.) Toronto, Ont.; Lipton  
 Tea Ltd., Toronto, Ont.; Massey-Ferguson  
 (Farm Eqpt.) Toronto, Ont.; Monsanto  
 Chem. (Plastics, Toys) Springfield, Mass.;  
 Morton Salt Co. (Blue Pkg., Ice Melting  
 Salt; Oklahoma Oil Co. (Gas & Petroleum  
 Prod.); Peoples Gas Light & Coke Co. (Gas  
 Ranges, Whirlpool); Quaker Oats Co. (Ken-  
 L-Meal, Ken-L-Ration), all of Chicago; Re-

## ADVERTISING AGENCIES

nault (La Dauphine) Billancourt, Paris, France; State Farm Insurance Co., Bloomington, Ill.; State Farm Insurance Agencies Ltd., Toronto, Ont.; Wieboldt Dept. Stores (Mdse.) Evanston, Ill.; Wilson Co. (Ham) Chicago.

*TV Accounts:* Campbell Soup Co. (Pork & Beans, V-8) Camden, N.J.; Campbell Soup Ltd., New Toronto, Ont.; Canadian Industries Ltd. (Paint) Montreal, Que.; Household Finance Corp. (Loans) Chicago; Household Finance Corp. Ltd. (Loans) Toronto, Ont.; S. C. Johnson & Son (Stride, Glo-Coat, Pride, Export) Racine, Wis.; S. C. Johnson & Son Ltd., Brantford, Ont.; Kraft Foods Co. (Industrial, Oil, Parkay Margarine, Deluxe Mar., Preserves, Miracle Mar.) Chicago; Kraft Foods Ltd., Montreal, Que.; Lever Bros. Co. (Condensed All, Export) N. Y.C.; Lever Bros. Ltd. (Detergents, Toiletries Div.) Toronto, Ont.; Lipton Tea Ltd., Toronto, Ont.; Monsanto Chemical (Plastics) Springfield, Mass.; Morton Salt Co.; Oklahoma Oil Co. (Gasoline & Petroleum Prod.); Peoples Gas Light & Coke Co.; Quaker Oats Co. (Ken-L-Ration, Ken-L-Meal, Ken-L-Treats); Wilson Co. (Canned Meats, Ham, Bacon, Sausage) all of Chicago; Renault (La Dauphine) Billancourt, Paris, France; State Farm Insurance, Bloomington, Ill.

*Estimated Radio Billings:* \$3,000,000.

*Estimated TV Billings:* \$14,000,000.

### 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  
Prod. Mgr.....Anderson F. Miller

*Radio Accounts:* Wilson Bros. Mfg. Co. (Hooked Rug Materials), Springfield; Independent Stave Co. (Wood Products), Lebanon; Reynolds Mfg. Co. (Reyco Tandem), Springfield, Mo.

### GEORGE R. NELSON, INC.

208 State St., Schenectady 5, N. Y.  
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. Hollister  
TV Time, Space Buyer.....Tillie Reing  
Prod.....Alan Wallace

*Radio Transcription Production Accounts:* General Electric Company, Electronics Division (G. E. Radios and TV Sets), Syracuse, N. Y.; Saratoga Association (Racing Association), Saratoga & New York, N. Y.; General Electric Company, Appliance Division (Refrigerators, Stoves, etc.), Bridgeport, Conn.; National Dairy Products Corp. (Sealtest Dairy Prods.), Benrus Watch Company (Watch Manufacturer), New York, N. Y.; Marcus Breiers' Sons (Sports Clothing), Mohawk Carpet Mills, Inc. (Rug & Carpet

Mfrs.), Amsterdam, N. Y.; Pepsi-Cola Company, Soft Drink Mfrs.), New York, N. Y.; Spaulding Bakeries, Inc. (Spaulding Baked Products), Binghamton, N. Y.; Block Drug Company (Pharmaceutical Products), Jersey Presto Industries, Inc. (Presto Prods.) Eau Claire, Wis.; WROW, WROW-TV, Albany, N. Y.

*Television Film Production Accounts:* Pepsi-Cola Company (Soft Drink Mfr.), New York, N. Y.; Mohawk Carpet Mills, Amsterdam, N. Y.

*Radio Accounts (Time):* William Lee & Co., N. Y.; Saratoga Assn., Saratoga Springs, N. Y.

*Television Accounts (Time):* William W. Lee & Co. (Save-the-Baby), 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  
Exec. V.P.....David E. Robeson  
Vice Pres.....John A. Bunker  
Secy.-Treas.....Ned Hubbard  
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

Chmn. of the Bd.....William H. Weintraub  
President.....Norman B. Norman  
Exec. V.P., Secretary.....Eugene Kummel  
Exec. V.P., Treasurer.....B. David Kaplan  
V.P., Radio & TV.....Walter Craig  
Senior V.P.....John Davenport Scheuer  
V.P., Creative Dir.....Richard Bowman  
V.P., Marketing Dir.....John B. Morris  
V.P., Creative & Copy Dir.....Kay Daly  
V.P.'s.....Warren Fales,

H. G. Bissinger, E. L. Whitae  
Production Manager.....George Barrett  
Dir., Print Media.....Eugenie C. Stamler  
Fashion Coordinator.....Catherine D'Alessio  
Comptroller.....Miss Rosalou Flanagan  
Copy Supvr.....Adrian Bryan Courie  
Mgr., Print Media Dept.....George Coleman  
Acct. Execs.....B. Britt, W. Fales, Marion F. Gorman, M. Printz, Nat Kornfeld, Ronald R. Mullins, Thomas T. Stafford, Ernest L. Whitney, John M. White, David Pinkham  
V.P., Gen. Mgr. Radio-TV...Walter Tibbals  
TV Art Dir.....William B. Weltman

*Branch Offices*

Merchandise Mart, Chicago 54, Ill.  
Phone: WHitehall 3-0211

Office Mgr.....George Paneff  
*Radio and TV Accounts:* Hudson Pulp & Paper Corp., New York; Ronson Corp., Newark, N. J.; Seeman Bros. (Savoy, Nylast) New York; Selchow & Righter Co., New York; Speidel Corp., Providence, R. I.;

## ADVERTISING AGENCIES

Warner-Lambert Pharmaceutical Co., Lambert-Hudnut Div. (Sportsmen Toiletries) Morris Plains, N. J.; Willys Motors, Toledo, Ohio; Chanel, Inc., N. Y. C.; Maiden Form Brassiere Co.

*Estimated Radio Billings:* \$4,200,000

*Estimated TV Billings:* \$10,600,000

### NORTH ADVERTISING, INC.

Merchandise Mart, Chicago 54, Ill.

Phone: WWhiteball 4-5030

ANPA-ABC

President.....Donald P. Nathanson  
Exec. Vice Pres.....Cyrus H. Nathan  
Treasurer.....Harold Rosenzweig

#### Branch Offices

16 E. 40th St., New York 16, N. Y.

Phone: ORegion 9-3100

Chairman.....Bert Goldsmith  
V.P., Dir. Radio-TV.....Bruce Dodge  
3701 Wilshire Blvd., Beverly Hills, Calif.

Phone: OLYmpia 2-3770

Manager.....Edward Feldman  
*Radio & TV Accounts:* Deep Magic Facial Cleansing Lotion, Silver Curl, New Ventilated Spin Curlers, Toni Home Permanent and Tip Toni, Tonnette Children's Home Permanent, Chicago; Englander Co., Inc. (Mattresses), Chicago; Columbus Canning Co., Columbus, Miss.; Gillette Laboratories, Chicago; Jewel Food Stores, Div.: Jewel Tea Co., Melrose Pk., Ill.; Pfaelzer Bros., Chicago; Pilsener Brew. Co., Cleveland; Schiffli Lace & Embroidery Institute, N. Y.; Weil & Co., N. Y.

*Estimated Billings:* \$15,000,000

### NOYES & COMPANY

1800 Industrial Bank Bldg.

Providence 6, R.I.

Phone: GASpee 1-2087

AAAA-ABP-ANPA

President, Treas.....Frederick C. Noyes  
Vice Pres., Secy.....Carroll H. Rickard  
Dir. Radio-TV.....Henry C. Hart, Jr.  
Prod. Mgr.....D. S. Bailey

*Radio Accounts:* Industrial Natl. Bank (Banking), Providence, R.I.; White & Bagley Co. (Automotive & Ind. Oils), Worcester, Mass.; Electrical League of R. I. (Electrical Merch.) Providence, R.I.; Kenyon Corn Meal (Food) Kenyon, R.I.; Milton Bradley Co. (Board Games, Toys) Chicopee, Mass.; Rustcraft Publishers (Greeting Cards) Dedham, Mass.

*TV Accounts:* Industrial Natl. Bank (Banking), Providence R.I.; Kenyon Corn Meal (Food) Kenyon, R.I.; White & Bagley Co. (Oils) Worcester, Mass.; Milton Bradley Co. (Board Games, Toys) Chicopee, Mass.

### R. T. O'CONNELL COMPANY

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

Phone: PLaza 3-5412

ABP-PPA-APA

President.....R. T. O'Connell  
Exec. Vice Pres.,  
Creative Dir.....Ethel Merkler

Vice President.....George Miller  
Prod. Mgr.....Harry Weiss  
Art Director.....Jack Chatham  
Radio-TV Dept.....J. Cunningham,  
*Radio Accounts:* Pomatex Co., Inc. (Hair-dressing), New York, N. Y.; Johe Co. (Household Cleaner), Tenafly, N. J.

### OGLIVY, BENSON & MATHER INC.

589 Fifth Ave., N. Y. 17, N. Y.

Phone: MU 8-6100

PPA-NOAB-APA

President.....David Ogilvy  
Exec. V.P.....E. Estey Stowell  
Sr. V.P., Treas.....Shelby H. Page  
Sr. V.P.....J. McCaffrey, J. Irish  
V.P. B'cast. Dir.....Hendrick Bouraem, Jr.  
V.P., Research Div.....Stanley D. Canter  
V.P.'s, Copy Supvrs.....Clifford D. Field,  
Reva Korda

Media Supvrs.....Clifford Botway,  
Ann Janowicz

Prod. Mgr.....Michael T. Winnow  
V.P., Acct. Supvr.....David P. Crane  
V.P., Radio-TV Comm.

Dev.....Everard W. Meade

Vice Presidents.....W. Bijur,  
P. Caravatt, J. Heekin, D. Margaretten,  
R. C. Smith

V.P., Media Dir.....Samuel L. Frey

#### Branch Office

Hollywood, California

Christy Walsh

*Radio Accounts:* Lever Bros. (Dove, Good Luck) New York, N. Y.; Pepperidge Farm (Bread) Norwalk, Conn.; Schweppes Quinine Water, New York, N. Y.; Tetley Tea Co. (Tea), New York, N. Y.; Melville Shoe Corp. (Thom McAn Shoes), New York, N. Y.

*TV Accounts:* Lever Bros. (Dove, Good Luck, Lucky Whip) New York, N. Y.; Armstrong 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.; Pepperidge Farm, Inc.

*Estimated Radio Billings:* \$2,450,000.

*Estimated TV Billings:* \$7,800,000.

### JEROME O'LEARY ADV. AGENCY

9 Newbury St., Boston 16, Mass.

Phone: COpley 7-7430

President.....Jerome M. O'Leary  
Exec. V.P.....R. Wm. Gorman, Jr.  
Radio-TV Time Buyer.....Sandra Newsam  
*Accounts:* Kendall Mfg. Co.; Radio Sta. WORL; Warner Bros. Picture Corp., N. E.; White Bros.

### OLMSTED & FOLEY, INC.

1750 Hennepin Ave., Minneapolis 3, Minn.

Phone: FEderal 9-0441

AAAA-ABC-ABP-ANPA-AFA

President.....Ward H. Olmsted  
Exec. V.P.....John T. Foley  
V.P., Secretary.....G. C. Hellickson

# ADVERTISING AGENCIES

Vice Pres. .... Ward W. Olmstead,  
John K. Mortland  
Media Dir. .... Warren T. Way  
Production Mgr. .... Everett T. Olson  
*Radio-TV Accounts:* Clover Leaf Creamery Co.; 1st Nat'l Bank of Minneapolis; Hotel Leamington (TV only); Northland Milk Co.; The Waterbury Co. (TV only), all Minneapolis, Minn.; Marshall-Wells Co. (Paints-Appliances), Duluth, Minn.; Owatonna Canning Co. (Festal Products), Owatonna, Minn.; Waterbury Htg. Supply Co. (Furnaces), Minneapolis, Minn.; North American Life & Casualty Co. (Radio only); Sears & Roebuck & Co. (Radio only).

## PHIL A. O'NEILL ADVERTISING

43 N. Franklin St., Wilkes-Barre, Pa.  
Phone: VALley 2-7191, 3-8874

President. .... Phil A. O'Neill  
Vice-Pres. .... Thomas J. O'Neill  
Secy., Treas. .... Mary M. O'Neill  
*Accounts:* Burschel Dairy Co., Scranton, Pa.; First-Second National Bank & Trust Co., Wilkes-Barre; Fisher's Hatchery, Elysburg, Pa.; Jordan the Hatter (Men's Furnishings), Wilkes-Barre; Lane's (Furs), Wilkes-Barre; McLaughlin Funeral Service, Wilkes-Barre; Radio Stations WAZL, Hazleton, Pa.; WBRE, Wilkes-Barre; WHLM, Bloomsburgh, Pa.; WHOL, Allentown, Pa.; WIDE, Biddeford-Saco, Me.; WVDA, Boston, Mass.; Station WBRE-TV, Wilkes-Barre; Vaughn's Bakery, Berwick, Pa.

## W. WALLACE ORR, INC.

1518 Walnut St., Philadelphia 2, Pa.  
Phone: KINGSley 6-4140

President. .... W. Wallace Orr  
V.P. & Asst. to Pres. .... Bosh Pritchard  
Secy & Treas. .... Willard W. Hughes  
Art Dir. .... Wellington H. Kashner  
Copy Chief. .... Barbara Kallick  
Time, Space Buyer, Media

Director .... Greta Dunsmore  
*Radio Accounts:* Atlantic City Racing Assn., Pleasantville, N. J.; Beach Front Gardens (Motel) Atlantic City, N. J.; Faulkland Heights (Rl. Estate Devel.) Wilmington, Del.; Brookview Apts. (Apt. Devel.) Claymont Del.; Philadelphia Eagles (Professional Football) Phila.

*TV Accounts:* Atlantic City Racing Assn., Pleasantville, N. J.; Beach Front Gardens, Atlantic City, N. J.; Monte Carlo Beach Motels, Atlantic City, N. J.

## MERRITT OWENS ADV. AGENCY, INC.

365 New Brotherhood Bldg.,  
Kansas City 1, Kans.  
Phone: DR 1-7250  
ABP—ANPA—APA

President. .... Merritt Owens  
Vice Pres. .... Frank Lisec  
Art Dir., Prod. Mgr. .... Tom Horan  
V.P., Radio-TV Dir. .... Frank Rickey  
Account Execs. .... Merritt Owens, Frank Lisec  
*Radio-TV Accounts:* Pearson-Ferguson; Vesto TV; Zephyr Awning Co.; Thriftway

Food Stores; Home Savings Assn.; Peck's of Kansas City (TV, Radio); Ashmore Pontiac (TV only); Royal Crown Cola; Feld Chevrolet Co.

## PACE ADVERTISING AGENCY, INC.

19 West 44th St., N. Y. 36, N. Y.  
Phone: MUrray Hill 7-4090  
ABP

President. .... Elias Schonberger  
Exec. V.P. .... Peter Frenkel  
Sec'y & Treas. .... Max Weintraub  
Copy Chief. .... Dolf Franklin  
Art Dir. .... Elmer Pfeffer  
Prod. Mgr. .... Jack Weiner  
Radio Time Buyer. .... Betty Silon  
Media Dir., Space Buyer. .... Irving Krouse  
Research Dir. .... Jay Dresner  
Acct. Executives. .... Lawrence Nelson,  
Aron W. Davis, Jay Dresner, Betty Silon,  
Peter Frenkel, Elias Schonberger  
*Accounts:* Downs, Grace; Furniture Specialties Corp.; Klein & Teicholz; Overhead & Modernfold Door; Seminole Furniture Corp.; Warner Mfg.

## PACIFIC NATIONAL ADVERTISING AGENCY

2124 4th Ave., Seattle 1, Wash.  
Phone: MAIn 3-1401

AAAA—ANPA—APA—NBP—NOAB  
Chrm. of Board. .... Wm. H. Horsley  
President. .... Trevor Evans  
V.P. Secretary. .... Frank Horsley  
Prod. Co-ord. .... Monte Solkover  
Vice President. .... Frederick D. Sprague  
Prod. Mgr. .... James Leavitt  
Treasurer. .... Calvin W. Franklin  
Radio-TV Dir., Talent Buyer. .... Grant Merrill  
Media Dir., Time Buyer. .... Gertrude M. Nyman

### Branch Offices

1115 West Broadway, Spokane, Wash.  
Phone: FAirfax 7-9585

V.P., Manager. .... Martin Boss  
829 N.W. 19th Ave., Portland 9.  
Phone: CApitol 2-1021

V.P., Manager. .... Milton A. Foland  
*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); 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.; Oil Heat Institute of Washington; Nalley's (Potato Chips, Pickles, Canned Foods, Salad Dressings; Crescent Mfg. Co., Coffee Div.)

## PARKSON ADVERTISING AGENCY, INC.

400 Park Ave., New York 22, N. Y.  
Phone: PLaza 1-6400

## ADVERTISING AGENCIES

President ..... Ted Bergmann  
 Sec.-Treas. .... Florence Shapin  
 V.P., Dir. Creative Copy ..... Al Eichler  
 Dir. TV-Radio ..... Don Blauhut  
 Production Director ..... Sydney Reich  
 Copy Supervisor ..... David Grayson  
 Copy Coordinator ..... Alice Douglas  
 Merch. Director ..... Axel P. Gudmand  
 Media Director ..... Herbert Gruber  
 TV Film Dir. .... Lloyd Durant  
 Comm. Dir. .... Irving Ross  
 Asst. Media Director ..... Gerald Levey  
 All-Media Buyer ..... Ruth Bayer  
 TV Oper. Mgr. .... Helen Lawin  
 Art Director ..... Sol Hyman  
 Art Supervisor ..... Erno Slovak  
 Production Supervisor ..... Jay Stuart  
 Personnel Manager ..... Pearl Sheridan  
 Office Manager ..... Milton Jurin  
*Radio-TV Accounts:* Pharmaceuticals, Inc. (Geritol; Geritol, Jr.; Sominex, Zarumin, Serutan, Serutan Plus, R.D.X., Sedagel, Niron, Devarex, Banarin) Newark, N. J.; Journal of Lifetime Living (Radio only); Sun Drug (Pittsburgh-TV only); Federated Supply Corp. (Sundry Wholesale Distributors) N.Y.C.; The Harrison Co. (Plastics, Cameras) Long Island City, N. Y.; Liggett-Rexall Drug Co. (Retail Chain) N.Y.C.; N. Amer. Acc. Ins. of Chicago, Newark, N. J.; Universal Pen & Pencil Co., J. B. Williams Co. (Aqua Velve, Letric Shave, Golden Yellow, Conti, Kreml, Skol Preparations) N.Y.C.

*Estimated Radio Billings:* \$200,100.  
*Estimated TV Billings:* \$15,900,000.

### PEARSON ADV. AGENCY, INC.

250 Park Ave., New York 17, N. Y.  
 Phone: YUkon 6-7795  
 ANPA

President-Treasurer ..... C. H. Pearson  
 V.P., Secy. .... Cecilia H. Pearson  
*Radio Accounts:* Cooper & Cooper, Inc. (Razor Blades), Brooklyn; National Home Owners Assoc., New York, N. Y.; Dime Savings Bank, Brooklyn, N. Y.

### PERRIN-PAUS COMPANY

8 South Michigan Ave., Chicago 3, Ill.  
 Phone: RA 6-7923  
 ABP—ANPA—APA—NBP

President ..... Earl R. Perrin  
 Vice-President ..... Donald L. Paus  
*Branch Office*  
 730 Fifth Ave., New York 19, N. Y.  
 Phone: PL 7-6120

### PHILLIPS-RAMSEY INC.

304 Ivy, San Diego 1, Calif.  
 Phone: BELmont 4-6401  
 APA—NBP

Chairman ..... W. L. Phillips  
 President ..... Charles C. Ramsey  
 Vice Pres. .... James Holloway  
 Sec'y.-Treas. .... Herbert Fredman  
 Radio-TV Dir. .... Mrs. Orva W. Huff  
 Media Director ..... Thomas P. Rhodes  
 Prod. Mgr. .... Al Sheahan  
*Radio-TV Accounts:* First National Bank, Alsynite Co. of America (Translucent Fiber-

glas Panels); Golden Tulip Foods (Manufacturers of Potato Chips); Lion Clothing Co. (Men's & Women's Wearing Apparel); Food Basket (Supermarket Chain); Hazard Concrete Product Co.; City Chevrolet Co.; Percy H. Goodwin Co. (Loans, Real Estate, Property Mgt.); Oscar's Restaurant Chain; TV Antenna Supply Co. (TV Egypt); Tri-W Builders; United Fund; Better Business Bureau; Milk Council (Milk Producers Group); Breier Sound Center (Sound Engrs.); H. L. Benbough Co. (Rtl. Furn.); all of San Diego; Mexicali Brewing Co.

### PITLUK ADVERTISING COMPANY

123 Auditorium Circle, San Antonio 5, Texas  
 Phone: CApitol 3-6131

APA—NOAB—SNPA—ABP—ANPA

Pres., Acct. Exec. .... Jack N. Pitluk, Sr.  
 V.P., Acct. Exec. .... Jack N. Pitluk, Jr.  
 Vice Pres. .... Louis H. Pitluck  
 P. R. Dir. .... J. M. Battersby  
 Sam Riklin, Louis Pitluck

Copy Chief ..... Harvey Christiansen  
 Radio Director ..... Margaret Morrison  
 TV Director ..... Don Zimmer

*Radio-TV Accounts:* Joske's of Texas (Department Store), San Antonio, Tex.; Handy Andy Community Stores (Chain Grocery Stores), San Antonio, Tex.; Roegelien Provision Company (Bacon, Sauages), San Antonio, Tex.

### POTTS-WOODBURY, INC. ADV.

2233 Grand Ave., Kansas City 8, Mo.  
 Phone: GR 1-5775

ANPA—NOAB—PPA—ABP

Chmn. of Board ..... R. J. Potts  
 President ..... J. B. Woodbury  
 Vice Pres. .... E. A. Warner, C. C. Tucker,  
 C. L. Robinson, Al Coleman, G. F. MaGill,  
 C. E. Jones, R. K. Sanford, C. Stritzinger,  
 P. N. Horstman

Secy., Treas. .... C. C. McMillan  
 Prod. Mgr. .... Charles W. Wilson  
 Radio-TV Dir. .... William J. Brewer  
 Research Director ..... Willard Young  
 Film Buyer ..... Al Christy  
 Acct. Execs. .... J. Cahill, J. M.  
 Gaughan, E. T. Marshall, G. L. Mosely,  
 R. M. Robinson, E. White, Jr., W. Brooks,  
 W. Cromwell, G. Hicks

### J. G. PROCTOR COMPANY, INC.

250 Park Ave., New York 17, N. Y.  
 Phone: YUkon 6-7725

President ..... J. G. Proctor  
 V.P. & Acct. Exec. .... Ray Hanna  
 Secretary ..... M. S. Proctor  
 Art Dir. & Prod. Mgr. .... M. Sholle  
*Accounts:* Addis Co.; British Continental Sales Co.; Chauncy Woolen Mills; Fairchild Sons; Fouke Fur Co.; Frederica Furs Inc.; Southwest African Persian Lamb Industry Advisory Board; Steeplechase Park.

### PRODUCT SERVICES

17 E. 45th St., New York City  
 Phone: MUrray Hill 7-0204

# ADVERTISING AGENCIES

President.....Les L. Persky  
 V.P., Gen. Mgr.....Frederick S. Fischer  
 V.P., Acct. Supvr.....Harold L. Tuers  
 TV Prod. Dir.....Harlan L. Davis  
 Comm. Film Mgr.....Richard DeMaio  
 Treasurer.....Robert S. Lewis  
 Copy Dir.....Jack Schwartz  
 Chief Time Buyer.....Doris Gould  
 PR Director.....Ruth Davis

## PROMOTION ASSOCIATES

120 North Pitt St., Alexandria, Va.

Phone: TEimple 6-5483

President.....Arthur D. Stamler  
 Executive V.P.....Bruce F. Johnson  
 Vice President.....Alan W. Potter  
 Art Director.....John W. Trotta  
 Media Research Chief.....Suzanna O'Connor  
 Broadcast Manager.....William Trumbull

### Branch Offices

13 Summit Ave., Boston 49, Mass.

Phone: DUnkirk 7-1981

Vice President.....A. W. Potter  
 734 Fifteenth St. NW, Washington 5, D. C.  
 Phone: DIstrict 7-1534

Vice President.....B. F. Johnson  
 Heart Building, San Francisco 21, Calif.  
 Phone: RAndolph 4-1500

S. J. Leavitt

*Radio Accounts:* Music Time (Retail Music Stores) Md., D. C., Va.; Johnson Tires (Retreading) Md., Va.; Holiday Devel. Corp. (Real Estate Developers) Alexandria, Va.; Tallahassee, Fla.; Silhouette Home Plan, Internat'l (Reducing Machines) Wash., D. C.

*TV Accounts:* Assoc. Health Studios, Arlington, Va.; Brenner's Fabulous Bakeries (Baked Goods) Washington, D. C.; Silhouette Home Plan, Int'l. (Home Reducing Units) Wash., D. C.

*Estimated Radio Billings:* \$235,000.

*Estimated TV Billings:* \$90,000.

## CHARLES O. PUFFER ADVERTISING

430 N. Michigan, Chicago 11, Ill.

Phone: WHitehall 4-1003

ABP—APA

President.....Charles O. Puffer  
 Art Director.....Henry Garcia  
 Prod. Mgr.....Glorya Bakken  
 Copy Chief.....Howard Paul  
 Acct. Executives.....Charles O. Puffer,

*Accounts:* Ceco Steel Products Corp., Jenn-Air Products Co., Inc., E. J. Lachmann Co., National Chiropractic Ass'n, Wisconsin Malt-ing Co., Augsburger Beer, Curtis Lighting.

## L. W. RAMSEY COMPANY

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

Phone: FRanklin 2-8155

ANPA—APA—NBP—NOAB

Chairman.....A. C. Naeckel  
 President.....Richmond M. Lloyd  
 Secy.....G. E. Bischoff  
 Vice-President.....N. B. Langworthy  
 Treasurer.....W. J. Henderson  
 Art Director.....E. J. McCabe  
 Prod. Mgr.....Vito M. Volino

### Branch Office

111 East 3rd St., Davenport, Iowa

Phone: 6-0157

*Accounts:* American Machine & Metals Inc.; Daisy Mfg. Co.; Davenport Papers, Larson, J. C., Co. Inc.; McFadden 3 Sisters Springs, Radio Station KGLO, WTAD; Rol-screen Co.; Station WOC, Tri-City Bestg. Co.; Western Grocer Marshalltown, Ia.

## THE RANDALL COMPANY

75 Pearl St., Hartford 3, Conn.

Phone: JACkson 7-1179

President.....Wilbur W. Randall  
 Art Director.....Robert N. Berger  
 Radio & TV Director.....Jack Reynolds

*Radio Accounts:* Stackpole Moore & Tyron (Clothing), Hartford, Conn.; Hoff-man Wallpaper, Sir Allo Shoe Clinic, Wach-tel'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, McCLINTON & CO., INC.

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

Phone: PLaza 1-7300

69 Washington St., Newark, N. J.

Phone: MARket 3-5100

ANPA—APA—NBP—AAAA—NOAB

Chrmn. of Board.....Chas. Dallas Reach  
 President.....Harold L. McClinton

Senior V.P., Pres. Asst.....Robert W. Robb  
 Exec. V.P., Art Dir.....Everett W. Sahrbeck  
 Controller.....J. Allen Tuck

Sr. V.P., Asst. Treas.....D. M. Bernheim  
 V.P., Copy Dir.....Alfred Goldman  
 Sr. V.P., Mgr. Newark.....F. R. Risley

V.P., Radio-TV.....Werner Michel  
 V.P., Media.....Arthur E. Taylor  
 N. Y. Prod. Mgr.....S. A. Holdampf, Jr.

Media Dir.....Mac Donald Dunbar  
 Radio-TV Time Buyer.....Timothy O'Leary

### Branch Offices

Prudential Bldg., Chicago 1, Ill.

Phone: DELaware 7-5664

V.P., Manager.....Philip M. White  
 6434 Wilshire Blvd., Los Angeles 48, Calif.

Phone: OLive 3-9610

V.P., Manager.....Harry W. Witt  
 750 Baker Bldg., Minneapolis 2, Minn.

Phone: FRanklin 4-1234

V.P., Manager.....George O. Ludcke, Jr.  
 80 Federal St., Boston, Mass.

Manager.....Douglass Coady

*Estimated Radio Billings:* \$225,000.

*Estimated TV Billings:* \$5,900,000.

## 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.; 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.



## ADVERTISING AGENCIES

### KNOX REEVES ADVERTISING, INC.

400 Second Ave. S., Minneapolis 2, Minn.  
 Minneapolis 2, Minn.  
 Phone: FEderal 9-0071  
 AAAA—ABP—ANPA—APA  
 NOAB—PPA—ABC

Chmn. of Bd.....E. E. Sylvestre  
 President.....Wayne Hunt  
 Exec. V.P.....R. W. Stafford  
 V.P., Secy., Oper. Dir.....Paul Phillips  
 Treasurer.....L. J. Beltrand  
 Vice-Presidents.....J. H. Sarles,  
 R. H. Burbank, Elizabeth B. Gray, Loren  
 P. Herder, Helen A. Brown, Dr. A. R. Root,  
 Otis Winegar, Howard Wilson  
 V.P., Radio & TV Dir.....R. E. Neff  
 Radio-TV Prod. Mgr.....Wm. S. Shepherd  
 Program Manager.....James Cooper  
 Time Buyer.....Philip Archer  
*Radio Accounts:* Art Instruction; General  
 Mills (Cereals, Flour, etc.); Minneapolis  
 Brewing Co. (Grain Belt Premium Beer) all  
 of Minneapolis; Mars (Candy Bars) Chi-  
 cago.

*TV Accounts:* Art Instruction; General  
 Mills (Cereals, Flour, etc.); Minneapolis  
 Brewing Co. (Grain Belt Premium Beer);  
 Pacific Gamble Robinson Co. (Frozen  
 Foods) all of Minneapolis; Mars (Candy  
 Bars) Chicago.

*Estimated Radio Billings:* \$120,000.

*Estimated TV Billings:* \$5,250,000.

### REGAL ADVERTISING ASSOCIATES CORP.

575 Lexington Ave., New York 22, N. Y.  
 Phone: MUrray Hill 8-8320

V.P., Gen. Mgr.....Charles Weigert  
 Vice President.....Sidney Barbet  
 Station Rel. Dir.....Stanley Grayson

### REINCKE, MEYER & FINN, INC.

520 N. Michigan Ave., Chicago 11, Ill.  
 Phone: WHitehall 4-7440

ABP—ABC—ANPA—NOAB—APA—NBP  
 President.....Wallace Meyer  
 Vice-Pres. & Treas.....C. A. Reincke  
 Vice-Pres. & Sec.....A. L. Reincke  
 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.

### 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.  
 Space Buyer.....Lora Kass  
 Acct. Exec.....Rodney Kling

*Radio Accounts:* W. Coast Macaroni Co.,  
 Oakland, San Francisco; Spreckles-Russell  
 Dairy, San Francisco.

*TV Accounts:* Spreckles-Russell Dairy Co.,  
 San Francisco; Kilpatrick's Bakery (Bread),  
 San Francisco, Calif.; Central Valley Nat.  
 Bank, Cardinet Candy Co.

### E. W. REYNOLDS LIMITED

154 University Ave., Toronto Ont., Canada  
 Phone: Empire 2-2381

Chairman of Bd.....Edward W. Reynolds  
 President.....C. Warren Reynolds  
 Secy, Treas.....F. J. Banks  
 Media Dir.....Helen Anderson  
 Prod. Mgr.....M. F. Landman  
 Vice Pres.....N. Stuart Walton  
 V.P., Radio-TV.....H. E. Karpus  
 V.P.'s.....L. G. Smith, Robert Platt,  
 G. S. L. Anderson, R. I. P. Cameron, D.  
 Newby  
 Radio-TV Coordinators.....E. Yanush,  
 A. Gaudier  
 Time Buyer.....Vera Hopkins

#### Branch Office

1440 St. Catherine St. W., Montreal 1, P. Q.  
 Phone: UN 6-1775

Manager.....K. Munro  
*Radio & TV Accounts:* General Mills  
 (Canada) Ltd. (Baking Products & Cereals);  
 Nestle (Canada) Ltd. (Quik, Decaf); Ever-  
 sharp, Inc. (Razors); R. M. Hollingshead Co.  
 (Auto Additives); Hunt's Bakery Ltd.  
 (Baked Goods); Mutual of Omaha (Insur-  
 ance); Converted Rice, Inc.; Proctor &  
 Gamble (Duz); Tea Council of Can.; Cities  
 Service (Gasoline, Oil); Wampole Co.  
 (Drugs).

### FLETCHER RICHARDS, CALKINS & HOLDEN, INC.

10 Rockefeller Plaza, New York 20, N. Y.  
 Phone: JUdson 6-5400

President.....Fletcher D. Richards  
 Board Chairman.....Bradley A. Walker  
 Bd. Vice Chmn.....Paul R. Smith  
 Chmn. Exec. Comm.....J. Sherwood Smith  
 Exec. V.P.....Edmund Johnstone  
 Senior V.P.'s.....Ernest A. Gray,  
 Wm. A. Chalmers, Ellsworth D. Hill, Wal-  
 ter B. Geoghegan, Maitland Jones, John  
 Shepherd, Masis Seklemian, Sanford C.  
 Smith, Donald Anderson, Sylvia Harris,  
 Walter Lurie

#### Branch Offices

221 N. LaSalle St., Chicago 1, Ill.  
 Phone: FIncial 6-3585

Harris-Harlan-Wood Div., 58 Sutter St.,  
 San Francisco 4, Calif.  
 Phone: YUKon 6-6836

V.P. Mgr.....Parker Wood  
 Vice President.....Porter Anderson  
 6233 Hollywood Blvd., Hollywood, Calif.  
 Phone: HOLlywood 3-4194

Exec. in Chg.....Robt. C. Temple  
 V.P., Sr. Acct. Exec.....Jas. O. Thompson  
*Accounts:* Eastern Airlines; J. A. Folger

# ADVERTISING AGENCIES

Co.; U. S. Rubber Co. (& subsidiary, Dominion Rubber Co., Canada); Bavarian Brewing Co.; Abercrombie & Fitch, N.Y.C.; Boeing Airplane Co., Seattle, Wash.; Gulf Oil Corp., Pittsburgh, Pa.; Helms Olympic Bakeries, Los Angeles, Calif.; Industrial Bank of Commerce, N.Y.C.; Karastan Rug Mills, N.Y.C.  
*Estimated Billings:* \$35,000,000

## M. EVANS RICHMOND ASSOCIATES

3680 Wilshire Blvd., Los Angeles 5, Calif.  
 Phone: DUNKirk 2-6073

Pres., Radio Time  
 Buyer.....M. Evans Richmond  
 Production Mgr.....**D. Blaine**  
 Art Director.....Frank Cartwright

### Branch Offices

**230 Boylston St., Boston 16, Mass.**

Phone: CO 6-4491

Yucca-Vine Bldg., Hollywood 28, Calif.

Phone: HE 3517

TV-Radio Office.....M. K. Reiss

## DAN RIVKIN AGENCY

1418 Walnut St., Philadelphia 2, Pa.

Phone: PE 5-5766

Owner.....**Dan Rivkin**  
*Radio-TV Accounts:* Spiro's Apparel, Schulte Optical Co. (Optical), Philadelphia, Pa.; New York Sample Dress Shop, Philadelphia, Pa.; Moskin Clothes, Ford Optical Co., Ismak Rug Mills, John Kohler.

## ROBERTS & REIMERS, INC.

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

Phone: MURray Hill 2-3175

ANPA—APA

President.....Robert Power Reimers  
 Vice Presidents.....Leon Kelley, M. W. Nichols  
 V.P., Media Dir.....John K. Lucken  
 Secretary.....Jac M. Wolff  
 Prod. Mgr.....Charles Murphy  
 Art Director.....Hugh Ryan  
 Acct. Execs.....Leon Kelley, M. W. Nichols, John Lucken, Teresa Roberts, Sidney Menchel

## W. S. ROBERTS, INC.

1401-05 Fox Bldg., Philadelphia 3, Pa.

Phone: RIttenhouse 6-8763

ABP

President, Treas.....Wilmer S. Roberts  
 Exec. V.P., Secy.....Franklin S. Roberts  
 Prod. Mgr.....Leon Irgang  
*Radio Accounts:* Broad Motors (Ford Dealer); B. F. Goodrich Retail Stores (Tires, Batteries); Lerner Markets (Food Chain); all Philadelphia, Pa.; General Electric Appliances Co.; Krass Bros. (Clothing); Manuscript Records, Inc.; Stuart-Merritt (Mail Order), Philadelphia.

*TV Accounts:* General Electric Appliances Co.; Manuscript Records, Inc.

## MARSHALL ROBERTSON ADVERTISING AGENCY

1550 Speer Blvd., Denver 4, Colo.

Phone: KE 4-6268

APA

Chrmn. & Pres.....Marshall G. Robertson  
 Secy.-Treas., Time Buyer.Mary A. Robertson  
 V.P., Acct. Exec.....John Eby  
 Radio 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; 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, Cottrell's Clothing Store, Dale Dance Studios, 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.

## ROBINSON, ADELMAN & MONTGOMERY, INC.

2016 Walnut St., Philadelphia 3, Pa.

Phone: LOcust 8-5885

President.....Robert H. Adleman  
 Vice President.....Anthony J. Walton  
 Radio-TV Dir.....E. Uhler  
*Accounts:* Bonded TV Film; Nu Products Co.; Radio Sta. WDAS, Philadelphia; Radio Sta. WIBG; TV Sta. WVUE.

## ROBINSON, JENSEN, FENWICK & HAYNES, INC.

1111 Wilshire Blvd., Los Angeles 17, Calif.

Phone: HUntley 2-2050

ABP—ANPA—APA—PPA

President.....Elwood J. Robinson  
 Exec. Vice-President.....Melvin A. Jensen  
 Secretary.....Eola E. Gass  
 Vice Presidents.....David R. Fenwick, John Haynes  
 TV Dir.....Lee Laufer  
 Media Dir., Radio Time

Buyer.....R. C. Neuman  
 Treasurer.....Robert C. Neuman  
 Prod. Mgr.....James Kroll

*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

## ADVERTISING AGENCIES

Assn., Los Angeles, Calif.; Wilco Co. (Clear-ex Glass Cleaner), Los Angeles, Calif.; Tunies, Inc. (Tuna Hot Dogs), San Diego; Mission Appliances (Heaters), Hawthorne, Calif.

*TV Accounts:* California Federal Savings & Loan Assn., Los Angeles, Calif.; 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 Clearax, Bif Insecticides); Tunies, Inc.; Mission Appliances.

### ROCHE, RICKERD & CLEARY, INC.

135 South LaSalle St., Chicago 3, Ill.

Phone: RAndolph 6-9760

ABP—ANPA—APA—NBP—NOAB

Chrmn. of the Bd. .... John P. Roche  
 President. .... C. E. Rickerd  
 1st V.P. .... James M. Cleary  
 Asst. to Pres. .... Al Bonk  
 V.P. Chg. of Media. .... Frank Hakewill  
 V.P. Chg. of Copy. .... R. A. L. Herweg  
 V.P., Art Dir. .... George Lyman  
 Vice Presidents. .... Lloyd Maxwell,  
 E. C. Olson, William H. Savin, Stewart  
 Weston, M. F. Williamson.

Sec.-Treas. .... C. W. Anderson  
 Dir. Plans & Mds. .... W. S. Shartle  
 Dir. Radio-TV. .... Kirby Roche  
 Dir. Research. .... J. Durringer  
 Media Buyer. .... Guy Dustman  
 Account Executives. .... John P. Walker,  
 (Bonk, Engelhardt, Gilmour, Herweg, Max-  
 well, Olson, Roche, Shartle, Weston, Wil-  
 liamson)

*Radio Accounts:* Chicago, Milwaukee, St. Paul & Pacific RR (The Milwaukee Road); Great China Food Prod. Co.; Hardware Mutuals Insurance; Kohler Co., Natl. Toilet Co. (Complexion Aids); John Puhl Prod. Co. (Ammonia, Bleach); Schulze & Burch Biscuit Co.; Sno Bol Corp. (Toilet Bowl Cleaner, Mop); Stewarts Private Blend Coffee Co.; Wilson & Co. (Dog Food).

*TV Accounts:* (Same as above).

### ROCKLIN IRVING & ASSOCIATES

32 W. Randolph St., Chicago 1, Ill.

Phone: RAndolph 6-2324

President. .... Irving Rocklin  
 Controller. .... Sidney Bernberg  
 Copy Chief. .... M. Lovinger  
 Account Executives. .... Gerald Addis,  
 Edw. Lovinger, Jerrold Rocklin  
 Research Director. .... Trina Shuchat  
 Publicity Dir. .... Robert Rocklin  
 Prod. Mgr. .... Sue Wurtzburg  
 Art Director. .... Helen Wurtzburg

*Radio Accounts:* Western Tire Auto Stores (Dept. Store); Chicago Furniture Mart; Kay-Den Beauty Salon; Berens Mercury (Automobiles); Roosevelt Chair & Supply; Treasure Chest (Magic, Games, Inc.); Vivian Verne Co. (Shampoo); Grecian Formula 16 (Hair Coloring); Keystone Chevrolet, Public Pontiac (Both Cars); all Chicago.

*TV Accounts:* Walton Motors, Inc. (Automobiles); Western Tire Auto Stores; Chicago Furniture Mart; Alan Radio & Appliance Stores; Dy-Dee Wash; English Ford Dealers of Chicagoland; Public Pontiac, Slavin Edsel, Lewis Ford, Lee Nordic (All Cars); all Chicago.

### RONALDS ADV. AGENCY, LTD.

701 Keefer Bldg., Montreal 25, Que.

Phone: University 6-9471

ABC—ANPA

Bd. Chrm., Pres. .... Russell C. Ronalds  
 Secy.-Treas. .... Peter Smith  
 President. .... Frank deB. Walker  
 Exec. V.P. .... Ray J. Avery  
 Prod. Mgr. .... Leo Hastings  
 Acct. Suprs. .... P. Golick, H. J. Ronalds  
 Media Dir. .... D. C. Fowler

#### Branch Offices

108 Peter St., Toronto, Ont., Canada

Phone: EMpire 3-0237

Exec. V.P., Manager. .... R. J. Avery  
 Petroleum Bldg., Edmonton, Alberta, Canada  
 Phone: 2-3356

Manager. .... G. G. Steeves

### ROSE-MARTIN, INC.

21 West 46th St., New York 36, N. Y.

Phone: JUDson 2-3550

ABP—ANPA

President. .... Irl W. Rose, II  
 V.P., Gen. Mgr. .... John A. Boulle  
 V.P., Media Director. .... G. M. Rundbaken  
 V.P., Art Dir. .... Alec B. Kenne  
 Production Manager. .... Ethel Whelan  
 V.P., Radio-TV Dir. .... Channing Hadlock  
 Copy Chief. .... Frank McCullough  
 Comptroller. .... Joseph R. Anderer  
 Account Executive. .... Lou Kashins

*Radio Accounts:* Morrisso Co. (Pudding, Pie Filling); Amer. Kitchen Prods. Co. (Steero Bouillon Cubes, Jellied Consomme, Spaghetti Sauce) both Jersey City, N. J.; E. Regensburg & Sons (Cigars) N. Y. C.

*TV Accounts:* Noxon (Silver & Metal Polish) Jersey City, N. J.; Bankers Trust Co. (Bank); Universal Spray Can Corp. (Aerosol Shoe Shine) both N. Y. C.

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

### IRVING ROSEN ADVERTISING

84-49 168th St., Jamaica, N. Y.

Phone: AXtel 7-7741

Owner, Time Buyer. .... Irving Rosen  
*Radio Accounts:* The Wenley Co., New York, N. Y.; Shopping News of the Air, New York.

### ROSENGARTEN & STEINKE, INC.

483 Union Ave., Memphis 3, Tenn.

Phone: JACKson 7-4566

APA—ABP—AAAA—AFA

President. .... Norton Rosengarten  
 Exec. Vice Pres. .... Lynn Steinke  
 Radio-TV Dir. .... Jay Scott

*Accounts:* Air Temperature, Inc. (Heating & Air Conditioning) Memphis, Tenn.; Black & White Stores, Memphis, Tenn.; Britling Cafeterias, Memphis, Tenn.; Burling, Nat. Packing Co. (meat packers) Memphis,

# ADVERTISING AGENCIES

Tenn.; Kraus & Co. (Cleaners) Memphis, Tenn.; Layne & Bowler, Inc. (Wells and Pumps) Memphis; Mills-Morris Co. (Distributors) Memphis; Stewarts, Inc. (Food Products), Memphis; WHBQ, WHBQ-TV, Memphis, Tenn.; Midwest Dairy Products.

## ROSS ROY, INC.

2751 East Jefferson Ave., Detroit 7, Mich.  
Phone: LOrain 7-3900

ABP—ANPA—PPA—NOAB—NPB

President ..... Ross Roy  
V.P., Asst. to Pres. .... Robert R. Roy  
Exec. V.P. .... Thomas G. McCormick  
Sr. V.P., Creative Dir. .... Maurice G. Vaughn  
V.P. & Art Dir. .... John W. Hutton  
V.P., Acct. Suprs. .... Wm. W. Shaul,  
Joseph G. Mohl  
Mgr., Radio-TV Dept. .... Ralph S. Freeman  
Secretary ..... Erwin H. Haass  
Treasurer ..... Lathrop P. Morse  
Comptroller ..... Harry W. Mellen  
V.P., Media Dir. .... Carl E. Hassel  
Research Dir. .... Edward Simon  
Production Director ..... William L. Miller  
Publicity Dir. .... Robert V. Fancett  
V.P., Dir. Prod. Analysis. Kenneth S. Loring  
Personnel Dir. .... George Macier  
Librarian ..... Florence Armstrong

### Branch Offices

1680 North Vine St., Hollywood 28, Calif.  
Phone: HOLLYWOOD 9-6263

Vice-Pres. .... Thomas F. Scott  
Ross Roy of Canada, Ltd.  
Canada Trust Bldg., Windsor, Ont.  
Phone: Clearwater 6-2371

Vice Pres. .... Harold J. G. Jackson  
*Accounts:* Chrysler Corp. of Canada, Ltd.; Chrysler Corp., Parts Div.; Chrysler Div., Chrysler Corp.; DeSoto Div., Chrysler Corp.; Dodge Div., Chrysler Corp.; Honey Co.; Plymouth Div., Chrysler Corp.; California Natural Juice Co., Inc.; Michigan Tourist Council; South Wind Division, Stewart-Warner Corp.; Willard Battery Co.

## RUDER & FINN, INC.

130 E. 59th St., New York 22, N. Y.  
Phone: PLaza 9-1800

Chairman of Board ..... William Ruder  
President ..... David Finn  
Exec. V.P. .... Paul Zucker  
Vice Presidents. .... Charles Lipton,  
Chester Burger, Richard Weiner  
Dir., Creative Services. .... Morton Yarmon  
Dir., Radio-TV ..... Mildred Vigderhouse  
Prod. Mgr. .... E. Brodsky

## THE RUMRILL COMPANY, INC.

1895 Mt. Hope Ave., Rochester 20, N. Y.  
Phone: BRowning 1-2150  
AAAA—ABC—ABP

President ..... C. L. Rumrill  
Exec. V.P. .... J. R. Van Arsdale  
Senior V.P.'s. .... G. R. Darcy,  
N. A. Gallagher  
Secy., Treas. .... H. R. Hanson  
V.P.'s. .... J. G. Wells, L. B. Reigler

### Division Offices

374 Delaware Ave., Buffalo, N. Y.  
Phone: MA 6020

Manager ..... J. G. Wells  
10 Hopper St., Utica, N. Y.  
Phone: UTica 3-7544

Manager ..... L. B. Riegler

*Radio and TV Accounts:* Community Savings Bank, Rochester; Fanny Farmer Candy Shops, Rochester; Genesee Valley Union Trust Co., Rochester; Genesee Brewery (Ale) Rochester, N. Y.; Amer. Household Storage (Movers); Jno. H. Brogan & Co. (Ins.); Buffalo Indust. Bank; Crystal Beach Transit Co. (Amusement Pk.); Dunlop Tire & Rubber Co. (Tires, Sptg. Gds.); First Fed. Sav. & Loan Co.; Home Show (Exhibits); Keebler Biscuit Co. (Baked Goods); Loretto Foods (Food Prod.); Milk for Health (Dairy Prod.); Niagara Frontier Transit System (Transportation); Red Wing (Food Prod.); all of Buffalo; Buffalo Raceway (Race Track) Hamburg, N. Y.; Kenmore Motor Co. (Autos); Kenmore, N. Y.; Procino Rossi Corp. (Food Prod.) Auburn, N. Y.

*Estimated Radio-TV Billings:* \$1,500,000.

## LOWE RUNKLE CO.

1313 Liberty Bank Bldg., Okla. City 2, Okla.  
Phone: REgent 6-3521

AAAA—ABP

President ..... Lowe Runkle  
Vice-Presidents ..... Roger Pishny,  
Howard Neumann, Monty Mann, Oscar Heuse

Comptroller ..... George A. Mitten  
Radio, TV Director ..... Mack 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.; Gunn Bros. Stamps, Dulaney Distributing Co. (Appliance Distributors); Air Products (Distributors), Okla City; Colvert's Dairy Prod., Ardmore, Okla.

*TV Accounts:* Cain's Coffee Co. (Coffee, Tea, Spices); Liberty National Bank (Banking); Local Federal Savings & Loan Association; Gunn Brothers Stamps (Trading Stamps); Consolidated Gas (Gas Utility), Oklahoma City, Okla.; Safeway Stores, Okla. City; Superior Feed Mills, Kerr-McGee Oil Industries, Oklahoma Gas & Electric Co., Colvert's Dairy Prod., Ardmore, Okla.

*Estimated Radio Billings:* \$187,000.

*Estimated TV Billings:* \$350,000.

## BEN SACKHEIM, INC.

The Plaza, 2 West 59th St., New York 19, N. Y.

Phone: PLaza 1-2200

AAAA—ABC—ABP—ANPA

President ..... Ben Sackheim  
Exec. Vice-Pres. .... George B. Pampel  
V.P., Radio-TV ..... William Pitts  
Time Buyer ..... Bob Glatzer  
Copy Chief ..... Anne Green  
Executive Art Dir. .... Arthur Singer  
Creative Director ..... Matthew Cantillor  
Prod. Coord. .... Irving Levine  
Media Director ..... William Galker  
Acct. Execs. .... Ted Briening, Vernon

## ADVERTISING AGENCIES

Cooper, Hal Graves, Milton Mensch,  
George B. Pampel

*Radio Accounts:* Nationwide Insurance, Columbus, Ohio; Hess-Goldsmith (Fibreglas Fabrics) N. Y. C.; Peter Pan Foundations (Undergarments) N. Y. C.; Associated Home-finders (Consultant Realtors) N. Y. C.; Chauguin (Liqueur) Morrisville, Pa.

*TV Accounts:* Nationwide Insurance, Columbus, Ohio, Jacoby-Bender (Watchbands) Long Island City, N. Y.; Peter Pan Foundations (Undergarment) N. Y. C.; Tip Top Products (Hair Accessories) Omaha, Neb.

### WALKER SAUSSY ADVERTISING, INC.

Penthouse, Texas Co. Bldg., New Orleans 16, La.

Phone: Jackson 2-9212  
ANPA—ABP—ABC

President ..... Boatner Reily V.P., Gen. Mgr. .... P. J. Stakelum, Jr. Vice Presidents ..... Joseph Shields, Jr., D. W. Ziegelasch, Irvine J. Vidacovich Acct. Execs. .... Boatner Reily, P. J. Stakelum, Jr., Joseph C. Shields, Jr., Dwight W. Ziegelasch, I. J. Vidacovich, Sr., Dorothea Schlesinger, John Browne, Peter A. Mayer, I. J. Vidacovich, Jr.

Secretary ..... Dorothea Schlesinger Treasurer ..... Alvin C. Camus Radio-TV Dir. .... Peter A. Mayer Radio-TV Time Buyer ..... Diane Kramer

*Radio Accounts:* American Brewing Co. (Regal Beer); Elmer Candy Co. (Elmer Candies); Wm. B. Reily Co., Inc. (Luzianne & R. T. Coffees) all New Orleans; L. A. Frey & Sons, (Meat Products) New Orleans & Lafayette, La.; Henderson Sugar Refinery, New Orleans; Hibernia Homestead (Bldg. Loan & Savings), New Orleans; J. H. Bonck Co., Inc. (Tulane Sportswear); Pan-American Import Co. (F-I Wines); Lichtenstein's Shoe Store, all New Orleans, La.

*TV Accounts:* American Brewing Co. (Regal Beer); Elmer Candy Co.; Wm. B. Reily Co., Inc. (Luzianne R. T. Coffee), Henderson Sugar Refinery; General Electric Supply Co.; Roby of New Orleans, Inc.; Meal-A-Minit (Restaurants), all of New Orleans, La.

### 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. Secretary ..... Harvey R. Kruse V.P. .... Wm. A. Dobson Prod. Manager ..... Sara Brenna Research Mgr. .... Don N. Chamberlin Copy Director ..... Judd L. Meester Vice President ..... Robert L. Sturgis Art Director ..... John K. Henry

*Radio Accounts:* The Farmhand Co. (Farm Machinery), Hopkins, Minn.; Twin City Chevrolet Dealers (Automobiles), Minneapolis, Minn.; B. F. Nelson Mfg. Co. (Asphalt Shingles), Minneapolis, Minn.

*TV Accounts:* The Dayton Co. (General

Mdse., Minneapolis, Minn.; The Lavoris Co. (Mouthwash), Minneapolis, Minn.; McKesson & Robbins, Inc. (Wholesale Drug).

### FRANK B. SAWDON, INC.

60 E. 56th St., New York 22, N. Y.  
Phone: PLaza 1-4646

President ..... Frank B. Sawdon V.P., Treas. .... Victor Sawdon Prod. Coord. .... Tom Mannos Radio-TV Producer ..... Jack Wilcher

#### Branch Office

6363 Sunset Blvd., Hollywood, Calif.  
Phone: HOLlywood 4-3129

Office Manager ..... Richard Westman *Radio-TV Accounts:* Robert Hall Clothes, Inc. (Men's, Women's & Children's Apparel), Comark Products (Plastics for Home), all N. Y. C.

### A. A. SCHECHTER & ASSOC.

551 Fifth Ave., New York 17, N. Y.  
Phone: MUrray Hill 7-1150

President ..... A. A. Schechter V.P., Radio-TV ..... Michael Roshkind Acct. Exec. .... John L. Geunther

#### Branch Offices

Tribune Tower, Chicago 11, Ill.  
Phone: SUperior 7-6670

Manager ..... Charles Vance 1111 Wilshire Blvd., Los Angeles 17, Calif.  
Phone: HUntley 2-0798

Manager ..... Helen Bowman

### SCHECK ADV. AGENCY, INC.

9 Clinton St., Newark 2, N. J.

Phone: Market 2-0480

ANPA—APA—NBP—SNPA

President ..... Julius Scheck V.P., Media Dir. .... E. Grant Scheck V.P. .... Murray Hirsch Secy. & Treas. .... Morris Scheck Prod. Mgr., Art Dir. .... Marcus Santiago Copy Chief ..... E. Bimberg Space Buyer ..... Frank M. Craumer Account Executives .... William H. Andrews, E. Grant Scheck, Morris Scheck, Julius Scheck.

### 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 Hill 7-8294

President ..... Joseph P. Schneider Exec. V.P., Art Dir. .... Alfreda Walsh Secretary ..... Philip Nemiroff

## ADVERTISING AGENCIES

Prod. Mgr.....Aune Zambito  
Space Buyer.....Mark Barry

### GORDON SCHONFARBER & ASSOCIATES, INC.

58 Weybosset St., Providence 3, R. I.

Phone: GASpee 1-4813-4-5

ABP—ANPA—APA—NBP—NOAB

President.....Gordon Schonfarber, Jr.  
V.P., Prod. Mgr.....Russell C. Edwards  
Vice-Pres., Copy Chief.....John B. Swift  
Secretary.....Amanda C. J. Olsson  
Radio-TV Dir.....Richmond A. Patterson

*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.; 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.

### SCHWAB & BEATTY, INC.

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

Phone: MURray Hill 8-3813

ABP—ANPA—NBP

President.....Victor O. Schwab  
Exec. V.P.....Richard Porter  
Vice President.....John M. Jenks  
Radio-TV Dir.....George F. Perkins  
*Accounts:* British Publications, Inc., N.Y.C.; Metropolitan Opera Record Club, N.Y.C.; Muzak Corp., N.Y.C.; RCA Victor-Book-of-the-Month Club.

### ED SHAPIRO INC.

1612 Market St., Philadelphia 3, Pa.

Phone: LO 4-2877

ANPA—ABP—NBP

President.....Edward Shapiro  
Secretary.....H. Hyman Shapiro  
Treasurer.....Edward L. Frater  
*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  
Exec. V.P.....David E. Guerrant  
Senior V.P.....P. L. O. Smith

VP's.....Sigmund T. Seaman,

Norman R. Anderson, Ralph Stewart

V.P., Secretary.....Robert C. Milner

Media Dir.....Richard L. Rogers

Radio-TV Dir.....Hathaway C. Kemper

*Radio Accounts:* Colgate-Palmolive Co. (Shaving Preparations) New York, N. Y.; Dormeyer Corp. (Electric Appliances-Power Tools); Kemper Insurance; Quaker Oats Co. (Corn Goods); Webcor, Inc. (Fonographs, Tape Recorders) all Chicago; M. K. Goetz Brewing Co. (Country Club Malt Liquor) St. Joseph, Mo.; John Morrell & Co. (Meats) Ottumwa, Ia.

*TV Accounts:* Quaker Oats Co. (Aunt Jemima Easy-Mixes & Corn Goods); Kemper Insurance; Dormeyer Corp. (Power Tools, Appliances) all Chicago; Colgate-Palmolive Co. (Colgate Shave Cream) N. Y. C.; M. K. Goetz Brewing Co. (Country Club Malt Liquor) St. Joseph Mo.; Horlicks Corp. (Instant Malted Milk) Racine, Wis.

### SILTON BROS., CALLAWAY INC.

131 Clarendon St., Boston 16, Mass.

Phone: CO 7-3730

ABP—ANPA—NBP

President.....Myron L. Silton  
Board Chairman.....John N. Silton  
Exec. V.P.....Roman N. Silton  
Senior V.P.....Earle W. Hoffman  
Treasurer.....Morris Susman  
Media Director.....Marie Kachinski  
Asst. Treasurer.....Ruth B. Comerford

*Radio Accounts:* New England Provision Co. (Meats); Barcolene Co. (Detergents); Sears Roebuck & Co. (Boston & Suburban Retail Stores); Elm Farm Foods Co. (Retail Food Chain) Adams & Swett (Rug Cleaning & Sales); Better Home Heat Council (Oil Heat Dirs. Assn.); Kasanof's Model Bakers; Metropolitan Transit Authority (Transportation), all Boston, Mass.; Atlantic Athletic Corp. (Wrestling Promoters) Montical, Que.; White Cross Home Prods. (Household Prods.) Cambridge, Mass.

*TV Accounts:* New England Provision Co. (Frankforts, Prepared Meats) Barcolene Co. (Household Cng. Prod.); Adam & Swett (Rug Cng., Sales); Kasanof's Model Bakers, all of Boston; Atlantic Athletic Corp. (Wrestling Promoters) Montreal, Que.; White Cross Home Prods. (Household Prods.) Cambridge, Mass.

### SIMON & GWYNN

3329 Poplar Ave., Memphis 11, Tenn.

Phone: FA 7-1691

SNPA—ANPA—APA—NOAB—ABP

Partners.....Milton Simon, H. N. Gwynn  
Art Prod. Mgr.....Carlos Gordon  
*Radio-TV Accounts:* American Snuff Co., Donald Furniture Co., The HumKo Co., Robilio & 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-APA-NBP

Partners.....Leonard N. Simons,  
Lawrence J. Michelson

Prod. Mgr.....Arthur H. Copland  
Account Exec.....Richard N. Hughes  
Art Director.....Al Sielaff  
Radio-TV Dir.....Richard Hughes  
*Radio Accounts:* Cunningham's Drug Stores (Drug, etc.), Keoplinger Bakery (Baked Goods), Krun-Chee Potato Chips (Potato Chips), (Pretzels), Marshall Drug Company (Drugs), Cleveland, Ohio; Benjamin Rich (Real Estate), Sealy Mattress Co. (Mattresses), Taylor's Inc. (Dodge-Plymouth), Detroit, Mich.; Velvet Peanut Products (Peanut Butter); E & B Brewing Co. Dossins Food Products (Pepsi-Cola); Guardian Savings & Loan; Lasky Furniture; City Bank, Detroit, Mich.; Leo Adler Co. (DeSoto-Plymouth); Mohawk Lumber Co., Detroit, Mich.; Stone's Jewelers, 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 (Pepsi Cola); Keoplinger Bakery (Baked Goods); Krun-Chee (Potato Chips); Sealy Mattress Co. (Mattress Mfg.); Taylor's Inc. (Automotive); Velvet Peanut Products (Peanut Butter); E & B Brewing Co.; Leo Adler Co. (DeSoto-Plymouth), Mohawk Lumber Co.; Wrigley's Super Markets; City Bank, Detroit, Mich.

**SMITH/GREENLAND COMPANY**

730 Fifth Ave., New York 19, N. Y.  
Phone: CIRCLE 6-6161

ANPA-PPA

President.....Leo Greenland  
Exec. V.P.....Martin L. Smith  
Vice President.....Peter G. Weinberg  
Controller.....Oscar Hafner  
Production Mgr.....Harold Franklin

*Radio Accounts:* Sau-Sea Shrimp; Florabanka; Roman Products; My Lady's.

*TV Accounts:* Melnor Industries, Osrow Products Co., Seabrook Farms Co.

**SMITH, TAYLOR & JENKINS, INC.**

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

ABP-ANPA-APA

President.....Ronald P. Taylor  
Bd. Chrmn., Treas.....Robert M. Jenkins  
V.P., Secretary.....Leo M. Pillon  
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, P. J. Matelan, R. K. Pearson, John Angus

**W. J. SMITH CO.**

Commonwealth Bldg., Louisville 2, Ky.  
JUNiper 4-2163

APA-SNPA-ANPA

Pres. & Treas., Prod. Mgr.....W. J. Smith  
Vice-Pres. & Secy.....G. B. Smith  
Media Dir. & Copy Chief.....H. D. Peltier  
Account Executives.....P. M. Shaughnessy,  
H. D. Peltier, W. J. Smith  
*Radio Account:* Peerless Mfg. Co.

**SON DE REGGER ADV. AGENCY INC.**

321 Eleventh St., Des Moines 9, Ia.  
Phone: 3-3185

ANPA-APA-ABP-NBP

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  
Copy Chief.....W. E. Juhre  
*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 Degermajian  
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-NBP

President, Treas.....Raymond Spector  
Client Service.....Bert Schwartz  
Art Director.....Irving Trabich  
Production Manager.....Bernard Ludin  
Radio Director.....Charles Goldberg  
Controller.....Stella E. Koenigsberg  
*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  
Radio-TV Dir.....Patricia Montfor  
Media.....Connie Katronis  
*Radio Accounts:* Elmira 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 P & C Markets, Syracuse & Auburn, N. Y.; Pilgrim Packing Co. (Meat Products), Syra-

## ADVERTISING AGENCIES

cuse; Syracuse Card Co. (Greeting Cards), Syracuse; Syracuse Glass Co. (Store Fronts), 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; Elmira Card Co. Inc. (Greeting Cards), Elmira, N. Y.; Gardner & North Roofing & Siding Corp.; Hotel Syracuse; Onondaga Supply Co., Inc. (Appliances), Syracuse; Penfield Manufacturing Co. (Mattresses) Syracuse; Spector-Genesee Motor Sales, Inc. (Cadillac-Olds dealer) Syracuse; Syracuse Card Co., Greeting Cards), Syracuse; Syracuse Glass Co.; 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: \$125,000.*

### SPITZER & MILLS LIMITED

Phone: EMpire 6-2811

ABC

50 King St., West, Toronto, Ontario

Board Chairman.....G. F. Mills  
Vice Chmn. of Bd.....J. W. Spitzer  
President.....W. H. Reid  
V.P.'s....E. Aikin, F. J. Collins, T. R. Hart,  
D. McCrimmon, W. F. Nugent, J. H.  
Randle, W. G. Wallace  
Radio-TV Manager.....R. A. Stevenson  
Time Buyer.....M. E. McCullagh  
Montreal Media Dir.....F. Harbinson  
Radio TV Director.....T. R. Hart  
Media Dir.....P. Judson

#### Branch Office

3405 Addington Ave., Montreal, Quebec

Phone: HU 1-0344

Co-Mgrs.....J. H. Randle, D. McCrimmon

**Radio-TV Accounts:** Colgate-Palmolive Ltd. (Palmolive Soap, Halo Shampoo, Fab Detergent, Colgate Toothpaste, Palmolive Shave Preparations, Toronto, Ont.; Quaker Oats Co. (All Products) Peterboro, Ont.; Kimberly-Clark Canada Ltd. (Kleenex & Delsey) Toronto, Ont.; Wm. E. Coultts Co., Ltd. (Greeting Cards) Toronto, Ont.; The Toni Co. (Home Permanents) Montreal, Que.; Paper-Mate Co. (Pens) Montreal, Que.; Bell Telephone Co. (Yellow Pages) Montreal, Que.; McCormicks Limited (Biscuits, Candy) London, Ont.; Exquisite Form Brassieres (Bras & Girdles) Toronto; Canadian Co-op. Wool Growers (Institutional) Toronto, Ont.; O. Gauthier Ltd. (Old London Prods.) Montreal, Que.; Lehn & Fink—Canada—Ltd. (Lysol) Toronto, Ont.; Martin-Senour Co. Ltd. (Paints) Montreal, Que.; Office General des Grandes Marques (Wines) Montreal, Que.; Sunkist Growers (Oranges, Lemons) Los Angeles, Cal.; United Co-ops. of Ontario (Gay-Lea Butter) Weston, Ont.

### STEBBINS & COCHRAN, ADVTG.

3142 Wilshire Blvd., Los Angeles 5, Calif.

Phone: Dunkirk 8-8131

ABP—ANPA—AAAA

President.....Barton A. Stebbins  
Exec. V. P.....Burt Cochran  
Secy., Treas.....Dorothy M. Elliott  
Director.....William A. Dyer, Jr.  
Production Assistant.....Jane Catlin  
Time Buyer.....John Cochran  
**Radio Accounts:** Anita Shops (Ready-to-wear) Los Angeles; Broadway-Orange Cty. Center (Shopping Ctre. Devel.) Anaheim, Cal.; South Bay Shopping Center (Shopping Ctre. Devel.) Redondo Beach, Cal.

**TV Accounts:** Certified Grocers of Calif.; Signal Oil Co. (Gasoline), Los Angeles, Calif.

### STEBBINS, HAL, INC., ADV.

714 W. Olympic Blvd., Los Angeles 15, Calif.

Phone: Richmond 9-5317

ANPA—APA—AAAA—ABC—NBP

President.....Hal Stebbins  
Secretary.....Winifred Graham  
Art Dirs.....Jack Eipper, Jack Vibber  
Prod. Mgr.....Al Schuknecht  
Act. Execs.....Michael Corcoran,  
Jones Hawley

### STERLING ADV. AGENCY, INC.

9 East 40th St., New York 16, N. Y.

Phone: ORegon 9-6767

ANPA—PPA—ABP

Chr. Bd., Pres.....S. M. Broun  
Vice Pres.....Harold Strauss  
Prod. Mgr.....Harry Fleischmann  
Sec., Comptroller.....Morton S. Sirota  
**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—NBP—NOAB  
Honorary Chmn.....William Z. Burkhardt  
Pres., Treas.....C. Thomas Martin  
Chmn. of Bd.....Ronald S. West  
V.P., Media, Time Buyer....R. A. McDowell  
V.P.....Robert Helmich  
Television Production.....Gary Lee  
Prod. Mgr.....Richard Thompson

**Radio Accounts:** Hudepohl Brewing Co. (Hudepohl Beer & Chevy Ale), Cincinnati, Ohio; Mosler Safe Company (Mosler Safes & Cheats), 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.; Hude-



## ADVERTISING AGENCIES

pohl 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 5-9140, 9149

Pres., Treas., Media Dir. .... Morry Storm  
V.P.-Radio & TV Dir. &

Acct. Ex. Time Buyer ..... Jean Schantz  
V.P., Art Dir. .... Vincent Marcone  
Vice Pres. .... Gordon E. Cole  
Prod. Mgr. .... Barbara Belmont  
Copy Chief ..... Mark A. Van Liew  
Asst. to Pres. .... Barbara Harmon

*Radio and TV Accounts:* Designs Publishing Company, N. Y. C.; Alhart's Electric Company (Appliances), Rochester; Cramer Drug Company (Drugs), Rochester; A. Lustig Inc. (Food Processor), Brockport, N. Y.; Snyder's Seat Covers, Rochester.

#### Branch Office

4971 Maryland Ave., St. Louis, Mo.

Manager ..... Jean E. Schantz

### DANIEL F. SULLIVAN CO., INC.

216 Tremont St., Boston 16, Mass.

Phone: HANcock 6-7644

AAAA—ABP—ANPA—APA—NBP

President ..... Daniel F. Sullivan  
Sales Dir. .... Robert N. Sullivan  
Art Dir., Prod. Mgr. .... J. J. McCabe  
Media Dir. .... Walter K. Munroe  
Controller ..... James G. Hajjar  
Treas., Space Buyer ..... William H. Sullivan  
Publicity Dir. .... William McMorrow

*Radio Accounts:* Revere Racing Assn. (Greyhound Racing), Revere; R. S. Robie, Inc. (U-Drivit Auto Rental), Boston, Mass.; F. H. Snow Canning Co. (Snow's Clam Chowder, Snow's Fish Chowder, Snow's Lobster Newburgh), Pine Point, Me.; Hickox Secretarial School, Boston; Radio Station WMEX, Boston.

### SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.

575 Lexington Ave., New York 22, N. Y.

Phone: MURray Hill 8-1600

ANPA—APA—NOAB—NBP—AAAA

Chairman ..... Raymond F. Sullivan  
Vice Chmn. .... Donald D. Stauffer, S. Heagen Bayles

President ..... Brown Bolte  
V.P. Operations ..... Ralph Smith  
Vice-Pres., Secy. .... John P. Cohane  
Sr. V.P. .... Clifford Spiller  
Vice-Pres. & Treas. .... T. Newton Weatherby  
V.P. & Media Dir. .... Francis Minehan  
V.P., Media Dept. Mgr. .... Lloyd Harris  
V.P. & Merch. Dir. .... Daniel O'Meara  
Vice-Pres. .... Mary A. Ayres  
Vice-Pres. .... Herbert A. Vitriol

Vice-Pres. .... Luther H. Wood  
Vice-Pres. .... Ida S. Raishack  
Vice-Pres. .... Barrett Welch  
Vice-Pres. .... Horace Hagedorn  
V.P.'s ..... Frank Henderson,  
Richard R. Uhl, Thomas F. Victor, Eugene F. Whelan, L. Brooks Elms, Alfred E. Hanser, James Tennyson, I. Emory Ward, Horace E. Curtis

V.P., Research Dir. .... Timothy J. Healy  
V.P. & Head Art Dir. .... Robert West  
V.P., Creative Dir. .... R. D. Wylly  
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

#### Branch Office

6253 Hollywood Blvd., Hollywood 28, Calif.

Phone: Hollywood 4-2119

Vice-Pres. &

TV-Radio Dir. .... John Van Nostrand  
Vice President ..... Robert W. Ballin  
W. Cst. Film Prod. Dir. .... 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 RIT Tints & Dyes, Easter Egg Dyes, Shinola Shoe Polishes); Block Drug Co. (Nytol Sleeping Tablets, Green Mint Mouthwash, Py-co-pay Tooth Brushes); Carter Products (Arrid Cream Deodorant, Rise Instant Lather, Snow White Toothpaste); Lever Brothers Co. (Lifebuoy Soap, Silver Dust Blue, Hum, Breeze), Noxzema Chemical Co. (Noxzema Skin Cream, Skin Lotion, First Aid Cream, High Noon Suntan Lotion); Smith Brothers (Cough Drops); The Sperry and Hutchinson Co. (S & H Cash Discount Stamps); Whitehall Laboratories, Div.: Amer. Home Prods. Corp. (BiSoDol Mints & Powder, Resdan, Duplexin, Psorex, Infra-RUB); Duffy-Mott Co., Inc. (Mott's Apple Products, Jellies, Ciders, Vinegars, Sunsweet Prune Juice, Clapp's Baby Foods); Salada-Shirriff-Horsey (Salada Tea Bags, Packaged Tea, "Junket"; Sea Brand Frozen Shrimp).

*Estimated Radio Billings:* \$6,500,000

*Estimated TV Billings:* \$23,800,000

### TATHAM-LAIRD, INC.

64 East Jackson Blvd., Chicago 4, Ill.

Phone: HARRison 7-3700

AAAA—ABP—ANPA

Chairman of the Bd. .... Arthur E. Tatham  
President ..... J. Kenneth Laird  
Treasurer ..... Harold C. Jensen  
Asst. Treas. .... Fred Winter  
Secretary ..... Mary Kyak  
Copy Chief ..... John H. Jameson  
Market Res. Dir. .... Arthur A. Simon  
Media Director ..... George A. Bolas  
Asst. Media Director ..... W. J. McEdwards  
Prog. Asst. .... John R. Allen  
Media Supervisors ..... Jack Ragel  
Roy A. Boyer, John Singleton

# ADVERTISING AGENCIES

Broadcast Media Mgrs. . . . . Donald Grasse,  
John Deacon, Philip L. Gore  
Radio, TV Dir., Comm. Prod. . . . . Dan Ryan  
Merchandising Director . . . . . M. J. O'Connor  
Production Manager . . . . . Eldon Rohrsen  
Creative Research Director . . . Dr. Don Kanter

## Branch Offices

3 East 54th St., New York 22, N. Y.

Phone: PLaza 1-4680

Exec-in-Charge . . . . . John Masterson  
1680 Vine, Hollywood 28, Calif.

Phone: HOLlywood 1-9228

Exec-in-Charge . . . . . Vic Hunter

*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), Newport, Ky.; Procter & Gamble (Fluffo Shortening, American Family Products), Cincinnati, Ohio.

*Estimated Radio Billings:* \$600,000.

*Estimated TV Billings:* \$10,600,000.

## TELESALES COMPANY, TELEVISION ADVERTISING

350 Fifth Ave., New York 1, N. Y.

Phone: LACKawanna 4-1150

President . . . . . Robert L. Zimler  
TV Prod. Dir. . . . . Dorothy Wagman

*Accounts:* Abraham & Straus, Brooklyn, N. Y.; Electronuclear Devices, N.Y.C.; Gimbel Bros., N.Y.C.; WQXR & WRCA-TV, both N.Y.C.

## TERRY, GRAY-SCHWARTZ & HARRIS, INC.

5875 N. Lincoln Ave., Chicago, Ill.

Phone: LONGbeach 1-4428

President . . . . . Ron Terry

Treasurer . . . . . Marvin Gray

Vice President . . . . . George J. Harris

Secretary . . . . . Gloria Lynn

Art Director . . . . . John J. McGlasson

Office Manager . . . . . Ramona Darlak

## THOMAS & DOUGLAS, INC.

119 W. 57th St., New York 19, N. Y.

Phone: CIRCLE 6-6543

ANPA—APA—NBP

Pres., Art Dir. . . . . Wilbur L. Thomas

Secretary . . . . . George F. Reid

V.P.'s . . . . . Lawrence H. Douglas,

G. Douglas Bogart

Treas., Space Buyer . . . . . C. Vitaliano

Account Exec. . . . . Lawrence H. Douglas

*Accounts:* American District Telegraph Co.

(Automatic Electrical Protection Equip.),

New York Automatic Fire Alarm Co., New

York; D'Bari Salon, New York; Fortune Cravats, Inc., New York; Hans Hinrichs, Inc. (Malt & Hops), New York; Rahr Malting Co., Manitowoc, Wis.; Reeve Electrical Co., New York; Smith, Kirkpatrick & Co., Inc. (Export, Import, Finance), New York; Times Facsimile Corp. (Facsimile Communications), New York; WINS, New York; Adam Young, Inc. (TV Station Reps), New York.

## J. WALTER THOMPSON COMPANY

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

Phone: MURray Hill 6-7000

AAAA—ABP—ANPA

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

Dir. of Research . . . . . Dr. D. R. Longman

Admn., Radio-TV . . . . . John F. Devine

Assoc. Dir. Radio-TV . . . . . H. Bart McHugh

Media Dept. Manager . . . . . Richard Jones

TV Group Heads . . . . . Robert E. Buchanan,

Storrs Haynes, Woodrow Benoit

Associate Media Dir. . . . . James O. Luce,

Anne Wright, Ruth Jones, Jack Green,

Robert Lilien, Philip Birch

## 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 Bevec

535 Griswold St., Detroit, Mich.

Phone: WO 2-8890

V.P., Mgr. . . . . John L. McQuigg

Radio-TV Rep. . . . . Eldon Hazard

6505 Wilshire Blvd., Los Angeles, Calif.

Phone: OL 3-0300

V.P., Manager . . . . . Tom Cooper

V.P., Prog. Dir. . . . . Charles Vanda

220 Miracle Mile, Coral Gables, Fla.

Phone: Highland 3-4629

Manager . . . . . Albert Cameron

320 California St., San Francisco, Calif.

Phone: GA 1-3510

V.P., Mgr. . . . . Harry A. Lee

TV Group Head . . . . . Forrester Mashbir

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.; Weco Products

*TV Accounts:* Shell Oil Company, Incorporated,

Pan American, Johns-Manville, Aluminium, Ltd.,

Lever Bros., Standard Brands, Inc., Mentholatum,

Blue Cross, Blue Shield, Scott Paper Co.,

Chesebrough-Pond's, Eastman Kodak, Kraft Foods,

Div. Natl. Dairy Products; Ford Div., Ford Motor Co.,

Brillo, Seven-Up, Joseph Schlitz Brewing Co.,

Atlantic Sales, Boyle-Midway, Inc., Sylvania

Electric Products, Church & Dwight, Quaker

Oats Co., Libby McNeill Libby, Johnson

Motors.

*Estimated Radio Billings:* \$12,100,000.

*Estimated TV Billings:* \$101,000,000.

## ADVERTISING AGENCIES

### TRACY, KENT & CO., INC.

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

Phone: ELdorado 5-4404

ABP—ANPA—APA—NBP

Chairman of Board.....Wm. Irwin Tracy  
 Pres.....Frank S. Keat  
 Treas., Secy.....George M. Pease  
 Prod. Mgr.....H. V. Kelly  
 Vice-Pres. & Art Dir.....Hugh F. Donnell  
 Vice-Pres.....F. Haas, F. Nye  
*Radio Accounts:* J. W. Beardsley's Sons, (Food Products), Newark, N. J.; 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.; Hafnia Ham Co., Inc., New York.

*TV Accounts:* Filler Products, Inc. (Snack Foods), Atlanta, Ga.; Gristede Bros., Inc. (Grocers), New York, N. Y.; Charles & Co., New York; Hafnia Ham Co., Inc., New York; Terry Candy Co., Elizabeth, N. J.

### TRACY-LOCKE CO., INC.

2501 Cedar Springs Road, Dallas 1, Texas

Phone: RI 8-4741

AAA—ABP—ANPA—NOAB—SNPA

NBP—ABC

President.....Morris Hite  
 V.P., Treas.....John H. Wellenkamp  
 Exec. Vice-Pres.....Clay W. Stephenson, Jr.  
 Prod. Mgrs.....W. H. Muessig,  
 Thomas E. Daley  
 Media Dir.....Ernestine Parker,  
 Helen J. Sanford

Radio, TV Director...Lawrence E. DuPont  
*Branch Office*

2332 W. Holcombe, Houston 25, Texas

Phone: MO 7-8352

*Radio Accounts:* Borden Co. (Southern District); Duncan Coffee Co., Houston; Imperial Sugar Co., Sugarland; Burrus Mill & Elevator Co. (flour), Dallas; Adleta Company, Dallas; Jones-Blair, Dallas; Frito Co., Dallas, Texas; American Brewing Co. (Beer), New Orleans, La.; Radio Stations, WWL, New Orleans, La. and KRLD, Dallas, Tex.

*TV Accounts:* Borden Co. (Southern District); Duncan Coffee Co., Houston; Imperial Sugar Co., Sugarland; Kings Candy Co., Ft. Worth; Haggard Co. (men's slacks), Dallas; Adleta Company, Dallas; American Brewing Co.; Frito Co.

### JAY VICTOR & ASSOC., INC.

1225 Raymond Blvd., Newark, N. J.

Phone: Market 3-8487

ABP

Pres., Treasurer.....Jay Victor  
 V.P., Secretary.....Beatrice Victor

### WILLIAM VON ZEHLE & CO., INC.

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

Phone: MU 2-9010

Pres., Radio-TV Dir.....Wm. von Zehle  
 V.P.'s.....Peter J. McKenna,  
 Joseph N. Sirone, Edward N. Hoffman  
 Copy Chief.....Otto Riess  
 Secy-Treas.....Anthony T. Sarnataro  
 Prod. Mgrs....Nathan Cohen, S. Duane Lyon  
*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.; Jadow, 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.

### WABE, INCORPORATED

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

Phone: COLUMbus 5-3530

President.....Charles Bernard  
 Asst. to Pres.....Rita Hughes  
 Art Dir.....Leonard Kessler

### GEOFFREY WADE ADVERTISING

20 N. Wacker Drive, Chicago 6, Ill.

Phone: FINancial 6-2100

ABC—ANPA

President.....Albert G. Wade II  
 General Manager.....Paul McCluer  
 Group Svprs.....Robert E. Dwyer,  
 Hal H. Thurber  
 Research Dir.....Gordon Norberg  
 Art Director.....J. B. Hoopes  
 Media Dir.....David S. Williams  
 Marketing Director.....Louis J. Nelson  
 Dir. of Radio-TV.....Jack Farnell  
 Dir. of TV Film Dept.....Booth Luck

#### Branch Offices

6 East 45th St., New York, N. Y.

Phone: OXFord 7-9261

Mgr.....Henry J. Opperman  
 Wade Advertising Agency, Inc.  
 6381 Hollywood Blvd., Hollywood 28, Calif.  
 Phone: HOLlywood 4-7457  
 Exec. Vice Pres., Mgr...Forrest F. Owen, Jr.

*Radio Accounts:* Miles Laboratories, Inc. (Alka-Seltzer, One-A-Day (Brand) Vitamins, Nervine), 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.

*Estimated Radio Billings:* \$1,600,000.

*Estimated TV Billings:* \$17,000,000.

# ADVERTISING AGENCIES

## HUGO WAGENSEIL & ASSOC. CO.

Talbot Bldg., Dayton 2, Ohio  
Phone: HEMlock 5542  
ABP—APA

President.....H. Wagenseil  
Exec. V.P.....Paul B. Willis  
Vice Pres.....W. H. Ford  
V.P., Creative Dir.....Harley Case  
Radio Dir.....F. R. Harwood

## W. S. WALKER ADV. INC.

Oliver Bldg., Mellon Sq., Pittsburgh 22, Pa.  
Grant 1-1900  
ABP—ANPA

President.....C. P. Richardson  
Exec. V. P.....F. L. Newmeyer, Jr.  
Vice President.....G. Norman Burk  
Radio-TV Dir.....Robert B. Stevens  
*Radio and TV Accounts:* Aunt Hannah's Bakery (Food Prods.) Pittsburgh; Sterling Oil Div. of Quaker St. Oil Refin. Corp. (Gasoline, Oil) Emlenton, Pa. & St. Mary's, W. Va.; Disco Div. of Pittsburgh Consolidation Coal Co., Pittsburgh, Pa.; I. N. Hagan Co. (Ice Cream, Milk) Uniontown, Pa.; Chemagro Corp. (Ag. Chem. Prods.) NYC; Allegheny Ludlum Steel Corp. (Stainless & Special Alloys, Steels) Pittsburgh; Blackstone Corp. (Lndry. Eqpt.) Jamestown, N.Y.  
*Radio Account:* Niagara of Pittsburgh (Massage Eqpt.).

## 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  
Pub. Rela. Dir.....Dorothy Stevens  
Radio-TV Prod. Dir.....Harry Allevaran,  
Account Executives.....S. P. Jackson,  
Ed O'Brien, Harry Alleva, Robert Schier  
J. C. Silverman, Jack Wilson.

*Radio Accounts:* Sachs Quality Stores (Dept. Store); Federal Life & Casualty Co. (Insurance); Roberts Technical & Trade School; Alexander's Dept. Stores; Ritz Thrift Shop; Bookfind Club; Dale Dance Studios; Relaxacizor Sales Co.; Mason & Hamlin Piano Co.; Schane Pontiac Corp., Sonotone of New York; Radio-TV Training Assn.; Nat'l Home Study; Burnham Securities; Devage Stores; Korvette Stores.

*TV Accounts:* 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; Devage Stores; Zenith Radio Corp. of N. Y.; Schane Pontiac Corp., all New York, N. Y.; Burnham Securities; Devaga Stores; Korvette Stores.

## WARWICK & LEGLER, INC.

375 Park Ave., New York 22, N. Y.  
Phone: PLaza 1-4700

President.....H. Paul Warwick  
Vice-Presidents.....Henry Legler,  
Arthur Deerson, Thomas H. Shanley,  
Eleanor Dean, R. A. MacDonnell, L. H. Russell, Wm. Zerweck, J. F. Welsh, F. L. Baldwin, Jack Kaduson, Leonard V. Colson, Gene McMasters, Thos. J. Murray, N. Leslie Silvas, John P. Warwick  
V.P., TV-Radio Dir.....William P. Warwick  
V.P., Media.....H. H. Dobbertein  
V.P., Copy Chief.....Robert L. Edens  
Exec. Producer-TV.....Andrew Christian  
Prod., Dir.-TV.....Sheldon Platt  
TV Art Director.....Benjamin Colarossi  
Fashion Coordinator.....Pat Reynolds

### Branch Office

83-50 Wilshire Blvd., Beverly Hills, Calif.  
Phone: OLive 3-0240

Mgr.....Willson M. Tuttle  
*Radio and TV Accounts:* Warner-Lambert Pharmaceutical Co., Family Products Div. (Bromo Seltzer) Morris Plains, N. J.; Ex-Lax, Brooklyn, N. Y.; Mennen Co. (Skin Bracer, Cologne for Men, Spray Deodorant, "Speed Stick" Deodorant, Gold Crest Prods.) Morristown, N. J.

*TV Account:* Revlon (Lipsticks, Futurama, Nail Enamel, Touch & Glow Prods., Eye Makeup, Gift Sets, Silicare, Clean and Clear, Wonder Base) NYC

*Estimated Radio Billings:* \$1,700,000.

*Estimated TV Billings:* \$5,600,000.

## WASSER, KAY & PHILLIPS, INC.

1231 Banksville Rd., Pittsburgh 16, Pa.  
Phone: LOcust 3-1570  
AFA

President.....G. S. Wasser  
Exec. Vice Pres.....L. Cook Thompson  
Treasurer.....John R. Kersch  
Media Director.....Harry Anderson  
Film Mgr.....William R. Esch  
Radio, Television Director.....Alvin Roth  
*Radio & TV Accounts:* Country Belle Coop. (Farmers Dairy Products) Pittsburgh; Coca Cola Bottling Co. of Pittsburgh, Pittsburgh, Pa.; Rosenbaums Dept. Store, Pittsburgh, Pa.; United Dairy Co., Barnesville, Ohio; Nu-Life Chem. Co. (Steam Aid); Mark Laboratories (Diapersol) Pittsburgh.

## NORMAN D. WATERS & ASSOCIATES, INC.

6 East 39th St., N. Y. 16, N. Y.  
Phone: MUrray Hill 5-8950  
ANPA—NBP—ABP

President.....Norman D. Waters  
Vice Presidents....Bliss Woodward, Marvin Sherres  
Secretary.....Elaine L. Waters  
Production Mgr.....Jack E. Louden  
Office Manager.....Sheldon Edelman  
General Manager.....Sydney L. Baron  
Media Research.....William Segal  
Account Execs.....Norman Waters,  
Bliss Woodward, Marvin Sherres, Sheridan Sands

### Branch Office

Paris, France, 1 Ave. Franco-Russe  
Manager.....Faith Shipway

## ADVERTISING AGENCIES

### WATTS, PAYNE—ADV., INC.

900 S. Main St., Tulsa 3, Okla.

Phone: DIamond 3-8108

AAAA—ABP—ANPA—AFA

Chairman of the Board.....Don Watts  
Pres., Treas.....Oscar E. Payne  
Vice Presidents.....Leslie S. Hauger,  
Don Dyer, Jack Buchman

Production Mgr.....Steve Snyder  
Secy., Radio-TV Dir.....Don S. Mitchell  
TV Director.....Larry Bettis  
Radio-TV Traffic.....Betty Schellhaas

*Radio Accounts:* Oklahoma Tire & Supply Co., Mid-West Chevrolet, 7-Up Distributors, Mason's Furniture & Appliances, Pepsi Cola Distributors, United Federal Savings & Loans, Bell Oil & Gas, General Acceptance Company (Loans), Brown-Dunkin Dept. Store; BSB Laboratories (20/20 Eye Medication), Chili Bowl Seasoning, Dumas Milner Pontiac (Car & Car Servicing), Burts Ice Cream, Bryan & Sons (Beer Distrib.), Chili Bowl (Seasoning) all of Tulsa, Okla.

*TV Accounts:* Oklahoma Tire & Supply, Mid-West Chevrolet, Jitney Jungle, (Grocery Chain); Brown-Dunkin (Dept. Store), Dumas Milner Pontiac, Pepsi-Cola Bottling Co., BSB Laboratories (20/20 Eye Medication), Greenlease Ledterman (Olds., Cadillac), General Acceptance Co. (Loans) all of Tulsa, Okla.

*Estimated Radio Billings:* \$275,000.

*Estimated TV Billings:* \$100,000.

### WEBB ASSOCIATES, INC.

330 Fifth Ave., New York, N. Y.

Phone: LO 5-6462

President.....M. A. Weiss  
Sec'y., Treas.....Andrew Weiss  
Controller.....Anne Raskin  
Art Director.....Norbert Haber  
Production Mgr.....Fred Lida  
Media Director.....Audrey Bernfeld  
TV Director.....Bernard Schiff  
Acct. Execs.....M. A. Weiss, Andrew Weiss,  
L. Sturms

*TV Accounts:* Remco, Inc. (Toys), Newark, N. J.; American Character Dolls; Glen-oit Mills; Donnybrook (Coats), all N. Y. C.

### MILTON WEINBERG ADVERTISING CO.

6523 Wilshire Blvd., Los Angeles 48, Calif.

Phone: OLive 3-2300

ABC—ANPA—APA

President.....Bernard Weinberg  
General Manager.....William Krauch  
*Accounts:* Fidelity Bank, Los Angeles; Hollywood Turf Club, Inglewood, Calif.; KCOP-TV; Pacific Savings & Loan; both Los Angeles.

### EDWARD H. WEISS & CO.

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.....Bernard J. Gross

Dir. Motivation

Research.....Mary Jane Grunsfeld

V.P.....Robert Harris

Prod. Mgr.....Leo Sikes

V.P.....Jerome Joss

V.P., Creative Dir.....N. Lee King

V.P., Secy., Radio-TV Dir.....Marvin L. Mann

V.P., Acct. Supvr.....Kenneth Murison

V.P., Treas.....Ernest Stern

#### Branch Office

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

Phone: PLaza 8-0992

Director.....Marvin L. Mann

*Accounts:* American National Bank & Trust Co., Amity Leather Products Co., Rolfs Div. (Personal leather goods); 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 Flavored 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; Lentheric, Inc.; Jose Escalante & Co.; General American Transportation Corp.; H. W. Gossard Co.; Inland Steel Co.; Mogen David Wine Corp.; Perk Dog Food Co.; Purex Corp.; Sealy, Inc.; Sealy Mattress Co. of Chicago; Visking Co.

*Estimated Radio Billing:* \$750,000.

*Estimated TV Billing:* \$4,900,000.

### WEISS & GELLER

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

Phone: PLaza 3-4070

ANPA

President.....Max A. Geller  
Exec. V.P., Media Dir.....Max Tendrich  
Sr. V.P., Creative Dir.....Lawrence Wisser  
Time Buyer.....Jack Geller  
Prod. Mgr.....Sally Green

*Radio Accounts:* Nedick's Bottling Corp.; Nedicks Stores, Inc.; Trunz, Inc. (Meat Stores); Yoo-Hoo Beverage Co., Garfield, N. J.; C & C Corporation (Batter Up Pancake Batter), Englewood, N. J.

*TV Accounts:* Proctor Electric Co., Philadelphia, Pa.; Waltham Watch Co.; C & C Corp.

### WERMEN & SCHORR, INC.

1922 Spruce St., Philadelphia 3, Pa.

Phone: LOcust 7-1466

ABC-ANPA

President.....David Wermen  
Vice President.....J. Leonard Schorr  
Radio-TV Director.....Morton Yanow  
Director Graphic Arts.....Allen Greenfield  
Art Director.....Edward Schorr  
Production Manager.....Marvin Wermen  
Time Buyer.....Lois Seiffert  
Radio-TV Copy Supv.....Betty Silberman

# ADVERTISING AGENCIES

Acct. Execs.....David Wermen,  
Leonard Schorr, Jay Beneman  
*Radio Accounts:* Yankee Maid Meat Products; Kings Wine; Professional Laundry Foundation; Penn Federal; Second National Bank; Sears-Roebuck; Royalist Cigars; Pioneer Industries, Inc. (Men's Accessories); Phillies Cigars.  
*TV Accounts:* Blumenthal Brothers Chocolate Co.; Pennsylvania Range Boiler Co.; Kings Wine; Sears-Roebuck; Professional Laundry Foundation; Yankee Maid Meat Products; Phillies Cigars; Webster Cigars; Westinghouse Appliance Sales., E. Pa., N. J., Del., E. Md.

## 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

## THE WESLEY ASSOCIATES, INC.

630 5th Ave., New York 20, N. Y.  
Phone: JUdson 2-8050  
ABP—ANPA—NBP—NOAB

President.....Leland G. Wesley  
Sr. V.P.....Atherton Pettingell  
Exec. V.P.....John N. Jackson  
V.P., Chmn. Plans Bd.....Harold Breitner  
Vice President.....LeGrand L. Redfield  
Creative Art Dir.....G. Heller  
Prod. Mgr.....Ed Fitzgerald  
Radio-TV Mgr.....Jos. D. Knap, Jr.

## WEXTON COMPANY, INC.

444 Madison Ave., New York 22, N. Y.  
Phone: MU 8-4050

President.....Larry Schwartz  
Exec. V.P.....Martin Solow  
Vice Presidents.....Ed Greenberg,  
George Gilbert, Adrian Price, Jack Spiro,  
Martin Solow

Secy.-Treas.....Howard Wechsler  
Prod. Mgr.....Lou Savad  
Radio-TV Dir.....John Eckstein

*Radio Accounts:* Lewis Research Labs. (Drain Aid, Septi-Kleen) Englewood, N. J.; Organ Corp. of Amer. (Chordette Chord Organ) NYC; Cormac Photo Copy Corp. (Copy Machines) NYC; Reeves Soundcraft Corp. (Recording Tapes) Danbury, Conn.; Rek-O-Kut (Turntables) Corona, N. Y.; Harman Kardon (Amplifiers, Tuners) Westbury, N. Y.; Takashimaya (Dept. Store) NYC.

*TV Accounts:* Organ Corp. of Amer. (Chordette Chord Organ) NYC; Cormac Photo Copy Corp. (Copy Machines) NYC; Takashimaya (Dept. Store) NYC; Govt. of India Tourist Bur., NYC.

*Estimated Radio Billings:* \$150,000.  
*Estimated TV Billings:* \$250,000.

## WHERRY, BAKER & TILDEN, INC.

919 North Michigan, Chicago 11, Ill.  
Phone: DELaware 7-8000

AAAA—APA—ABP—ANPA—NBP

President.....Larry Wherry  
Secy., Treas.....Dorothy Steitz  
Radio-TV Mgr.....George J. Jarrett

Prod. Mgr.....H. Gardner  
Vice Presidents.....Bruce A. Baker,  
Louis E. Tilden, Clifford Bolgard  
Dir. of Radio & TV.....Louis E. Tilden  
Media Director.....Clifford Bolgard  
Media Buyer.....Harold A. Bennett  
*Accounts:* American Aberdeen-Angus Assn., Chicago, Ill.; Kartridg-Pak Machine Co., Chicago, Ill.; Mayer, Oscar & Co., Madison, Wis.; Quaker Oats Co., Chicago, Ill.

## WINIUS-BRANDON COMPANY

1706 Olive St., St. Louis 3, Mo.  
Phone: CHEstnut 1-6380

AAA—ABP—ANPA—APA—NBP

President.....Enno D. Winius  
Sr. Vice-Pres.....C. A. Brandon  
V.P., Creative Dir.....James D. Nevins  
Vice-President, Treas.....W. L. Sanborn  
Prod. Mgr.....Andrew J. Turina  
Media Dir.....George R. Bishop  
Radio-TV Dir., Time

Buyer.....Herbert P. Halpern  
Acct. Exec.....Walter Winius  
*Radio Accounts:* Am. Investment Co.; Authorized Brake Co.; Carling Black Label Beer; St. Louis Chevrolet Dealer Assoc.; Kerr-McGee Oil Ind., Inc.; Stix-Baer-Fuller.  
*TV Accounts:* Am. Investment Co.; Boatmen's Nat. Bank; Carling Black Label Beer; St. Louis Chevrolet Dealer Assoc.; Ettman Specialty Co.; Hip-O-Lite Co.; Kerr-McGee Oil Ind., Inc.; Stix-Baer-Fuller.

## G. WINSTON & COMPANY

550 Fifth Ave., New York, N. Y.  
Phone: CIrcle 5-4880

President.....George V. Bleier  
Radio-TV Prod. Dir.....Albert Tedaldi  
*Accounts:* G. Schirmer; Automobile Motor Sports Show; both N. Y.

## VAN LEAR WOODWARD ASSOC. INC.

50 W. State St., Westport, Conn.  
Phone: CApital 7-9554  
ABC—ABP

Pres., Treas., Media  
Director.....Van Lear Woodward  
V.P., Gen. Mgr.....Royal Whitman II  
V.P.'s....Edw. R. Wade, Fritz Kruse, John S. Kemble  
Secretary.....Leo Nevas  
V.P., Product Mgr.....W. C. Olmsted  
Art Dir.....Gerald Clarkeon  
Copy Chief.....Bruce Millar  
V.P., Chg. Radio-TV....Thomas F. Cosgrove  
Vice Pres.....E. R. Wade  
*Accounts:* Libner Grain Co.

## WYATT ADVERTISING AGENCY

427 9th St., San Antonio 2, Texas  
Phone: CA 6-2226  
SNPA

Owner.....William I. Wyatt  
Art Dir.....William J. Lytle  
Media Dir.....Patricia Porter  
Radio-TV Dir.....Julia Payne  
Prod. Mgr.....Robert Johnson  
Acct. Execs.....Tim Collins,  
Tom Holbrook

## ADVERTISING AGENCIES

### YOUNG & RUBICAM, INC.

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

Phone: MURray Hill 9-5000

AAAA

Board Chairman.....Sigurd S. Larmon  
Chmn., Exec. Comm.....Louis N. Brockway  
President.....George H. Gribbin  
Sr. V.P., Co-Chmn. Plans Bd.....A. V. B.  
Geoghegan

Exec. V.P.....Frank Fagan  
V.P., Art Director.....Frederick S. Sergenian  
Sr. V.P., Contact Dept.....Harry Harding  
Sr. V.P., New Business..William H. Howard  
V.P., Radio-TV.....Peter J. Lavathes  
V.P., Mgr., Radio-TV Pub.....Harry Rauch  
Sr. V.P. Copy Dept.....George H. Gribbin  
V.P., Dir. Int'l Div.....Harry H. Enders  
V.P., Gen. Counsel.....David Miller  
V.P., Merchandising Dir.....Eldon E. Smith  
V.P., Dir. Research.....Dr. Peter Langhoff  
Mgr. of Radio-TV Oper.....D. Y. Bradshaw  
Controller.....M. Wray Witten  
V.P. Art Dept.....Walter P. Glenn  
V.P., Asst. to Pres.....Thomas Lapham  
V.P., Mgr. Contact Dept...Edward L. Bond  
V.P., Acct. Supvrs....Milford Baker, Jesse  
O. Bickmore, Harry B. Carpenter, Thos.  
W. Clark, Robt. E. Clayton, Thos. R. Cox,  
Jr., Geo. B. Dippy, Wilson H. Kierstead,  
Alexander Kroll, A. Gardiner Layng,  
Layng, Martine, Randolph T. McKelvey,  
G. Montagu Miller, Douglas J. Murphey,  
Walter K. Nield, Bernard Pagenstecher,  
Wm. D. Thompson, Edgar B. Van Winkle  
II, Walter B. C. Washburn, Luis G. Weil,  
Jas. P. Wilkerson, Frank Yahner, Chas. T.  
Young.

V.P., Dir. Mech. Prod....John F. Aldinger  
V.P., Exec. Supvr. Art....Jack M. Anthony  
VP., Exec. Copy Dir.....Charles Feldman  
V.P., Copy Dirs...William J. Colihan, Jr.,  
Hanley M. Norins, Mary E. O'Meara,  
Robt. D. Work

V.P., P.R., Pub. Dir....Henry F. Woods, Jr.  
V.P., Radio-TV Assoc. Dir.....David Levy  
V.P., Radio-TV Acct. Supvr...Norman Glenn  
V.P., Media Rel. Dir.....Wm. E. Matthews

#### Branch Offices

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

Phone: FINance 6-0750

Vice Pres. in Charge..Hobert H. Binkerhoff  
645 Griswold St., Detroit 26, Mich.

Phone: WOODward 1-0067

V.P., Mgr.....Aldis P. Butler  
6253 Hollywood Blvd., Hollywood 28, Calif.

Phone: HOLLYwood 9-2731

V.P., Hollywood TV Div. Dir...Walter H.  
Bunker

120 Montgomery St., San Francisco 4, Calif.  
Phone: EXbrook 7-1838

V.P., Mgr.....George B. Richardson  
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.; Gen-  
eral Electric Co.; Gulf Oil Corp.; Procter &  
Gamble Co.; American Home Products, Inc.;  
Metropolitan Life Insurance Co., Bristol-

Myers Co.; 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.;  
American Bakeries Co.; Johnson & Johnson;  
Simmons Co.; Goodyear Tire & Rubber;  
Manufacturers Trust Co.; Intl. Harvester  
Co.; Gen. Electric Appliances Co. of Mich.;  
Kaiser Aluminum & Chemical Corp.; United  
Vintners, Inc., Chrysler Division.

*TV Accounts:* Thomas J. Lipton, Inc.;  
Piel Bros., Inc.; Procter & Gamble Co.; Gen-  
eral Electric Co.; General Cigar Co., Inc.;  
Singer Sewing Machine Co.; Borden Co.;  
General Foods Corp.; Simmons Co.; John-  
son & Johnson; Goodyear Tire & Rubber  
Co., Inc.; Bristol-Myers Co.; American  
Home Products, Inc.; Drackett Co.; Sperry-  
Rand, Inc.; American Bakeries; Time, Inc.;  
Northern Paper Mills; Kaiser Aluminum  
Co.; Metropolitan Life; W. P. Fuller Co.;  
United Vintners; Union Oil Co.; Simoniz  
Co.; Intl. Harvester Co.; Simoniz Co.; Man-  
ufacturers Trust Co.; Royal McBee Corp.;  
Chrysler Division.

*Estimated Radio Billings:* \$13,400,000.

*Estimated TV Billings:* \$82,000,000.

### YOUNT COMPANY

12 East 10th Street, Erie, Pa.

Phone: 2-2816

President.....M. A. Yount  
Acct. Execs.....M. John Yount,  
R. A. Lewandoski

Production Mgr.....Ann Di Nicola

*Radio Accounts:* The Erie Brewing Co.,  
Erie, Pa.; Marine Nat. Bank; IGA Div.:  
Jacob Haller Co.; Pa. Gas Co.

*TV Accounts:* The Erie Brewing Co., Erie,  
Pa.; Marine Nat'l Bank; IGA Div.; Jacob  
Haller Co.; J. F. Anthony Dry Clnr.;  
Howard Shoes; Dailey Chevrolet

### THE ZAKIN COMPANY

27 East 37th St., New York 16, N.Y.

Phone: MU 4-0630

ABP—ANPA

Partners.....Alvin Zakin, Theo. Eisenberg  
Secretary.....Gwynn Meden  
Treasurer.....Sam Stern  
Production Manager.....Harold Franklin  
Copy Chief.....Joan Hart

### PETER ZANPHIR ADVERTISING

565 5th Ave., New York 17, N. Y.

Phone: OX 7-6996

ABP

*Radio and TV Accounts:* The Katz Agency.

### ZIMMER, KELLER & CALVERT, INC.

28 Adams Ave., W., Detroit 26, Mich.

Phone: WOODward 1-9151

AAAA—NBP—APA

President.....R. E. Keller, Sr.  
Exec. V.P.....H. W. Calvert  
Vice President.....A. H. Ritter

*Accounts:* American Broadcasting Com-  
pany—Stations WXYZ & WXYZ-TV; The  
Michigan Bank; Reo Div. of White Motor  
Co.; Young, Spring & Wire Corp.

# CANADIAN ADVERTISING AGENCIES

Agency	Address	City	Phone	Radio-TV Time Buyer	Broadcast Dept. Director
Ardiel Advertising Agency, Ltd.	4 Lawton Blvd.	Toronto	HUNter 5-6544	W. C. Townsend	W. C. Townsend
Atherton & Currier, Inc.	37 James St. S.	Hamilton	JA 7-9284	Jim Elliott	Jim Elliott
Baker Advertising Agency, Ltd.	100 Adelaide St. W.	Toronto	EM 3-5418	Eleanor Austen	Eleanor Austen
	610 Bayonne Ave.	Toronto	HU 7-1511	J. Powell (Radio & TV)	Miss I. Neve (Rad. & TV)
	660 St. Catherine St. W.	Montreal	UN 6-3049	Louis Larocque	
Batten, Barton & Durstine & Osborne Inc.	160 Bloor St. E.	Toronto	WA 4-3787	S. Ramsey Lees	
Bennett & Northrop, Inc.	Sovereign Bldg.	Halifax	3-8164		
Bingham, John McMenney, Ltd.	32 Front St. W.	Toronto	EM 2-2641	Llewellyn Lewis	Llewellyn Lewis
	4645 Cavendish Blvd.	Montreal	HU 1-5032	McCrae J. Cooper	
	541 William St.	Preston	OL 3-4464	S. Lorriman	S. Lorriman
	257 Osborne St.	Winnipeg	42-2564	E. Gordon Lowen	E. Gordon Lowen
	1664 West Broadway	Vancouver	CE 4154	Ronald A. Kearns	Ronald A. Kearns
	1104 Douglas St.	Victoria	2-6741	Robt. M. Ellis	Violet Perry
Bleasdale Advertising, Ltd.	11 Yorkville Ave.	Toronto	WA 2-3138	Laura F. Baker	Phyllis McKinney
Bradley, Venning & Hilton Ltd.	44 Eglinton Ave.	Toronto	HU 1-5251	J. E. Palmer	F. Irene Wray
Breithaupt, Milson Ltd.	21 Dundas Sq.	Toronto	EM 8-2396	Roy Partridge	Roy Partridge
Brooks Advertising, Ltd.	735 Davie St.	Vancouver	MU 4-7277	John G. Service	
Brown, Mitchell & Wright, Ltd.	133 Richmond St. W.	Toronto	EM 6-5801	James B. McRae	Donald M. DeNike
Burnett, Leo Co. of Canada, Ltd.	1247 Guy St.	Montreal	WE 5-5257	Jean Paul Champagne	
Burns Advertising Agency, Ltd.	96 Bloor St.	Toronto	WA 4-117	John Rodkin	
Caldwell, Spence Agency	447 Jarvis St.	Toronto	WA 2-2103	G. F. Keeble (Radio)	
Canadian Advertising Agency	1454 Mountain St.	Montreal	VI 2-8061	Claus Hobe (TV)	
	80 King St., West	Toronto	EM 3-3051	M. Fontaine (Radio)	
	403 Electric Ry.	Winnipeg	WH 2-6923	Irving Teitel	
	1137 W. Hastings St.	Vancouver	MU 4-4151	R. D. Waugh	
Cardon, Rose, Ltd.	1411 Crescent St. W.	Montreal	VI 2-9581	K. L. Johnson	
Carter, Garry J. of Canada, Ltd.	59 Avenue Road	Toronto	WA 4-2505	Norman Cardon	
Cockfield, Brown & Co., Ltd.	200 Canada Cement Bldg.	MTL	UN 1-1771	Bob Howe	
	185 Bloor St., E.	Toronto	WA 4-5492	R. W. Harwood (TV)	
	804 Electric Ry.	Winnipeg	WH 2-3538	E. W. Box (Radio & TV)	P. C. Logan
	1222 Burrard Bldg.	Vancouver	MU 1-1111	J. A. Savage (Radio & TV)	M. Tierney
				H. G. Gibson	
				W. E. Belman	



Gollier Advertising, Ltd.....	1510 Drummond St.	Montreal	VI 2-8672	K. Chase	Man Fraser
Copeland, Don H., Advertising, Ltd.....	442 Sherbourne St.	Toronto	WA 2-5969	Mrs. Vera Copeland	Mrs. Vera Copeland
Crombie Advertising Co., Ltd.....	391 St. James St., W.	Montreal	VI 9-5246	V. P. Gray	V. P. Gray
	100 Adelaide St., W.	Toronto	EM 4-7204	Donald Johnson	Gilbert Nunns
Dancer-Fitzgerald-Sample Avg. (Can.) Ltd.....	200 St. Clair Ave.	Toronto	WA 4-8425	Ruth Pedley	Lillian Ryan
Denne, A. J., & Co., Ltd.....	90 King St., West	Toronto	EM 4-3444	R. O. McKeown (Rad. & TV)	
Desbarats Advertising Agency.....	485 McGill St.	Montreal	UN 6-4835	J. E. Desbarats	
Dominion Advertising Inc.....	1290 St. Denis St.	Montreal	AV 8-8611	A. Desautels (Rad. & TV)	
Dominion Broadcasting Co.....	4 Albert St.	Toronto	EM 3-3383	Hal B. Williams	
Elkman, The, Company.....	1827 St. Catherine St., W.	Montreal	WA 1-5187	Chas. R. Bick	
Erwin Wasey, Ruthrauff & Ryan, Ltd.....	610 Church St.	Toronto	WE 7-9401	Geo. R. Ferguson	
George Ferguson Assoc., Ltd.....	1980 Sherbrooke St., W.	Montreal	JA 9-1116	C. T. Dickson (Radio)	
Ferres Advertising, Ltd.....	63 Duke St.	Hamilton	WA 4-4477	T. A. Syviah	
Foote, Cone & Belding, Canada, Ltd.....	10 St. Mary St.	Toronto	WA 4-4681	S. A. MacKay	Miss M. Newton
Foster Advertising, Ltd.....	149 Alcorn Ave.	Toronto	WA 4-8391	Charlotte Toupin	Pierre Petel
	550 Sherbrooke St., W.	Montreal	WH 2-2151	Gurney Evans	
	156 Lombard Ave.	Winnipeg	CE 6-59:9	J. R. Foster	
	Commonwealth Bldg.	Ottawa	WA 4-8391	W. H. Reeves	F. Robinson
Gibbons, J. J., Ltd.....	46 St. Clair Ave., E.	Toronto	UN 6-7482	Peter H. Ross	
	1440 St. Catherine St., W.	Montreal		D. P. Johnston	
	Scott Bldg.	Winnipeg		Harold Ellis	
	Gibbons Bldg.	Regina		W. A. Bell	
	200 Blow Bldg.	Calgary		G. Tauchman	Mrs. C. A. Durno
	Petroleum Bldg.	Edmonton		R. Gee	J. Pegnem
	V1533 W. Pender St.	Vancouver	MU 1-0157	Mrs. Hazel Bakes	
	21 Park Rd.	Toronto	WA 4-7364	T. H. Goodwin	
Gislaon-Reynolds, Ltd.....	207 Hasting W.	Toronto	MU 1-3474	Miss Joan King	
Goodwin-Ellis Advertising, Ltd.....	103 Church St.	Toronto	EM 3-3396	Mrs. L. Pepin	
Grant Advertising (of Canada) Ltd.....	1628 Sherbrooke St., W.	Montreal	VI 9-7515	S. W. Gwartzman	E. Brown & Miss Pat Hepburn
	78 Charles St., W.	Toronto	WA 4-9211	R. D. Amos	
Grosberg, Pollock & Gwartzman, Ltd.....	7 King St., East	Toronto	EM 6-731	R. H. de Ginet	
Hayhurst, F. H., Co., Ltd.....	1510 Drummond St.	Toronto	VI 5-0251	John E. Chilman	
	97 Eglinton Ave., E.	Montreal	HU 5-5125	P. E. Rioux	Homer Dubois
Heggie Advertising Co., Ltd.....	353 St. Nicholas St.	Toronto	VI 2-4131	P. J. Hennessey	A. H. Evelyn
Huot, J. E., Publicitee, Ltee.....	33 Hayden St.	Montreal	WA 4-3753	J. B. Regan	Mrs. Vera Percival
Hutchins Advertising Co. of Canada, Ltd.....	38 Blower St.	Toronto	WA 4-6571	P. K. Stallworthy	Evan Morton
Impertial Advertising, Ltd.....	631 Spadina Ave.	Halifax	JA 2-1155	J. A. Price	Frank Rose
Industrial Advertising Agency, Ltd.....	94 Yonge St.	Toronto	UN 6-4835	E. W. Desbarats	
Jarvis, Albert, Ltd.....	627 Main St., E.	Hamilton	WA 4-9531	D. B. Gill	
Kelley, Russell T., Co., Ltd.....	485 McGill St.	Montreal	VI 2-2534	J. A. Winter	P. O'Sullivan
Kenyon & Eckardt, Ltd.....	321 Bloor St.	Toronto			
	550 Sherbrooke St., W.	Montreal			

(Continued on Page 214)

# CANADIAN ADVERTISING AGENCIES

(Continued from Page 213)

Agency	Address	City	Phone	Radio-TV Time Buyer	Broadcast Dept. Director
Locke, Johnson & Co., Ltd.	255 Davenport Road	Toronto	WA 4-8481	J. Weston	M. R. Woodward & R. McRory
Lovick, James, & Co., Ltd.	1178 W. Pender St.	Vancouver	MU 4-6221	John McCuaig	Miss O. Jennings
Lovick, James, & Co., Ltd.	800 Bay St.	Toronto	WA 1-1121	Miss Nora Thorvaldson	Doris Urch
MacLaren Advertising Co., Ltd.	307 Power Bldg.	Winnipeg	WH 3-0623	June Duncan	Miss Gabrielle Gagnier
McCann-Erickson (Canada) Ltd.	629 7th Ave., S.W.	Calgary	AM 2-6161	Helen Martenson	Miss M. Moran
McConnell, Eastman & Co., Ltd.	401 Kerr Block	Regina	LA 3-7570	D. G. McMaster	G. L. Trudel & R. Saucier
McGregor Deaville Advertising	623 Dominion Sq. Bldg.	MTL	UN 6-8391	F. H. Horler	G. J. Munro & Hal C. Sparkman
McKim Advertising, Ltd.	111. Richmond St., W.	Toronto	EM 4-0321	Miss L. Henuset	L. Hefford & G. P. Paul
Muter, Culiner, Frankfurter & Gould, Ltd.	550 Sherbrooke St., W.	Winnipeg	VI 5-1222	Mrs. Norman Wood	W. G. Munro
Nattall & Maloney, Ltd.	911 Electric Ry. Bldg.	Vancouver	WA 5-3231	J. W. Hoyland	Craig Muir & J. Lyons
O'Brien Advertising, Ltd.	1240 W. Pender St.	Toronto	VI 9-8341	Miss Pauline Farnsworth	
Ort, William R., Ltd.	200 Bloor St., E.	Montreal	4-4528	G. G. Fowler	
Otto, Robert, & Co. (Canada) Ltd.	2055 Peel St.	London, Ont.	EM 3-7004	C. S. Bowie	
Payeur-Publicite, Inc.	Huron & Erie Bldg.	Toronto	UN 6-7941	Austin Moran	
	147 University Ave.	Montreal	WH 3-7406	W. T. Blakely	
	Dominion Sq. Bldg.	Winnipeg	MU 3-2161	Miss Shirley Stevens	
	382 Portage Ave.	Vancouver	WA 4-721	Mrs. R. J. Emery	
	1198 Pender St.	Toronto	WA 4-6681	Wilfred A. McCracken	
	153 St. Clair Ave., W.	Toronto	VI 9-4152	W. L. Charland	B. F. Johnson
	1175 Bay St.	Montreal	WH 4-0981	P. H. Boulbee	F. C. Church
	1510 Drummond St.	Toronto	WH 2-3491	R. Bruce Walker	
	1407 Yonge St.	Winnipeg	MU 3-8121	E. Gould	Mrs. Phyllis L. Scott
	250 Portage Ave.	Vancouver	WA 4-5736	Mrs. P. McVean	
	1030 West Georgia St.	Toronto	4-4910	Mrs. A. E. Nightingale	
	1121 Bay St.	Calgary	MU 1-9174	J. C. McCauley	
	108 12th Ave., S.W.	Edmonton	WA 4-3708	Michael Jackson	
	Civic Block	Toronto	EM 6-9266	Mrs. W. M. Ross	
	1455 W. Georgia St.	Toronto	EM 3-6047	T. Reid	G. P. Vale
	464 Yonge St.	Toronto	LA 9-3322	Gaston Tessier (TV)	
	355 King St., W.	Toronto			
	380 Victoria St.	Toronto			
	639 8th Ave.	Quebec City			

Pennell, Margaret, Advertising Plant, Elton M., Co. Purkis, Thornton, Ltd.	81 Queen St., W. 303 Bartlet Bldg. 330 Bay St.	Toronto Windsor, Ont. Toronto	EM 4-2079 CL 4-1159 EM 3-3762	Miss M. Pennell Elton M. Plant Miss G. Race	Miss M. Barrer
Quebec Advertising Agency	1520 Mountain St.	Montreal	VI 2-9851	Jack Philton and M. Seni	Guy Pinsonneault
Reynolds, E. W., Ltd.	154 University Ave.	Toronto	EM 2-2381	E. Leslie	V. Hopkins
Richards, Fletcher D., Inc.	1440 St. Catherine St., W.	Montreal	UN 6-1775	J. Tougas	M. A. McLeod
Ronalds Advertising Agency, Ltd.	550 Sherbrooke St., W. Keefer Bldg.	Montreal	UN 6-9471	D. C. Fowler & Eug. Cote	A. Weinthal
Ross Roy of Canada, Ltd.	108 Peter St. 218 Tegler Bldg. Canada Trust Bldg.	Toronto Edmonton Windsor, Ont.	EM 3-0237 2-8356	Jerry Lodge Bernice Waite Carl E. Hassel	O. J. Sinclair
Sauviat, G. R., & Assoc. Schneider Cardon Ltd.	1236 Crescent St. 1224 St. Catherine St., W.	Montreal Montreal	UN 6-7355 UN 1-4764	Guy Sauviat Marie Heroux	
Sills, Allan R., & Co.	137 Wellington St., W.	Toronto	EM 8-8434	Mrs. N. McAvoy	
Smith, R. C., & Son, Ltd.	380 Victoria St.	Toronto	EM 4-9396	Miss E. Lees	
Spitzer & Mills, Ltd.	50 King St.	Toronto	EM 6-2811	T. R. Hart	R. A. Stevenson, Radio Dept.
Stanfield, Johnson & Hill, Ltd.	3405 St. Catherine St., W. Dominion Sq. Bldg.	Montreal	HU 1-0344	Henry Harbinson	J. P. O'Flaherty
Stevenson & Scott, Ltd.	255 Davenport Rd. 1260 University Ave. 100 Adelaide St., W. 402 W. Pender St.	Toronto Montreal Toronto Vancouver	WA 4-8481 UN 6-9361 EM 3-5773 MU 3-5696	R. Campbell Sheldon Lodge S. C. Young Sherill Adair	W. R. Russ
Tandy Advertising Agency, Ltd. Thompson, J. Walter, Co., Ltd.	20 Carlton St. 602 Dominion Square Bldg.	Toronto Montreal	EM 3-6362 UN 6-6771	A. C. Haight T. A. Deans	A. A. Pape
Thompson-Petersen Advertising Agency Ltd.	600 University Ave. 215 Victoria St. 913 Sun Life Bldg.	Toronto Toronto Montreal	EM 2-3471 EM 8-8091 UN 6-9745	Frank Flint E. W. Bowman L. R. LeBel	G. Johnson
Vamplow Advertising Vickers & Benson, Ltd.	1175 Bay St. Keefer Bldg. 110 Church St.	Toronto Montreal Toronto	WA 3-5589 UN 6-7701 EM 4-6391	T. F. J. Camplew L. Jodoin Mrs. Laura Jensen	V. Prysdale Mrs. J. Guerin D. Hardman
Walsh Advertising Co., Ltd.	1787 Walker Rd. Bank of Nova Scotia Bldg.	Windsor, Ont. Toronto	CL 6-2671 EM 3-3053	R. T. Hawkins Miss Mary Poirier	T. S. Lawton Miss M. McLeod & Mrs. Muriel Murray
Whitehall Broadcasting Ltd. Willis Advertising, Ltd.	Shell Tower Bldg. 1510 Drummond St. 220 Richmond St., W.	Montreal Montreal Toronto	UN 6-8921 VI 9-4152 EM 3-2073	Yves Bourassa W. Charland W. A. Willis	
Yanoff, Chris, Ltd. Young & Rubicam, Ltd.	85 Grenville St. 1255 University St. Bank of Nova Scotia Bldg.	Toronto Montreal Toronto	WA 1-3376 UN 6-8941 EM 2-3931	J. J. Jorgensen F. Collins D. Curran	I. Campbell W. Francis



**News Is Preferred ...**

**... by Stations** . . *because it adds both profits and prestige.*

**... by Sponsors** . . *because it insures a day-to-day association with quality.*

**... by Listeners** . . *because it is dependable as well as interesting.*



***Preferred***

50 Rockefeller Plaza

•

New York 20, N. Y.

**RADIO  
TELEVISION DAILY**

presents

***TIME  
BUYERS***



**BIOGRAPHICAL SKETCHES  
OF LEADING TIME BUYERS AT  
MAJOR ADVERTISING AGENCIES**

**1959**

# INDEX TO BIOGRAPHIES ADVERTISING AGENCY TIME BUYERS

Name	Page	Name	Page	Name	Page
Abbaduska, Bern Ann...	227	Harabadian, Larry N....	234	Prigozy, Ruth M.....	223
Allen, A. Kenneth.....	222	Harris, Winnifred T.....	232	Prose, Evon L.....	222
Allen, Polly.....	235	Hart, Rita.....	227	Randall, Alexander J....	234
Amos, Donald P.....	220	Hartigan, John T.....	224	Rasmussen, Bernard G....	224
Backus, Mildred.....	233	Hay, Graham.....	230	Reilly, Thomas P.....	222
Bardach, Peter M.....	229	Hollingshead, Thomas J..	224	Renfro, Harry K.....	231
Barry, Aileen M.....	219	Houghey, Dorothy T.....	219	Riemenschneider, Robt. R.	226
Bean, Richard S.....	235	Howard, Mary G.....	226	Ritter, Val. C.....	234
Boulware, R. H.....	230	Hudack, Joseph J.....	225	Roffis, Murray.....	229
Brady, Don.....	220	Hughes, John T.....	225	Rutman, Joan M.....	235
Branch, Philip A.....	225	Jackman, Norman G....	234	Sachs, Jerome M.....	221
Branigan, Richard L....	227	Johnson, Hugh H.....	223	Sanno, Alfred R.....	228
Bray, John T.....	222	Jones, Evelyn Lee.....	232	Scanlan, Marjorie C.....	226
Brouwer, Patricia J....	232	Kearns, Ken.....	234	Schinzling, Pat.....	223
Burbeck, Joseph.....	235	Keegan, David D.....	234	Schoenfeld, Jay B.....	231
Bushway, William A....	225	Kelly, Robert W.....	220	Scott, Samuel S., Jr....	229
Butner, Lawrence.....	234	Kelly, Thaddeus S.....	221	Scott, Marie.....	220
Campbell, C. N.....	228	Kennedy, Louis J.....	231	Seydell, Victor.....	221
Conway, Virginia M....	228	Kerwin, Lucy H.....	227	Simmons, Penelope A....	235
Crandall, John B.....	225	Kobza, Edward A.....	231	Sprague, Jeremy D.....	222
Crooker, Robert H., Jr..	221	Kriete, John C.....	221	Staff, Dorothy B.....	235
Cummings, John T.....	222	Lamkin, Robert.....	233	Stark, Joan G.....	222
Dargel, Gwendolyn.....	223	Leighton, Ben.....	222	Stenson, Helen C.....	228
Davidson, John M.....	228	Lemper, Genevieve M....	228	Stevens, Richard A....	233
Dekker, William C.....	227	Liddel, Robert.....	230	Stewart, Warren H.....	220
DeLuca, Vincent.....	229	Lieberman, T. Herbert...	219	Stott, Herbert D.....	235
Diamond, Lynn.....	224	MacDonald, Rod.....	230	Suren, Stephen M.....	226
Dunier, Leslie L.....	233	Marshall, Frank J.....	229	Swick, Thomas F.....	224
Dwyer, Mary J.....	227	Marsich, John P.....	224	Taboloff, Vera.....	224
Elliman, D. Trowbridge, Jr.	232	Marti, Rudolph O.....	219	Tashjian, Edward.....	233
Ennis, John J.....	230	Martinez, Hope.....	230	Tendrich, Max.....	223
Ferriter, Mary C.....	235	McAulay, Peg A.....	226	Thulin, Katherine A....	219
Firestone, Jerry.....	221	Morena, John M.....	231	Tyler, Richard F.....	223
Fischer, Richard E.....	219	Morris, William.....	227	Vitt, Sam B.....	232
Flanagan, John L.....	219	Morton, Robert S.....	231	Vorce, Richard J.....	220
Flanagan, Thomas F....	225	Mulligan, Bertrand F....	228	Waller, Richard J.....	232
Fleri, Edward C., Jr....	227	Napoli, Jo.....	220	Wallower, Theodore P....	230
Fricke, William A.....	226	Neugebauer, Ralph J....	226	Walsh, Dolan J.....	231
Gardiner, Anna.....	223	Ochs, Malcolm B.....	234	Widholm, Robert.....	232
Georgi, Carl, Jr.....	228	Palmer, Robert J.....	231	Wieder, Ethel.....	233
Goldis, Seymour.....	221	Pardoll, Arthur S.....	229	Wilbur, Helen M.....	220
Gore, Philip L.....	229	Passmore, John J.....	221	Willard, Charles B....	226
Gould, Doris.....	223	Pellenz, William D....	233	Wilson, Edwin F.....	225
Grealish, Eugene J....	233	Pettick, Ben.....	230	Zipprich, Andrew C....	219
Halpern, Henry.....	225	Plotkin, Beverly R....	229	Zozula, Ruth R.....	232
				Zuver, Dick.....	224

## AGENCY TIME BUYERS

**FLANAGAN, JOHN J.**, Vice President & Associate Media Director—McCann-Erickson, Inc. Accounts—Avis Rent-A-Car, American Rayon Institute, Corn Products Sales Co. (Nu-Soft), Esso Standard Oil Co., Dorothy Gray cosmetics, Lehn & Fink Products, Savings & Loan Foundation, Pertussin, Tampax, Vickers-Armstrong, Ltd. B. 1905, New York, N. Y.; entered agency field 1928, joined McCann-Erickson as buyer 1936.



**FISCHER, RICHARD E.**, Campbell-Ewald Advertising; accounts—Kroger. Fischer was born in 1912 at Quincy, Ill. He attended Quincy College and in 1937 married Jane Anderson. They have four children: Ann, Jay, Martha, Amy. He entered the advertising agency field in 1956 with Campbell-Ewald in network media. Fischer was formerly with Storer Broadcasting in Detroit and Cincinnati; and WHAS, Louisville, Ky.



**ZIPPRICH, ANDREW C.**, Grey Advertising Agency Inc.; accounts—Chock Full O' Nuts, Chunky Chocolate, Firestone Industrial Products Co., French Government Tourist Office, Glamur Products Inc., Gruen, General Electric—Flashbulb Division, Magee Carpets, Mennen Company, National Broadcasting Company—Necchi-Elna, RCA Victor Records; B.B.A. Manhattan College; single; entered agency field, 1947.



**LIEBERMAN, T. HERBERT**; Grey Advertising Agency; accounts — Block Drug Company, Folident, Poli-Grip, Dentu-Creme, Girard-Perregaux Watches; Macy Department Store; American Toy Promotion. Lieberman was born in 1929 in New York City. B.A., Brooklyn College. M. Marjorie T. Plumer in 1956. Lieberman entered the agency field in 1954 with the accounting department of Grey Advertising. Became buyer in 1956.



**BARRY, AILEEN M.**, Grey Advertising Agency, Inc.; accounts—Procter & Gamble, Tussy Cosmetics, Wallace Silversmiths. Miss Barry received her Bachelor of Arts degree from the College of Mount Saint Vincent. She entered the agency field in radio-television research at McCann-Erickson. Later Foote, Cone & Belding in media research and finally Grey as media research supervisor, later media buyer.



**HOUGHNEY, DOROTHY T.**, Grey Advertising Agency; accounts—Procter & Gamble, Lilt, Velvet Blend, Shasta, Pin-It, Ideal Toy Corporation. Miss Houghney, single, was born in New York City in 1926. She entered the agency field in 1945 as a member of the research department of the Biow Company. Became estimator, later time buyer. Joined Grey in June of 1956. She presently resides in NYC.



**THULIN, KATHERINE A.**, Campbell-Mithun, Inc.; her accounts are—Food Sales, Inc., Fenn Brothers, Inc., Larsen Co., Nash-Finch Co., Northern States Power, Northwest Bank, F. H. Peavey, Technique, Inc. Born in 1931 at Minneapolis, Minnesota. Received Bachelor of Arts degree from University of Minnesota. In 1953 associated with Bulmer & Johnson, Inc., radio-TV representatives.



**MARTI, RUDOLPH O.**, Campbell-Mithun, Inc.; accounts—Pillsbury's Best, Charmin Paper Products. Marti was born in 1926 at New Ulm, Minnesota. He married E. La Mere in 1952. They have three children: Julie, Rudi and Lenie. Marti entered the radio field in 1948. He associated with Campbell-Mithun, Inc., first in 1950, becoming space buyer in 1954 and time buyer in 1955.



## AGENCY TIME BUYERS

**NAPOLI, JO**, Grey Advertising Agency; account—Exquisite Form Brassiere, Inc. Miss Napoli was born in Brooklyn, N.Y. in 1924. Entered the agency field in 1947 in the media department of Benton & Bowles. 1950, print media assistant at Maxon, Inc., and in 1952 at Dancer-Fitzgerald-Sample. In 1954 became estimator-media assistant at Grey. Later she became head estimator, then supervisor and finally media buyer.



**SCOTTO, MARIE**, Grey Advertising Agency; accounts—Dominion Textile, Canadian Converters, plus assisting on all accounts in the group. Miss Scotto joined Grey in 1951. Worked originally there as secretary to an account executive. Later moved into the media department, where she worked for a time in this area as an estimator. Miss Scotto then moved on into the field of buying with Grey.



**WILBUR, HELEN M.**, Grey Advertising Agency, Inc., media group supervisor, Samsonite Luggage and Furniture, Ronson Shavers, VanHeusen Shirts, Krueger Beer, Youngstown Kitchens, Anson Jewelry, Dominion Textiles. B.A. Brooklyn College. Entered advertising with the New York Times, later joined Pedlar & Ryan, Inc., and Doherty, Clifford, Steers & Shenfield, Inc. Miss Wilbur joined Grey agency during 1953.



**BRADY, DON**, D'Arcy Advertising Company; accounts—Budweiser, International Shoe, Brooks Foods. He was born in 1925 at St. Louis, Mo. He received his Bachelor of Arts degree at Washington University and married Cherie Alcorn in 1950. Brady in 1952 associated with the 3M Co. in industrial sales. He worked in time sales with radio station WIL in 1956, and in 1957 went with D'Arcy as a time buyer.



**AMOS, DONALD P.**, D'Arcy Advertising Company; accounts—Anheuser-Busch, Inc., International Shoe Company, Krey Packing Company. He was born in 1932 in Chicago, Ill. He received a Bachelor Of Science degree from Northwestern University; M. Dorcas L. Taylor, 1956; child, Langford. Amos entered the advertising agency field in 1957, associating with the media department — radio and television.



**VORCE, RICHARD J.**, J. Walter Thompson Advertising; supervisor Ford Dealer spot radio-TV. Vorce was born in Albany, N.Y., in 1926. He received his Bachelor of Arts degree from Syracuse University and entered the advertising agency field in 1951 as a trainee with Wildrick & Miller, Inc. In 1952 Vorce became a space buyer. With J. Walter Thompson he moved into the area of time buying in 1955.



**KELLY, ROBERT W.**, Lennen & Newell, Inc.; account—P. Lorillard Co. Products: Kent, Old Gold, Newport Cigarettes; From Providence, R. I.; B.S. Providence College; M. Alice Gleason; children—Robert, Jr., Kevin; background as executive of major oil company; entered agency field, 1938, research assistant, J.D. Tarcher, Inc.; has handled variety of drug and grocery spot accounts; joined Lennen & Newell as spot buyer.




**STEWART, WARREN H.**, broadcast media supervisor, McCann-Erickson, Inc.; accounts are Coca-Cola, Ly-sol, Fertussin, Savings & Loan, Nu-Soft, Esso Flit; B. 1923 Tamaqua, Pa.; B. A. Colgate U.; started with Lennen & Newell 1949 mail room, accounting dept., estimator, buyer; moved to Grey Advertising 1953 as buyer, then media supervisor; joined McCann-Erickson 1956 in present capacity. Married, lives in Little Silver, N.J.



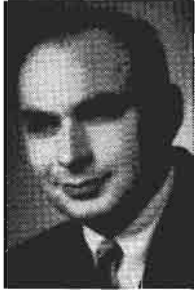


## AGENCY TIME BUYERS

**SEYDELL, VICTOR**, Anderson & Cairns, vice president in charge of radio and television; member of the board of directors. Accounts: Masland Carpets, White Rose Tea, Alderney Dairy, Acousticon Hearing Aids, Textile fibers division of Union Carbide, Dow Corning Corp., Waring Blenders, Shavex electric shavers, Kinney shoes, and Abhorn's coffee.



**SACHS, JEROME M.**, who is a timebuyer for Doyle, Dane, Bernbach was born Aug. 25, 1928. After attending elementary and high school in New York, he went to CCNY, where he got his B.A.A. degree in 1955. He first entered the agency business with J. D. Tarcher & Co. in 1945 as an office boy. He has also been with Cecil & Presbrey and Franklin Bruck.




**CROOKER, ROBERT H., Jr.**, Campbell-Ewald Company. Accounts: Chevrolet Motor division, United Motor Service, National Bank of Detroit, Kroger, Detroit Edison. Born, 1915, Detroit, Mich. Attended University of Michigan; M: Jean Scholl, 1956. Crooker entered agency field, 1938, in the outdoor dept., C-E. He also managed media department, New York branch.




**PASSMORE, JOHN J.**, Campbell-Ewald Company; advertising accounts; Firestone Tire & Rubber Co., Goebel Brewing Co. B., 1915, McKeesport, Pa. University of Detroit. Entered agency business in 1948. C-E, Detroit as manager of magazine scheduling department. Space and time buyer, C-E, Chicago, 1952-53. Same capacity New York office, 1953-54. Returned to home office in 1955.




**KRIETE, JOHN C.**, Grey Advertising; accounts: Greyhound Corp., Dan River Mills, Kleinert Rubber Co. B. New York, 1932. Attended CCNY and later married Elizabeth Peters in 1957. Entered the agency field in 1948 in the area of traffic-production with Geyer, Newell & Ganger, Inc. Served USAF (SAC) from 1951-55, then rejoined Geyer. Joined Grey in 1955.




**FIRESTONE, JERRY**, Grey Advertising. Grey Advertising accounts: Esquire Apparel Arts, Ronson Corp., Shwayder Bros., Inc., Spiegel, and Union Underwear. B. Brooklyn, N. Y. 1930. He received his degree in business administration from City College, and married Monique Liabeuf in 1955. He entered business in 1951 with Dancer-Fitzgerald-Sample as research assistant.



**GOLDIS, SEYMOUR**, with McCann-Erickson handles the Esso Standard Oil Co., Enjay Company, Gilbert & Barker, and Penola. He was born Oct. 14, 1928. He attended New York University, and received his B.S. degree in 1951. He first entered the advertising field with National Screen Service Corp. as a production assistant. He has also been associated with L & N and JWT.



**KELLY, THADDEUS S.**, McCann-Erickson, handles the National Biscuit Company, Trans-Canada Airlines, and Talon, Inc. accounts. He was born on Jan. 23, 1924. He started his career in the advertising agency business with BBDO in 1940 as a mail boy. He has, in his career, also been associated with Cecil & Presbrey, Inc. Married to former Anne Fisher and has two children.



## AGENCY TIME BUYERS

**STARK, JOAN G.**, Grey Advertising Agency, Inc.; accounts — Associated Products, Mennen, Chock Full O' Nuts, Chunky Chocolate Corp., NBC, RCA, Lionel. B. 1928, New York City; attended Berlitz, Ohio State University, Berkeley; entered advertising field in 1950 with the Radio-TV media department of William H. Weintraub as estimator, then time buyer and then chief time buyer from 1950-1954.



**PROSE, EVON L.**, Campbell-Mithun, Inc.; accounts— Theo. Hamm Brewing Co., Land O' Lakes, Inc.; Northwest Bancorporation, Pillsbury Feeds. Miss Prose was born in 1923 at Wolsey, S. Dakota. She received her Bachelor of Arts degree at Huron College and served in U.S. Navy public relations from 1944-1946, and from 1950-1952. Joined Bulmer and Johnson, Inc., regional radio representatives, in 1952, C-M, 1955.



**BRAY, JOHN T.**, Cunningham & Walsh, Inc.; accounts —Texas Co., Chase Manhattan Bank, New York Daily News. He was born in 1931 in New York City. Bray, who is single, obtained his Bachelor of Science degree at Fordham University in New York. Entered advertising agency field in January of 1956 in the media department of Benton & Bowles as assistant all-media buyer. He lives in Belle Harbor, Long Island.



**ALLEN, A. KENNETH**, Grey Advertising; accounts— Easy Glamur, Firestone Industrial Products, Firestone Plastics, General Electric Flashbulbs, Lionel Trains, Magee Carpets, National Broadcasting Co., RCA Victor Records; B. 1928, New Rochelle, N. Y.; Champlain Col., U. of Bridgeport; wife—Marlex (Wallace); entered agency field, 1950, radio-TV Media Dept., N. W. Ayer; TV production, 1952, USAF.



**CUMMINGS JOHN T.**, Grey Advertising; accounts— G. Krueger Brewing, Youngstown Kitchens, Anson Jewelry, Van Heusen. Cummings was born in Brooklyn in 1926. He received his Bachelor of Arts degree at Davis and Elkins College. He married Lena Brett in 1953. In 1950 Cummings entered the agency field in the area of media research with BBDO. Joined Biow in 1955, then Grey in 1956.



**LEIGHTON, BEN**, Campbell-Mithun, Inc., Minneapolis; accounts — Northwest Orient Airlines, Top Value Enterprises, Nash Coffee Co.; B. 1917, Minneapolis, Minn.; B. A. Hamline University, St. Paul, Minn.; entered radio 1936 WHLB, Virginia, Minn., also announcer 1937-38 WMIN, St. Paul, Minn.; entered agency field September 1955 as Radio-TV broadcast coordinator — accounts, Top Value Enterprises, Malt-O-Meal.



**REILLY, THOMAS P.**, Grey Advertising Agency; accounts—Greyhound, Commonwealth Shoe & Leather, H. D. Lee, Exquisite Form, Dan River Mills, Rent-A-Car, Indian Head Mills, Industrial Rayon, I. B. Kleinert Rubber, Lampport Co. B. in Brooklyn, New York. Entered advertising agency field in 1943 with Newell Emmett. Media buyer since 1944; media supervisor since 1956. Before Grey, was with F. C., & B.



**SPRAGUE, JEREMY D.**, Cunningham & Walsh; supervisor for broadcast on Texaco, American Telephone & Telegraph, Western Electric, Chase Manhattan, and the New York Daily News. Sprague, who is single, entered the advertising agency field in 1949 with Compton Advertising. He served in the United States Navy during 1951 and 1952, and joined Cunningham & Walsh in 1954. Resides in Manhattan.



## AGENCY TIME BUYERS

**TENDRICH, MAX**, executive vice president Weiss & Geller B. 1917, New York City, BBA City College; M. Mary Finkelstein 1945; children, Robert, Joanne. Entered advertising in 1942 in charge of accounting department, Weiss & Geller. He entered the service 1953, was discharged a Master Sergeant. Returned to Weiss & Geller as space buyer.



**GOULD, DORIS**, Product Services, Inc.; accounts—Ten Day Press On, Tuck Tape, Continental Wax. She was born in New York City and received her Bachelor of Science degree from New York University in 1951. Entered the advertising field on the copy desk of J. D. Tarcher in 1946. Joined Cecil and Presbrey on merger. Then C. J. LaRoche as chief timebuyer.



**PRIGOZY, RUTH M.**, MacManus, John & Adams, Inc. Advertising; accounts — Medaglia D'Oro Coffee, S. B. Thomas, Inc. bread and muffins, Chas. Pfizer & Co. — Chemical Sales Division, Virginia Dare Wines, White Rock Sparkling Beverages, Dow Chemical Company—Zefran. B. A. Brooklyn College. Married. Entered agency field 1952—D'Arcy Advertising Company.



**JOHNSON, HUGH H.**, director of media, Kudner Agency, Inc.; Johnson, earlier in his career, served with the advertising department of the Reo Motor Division. Later he became advertising manager of the Buick Motor Division and finally advertising manager of the Bell Aircraft Corporation. Johnson associated with Kudner in 1944; became media director in 1954.



**SCHINZING, PAT**, Gardner Advertising Company. Miss Schinzing was born in 1929. She entered the advertising agency field originally in 1947. Until 1951 she worked first as a secretary, then moved to the position of estimator. Miss Schinzing next became outdoor buyer. Then she was promoted to the position of assistant media group supervisor and buyer.



**GARDINER, ANNA**, Kudner Agency, Inc.; the Kudner accounts Miss Gardiner services are Buick, General Motors Corporation Trucks, General Motors, General Telephones, and Fisher Body; prior to her association with the Kudner Agency in 1948, Miss Gardiner worked in the area of contracts with Donahue & Coe and Erwin Wasey (now Erwin Wasey, Ruthrauff and Ryan).



**DARGEL, GWENDOLYN**, Foote, Cone & Belding, Chicago; accounts — Dial Soap, Armour & Company; Good Seasons and Kool-Shake for Perkins Products Division of General Foods; Kraft Foods Company—Confections Division; A.B. Bradley U. and University of Illinois. Began agency work with Lord & Thomas in accounting and research. Now assistant time buyer.



**TYLER, RICHARD F.**, Media Director, Administrative Head, Media Dept., Guild, Bascom & Bonfigli, Inc.; accounts—Skippy Peanut Butter, Nucoa Margarine, Breast-O'-Chicken Tuna, Max Factor cosmetics; B. 1922, Renwick, Iowa; Northwestern University, Evanston, Ill.; 3 years Armed Forces 1942-45; M. Nancy Tedeschi, 1945; child—Mark; joined McCann Erickson in 1946.



## AGENCY TIME BUYERS

**TABOLOFF, VERA**, Foote, Cone & Belding, Chicago, Illinois, accounts — Kimberly Clark, Kleenex, Kleenex Table Napkins, Kleenex Towels. Before 1949 Miss Taboloff worked as a layout artist for Sears. Then in 1949 she joined the Young and Rubicam agency where she worked in the capacity of time buyer. Her next career step was then to Foote, Cone and Belding, Chicago, where she has served since 1956.



**HARTIGAN, JOHN T.**, MacManus, John and Adams, Inc.; accounts—Pontiac & Cadillac Motor Cars, Bronson Reel; He was born in 1931 in Detroit, Mich.; Received B.A. at University of Michigan; entered agency field, 1954, media records dept.; then 1955 became Radio and TV timebuyer. Hartigan lives in Bloomfield Hills, Mich. He lists his hobbies as baseball, golf, bowling. He is member of the Detroit Players.



**SWICK, THOMAS F.**, McCann-Erickson, Inc.; accounts — Standard Oil Company (New Jersey), Esso Standard Oil Company, Enjay Co., Gilbert & Barker Manufacturing Co., Penola Oil Co., Born 1920, Brooklyn, N.Y.; A.B. Dartmouth College; Amos Tuck School of Business Administration. Entered agency field 1950, all media buyer Campbell Ewald Agency; McCann-Erickson agency 1952, time buyer. Now media group supervisor.



**ZUVER, DICK**, Compton Advertising Inc.; accounts—Duz Soap, Cascade Detergent, El Producto Cigars; Zuver was born in 1931 in Massillon, Ohio. He attended Trinity College and entered the agency field in 1954 in the merchandising department of Young & Rubicam Advertising Agency. Later, in 1955, he joined Compton in the area of Media Detail, becoming time buyer in December of 1956. Zuver resides in Manhattan.



**MARSICH, JOHN P.**, assistant media director in charge of radio-TV time buying, Kudner Agency. Attended N. Y. U., B. S. business administration, 1939. M. Gaye Reed, 1954; no children. Entered broadcasting via NBC in 1940, serving through 1949 with three-year hiatus in United States Navy. By 1949 he had advanced to supervisor of production costs on all NBC network shows. Joined Kudner in '49.



**DIAMOND, LYNN**, Mogul, Lewin, Williams & Saylor; accounts — Rayco Auto Seat & Covers & Lite Diet Bread; B. N. Y. C., B.S. Michigan State Normal College; entered agency field 1950 with Cecil & Presbrey executive secretary account service; joined Emil Mogul as executive assistant time buying dept., 1953. Promoted to assistant buyer in June and buyer in August, same year. Lives in midtown Manhattan.



**RASMUSSEN, BERNARD G.**, Fuller & Smith & Ross, Inc., Advertising; accounts — Alcoa, Libbey Owens Ford Glass Company, Hercules Fowder Company, Plymouth Cordage, Commercial Solvents; B.S. Fordham U.; married Mary Dooley in 1946; children — Paul, Catherine, John, Steven & James; entered agency field 1945 as assistant buyer with Ruthrauff & Ryan. Moved to Fuller & Smith & Ross in 1952.



**KOLLINGSHEAD, THOMAS J.**, recently switched from McCann-Erickson to Dancer - Fitzgerald - Sample. Broadcast timebuyer. He was born in 1929 in Jersey City, N. J. and received an AB from the University of Missouri. He was married to Laura Bogert in 1953. They have one child—Linda. He entered the agency field in 1950 and became associated with McCann-Erickson as broadcast buyer in 1956.



## AGENCY TIME BUYERS

**HALPERN, HENRY**, vice president in charge of media and research, MacManus, John & Adams. The broadcast accounts with the New York office that Halpern serves are Noxema Shaving Cream, Good Humor, Medaglia D'Oro Coffee, Thomas Bread Products, and White Rock Beverages. Halpern received his bachelor of science degree from Columbia University.



**BUSHWAY, WILLIAM A.**, MacManus, John & Adams, accounts: Dow Chemical and Minnesota Mining & Manufacturing Co. B. 1926, Detroit, Mich. Entered agency field 1942, office service, Campbell-Ewald. Entered armed services 1945-46, 1947 media department radio and television, outdoor advertising buyer, screen advertising, Campbell-Ewald. Joined MacManus John & Adams in 1952.



**HUGHES, JOHN T.**, McCann-Erickson, Inc., time-buyer. B. 1928 in Astoria, N. Y. B.B.A., 1949 from Manhattan College. M. Anne O'Callaghan, 1952. They have two children. After two years service in U. S. Army, joined Kelly-Nason in charge of production billing. Went in 1953 to Cunningham & Walsh as timebuyer on food and travel accounts. In 1956 joined Warwick & Legler, Inc.



**HUDACK, JOS. J.**, Warwick & Legler, Inc. is in charge of all accounts. B. 1911, Shenandoah, Pa. Attended Albright College and St. John's University. M. Katherine Donlan in 1930. Associated with Franklin Simon, Chief IBM section and budget officer, U. S. Government, 1934. Joined ABC 1943, organized original billing dept., then TV network budget supervisor and liaison between sales and finance.



**FLANAGAN, THOMAS F.**, Grey Advertising. Accounts: Mennen Co., General Electric, National Broadcasting Co., Firestone Industrial Products, Easy Glamur, French Government Tourist Office and Gruen Watch Co. B. 1920, New York. Attended NYU. M. Marjorie Tock in 1941. Entered advertising agency field in 1946 as an assistant buyer, then as a buyer. Went with Peck Advertising in 1946.



**BRANCH, PHILIP A.**, Grey Advertising. Accounts: American Toy promotion, Amitone, Block Drug Company, Esquire Magazine, Girard Perrequeux Watches, Hearst Publications, Hoffman Beverages, Ideal Toys, Macy's Department Store, Pabst Sparkling Beverages, Procter & Gamble, Tussy Cosmetics, Wallace Silverware, Topps Chewing Gum. He obtained his B.S. from Seton Hall University.



**CRANDALL, JOHN B.**, associate media director, McCann - Erickson. Accounts: Chesebrough-Pond's, The Mennen Company, National Cash Register, The Nestle Co., Owens-Corning Fiberglas, Liggett & Myers (Chesterfield and Oasis) Schenley Industries, United States Potash Co., and the Victaulic Company. He was associated with Benton & Bowles in 1935. Then with Kudner in 1946.



**WILSON, EDWIN F.**, vice president and associate media director, McCann-Erickson. Accounts: Atlas Supply Co., Barrett Division, Canadian National Railroad, Durene Association, National Biscuit Co., Talon, Inc. and Trans Canada Airlines, joined the media dept. of A. W. Erickson Company in 1920. Media director of McCann - Erickson, Inc., from 1930 to 1945; associate media director, 1952.



## AGENCY TIME BUYERS

**FRICKE, WILLIAM A.**, Associate Media Director, McCann-Erickson, Inc.; Accounts — Westinghouse Electric Corp., Bulova Watch Co., Columbia Records, Look Magazine, B. F. Goodrich Footwear and Flooring Divisions, John Hancock Mutual Life Insurance Co., Stegmaier Brewing Co.; B. Brooklyn, N. Y.; E. Colgate University; entered advertising field in 1927 as field man National Outdoor Advertising Bureau.



**SUREN, STEPHEN M.**, Sullivan, Stauffer, Colwell & Bayles, Inc. accounts—Arid, S & H Green Stamps, "Junket" Brand Foods, Smith Bros. Cough Drops (Canada) B.J. University of Illinois; also courses at University of Kentucky, New York University and Columbia. M. Clara Szauter, 1949; daughter Barbara Ann; entered agency field, 1947, media department S.S. C. & B., Inc., was head estimator before becoming time buyer.



**McAULAY, PEG A., J.** Walter Thompson Co., N. Y. Accounts — Chesebrough-Pond's, Inc. and The Mentholatum Co. — B. 1932, New York City; Attended evening division N.Y.U., 1950-1955; Married Stephen Fred Byrd, attorney 1955 — Entered agency field, 1951, Media research, Compton Advertising Agency; 1954 Time estimator, Dancer-Fitzgerald-Sample, Inc.; 1954, Time Buyer, J. Walter Thompson Co.



**HOWARD, MARY G.**, Gardner Advertising Company; network buyer for Pet Milk, Ralston Purina, Monsanto Chemical Co., Grove Laboratories; Miss Howard was born in Chicago in 1928. She originally entered the advertising agency field as a secretary. Her first step up career-wise was to the post of outdoor space buyer; later she became estimator and finally time-buyer. Miss Howard lives in Kirkwood, Mo.



**SCANLAN, MARJORIE C.**, Kudner Agency, Inc.; the accounts Miss Scanlan handles are Frigidaire Division, Buick Motor Division, and the Goodyear Tire & Rubber Company. She associated with the Kudner agency originally in 1944 in the accounting department. She entered the Radio and Television Department of the agency in 1948. Miss Scanlan lists her residence as New York City. She reports favorite hobby is TV.



**WILLARD, CHARLES, B.**, McCann-Erickson, Inc., broadcast buyer; accounts — The Mennen Co., Chesebrough-Pond's Inc. Willard was born in 1929 in Chicago, Illinois. He received his Bachelor of Science degree from Northwestern University in Evanston, Ill.; and entered the agency field with McCann-Erickson, Inc. in 1954. He originally associated with the media department becoming broadcast buyer in 1955.



**RIEMENSCHNEIDER, ROBERT R.**, Gardner Advertising Co.; chief time buyer on all accounts; B. 1928 Chicago, Illinois; B.S. Northwestern U.; M. Polly Caylor 1950; children — Bob, Dick, Anne; entered agency field 1950 copywriter Schwimmer & Scott Inc.; assistant account executive 1951; account executive 1953, media director 1954; North Advertising, Inc.—media group supervisor, 1956; Gardner Advertising, 1957.



**NEUGEBAUER, RALPH J.**, Gardner Advertising Company. Timebuyer. Neugebauer was born in St. Louis, Mo., in 1928. He took his Bachelor of Arts degree at the University of Missouri. Neugebauer joined the Gardner Advertising Company in 1956, working as assistant media group supervisor. Early this year he moved to the position of time-buyer. Neugebauer lives presently in St. Louis, Missouri.



## AGENCY TIME BUYERS

**BRANIGAN, RICHARD L.**—McCann-Erickson, Inc.; accounts — Esso Standard Oil Co. Branigan took his bachelor of arts degree at Colgate University in 1954. He entered the advertising agency field in 1955 in the Research Department of Batten, Barton, Durstine and Osborn. Branigan later then moved to J. Walter Thompson the succeeding year in the capacity of assistant timebuyer. Then to McCann-Erickson in 1957.



**MORRIS, WILLIAM**, Compton Advertising, Inc.; accounts—Comet Cleanser, Socony Mobil Oil Co., New York Life Insurance; B. 1933, White Plains, New York, B.S., Boston University; attended Columbia University; M. Jean-Ann Rappe, 1955; children—William Grant, Douglas Stewart; entered agency field, 1956, in Media Detail, Compton Advertising, Inc. Lives in Greenwich, Conn. Hobbies—photography, reading, swimming.



**KERWIN, LUCY H.**, Kenyon & Eckhardt, Inc.; accounts—National Biscuit Company, Pepsi-Cola, Capital Airlines, Coats & Clark. She took her Bachelor of Arts degree at St. John's University and her M.A. in the field of business education at Columbia University in New York City. She moved into the agency field when she associated with Kenyon & Eckhardt as a secretary. In 1947 she became a time buyer at K & E.



**DEKKER, WILLIAM C.**, McCann-Erickson, Inc. Vice-Pres., Dir. of Media, Home Office—all accounts; B. 1909 Sault St. Marie, Mich.; B.A. University of New Hampshire; M. Mary McLane Dekker 1935; children—Diane, William, Thomas; entered advertising field 1934 Procter & Gamble; entered agency field 1941 at Ted Bates; joined McCann-Erickson 1943 as Dir. of Radio Time Buying; lives in Darien, Conn.



**DWYER, MARY J.**, Kenyon & Eckhardt, Inc.; The accounts she handles are Lever Brothers (Spry—Liquid Spry & Praise), Equitable Life Assurance Society, Glass Container Manufacturer's Institute; Miss Dwyer was born in New York City; she attended Hunter College; joined Pedlar & Ryan as estimator, promoted to time buyer. Later Miss Dwyer joined Kenyon & Eckhardt as time buyer. She lives in New York.



**ABBADUSKA, BERN ANN**, media director and time buyer at Richard N. Meltzer Adv., Inc., San Francisco. Attended Stanford University, B.S. 1955. Single. Entered agency field at Los Angeles office of Meltzer in 1956. Worked as assistant in media and production. Transferred to San Francisco office to work as traffic manager in 1957. Moved into media department as assistant to the director.



**HART, RITA**, Foote, Cone & Belding, Chicago. The accounts Miss Hart works on are the Chicago Tribune, spot buying for Good Seasons and Kool-Shake, Perkins Products Division of General Foods. Miss Hart was with Esquire Magazine in 1944. In 1950 she joined Foote, Cone & Belding, Chicago. At the agency she started as an estimator. She worked in competitive, then ass't time buyer & time buyer.



**FLERI, EDWARD C., JR.**, Batten, Barton, Durstine & Osborn, Inc.; accounts—F. & M. Schaefer Brewing Co., Campbell Soup, Bristol-Myers, International Salt, Pfeiffer Foods, De Soto Automobiles, Sheaffer Pen; B. 1925, Brooklyn, N. Y.; B.S. Hofstra College, L. I.; children—Edward, Pamela; entered agency field, 1949, Benton & Bowles media analysis; joined Batten, Barton, Durstine & Osborn, 1953 as ass't time buyer.



# AGENCY TIME BUYERS

**MULLIGAN, BERTRAND F.**, Compton Advertising, Inc.; head time buyer on all Compton Accounts. Mulligan was born in Staten Island, New York. He attended the University of Miami and married Theida Cordani in 1955. Mulligan entered the advertising agency field in 1953 in media detail at Compton, shortly thereafter becoming assistant buyer. He became buyer in 1954 and was promoted to head buyer in 1957.



**STENSON, HELEN C.**, Foote, Cone & Belding, San Francisco, accounts—Hawaiian Pineapple Co., Ltd., Southern Pacific Company, CVA Company (Roma Wine, Cresta Blanca Wine), Rolley, Inc. (Sea & Ski), Wilson & Geo. Meyer & Company; B. 1915, San Francisco, Calif. Cogswell College; entered agency field 1943, secretary manager Ruthrauff & Ryan; became time buyer 1945. Joined Foote, Cone & Belding 1949.



**CONWAY, VIRGINIA M.**, McCann-Erickson Advertising; accounts—Liggett & Myers Tobacco Company, The Nestle Company, Inc., Born 1929 New York City; Assisium Business School; Single; Entered agency field, 1947, Mail Girl Ted Bates & Co., 1951; Broadcast Estimator Kenyon & Eckhardt, 1953 Broadcast Estimator Bryan Houston, Inc. Joined McCann-Erickson as Estimator 1955; Became Time Buyer. Miss Conway lives in N. Y. C.



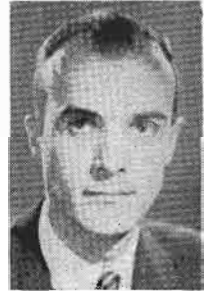
**LEMPER, GENEVIEVE M.**, Foote, Cone & Belding, Chicago; manager of time buying section, supervises all accounts. Direct account responsibility for Edsel Division of Ford Motor Company, Hallmark Cards, Inc. and Minneapolis-Honeywell Regulator Company. A.B., Indiana University. Agency career began with Lord & Thomas. Handled all radio estimating and billing. She has been chief time buyer since 1948.



**DAVIDSON, JOHN M.**, Gardner Advertising. Time-buyer. Davidson was born in 1929 in Berkeley, Calif. He took his Bachelor of Arts degree at the University of California. From 1955-1956 Davidson worked as a field service representative with the National Outdoor Advertising Bureau. His next move was to join Gardner as an assistant group supervisor in January of last year. Early this year he became a timebuyer.



**SANNO, ALFRED R.**, McCann-Erickson, Inc. Media Group Supervisor; accounts—Chesterfield and Oasis; B. 1925, Brooklyn, N. Y.; B.A. Dartmouth College '46; M. Linda Ciccarelli, 1951; children — Laura, R. H. Macy's N. Y. executive training and Buyer 1946-48; entered agency field, 1948—outdoor and print media buyer 1948-51 Young & Rubicam; print buyer B. B.D.O. 1951-1953; joined McCann-Erickson 1953.



**CAMPBELL, C. N.**, MacManus, John & Adams, Inc.; head timebuyer — Detroit Office. Accounts—Pontiac Motor Div., Cadillac Motor Car Div., Dow Chemical Co., Minnesota Mining & Mfg. Co., S. S. Kresge Co. B. 1928 Detroit, U. of Mich. 1950 Pres. Beta Theta Pi; Married Joanne Hartwick 1956; Children — Michael, Donald. Entered Agency field 1950, Campbell Ewald Co. as Outdoor Field Rep and later as time buyer.



**GEORGI, CARL, JR.**, Campbell-Ewald Company, Detroit, vice president, director of media; accounts: Chevrolet Motor Division, United Motors Service Division, Goebel Brewing Company, Firestone Tire and Rubber Company, National Bank of Detroit, Detroit Edison, GMAC, Hertz Corporation. B. 1900, married with two daughters, attended University of Detroit. Lives in Grosse Pointe Farms, Mich.





## AGENCY TIME BUYERS

**DeLUCA, VINCENT**, Erwin Wasey, Ruthrauff & Ryan



is manager of the media timebuying division. He was born in 1926 in Rye, N. Y. Received his B.B.A. from Manhattan College. Married to the former Ann Harnaga. Entered agency field in 1951 with Kenyon & Eckhardt. Was also a timebuyer at Foote, Cone & Belding. Lives in Sprain Lake Knolls, Yonkers, N. Y. Hobby is opera.

**GORE, PHILIP L.**, Tatham-Laird, Inc. Accounts:



General Mills (Kix Muffin Mix, Sugar Jets, Surechamp, Trix), Parker Pen and Swanson products. Born, 1928 in Chicago. B.S. in journalism, U. of Ill., Entered agency field in 1949 as copywriter for Spiegels, Inc., also was employed by Zenith Hearing Aids. He started with T-L in October, 1953 as account service manager. Presently timebuyer.

**PARDOLL, ARTHUR S.**, Foote, Cone & Belding. Group



media supervisor. Accounts: Clairol, Edsel Dealers Advertising Association, Eastern region, Lever Bros., Imperial Margarine, Pepsodent paste, antiseptic and brushes, Sprez, Norwich Pharmacal, Savarin. Born 1913, New Haven, Conn. B.A. Yale University. Married Mary Kikoin 1947 and they have three children.

**BARDACH, PETER M.**, Foote, Cone & Belding. Ac-



counts: Liebmann Breweries, and special campaigns. Born 1929 in Detroit. B.A. from Hobart College. Entered broadcast field in 1947. Entered agency field in 1952 with Dancer - Fitzgerald - Sample as a timebuyer. Joined Foote, Cone & Belding in 1954 as a broadcast buyer and as business manager.

**MARSHALL, FRANK J.**, Walter Thompson. Accounts:



Aluminum, Eastman Kodak, Shell, Francis I. DuPont, and W. F. Young. Born, 1924 in Paterson, N. J. B.S. from Holy Cross College. Married to Lois Metcalfe and they have two children. Entered agency field at JWT in 1951 as a timebuyer. Lives in White Plains, N. Y. Hobbies are bridge, reading and television. Member of RTES.

**SCOTT, SAMUEL S., JR.**, J. Walter Thompson. Ac-



counts: Lever Bros. He was born in 1925 in Scarsdale, N. Y. He obtained his B.A. from Princeton and is married to the former Deborah Flagg. They have three children. Scott entered the advertising agency field in 1956. He lives in New Canaan, Conn. His favorite hobbies are sailing and skiing.

**PLOTKIN, BEVERLY R.**, Carson Roberts Advertising,



Accounts: Mattel Toys, Rose Marie Reid Swimsuits, V-ette Vassarette and KFWB Radio. She was born in 1926 in Chicago. B.A. degree from UCLA. She was formerly circulation manager of Arts & Architecture Magazine. She has been associated with Carson Roberts since 1949. Her favorite hobby is bridge playing.

**ROFFIS, MURRAY**, with McCann-Erickson, handles



the Ajax Cleanser, Coca-Cola, and Westinghouse accounts. He was born March 5, 1926 and attended Cornell University, where he got his B.A. degree in 1948. He started in the agency business with Compton Advertising as a print buyer. He has also been associated with Maxon, Inc. He is married to the former Adele Jacobs.

## AGENCY TIME BUYERS

**WALLOWER, THEODORE, P.**, BBDO-accounts: Penik and Ford, du Pont, Zerex-Zerone, United Fruit. B. Webb City, Mo., attended University of Missouri and Washington University. Started his agency career with Birmingham, Castleman & Pierce, time-buying department. He later moved into the timebuying department of Morey, Humm and Johnstone. After that he joined B B D O.



**MARTINEZ, HOPE**, BBDO-accounts: Lucky Strike and Hit Parade cigarettes. Miss Martinez was born in 1920 in Madrid, Spain. She married John Anzolin in 1946, and they have one child. She entered the agency business in 1945 with the accounting department at BBDO, and still later the media department of the same agency. In 1946 she became an assistant time-buyer.



**MacDONALD, ROD**, Guild, Bascom & Bonfigli is vice president in charge of media and media director. Accounts-Ralston Cereals & Ry-Krisp, and Heidelberg Brewing Co. B., 1917, San Francisco. B.S. University of Calif. Entered agency field in 1941, then Columbia Steel Division of U. S. Steel production planning, office management, Botsford, Constantine & Gardner, Biow. FC&B, then GB&B.



**PETTICK, BEN**, Product Services Advertising, accounts-Bymart Tintair, Continental Wax and Roto Broil. Pettick was born in 1916 in Brooklyn, N. Y. He is married and has three children. Entered agency field in 1954 with the research dept. at P-S. Later he moved into the area of time-buying with the firm. He presently resides in Fresh Meadows, N. Y. with his wife and children.



**LIDDEL, ROBERT**, Compton Advertising; accounts: Blue Dot Duz detergent, Drene Shampoo, Chase & Sanborn coffee, and Chase & Sanborn Instant. B. 1929, Washington, D. C. B.A. University of Virginia. M. Virginia Sheaff, 1952 and they have one child. Entered agency field in 1952 in media detail at Compton. Liddel lives in Riverside, Conn. His hobbies are sport cars, swimming.



**HAY, GRAHAM**, Compton Advertising—accounts: Canada and Crisco Shortening. B., Richmond Hill, N. Y. B.A. & B.J., University of Missouri. M. Norma Erickson. Entered agency field, 1950, research dept., Biow Company. Joined Compton as assistant buyer in 1952, and became a timebuyer in 1953. He lives in Flemington, N. J. His hobbies are golf, tennis and classical music.



**BOULWARE, R. H.**, Bryan Houston is vice president and associate media director for the agency. He was born Feb. 21, 1914 and attended Ohio University. He received his B.S. in 1937, majoring in commerce. He started in advertising with Procter & Gamble in 1937 in the advertising department. He also has been associated with WSAI Radio, and WLW-TV. He handles all accounts.



**ENNIS, JOHN J.**, Bryan Houston Advertising, is vice president and media director for the ad shop. He was born July 7, 1921, and graduated from Columbia University in 1947. He formerly was associated with Benton & Bowles; he joined that agency in 1945 as a trainee. He is married to the former Ann Flood and they have two children. His favorite hobbies are golf and fishing.



## AGENCY TIME BUYERS

**KENNEDY, LOUIS J.**, Kenyon & Eckhardt, handles the following accounts: Mercury Division of Ford Motor Co., Brylcreem, Eno, and Ford institutional advertising. He was born in 1925 in Hattboro, Pa. He attended the Wharton School at the University of Pa., Price School of Advertising in Philadelphia. He started in the field during 1950 in Philadelphia. Joined K&E in 1953.



**KOBZA, EDWARD A.**, Kenyon & Eckhardt, handles the following accounts: RCA Radio "Victrola" and television set divisions, Whirlpool Corp., Quaker State Oil and A-S-R-Products. He was born in 1927 on Long Island. Holds B.S. from New York University. He is married and has one child. He entered agency field in 1953 in media dept. at K&E. Rejoined K&E in 1956.



**WALSH, DOLAN J.**, D'Arcy Advertising is in St. Louis office. He handles Anheuser Busch, The Reardon Co., Bondex-Diamex, Krey Packing Co., International Shoe, and other accounts. He is a native of St. Louis and attended St. Louis University. He is married and has one daughter. Entered agency field in January, 1951 in the outdoor dept. In 1954 he joined the radio-TV department.



**RENFRO, HARRY K.**, director of Radio & Television for D'Arcy Advertising in St. Louis. Accounts: Budweiser, Banquet Canning Co., International Shoe, Brooks Foods, Laclede Gas, Lincoln Engineering, McQuay Norris Mfg. Co., Missouri Pacific R.R. Co. and the Reardon Co. Born 1915 St. Louis. He entered the advertising agency business in 1951. He is married and has one child.



**MORENA, JOHN M.**, of McCann-Erickson handles the Liggett and Myers Tobacco account. He was born August 17, 1929 and is a graduate of Manhattan College. He received his BBA degree from that school in 1951. He started his career in the agency business with Cunningham & Walsh in 1950. He is married to the former Theresa O'Connell and has two children.



**SCHOENFELD, JAY B.** with McCann-Erickson handles accounts as follows: Avis; Corn Products (Nu Soft); Esso (Flit); and Lehn & Fink and Pertussin. He was born on April 16, 1930 and attended the City College of New York for two years. Entered ad business with Ted Bates in 1949 in mail room. Started with M-E Feb. '56 as a time buyer, presently a broadcast supervisor.



**MORTON, ROBERT S.**, Cunningham & Walsh, accounts: Sunshine Biscuits, Narragansett Brewing, and Smith-Corona. He was born in Philadelphia in 1925. B.S. from University of Pa., Wharton School. He started his broadcast career in 1950 with WCAU (TV) in Philadelphia. Entered agency business at Benton & Bowles in 1955. He later joined C&W.



**PALMER, ROBERT J.**, Cunningham & Walsh, accounts: American Cyanamid, George W. Helme. He was born in 1930 in Forest Hills, N. Y. Attended Fordham University. Entered agency field in 1953 as a TV producer for Albright Associates. Joined K&E in 1954. Came to C&W in 1956. He lives in Queens Village, L. I. His hobbies are golf, tennis and bowling.



# AGENCY TIME BUYERS

**WIDHOLM, ROBERT**, Doherty, Clifford, Steers & Shenfield. Accounts: Bristol-Myers, The Borden Co., McCormick Co., Noxema Chemical Co. and Eastman Chemical Co. He was born Mar. 21, 1924. He received his A.B. degree from Dartmouth College in 1947. He entered the advertising agency field in 1948 as a trainee at Lennen & Mitchell. He is single.



**VITT, SAM B.**, Doherty, Clifford, Steers & Shenfield. Media supervisor. Accounts: Bristol-Myers, Grove Laboratories, Paton McCormick, Borden, Sonotone, Chemway, Cigar Institute, Noxema and Standard-Triumph. He was born Oct. 23, 1926. Received his A.B. degree in 1950 from Dartmouth College. He entered advertising field with CBS, Inc., as a trainee in 1950. He has also been associated with B & B.



**JONES, EVELYN LEE**, Donahue & Coe. Head supervisor on all radio and television accounts for the advertising agency. She attended the University of Rochester and Columbia University. Entered advertising business in 1943 as a copy writer for Donahue & Coe. She has also held positions with various motion picture companies, both independent and the majors. Married to Charles Reed Jones.



**WALLER RICHARD J.**, Donahue & Co. Accounts: M G M, Inc., Southland Coffee and the New York Herald Tribune. He was born Feb. 23, 1933 in New York City. Attended New York University. He first entered the advertising agency business with Donahue & Coe as a trainee. He started with the ad firm in 1956. Since that time he has had many positions with the concern.



**ELLIMAN, D. TROWBRIDGE, JR.** Batten, Barton, Durstine & Osborn. Accounts: Du Pont, California Oil, Continental Can, General Baking, National Cranberry, New York Telephone, Air France and United States Steel. B. 1927, N.Y.C. B.A. Yale University. M. Claudia Wright 1954. Entered agency field 1950, research then media departments, J. Walter Thompson.



**HARRIS, PEG (WINIFRED T.)** Media Director Guild, Bascom & Bonfigli, Inc.; accounts—Ralston Purina Company, Mother's Cakes & Cookies, Mary Ellen's Jams & Jellies, Harry and David; B. Jersey City, N.J.; Academy Mt. St. Vincent, Riverdale, New York; unmarried; entered agency field 1948—Botsford, Constantine & Gardner, San Francisco, media buyer; joined Guild, Bascom & Bonfigli, Inc. February 1952 as media buyer.



**BROUWER, PATRICIA J.**, Campbell-Mithun, Inc., accounts—Anderson Windowalls, General Dairy Equipment, Gold Seal Company, Kemps - Crescent, Malt-O-Meals, and Pillsbury. Miss Brouwer was born in 1925 in Minneapolis, Minn. Attended Syracuse University. Entered agency field in 1949 with Grant Advertising. Joined Young & Rubicam in 1950 as time buyer.



**ZOZULA, RUTH R.**, Grey Advertising Agency, Inc., account—the Greyhound Corporation. Miss Zozula was born in Vandergrift, Pa. She attended Pennsylvania State Teachers College for a period of two years, and in March of 1951 joined Grey Advertising Agency as a typist. Later she was promoted to estimator, assistant buyer and finally she became a buyer. Miss Zozula lives in N. Y.



## AGENCY TIME BUYERS

**LAMKIN, ROBERT**, Compton Advertising handles the following accounts: Knickerbocker Beer, American Can and Sterling Beer. He was born in New York City in 1928. Has a B.S. From U. of Virginia. M.B.A. From U. of Pa. Went into sales with MMM in 1950. Entered agency field in 1956 with Compton. Lamkin lives in Manhattan. His hobbies are boats and sailing.



**WIEDER, ETHEL**, Compton Advertising. Accounts: Gleem Toothpaste, Ivory Flakes and Ivory Soap. She was born in New York City and entered agency field in 1939 as a secretary at Brown & Tarcher. She joined WNEW Radio in 1941, moved to Foote Cone & Belding a year later. She joined Compton in 1956. She resides in New York, and her hobbies are reading and sewing.



**GREALISH, EUGENE J.**, Bryan Houston. Accounts: Ajax Cleaner, Cashmere Bouquet Soap, Simplicity Patterns, and DeWitt's Pills. He received his B.A. from Queens College in N. Y. Entered broadcast field in 1954 with NBC in the area of sales development. After further experience as an assistant production manager, Grealish joined Bryan Houston in 1957. He likes all sports.



**STEVENS, RICHARD A.**, Bryan Houston, Inc.; Stevens is presently serving as manager of the media department and also in the capacity of buyer for Newsweek Magazine, Heublein and J. P. Stevens Co., Inc. He received his education at Tulane University, New Orleans, Louisiana. Stevens entered the agency field in 1925 following the completion of his education. He presently makes his home on Long Island, New York.



**PELLENZ, WILLIAM D.**, McCann-Erickson, Inc.; accounts he services are The Mennen Company, Chesebrough-Pond's Inc., the Nestle Company, Owens-Corning Fiberglas Corp.; B. 1925, Syracuse, N. Y.; Received B.S. Syracuse University 1949. Unmarried; Pellenz entered the agency field at McCann-Erickson in 1951, media department and served as office manager, outdoor buyer, broadcast buyer, supervisor.



**BACKUS, MILDRED (Fulton)**, a broadcast media supervisor with McCann-Erickson handles the Bulova Watch, Westinghouse Electric Corp; B. F. Goodrich, Look Magazine and Columbia Records accounts. She was born Feb. 22, 1922. She has formerly been associated with Free & Peters. She joined that firm as a secretary in 1945. She also was associated with Biow Co. as a timebuyer.



**DUNIER, LESLIE L.**, is vice president and director of Radio and Television at Emil Mogul Co. He was born in 1924 in New York City. Received B.S. from New York University, 1946. M. Norma Rich, 1955. Entered agency field with Reiss Advertising in 1945. He has also been an account executive with Sterling Advertising, and president of L. L. Dunier, 1951-53.



**TASHJIAN, EDWARD**, Mogul, Lewin, Williams, Saylor. Accts: Esquire Shoe Polishes, Park & Tilford, Tintex and Revlon. Born in Brooklyn in 1930. Attended NYU and married Louise Ayzazian in 1954. They have one child. Entered agency field in 1950 in production dept., E-M. After that he was associated in estimating, media research, timebuying and assistant to Radio-TV director.



## AGENCY TIME BUYERS

**HARABADIAN, LARRY N.**, Campbell-Ewald Company; accounts — Chevrolet Motor Division, General Motors Corporation; The Kroger Company; Detroit Edison Co.; etc. B.S. 1952 University of Detroit — College of Commerce and Finance. Joined Campbell-Ewald upon graduation from University in 1952; started in the office service department; after two months, assigned to United Motors Service account.



**JACKMAN, NORMAN G.**, Campbell-Ewald Company; accounts—United Motors Service, General Motors Corporation, Detroit Edison Company, National Bank of Detroit; Jackman was born in 1926 in Detroit, Michigan. He attended Wayne University; and M. Helen Van Den Brouck during 1948. He has four children—Marilyn, Michael, Timothy, and Elizabeth. Jackman entered the agency field in 1947.



**BUTNER, LAWRENCE**, Albert Frank-Guenther Law. Inc.; accounts — Buitoni Foods Corp., Kiplinger Changing Times Magazine, Home Insurance Co., Bache & Co., Harris-Upham, Prentice-Hall; B. 1931, Brooklyn, N. Y.; B.B.A., C.C.N.Y. (Eve); M. Eleanor Schwartz, 1954; entered agency field. 1945, accounting dept. Katz Agency, Inc.; Maxon, Inc., 1954, Asst. Time Buyer; joined present agency, 1956.



**RANDALL, ALEXANDER J.**, Cunningham & Walsh, Inc.; accounts — Folger's Coffee. Randall was born in 1926 at New London, Conn. He obtained his Bachelor of Science degree at Boston University and entered the advertising agency field in 1955 with N. W. Ayer & Son, Inc. where he worked in traffic and time buying. He associated with Cunningham & Walsh last year as a time buyer. Lives in Queens, N. Y.



**KEEGAN, DAVID D.**, Grey Advertising Agency, Inc.; accounts—Greyhound Bus Corporation. Keegan was born in 1926 at Yonkers, N. Y. He received his Bachelor of Science degree at Seton Hall University. Keegan joined Batten, Barton, Durstine & Osborn, Inc., from 1951 to Feb. of 1954. He then associated with Parade Publication, Inc. until Jan. of 1956. Keegan later joined D'Arcy Advertising until Nov. '56.



**OCHS, MALCOLM B.**, Grey Advertising Agency; accounts — National Broadcasting Company, RCA Victor Records, Mennen, Easy Glamur, Bernard Ullman, B. Blumenthal, Neechi-Elna. Ochs was born in New York in 1933. Received his B.S. and M.B.A. at New York University. M. Libby Pescovitz in 1956. Entered agency field 1955 with the media department of Dancer-Fitzgerald-Sample. Joined Grey as media analyst.



**KEARNS, KEN**, Grey Advertising Agency; accounts—Procter & Gamble; Lilt Party Curl, Pin-It, Shasta, Velvet Blend. His early background was made up of associations with the Hearst Publications and Good Housekeeping Magazine. Kearns entered the advertising agency field in 1946 with Compton Advertising. He joined the Biow Company in 1951 and worked as radio and television buyer. In 1956 he joined Grey.



**RITTER, VAL C.**, Cunningham and Walsh, Inc.; accounts—J. A. Folger & Co., the Andrew Jergens Co. Ritter was born in 1926 at Richmond Hill, New York. He received his education at Hofstra College, and entered the advertising agency field in 1951 with the William Esty Co., in the checking department. Joined Dancer-Fitzgerald-Sample in 1954 as a time buyer. Cunningham and Walsh in 1957, again as time buyer.



## AGENCY TIME BUYERS

**STOTT, HERBERT, D.**, media manager, Kenyon & Eckhardt, L. A. Accounts Max Factor & Co., Los Angeles Lincoln Mercury Dealers Assn., and RCA Victor Distributing Corporation of Southern California. Started his media career with Colgate-Palmolive Company in 1947. After that he was associated with Carl S. Brown. He has also been with Henry B. Cohen advertising, and Lennen & Newell in New York.



**STAFF, DOROTHY B.**, Lennen & Newell, timebuyer, Los Angeles office; Accounts—media buying for Paramount, Warner Bros., and merchandising for the Stardust and Desert Inn Hotels in Las Vegas, plus the E. F. Hutton and Reynolds Decorative Foil accounts. Started in the agency business in 1944. In 1948 she joined the advertising department of the Los Angeles Times as assistant to the national advertising manager.



**ALLEN, POLLY, J.** Walter Thompson Company; the accounts Miss Allen handles are Pan American World Airways, Sylvania Electric Products, Inc.; she was born in 1930, New York, N. Y.; A.S. Endicott Junior College; Miss Allen entered agency field in 1950, as estimator with the J. Walter Thompson Company. She then became time buyer. Miss Allen presently lives in Manhattan. Hobbies include theater, reading.



**RUTMAN, JOAN M.**, Grey Advertising Agency, Inc.; accounts — Greyhound Corporation, Greyhound Rent-A-Car, Dan River Mills, Lily Tulip; B. 1928, New York City; 2½ years Fordham University; single; entered agency field in 1948, media department, Biow Co.; Duane Jones 1950 as assistant time buyer; N. W. Ayer 1952, time buyer; Grey Advertising Agency 1955, media buyer. Miss Rutman lives in Forest Hills.



**SIMMONS, PENELOPE, A.**, Foote, Cone & Belding, Inc.; accounts: Lever Brothers Company (Imperial Margarine) & Clairol, Inc.; children—John, Patricia Giardini and Joan Campbell; Miss Simmons entered agency field as secretary to radio director of Federal Advertising Agency, Inc., and worked up to time buyer; she then joined Foote, Cone & Belding, Inc., in 1952. Lives in Flushing, N. Y. A hobby—photography.



**BEAN, RICHARD S.** Recently switched from McCann-Erickson to Warwick & Legler. He was born in 1915, Rockville Centre, N. Y.; M. Ethel S. Jokumsen, 1940; children, Karl, Richard, Ethelle, Judd Roy; entered agency field, 1934 mail room, Ruthrauff & Ryan, Inc.; joined Pedlar & Ryan, Inc. in 1947 as media director; then, in 1953, to Grey Advertising as media director; and 1956, to McCann-Erickson, Inc.



**BURBECK, JOSEPH**, Compton Advertising, Inc.; accounts — Duncan Hines Cake Mixes, Big Top Peanut Butter; He was born 1931, Bayshore, Long Island; Received B.S. from Dartmouth College; 1955; he entered the advertising agency field at Compton. Burbeck lives in Bethpage State Park. His hobbies are sailing, skiing, and golf. He is a member of Delta Tau Delta Social Fraternity, Dartmouth Club of N. Y.



**FERRITER, MARY C.**, media director; Guild, Bascom & Bonfigli, Inc.; Accounts: Breast-O'-Chicken Tuna Inc., Heidelberg Brewing Company; Max Factor Cosmetics; B.S., Boston University; entered agency field, 1949, secretary then junior account executive, Harold Cabot & Co., Inc., Boston. Moved to San Francisco—1953, media director at Richard N. Meltzer Advtg.; 1955, media mgr., Botsford, Constantine & Gardner.



# “Imagin’

me goin’ ta collidge!” WJAR-TV made nationwide headlines recently when it initiated a live TV course on the history and philosophy of communism. Full academic credit was given by Providence College and enthusiastic letters poured in. Daring, imaginative, unorthodox local programming like this is the biggest single reason why WJAR-TV consistently walks off with the lion’s share of the audience in the PROVIDENCE MARKET.

 **WJAR-TV** CHANNEL 10  
Cock-of-the-walk in the PROVIDENCE MARKET

NBC • ABC • Represented by Edward Petry & Co., Inc.





**RADIO  
TELEVISION DAILY**

presents

***RADIO  
NETWORKS***



**O & O STATIONS  
AFFILIATED OUTLETS  
EXECUTIVE PERSONNEL  
U. S. MAP OF NETWORK**

**1959**

# THE "DON'T DO IT YOURSELF" FAD

## ... Network Radio is Making It Popular

By EDWARD J. DeGRAY

ABC Vice President in Charge, Radio Network



"DO IT YOURSELF" is a phrase well-established with Americans of the current generation. To countless millions, it means building game rooms; engaging in hundreds of projects about the house; making repairs on the family automobile and handling scores of other tasks which might otherwise prove costly.

But occasionally, the "Do It Yourself" man or woman finds himself involved in a situation where only a craftsman can resolve the problem. In short, there are times when people can't do it themselves.

The "do it yourself" age in radio began a decade ago and with it, hundreds of stations throughout the country began programming records and news, plus other local features. In time, many of these stations discovered however that there were situations where local resources were not always adequate to handle the problem at hand. The result was that many stations have learned that network radio was a must for balanced programming.

In its role as a craftsman, ABC Radio has therefore geared its concept to the modern trend: serving as the source for programming which the stations can't do themselves. In aiding stations to obtain balanced programming, its concept is based on providing listeners with the type of programs they want.

One key area is entertainment featuring the nationally-known personality. Don McNeill's "Breakfast Club" and the Peter Lind Hayes-Mary Healy show fit this need of listeners,

and in addition to entertaining, these performers also inform. For the advertiser, they offer a means of reaching large numbers of families simultaneously.

In the field of information, news and commentary are in constant demand. While a local station can utilize wire service reports for some news broadcasts, it cannot engage a world-wide staff to cover first-hand the important events taking place at all times and places. ABC Radio has met this demand through expansion of its staff and facilities and by adding both newscasts and commentary.

For specials, programs and bulletins, ABC Radio also installed a news alert system to warn its affiliates. As a result, ABC Radio is able to provide stations complete coverage of fast-breaking stories.

In addition to these two examples of giving stations material they can't provide themselves, ABC Radio also presents public affairs shows, stereophonic broadcasts and other notable programs, programs for the listener and the station.

A medium possessing unlimited flexibility, network radio is able to adapt itself to any situation. ABC Radio for one believes this is its most important strength and as new challenges arise, our network will be ready to meet them. This flexibility has kept the medium going at a time when other forces threatened and will I am sure enable it to again move forward to achieve new successes in the future.

# A M E R I C A N B R O A D C A S T I N G C O M P A N Y R A D I O N E T W O R K , I N C .

(A Subsidiary of American Broadcasting-Paramount Theatres, Inc.)

7 West 66th Street, New York 23, N. Y.

Telephone Number: SUsquehanna 7-5000

American Broadcasting-Paramount Theatres, Inc.

## Board of Directors

Earl E. Anderson	Robert L. Huffines, Jr.
A. H. Blank	Sidney M. Markley
John A. Coleman	Walter P. Marshall
E. Chester Gersten	H. Hugh McConnell
Leonard H. Goldenson	James G. Riddell
Robert H. Hinckley	Simon B. Siegel
	R. B. Wilby

**American Broadcasting Company**  
(A Division of American  
Broadcasting-Paramount Theatres,  
Inc.)

## Officers

Leonard H. Goldenson	President of American Broadcasting-Paramount Theatres, Inc. and Acting President of American Broadcasting Co.
Simon B. Siegel	Finan. Vice President
Oliver Treyz	President, TV Network
Julius Barnathan	Vice President
James W. Beach	Vice President
Alfred Beckman	Vice President
Slocum Chapin	Vice President
Giraud Chester	Vice President
Donald W. Coyle	Vice President
Sanford Cummings	Vice President
John Daly	Vice President
Edward De Gray	Vice President
Theodore H. Fetter	Vice President
Michael J. Foster	Vice President
Henry Hede	Vice President
Robert H. Hinckley	Vice President
Earl Hudson	Vice President
Frank Marx	Vice President
John H. Mitchell	Vice President
Thomas W. Moore	Vice President
William P. Mullen	Vice President
Sterling C. Quinlan	Vice President
James G. Riddell	Vice President
Stephen Riddleberger	Vice President
Selig Seligman	Vice President
Joseph Stamler	Vice President
Thomas Velotta	Vice President
Mortimer Weinbach	Vice President
Omar Elder	Sect. & Asst. Gen. Counsel
Michael P. Boland	Asst. Treasurer
J. Russell Gavin	Asst. Treasurer

## NEW YORK

**American Broadcasting Company  
Radio Network, Inc.**

Edward DeGray	Vice President
S. William Aronson	Admin. Asst.

## Engineering

Frank Marx	Vice President in Charge
John Bourcier	Operations Supervisor
	Engineering, Radio
G. Edward Hamilton	Dir. of Engr. Oprs.
Richard Hamilton	Supr. of Communications
George Milne	Dir. of Traffic & Comm.
Clure Owen	Administrative Assistant
John Preston	Dir. of Engineering Facilities
Lawrence A. Ruddell	Recording Director
Reginald Willcocks	Traffic Manager

## Finance, Personnel & General Services

Simon B. Siegel	Financial V.P. of AB-PT and V.P. & Treas. of ABC
George Ast	Purchasing Agent
Michael P. Boland	Assistant Treasurer
Joseph Fitzpatrick	Internal Auditor
J. Russell Gavin	Assistant Treasurer
Edward Graessle	Manager of Treasury Affairs
Marie McWilliams	Director of Personnel
Joseph Spagnola	Dir. of Office & Studio Services

## Legal & Labor Relations

Mortimer Weinbach	V.P. & General Counsel
Omar Elder	Secy. & Asst. General Counsel
Richard L. Freund	Dir. of Labor Relations

## News, Special Events & Public Affairs

John Daly	Vice President in Charge of News
Donald Coe	Director of Special Events & Operations
Catharine Lynch	Librarian
Francis N. Littlejohn	Director of News & Public Affairs
Wiley Hance	Manager of Public Affairs

## Program

Walter A. Gustafson	Supr. of Sound Effects
Charles Manno	Eastern Prog. Dir.
James McConnochie	Mgr. of Announcing Office

(Continued on Page 244)



*Washington throwing dollar across Rappahannock - J. Dunne '59*

# Nobody could ever make a dollar go farther



## **(till ABC Radio thought up its 4-Most Plan)**

We cannot tell a lie. ABC's 4-Most marketing concept has no equal at getting mileage out of your advertising dollar — or adding momentum to your merchandising program. Its four feature benefits aim to excite not only consumers, but the sponsor's management, salesmen, distributors, dealers, and local broadcasting outlets.

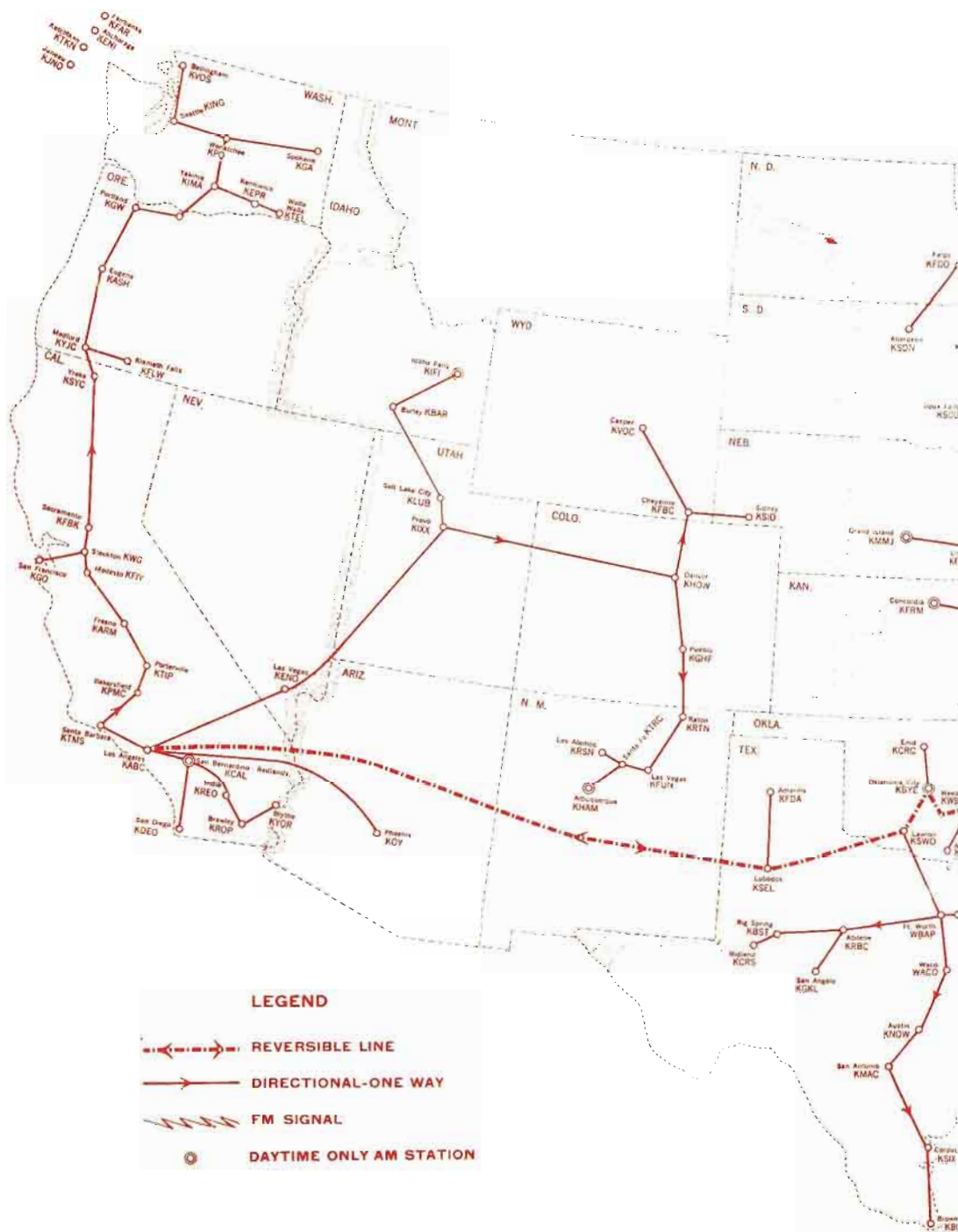
- 1.** ABC goes all out to develop dealer-distributor advertising tie-ins on local ABC affiliates with your network sponsorship.
- 2.** ABC creates an effective and colorful sales promotion kit for use by your district sales representatives.
- 3.** ABC helps you create and stage closed-circuit nation-wide sales promotions.
- 4.** ABC's cooperative roster of personalities is happy to pitch in on your merchandising efforts—with personal tapes cut especially for you!

The 4-Most Plan is flexible — is made to fit *your* specific marketing needs.

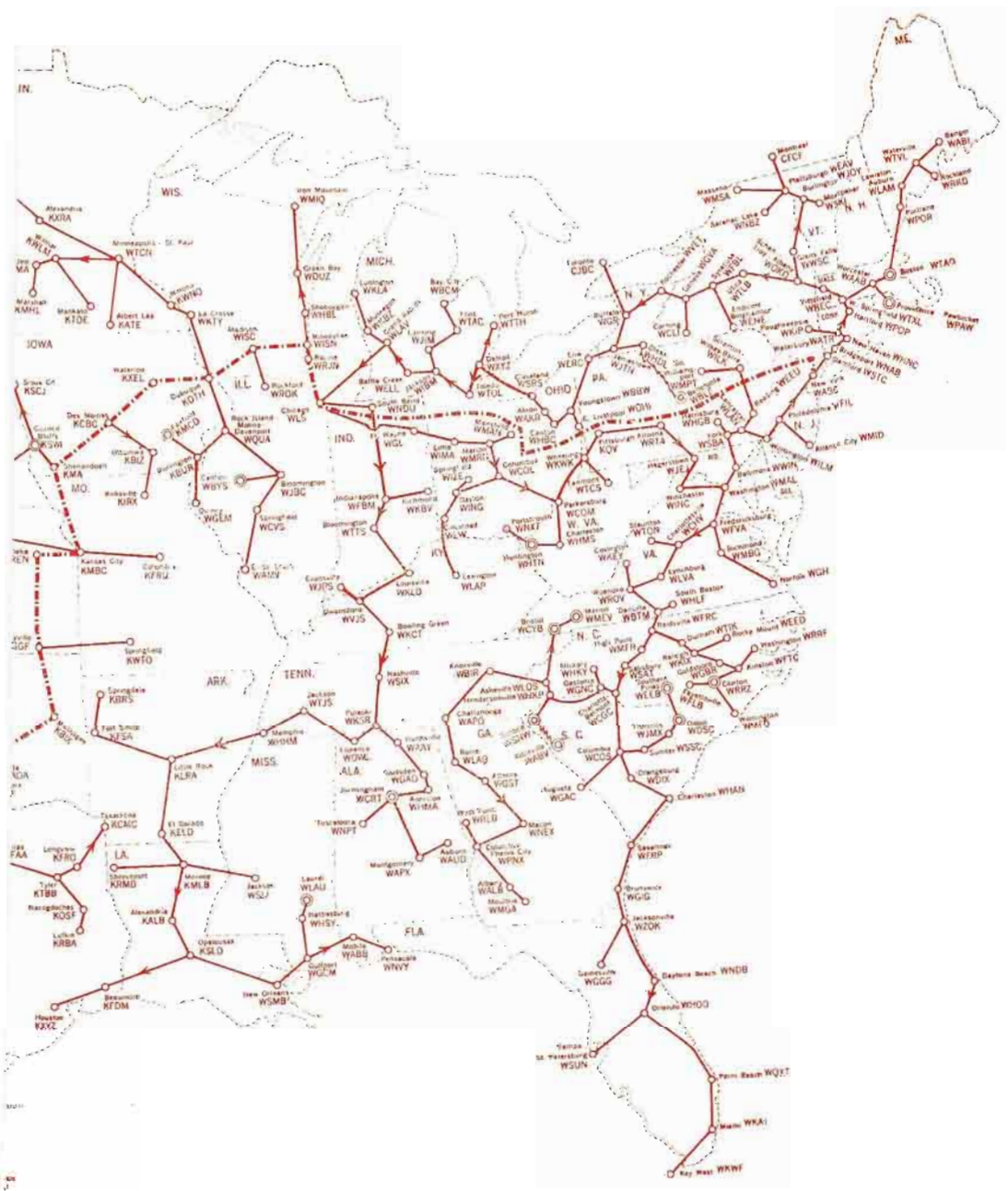
Isn't this a chance you can't throw away?

# **ABC RADIO NETWORK**

# AMERICAN BROAD



# CASTING NETWORK



(Continued from Page 239)

George Sax.....National Dir. of Program  
Operations & Cooperative Program Mgr.  
Ruth Smith...Supr. of Production, Control Unit  
Frank Vagnoni.....Manager of Music Division

### Press Information

Michael J. Foster...Vice President in Charge  
Stephen Strassberg.....Dir. Press Information

### Continuity Acceptance

Grace Johnsen.....Dir. of Continuity Acceptance

### Research

Hal Cranton...Dir. of Sales Devel. & Research

### Sales

Robert Pauley.....Eastern Sales Mgr.  
Elizabeth Boucher Kelley...Dir. of Sales Service

### Station Relations

Earl Mullin.....Nat. Mgr. & Reg. Mgr.  
Frank G. Atkinson.....Regional Manager

## CHICAGO

190 North State Street

Chicago, Illinois

Clar Heider.....National Spot Sales Mgr.  
Elliott W. Henry, Jr.....Director of  
Publicity & Promotion  
William P. Kusack.....Manager of Engineering  
Department  
James Duffy.....Dir. of ABC Radio  
Network for Central Div.  
Manuel Fingerhut...Comptroller of Central Div.

## DETROIT

1700 Stroh Building

Detroit 26, Michigan

Robert Baker.....Radio Studio Manager  
Joseph C. Cassel.....Comptroller  
Harold Christian.....V.P. in Charge of  
Merchandising & Research  
Charles Kocher.....Chief Engineer  
Harold Neal.....V.P. in Charge of Radio  
Olive Davis.....Traffic Manager, Radio  
Robert Baldrice.....Asst. Radio Sales Mgr.

## HOLLYWOOD

1539 N. Vine Street

Hollywood 28, California

James G. Riddle.....V.P. in charge W.D.  
Earl Hudson.....V.P. Advisory  
J. Clifford Anderson...Director of Labor Relations  
Dorothy L. Brown...Continuity Acceptance Mgr.,  
Western Division  
Dresser Dahlstead.....Prog. Mgr., Network &  
KABC, Western Div.  
Ralph C. Denechand.....Mgr. of Engineering  
Operations, Western Division  
Milt Fishman.....Dir. Radio-TV News, W.D.

Theodore Grenier.....Chief Engineer, Western  
Division  
Jon Meyers.....Asst. Network Prog. Mgr.  
Production Mgr., KABC Radio  
Courtney McLeod.....Dir. of Network Traffic,  
TV & Radio, West. Div.  
Robert P. Myers.....Pacific Coast Counsel—ABC  
Daniel P. O'Reilly.....Dir. News Dept.  
John H. Pace.....General Manager of KABC  
Florence T. Schiro.....Personnel Director  
John C. Wagner.....Controllor, Western Division  
Harry Woodworth.....Western Sales Mgr.,  
ABC Network

## PITTSBURGH

411 Seventh Avenue

Pittsburgh 19, Pa.

Ralph Beaudin.....Gen. Mgr., KQV

## SAN FRANCISCO

277 Golden Gate Ave.

San Francisco 2, California

John H. Mitchell.....V.P. in Charge of  
San Francisco Office  
George Rice.....Program Director  
Harry Jacobs.....Chief Engineer & Building  
Maintenance Manager  
Edith Kirby.....Traffic Manager  
Arthur Abell.....Merchandising Mgr.  
Robert Cooper.....Prog. Mgr.  
Chandler Meloy.....KGO Natl. Spot Sales Mgr.  
Lorraine Pederson...Continuity Acceptance Editor  
Henry Saroyan...Comptroller & Purchasing Agent  
Edward Smith.....Dir. of Operations, KGO

## 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

Ben Hoberman.....General Manager  
Paul Kasander.....Program Director  
Barrett Geoghegan.....Sales Manager

## ABC RADIO STATIONS AFFILIATES ADVISORY BOARD

District 1...Simon Goldman, WJTN, Jamestown,  
N. Y.  
District 2...J. P. Williams, WING, Dayton, Ohio  
District 3...Phil Hoffman, WTCN, Minneapolis  
District 4...T. B. Lanford, KRMD, Shreveport, La.  
District 5...C. B. Locke, KFDM, Beaumont, Tex.  
District 6...William Grove, KFBC, Cheyenne,  
Wyoming  
District 7...James Wallace, KPQ, Wenatchee,  
Washington  
District 8...J. S. Younts, WEEB, Southern Pines,  
N. C.



# THE CHALLENGE OF NETWORK RADIO, '59

## ... Some Real Answers Are Emerging

By ARTHUR HULL HAYES

President, Radio Division of the  
Columbia Broadcasting System



Is there such a thing as modern network radio? Some network radio today sounds pretty much like the good independent stations sounded—ten years ago. Another “modern” approach has been to switch from programs to excerpts of programs and running them all together. These are just two of the answers by network radio to the advent of television. I think they fail to come to grips with the real problem. These answers assume that the way to meet our medium’s economic necessities is to cut down on the quality of the product: programs.

In January 1959, the CBS Radio Network and its affiliated stations began operating under a new structure, our Program Consolidation Plan. PCP has consolidated and regrouped what was already network radio’s top-ranking schedule into even stronger, more attractive program sequences . . . has given affiliates the opportunity for more ambitious local program ventures . . . and has made possible improved clearances, and a more truly national network service for advertisers.

In short, our objective is what it must be, if network radio is to continue to be an enduring and exciting medium: a better product; bigger audiences.

PCP has been in operation for a short time. But reactions from stations and advertisers give clear testimony to the soundness and promise inherent in the plan. Immediately after

PCP was announced, this network experienced the greatest sales spurt in recent network radio history. Over \$4 million in new and expanded business was contracted for by leading advertisers. And the affiliated stations, with very few exceptions, have been excited by the new possibilities, in audiences and in revenues, opened up by the plan.

In addition to this local CBS News sales opportunity, our stations now have longer blocks of contiguous time in which to develop local personalities (how far would even an Arthur Godfrey have gone with a 15-minute format?), and in which to present top local and regional events in the evenings and on weekends.

As for the network schedule itself, almost without exception the programs responsible for our 10-year audience leadership are all continuing. And the vital CBS special events and public affairs programs are a key factor of current and future operations.

So the new CBS Radio Network is structured like this. By strengthening the stations of the network, we strengthen the network. By consolidating the network schedule, we make it possible to maintain and extend the most widely acclaimed programming in the business. By devising a new financial structure, we enable both network and stations to function more profitably. And by virtue of all of the above, we make it possible for advertisers on the CBS Radio Network to realize the vast new potentials of modern network radio.

**PR**

P

CBS Radio's Program Consolidation Plan is the most significant forward step in network radio in years. Logically, it was developed first on this network. Where leadership is a *constant*. Where advertisers reach the largest audiences when they talk.<sup>①</sup> Where listeners find most of the programs they most want to hear.<sup>②</sup> Where critics favor more programs than on the other three networks combined.<sup>③</sup> Bank on PCP to produce an even greater margin of leadership—and even more effective advertising for you—on the

## CBS RADIO NETWORK

**1** *42 per cent larger audiences per commercial minute than on the next network; Nielsen Radio Index; September 1957—December 1958.*

**2** *226 quarter-hour wins out of a possible 237 in all the quarter-hours in which CBS Radio programs compete with those of at least one other network in ten or more of the top 26 markets; Network Radio Pulse; 1958 monthly average.*

**3** *29 out of 50 honors in the 11 program categories voted on by 465 critics in the Radio-Television Daily Annual Poll for 1958.*

# CBS RADIO



# NETWORK



# COLUMBIA

## BROADCASTING SYSTEM, INC.

### CBS RADIO DIVISION

#### *Executives and Staff*

485 Madison Avenue, New York 22, N. Y.

Telephone: PLaza 1-2345

*Registered Telegraphic Address—COLUMBIA NEW YORK*

#### BOARD OF DIRECTORS CBS, INC.

William S. Paley.....	Chairman
Leon Levy.....	Arthur Hull Hayes
Samuel Paley.....	Henry C. Bonfig
J. A. W. Iglehart.....	Millicent C. McIntosh
Ralph F. Colin.....	Goddard Lieberson
Frank Stanton.....	Merle S. Jones
Robert A. Lovett.....	Arthur L. Chapman
Louis G. Cowan	

#### OFFICERS

William S. Paley.....	Chairman of the Board
Frank Stanton.....	President
James T. Aubrey, Jr.....	Vice President
Henry C. Bonfig.....	Vice President
Arthur L. Chapman.....	Vice President
L. Byron Cherry.....	Vice President
Louis G. Cowan.....	Vice President
William C. Fitts, Jr.....	Vice President
Peter C. Goldmark.....	Vice President
Lewis Gordon.....	Vice President
Arthur Hull Hayes.....	Vice President
Clarence H. Hopper.....	Vice President
Merle S. Jones.....	Vice President
Goddard Lieberson.....	Vice President
Lawrence W. Lowman.....	Vice President
E. K. Meade, Jr.....	Vice President
Sig Mickelson.....	Vice President
Joseph H. Ream.....	Vice President
Richard S. Salant.....	Vice President
Julius F. Brauner.....	Secretary
Samuel R. Dean.....	Treasurer
Harold C. Lang.....	Controller
Thomas K. Fisher.....	Assistant Secretary
Walter J. Hungerford.....	Assistant Secretary
Richard W. Jencks.....	Assistant Secretary
Milton R. Neaman.....	Assistant Secretary
Geraldine B. Zorbaugh.....	Assistant Secretary

#### CBS RADIO DIVISION

##### Officers

Arthur Hull Hayes.....	President
James M. Seward.....	Executive Vice President
Howard G. Barnes.....	Vice President in Charge of Network Programs
I. S. Becker.....	Vice President in Charge of Business Affairs
Jules Dundes.....	Vice President in Charge of Station Administration
Lucian Davis.....	Executive Producer of Network Programs, Hollywood
Horace R. Guillotte.....	Vice President in Charge of Operations
Louis Hausman.....	Vice President in Charge of Advertising and Promotion
George J. Arkedis.....	Vice President in Charge of Network Sales
John Karol.....	Vice President in Charge of Planning and Development
William A. Schudt, Jr.....	Vice President in Charge of Affiliate Relations
Geraldine B. Zorbaugh.....	Vice President and General Attorney
Walter P. Rozett.....	Director of Financial and Administrative Operations

##### Accounting

George B. Stadtmuller.... Director of Accounting

##### Business Affairs, Network Programs

I. S. Becker.....	Vice President in Charge
Preston Pumphrey.....	Asst. to V.P.
Frank Crowley.....	Asst. Dir., Hollywood
Anne Nelson.....	Director of Business Affairs, Hollywood

##### Editing

Don Ball..... Director

## Legal

Geraldine Zorbaugh.....V.P., General Attorney  
Robert Dunne.....Asst. General Attorney

## Network Programs

Howard G. Barnes.....Vice President, Network Programs  
Gerald Maulsby.....Manager of Network Broadcasts  
Harlan Dunning.....Program Supervisor  
James Fasset.....Supervisor of Music  
Charles Monroe.....Director, Program Writing

## Network Sales

George J. Arkedis...Vice President in Charge of Network Sales  
Ben S. Lochridge.....Network Sales Manager  
William W. Firman.....Eastern Sales Manager

## Pacific Coast Office

G. E. Hurst.....Sales Manager

Los Angeles Office, 6120 Sunset Blvd.

G. E. Hurst.....Manager

Chicago Office, 410 Michigan Ave.

Roger K. Huston.....Manager

## Detroit Office, Fisher Bldg.

Cornelius V. S. Knox, Jr.....Manager

## News and Public Affairs

Sig Mickelson...V.P. of CBS, Inc., and General Manager of CBS News Division

John F. Day.....Director of News

Irving Gitlin.....Director of Public Affairs

George Crothers.....Dir. of Public Service Broadcasts

Robert Skedgell...Assistant Director of News, Radio

Ben Flynn.....Exec. Producer of Radio Public Affairs Programs

Theodore Koop.....Director of News and Public Affairs, Washington

William C. MacPhail.....Director of Sports

Lewis Shollenberger.....Director of Special Events, Washington

## Operations

Horace R. Guillothe...Vice President in Charge  
Arthur G. Peck...Manager of Network Operations

Davidson Vorhes.....Manager, Technical Operations and Chief Engineer, WCBS

Julius Mattfield.....Manager, Music Library

Lucile Singleton.....Manager of Record and Script Library

W. C. Harrington...Manager, Music Clearance

Lawrence Gumbinner.....Traffic Manager

## Press Information

Sid Garfield.....Director

Melvin Spiegel.....Assistant Director

Lloyd Brownfield.....Director of Press Information, Hollywood

Phil Cohan.....Trade News Editor

Anne Harding.....Manager, Service Division

## CBS-OWNED STATIONS

### WCBS and WCBS-FM

485 Madison Ave., New York 22

Sam Slate.....General Manager

Thomas J. Swafford.....Sales Manager

Allen Ludden.....Program Manager

Dave Driscoll.....Director of News and Special Events

Richard Stahlberger...Sales Promotion Manager

Milton Rich.....Director of Publicity

### KCBS and KCBS-FM

Palace Hotel, San Francisco 5

Maurie Webster.....General Manager

Seymour Whitelaw.....Sales Manager

Mrs. E. Deggendorfer.....Promotion Manager

E. W. Whitney.....Program Director

Don Mozley.....Director of News and Public Affairs

## KMOX

Ninth & Sidney Sts., St. Louis 2

Robert Hyland.....General Manager

Foster Brown, Jr.....Sales Manager

Larry Cooper.....Program Manager

Alice Koch.....Promotion Manager

Frank Zwygart.....News Director

### KNX and KNX-FM and Columbia Pacific Network

6121 Sunset Blvd., Los Angeles 28

Fred Ruegg.....General Manager

Gordon F. Mason.....Sales Manager

Robert Sutton.....Program Director

(Continued on Next Page)

Phil Hillman.....Promotion Manager  
John Beck.....News Director

### **WBBM and WBBM-FM**

**630 N. McClurg Court, Chicago 11**

H. Leslie Atlas.....Vice President in Charge  
of Central Division, General Manager of WBBM  
E. H. Shomo.....Assistant General Manager  
William Connelly, Jr.....Sales Manager  
Arthur Thorsen.....Program Director  
Loren Hal'enbaeck.....Promotion Manager  
C. W. Doebler.....Executive Assistant  
William Garry.....News Director

### **WCAU and WCAU-FM**

**City & Monument Aves., Phila. 31**

Joseph Connolly.....General Manager  
John S. deRussy.....Sales Manager  
Fred Birnbaum.....Promotion Manager  
Charles Shaw.....News Director

### **WEEL and WEEL-FM**

**182 Tremont St., Boston 11**

Thomas Korman.....General Manager  
Robert Sinnott.....Sales Manager  
Ken Ovenden.....Program Director  
Joseph Cullinane.....Promotion Manager  
Arthur King.....Director of News and  
Public Affairs

### **HOUSEWIVES' PROTECTIVE LEAGUE**

Edward W. Wood Jr.....General Manager

### **CBS RADIO SPOT SALES**

Milton F. Allison.....General Manager  
of Radio Spot Sales  
George Swearingen.....Eastern Sales Manager  
Edward O'Berst.....Research Manager  
Henry Poster.....Sales Promotion Manager

**Chicago Office, 630 N. McClurg Ct.**

Thomas Peterson.....Sales Manager  
Gilbert Christeon.....Sales Development

**Atlanta Office, 800 Peachtree St.**

George R. Swearingen, Jr.....Sales Manager

**Detroit Office, Fisher Bldg.**

Ralph H. Patt, Jr.....Sales Manager  
John S. Logan.....Sales Development

**Los Angeles Office, Columbia Square**

Roland H. McClure.....Sales Manager

**San Francisco Office, Palace Hotel**

Byron Nelson.....Sales Manager

**St. Louis Office, 9th & Sidney Sts.**

Eugene R. Myers.....Sales Manager

### **Research**

Harper Carraine.....Director of Research  
Edward Reeve.....Sales and Promotion  
Research Manager  
Howard Miller.....Manager, Coverage and  
Marketing Research

### **Sales Promotion and Advertising**

Louis Dorfsman.....Director of Art, Advertising  
and Promotion  
William S. Brower.....Manager of Program,  
Promotion & Merchandising  
Robert Rafelson.....Director, Station Promotion  
Service  
Leon Luxenberg.....Director, Network Sales  
Presentations  
Edward Kaylin.....Assoc. Director of Network  
Sales Presentations  
Naomi Andrews.....Network Copy Chief  
Joseph Tole.....Production Manager

### **Affiliate Relations**

William A. Schudt, Jr.....Vice President in Charge  
Eric Salline.....Manager

### **CBS Inc., Broadcast Service Dept. Building Operations—Ticket Div.**

James Swenson.....Manager, Building Operations  
John L. Page.....Manager, Building Services  
Laurette Banks.....Manager, Ticket Bureau

### **General Purchasing**

John E. Forsander.....Director of Purchases  
Edward C. Drewes.....Purchasing Agent

### **Office Services Department**

A. H. Bryant.....Manager  
Maude Stubner.....Supervisor, Program Typing

### **Personnel Relations**

Robert Kalaidjian.....Director  
Dr. Jack Nelson.....Director of Medical Office  
Charles Burt.....Salary and Policy Administrator  
John Anderson.....Manager of Employee Benefits  
Richard Stanley.....Employment Manager

### **Photographic**

Walter I. Seigal.....Manager

### **Special Projects Department of CBS News**

William C. Ackerman.....Director  
May Dowell.....Manager  
Esther Dobbins.....Manager, Program Information  
Dorothy Boyle.....Manager, Program Statistics



# THE PRESENT STATE OF LOCAL RADIO

## ... It's Enjoying Robust Health

By SIDNEY J. WOLF

President, Keystone Broadcasting System, Inc.



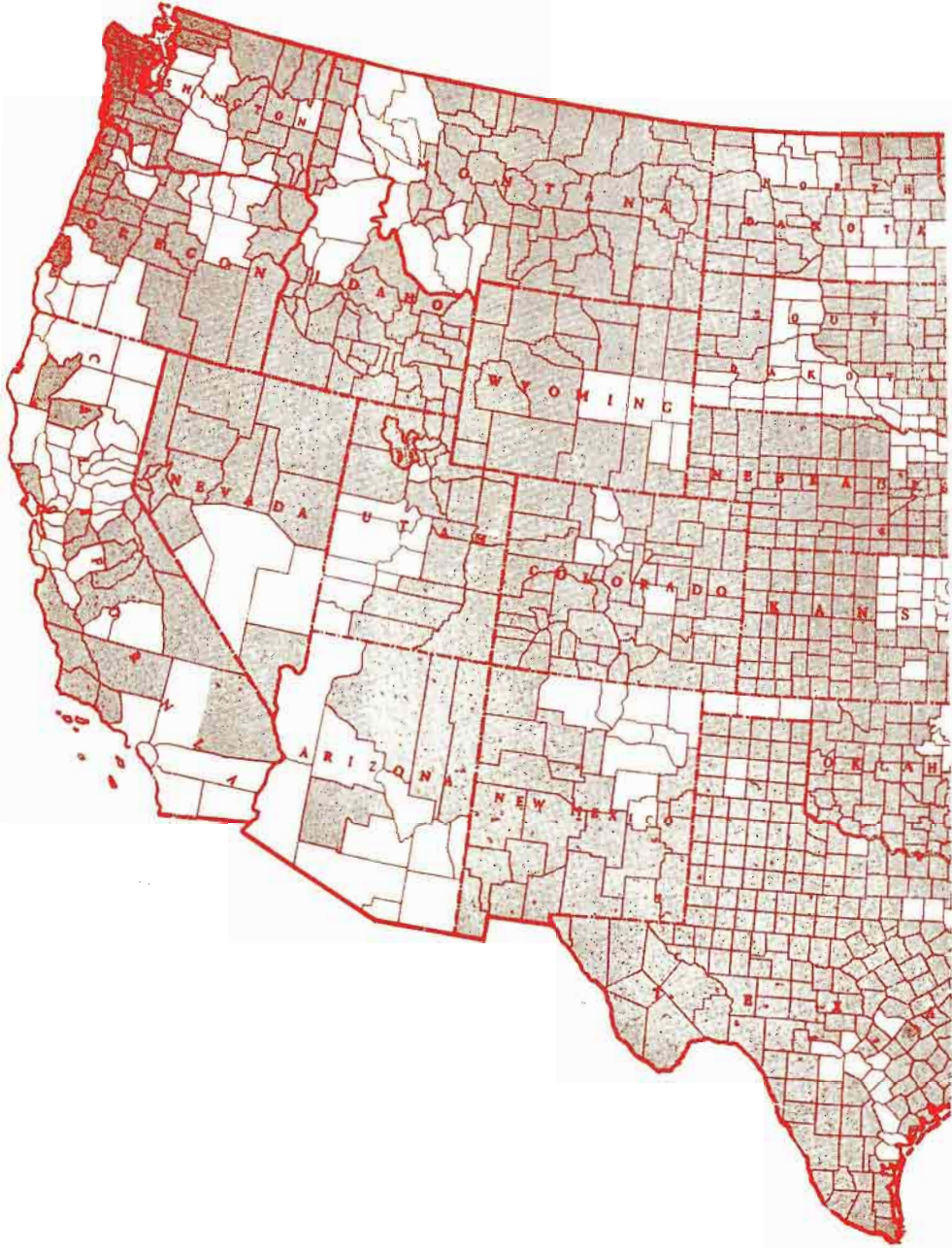
**F**OR the second year in succession the Keystone Broadcasting System has enjoyed the most successful year in its eighteen year history. And the reason for our continuing growth is self-evident. The dramatic recovery of radio in 1957 was something much deeper and enduring than a passing phase or a superficial trend. The two intervening years have amply demonstrated the basic strength and practical flexibility of our medium in the field of mass communications. Radio is here to stay as a powerful and enduring influence on the American way of life, with nearly one hundred forty seven million sets currently in use.

If further proof of radio's robust health is needed, one has only to remark last year's all time high local billings reported by radio stations throughout the country. Radio on the local level at the point of sale has consistently been a dominating selling weapon in our small town and rural markets, where it has become almost traditional for local retailers and wholesalers to rely on the Broadcast impact of the local stations to move goods and merchandise within those stations' coverage areas. This is one of the main reasons why an efficient and resourceful station operator who programs and caters to the local tastes invariably prospers, even in comparatively small communities. Another important factor is that the average local community is principally interested in the affairs and prosperity of its own particular bailiwick, and outside influences being of secondary importance "St. Louis or Cleveland or Wichita Falls is fine but I haven't been

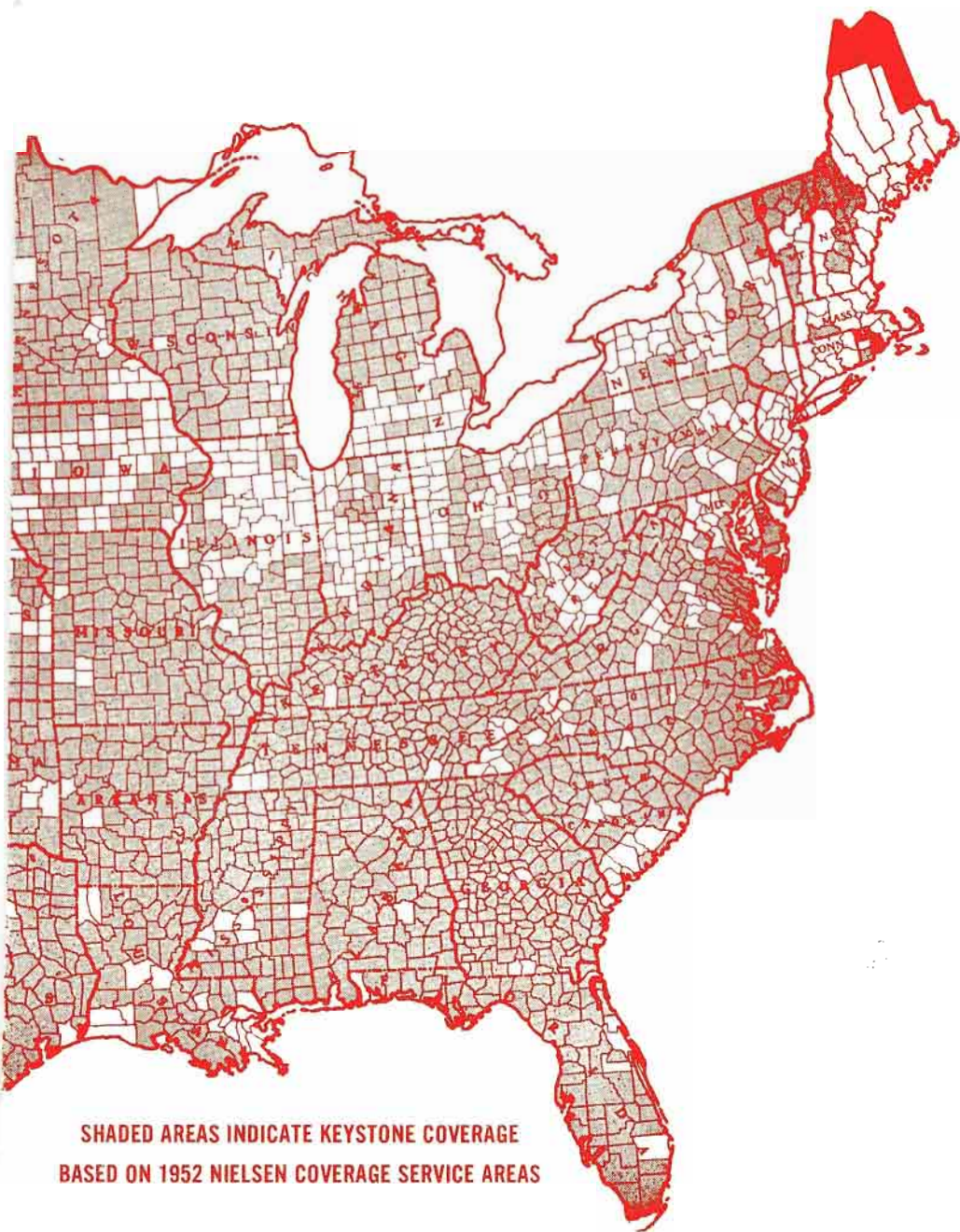
there in a couple of years." Because of this natural preoccupation with its own locale, the community is predominantly loyal to the local station, keeps tuned in to it and is only remotely concerned with the happenings of larger communities beyond its own immediate periphery. Hence local news takes precedence over a continual stream of national intelligence. The local business man is very much aware of these conditions and depends chiefly upon the local radio outlets to sell his goods. He also knows that the signals of outside radio stations have much less influence upon the actual listening habits of his community than is generally proclaimed.

In essence, the Keystone Broadcasting System with 1061 affiliates, and comprising an audience of nearly one hundred million listeners, constitutes itself as local radio on a network basis. It serves the national advertisers and advertising agencies in offering them the same effective and profitable broadcast promotion at low economical cost, as that enjoyed by local advertisers on the local level at the point of sale. It is indeed gratifying to note that in 1958 over 80 national advertisers used the Keystone facilities to reach the local consumer with strong local level impact, an impact that local advertisers have always found most rewarding in the matter of sales returns. It is further most heartening to know that a great many national advertisers have regularly bought time on Keystone over the years and are now strong advocates of the power of local radio.

# KEYSTONE BROAD



# CASTING SYSTEM



# KEYSTONE BROAI

## ALABAMA

WRF5 Alexander City  
WFTA Andalusia  
WANA Anniston  
WBCA Bay Minette  
WEDR Birmingham  
WEBJ Brewton  
WHAG Carrollton  
WKFL Clanton  
WKUL Cullman  
WMSL Decatur  
WXAL Demopolis  
W00F Dothan  
WIRB Enterprise  
WULA Eufaula  
WBLO Evergreen  
WWVF Fayette  
WJ01 Florence  
WZ0B Fort Payne  
WETO Gadsden  
WGEA Geneva  
WGYV Greenville  
WGSV Guntersville  
WJBB Haleyville  
WERH Hamilton  
WBHR Huntsville  
WPBB Jackson  
WWVB Jasper  
WJAM Marion  
WMOZ Mobile  
WMFC Monroeville  
WCRL Oneonta  
WJHD Opelika  
WPID Piedmont  
WELR Roanoke  
WWWR Russellville  
WHOS Scottsboro  
WHBB Selma  
WFEB Sylacauga  
WHTB Talladega  
WJDB Thomasville  
WTBF Troy  
WTBC Tuscaloosa  
WETU Tuskegee  
WTUS Wetumpka

## ARIZONA

KCKY Coolidge  
KAWT Douglas  
KCLS Flagstaff  
KDJJ Holbrook  
KNOG Nogales  
KRIZ Phoenix  
KZ0K Prescott  
KVNC Winslow  
K0FA Yuma

## ARKANSAS

KVRC Arkadelphia  
KBTA Batesville  
KBBA Benton  
KTCN Berryville  
KAMD Camden  
KCON Conway  
KACH Crossett  
KD0N Do Queen  
KELD El Dorado  
KXJK Forrest City  
KTCS Fort Smith  
KH0Z Harrison  
KFA Helena  
KXAR Hope  
KBHS Hot Springs  
KBTM Jonesboro  
KGIH Little Rock  
KB0K Malvern  
KTMJ Marked Tree  
KUSA McGehee  
KENA Mena  
KHBM Monticello  
KTL0 Mountain Home  
K0SE Osceola  
KD0S Paragould  
K0TN Pine Bluff  
KPOC Pocahtontas  
KXRJ Russellville  
KWCB Searcy  
KU0A Silcam Springs  
KBRS Springdale  
KWAJ Stuttgart  
KPER Walnut Ridge  
KWRF Warren  
KWNZ Wynne

## CALIFORNIA

KAHI Auburn  
KIBS Bishop  
KBMX Coalinga  
KRDU Dinuba  
KX0 El Centro  
K0AC Fort Bragg  
KGSF Fresno  
KPER Gilroy  
KRKC King City  
KCYR Lodi  
KNEZ Lompoc

KY0S Merced  
KVON Napa  
KSTF Needles  
KDES Palm Springs  
KIBE Palo Alto  
KPLB Paso Robles  
KPHB Petaluma  
KRKS Rugelesart  
KIU0 San Bernardino  
XERB San Diego  
(Tijuana, Mexico)  
KROG Sonora  
KSUE Susanville  
KXKH Taft  
KGEN Tulare  
KURR Turlock  
KWS0 Wasco  
KAGR Yuca City

## COLORADO

KGIW Alanosa  
KCLN Canon City  
KYSN Colorado Springs  
KFCV Cortez  
KRAI Craig  
KLRH Denver  
KIUP Durango  
KFTM Fort Morgan  
KYOU Greeley  
KBNZ La Junta  
KLMR Lamar  
KLVG Leadville  
KLHV Loveland  
KSLV Monte Vista  
KUBC Montrose  
KDA Pueblo  
KOLR Salida  
KVRH Sterling  
KCRF Trinidad

## FLORIDA

WAPG Arcadia  
WIRL Bradenton  
WKTS Brooksville  
WTAN Clearwater  
WKKO Cocoa  
WNCU Crestview  
WDFC Dade City  
WDSP De Funiak Springs  
W00D Deland  
WDRF Delray Beach  
WFBF Fernandina Beach  
WINK Fort Myers  
WARN Fort Pierce  
WGGG Gainesville  
WGMA Hollywood  
WZRO Jacksonville Beach  
W0WF Key West  
WRWB Kissimmee  
WDSR Lake City  
WIPC Lake Wales  
WLBE Leesburg  
WNER Live Oak  
W0MF Madison  
WTVS Marianna  
WNOG Naples  
W5BB New Smyrna Beach  
WTMC Ocala  
WKIS Orlando  
W0WP Palatka  
WDLF Panama City  
WPFA Pensacola  
WPRY Perry  
WPLA Plant City  
WFOY St. Augustine  
WTRR Sanford  
WKXY Sarasota  
WJCM Sebring  
WRGR Starke  
WSTU Stuart  
WMEN Tallahassee  
WWTB Tampa  
W0VW Vero Beach  
WAUC Wauchula

## GEORGIA

W0AG Adel  
W0AZ Albany  
W0CS Alma  
WDEC Americus  
WDOL Athens  
WBIA Augusta  
WMGR Bainbridge  
WHAB Baxley  
WM0B Brunswick  
WDMF Buford  
WGRA Cairo  
WCLB Camilla  
WCHK Canton  
WLEB Carrollton  
W0HF Cartersville  
WGAA Cedartown  
WCLA Claxton  
W0MJ Cordele  
W0FS Covington

WBLJ Dalton  
W0VD Dawson  
WDMG Douglas  
WMLI Duplin  
W0TJH East Point  
W0SU Ederington  
W0HB Fitzgerald  
W0FP Fort Valley  
W0GA Gainesville  
WKEU Griffin  
WCEH Hawkinsville  
W0BG Jesup  
W0LFA Latayette  
W0HB La Grange  
W0YTH Madison  
W0FDR Manchester  
W0F0M Marietta  
W0DAX MerRae  
W0VVG Milledgeville  
W0GSR Milton  
W0RE Monroe  
W0MGA Moultrie  
W0BBN Perry  
W0SFB Quitman  
W0RGA Rome  
W0NSN Sandersville  
W0RPL Savannah  
W0WNS Statesboro  
W0SYL Sylvania  
W0SFT Thomaston  
W0TWA Thomson  
W0WGS Tifton  
W0LET Toocoa  
W0VLL Valspar  
W0VOP Vidalia  
W0WAY Waycross  
W0BRO Waynesboro  
W0RLD West Point  
W0IMO Winder

## HAWAII

KILA Hilo  
KAIM Honolulu

## IDAHO

KGEM Boise  
KBAR Burley  
KCID Caldwell  
KVNI Coeur d'Alene  
K0RT Grangeville  
KRFJ Idaho Falls  
K0RPL Moscow  
KPID Payette  
KYTE Pocatello  
KPST Preston  
KRXK Rexburg  
KSPT Sandpoint  
KBRV Soda Springs  
KEEP Twin Falls

## ILLINOIS

WBYS Canton  
WEIC Charleston  
W0DQ Duquoin  
W0F1W Fairfield  
W0EBQ Harrisburg  
W0JPF Herrin  
W0LDS Jacksonville  
W0KEL Kewanee  
W0PRC Lincoln  
W0KAI Macomb  
W0M0K Metropolis  
W0INI Murphysboro  
W0TAY Robinson

## INDIANA

W0CB Anderson  
W0BNL Boonville  
W0CMR Elkhart  
W0ILO Frankfort  
W0HLT Huntington  
W0ITZ Jasper  
W0LDO Vero Beach  
W0R0X Madison  
W0PC0 Mount Vernon  
W0PGW Portland  
W0SLM Salem  
W0JCD Seymour  
W0KCL Shelby  
W0AMW Washington

## IOWA

KLGA Algona  
KASJ Ames  
KJAN Atlantic  
KWBG Boone  
K0CG Centerville  
KCHA Charles City  
KCHE Cherokee  
KSWI Council Bluffs  
K0LPL Des Moines  
KDEC Decora  
KLIL Elmhurst  
KXGI Fort Madison  
KGRN Grinnell

KXIC Iowa City  
KLEM Le Mars  
KSMN Mason City  
K0LEE Ottumwa  
KAYL Storm Lake  
KJFJ Webster City

## KANSAS

KARE Atchison  
KCRB Chanute  
KNCK Concordia  
KVOE Emporia  
KMDO Fort Scott  
KJUL Garden City  
KBLR Goodland  
KAYS Hays  
K0WBW Hutchinson  
KIND Independence  
KJCK Junction City  
(Fort Riley)  
K0ED Leavenworth  
K0MAN Manhattan  
K0NDY Marysville  
K0NEX McPherson  
K0JRG Newton  
K0KRC Parsons  
K0SEK Pittsburg  
K0WSK Pratt  
K0RSI Russell  
K0T0P Topeka

## KENTUCKY

W0ANY Albany  
W0BHT Bardstown  
W0CBL Benton  
W0LBJ Bowling Green  
W0T0C Campbellsville  
W0NES Central City  
W0AIN Columbia  
W0CTT Corbin  
W0ZIP Covington  
W0CIN Cincinnati, Ohio  
W0CPM Cumberland  
W0GYN Cynthiaana  
W0HIR Danville  
W0IEL Elizabethtown  
W0STL Eminence  
W0FBK Frankfort  
W0FKM Franklin  
W0KAY Glasgow  
W0HLN Harlan  
W0HBN Harrodsburg  
W0KIC Hazard  
W0SON Henderson  
W0K0A Hopkinsville  
W0LBN Lebanon  
W0MTL Leitchfield  
W0L6X Lexington  
W0FWM Madisonville  
W0WXL Manchester  
W0NGO Mayfield  
W0MFK Maysville  
W0MID Middleboro  
W0FLW Monticello  
W0MOR Morehead  
W0NKY Neon  
W0M0I Owensboro  
W0SPR Paintsville  
W0KLP Paris  
W0PKE Pikeville  
W0PRT Prestonsburg  
W0PKY Princeton  
W0EKY Richmond  
W0RUS Russellville  
W0LCK Scottsville  
W0SFC Somerset

## LOUISIANA

KD0BS Alexandria  
KTRY Bastrop  
W0END Baton Rouge  
W0IKG Bogalusa  
W0LDO Covington  
K0SIG Crowley  
K0LDA De Ridder  
K0LFT Golden Meadow  
W0FPR Hammond  
K0VHL Homer  
W0KLF Houma  
K0JEF Jennings  
K0ANY Jonesville  
K0LPL Lake Providence  
K0LLA Leesville  
K0DBC Mansfield  
K0CAPB Marksville  
K0LIC Monroe  
K0MRC Morjan City  
K0NOC Natchitoches  
K0KANE New Iberia  
K0REH Oakdale  
K0SL0 Opelousas  
K0LPL Rayville  
K0RUS Ruston  
K0BSF Springhill  
K0IKS Sulphur  
K0TL0 Tallulah

KVPI Ville Platte  
KEVL White Castle  
K0VCL Winnfield  
K0MAR Winnsboro

## MAINE

WRUM Rumford  
W0GHM Skowhegan

## MARYLAND

W0ABW Annapolis  
W0AYE Baltimore  
W0GEM Cambridge  
W0LX Lexington Park  
W0CO Salisbury  
W0IIR Westminster  
W0DON Wheaton

## MASSACHUSETTS

W0REB Holyoke  
(Springfield)  
W0MRC Milford  
W0BEC Pittsfield  
W0TYM Springfield  
W0ARE Ware

## MICHIGAN

W0ALM Albion  
W0W0E Allegan  
W0LEW Bad-Axe  
W0B0M Bay City  
W0BRN Big Rapids  
W0MRP Flint  
W0BFC Freemont  
W0MPL Hancock  
W0AHL Hastings  
W0BSE Hillsdale  
W0IKB Iron River  
W0JMS Ironwood  
W0JPD Ishpeming  
W0KLA Ludington  
W0MPL Manistok  
W0DMJ Marquette  
W0AGN Menominee  
W0CEN Mt. Pleasant  
W0MAB Muskegon  
W0MUS Muskegon  
W0NIL Niles  
W0LPS Port Huron

## MINNESOTA

K0ASM Albany  
K0XRA Alexandria  
K0ANO Anoka  
K0BUN Bemidji  
K0BMO Benson  
K0BMW Breckenridge  
W0K0K Cloquet  
(Duluth-Superior)  
K0R0X Crostonville  
K0DLM Detroit Lakes  
W0LEY Ely  
W0EVE Eveleth  
K0D0Z Grand Rapids  
K0D0Z Hutchinson  
K0F0B International Falls  
K0LTF Little Falls  
K0NUJ New Ulm  
K0RFO Owatonna  
W0CMP Pine City  
K0L0H Pipestone  
K0FAM St. Cloud  
W0AVN Stillwater  
K0AGE Winona

## MISSISSIPPI

W0AMY Amory  
W0BLE Batesville  
W0GCM Biloxi-Gulfport  
W0BIP Booneville  
W0JMB Brookhaven  
W0D0B Canton  
W0L0C Centerville  
W0R0X Clarksdale  
W0CLD Clarksdale  
W0CJU Columbia  
W0CBI Columbus  
W0GMA Corinth  
W0MAG Hattiesburg  
W0JPR Greenville  
W0GRM Greenwood  
W0NAG Grenada  
W0FOR Hattiesburg  
W0MDC Hazlehurst  
W0CPC Houlston  
W0L0C Indianola  
W0K0Z Kosciusko  
W0AML Laurel  
W0MBC Macon  
W0SJC Magee  
W0AFP McComb  
W0M0X Meridian  
W0MIS Natchez  
W0NAU New Albany  
W0SUH Oxford  
W0PMP Pascagoula

# CASTING SYSTEM

WHOC Philadelphia  
 WRJW Piacayue  
 WRSO Starkville  
 WELD Tupelo  
 WQBC Vicksburg  
 WABO Waynesboro  
 WR0B West Point  
 WONA Winona  
 WAZF Yazoo City

## MISSOURI

KBHM Branson  
 KGM0 Cape Girardeau  
 KDM0 Carthage  
 KCRV Caruthersville  
 KCHR Charleston  
 KCHI Chillicothe  
 KBIA Columbia  
 KDEX Dexter  
 KREI Farmington  
 KW0S Jefferson City  
 KIRX Kirksville  
 KLWT Lebanon  
 KTOB Malden  
 KNIM Maryville  
 KNCM Moberly  
 KRMO Monticello  
 KRS Mountain Grove  
 KBTN Neosho  
 KNEM Nevada  
 KWOC Poplar Bluff  
 KTRR Rolla  
 KSGM Ste. Genevieve  
 KRES St. Joseph  
 KSMO Salem  
 KDRO Sedalia  
 KICK Springfield  
 KALM Thayer  
 KTTN Trenton  
 KLWP Union  
 KOKO Warrensburg  
 KRE Warrenton  
 KWPM West Plains

## MONTANA

KBMY Billings  
 KBMN Bozeman  
 KBOW Butte  
 KUDI Great Falls  
 KOJM Havre  
 KHLJ Helena  
 KGEZ Kalispell  
 KOLL Libby  
 KPRK Livingston  
 KATL Miles City  
 KBTK Missoula  
 KVKC Wolf Point

## NEBRASKA

KCOW Alliance  
 KCSR Chadron  
 KJSK Columbus  
 KHUB Fremont  
 KHAS Hastings  
 KVR Holdrege  
 KGFV Kearney  
 KLMS Lincoln  
 KBRL McCook  
 KODY North Platte  
 KOGA Ogallala  
 KODD Omaha  
 KBRX O'Neill  
 KSID Sidney  
 KAWL York

## NEVADA

KPTL Carson City  
 KVLV Fallon  
 KRAM Las Vegas  
 KATO Reno

## NEW HAMPSHIRE

WKXL Concord  
 WLNH Laconia

## NEW JERSEY

WNNJ Newton

## NEW MEXICO

KALG Alamogordo  
 KHAM Albuquerque  
 KSPV Artesia  
 KAVE Carlsbad  
 KLTX Clayton  
 KLV Clovis  
 KOTS Deming  
 KMIN Grants  
 KKEW Hobbs  
 K0BE Las Cruces  
 KRSN Los Alamos  
 KEMM Portales  
 KRTN Raton  
 KBIM Roswell  
 KSL Silver City  
 KSRC Socorro

KCHS Truth or  
 Consequences  
 KTNM Tucumcari

## NEW YORK

WMBO Auburn  
 WRBV Boonville  
 (Rome-Utica)  
 WFLR Dundee  
 WDOE Dunkirk  
 WOSC Fulton  
 WJOC Jamestown  
 WLFJ Little Falls  
 WICY Malone  
 KWRV Plattsburgh  
 WGG0 Salamanca  
 WNZZ Saranac Lake  
 WRSA Saratoga Springs  
 WDLA Walton

## NO. CAROLINA

WRCS Ashoke  
 WABZ Albemarle  
 WGW R Asheville  
 WBBB Burlington  
 WEGO Concord  
 WCKB Dunn  
 WCDJ Edenton  
 WCNC Elizabeth City  
 WBLA Elizabethtown  
 WFAI Fayetteville-  
 Fort Bragg  
 WBSO Forest City  
 WSPC Franklin  
 WFGV Fuquay Springs  
 (Raleigh)  
 WLTC Gastonia  
 WFCM Goldsboro  
 WKDX Hamlet  
 WHNC Henderson  
 WHPF Hendersonville  
 WHP High Point  
 WJNC Jacksonville  
 WELS Kinston  
 \*WEO Laurinburg  
 \*L0E Leaksville  
 \*JRI Lenoir  
 WBUY Lexington  
 WTSB Lumberton  
 WMMH Marshall  
 WMAP Monroe  
 WHIP Mooresville  
 WMRL Morehead City  
 WMNC Morganton  
 WPA Mount Airy  
 WRNB New Bern  
 WNNC Newton  
 WKBC No. Wilkesboro  
 WFCR Reidsville  
 WCBT Roanoke Rapids  
 WCEC Rocky Mount  
 WSTP Salisbury  
 WWGP Sanford  
 W0HS Shelby  
 WEEB Southern Pines  
 WMSI Sylva  
 WTYM Trade  
 WAFS Waynesboro  
 WWSF Wainwright  
 W00W Washington  
 W0CR Waynesville  
 WENC Whiteville

## NORTH DAKOTA

KDLR Devils Lake  
 KDIX Dickinson  
 KNCDC Hettinger  
 KEYJ Jamestown  
 KOVC Valley City

## OHIO

WATG Ashland  
 WILE Cambridge  
 WBEX Chillicothe  
 WJER Dover  
 WJEH Gallipolis  
 WRSW Hillsboro  
 WIRD Ironton  
 WIM Jackson  
 WTI6 Massillon  
 WPTW Piqua  
 WCHO Washington  
 Court House  
 WKOV Wellston  
 WWST Wooster

## OKLAHOMA

KADA Ada  
 KWHW Altus  
 KVS0 Ardmore  
 KLTR Blackwell  
 WLCM Chickasha  
 KWPR Claremore  
 \*KWOE Clinton  
 KUSH Cushing  
 \*KRD Duncan

KASA Elk City  
 KCRC Enid  
 KTAT Frederick  
 KWRW Guthrie  
 KGYN Guyton  
 KTJS Hobart  
 KIHN Hugo  
 KTCM McAlester  
 KGCL Miami  
 KBIX Muskogee  
 KNOB Norman  
 KBYE Oklahoma City  
 KHBG Okmulgee  
 KVLH Pauls Valley  
 KLC0 Poteau  
 KOLS Pryor  
 ICTLQ Tahlequah  
 KWSH Tri-City  
 (Wewoka-Seminole-  
 Holdenville)  
 KVIN Vinita

## OREGON

KWIN Ashland  
 KAST Astoria  
 KBKR Baker  
 KBND Bend  
 KRNS Burns  
 KWRO Coquille  
 KPLK Dallas  
 KASH Eugene  
 KUIK Hillsboro  
 (Portland)  
 KFJI Klamath Falls  
 KLBM La Grande  
 KQIK Lakeview  
 KGAL Lebanon  
 KCMC McMinville  
 KSOY Medford  
 KNPT Newport  
 KBCH Oceanlake  
 KSRV Ontario  
 KWRC Pendleton  
 KLIQ Portland  
 KODL The Dalles

## PENNSYLVANIA

WNCC Barnesboro  
 WBF0 Bedford  
 WBRX Berwick  
 WLOA Braddock  
 (Pittsburgh)  
 WISR Butler\*  
 WEDL Carlisle  
 (Scranton)  
 WHYL Carlisle  
 WESA Charleroi  
 WCVI Connellsville  
 WOTR Corry  
 WPAR Farrell  
 (Youngstown, Ohio)  
 WHUN Huntingdon  
 WDAI Indiana  
 WADP Kane  
 WACB Kittanning  
 WAKU Latrobe  
 WITT Lewisburg  
 WAGW Meadville  
 WKRZ Oil City  
 WPAZ Pottstown  
 WPME Punxsutawney  
 \*WKMC Rearing Spring  
 WATS Sayre  
 WMAJ State College  
 WAY Waynesboro  
 WLYC Williamsport

## SO. CAROLINA

WABV Abbeville  
 WAKN Aiken  
 WAIM Anderson  
 WBAW Barnwell  
 WBLR Batesburg  
 WBEU Beaufort  
 WAGS Bishopville  
 WACA Camden  
 WHAN Charleston  
 WCRE Cheraw  
 WCRG Charleston  
 WFCC Clinton  
 WDSC Dillon  
 WELP Easley  
 WOLS Florence  
 WFGN Gaffney  
 WGTN Georgetown  
 WGSW Greenwood  
 WEAB Greer (Greenville)  
 WBHC Hampton  
 WHSC Hartsville  
 WDKD Kingstree  
 WLCM Lancaster  
 WRB Manning  
 WJAY Mullins  
 WMYB Myrtle Beach  
 \*WKDK Newberry  
 \*WTD Orangeburg

WRHI Rock Hill  
 WSNW Seneca  
 WTHE Spartanburg  
 WFIG Sumter  
 WBCU Union  
 WALD Walterboro

## SOUTH DAKOTA

KABR Aberdeen  
 KBRK Brookings  
 KOBH Hot Springs  
 KLVJ Huron  
 KOLY Mobridge  
 KGFJ Pierre  
 KISD Sioux Falls  
 \*WAB Watertown  
 KMYR Winner  
 KYNT Yankton

## TENNESSEE

WEAG Alcoa  
 WLAR Athens  
 \*WLB Bristol  
 (Bristol, Tenn.-Va.)  
 \*WFCS Chattanooga\*  
 WMCB Church Hill  
 \*WJM Clarksville  
 WCLE Cleveland  
 WKRM Columbia  
 \*WJB Cookeville  
 WLSB Copperhill  
 WKBL Covington  
 WAEW Crossville  
 WNDT Dayton  
 WDKN Dickson  
 WDSG Dyersburg  
 WEMB Erwin  
 WFKR Fayetteville  
 WAGG Franklin  
 WHIN Gallatin  
 WGRV Greeneville  
 WHBT Harriman  
 WRTJ Humboldt  
 \*WDX Jackson  
 WCLC Jamestown  
 WKVV Knoxville  
 WLAJ La. Follette  
 WDXE Lawrenceburg  
 WCOB Lebanon  
 WLLI Lenoir City  
 WJMB Lewisburg  
 WDXL Lexington  
 WMMT McMinville  
 WHEY Millington  
 WCRK Morristown  
 WGNB Murfreesboro  
 WNAH Nashville  
 WLIK Newport  
 WOKE Oak Ridge  
 WTPR Paris  
 WTRB Ripley  
 WORM Savannah  
 WEPG South Pittsburg  
 WDEL Springfield  
 WDEH Sweetwater  
 WJIG Tullahoma  
 WENK Union City  
 WCDT Winchester

## TEXAS

KVLF Alpine  
 KZIP Amarillo  
 KACT Andrews  
 KBUD Athens  
 KALT Atlanta  
 KRUN Ballinger  
 KROK Bay City  
 KREL Baytown  
 KBLT Big Lake  
 KBYG Big Spring  
 KFYB Bonham  
 KBBB Borger  
 KNEI Brady  
 KBRB Brokenridge  
 KWHI Brenham  
 KBOR Brownsville  
 KBWD Brownwood  
 WTAW Bryan  
 KBEN Carrizo Springs  
 KRCO Castroville  
 KCTX Childress  
 KCAR Clarksville  
 KFLD Cleveland  
 KSTA Coleman  
 KWMC Colorado City  
 KAND Corsicana  
 KRCO Crockett  
 KXIT Dalhart  
 KDLK Del Rio  
 KDNT Denton  
 KDDD Dumas  
 KEPS Eagle Pass  
 WRCG Edinburg  
 \*PSO Enflrrias  
 KFLD Floydada  
 KFST Ft. Stockton  
 KNAF Fredericksburg

KBZR Freeport  
 KGAF Gainesville  
 KTRB Gonzales  
 KSWA Graham  
 KBCC Grand Prairie  
 KGVL Greenville  
 KCLW Hamilton  
 KWRD Henderson  
 KPAN Hereford  
 KTRB Hillsboro  
 KSAM Huntsville  
 KEBE Jacksonville  
 KMBL Junction  
 KAML Kenedy-  
 Karnes City  
 KERB Kormit  
 KERV Kerrville  
 KOCA Kilgore  
 KLEN Killeen  
 KPET Lamesa  
 KVOZ Laredo  
 KLVTV Levelland  
 KLVW Livingston  
 KTTT Livingston  
 KFRO Longview  
 KLLL Lubbock  
 KRBA Lufkin  
 KMHHT Marshall  
 KCMR McAamey  
 KCRB Mexia  
 KJBC Midland  
 KORO Mineral Wells  
 KIRT Mission  
 KVKM Monahans  
 KIMP Mt. Pleasant  
 KZOL Muleshoe  
 KNSG Nacogoches  
 KGNB New Braunfels  
 KRIG Odessa  
 KOGT Orange  
 KNET Palestine  
 KHHH Pampa  
 KFTV Paris  
 KIUW Pecos  
 KWOP Plainview  
 KBOP Pleasanton  
 KPOS Post  
 KOLJ Quahang  
 KTXL San Angelo  
 KPAL San Saba  
 KSMI Seminole  
 KSEY Seymour  
 KEVA Shamrock  
 KDXX Sherman  
 (Denison)  
 KSNY Snyder  
 KDWT Stamford  
 KSTV Stephenville  
 KBST Sulphur Springs  
 KXOX Sweetwater  
 KTAE Taylor  
 KTF5 Texarkana  
 KTLW Texas City  
 KTUE Tulsa  
 KTYL Tyler  
 KVOU Uvalde  
 KWVG Vernon  
 KVIC Victoria  
 KBEC Waxahachie

## UTAH

KBUH Brigham City  
 KVVU Logan  
 KOGG Ogden  
 KADL Price  
 KEYV Provo  
 KDXU St. George  
 KSOP Salt Lake City  
 KTUT Tooele City  
 KVEL Vernal

## VIRGINIA

WKLV Blackstone  
 WINA Charlottesville  
 WBCR Christiansburg  
 WKVEY Covington  
 WCAV Culpeper  
 WEVA Emporia  
 WVAH Fryingpan  
 WYFR Franklin  
 WFVA Fredericksburg  
 WFR Front Royal  
 WBBB Galax  
 WDDY Gloucester  
 WVAH Gretna  
 WHAP Hopewell  
 WREL Lexington  
 WBRG Lynchburg  
 WMEV Marion  
 WMYA Martinsville  
 WSTG Mount Jackson  
 WVA Orange  
 WPVA Petersburg  
 WPIV Piasaki

## (Continued on Next Page)

\*\* Associated Station (Carrying KBS Commercials on Special Working Agreement).

# KEYSTONE BROADCASTING SYSTEM, INC.

111 W. Washington St., Chicago 2, Ill.

## Officers and Directors

**Sidney J. Wolf** (Director).....President  
**Noel A. Rhys**.....Executive Vice-President  
**Edwin R. Peterson**.....Senior Vice-President  
**Joseph Bayer** (Director).....Vice-President  
**William Bayer**.....Vice-President  
**Charles A. Hammarstrom**.....Vice-President  
**Arthur Wolf** (Director).....Secretary-Treasurer

## New York

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

Phone: ELdorado 5-3720

**Noel A. Rhys**.....Executive Vice-President  
**Charles A. Hammarstrom**.....Vice-President  
**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**.....Senior 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. McFadden**.....Traffic Manager, Program Director

## Los Angeles

3142 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUNkirk 3-2910

**William Bayer**.....Vice-President  
**Henry G. Eichen**.....Account Executive

## San Francisco

75 Post Street, San Francisco, Calif.

Phone: SUTter 1-7440

**J. Holtman**.....Account Executive

(Cont. from Page 257)

WRIC Richlands  
 WHYE Roanoke  
 WYTI Rocky Mount  
 WHLF South Boston  
 WLPM Suffolk  
 WESR Taslev  
 WBOF Virginia Beach  
 WEER Warrenton  
 WNNT Warsaw  
 WAYB Waynesboro  
 WING Winchester  
 WYVE Wytheville

### VIRGIN ISLANDS

WIVI Christiansted  
 (St. Croix)

### WASHINGTON

KXRO Aberdeen  
 KAGT Anacortes

KPUG Bellingham  
 KELA Centralia  
 KCLX Colfax  
 KCVL Colville  
 KXLE Ellensburg  
 KNBX Kirkland  
 (Seattle)  
 KEDO Longview  
 KSEM Moses Lake  
 KGY Olympia  
 KRSC Othello  
 KPKW Pasco  
 KONP Port Angeles  
 KARY Prosser  
 KAYE Puyallup  
 KAPA Raymond  
 KENE Toppenish  
 KKEY Vancouver  
 KTEL Walla Walla  
 KUEN Wenatchee

### WEST VIRGINIA

WTIP Charleston

WHAR Clarksburg  
 WDNE Elkins  
 WTCS Fairmont  
 WKYR Keyser  
 WVOW Logan  
 WEPM Martinsburg  
 WBJC Matewan  
 WAJR Morgantown\*\*  
 WMOD Moundsville  
 (Wheeling)  
 WETZ New Martinsville  
 WCEF Parkersburg  
 WLOH Princeton  
 WIRON Ronceverte  
 WELC Welch  
 WHAW Weston

### WISCONSIN

WHBY Appleton  
 WATW Ashland  
 WBEL Beloit  
 (Rockford, Illinois)

WWIS Black River Falls  
 WECL Eau Claire  
 WDUZ Green Bay  
 WTKM Hartford  
 WWSM Hayward  
 WLCX La Crosse  
 WLDY Ladysmith  
 WIGM Medford  
 WMNE Menomonie  
 WOSH Oshkosh  
 WFPF Park Falls  
 WSWW Platteville  
 WPLY Plymouth  
 (Shabogran)  
 WIBU Poyette  
 WRDB Reedsburg  
 WJMC Rice Lake  
 WRCO Richland Center  
 WTCB Shawano  
 WCGW Sparta  
 WSPT Stevens Point\*\*  
 WDR Sturgeon Bay  
 WTRW Two Rivers

WTTN Watertown  
 WDUX Waupaca  
 WHVF Wausau

### WYOMING

KBBS Buffalo  
 KATI Casper  
 KWQO Cheyenne  
 KWIV Douglas  
 KLIJK Evanston  
 KIML Gillette  
 KOVE Lander  
 KOWB Laramie  
 KASL Newcastle  
 KPOW Powell  
 KRAL Rawlins  
 KVR5 Rock Springs  
 KWYO Sheridan  
 KRTR Thermopolis  
 KGOS Torrington  
 KWOR Worland

# THE RADIO NETWORKING PATTERN, '59-69

## ... Will Crystalize During This Year

By BLAIR A. WALLISER  
Executive Vice President  
Mutual Broadcasting System



**T**HE pattern of radio network broadcasting for the next ten years will be set in 1959.

After two years of slow and sometimes painful re-appraisal, the major broadcasters have at last recognized that old-time radio, dedicated primarily to entertainment, is dead and cannot be revived.

But in place of mourning for the kind of programming that characterized radio's adolescence, the alert contemporary broadcaster rejoices in the new mature role of radio. Sales of sets are up and audiences are up, for Americans have recognized that radio serves its listeners in a manner unequalled by any other medium in the two areas of service and companionship.

In June of 1957, Mutual foresaw this trend and with characteristic realism and vigor jettisoned its old entertainment policy. In place of programming comedy, variety, soap opera and quiz programs, Mutual became a network of music for companionship and news, sports, special events and personalities. For service, Mutual went farther. The historic chain policy of setting a pattern of network conformity for every local station was dropped. We at MBS capitalized on the independence and community service status of our affiliates. Instead of superimposing a network programming schedule on the broadcast day of our affiliates, Mutual substituted a philosophy of complementary and augmentative service.

The function of the network, as Mutual sees it, is to provide the local station with the services it cannot get for itself—national and international news, sports, special events and name personalities.

We call this policy Dynamic Compatibility. It is dynamic because it creatively and constructively supplements the programming of the local station with an outside line to the entire world. It is compatible because we at Mutual have long since recognized that a few experts sitting behind desks in New York, no matter how capable, cannot master-mind the programming tastes of 453 markets ranging from small prairie towns to huge metropolitan areas.

The modern radio network serves its affiliates best by supplying them with the national and international facilities which will best aid them in becoming top community service stations in their areas. Mutual believes in providing this service even to the point of subordinating network identification to assure listening confidence and loyalty for the local station.

The transistor set has brought about an enormous increase in out-of-home listeners. The automobile radio is no longer a luxury but virtually standard equipment. Where 1958 saw sales in TV sets fall, sales of radio sets continued their steady long-term rise. Americans are conditioned to radio listening wherever they go—whatever they do.

# MUTUAL BROAD

**ALABAMA**  
 WEZB Birmingham  
 WFBL Decatur  
 WXAL Doanopolis  
 WDIG Dothan  
 WULA Eufaula  
 WJOL Florence  
 WBBB Hartselle  
 WBHP Huntsville  
 WAPX Montgomery  
 WJHO Opelika  
 WFEB Sylacauga  
 WTBF Troy  
 WTBC Tuscaloosa

**ARIZONA**  
 KSUN Bisbee  
 KVNA Flagstaff  
 KWJB Globe  
 KOY Phoenix  
 KGLU Safford  
 KTUC Tucson  
 KVNC Winslow  
 KYOY Yuma

**ARKANSAS**  
 KAMD Camden  
 KFAT Fayetteville  
 KTEG Fort Smith  
 KFFA Helena  
 KHLO Hot Springs  
 KBTM Jonesboro  
 KGBI Little Rock  
 KYMA Magnolia  
 KOTN Pine Bluff  
 KUOA Bloom Springs

**CALIFORNIA**  
 KMAP Bakersfield  
 KPAT Chico  
 KEO El Centro  
 KJEM Eureka  
 KYNO Fresno  
 KHJ Los Angeles  
 KMYO Marysville  
 KYOS Merced  
 KPRL Paso Robles  
 KRDG Redding  
 KGMS Sacramento  
 KSRW Salinas-Monterey  
 KITO San Bernardino  
 KGB San Diego  
 KFRC San Francisco  
 KYEO San Luis Obispo  
 KTMS Santa Barbara  
 KWG Stockton  
 KCOK Tulare-Visalia  
 KVEN Ventura

**COLORADO**  
 KIMN Denver  
 KGLN Glenwood Springs  
 KREX Grand Junction

**CONNECTICUT**  
 WYAB Bridgeport  
 WPOP Hartford  
 WNLC New London  
 WTOR Torrington  
 WWCO Waterbury

**DISTRICT OF COLUMBIA**  
 WOL Washington

**FLORIDA**  
 WKWP Key West  
 WPEL Jacksonville  
 WDSR Lake City  
 WONS Lakeland  
 WIBE Leesburg  
 WTSY Marianna  
 WMMB Melbourne  
 WKAT Miami  
 WEBY Milton-Pensacola  
 WSBH New Smyrna Beach  
 WHOO Orlando  
 WTEF Panama City  
 WCNH Quincy  
 WTSP St. Petersburg-Tampa  
 WSTU Stuart  
 WTAL Tallahassee  
 WTRK West Palm Beach  
 WSRH Winter Haven  
 WTTB Vero Beach

**GEORGIA**  
 WYZE Atlanta  
 WBBQ Augusta  
 WBHF Carterville  
 WGBA Columbus  
 WMJM Cordle  
 WBJL Dalton  
 WBHB Fitzgerald  
 WGBA Gainesville  
 WKEI Griffin  
 WLAG La Grange  
 WNEK Macon  
 WMVG Milledgeville  
 WCOH Newnan  
 WBGH Rome  
 WCCP Savannah  
 WTTA Thompson  
 WGOV Valdosta  
 WAYX Waycross  
 WYTH Macon

**IDAHO**  
 KGEM Boise

**ILLINOIS**  
 WLS Chicago  
 WJPF Herrin  
 WTRF Peoria

**INDIANA**  
 WASK Lafayette  
 WVAL Logansport  
 WJVA South Bend  
 WAOV Vincennes

**IOWA**  
 KCRG Cedar Rapids  
 KBOS Clinton  
 KSWI Council Bluffs, Ia.  
 (Omaha, Neb.)  
 KSTT Davenport  
 KWDM Des Moines  
 WDBQ Dubuque  
 EYFD Fort Dodge  
 KWWL Waterloo

**KANSAS**  
 KFRM Concordia  
 KXND Dodge City  
 KBLR Goodland  
 KIND Independence  
 KSAI Salina  
 KTOE Topeka  
 KAKE Wichita

**KENTUCKY**  
 WLBH Bowling Green  
 WTVT Corbin  
 WHHR Danville  
 WPKY Paducah  
 WTLK Lexington  
 WTMJ Louisville  
 WFTM Maysville  
 WOMI Owensboro  
 WKYB Paducah  
 WSPD Paintsville  
 WPKL Pikeville  
 WEKY Richmond  
 WSFC Somerset

**LOUISIANA**  
 WIKL Bogalusa  
 KEUN Eunice  
 KYHL Homer  
 KPEL Lafayette  
 KAOK Lake Charles  
 KLLI Monroe  
 KNDG Natchitoches  
 WTRN New Orleans  
 KENT Shreveport

**MAINE**  
 WFAU Augusta  
 WABI Bangor  
 WIDE Biddeford  
 WABM Houlton  
 WTRN Lewiston-Auburn  
 WPOR Portland  
 WAGM Presque Isle

**MARYLAND**  
 WWTN Baltimore  
 WJEF Annapolis

**MASSACHUSETTS**  
 WNAU Boston  
 WALE Fall River  
 WEMM Fitchburg  
 WHAI Greenfield  
 WLEH Lowell-Laurance  
 WHMP Northampton  
 WBRK Pittsfield  
 WMAS Springfield  
 WABK Ware  
 WOCR West Yarmouth  
 WNAW Worcester

**MICHIGAN**  
 CKAW Detroit  
 WDBE Escanaba  
 WBRF Flint  
 WABK Flint  
 WKHM Jackson  
 WDMJ Marquette  
 WMI S Muskegon  
 WSGW Saginaw-Bay City

**MINNESOTA**  
 KA'S Austin  
 KB'S Bemidji  
 WBSM Duluth-Superior  
 WEVE Edeleth  
 KGDF Fergus Falls  
 KOZY Grand Rapids  
 Moorhead (see Fargo, N. D.)  
 WISK St. Paul  
 KWAD Wadena

**MISSISSIPPI**  
 WAMY Amory  
 WLOX Biloxi-Gulfport  
 WJMR Brookhaven  
 WROXarksdale  
 WBRB Columbus  
 WJPR Greenville  
 WNAU Grenada



WMOX Meridian  
 WNAU Natchez  
 WLEO Tupelo  
 WQBC Vicksburg  
 WQOH West Point  
 WONA Winona  
 WAZF Yazoo City

**MISSOURI**  
 KWOS Jefferson City  
 WMRH Joplin  
 KMBR Kansas City  
 KXEO Mexico  
 KRES St. Joseph  
 WKW St. Louis

**MONTANA**  
 KOPR Butte  
 KGCN Sidney  
 KVCR Wolf Point

**NEBRASKA**  
 KGFV Kearney  
 KLEMS Lincoln  
 KRFL Norfolk  
 Omaha (see Council Bluffs, Iowa)

**NEVADA**  
 KORK Las Vegas  
 KATO Reno

**NEW JERSEY**  
 WLDB Atlantic City

**NEW MEXICO**  
 KALG Alamogordo  
 KHAM Albuquerque  
 KSPV Arroyo  
 KWFW Hobbs  
 KGFL Roswell  
 KJNS Truth or Consequences  
 KTNM Tucuman

**NEW YORK**  
 WYLI Corning  
 WOKO Albany  
 WROA Auburn  
 WHTA Batavia  
 WKOZ Binghamton  
 WKRR Buffalo  
 WLEA Hornell  
 WJHH Horseheads-Elmira Heights  
 WJMC Jamestown  
 WAKY Kingston  
 WICY Malone  
 WOPR New York  
 WSLB Ogdensburg  
 WRRY Plattsburg  
 WNDR Syracuse

**NORTH CAROLINA**  
 WGAJ Elizabeth City  
 WBRB Burlington  
 WYGE Belmont-Charlotte  
 WYFG Fuquay Springs  
 WGBG Greensboro  
 WJNC Henderson  
 WJNC Jacksonville  
 WLOB Leaksville  
 WTSB Lumberton  
 WRLI Lenoir  
 WSRD Mt. Airy  
 WHIT New Bern  
 WKIX Raleigh  
 WYBT Roanoke Rapids  
 WSTP Salisbury  
 WQHS Shelby  
 WONI Wilmington  
 WOTH Winston-Salem

**NORTH DAKOTA**  
 KDLR Devils Lake  
 KVOX Fargo (Moorhead, Minn.)

KNOX Grand Forks  
 KEYJ Jamestown  
 KJPM Minot  
 KOVY Valley City

**OHIO**  
 WNCO Ashland  
 WPKR Akron  
 Bellair (see Wheeling, W. Va.)  
 WAND Canton  
 WHEX Chillicothe  
 WZPJ Cincinnati  
 WPOK Cleveland  
 WTVN Columbus  
 WIRO Ironton  
 WMOA Marietta  
 WLEK Sandusky  
 WBBW Youngstown  
 WSTV Steubenville  
 WTOP Toledo  
 WJER Dover

**OKLAHOMA**  
 KWON Bartlesville  
 WBBZ Ponca City  
 KGFP Shawnee  
 KTOW Oklahoma City

**OREGON**  
 KWIL Albany  
 KWLN Ashland  
 KAST Astoria  
 KBNB Bend



# CASTING SYSTEM



KOOS Coos Bay  
 KOBE Eugene  
 KAGI Grants Pass  
 KFOJ Klamath Falls  
 KPOJ Portland  
 KRNL Roseburg  
 KSLM Salem

**PENNSYLVANIA**  
 WNCU Barnesboro  
 WHEM Bloomsburg  
 WCPA Clearfield  
 WCBH Harrisburg  
 WAZL Hazleton  
 WCBQ Juntura  
 WLAX Lancaster  
 WAKI Latrobe  
 WBPZ Lock Haven  
 WBSY New Castle  
 WIP Philadelphia  
 WMLK Pittsburgh-  
 McKeesport  
 WIPA Pottsville  
 WRHI St. Mary's  
 WMAJ State College  
 WTRN Tyrone-Altoona  
 WJPA Washington  
 WSBT Wellsboro  
 WRAX Wilkes-Barre

**RHODE ISLAND**  
 WFAN Providence  
 WFER Westerly

**SOUTH CAROLINA**  
 WANS Anderson

WISG Bennettsville  
 WIAN Charleston  
 WLOA Columbia  
 WGTN Georgetown  
 WMBB Greenville  
 WJSC Hartsville  
 WRHI Rock Hill  
 WTHE Spartanburg  
 WFIG Sumter  
 WALD Walterboro

**SOUTH DAKOTA**  
 KOHN Mitchell  
 KWAT Watertown

**TENNESSEE**  
 WLAB Athens  
 WAGC Chattanooga  
 WZMZ Clarksville  
 WRAC Cleveland  
 WERR Fayetteville  
 WHTT Harriman  
 WETH Johnson City  
 WJAM Lowburg  
 WMLV Livingston  
 WMMT McMinnville  
 WMBJ Memphis  
 WBRK Morristown  
 WGNB Murfreesboro  
 WNAH Nashville  
 WATO Oak Ridge

**TEXAS**  
 KWKC Abilene  
 KAMQ Amarillo  
 KVET Austin

KION Bay City  
 KULZ Berger  
 KBWD Brownwood  
 KORA Bryan  
 WRL Dallas-Ft. Worth  
 KSET El Paso  
 KTHH Houston  
 KEBE Jacksonville  
 KLEN Killeen  
 KVDZ Laredo  
 KLLL Lubbock  
 KTRF Lufkin  
 KRIO McAllen  
 KTKM Mesquite  
 KECK Odessa  
 KPDN Pampa  
 KEYE Perryton  
 KVPD Plainview  
 KPAC Port Arthur-Beaumont  
 KMAC San Antonio  
 KBRV Sherman-Denison  
 KSNY Snyder  
 KOSY Texarkana  
 KVIC Victoria  
 KWTX Waco  
 KSYD Wichita Falls

**UTAH**  
 KALL Salt Lake City

**VERMONT**  
 WSYB Rutland  
 WDEY Waterbury

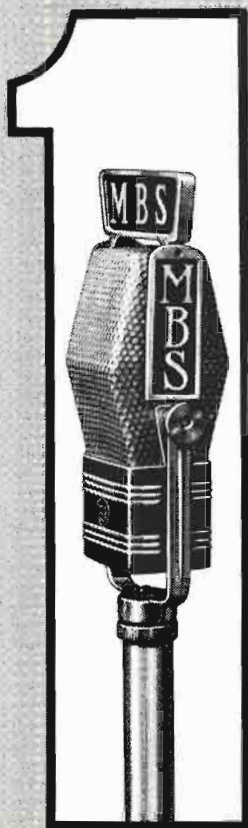
**VIRGINIA**  
 WFHG Bristol  
 WCHV Charlottesville  
 WCFY Clifton Forge  
 WCYA Culpeper  
 WQVA Danville  
 WETR Front Royal  
 WVOD Lynchburg  
 WLOW Norfolk  
 WSSV Petersburg  
 WRNL Richmond  
 WRIS Roanoke  
 WJSM Suffolk  
 WAYB Waynesboro

**WASHINGTON**  
 ELLA Centralia-Chehalis  
 KEDQ Longview  
 KGY Olympia  
 KVI Seattle

**WEST VIRGINIA**  
 WKOY Bluefield  
 WTPJ Charleston  
 WLAB Clarksburg  
 WTSR Fairmont  
 WPIH Huntington  
 WLOG Logan  
 WJMN Montgomery  
 WTRN Wheeling-Beckley, O.  
 WBTB Williamson

**WISCONSIN**  
 WJPG Green Bay  
 WBBY Appleton  
 WGEZ Beloit  
 WBIJ Eau Claire  
 KPTZ Fond du Lac  
 WJSM Hayward  
 WLO Janesville  
 WJSC Madison  
 WMTT Manitowac  
 WBTJ Poyette  
 WRDB Reedsburg  
 WJMC Rice Lake  
 WPHB Wisconsin Rapids  
 WFOK Milwaukee

**WYOMING**  
 KVWO Cheyenne



*st*

... in modern radio network programming – News, Sports, Special Events – essentially non-competitive with TV. Mutual wins powerful listener-loyalty – and station acceptance – with the kind of shows that radio *and only radio* can do best.

... in delivering listeners at the lowest cost per thousand of any network – Radio or Television. Ask us for proof!

... in TOTAL STATIONS and in NEW AFFILIATES. Since the inception of the New Mutual programming concept, 103 stations have joined the World's Largest Network – now 453 stations.

*With more and more agencies, advertisers and stations  
the feeling of confidence*

*is*

**MUTUAL**

**BROADCASTING SYSTEM, INC. • WORLD'S LARGEST RADIO NETWORK**

1440 Broadway, New York 18, N. Y. • Tribune Tower, Chicago, Ill.



# USEFULNESS IS KEY TO WEB RADIO

## ... An Essential Of Successful Operation

By MATTHEW J. CULLIGAN

Executive Vice President  
in charge of the NBC Radio Network



**T**HERE is every reason for confidence in the improvement of network radio's economy in 1959, provided there is continued emphasis on its fundamental characteristic in all phases of its operation. That characteristic is usefulness. The NBC Radio Network recognized this basic value 26 months ago and began to reshape its structure accordingly. So successful were its efforts that NBC Radio enters the new year as leader of the industry.

While we view 1959 as a year of stiff competition for sales dollars, from television and the print media as well as other radio networks, we feel that our sound programming concepts and our aggressive selling and merchandising policies will enable NBC Radio to continue its ascent.

In building the new image of NBC Radio, our first concern was to make it more useful to its millions of listeners. As the keystone of its structure, therefore, we initiated the policy of "NBC News-on-the-Hour" broadcasts, utilizing the facilities of broadcasting's greatest news-gathering agency. Then, because news is no respecter of clocks and the big story may break at any moment, we added the "Hot Line" service to bring our listeners news reports within seconds after developments occur.

Events of 1958—the Middle East crisis, satellite launchings, the New York newspaper strike—proved the importance of strong news coverage to network radio's essential quality of service. This outstanding coverage, which only network radio can provide,

will become even more vital next year and in succeeding years as scientific advancements continue to speed civilization into a "Buck Rogers age."

Our next objective after making NBC Radio more useful was to make it more flexible. The pre-television image of radio had been shattered overnight. But gradually there came an awareness that the public had not abandoned radio when it made television its No. 1 entertainment medium. From 1949 to the present, 115 million radio sets were bought. Because the smaller sets manufactured were so inexpensive, families became multiple set owners. Moreover, the car radio, the portable and the transistor gave listeners mobility. It was found that although radio's huge nighttime audience had been cut sharply by television, radio's daytime and out-of-home audiences were growing phenomenally.

NBC Radio's "Monitor" is a prime example of the flexible programming structure devised to meet the nation's new listening habits. It proved so popular that it was extended to Friday night and, last Fall, to major holidays. Our "Star Dust" policy of presenting top stars in five-minute vignettes also has permitted the necessary flexibility in programming and at the same time has returned headline entertainers to radio. Present plans call for further expansion of "Star Dust" next year.

Proving the effectiveness of these innovations, the NBC Radio Network now has 48 per cent of all network radio sponsored air-time.

# NATIONAL BROADCASTING COMPANY, INC.

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

Telephone: Circle 7-8300

Registered Telegraphic Address: NATBROADCAST NEW YORK

## BOARD OF DIRECTORS

David C. Adams	Charles B. Jolliffe
John L. Burns	Robert E. Kintner
John T. Cahill	Paul M. Mazur
Elmer W. Engstrom	Edward F. McGrady
Frank M. Folsom	Andre Meyer
Harry C. Hagerty	David Sarnoff
Mrs. Douglas Horton	Robert W. Sarnoff
Harry C. Ingles	Walter Bedell Smith
	John K. West

## OFFICERS

Robert W. Sarnoff	Chairman of the Bd.
Robert E. Kintner	President
David C. Adams	Senior Exec. Vice President
Kenneth W. Bilby	Executive Vice President
J. M. Clifford	Executive Vice President
P. A. Sugg	Executive Vice President
Matthew J. Culligan	Exec. Vice President
Walter D. Scott	Exec. Vice President
Harry Bannister	Vice President
Hugh M. Beville, Jr.	Vice President
Albert L. Capstaff	Vice President
Jerry A. Danzig	Vice President
William N. Davidson	Vice President
James E. Denning	Vice President
Don Durgin	Vice President
Sydney H. Eiges	Vice President
Thomas E. Ervin	Vice President
George A. Graham, Jr.	Vice President
Richard H. Graham	Vice President
Andrew L. Hammerschmidt	Vice President
William S. Hedges	Vice President
Jules Herbuveaux	Vice President
Edward R. Hitz	Vice President
B. Lowell Jacobsen	Vice President
Thomas E. Knode	Vice President
David Levy	Vice President
Robert F. Lewinc	Vice President
Alan W. Livingston	Vice President
George D. Matson	V.P. & Treasurer
William R. McAndrew	Vice President
Thomas C. McCray	Vice President
William K. McDaniel	Vice President
Thomas B. McFadden	Vice President
Thomas W. Sarnoff	Vice President
Carleton D. Smith	Vice President
James A. Stabile	Vice President
Robert L. Stone	Vice President
Raymond W. Welpot	Vice President
John K. West	Vice President
Lloyd E. Yoder	Vice President
John Q. Cannon	Secretary
William A. Williams	Assistant Treasurer
Paul B. Lynch	Assistant Secretary
John V. Shute	Assistant Secretary
Raymond E. Simonds	Assistant Secretary

## DEPARTMENTS

### EXECUTIVE

Robert W. Sarnoff..... Chairman of the Bd.  
Robert E. Kintner..... President

### ADMINISTRATION

J. M. Clifford... Exec. Vice Pres., Administration  
Central Division  
Merchandise Mart, Chicago 54, Ill.  
Jules Herbuveaux..... Vice Pres. Central Div.

### TREASURER'S

George D. Matson..... Vice Pres. & Treasurer  
Aaron Rubin..... Controller  
Dick T. Hollands..... Director, Budgets &  
Financial Planning  
Robert H. Barnaby..... Mgr., Capital Budgets  
Helen Davis..... Mgr., General Office Service  
Anthony J. Dente... Mgr., Operating Budgets &  
Financial Evaluation  
St. Clair Marshall..... Dir. Tax Administration  
Harry F. McKeon..... Dir., Tax Office  
John McDermott..... Manager, Audits  
Richard J. Raburn, Jr..... Director, Accounting  
James Jurist..... Chief Accountant  
Charles J. Ochsenreiter..... Manager, Systems  
Randall R. McMillin... Dir., Pchsg. & Materials  
Albert E. Walker..... Manager, Transportation  
William A. Williams..... Asst. Treasurer

### Engineering & Facilities

#### Administration

Andrew L. Hammerschmidt... V.P., Engineering  
& Facilities Administration  
William A. Clarke..... Dir., Facilities Adm.  
Joseph J. Arnone... Mgr., Design & Construction  
Edward M. Lowell..... Manager, Administration  
George M. Nixon..... Dir., Engineering Dev.  
Chester A. Rackey... Dir., Facilities Engineering  
William S. Duttera... Mgr., Allocations Engin'g  
Raymond F. Guy..... Sr. Staff Engineer  
James L. Wilson... Mgr., Engineering Adm. & Svcs.  
Albert Humbert..... Mgr., Bldg. Maintenance  
John L. Seibert..... Mgr., Construction Co-ord.

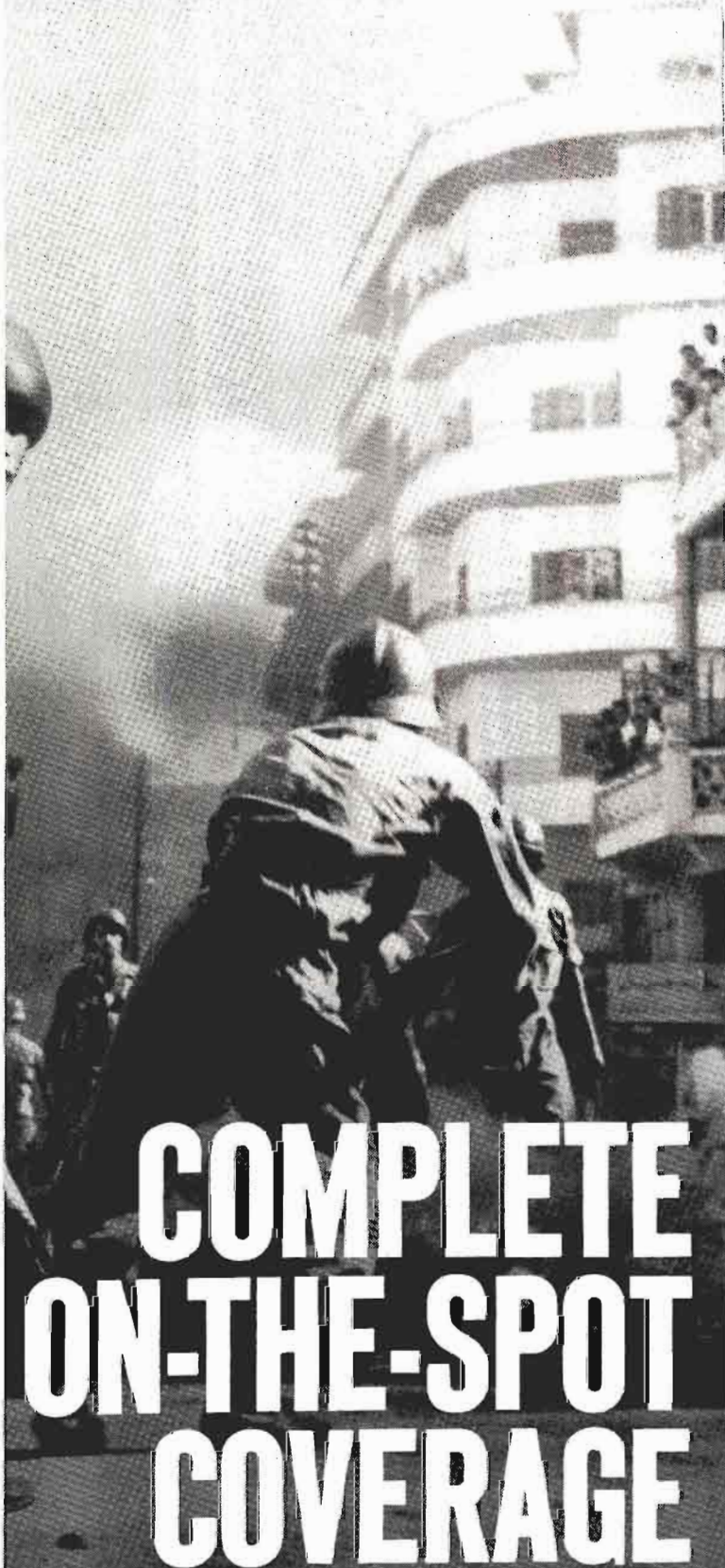
#### Law

Thomas E. Ervin..... V.P. & General Attorney  
John V. Shute..... Asst. General Attorney  
Benjamin D. Raub..... Asst. General Attorney

#### Personnel

B. Lowell Jacobsen..... V.P., Personnel  
Richard Connell..... Manager, Organization  
Planning & Mgt. Development  
H. O. Lumb..... Director, Personnel

(Continued on Page 270)



# COMPLETE ON-THE-SPOT COVERAGE



## THE NBC RADIO NETWORK

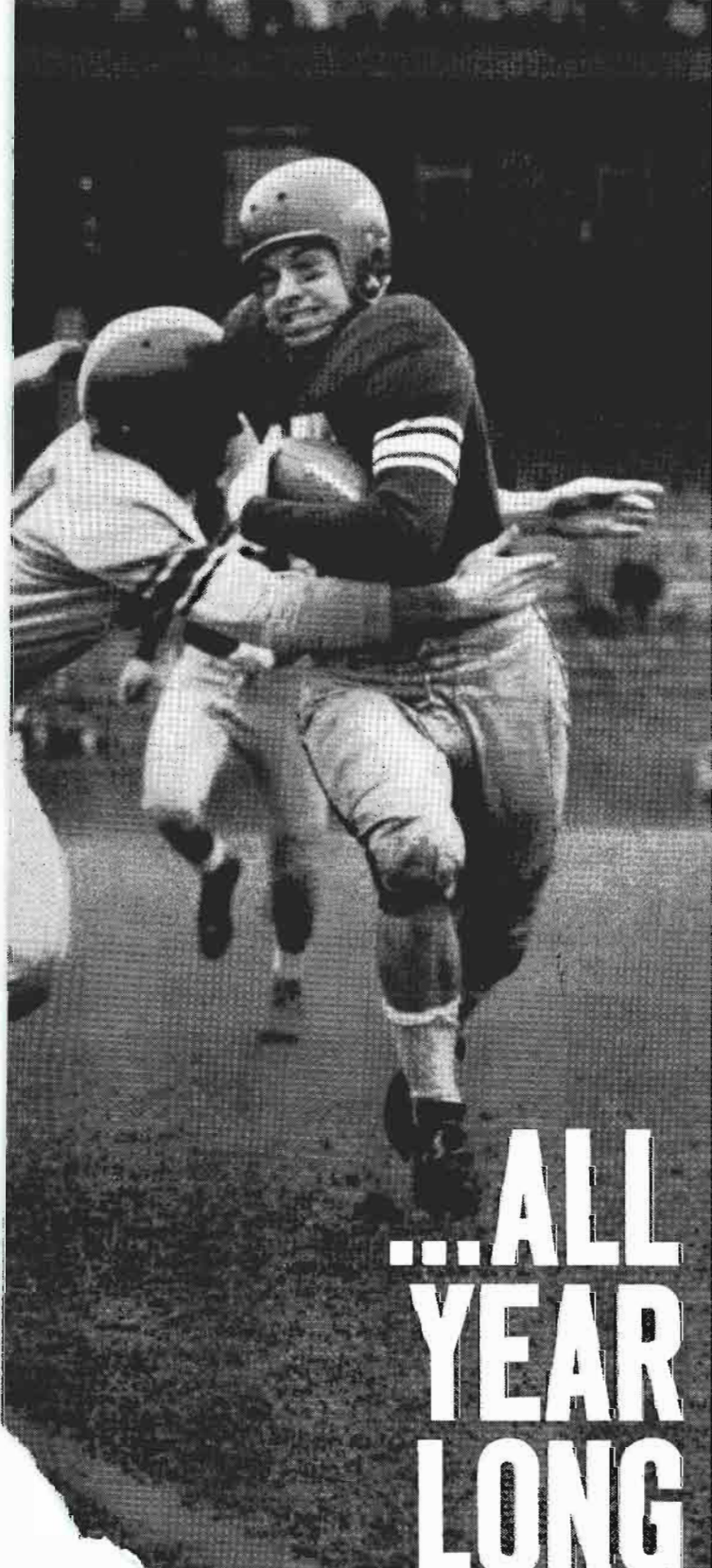
keeps America on top of the latest happenings the whole world over with fast, accurate, dramatic news, flashed by 400 NBC News correspondents stationed in 70 nations.

- Every hour, throughout the day and evening, NBC Radio's NEWS OF THE HOUR presents a complete news summary, featuring on-the-spot reports.
- At all times, NBC's HOT LINE is on the alert, standing by to switch listeners right to the scene of big news, wherever it happens, whenever it happens.
- NBC News is constantly at work on special background reports that give full perspective on the headline of the moment.

This is the kind of news-coverage that the American public relies upon *network* radio to bring them—the kind that only a network *can* bring them. This is the kind of coverage they know they will *always* find on an NBC Radio station.

*For complete on-the-spot coverage, all year long, around the world, America turns to the stations of the NBC Radio Network.*





...ALL  
YEAR  
LONG



## THE NBC RADIO NETWORK

is on the spot—whatever the season, whatever the sport—bringing America one exciting first-hand report after another. Baseball and boxing, tennis and track, horse-racing, sailboat-racing, golf—even bocchi—they're all part of the jam-packed NBC schedule. Each season there are specials like: the Rose Bowl Game, the World Series, the U. S. Open Golf Tournament, Forest Hills' Tennis Championships, in fact, just about every major event of the year. Weekend games and special features on *MONITOR*, interviews, sports roundups, and the Friday night fights complete the schedule.

For sports-loving America, here's week-in, week-out on-the-spot reporting that only a network could provide.

*For complete on-the-spot coverage, all year long, around the world, America turns to the stations of the NBC Radio Network.*

# NBC RADIO







(Continued from Page 265)

George H. Fuchs.....Director, Labor Relations  
 Dr. Bernard J. Handler.....Company Physician  
 Charles J. Boylan.....Mgr., Employ. Benefit  
 and Services  
 William H. Craig.....Mgr., Employment

**Talent & Program Contract**

James A. Stabile.....Vice President,  
 Program Contract Adm.  
 Thomas H. Belviso.....Mgr., Music &  
 Literary Rights

**International Operations**

Alfred Stern.....Dir., Int'l Operations  
 Richard L. Berman.....Mgr., Facilities,  
 Int'l Operations  
 Alvin Ferleger.....Mgr., Administration &  
 Sales Development  
 William J. Schmitt.....Business Mgr.

**California National Productions,  
 Inc.**

633 Fifth Ave., New York 22, N. Y.  
 (Wholly-owned Subsidiary)

Earl Rettig.....President

**PACIFIC DIVISION**

3000 W. Alameda Ave., Burbank, Calif.  
 THornwald 5-7000

John K. West.....V.P., Pacific Division  
 Alan W. Livingston.....V.P., TV Network Programs  
 Thomas W. Sarnoff.....V.P., Prodn. & Bus. Affairs  
 Richard Graham.....Vice President, Law  
 John E. Burrell.....Mgr., Tech. Operations  
 Sheldon B. Hickox, Jr.....Dir., Station Relations  
 Blake Chatfield.....Mgr., Bcst. Promotion  
 Fenton Coe.....Director, Film Production  
 Maurice J. Corwin.....Mgr., Bcst. Facilities &  
 Operations  
 Gino Conte.....Manager, Unit Manager  
 Frank V. Dellest.....Asst. Treasurer, Pac. Div.  
 Paul Gale.....Manager, Traffic  
 Frank Gertz.....Mgr., Business Affairs Network  
 Programs & Production  
 Helen Hall.....Manager, Adv. & Prom.  
 Harold Kemp.....Director, Nighttime Programs  
 John R. Kennedy.....Liaison Engineer  
 Joseph L. Kubin.....Asst. Controller, Pac. Div.  
 Henry Maas.....Mgr., Sales & Program Services  
 John W. Nelson.....Director, Daytime Programs  
 Fred Hamilton.....Dir., Film Programs  
 Edward A. Rosenberg.....Mgr., Contract  
 Administration  
 Fred Jacobs.....Attorney  
 Scott Shott.....Attorney  
 Raiph F. Shawhan.....Dir., Press & Publicity  
 John H. Thompson.....Mgr., News & Spec. Events  
 Robert D. Thompson.....Mgr., General Services  
 Malcolm E. Madden.....Mgr., Prod. Services  
 Oscar C. Turner.....Mgr., Personnel & Labor Rel.  
 Richard C. Welsch.....Director, Production  
 and Business Affairs  
 Robert Wood.....Mgr., Continuity Acceptance

**CORPORATE RELATIONS**

David Adams.....Senior Exec. V.P.

**Planning and Research**

Hugh M. Beville.....V.P., Planning & Research  
 Marvin W. Baiman.....Mgr., Research Studies  
 Dr. Thomas E. Coffin.....Director, Research  
 Jack B. Landis.....Mgr., Research Devel.  
 Allen R. Cooper.....Dir., Corporate Planning  
 Charles M. Kinsolving, Jr.....Mgr., Plans Devel.  
 Barry Rumble.....Mgr., Rates & Affili.  
 William S. Rubens.....Mgr., Audience  
 Measurement

**Station Relations**

Harry Bannister.....V.P. for Station Rel.  
 Thomas E. Knode.....V.P., Station Relations  
 Donald J. Mercer.....Dir. of Station Rel.

**NBC OWNED STATIONS &  
 NBC SPOT SALES**

P. A. Sugg.....Exec. V.P., NBC Owned Stations &  
 NBC Spot Sales  
 Thomas S. O'Brien.....Dir., Business Affairs  
 Anthony C. Krayer.....Business Manager

**NBC Spot Sales**

Richard H. Close.....Dir., NBC Spot Sales  
 George Dietrich.....Dir., Radio Spot Sales  
 Frank DeRosa.....Mgr., Radio Spot Sales  
 Central Office  
 William Buschgen.....Mgr., Radio Spot Sales  
 Detroit  
 Frederick Lyons.....Mgr., Eastern Radio Spot Sales  
 Edward H. Macaulay.....Mgr., Western Radio  
 Spot Sales  
 Dave Scott.....Mgr., New England Spot Sales  
 Morton Gaffin.....Dir., New Bus. & Prom.

**NBC Owned Stations**

**WRCA, WRCA-FM, New York**

William N. Davidson.....V.P. & General Mgr.  
 Arthur Hamilton.....Station Manager  
 Michael A. Lannon.....Mgr., Aud. & Sales Promotion  
 Herman Maxwell.....Mgr., National Sales  
 Bill Kreitner.....Mgr., Local Sales  
 Joseph Murphy.....Manager, Merchandising  
 Steve White.....Program Manager  
 John O'Keefe.....Mgr., Publicity & Exploit.  
 Earl Harder.....Traffic Mgr.  
 Fred E. Acker.....Mgr., Business Affairs  
 & Operations

**WKNB, Hartford-New Britain**

Peter B. Kenny.....Gen. Manager  
 Robert W. Bray.....Program Manager  
 John McHale.....Business Affairs Mgr.  
 Gustave Nathan.....Mgr., Sales Devel.  
 Howard Wry.....Promotion, Publicity Mgr.

**WRC, WRC-FM, Washington**

Carleton D. Smith..... V.P. & Gen. Manager  
 Joseph Goodfellow..... Station Manager  
 Harry Karr..... Sales Manager  
 Ralph McCawley..... Adv. & Prom. Manager  
 William C. Grayson..... Program Mgr.  
 Edwin Peterson..... Publicity Manager  
 Pat May..... Traffic  
 Jack Lavan..... Business Mgr.

**WAMP, WFMP, Pittsburgh**

H. W. Shepard..... General Manager  
 Martin Pollins..... Sales Manager  
 Tom Tyson..... Promotion Mgr.  
 John Hierlihy..... Program Manager  
 Pat Schwade..... Traffic

**WMAQ, WMAQ-FM, Chicago**

Lloyd Yoder..... V.P. & General Mgr.  
 Robert Lemon..... General Executive  
 William Decker..... Sales Mgr.  
 John Keys..... Dir. of Adv. & Prom.  
 Stephen J. Krasula..... Merchandising Mgr.  
 Richard Johnson..... Program Manager  
 Chet Campbell..... Publicity Manager  
 Terry DeZanek..... Traffic  
 Alfred L. Lewis..... Business Mgr.

**WRCV, Philadelphia**

Raymond W. Welpott..... V.P. & Gen. Mgr.  
 Harold Pannepacker..... Station Mgr.  
 Robert Fillmore..... Dir. Adv. & Publicity  
 Mary Doyle..... Merchandising Mgr.  
 Lewis Johnson..... Sales Mgr.  
 Robert C. Benson..... Program Manager  
 George Lenfest..... Dir. of Operations  
 Rita Loftus..... Traffic  
 George M. Mathews..... Business Mgr.

**KNBC, KNBC-FM, San Francisco**

George W. Fuerst..... General Manager  
 Richard H. Gravett..... Sales Manager  
 Mrs. Jane Morrison..... Mgr. of Adv., Prom.  
 & Publicity  
 William Cancilla..... Merchandising Mgr.  
 Jack Wagner..... Program Manager  
 Joe Hanrahan..... Sales Traffic Superv.  
 Bert Medar..... Business Manager

**PUBLIC RELATIONS**

Kenneth W. Bilby..... Exec. Vice President,  
 Public Relations  
 Lester Bernstein..... Dir., Information

**Continuity Acceptance**

Stockton Helffrich.. Dir., Continuity Acceptance  
 Carl Watson..... Mgr., Continuity Acceptance

**Advertising**

John H. Porter..... Director, Advertising  
 J. Donald Foley..... Mgr., Trade & NBC Owned  
 Stations Advertising  
 John Graham..... Art Director  
 Edwin Vane..... Mgr., Audience Adv. & Prom.

**Exploitation**

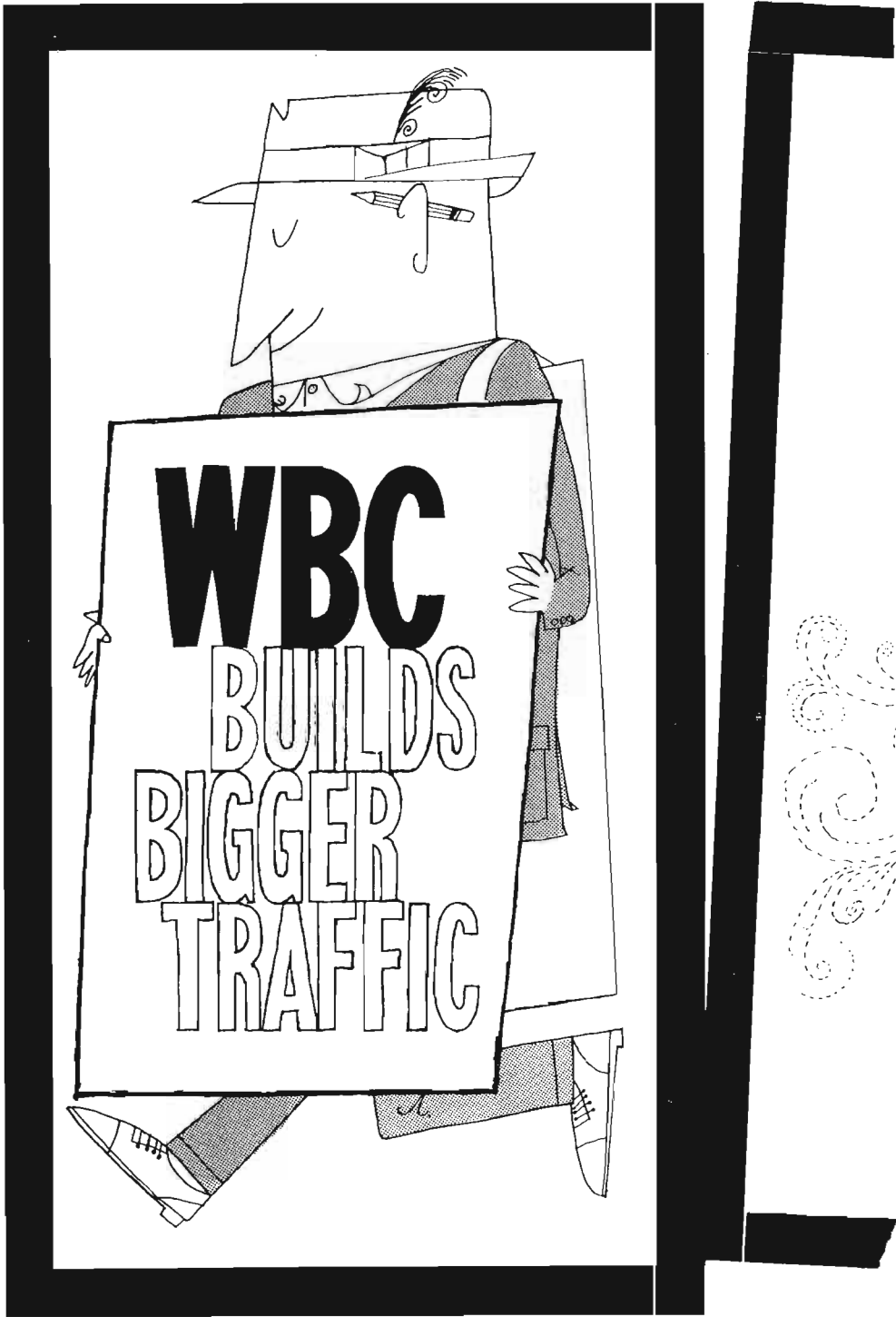
Alexander S. Rylander..... Dir., Exploitation  
 Peter M. Tintle..... Mgr., Guest Relations  
 John Scuoppo..... Mgr., Exploitation

**Press and Publicity**

Sydney H. Eiges..... V.P., Press & Publicity  
 Ellis Moore..... Dir., Press Department  
 Milton Brown..... Mgr., Program Publicity  
 Sidney Desfor..... Mgr., Photo Unit  
 Charles A. Henderson..... Mgr., Publicity, Radio  
 Net. Owned Stations & NBC Spot Sales  
 Joseph A. Ryan..... Mgr., Bus. & Trade Publicity  
 Kathryn Cole..... Manager, Information  
 Cornelius K. Sullivan..... Mgr., Services & Info.  
 William B. Miller..... Night Executive Officer

**RADIO NETWORK**

Matthew J. Culligan... Exec. V.P., Radio Network  
 Albert L. Capstaff..... V.P., Radio Network  
 Programs  
 George A. Graham..... V.P., Sales Planning  
 Norman S. Livingston... Dir., Radio Prog. Sales  
 William K. McDaniel..... V.P., Radio Net. Sales  
 William F. Fairbanks..... National Sales Mgr.  
 George Diefenderfer..... Mgr., Central Sales  
 David A. Engles..... Mgr., Western Sales  
 Harry E. Hobbs..... Mgr., Eastern Sales  
 Frederic L. Horton..... Gen. Sales Executive  
 Howard Gardner..... Mgr., Sales Development  
 Robert C. Hitchens..... Mgr., Radio Sales  
 Presentations  
 Paul Mensing..... Mgr. Sales, Detroit  
 Ludwig W. Simmel..... Mgr., Radio Sales  
 Service & Traffic  
 Theodore Zaer..... Dir., Bus. Affairs  
 Robert Wogan..... Mgr., Program Operations  
 Murray Heilweil..... Marketing Director





## RADIO

Boston-Springfield	WBZ+ WBZA	51,000 watts
Pittsburgh	KDKA	50,000 watts
Cleveland	KYW	50,000 watts
Fort Wayne	WOWO	50,000 watts
Chicago	WIND	5,000 watts
Portland, Ore.	KEX	50,000 watts

## TELEVISION

Boston	WBZ-TV	NBC
Baltimore	WJZ-TV	ABC
Pittsburgh	KDKA-TV	CBS
Cleveland	KYW-TV	NBC
San Francisco	KPIX	CBS

**No selling campaign is complete  
without the WBC stations**



**Westinghouse Broadcasting Company, Inc.**

Reps: WJZ-TV: Blair-TV... KPIX: The Katz Agency... WIND:  
AM Radio Sales... All others: Peters, Griffin, Woodward, Inc.

Effective July 1, 1959 all WBC radio stations will be represented  
by AM Radio Sales; all WBC television stations by Television  
Advertising Representatives, Inc.

# NATIONAL ASSOCIATION OF BROADCASTERS

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

## Officers

*President, Chmn. of the Bd.*—**Harold E. Fellows**

**Everett E. Revercomb**  
*Secretary-Treasurer*

**John F. Meagher**  
*V.P. in Charge of Radio*

**Thad H. Brown**  
*V.P. in Charge of Television*

## DEPARTMENT EXECUTIVES

**Howard H. Bell**, *Assistant to the Pres.  
in Charge of Joint Affairs*

**Donald N. Martin**, *Assistant to the Pres.  
in Charge of Public Relations*

**Louise K. Aldrich**, *Librarian*

**Richard M. Allerton**, *Manager of Re-  
search*

**William Carlisle**, *Manager of Station Re-  
lations*

**Frederick H. Garrigus**, *Manager of Or-  
ganizational Services Department*

**Edward H. Bronson**, *Director of Tele-  
vision Code Affairs*

**Charles H. Tower**, *Manager, Broadcast  
Personnel and Economics Depart.*

**Douglas A. Anello**, *Chief Attorney*

**La Rue M. Courson**, *Production Manager*

**A. Prose Walker**, *Mgr. of Engineering*

**Vincent T. Wasilewski**, *Mgr. of Govern-  
ment Relations*

## RADIO BOARD OF DIRECTORS

In accordance with Article IV of the By-Laws, the Board of Directors has designated the following composition of each of the 17 NARTB Districts.

Director	District	States Comprising District
Daniel W. Kops.....	1	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont.
WAVZ, New Haven, Conn.		
Simon Goldman .....	2	New York and New Jersey.
WJTN, Jamestown, N. Y.		
John S. Booth.....	3	Delaware, Pennsylvania, West Virginia and Maryland, excluding the counties of Prince Georges and Montgomery.
WCHA, Chambersburg, Pa.		
Jack S. Younts.....	4	District of Columbia, North Carolina, South Carolina, Virginia and Maryland, including the counties of Prince Georges and Montgomery.
WEEB, Southern Pines, N. C.		
Hugh M. Smith.....	5	Alabama, Florida, Georgia, Puerto Rico and Virgin Islands.
WCOV, Montgomery, Ala.		
F. C. Sowell.....	6	Arkansas, Louisiana, Mississippi and Tennessee
WLAC, Nashville, Tenn.		
Robert T. Mason.....	7	Kentucky and Ohio.
WMRN, Marion, Ohio		
J. M. Higgins.....	8	Indiana and Michigan.
WTHI, Terre Haute, Ind.		
William Holm .....	9	Illinois and Wisconsin.
WLPO, LaSalle, Illinois		

Director	District	States Comprising District
Ben Sanders .....	10	Iowa, Missouri and Nebraska.
KICD, Spencer, Iowa		
Raymond V. Eppel.....	11	Minnesota, North Dakota and South Dakota, excluding the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson.
KORN, Mitchell, S. D.		
Robert L. Pratt.....	12	Kansas and Oklahoma.
KGGF, Coffeyville, Kans.		
Alex Keese .....	13	Texas.
WFAA, Dallas, Texas		
George C. Hatch.....	14	Colorado, Idaho, Utah, Wyoming, Montana, New Mexico, and South Dakota, including the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson.
KALL, Salt Lake City, Utah		
Joe D. Carroll.....	15	California, excluding the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial, Nevada, excluding the counties of Mineral, Esmeralda, Nye, Lincoln and Clark, and Hawaii.
KMYC, Marysville, Calif.		
Robert J. McAndrews.....	16	Arizona, California, including the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego, and Imperial, and Nevada, including the counties of Mineral, Esmeralda, Nye, Lincoln, and Clark.
KBIG, Avalon, Calif.		
Thomas C. Bostic.....	17	Alaska, Oregon and Washington.
KIMA, Yakima, Wash.		

**DIRECTORS-AT-LARGE**

**Large Stations**

Harold Hough  
WBAP, Fort Worth, Texas  
John H. DeWitt, Jr.  
WSN, Nashville, Tenn.

**Medium Stations**

J. Frank Jarman  
WDNC, Durham, North Carolina  
Frederick A. Knorr  
WKMJ, Dearborn, Mich.

**Small Stations**

William C. Grove  
KFBC, Cheyenne, Wyoming  
J. R. Livesay  
WLBH, Mattoon, Illinois

**FM Stations**

Ben Strouse  
WWDC-FM, Washington, D. C.  
Merrill Lindsay  
WSOY-FM, Decatur, Illinois

**Network**

E. J. DeGray  
ABC Radio, New York, N. Y.  
Arthur Hull Hayes  
CBS-Radio, New York

Charles W. Godwin  
MBS, New York, N. Y.  
P. A. Sugg  
NBC-Radio, New York, N. Y.

**TELEVISION BOARD OF DIRECTORS**

Joseph E. Baudino  
Westinghouse Broadcasting Co., Inc.  
Washington, D. C.  
John E. Fetzer  
WKZO-TV, Kalamazoo, Mich.  
Payson Hall  
Meredith Publishing Co.  
Des Moines, Iowa  
C. Howard Lane  
KOIN-TV, Portland, Oregon  
Dwight W. Martin

WAFB-TV, Baton Rouge, La.  
G. Richard Shafto  
WIS-TV, Columbia, S. Car.  
James D. Russell  
KKTU, Colorado Springs, Colo.  
Joseph J. Bernard  
KTUL-TV, St. Louis, Mo.  
Henry B. Clay  
KTHV, Little Rock, Ark.  
C. Wrede Petersmeyer  
Corinthian Broadcasting Corp., N. Y.

Willard E. Walbridge  
KTRK-TV, Houston, Texas

**Network**

Alfred Beckman  
ABC-TV, New York, N. Y.  
William B. Lodge  
CBS-TV, New York, N. Y.  
David C. Adams  
New York, N. Y.



## *Famous on the local scene . . .*



**WIBG (First Place) — "PATRIOTIC CONTESTS"  
WJW-TV AND RADIO — "JUNIOR OLYMPICS"  
WJBK — "COLLEGE CAMPUS PROGRAM"**





## honored throughout the nation

Being awarded four 1958 George Washington Honor Medals by the Freedoms Foundation at Valley Forge indicates the outstanding position Storer stations have attained through public service in their communities, even in America's greatest markets.

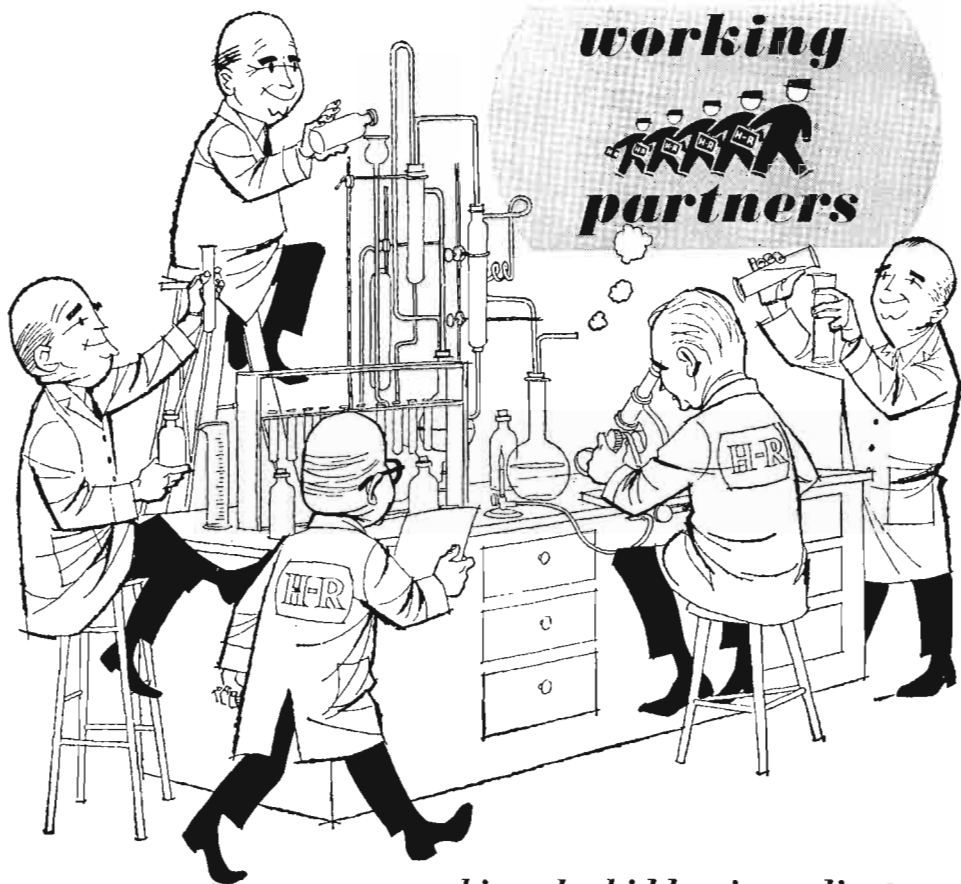
We are happy to acknowledge the fact that the Freedoms Foundation has recognized the achievements of WIBG in Philadelphia, WJW-TV and Radio in Cleveland, WJBK in Detroit and, at the same time, Storer Broadcasting Company's national advertising for the fourth consecutive year.



## Storer Broadcasting Company

<b>WSPD-TV</b> Toledo	<b>WJW-TV</b> Cleveland	<b>WJBK-TV</b> Detroit	<b>WAGA-TV</b> Atlanta	<b>WITI-TV</b> Milwaukee		
<b>WSPD</b> Toledo	<b>WJW</b> Cleveland	<b>WJBK</b> Detroit	<b>WIBG</b> Philadelphia	<b>WWVA</b> Wheeling	<b>WAGA</b> Atlanta	<b>WGBS</b> Miami

National Sales Office: 625 Madison Ave., N.Y. 22, PLaza 1-3940 • 230 N. Michigan Ave., Chicago, FRanklin 2-6498



*... seeking the hidden ingredient*

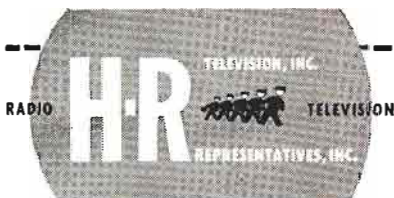
We have never been content to provide buyers with *only* the obvious facts and figures about our stations and the markets in which they operate.

From the day H-R was started by a group of Working Partners, we have sought for the "hidden ingredient" that distinguishes each station and makes it a more logical selection for important schedules.

The value of this persistent research and continuing market study takes on added significance at H-R, because all of the Working Partners and the men on our staff, have the experience and ability to interpret these findings into *extra* service for time buyers and into *extra sales* for our stations.

**FRANK HEADLEY**, President  
**DWIGHT REED**, Vice President  
**FRANK PELLEGRIN**, Vice President

*"We always send a man to do a man's job"*



NEW YORK	SAN FRANCISCO	ATLANTA
CHICAGO	DALLAS	HOUSTON
HOLLYWOOD	DETROIT	NEW ORLEANS

**RADIO DAILY**  
**TELEVISION DAILY**

presents

***STATION  
REPRESENTATIVES***

**EXECUTIVE PERSONNEL  
KEY & BRANCH OFFICES**

**AM & TV STATION REPS  
AFFILIATIONS LISTED  
UNDER EACH STATION**

**1959**



## **EXPERIENCE**

Behind the brow of the pilot, knowledge won through years of experience... skill born of doing.

In our business, too, 13 years experience have given us a background that makes the time buyer's job easier... lessens the chance of costly errors.

Such experience must be earned. And there's no substitute for it.

**AVERY-KNODEL**  
INCORPORATED

# RADIO-TV STATION REPRESENTATIVES

## AIRSPOT SALES

64 East Lake St., Chicago, Ill.  
Phone: STate 2-0460

Gen. Mgr. .... Joseph Kapps

## ALASKA RADIO & TV SALES

c/o Weed Television  
579 Fifth Ave., New York 17, N. Y.

## ALL-CANADA RADIO & TELEVISION

80 Richmond St. W., Toronto, Ontario, Can.  
Phone: EMpire 6-7691

President. .... H. R. Carson  
V.P., Mgr. Dir. .... J. S. MacKay  
Prom. Mgr. .... P. N. Harricks

### Radio Division

Mgr., Station Time Div. .... W. M. Brennan  
Mgr., Program Division. .... D. C. S. Murray

### TV Division

Manager .... Reo Thompson  
Mgr., Station Time Div. .... Ross McCreath

### Branch Offices

922 Dominion Square Bldg., Montreal, Que.  
Phone: UNiversity 6-9868

Manager .... K. A. Baker  
706 Electric Railway, Chamber Bldg.

Winnipeg, Manitoba

Phone: WHitehall 2-6861

Manager .... B. Pirie  
Taylor, Pearson & Carson Bldg.

Calgary, Alberta

Phone: 2-7691

Manager. .... J. E. Cavanaugh  
1161 Melville St., Vancouver, B. C.

Phone: MUtual 4-7461

Manager .... J. E. Baldwin

## AM RADIO SALES COMPANY

666 Fifth Ave., New York 19, N. Y.  
Phone: PLaza 7-4567

President. .... Ralph L. Atlas  
Vice Pres. & Gen. Mgr. .... W. H. Losee

### Branch Offices

400 N. Michigan Ave., Chicago 14, Ill.

Phone: MOhawk 4-6555

Exec. in charge. .... Jerry Glynn  
5939 Sunset Blvd., Los Angeles 28, Calif.

Phone: HOLlywood 5-0695

Exec. in charge. .... Robert Block  
950 California St., San Francisco 9, Calif.

Exec. in charge. .... Kenneth R. Carey

## AVERY-KNODEL INC.

720 Fifth Ave., New York 19, N. Y.  
Phone: JUdson 6-5536

President. .... Lewis H. Avery  
Exec. Vice-President. .... J. W. Knodel

Vice-President. .... Charles C. Coleman, Jr.  
Secy., Treas. .... Philip Schloeder, Jr.

Assistant Treasurer. .... John J. Tormey

## Branch Offices

3125 Prudential Plaza, Chicago 1, Ill.  
Phone: WHitehall 4-6869

Exec. V. P. .... J. W. Knodel  
235 Montgomery St., San Francisco 4, Calif.

Phone: YUKon 2-2053

Executive .... David B. Meblin  
3325 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DÜnkirk 5-6394

Executives. .... Douglas MacLatchie,  
W. E. Moore

41 Marietta St., N.W., Atlanta 3, Ga.

Phone: JACkson 3-2545

Vice President. .... Charles C. Coleman, Jr.  
320 Fidelity Life Bldg., Dallas 1, Texas

Phone: Rlverside 7-7761

Exec. in Charge. .... Wallis Ivy  
1446 Nat. Bank Bldg., Detroit 26, Mich.

Phone: WOODward 1-9607

## JAMES S. AYERS CO.

Glenn Bldg., Atlanta, Ga.

Phone: JACkson 5-0459

President .... James S. Ayers  
*Branch Office*

S. Church St. Bldg., Charlotte, N. C.

Phone: FRanklin 5-6146

Manager .... Guy Vaughn  
**WILLIAM A. AYRES CO.**

233 Sansome St., San Francisco, Calif.

Phone: YUKon 6-2981

Owner, Mgr. .... William A. Ayres  
*Branch Offices*

5880 Hollywood Blvd., Hollywood, Calif.

Phone: HO 2-1133

Manager .... Jack DeBar Smith  
**ELISABETH M. BECKJORDEN**

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

Phone: PLaza 5-4262

## CHARLES BERNARD CO.

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

Phone: CLrcle 6-7242

President .... Charles Bernard  
Asst. to President. .... Rita Hughes

Promotion Director. .... Leonard Kessler  
*Branch Offices*

New Howard Hotel, Baltimore 1, Md.

Phone: LEXington 9-1680

General Manager. .... Miss L. Wentworth  
1000 Main St., Dallas, Texas

Phone: Rlverside 1-9217

Gen. Mgr. .... Diane Spiegel  
**HIL F. BEST CO.**

Park Ave. Bldg., Detroit 26, Mich.

Phone: WOODward 2-7298

President. .... Hil F. Best  
Vice-Pres. .... Michael Best

Gen. Mgr. .... Tom Corlett  
*Branch Offices*

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

Phone: LEXington 2-3783

Geo. T. Hopewell, Joseph Cannon

## STATION REPRESENTATIVES

205 W. Wacker Dr., Chicago 6, Ill.

Phone: STate 2-5096

Executives-in-charge .....Hooper Jones,  
Phyl Duncan

111 N. LaCienega Blvd., Beverley Hills, Cal.

Phone: AI 5-8326

681 Market St., San Francisco, Calif.

Phone: EXbrook 7-0544

Executive-in-Charge .....James Walsh

Mortgage Guaranty Bldg., Atlanta, Ga.

Phone: ALpine 5084

Executive-in-charge .....Tom Atkinson

### WALTER BIDDICK COMPANY

1046 So. Olive St., Los Angeles 15, Calif.

Phone: RIchmond 9-8800

Manager .....Guy Biddick

Office Mgr.....Barbara McNey

Traveling Rep.....Burt Zoul

### JOHN BLAIR & COMPANY

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

Phone: PLaza 3-4250

President.....John P. Blair

Exec. Vice-Pres.....Arthur H. McCoy

Stations Oper. Mgr.....Wells Barnett

Vice-President.....Ward Dorrell

Secretary-Treasurer .....Blake Blair

#### Branch Offices

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

Phone: SU 7-2300

Vice-President.....Clifford J. Barborka, Jr.

2502 Russ Bldg., San Francisco 4, Calif.

Phone: DOuglas 2-3188

Manager.....Heber Smith, Jr.

155 Sansome St., San Francisco, Calif.

Phone: DUmkirk 7-1333

Vice-President.....Carleton E. Coveny

937 Paul Brown Bldg., St. Louis 1, Mo.

Phone: CHestnut 1-5686

Manager .....Carlos Reese

617 Book Bldg., Detroit 26, Mich.

Phone: WOodward 1-6030

Manager .....Charles Fritz

467 Rio Grande Nat'l Bldg., Dallas, Texas

Phone: RIverside 1-4228

Manager .....Frank Carter

118 Newbury St., Boston, Mass.

Phone: KE 6-1472

Manager.....Ernest W. Kitchen

101 Marietta St., Atlanta, Ga.

Phone: JA 5-6482

Vice-President.....Charles Dilcher

3319 White-Henry-Stuart, Seattle, Wash.

Phone: ELLiott 6270

Manager.....John Burr

### BLAIR-TV, INC.

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

Phone: TEmpleton 8-5800

President.....John P. Blair

Exec. Vice-Pres.....Edward P. Shurick

Vice Pres., E. Sales Mgr...John P. Denninger

#### Branch Offices

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

Phone: SUperior 7-2300

V. P., Manager.....Harry Smart

2504 Russ Bldg., San Francisco 4, Calif.

# TVAR

TELEVISION ADVERTISING REPRESENTATIVES, INC.

*Effective July 1, representing  
the Westinghouse Broadcasting Company TV stations*

WBZ-TV—Boston . . . Channel 4 . . . NBC

WJZ-TV—Baltimore . . . Channel 13 . . . ABC

KDKA-TV—Pittsburgh . . . Channel 2 . . . CBS

KYW-TV—Cleveland . . . Channel 3 . . . NBC

KPIX—San Francisco . . . Channel 5 . . . CBS

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

Offices in Detroit, Chicago, San Francisco, and Los Angeles

*Phone: YUkon 2-7068*

Manager .....Ned Smith  
3460 Wilshire Blvd., Los Angeles 5, Calif.  
*Phone: DU 1-3811*

Manager .....David Lundy  
937 Paul Brown Bldg., St.Louis 1, Mo.  
*Phone: CHestnut 1-5686*

Manager .....Richard Quigley  
617 Book Bldg., Detroit 26, Mich.  
*Phone: WOOodward 1-6030*

Manager .....Gabe Dype  
467 Rio Grande Nat'l Bldg., Dallas, Texas  
*Phone: Rlverside 1-4228*

Manager .....Steve Beard  
1402 Barnett Bank, Jacksonville, Fla.  
*Phone: ELgin 6-5770*

Manager.....Harry E. Cummings  
118 Newbury St., Boston, Mass.  
*Phone: KENmore 6-1472*

Manager .....Bruce Pattyson  
White-Henry-Stuart Bldg., Seattle, Wash.  
*Phone: MAIn 3-6270*

Manager.....John Burr

**BLAIR TELEVISION ASSOCIATES, INC.**

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

*Phone: PLaza 1-1922*

President ..... John F. Blair  
Exec. V.P.....Richard L. Foote  
V.P. & Research Dir.....W. Ward Dorrell  
Dir. Sales Develop.....Martin Katz

*Branch Offices*

333 Michigan Ave., Chicago 1, Ill.

*Phone: FRanklin 2-3819*

Vice-Pres., Mgr.....Arthur C. Stringer  
3460 Wilshire Blvd., Los Angeles, Cal.  
*Phone: DUmkirk 1-3811*

Manager .....David Lundy  
2504 Russ Bldg., San Francisco, Cal.  
*Phone: YUkon 2-7068*

Manager .....Edward Smith  
617 Book Bldg., Detroit 26, Mich.  
*Phone: WOOodward 1-6030*

Manager .....Gabriel Dype  
937 Paul Brown Bldg., St. Louis, Mo.  
*Phone: CHestnut 1-5686*

Manager .....Richard Quigley  
Rio Grande Nat'l. Bldg., Dallas, Tex.  
*Phone: Rlverside 1-4228*

Manager .....Steve Beard  
118 Newbury St., Boston 16, Mass.  
*Phone: KENmore 6-1472*

Manager .....Bruce Pattyson  
1402 Barnett Bank Bldg., Jacksonville, Fla.  
*Phone: ELgin 6-5770*

Manager .....Harry Cummings  
White-Henry-Stuart Bldg., Seattle, Wash.  
*Phone: MAIn 3-6270*

Manager .....John Burr

**BOGNER & MARTIN**

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

*Phone: MU 9-2586*



**AM RADIO SALES CO.**

*Effective July 1, representing  
the Westinghouse Broadcasting Company radio stations*

WBZ—Boston

KDKA—Pittsburgh

KYW—Cleveland

WOWO—Fort Wayne

KEX—Portland

*Also representing*

WMCA—New York    WCKY—Cincinnati

WLOL—Minneapolis    (Midwest-West Coast only)

KOOL—Phoenix    KMPC—Los Angeles

WIND—Chicago    KSFO—San Francisco

WCAR—Detroit    KOLD—Tucson

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

Offices in Chicago, San Francisco, and Los Angeles

## STATION REPRESENTATIVES

Exec. in Charge.....P. Bogner

### Branch Offices

411 Glenn Bldg., Atlanta, Ga.

Phone: MU 8-3988

Exec. in Charge.....J. Whitehead

435 N. Michigan Ave., Chicago, Ill.

Phone: SUperior 7-6048

Exec. in Charge.....C. G. O'Neill, Jr.

### GUY BOLAM

*American Sales and Servicing Agency*

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

Phone: MURray Hill 5-1300

President .....Guy Bolam

### Branch Offices

3 Place de Valois, Paris 1, France

General Mgr.....P. G. Duprat

38 Hertford St., London W 1, England

Joint Mgr.....G. Everitt

11 rue de Fief, Boulogne-Billancourt, France

Manager.....J. C. Henriot

79 Blvd. Haussmann, Paris 8e, France

Manager.....G. Scheye

### THE BOLLING COMPANY, INC.

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

Phone: YUkon 6-4545

President.....George W. Bolling

Vice Pres. (Radio).....Robert H. Bolling

Vice-President (TV).....G. Richard Swift

Sales Develop. Dept.....Morton A. Barrett

### Branch Offices

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

Phone: WH 3-2040

Mgr., V. P.....John D. Stebbins

Sales Manager.....Gale Blocki

204 S. Beverly Dr., Beverly Hills, Calif.

Phone: BR 2-0544

Manager.....George W. Bolling, III.

5 Third St., San Francisco, Calif.

Phone: GA 1-6740

Mgr.....John T. Coy

80 Boylston St., Boston 16, Mass.

Phone: HU 2-0346

Manager.....Richard A. Keating

Vaughn Bldg., Dallas 1, Tex.

Phone: RI 8-2172

Manager.....Thomas R. Murphy

### THE BRANHAM COMPANY

360 North Michigan Avenue, Chicago 1, Ill.

Phone: CEntral 6-5726

President.....Eugene F. Corcoran

Vice President.....Lewis S. Greenberg

Manager .....John Murphy

### Branch Offices

99 Park Avenue, New York 16, N. Y.

Phone: MURray Hill 2-4606

Executive-in-Charge.....Joseph F. Timlin

6-235 General Motors Bldg., Detroit 2, Mich.

Phone: TRinity 1-0440

Executive-in-Charge.....Fred A. Weber

1005 Fidelity Union Life Bldg., Dallas 3, Tex.

Phone: RIVERSide 8-5831

Executive-in-Charge .....George Harding

Rhodes-Haverty Bldg., Atlanta 3, Ga.

Phone: JACkson 2-3025

# OUR CALLING CARD . . . .



**RESPECT** • For the teamwork of a job well done.

**SERVICE** • Conscientious skill has won high acceptance in ad agencies.

**VITALITY** • With alert, dynamic sales force — hard-hitting research analysis.

**PROFIT** • Experienced sales executives insure major budgets.



## Gill-Perna

**Radio & Television Station Representatives.**

• NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO • BOSTON



## STATION REPRESENTATIVES

Executive-in-Charge.....Horace L. Ralls  
706 Chestnut St., St. Louis 1, Miss.  
Phone: CHestnut 1-6192

Executive-in-Charge .....John Henderson  
1028 Sterick Bldg., Memphis 3, Tenu.  
Phone: JAcKson 6-2344

Executive-in-Charge.....Sidney L. Nichols  
2001 Liberty Life Bldg., Charlotte 2, N. C.  
Phone: EDison 2-8839

Executive-in-Charge.....Bertram C. Finch  
703 Market Street, San Francisco 3, Calif.  
Phone: YUkon 2-1582

Manager .....Peter Childs  
6399 Wilshire Blvd., Los Angeles 48, Calif.  
Phone: WEbster 1-1551

Executive-in-Charge.....Norman E. Noyes  
496 N.E. 29th Terrace, Miami, Fla.  
Phone: FRanklin 9-4685

Executive-in-Charge .....Dan Gattoni

### BREEN & WARD

400 Madison Avenue, New York 17, N. Y.

Phone: PLaza 1-5875

#### Branch Offices

330 S. Wells St., Chicago 6, Ill.

Phone: WAbash 2-5236

2449 Larkin St., San Francisco, Cal.

Phone: PRospect 5-2725

Manager .....Frank Crennan

Terminal Sales Bldg., Portland 5, Ore.

Phone: CApital 8-5191

Manager .....Quenton Cox

### BROADCAST TIME SALES

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

Phone: MU 4-6740

Pres., Man. Dir.....Carl L. Schuele  
Sales Dirs.....Sam Brownstein, Geo. Beavers,  
Norman Flynn, Peter Arnstein  
Finance Director.....David Lieberman  
Research Director.....Miss Joan Rogers

#### Branch Offices

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

Phone: State 2-1405

Manager .....Earl Glickman  
681 Market St., San Francisco 11, Calif.

Phone: SUTter 1-8656

Manager .....Paul Kinsley  
286 Penobscot Bldg., Detroit, Mich.

Phone: WOODward 5-7618

Mid-West Manager.....John Hartigan  
1540 N. Highland, Los Angeles 28, Cal.

Phone: HO 5-1755

Manager .....Charles Hughes

### CLARKE BROWN COMPANY

416 Rio Grande National Bldg., Dallas 2,  
Texas

Phone: RIVERSide 2-5148

President.....Clarke R. Brown

Vice-president.....Robert E. Stuart

Vice-pres., Treas.....Andrew E. Peranni

#### Branch Offices

1182 West Peachtree N.W., Atlanta, Ga.

Phone: TRinity 5-9539

Exec. Vice President.....Bill McRae

3520 Montrose, Houston, Tex.

Phone: JAcKson 8-1601

Manager .....Jack Eisele

910 Royal St., New Orleans, La.

## RAMBEAU • VANCE • HOPPLE, INC.

### RADIO'S FIRST EXCLUSIVE NATIONAL REPRESENTATIVE

Established in 1931

The only station representative organization that proves year after year that spot radio can be SOLD as an ADVERTISING MEDIUM against any and all competition, including newspapers!

#### NEW YORK

Chrysler Building  
405 Lexington Ave.  
Oxford 7-0890

#### SAN FRANCISCO

511 Merchants Exchange Bldg.  
Exbrook 2-4073

#### CHICAGO

185 No. Wabash Ave.  
Andover 3-5566

#### LOS ANGELES

1350 No. Highland Ave.  
Hollywood 4-6017

## STATION REPRESENTATIVES

Phone: JACkson 2-3917  
Manager .....Thomas J. Craig  
233 Guaranty Bank Bldg., Denver, Colo.  
Phone: CH 4-8191  
Manager .....John McGuire

### BURN-SMITH CO., INC.

19 W. 44th St., New York 36, N. Y.  
Phone: MU 2-3124-5  
Vice Pres.-Eastern Mgr....C. Stanley Bailey

#### Branch Offices

307 N. Michigan Ave., Chicago 1, Ill.  
Phone: CEntral 6-4437  
Pres.-Treasurer.....John A. Toothill  
672 S. Lafayette Pk. Pl., Los Angeles, Calif.  
Phone: Dunkirk 2-3200  
Mgr. ....Harlan G. Oakes  
110 Sutter St., San Francisco 4, Calif.  
Phone: Sutter 1-7971  
Manager .....William E. Gilmore

### CARIBBEAN NETWORKS, INC.

200 West 57th St., New York 19, N. Y.  
Phone: CIRCLE 7-8224  
President.....A. M. Martinez  
Vice Pres.....Juan J. Cerna  
Sec., Treas.....Mildred R. Chafey

### CBS RADIO SPOT SALES

485 Madison Ave., New York 22, N. Y.  
Phone: PLaza 1-2345

Gen. Mgr.....Gordon F. Hayes  
Sales Manager, N.Y.....Milton F. Allison  
Research Manager.....Edward Oberst  
Client Relations Mgr.....George Arnold

#### Branch Offices

630 N. McClurg Crt., Chicago 11, Ill.  
Phone: Whitehall 4-6000  
Sales Manager.....Thomas H. Peterson  
932 Fisher Bldg., Detroit 2, Mich.  
Phone: Trinity 2-5500  
Sales Manager.....Ralph Patt, Jr.  
Sheraton-Palace Hotel, San Francisco 5, Calif.  
Phone: Yukon 2-7000  
Sales Manager.....Byron Nelson  
6121 Sunset Blvd., Hollywood 28, Calif.  
Phone: Hollywood 9-1212  
Sales Manager.....Roland McClure  
805 Peachtree St. N.E., Atlanta 8, Ga.  
Phone: TRinity 4-4407  
Sales Manager.....George Swearingen  
9th & Sidney Sts., St. Louis 4, Mo.  
Phone: PRospect 3-1120  
Sales Manager.....Eugene Myers

### 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  
General Manager.....Bruce R. Bryant  
Eastern Sales Mgr.....Arthur C. Elliott  
Business Manager.....Ben Margolis

# Betty Luster Assocs., Inc.

150 West 55th St., N.Y.C.

CIRCLE 6-1952-3

## Television Station Representative for:

WESH-TV—Orlando, Florida    WSBA-TV—York, Pa.  
KNTV    —San Jose, Calif.    KXGN-TV—Glendive, Montana

## Representative for:

Elliot, Unger, & Elliot — Film & Video Tape Commercials  
All-Florida Magazine

NATIONAL KINESCOPE SERVICE  
AIR CHECKS ANYWHERE  
IN THE U. S. A.

## STATION REPRESENTATIVES

Dir., Sales Devel.....Frank Elliott, Jr.  
Prom. Mgr.....W. Thomas Dawson  
Research Manager.....Robert F. Davis

### Branch Offices

630 N. McClurg Crt., Chicago 11, Ill.  
Phone: Whitehall 4-6000

Midwestern Sales Mgr.....John H. White  
805 Peachtree Bldg. N.E., Atlanta, Ga.  
Phone: TRinity 5-6677

Manager.....H. H. Holtshouser  
932 Fisher Bldg., Detroit 2, Mich.  
Phone: Trinity 2-5500

Manager.....Howard H. Marsh  
Sheraton-Palace Hotel, San Francisco, Calif.  
Phone: YUkon 2-7000

Manager.....Richard R. Loftus  
1313 N. Vine St., Los Angeles 28, Calif.  
Phone: OLive 1-2345

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. Christal  
Vice-President.....Irvin Gross

### Branch Office

333 N. Michigan Ave., Chicago 1, Ill.  
Phone: CE 6-6357

Manager.....Neil D. Cline  
Russ Building, San Francisco 4, Calif.  
Phone: YU 2-1204

Manager.....Richard E. Green  
2107 Book Building, Detroit 26, Mich.  
Phone: WOODward 3-2365

Manager.....Joseph R. Spadea  
581 Boylston St., Boston 16, Mass.  
Phone: Copley 7-1180

Manager.....Robert N. Cloutier  
972 Peachtree St. N.E., Atlanta, Ga.  
Phone: TR 5-9311

Manager.....Kirk Munroe

### THOMAS F. CLARK COMPANY, INC.

608 Fifth Ave., New York 20, N. Y.  
Phone: JUdson 2-1622

Pres., Mgr.....Thomas F. Clark  
Assistant Manager.....Madeleine E. Miklos

### Branch Office

35 E. Wacker Drive, Chicago, Ill.  
Phone: State 2-1663

Manager.....Paul Elsberry  
1928 Guardian Bldg., Detroit, Mich.  
Phone: WOODward 1-6036

Manager.....Paul Pequinot  
1021 William-Oliver Bldg., Atlanta, Ga.  
Phone: JACkson 4-7088

Manager.....Harry Cannon  
166 Geary St., San Francisco, Cal.  
Phone: YUkon 6-0621

Manager.....Don Pickens

### COLLEGE RADIO CORPORATION

135 E. 42nd St., New York 17, N. Y.  
Phone: OXFord 7-0890

President.....Edwards R. Hopple  
Vice-president.....Robert R. Vance, Jr.

### Branch Office

(Rambeau, Vance, Hopple, Inc.)  
185 N. Wabash Ave., Chicago 1, Ill.  
Phone: ANdover 3- 5566

### CONTINENTAL RADIO SALES

545 Fifth Ave., New York, N. Y.

Phone: MUrray Hill 7-6865

Manager.....R. Butche  
21st & Panama St., Philadelphia 3, Pa.

Phone: RIttenhouse 6-8139

Manager.....S. Marshall  
228 No. La Salle St., Chicago, Ill.

Phone: FRanklin 2-2095

Manager.....R. Olson

### DONALD COOKE INC.

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

Phone: JUdson 2-2727

President.....Donald Cooke  
Asst. to Pres.....Dorothy McLaughlin

### Branch Offices

205 W. Wacker Dr., Chicago 1, Ill.  
Phone: State 2-5096

Manager.....Hooper Jones  
111 N. La Cienega Blvd., Beverly Hills, Cal.  
Phone: OLYmpia 2-1313

Manager.....Lee O'Connell  
166 Geary St., San Francisco, Cal.  
Phone: YUkon 6-1681

Manager.....Donald Pickens

### F. T. CRENNAN & ASSOCIATES

249 Larkin St., San Francisco 9, Calif.

Phone: PRospect 5-2725

Exec. in Charge.....F. T. Crennan

### HARRY E. CUMMINGS

1402 Barnett Bank Bldg.,  
Jacksonville 2, Fla.

## MORTON LOWENSTEIN

Station Representative

310 Glen Echo Rd.  
Philadelphia, Penn.  
Phone: CH. 7-4510

# STATION REPRESENTATIVES

Phone: ELgin 6-5770  
Owner.....Harry E. Cummings

## DEVNEY INCORPORATED

366 Madison Ave., New York 17, N. Y.  
Phone: YUkon 6-4390  
President.....E. J. Devney  
*Branch Office*  
185 N. Wabash Ave., Chicago, Ill.  
Phone: STate 2-5282  
Manager.....John K. Markey  
612 S. Serrano Ave., Los Angeles 5, Calif.  
Phone: DUnkirk 4-7352  
Manager.....Fred E. Crawford, Jr.  
233 Sansome St., San Francisco 3, Calif.  
Phone: YUkon 6-2981  
Manager.....William A. Ayres

## DORA-CLAYTON AGENCY, INC.

502 Mortgage Guarantee Bldg., Atlanta 3, Ga.  
Phone: JACkson 5-7841  
Operators....Dora C. Cosse, Clayton J. Cosse

## BOB DORE ASSOCIATES

420 Madison Ave., New York 17, N. Y.  
Phone: PLaza 3-8370  
N. Y. Office.....Robert Dore  
*Branch Offices*  
360 N. Michigan, Chicago, Ill.  
Phone: FInancial 6-6828  
Bob Alexander  
4214 Cole Ave., Dallas, Tex.  
Phone: LAkeside 8-6368  
E. Howard Goodwin  
319 Broadway Mkt. Bldg., Detroit, Mich.  
Phone: WOODward 3-2590  
James Panagos  
5880 Hollywood Blvd., Hollywood 28, Calif.  
Phone: HOLlywood 2-1133  
Manager.....Jack Smith  
233 Sansome St., San Francisco 4, Calif.  
Phone: YUkon: 6-2981  
Manager.....William A. Ayres  
434 Balter Bldg., New Orleans 12, La.  
Phone: MAgNolia 4582  
Guy Banister

## ROBERT E. EASTMAN & CO., INC.

527 Madison Ave., New York 22, N. Y.  
Phone: PLaza 9-7760  
President.....Robert E. Eastman  
V.P., N. Y. Mgr.....Morton G. Bassett  
V.P., Midwest.....Richard C. Arbuckle  
Secy., Treas.....Irene Bolline  
*Branch Offices*  
333 N. Michigan Ave., Chicago 1, Ill.  
Phone: FInancial 6-7640  
Midwest Manager.....Richard C. Arbuckle  
1043 Russ Bldg., San Francisco 4, Cal.  
Phone: YUkon 2-9760  
West Coast Manager.....Richard H. Schutte  
1601 Two Eleven N. Ervay Bldg., Dallas, Tex.  
Phone: RIVERSide 7-2417  
Manager.....Al Carrell  
915 Olive St., St. Louis, Missouri  
Phone: CEntral 1-6055  
Manager.....Ken Atwood

## 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*  
410 N. Michigan Ave., Chicago 11, Ill.  
Phone: SUperior 7-9052  
Vice President.....John B. Shelton  
111 La.Cienega Blvd., Beverly Hills, Cal.  
Phone: OLYmpia 2-1313  
Exec-in-Charge.....Lee F. O'Connell  
166 Geary St., San Francisco, Cal.  
Phone: YU 6-0621  
Exec-in-Charge.....Don Pickens

## HUGH FELTIS & ASSOC.

1102 Tower Bldg., Seattle 1, Wash.  
Phone: MAln 3-1868  
Owner.....Hugh M. Feltis  
Assocs.....John Mowbray, Doug Dove  
*Branch Office*  
806 Wilcox Bldg., Portland 4, Ore.  
Phone: CAPItol 3-0151  
Exec-in-Charge.....Howard S. Jacobson

## FINE MUSIC HI-FI BROADCASTERS

17 W. 44th St., New York 36, N. Y.  
Phone: MURray Hill 7-7040  
Vice President.....J. P. Fairfax

## FM UNLIMITED

161 E. Erie St., Chicago 11, Ill.  
Phone: SUperior 7-5262  
President.....Charles Kline  
Vice-President.....Edward L. Merritt, Jr.

## FORJOE & COMPANY, INC. & FORJOE-TV

580 Fifth Avenue, New York 36, N. Y.  
Phone: JUdson 6-3100  
President.....Joseph Bloom  
Vice President.....Lawrence Krasner  
Sales Manager.....Douglas Brown  
Asst. Sales Mgr.....Edward Argow

### Branch Offices

435 N. Michigan Ave., Chicago 11, Ill.  
Phone: DELaware 7-3504  
General Manager.....Robert Lazar  
451 N. LaCienega Blvd., Los Angeles, Calif.  
Phone: OLEander 5-7755  
V. P., Gen. Mgr.....Lawrence Krasner  
681 Market St., San Francisco, Cal.  
Phone: SUTter 1-7569  
General Manager.....Charles Haddix  
1371 Peachtree St., N.E., Atlanta, Ga.  
Phone: TRinity 5-0404  
General Manager.....Bernard Ochs  
310 W. Glen Echo Rd., Philadelphia, Pa.  
Phone: CHEstnut 7-4510  
General Manager.....Mort Lowenstein

## FOSTER & CREED, INC.

414 Statler Office Bldg., Boston 16, Mass.

## STATION REPRESENTATIVES

President ..... William A. Creed  
Treasurer..... Robert C. Foster

### GILL-PERNA, INC.

654 Madison Ave., New York 21, N. Y.  
Phone: TEmpleton 8-4740

President ..... Helen Gill  
Exec. Vice-Pres..... John J. Perna, Jr.

#### Branch Offices

75 E. Wacker Drive, Chicago, Ill.  
Phone: FRanklin 2-8665

Midwest Sales Mgr..... Walter Beadell  
2915 Book Bldg., Detroit 26, Moch.

Phone: WO 2-7022  
Daniel W. Bowen

730 S. Western Ave., Los Angeles, Calif.  
Phone: DUmkirk 7-4388

Bambie C. Herrington

Manager..... R. W. Walker  
57 Post St., San Francisco, Calif.

Phone: Sutter 1-5568  
Allan S. Young

80 Boylston St., Boston, Mass.  
Phone: LIberty 2-6481

Manager ..... Harry Wheeler

### GOOD MUSIC BROADCASTERS, INC.

8200 Ridge Ave., Philadelphia 28, Pa.  
Phone: IVyridge 2-6000

President..... Raymond S. Green

#### Branch Office

52 Vanderbilt Ave., New York 16, N. Y.  
Phone: MUrray Hill 3-2295

Nat. Sales Mgr..... Roy H. Holmes

### W. S. GRANT CO., INC.

703 Market Street, San Francisco 3, Calif.  
Phone: EXbrook 2-6685

President, General Mgr..... Sam Elkins  
Secy., Treas..... Herb Stiller

#### Branch Offices

7 East 48th St., New York 17, N. Y.  
Phone: PLaza 3-1433

Manager ..... John Rooney  
15485 Jas. Couzens Blvd., Detroit 38, Mich.

Phone: UNiversity 4-1074

Manager ..... Max Goldblatt  
75 East Wacker Dr., Chicago 1, Ill.

6606 Selma Avenue, Hollywood 28, Calif.  
Phone: HOLlywood 3-7194

Manager ..... Ned Costa

### MELCHOR GUZMAN COMPANY, INC.

45 Rockefeller Plaza, New York 20, N. Y.  
Phone: CIrcle 7-0624

President ..... Melchor Guzman

### H-R REPRESENTATIVES, INC.

375 Park Ave., New York 22, N. Y.  
Phone: PLaza 9-6800

Pres. & Treas..... Frank M. Headley  
Vice-Pres. & Sec..... Frank E. Pellegrin  
V.P.'s..... Dwight S. Reed, Jas. Alspaugh

#### Branch Offices

35 East Wacker Drive, Chicago 1, Ill.  
Phone: Financial 6-6440

Vice-President..... Dwight S. Reed

155 Montgomery St., San Francisco 4, Calif.  
Phone: YUKon 2-5837

General Manager..... James Alspaugh  
Equitable Bldg., Hollywood 28, Calif.

Phone: HOLlywood 2-6453

V.P.-Gen. Mgr..... Harold Lindley  
DeGeorge Bldg., Houston, Texas

Phone: JACkson 8-1601

Manager ..... Jack Eisele  
1182 W. Peachtree St., Atlanta, Ga.

Phone: TRinity 5-9539

Manager..... Bill McRae  
416 Rio Grande Bldg., Dallas 2, Texas

Phone: RIverside 2-5148

Gen. Manager..... Clarke Brown  
10 Royal St., New Orleans, La.

Phone: JACkson 2-3917

Manager ..... Thomas J. Craig  
1065 Penobscot Bldg., Detroit 26, Mich.

Phone: WOodward 1-4148

Manager..... Andrew M. Gent

### ARTHUR H. HAGG & ASSOCIATES

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

Phone: CEntral 6-7553

President..... A. H. Hagg  
Manager..... K. W. Hagg

#### Branch Offices

366 Madison Ave., New York 17, N. Y.  
Phone: MU 2-8665

Exec. in Charge..... P. Broderick  
P. O. Box 182, Kansas City, Mo.

Phone: COlfax 2-4694

Exec. in Charge..... R. J. Anderson

### HARRINGTON, RIGHTER & PARSONS, INC.

589 Fifth Ave., New York 17, N. Y.  
Phone: MU 8-7050

President..... John E. Harrington, Jr.  
Vice Pres., Treas..... Volney Righter

Vice Pres., Secy..... James O. Parsons, Jr.

#### Branch Office

Tribune Tower, Chicago, Ill.  
Phone: WHitehall 4-0510

Executive-in-charge..... Carroll R. Layman  
235 Montgomery St., San Francisco, Calif.

Phone: Sutter 1-4125

Executive-in-charge..... Franklin Dougherty  
1430 W. Peachtree St., Atlanta 9, Ga.

Phone: TRinity 5-8458

Executive-in-Charge..... Frank B. Rice  
80 Boylston St., Boston 16, Mass.

Phone: LIberty 2-7537

Executive-in-Charge ..... Carter Knight  
Penobscot Bldg., Detroit 26, Mich.

Phone: WOodward 3- 0910

Executive-in-Charge ..... William Snyder

### HEADLEY-REED COMPANY

750 3rd Ave., New York 17, N. Y.  
Phone: YUKon 6-5800

President ..... Sterling Beeson  
Chrm. of Board..... F. W. Miller, Sr.

Exec. Vice-Pres..... John H. Wrath  
V.P., Radio-TV..... Robert A. Schmid

Director ..... Frank W. Miller, Jr.  
V.P., Sls. Mgr. TV-Radio.. Jack Hardingham

## STATION REPRESENTATIVES

### Branch Offices

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

Phone: FRanklin 2-4686

Executive V.P.-in-Charge.....John H. Wrath  
800 Peachtree St. Bldg., Atlanta 3, Ga.

Phone: TRinity 4-2736

Exec.-in-Charge.....George P. Crumbley, Jr.  
110 Sutter St., San Francisco, Cal.

Phone: YUkon 2-4912

Executive-in-Charge.....Fred B. Adair, Jr.  
Taft Bldg., Hollywood & Vine, Hollywood,  
Cal.

Phone: HOLlywood 4-8248

Executive-in-Charge .....Arthur Astor  
Phila. National Bank Bldg., Philldelphia, Pa.

Phone: LOfoust 4-6027

Executive-in-charge.....Robert S. Dome  
915 Olive St., St. Louis, Mo.

Phone: CEntral 1-9151

Executive-in-Charge .....William H. Shaw

### GEORGE P. HOLLINGBERY CO.

Chairman of the Bd...George P. Hollingbery  
Vice-chairman.....F. E. Spencer, Jr.

President (Radio).....Fred Hague

President (TV).....Harry Wise, Jr.

### Branch Offices

307 North Michigan Ave., Chicago 1, Ill.

Phone: DEarborn 2-6060

Executive-in-Charge ..George P. Hollingbery  
V. P. Radio.....Frank McCarthy

Sales Manager TV.....Warren Nelson  
500 Fifth Ave., New York 36, N. Y.

Phone: OXFord 5-5560

Executive-in-Charge.....F. E. Spencer, Jr.  
President, Radio .....Fred F. Hague

President, TV .....Harry H. Wise, Jr.  
V.P., Television.....John I. Peterson

Director Research.....Edward R. Eadeh  
134 Peachtree St., Atlanta 3, Georgia

Phone: JACkson 4-8081

V.P., Exec.-in-Chg.....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  
417 Montgomery St., San Francisco 4, Calif.

Phone: DOUGlas 2-2541

V.P., Exec.-in-Chg.....George Lindman  
Tower Building, Seattle 1, Wash.

Phone: FEderal 3-0519

Executive-in-Charge .....Hugh Feltis

### HAL HOLMAN COMPANY

64 East Lake St., Chicago 1, Ill.

Phone: FRanklin 2-0016

Owner .....Hal Holman

### Branch Offices

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

Phone: YUkon 6-4390

Manager .....Ed Devney  
6381 Hollywood Blvd., Los Angeles 28, Calif.

Phone: HOLlywood 2-2351

Manager .....Tracy Moore  
260 Kearney St., San Francisco 8, Calif.

Phone: EXbrook 2-6444

Manager .....John Funk

### GEORGE T. HOPEWELL, INC.

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

Phone: LE 2-3783

President.....George T. Hopewell  
General Manager.....Joseph S. Cannon

### Branch Offices

Park Ave. Bldg., Detroit 26, Mich.

Phone: WOODward 2-7298

205 W. Wacker Dr., Chicago 6, Ill.

Phone: STate 2-5096

111 N. LaCienega Blvd., Beverly Hills, Cal.

Phone: OL 5-8326

1021 William Oliver Bldg., Atlanta, Ga.

Phone: JACkson 4-7088

### HARRY S. HYETT CO.

630 Baker Bldg., Minneapolis 2, Minn.

Phone: FEderal 9-7179

President.....Harry S. Hyett

### INDIE SALES, INC.

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

Phone: MURray Hill 2-4813

President .....Jack Koste

### Branch Offices

205 W. Wacker Dr., Chicago 6, Ill.

Phone: STate 2-5096

111 N. La Cienega Blvd., Los Angeles 48, Cal.

Phone: OLeander 5-8326

Park Ave. Bldg., Detroit 26, Mich.

Phone: WOODward 2-7298

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

### INTERCONTINENTAL SERVICES, LTD.

15 East 48th St., New York 17, N. Y.

Phone: PLaza 3-7930

President.....Harry M. Engel

Vice-President .....Walter Staskow

Treas.-Gen. Mgr.....Stephen A. Mann

### THE KATZ AGENCY, INC.

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

Phone: JUdson 2-9200

Chr. of Board.....G. R. Katz

President .....Eugene Katz

Treasurer .....Morris J. Beck

V.P., Client Relations.....Edward Codel

V.P., TV Sales.....Scott Donahue

V.P., Research, Prom.....Dan'l Denenholz

V.P., Radio Sls.....Morris Kellner

TV Sales Mgr.....Walter Nilson

### Branch Offices

Prudential Plaza, Chicago 1, Ill.

Phone: MOhawk 4-7150

Vice President.....Roy Miller

V.P., TV Sales.....Wm. W. Joyce

Penobscot Bldg., Detroit 26, Mich.

Phone: WOODward 3-8420

Manager.....Arthur J. Underwood

## STATION REPRESENTATIVES

1321 Fulton Bank Bldg., Atlanta 3, Ga.

Phone: JACkson 5-1637

Manager .....Keith Byerly

2006 Bryan St., Dallas 1, Texas

Phone: RIVerside 1-4036

Manager .....D. Rutledge

Russ Bldg., San Francisco 4, Calif.

Phone: DOUGlas 2-7628

Manager.....Stanley J. Ruelman

3325 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUNkirk 5-6284

Manager .....Richard Hasbrook

915 Olive St., St. Louis 1, Mo.

Phone: CENTral 1-1868

Manager .....Alan Axtell

### ROBERT S. KELLER, INC.

72 Barrow St., N. Y. 14, N. Y.

Phone: WATkins 4-6599

President.....Bob Keller

Branch Office

205 W. Wacker Dr., Chicago 6, Ill.

Phone: STATE 2-5096

Manager .....Hooper Jones

### KENTUCKY RADIO SALES

1420 Eastern Parkway, Louisville, Ky.

Phone: HIGHland 3779

President .....Harry McTigue

### KETTLE-CARTER, INC.

118 Newbury St., Boston 16, Mass.

Phone: KENmore 6-1966

President .....Elmer Kettell

Secy.-Treas. ....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 Statler Bldg., Boston 16, Mass.

Phone: HUBbard 2-6117

President .....Nona Kirby

Vice President.....Kay Chille

### BOMAR LOWRANCE & ASSOC., INC.

710 Peachtree St., Atlanta 8, Ga.

Phone: TRInity 6-3726

President.....Bomar A. Lowrance

Vice President.....William M. Scruggs

Branch Offices

Fidelity Union Bldg., Dallas, Tex.

Phone: RANDolph 8206

Vice President.....Robert F. Keefe

### JACK MASLA & COMPANY, INC.

40 East 49th St., New York 17, N. Y.

Phone: PLaza 3-8571

President .....Jack Masla

Branch Offices

435 N. Michigan Ave., Chicago, Ill.

Phone: SUPerior 7-6048

Manager .....Clem G. O'Neil

111 LaCienega Blvd., Los Angeles, Cal.

Phone: OLYmpia 2-1313

Manager.....Lee F. O'Connell

166 Geary St., San Francisco, Cal.

Phone: YUKon 6-0621

Manager.....Don R. Pickens

### McGAVREN-QUINN CORP.

110 Sutter St., San Francisco, Cal.

Phone: YUKon 6-4112

President .....Daren F. McGavren

Exec. Vice President.....Donald J. Quinn

V.P., Sales Mgr.....Ralph Guild

Dir. Sales Devel.....Robert E. Galen

Branch Offices

60 East 56th., New York 22, N. Y.

Phone: PLaza 1-4650

Exec. V.P.....Donald J. Quinn

35 E. Wacker Dr., Chicago, Ill.

Phone: FRanklin 2-1370

Manager .....William T. Heaton

2338 Dime Bldg., Detroit, Mich.

Phone: WOODward 1-1675

Manager .....Wendell Parmelee

1471 Ivar Ave., Los Angeles, Cal.

Phone: HOLlywood 4-6146

Manager .....Walter Lake

101 Jones Bldg., Seattle, Wash.

Phone: MAIne 4-8133

Manager .....Fred Siegner

### JOSEPH HERSHEY MCGILLVRA, INC.

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

Phone: MURray Hill 2-8755

President.....Joseph H. McGillvra

General Manager.....E. J. Devney

Branch Office

P.O. Box 127, Bedford, Indiana

Phone: BEDford 9194

President .....Joseph H. McGillvra

### MEDIA REPRESENTATIVES

120 E. 56th St., New York 22, N. Y.

Phone: MU 8-4777

Exec. in Charge.....Edwin Seymour

### MEEKER COMPANY, INC.

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

Phone: MURray Hill 2-2170

President .....Bob Meeker

V.P., Sales Dir.....Edgar B. Filion

Eastern TV Sales Mgr.....Chuck Standard

Acct. Executives.....George Olsen, Bob

Dudley, Claude Piano

Sales Prom. Dir.....Vic Piano

Research Director.....Mimi von Zelowitz

Office Manager.....Dottie Phillips

Branch Offices

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

Phone: CE 6-1742

Vice-president .....Carl Jewett

Acct. Execs...Chas. Compton, Robt. Manning

Office Manager.....Peggy Heaton

928 Russ Building, San Francisco 4, Calif.

Phone: YU 6-4940

West Coast Mgr.....Don Pontius

Office Manager.....Lucille Riggs

6362 Hollywood Blvd., Los Angeles 28, Cal.

Phone: HOLlywood 2-6501

Manager .....Don Palmer

Office Manager .....Judy Merryman

### CLYDE MELVILLE CO.

Melba Bldg., Dallas 1, Tex.

Phone: RIVerside 8-5239

Pres. ....Clyde Melville

## STATION REPRESENTATIVES

### MICHIGAN SPOT SALES, INC.

15001 Michigan Ave., Dearborn, Mich.

Phone: TIFFany 6-2362

President.....Charles J. Sitta

### MID-AMERICA SPOT SALES

P. O. Box 4833, Kansas City 9, Mo.

Phone: WEStport 1-3322

Owners.....N. E. Paton, Jr., Ralph Meador

Sales.....Norman Jack Smith

### ART MOORE & ASSOC., INC.

Jones Bldg., Seattle, Wash.

Phone: MU 2-3377

President.....Art Moore

*Branch Office*

Cascade Bldg., Portland 4, Ore.

Phone: CA 8-7284

Manager.....Ed Henry

### TRACY MOORE & ASSOC.

6381 Hollywood Blvd., Hollywood 28, Cal.

Phone: HOLLYwood 2-2351

Owner.....Tracy Moore

Manager.....Jerome A. Moore

*Branch Office*

260 Kearny St., San Francisco, Cal.

Phone: EXbrook 2-6444

Manager.....John Funk

### 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

Asst. Sales Mgr.....Warren Shuman

*Branch Offices*

672 LaFayette Park Pl., L. A. 57, Calif.

Phone: DU 2-3200

Exec.-in-Charge.....Harlan Oakes

110 Sutter St., San Francisco, Calif.

Phone: SUtter 1-7971

Exec.-in-Charge.....William Gilmore

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

Phone: SU 8-8177

Executive-in-Charge.....Bert Sears

### NBC SPOT SALES

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

Phone: CIrcle 7-8300

Vice President.....Thomas McFadden

Business Mgr.....Anthony C. Krayner

East. Radio Sales Mgr.....Fred T. Lyons

Director, Radio Sales.....George Dietrich

Dir. Represented Stas.....Richard Close

Adv., Prom. Mgr.....Wilbur Fromm

Eastern TV Sales Mgr.....Jack Ryan

Dir. New Bus., Prom.....Mort Gaffin

Sales Service Mgr.....Caroline Wynkoop

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.....Frank DeRosa

Central TV Sales Mgr.....John Mulholland

Sunset & Vine, Hollywood 28, Calif.

Phone: THornwall 5-7000

W. Div. Mgr. Radio.....Doty Edouarde

W. Div. Mgr. TV.....Walt Davison

Taylor & O'Farrel Sts., San Francisco 2, Cal.

Phone: GRaystone 4-8700

W. Div. Mgr. Radio.....Ed Macaulay

TV Salesmen....R. Anderson, Ken Johnson

Penobscot Bldg., Detroit, Mich.

Phone: WOODward 1-1610

Radio Sls. Reps.....Wm. Buschges, Bob

Anderson

TV Sales Representative....John C. Treacy

710 Peachtree St. N.E., Atlanta, Ga.

Phone: ELgin 3726

Sales Representative.....Bomar Lowrance

Fidelity Union Life Bldg., Dallas, Tex.

Phone: RIverside 2-8206

Sales Representative.....Robert Keefe

1422 New Britain Ave., W. Hartford 10, Conn.

Phone: JACkson 5-0801

New Eng. Sls. Rep.....David Scott

### HARLAN G. OAKES & ASSOCIATES

672 S. Lafayette Pk. Pl., Los Angeles 57, Cal.

Phone: DU 2-3200

Manager.....Harlan Oakes

110 Sutter St., San Francisco 4, Cal.

Phone: SU 1-7971

William E. Gilmore

370 Lexington Ave., New York, N. Y.

Phone: MUrray Hill 5-1300

Manager.....Arthur Gordon

### LEE F. O'CONNELL CO.

111 N. La Cienega Blvd., Beverly Hills, Calif.

Phone: OLYmpia 2-1313

President.....Lee F. O'Connell

*Branch Office*

166 Geary St., San Francisco 8, Cal.

Phone: YUkon 6-0621

Don R. Pickets

### RICHARD O'CONNELL INC.

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

Phone: PLaza 5-7161

President.....Richard O'Connell

Vice-President.....Ralph Myers

Treasurer.....Grace O'Connell

*Branch Office*

55 E. Washington St., Chicago, Ill.

Phone: ANdover 3-6137

Representative.....William J. Reilly, Inc.

111 N. LaCienega Blvd., Beverly Hills, Cal.

Phone: OLYmpia 2-1313

Representative.....Lee F. O'Connell

### OHIO STATIONS

#### REPRESENTATIVES

1900 Terminal Tower, Cleveland 13, O.

Phone: SUperior 1-0036

General Manager.....Leonard F. Auerbach

### PAN AMERICAN BROADCASTING

#### CO.

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

Phone: MUrray Hill 5-1300

Manager.....Eugene Bernald

Sales Prom.....Al Alperton

*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.



## STATION REPRESENTATIVES

Phone: Sutter 1-7971  
Executive-in-Charge ..... William Gilmore

### JOHN E. PEARSON CO.

405 Park Ave., New York 22, N. Y.  
Phone: PLaza 1-3366

Owner.....John E. Pearson  
Account Executives.....Russel Walker,  
William M. Wilson, Ray Henze, Jerry  
Smilo, Mort Coley

### John E. Pearson Television, Inc.

President.....John E. Pearson  
Vice Presidents.....Russel Walker,  
William M. Wilson, Frank Reed, James  
Bowden, Robert Baird, Raymond F. Henze,  
Jr.

#### Branch Offices

333 No. Michigan Ave., Chicago 1, Ill.  
Phone: State 2-7494

Vice Pres. & Mgr.....James Bowden  
3242 W. 8th St., Los Angeles 4, Calif.  
Phone: Dunkirk 5-5084

Manager .....Clark Barnes  
58 Sutter St., San Francisco 4, Calif.  
Phone: DOuglas 2-7159

Manager .....John Palmer  
432 Des Moines Bldg., Des Moines 9, Iowa  
Phone: CHerry 4-7143

Manager .....Frank Frost  
Fidelity Union Bldg., Dallas, Texas  
Phone: RIVERSide 7-3723

Manager .....Ralph Widman  
508 Glenn Bldg., Atlanta, Ga.  
Phone: JACkson 5-2912

Vice Pres., Mgr.....Robert Baird

### PETERS, GRIFFIN, WOODWARD, INC.

250 Park Ave., New York 17, N. Y.  
Phone: YUKon 6-7900

President.....H. Preston Peters  
Exec. V.P.....Russel Woodward  
V.P.-Radio.....Robert H. Teter  
Vice Pres.-TV.....Lloyd Griffin  
V.P., Treas.....Jones Scovern  
V.P., Dir. Sales Dev.....Geo. C. Castleman  
Manager .....Otis P. Williams  
V.P., TV.....John B. Sias  
Vice Pres.....William J. Tynan  
Asst. V.P., TV Prom. Mgr.....Lon King  
Asst. Sales Mgrs.....Arthur E. Muth,  
Chas R. Kinney

#### Radio Department

V.P., Sales Mgr.....John A. Thompson  
Sales Dev.....C. Lud Richards  
Prom., Research Dir.....Frank B. Woodruff

#### TV Department

V.P., Sales 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 4, Ga.  
Phone: MURray 8-5667

Radio Sales.....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

TV Sales.....W. Hal Thompson  
335 Merchandise Mart, Dallas, Tex.  
Phone: RIVERSide 7-2398

Executive-in-Charge.....Charles F. Payne  
1750 North Vine St., Hollywood 28, Cal.  
Phone: HOLLYwood 9-1688

V.P., West Coast Mgr.....Hal W. Hoag  
TV Sales.....John P. Haskell  
Russ Bldg., San Francisco 4, Cal.  
Phone: SUtter 1-3798

Radio Sales.....Frank A. Tessin, Jr.  
TV Sales Mgr.....Joseph L. Scanlan

### EDWARD PETRY & CO., INC.

3 East 54th St., New York 22, N. Y.  
Phone: MURray Hill 8-0200

#### Radio Department

Board Chairman.....Edward Petry  
President.....Edward E. Voynow  
Exec. Vice-Pres.....Martin L. Nierman  
V.P., Asst. Bd. Ch.....Ernest L. Jahncke, Jr.  
Vice-Pres.....William B. Maillefert  
Eastern Sales Mgr.....E. E. Eshleman  
Sales Prom. Mgr.....William Steese

#### TV Department

V.P., Eastern Sales Mgr..Martin L. Nierman  
Sales Prom. Mgr.....Robert L. Hutton, Jr.  
Asst. Sales Mgr.....Edward C. Page  
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).....William P. Pipher  
Sales Mgr. (TV).....Louis A. Smith  
645 Griswold St., Detroit 26, Mich.  
Phone: WOODward 3-0125

Sales Managers..William Cartwright (AM)  
Bruce Mayer (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)  
George Ledell (TV)  
530 W. Sixth St., Los Angeles 14, Calif.  
Phone: TUCKer 3171

Sales Mgrs.....Garry Hollihan (AM)  
L. D. Larimer (TV)  
915 Olive St., St. Louis 3, Mo.  
Phone: CHEstnut 1-7191

Sales Mgrs.....Bill Oldham (AM)  
Fred Johnson (TV)  
801 Statler Bldg., Boston 16, Mass.  
Phone: HUBbard 2-6440

Sales Mgrs.....Frank Howard (AM)  
William D. Walsh (TV)  
211 N. Ervay Bldg., Dallas 1, Tex.  
Phone: RIVERSide 1-9454

Sales Mgrs.....David C. Milan (AM)  
Hugh O. Kerwin (TV)

## STATION REPRESENTATIVES

### RADIO-TV REPRESENTATIVES, INC.

7 East 47th St., New York 17, N. Y.  
Phone: MU 8-4340

Board Chairman.....Harry Goodman  
President.....Peggy Stone  
Vice President.....Thomas Carroll

#### Branch Offices

75 E. Wacker Dr., Chicago 1, Ill.  
Phone: FI 6-0982

Vice-President.....Edward Nickey  
111 No. LaCienega Blvd., Beverly Hills, Calif.  
Phone: OL 5-7597

Manager.....Lee O'Connell  
110 Sutter St., San Francisco, Calif.  
Phone: GARfield 1-6936

Manager.....John Palmer  
217 Glenn Bldg., Atlanta, Ga.  
Phone: JACKson 2-3872

Manager.....Gene Tibbett  
Statler Office Bldg., Boston 16, Mass.  
Phone: HUBhard 2-4845

Managers.....Foster, Creed  
Tower Bldg., Seattle 1, Wash.  
Phone: ELLiott 1868

Managers.....Hugh Feltis & Assoc.

### RADIO TIME SALES (ONTARIO) LTD.

147 University Ave., Toronto, Ontario  
Phone: Empire 6-6680

General Manager.....N. D. Brown  
Sales Mgr.....Alex E. Bedard  
Traffic Mgr.....Merleen Wilson

### RAMBEAU, VANCE, HOPPLE, INC.

405 Lexington Ave., New York 17, N. Y.  
Phone: OXFord 7-0890

President.....Robert R. Vance, Jr.  
Vice President.....Edwards R. Hopple  
Sales Manager.....Don C. Waterbury

#### Branch Offices

185 N. Wabash Ave., Chicago 1, Ill.  
Phone: And. 3-5566

Asst. Executive.....Mary Rudd  
2449 Larkin St., San Francisco, Cal.  
Frank Crennan

### PAUL H. RAYMER COMPANY, INC.

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

President.....Paul H. Raymer  
Executive V.P.....F. C. Brokaw  
V.P., TV.....Stuart M. Kelly  
Promotion & Research.....Mitchell DeGroot

#### Branch Offices

435 N. Michigan Ave., Chicago 11, Ill.  
Phone: Superior 7-4473

Executive V.P.....Fred C. Brokaw  
V.P., Radio Sales Mgr.....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

### WILLIAM J. REILLY INC.

55 E. Washington St., Chicago 2, Ill.  
Phone: ANdover 3-6137

Exec. in Charge.....William J. Reilly

### W. DONALD ROBERTS

35 E. Wacker Dr., Chicago 1, Ill.  
Phone: DEARborn 2-2448

Manager.....Don Roberts

### DUNCAN SCOTT & COMPANY

85 Post St., San Francisco 4, Calif.  
Phone: GARfield 1-7950

Owner.....D. A. Scott

#### Branch Offices

1901 W. 8th St., Los Angeles 57, Calif.  
Phone: DUNkirk 8-4151

Exec. in Charge.....P. Schulz

### SEARS & AYER, INC.

612 N. Michigan Ave., Chicago, Ill.  
Phone: Superior 7-8177-8

President.....B. H. Sears  
Secretary.....G. E. Allison

#### Branch Offices

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  
316 N. 8th St., St. Louis, Mo.  
Phone: CEntral 2391

### SELECT STATION REPRESENTATIVES

400 Madison Ave., New York 17, N. Y.  
Phone: PLaza 8-1850

Exec. in Charge.....Z. Golob

#### Branch Offices

7 E. Lexington St., Baltimore 3, Md.  
Phone: LEXington 9-7805

Manager.....G. Shaffer  
6200 Broad Street Rd., Richmond 28, Va.  
Phone: ATLantic 8-2835

Exec. in Charge.....Larry Slon

### SIMMONS ASSOCIATES INC.

509 Madison Ave., New York 22, N. Y.  
Phone: MURray Hill 8-2821

President.....D. N. Simmons

#### Branch Offices

333 N. Michigan Ave., Chicago 1, Ill.  
Phone: DEARborn 2-2375

Exec. in Charge.....G. Blocki, Jr.  
681 Market St., San Francisco 5, Calif.  
Phone: YUKon 2-7758

## STATION REPRESENTATIVES

Manager.....T. B. Hall  
1315 N. Highland Ave., Los Angeles, Calif.  
Phone: HOLlywood 7-6492  
Manager .....J. Gates

### SKYLINE ADVERTISERS' SALES, INDEX

1275 E. 17th St., Idaho Falls, Idaho  
Phone: JACkson 3-4567

President .....A. W. Schwieder  
General Manager.....C. N. Layne  
Assistant Manager.....Myrtle Asper

### SODERLUND, THE, CO.

807 Kilpatrick Bldg., Omaha, Neb.  
Phone: ATLantic 7535

President.....Harold A. Soderlund

### STARS NATIONAL, INC.

400 Madison Ave., New York 17, N. Y.  
Phone: PLaza 8-0555

President .....Benard Howard  
*Branch Offices*  
35 E. Wacker Dr., Chicago, Ill.  
Phone: CENtral 6-2136

Manager .....Alan Bress  
6381 Hollywood Blvd., Los Angeles, Calif.  
Phone: 2-2351

Manager .....Jerry Moore  
260 Kearney St., San Francisco, Calif.  
Phone: EXbrook 2-6444

Manager.....John E. Funk

### STORER BROADCASTING CO.

1177 Kane Conc., Miami Beach 54, Fla.  
Phone: UNion 6-0211

Pres. Bd. Chmn.....George B. Storer  
Senior V.P.....J. Harold Ryan  
Executive V.P.....Lee B. Wailes  
V.P. Operations.....Stanton P. Kettler  
V.P. Radio Oper.....William E. Rine  
V.P. TV Oper.....George B. Storer, Jr.  
V.P. Plan., Fin., Secy.....John E. McCoy  
Treasurer .....Harry A. Steensen  
V.P. Engineering.....Glenn G. Boundy  
V.P., Prog. Dir.....Ewald Kockritz  
V.P. Adv. Sales Prom.....Arthur C. Schofield  
Asst. Secys.....Bertha C. Prestler, Abiah  
A. Church

*Branch Offices*  
625 Madison Ave., New York, N. Y.  
Phone: PLaza 1-3940

Nat. Sales Dir.....Maurice McMurray  
230 N. Michigan Ave., Chicago, Ill.  
Phone: FRanklin 2-6498

Mid-West TV Sales Mgr....Floyde E. Beaston

### STOVIN-BYLES, LIMITED

406 Jarvis St., Toronto 5, Ontario, Canada  
Phone: WALnut 4-5766

Chmn. of Bd.....H. N. Stovin  
President.....W. D. Byles  
Vice President.....Mrs. Brickee Stovin

TV Sales Mgr.....J. L. Raeburn  
*Branch Offices*

608 Keefer Bldg., Montreal, Quebec  
Phone: UNiversity 6-3392

Radio .....F. Calder  
TV .....J. R. Genin  
325 Portage Ave., Winnipeg, Manitoba  
Phone: WHitehall 2-5097

Manager .....D. Robertson  
615 West Pender St., Vancouver 2, B. C.  
Phone: MU 4-4831

Manager.....J. W. Stovin

### TELEVISION ADVERTISING REPRESENTATIVES, INC.

666 Fifth Ave., New York 19, N. Y.  
Phone: JUDson 2-3456

Vice Pres. & Gen. Mgr.....Larry H. Israel  
Eastern Sales Manager.....Jack Mohler  
Business Manager.....R. M. Smith  
Dir. of Marketing,  
Research.....Robert M. Hoffman  
*Branch Offices*

400 N. Michigan Ave., Chicago 11, Ill.  
Mid West Mgr.....Lamont L. Thompson  
Penobscot Bldg., Detroit 26, Mich.

### UNITED BROADCASTING CO.

420 Madison Ave., New York 17, N. Y.  
Phone: PLaza 5-9145

Sales Mgr.....Robert L. Wittig

### VENARD, RINTOUL & MCCONNELL, INC.

579 Fifth Ave., New York, N. Y.  
Phone: MU 8-1088

President.....Lloyd George Venard  
Vice President.....Stephen R. Rintoul  
Vice President.....James V. McConnell

*Branch Offices*  
35 E. Wacker Dr., Chicago, Ill.  
Phone: ST 2-5260

Vice President.....Howard B. Meyers  
1901 W. 8th St., Los Angeles 57, Calif.  
Phone: DU 8-4151

Exec.-in-Charge.....Peter Schulz  
85 Post St., San Francisco 4, Calif.  
Phone: GA 1-7950

Exec.-in-Charge.....Duncan A. Scott  
1915 Elm St., Dallas 1, Tex.  
Phone: RIVERSide 8-5239  
Clyde Melville

### WALKER-RAWALT COMPANY, INC.

347 Madison Ave., New York 17, N. Y.  
Phone: MURray Hill 3-5830

President .....J. Wythe Walker  
Vice-president.....C. Otis Rawalt  
Account Executive.....Lionel Colton

*Branch Offices*  
360 N. Michigan Ave., Chicago, Ill.  
Phone: ANdover 3-5771

Manager.....Norbert J. Cavanagh  
100 Boylston St., Boston, Mass.  
Phone: HUBbard 2-4370

## STATION REPRESENTATIVES

- Manager.....George C. Bingham  
672 S. LaFayette Park Place, L. A., Calif.  
Phone: DUnkirk 2-3200
- Manager.....Harlan Oakes  
110 Sutter St., San Francisco, Calif.  
Phone: YUkon 6-5820
- Manager.....William Gilmore  
Mortgage Guarantee Bldg., Atlanta, Ga.  
Phone: JAckson 5-7841  
Clayton Cosse

### WAYNE-EVANS & ASSOCIATES

- 1410 Northwestern Bank Bldg.,  
Minneapolis 2, Minn.  
Phone: FEderal 8-7017
- President.....Evans A. Nord  
Exec. V.P., Gen. Mgr.....Calden P. Stitt  
Secy., Treas.....Larry Bentson  
Vice President.....Wayne H. Williams

### GRANT WEBB & CO.

- 509 Madison Ave., N. Y. 22, N. Y.  
Phone: MU 8-7550
- President.....Grant Webb  
Manager.....Jack Baker
- Branch Offices*
- 25 E. Washington St., Chicago 2, Ill.  
Phone: STate 2-3155
- Manager.....Mabel Lucas  
605 Market St., San Francisco 5, Cal.  
Phone: YUkon 2-3954
- Manager.....Bob Babcock  
1350 N. Highland Ave., Los Angeles 28, Cal.  
Phone: HOLlywood 2-0967
- Manager.....Jim Lucas

### WEED AND COMPANY

- 579 Fifth Ave., New York 17, N. Y.  
Phone: PL 9-4700
- President.....Joseph J. Weed  
V.P., Sales.....E. J. Fitzsimmons  
East. Sales Mgr.....F. T. Lyons  
Salesmen (Radio).....Peter McGurk,  
William Codus, Winston L. Kirby, Philip  
D'Antoni, Joseph Aley  
Sales Prom. Mgr.....Winifred Schaefer  
Research Dir.....Edward R. Eadeh
- Branch Offices*
- Prudential Plaza, Chicago 1, Ill.  
Phone: WHitehall 4-3434
- Executive-in-Charge.....C. C. Weed  
1707 Book Bldg., Detroit 26, Mich.  
Phone: WOODward 1-2685
- Executive-in-Charge.....Bernard P. Pearce  
Glenn Bldg., Atlanta 3, Ga.  
Phone: JAcKson 3-4081
- Exec-in-Charge.....George Griesbauer  
6331 Hollywood Blvd., Hollywood 28, Calif.  
Phone: HOLlywood 4-2066
- Executive-in-Charge.....Edwin C. Metcalfe  
625 Market St., San Francisco 5, Calif.  
Phone: DOUGlas 2-1451
- Executive-in-Charge.....Boyd Rippey  
Statler Bldg., Boston 16, Mass.  
Phone: HUBbard 2-5677
- Executive-in-Charge.....Robert R. Reardon  
1001 Tower Bldg., Seattle, Wash.
- President.....William J. Wagner

### WEED TELEVISION CORP.

- 579 Fifth Avenue, New York 17, N. Y.
- Exec. V.P.....Edwin J. Fitzsimmons  
V.P.'s.....Neal Weed, Bernard P. Pearce  
Sales Staff.....Bates Halsey, Joseph R.  
Miller, Walter Newton, Mathias O'Gorman,  
Joseph Well, Sheldon Van Dolen, William  
Bee
- Mgr. Sta. Rel.....David L. O'Shea  
Traffic.....Florence Eimer  
Sales Promotion.....Winifred Schaefer  
Prudential Plaza, Chicago 1, Ill.
- Staff.....George Lindsay, Robert  
Lethbridge, Samuel Eadie, Joseph M.  
Fisher, Jr., Ed Podolinsky, Andrew Mur-  
phy, Joseph Hogan  
(Other Branches same as Weed & Co.)

### HARRY WHEELER & COMPANY

- Little Bldg., 80 Boylston St., Boston, Mass.  
Phone: LIberty 2-6481
- Owner-Manager.....Harry Wheeler  
Office Manager.....Gay Swankin

### ADAM YOUNG, INC.

- 3 East 54th St., N. Y. 22, N. Y.  
Phone: PLaza 1-4848
- President.....Adam J. Young  
Executive V.P.....Stephen A. Machcinski, Jr.  
V.P., Pub., Asst. to Pres..William B. Crumley  
V.P., Chg. Research, Prom...Frank G. Boehm  
Eastern Sales Mgr.....Harold M. Parks
- Branch Offices*
- Prudential Plaza, Chicago 1, Ill.  
Phone: MIchigan 2-6190
- Manager.....Richard J. Kelliher  
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
- Manager.....John B. Hetherington  
Russ Bldg., San Francisco, Calif.  
Phone: YUkon 6-6769
- Manager.....Frank A. Waters  
1182 W. Peachtree St., Atlanta, Ga.  
Phone: TRinity 3-2564
- 2940 Book Bldg., Detroit 26, Mich.  
Phone: WOODward 3-6919
- Manager.....R. John Stella

### YOUNG TV CORP.

- 3 East 54th St., New York 22, N. Y.  
Phone: PLaza 1-4848
- President.....Adam Young  
Exec. V.P.....James F. O'Grady  
V.P. Pub., Asst. to Pres..William B. Crumley  
V.P. Research, Prom.....Frank G. Boehm  
Eastern Sales Mgr.....Harold M. Parks  
*Branch Offices & Personnel*  
(Same as Adam Young, Inc.)

### YOUNG CANADIAN, LTD.

- 3 East 54th St., New York 22, N. Y.  
Phone: PLaza 1-4848
- President.....Adam Young  
Vice-President.....Thomas F. Malone  
*Branch Offices & Personnel*  
(Same as Adam Young, Inc.)

# FEDERAL COMMUNICATIONS COMMISSION

HEADQUARTERS: NEW POST OFFICE BUILDING, WASHINGTON 25, D. C.

Phone: EXecutive 3-3620

## Commissioners

### Chairman

**JOHN C. DOERFER**

(Term Expires June 30, 1961)

*Administrative Assistant:* PAUL C. MCDONOUGH

*Legal Assistant:* EVELYN F. EPPLEY

*Engineering Assistant:* JAMES B. McELROY

**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

Engineering Assistant—

WILLIAM H. WATKINS

**ROBERT T. BARTLEY**

(Term Expires June 30, 1965)

Legal Assistant—Vacant

Engineering Assistant—

HORACE E. SLONE

**FREDERICK W. FORD**

(Term Expires June 30, 1964)

Engineering Assistant—

DANIEL JACOBSON

Legal Assistant—

GEORGE REVERCOMB

**ROBERT E. LEE**

(Term Expires June 30, 1960)

Legal Assistant—

THOMAS J. DOUGHERTY

Engineering Assistant—

ROBERT G. WESTON

**JOHN S. CROSS**

(Term Expires July 1, 1962)

Legal Assistant—

LEONIDAS EMERSON

Engineering Assistant—

BRUCE S. LONGFELLOW

## Office Of The Secretary

**MARY JANE MORRIS**

*Secretary*

### INTERNATIONAL TELECOMMUNICATIONS SETTLEMENTS DIVISION

Charlotte S. Smith, *Chief*

### MAIL, FILES & MESSENGER DIVISION

Clara A. Fairall, *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*

### MESSENGER DIVISION

John W. Brown, *Chief*

Lawrence P. Dent

## Office of Hearing Examiners

JAMES D. CUNNINGHAM, *Chief Hearing Examiner*

JAY A. KYLE, *Assistant Chief Hearing Examiner*

### EXAMINERS

J. D. Bond  
Basil P. Cooper  
Thomas H. Donahue  
Annie N. Huntting  
Hugh B. Hutchison  
Isadore Honig  
Forest McClenning

H. Gifford Irion  
Herbert Sharfman  
Elizabeth C. Smith  
Charles J. Frederick  
Millard F. French  
Temporary—Horace Stern

(Continued on next page)

# FEDERAL COMMUNICATIONS COMMISSION

(Continued from preceding page)

## Office of Opinions and Review

DONALD BERKEMEYER, *Chief*  
WALTER W. GUENTHER, *Asst. Chief (Engineering)*  
*Reviewing Attorneys*  
Edward J. McCormick      David Warren  
Robert W. Geweke

### *Attorneys*

Raymond L. Hodges  
Sarah Ann Mobley  
Wallace E. Hutton  
Edward C. McKenzie

William Gershuny  
Richard Goldberg  
Roland K. Mundy  
Chester Naumowicz

Gerald F. Hadlock  
Walter Reitz, Jr.  
Robert Jacobi  
James Hudgins  
Howard C. Eqtitz

### *Engineers*

George K. Ashenden      Hideyuki Noguchi

### *Accountant*

Charles S. Borum

## Office of Administration

*Executive Officer and Acting Budget Officer*  
ROBERT W. COX  
Richard F. Solan, *Administrative Assistant*

### ADMINISTRATIVE SERVICES DIVISION

Paul H. Sheehy, *Chief*

### ORGANIZATION AND METHODS DIVISION

Lavelle Hughes, *Chief*

### BUDGET AND FISCAL DIVISION

(Vacant)

### PERSONNEL DIVISION

Gilbert H. Hatfield, *Personnel Officer*

## Office of Reports and Information

GEORGE O. GILLINGHAM, *Chief*

Salina M. Lindo, *Asst. Chief & Chief*  
*of Information Branch*

### REPORTS BRANCH

Eva O. Melton, *Chief*  
Lily M. Marshall

## Office of Chief Engineer

EDWARD W. ALLEN, JR., *Chief Engineer*  
Ralph J. Renton, *Associate Chief Engineer*  
Ruby Caldwell, *Assistant Chief Engineer*

### FREQUENCY ALLOCATION & TREATY DIVISION

Albert L. McIntosh, *Chief*

### LABORATORY DIVISION

Edward W. Chapin, *Chief*

### TECHNICAL RESEARCH DIVISION

Arnold G. Skrivseth, *Acting Chief*

### CONTROL OF ELECTROMAGNETIC RADIATION GROUP (CONELRAD)

Kenneth W. Miller, *U. S. Supervisor*

## Broadcast Bureau

HAROLD G. COWGILL, *Chief*  
John C. Harrington, *Assistant Chief*  
Estelle J. Bunn, *Administrative Assistant*

### BROADCAST FACILITIES DIVISION

Wallace E. Johnson, *Chief*  
*Aural New & Changed Facilities Branch*  
(Vacant), *Chief*  
*Existing Facilities Branch*  
Harold L. Kassens, *Chief*  
*Technical & Allocations Branch*  
Bruce S. Longfellow, *Chief*  
*TV Applications Branch*  
Martin I. Levy, *Chief*  
*Hearing Branch*  
Robert J. Rawson, *Chief*  
*Record Unit*  
Vernald E. Kley, *Chief*

### RULES AND STANDARDS DIVISION

Hart S. Cowperthwait, *Chief*  
(Vacant), *Asst. Chief*

### ECONOMICS DIVISION

Irwin Fine, *Economist*  
James B. Sheridan, *Economist*

### RENEWAL AND TRANSFER DIVISION

Joseph N. Nelson, *Chief*  
*Transfer Branch*  
Robert H. Alford, *Chief*  
*Renewal Branch*  
Edward J. Brown, *Chief*  
*Compliance Branch*  
LeRoy Schaaff, *Chief*  
*Control Section*  
Melba Z. Templeman, *Chief*  
*Ownership Section*  
Mildred K. Roberts, *Chief*

# \*\*\*\*\* FEDERAL COMMUNICATIONS COMMISSION

(Continued from preceding page)

## LICENSE DIVISION

Clara M. Iehl, Chief  
Marguerite F. Hubbard,  
Asst. Chief  
TV Branch  
Marie W. Warren, Chief  
AM & FM Branch  
Quentin S. Proctor, Chief

Miscellaneous Services Branch  
David Tau, Jr., Chief  
Records & Files  
Lillian T. Ricker, Chief

## OFFICE OF NETWORK STUDY

Warren Baum, Chief

## Field Engineering and Monitoring Bureau

GEORGE S. TURNER, Chief  
Frank M. Kratokvil, Assistant Chief  
John H. McAllister, Attorney-Advisor  
Francis Keefe, Adm. Asst.

### FIELD OPERATING DIVISION

Frank M. Kratokvil, Chief

### ENGINEERING DIVISION

Floyd W. Wickenkamp, Chief

### INSPECTION & EXAMINATION DIVISION

Paul H. Herndon, Jr., Chief

### MONITORING DIVISION

Irving L. Weston, Chief

## District Offices and Engineers in Charge

1. NATHAN A. HALLENSTEIN  
1600 Customhouse  
Boston 9, Massachusetts  
HUBbard 2-6200

2. WILLIAM D. JOHNSON (Acting)  
748 Federal Building  
New York 14, New York  
WATkins 4-1000

3. ROGER E. PHELPS  
1005 U. S. Customhouse  
Philadelphia 6, Pennsylvania  
MARket 7-6000

4. HYMAN A. COHEN  
400 McCawley Bldg.  
Baltimore 2, Maryland  
PLaza 2-8460

5. EDWARD BENNETT  
Room 402, Federal Building  
Norfolk 10, Virginia  
MADison 2-4963

6. ARTHUR T. CLINE, JR.  
718 Atlanta Nat'l Bldg.  
Atlanta 3, Georgia  
WALnut 4121

### Sub-Office

JOHN W. CREWS  
214 P. O. Building  
Savannah, Georgia  
SAVannah 2-7602

7. ARTHUR G. GILBERT  
312 Federal Building  
Miami 1, Florida  
MIAMI 9-3900

### Marine Office

ALFRED L. RITTER  
409-410 P. O. Building  
Tampa 2, Florida  
TAMpa 2-1773

8. WALTER M. HAMMOND  
608 Federal Building  
New Orleans 12, Louisiana  
EXpress 2411

### Sub Office

LEWIS E. TERRY  
419 U. S. Court House & Customhouse Bldg.  
Mobile 10, Alabama  
MOBile 2-3641

9. EVERETT H. MARSHALL  
324 U. S. Appraisers Building  
Houston 11, Texas  
WOODcrest 1906

### Sub-Office

ERIC D. COBURN  
301 P. O. Building  
Beaumont, Texas  
TERminal 2-8141

10. GERALD M. HOWARD  
500 Terminal Annex Building  
Dallas 22, Texas  
STERling 5611

11. BERNARD H. LINDEN  
1425 U. S. P. O. and Court House Building  
Los Angeles 12, California  
MADison 5-7411

### Sub-Office

VERGNE L. HOKE  
15-C U. S. Customhouse  
San Diego 1, California  
BELmont 4-6211

### Marine Office

WILLIAM E. CLYNE  
Room 326, U. S. P. O. and Courthouse  
San Pedro, California  
TERminal 2-2389

12. FRANCIS V. SLOAN  
323-A Customhouse  
San Francisco 26, California  
YUKon 6-4141

13. JOSEPH H. HALLOCK  
New U. S. Courthouse  
Portland 5, Oregon  
ATwater 6171

14. HERBERT H. ARLOWE  
806 Federal Office Building  
Seattle 4, Washington  
MUTual 3300

(Continued on next page)

# FEDERAL COMMUNICATIONS COMMISSION

15. ANDREW BAHLEY  
521 Customhouse  
Denver 2, Colorado  
KEystone 4-4151
16. DONALD A. MURRAY  
208 Uptown P. O. and Federal Bldg.  
St. Paul 2, Minnesota  
CApital 2-8011
17. HAROLD W. BOURELL  
3100 Federal Office Bldg.  
Kansas City 6E, Missouri  
BAltimore 1-7000
18. HAROLD D. HAYES  
826 U. S. Court House  
Chicago 4, Illinois  
HArrison 7-4700
19. EDWIN S. HEISER  
1029 New Federal Building  
Detroit 26, Michigan  
WOodward 3-9330
20. GEORGE E. FRANKLIN  
328 P. O. Building  
Buffalo 3, New York  
Washington 1744
21. PAUL R. FENNER  
502 Federal Bldg.  
Honolulu 13, Hawaii  
HOlonulu 5-2931
22. EUGENE W. KLEIN  
322 Federal Bldg.  
San Juan 13, P. R.  
SAn Juan 2-4562
23. HAROLD D. DeVOE  
Room 53, U. S. P. O. and Court House  
Anchorage, Alaska  
ANchorage 2-5501
24. ALFRED H. KLEIST  
Briggs Building  
415 22nd St., N. W., Washington D. C.  
EXecutive 3-3620, ext. 229, 230

## Safety and Special Radio Services Bureau

CURTIS B. PLUMMER, *Chief*  
Marshall S. Orr, *Assistant Chief*  
(Vacant), *Administrative Assistant*

### LAW, ENFORCEMENT AND PROCEDURES OFFICE

Irving Brownstein, *Chief*

### AVIATION DIVISION

John R. Evans, *Chief*

### INDUSTRIAL DIVISION

Daniel H. Arnold, *Chief*

### MARINE DIVISION

William N. Krebs, *Chief*

### PUBLIC SAFETY AND AMATEUR DIVISION

John McCue, *Chief*

### LAND TRANSPORTATION DIVISION

Glen E. Nielsen, *Chief*

## Office of General Counsel

JOHN L. FITZGERALD, *General Counsel*  
HILBURT SLOSBERG, *Asst. General Counsel*  
EDGAR W. HOLTZ, *Associate General Counsel*  
JAMES T. GRENNEN, *Associate General Counsel*

### LITIGATION DIVISION

Max D. Paglin, *Asst. General Counsel*

### RULES & ENFORCEMENT

Dee W. Pincock, *Asst. General Counsel*

### LEGISLATION DIVISION

Charles E. Smoot, *Asst. General Counsel*

### ADMINISTRATIVE LAWS & TREATIES

Charles R. Escola, *Asst. General Counsel*

## Common Carrier Bureau

JOHN J. NORDBERG, *Chief*  
BERNARD STRASSBURG, *Assistant Chief*  
Irene M. Durgin, *Administrative Assistant*  
Charles R. Makela, *Field Coordinator*  
Robert E. Stromberg, *Chief, Office of Accounting Systems*  
Betty Ferro, *Chief, License Bureau*

### TELEPHONE DIVISION

Bernard Strassburg, *Acting Chief*

### TELEGRAPH DIVISION

John R. Lambert, *Chief*

### INTERNATIONAL DIVISION

Marion H. Woodward, *Chief*

### DOMESTIC RADIO FACILITIES DIVISION

Arthur A. Gladstone, *Chief*

### COMMON CARRIER FIELD OFFICES

New York, N. Y., Rm. 604, 90 Church St.—Jack E. Buckley, *Chief*  
St. Louis, Mo., Room 334, 815 Olive St.—Henry G. Gothard, *Chief*  
San Francisco, Calif., 180 New Montgomery St.—Paul Summerhays, *Chief*



# BROADCASTERS' PROMOTION ASSOCIATION, INC.

State-Lake Building, 190 N. State St., Chicago 1, Ill.

Phone: ANdover 3-0800

## OFFICERS

### *President*

Charles A. Wilson  
WGN, Inc., Chicago

### *1st Vice-President*

Gene Godt  
WCCO-TV, Minneapolis

### *2nd Vice-President*

Burt Toppan  
WTVJ, Miami, Fla.

### *Secretary-Treasurer*

William E. Pierson  
WBKB, Chicago

## DIRECTORS

Janet Byers  
KYW, Cleveland, O.

Harvey M. Clarke  
London, Ont. Can.

Austin Heywood  
KNXT, Los Angeles

L. Walton Smith  
Transcontinental TV Corp.,  
Rochester, N. Y.

James M. Kiss  
WPEN, Philadelphia, Pa.

Ken McClure  
KENS-TV, San Antonio, Tex.

Don Curran  
KTVI, St. Louis, Mo.

John F. Hurlbut  
WFBM, WFBM-TV, Indianapolis, Ind.

Bruce Wallace  
WTMJ, WTMJ-TV, Milwaukee, Wisc.

Haywood Meeks  
WMAL-TV, Washington, D. C.

Roy C. Pedersen  
WDAY, WDAY-TV, Fargo, N. Dak.

Samuel Elber  
WGBS, Miami Beach, Fla.

Elliott W. Henry  
ABC, Chicago

## ROSTER OF VOTING MEMBERS

### ALABAMA

Chenoweth, James B.  
WAPI & WABT,  
Birmingham

### CALIFORNIA

Ireton, Margaret  
KERO-TV, Bakersfield

Heywood, Austin  
KNXT, Los Angeles

Hillman, Philmour B.  
KNX-CBS, Los Angeles

Bellus, Dan  
KFMB & KFMB-TV,  
San Diego

Sunday, Bill  
KFSD-KFSD-TV,  
San Diego

Goldman, George  
KPIX, San Francisco

### COLORADO

Taft, Harold  
KBTB, Denver

Faulkner, Dean  
KOA-TV, Denver  
Atteberry, Ellis  
KCOT, Fort Collins

### CONNECTICUT

Gallagher, Peter F.  
WNHC-TV, New Haven

### DISTRICT OF COLUMBIA

Adams, Robert M.  
WTOP-TV, Washington

# BROADCASTERS' PROMOTION ASS'N

Meeks, Haywood  
WMAL-TV,  
Washington, D. C.  
Miller, Duncan  
WMAL, Washington  
Wilson, Jo, Miss  
WWDC, Inc.,  
Washington 6, D. C.

## FLORIDA

Maitlen, D. J.  
WESH-TV,  
Daytona Beach  
McMahon, Phil  
WJXT, Jacksonville  
Walker, William G.  
WFGA-TV, Jacksonville  
Schofield, Arthur C.  
Storer Bcstg.,  
Miami Beach  
Elber, Samuel  
WGBS, Miami Beach  
Toppan, Burt  
WTVJ, Miami  
Taggart, Byron  
WFLA & WFLA-TV  
Tampa

## GEORGIA

Paschall, Walter G.  
WSB, WSB-TV, Atlanta  
Hertz, Louis O., Jr.  
WAGA-TV, Atlanta  
Jenkins, George  
WRBL, Columbus  
Cook, George B.  
WGAF, Valdosta

## IDAHO

Winters, Evelyn  
KIDO, Boise

## ILLINOIS

Carey, John  
WIND, Chicago  
Hanlon, James G.  
WGN, Chicago  
Haviland, Thomas E.  
WCFL, Chicago  
Peterson, Edwin R.  
Keystone Bestg Co.,  
Chicago  
Wiedenkeller, L. O.  
WTVP, Decatur  
Biggar, Geo. C.  
WLBK, De Kalb  
Henry, Ell  
ABC-WBKB, Chicago  
Hohmann, William R.  
WBBM-TV, Chicago  
Keys, John M.  
WMAQ-WNBQ, Chicago

Sack, Ronald L.  
WLS, Inc., Chicago  
Krasula, Stephen J.  
WMAQ, Chicago  
Young, Donald  
WBBM, Chicago  
Wilson, Charles A.  
WGN, WGN-TV,  
Chicago

Knapp, Albert E.  
WEEK, WEEK-TV,  
East Peoria  
Sebastian, Charles  
WTAQ, La Grange  
Noyes, Stan  
WOPA, Oak Park  
Amyx, Andy  
WTVH, Peoria  
Mugge, Clarence S.  
WMBD, WMBD-TV,  
Peoria  
Olson, Chuck  
WREX-TV, Rockford  
Darton, Heber E.  
WHBF, WHBF-TV,  
Rock Island

## INDIANA

Brines, Paul C.  
WSJV-TV, Elkhart  
Pindell, Georgia L.  
WTVW, Evansville  
Keefe, Robert  
WANE-TV, Fort Wayne  
Schroeder, Wilson  
WKJG-AM & TV,  
Fort Wayne  
Woehrmeyer, Hilda  
WOWO, Fort Wayne  
March, Thomas B.  
WWCA, Gary  
Hurlbut, John F.  
WFBM, WFBM-TV,  
Indianapolis  
Wilson, H. Keith  
WTTV, Indianapolis  
Reisinger, Ray  
WISH, WISH-TV,  
Indianapolis  
Halpin, Jim  
WSBT, WSBT-TV  
South Bend

## IOWA

Bowermaster, James H.  
WMT Stations,  
Cedar Rapids  
Upp, Richard W.  
WOC-TV, Davenport  
Hudgens, Joe G.  
KRNT, KRNT-TV,  
Des Moines

Schambow, John L.  
KVTV, Sioux City

## KANSAS

Larsen, M. Dale  
KTVH, Wichita

## KENTUCKY

Loader, William F.  
WHAS, Inc., Louisville

## LOUISIANA

Annenberg, Marion  
WDSU, WDSU-TV,  
New Orleans  
Drum, Hughes  
WWL-TV, New Orleans  
Vinson, Carol  
KSLA-TV, Shreveport  
Briggs, James T.  
KWKH, Shreveport

## MAINE

Joyce, Robert M.  
WMTW, Poland Spgs.  
Stone, Melvin  
WLOB, Portland  
Pitman, Linwood T.  
WCSH-AM & TV,  
Portland

## MARYLAND

Picha, Anton G.  
WMAR-TV, Baltimore  
Christensen, A. H.  
WJZ-TV, Baltimore  
Hines, Henry F.  
WBAL, WBAL-TV,  
Baltimore  
Roeder, Charles A.  
WCBM, Baltimore

## MASSACHUSETTS

Cheyne, Robert B.  
WHDH, Boston  
Colvin, W. B.  
WBZ-TV, Boston  
Williams, Jack  
WBZ, Boston

## MICHIGAN

Edell, Robert  
WJBK-TV, Detroit  
Kirvan, Bud  
WXYZ, Inc., Detroit  
Kyker, A. Glenn  
WWJ, WWJ-TV, Detroit  
Levinson, H. Y.  
WCAIR, Inc., Detroit

# BROADCASTERS' PROMOTION ASS'N

Joseph, Michael  
WTAC, Flint  
Sumner, Thomas M.  
WNEM-TV, Flint  
Grant, Clark  
WOOD, WOOD-TV,  
Grand Rapids

## MINNESOTA

Olson, Martin A.  
WDSM, WDSM-TV,  
Duluth  
Halligan, V. L.  
KSUM, Fairmont  
Kaufman, Clayton  
WCCO, Minneapolis  
Godt, Gene  
WCCO-TV, Minneapolis  
Lord, George  
WTCN, WTCN-TV,  
Minneapolis  
Holmes, Genevieve  
KROC-TV, Rochester

## MISSOURI

Harned, William  
KODE, KODE-TV,  
Joplin  
Davis, Don  
KMBC, KMBC-TV,  
Kansas City  
Curran, Don  
KTVI, St. Louis  
Koch, Alice, Mrs.  
KMOX, St. Louis  
Mueller, Fred J.  
KSD, KSD-TV, St. Louis  
Stanton, Tom  
KMOX-TV, St. Louis  
McKibben, William T.  
Balaban Station,  
St. Louis  
Ruppe, Michael, Jr.  
KWK, St. Louis

## MONTANA

May, Conna G.  
KOOK-AM and TV,  
Billings  
Nyberg, Gertrude C.  
KGHL-TV, Billings

## NEBRASKA

Wallick, Bud  
KOLN-TV, Lincoln  
Meier, Evans  
WJAG, Norfolk  
Eastridge, Amos  
KMTV, Omaha  
Seitzer, Robert E.  
WOW, WOW-TV,  
Omaha

## NEW YORK

Schweitzer, William A.  
WEBR, Inc., Buffalo  
Meyer, Ruth  
WMCA, New York  
Lannon, Mike  
WRCA-TV, New York  
Stahlberger, R. L.  
WCBS, New York  
Sullivan, R. J.  
Corinthian Bestg., N. Y.  
Linger, Dean D.  
ABC TV, New York  
Partridge, David E.  
Westinghouse Bestg.,  
New York  
Patt, Robert  
WCBS-TV, New York  
Wattenberg, Morris  
WABC, WABC-TV,  
New York  
Smith, L. Walton  
WROC-TV, Rochester  
Garland, Arthur R.  
WGY, Schenectady  
Peel, Robert G.  
WHEN-AM & TV,  
Syracuse

## NORTH CAROLINA

Winters, Jack  
WLOS, WLOS-TV,  
Asheville  
Dillon, John P.  
WBT, Charlotte  
Evans, James W.  
WSOC, Charlotte  
Mosier, David W.  
WNCT, Greenville  
White, Worth  
WPTF-Radio, Raleigh  
Barron, Richard  
WSJS-TV,  
Winston-Salem

## NORTH DAKOTA

Blackstead, Connie  
N. Dak. Bestg. Fargo  
Pedersen, Roy C.  
WDAY, WDAY-TV,  
Fargo

## OHIO

Elliot, Jean  
WCUE, Akron  
Fleming, R. M.  
WCKY, Cincinnati  
Frazier, Jack K.  
WLW, Cincinnati  
Byers, Janet  
KYW, Cleveland  
Elber, Samuel  
WERE, Cleveland

Mertens, Bud  
JWV-TV, Cleveland  
Nashick, Robert  
KYW-TV, Cleveland  
Sague, S. R., Pres.  
WSRS, Inc., Cleveland  
Dorr, Jack  
WBNS-TV, Columbus  
Hardin, Donald  
WTVN Television,  
Columbus  
Kavanagh, Jack  
WLW-C, Columbus  
Gay, Chuck  
WHIO-TV & AM,  
Dayton  
Sanders, Dorothy  
WLW-D, Dayton  
Lynch, Virginia, Mrs.  
WMRN-AM & FM,  
Marion  
Wester, William C.  
WOHO, Toledo  
Osborne, Deane D.  
WSPD, Toledo  
Harris, Robert B.  
WSTV, Steubenville

## OKLAHOMA

Larkins, Charles E.  
KTUL, KTUL-TV,  
Muskogee  
Sherry, Jack  
WKY-TV,  
Oklahoma City  
Tjaden, Montez  
KWT, Oklahoma City  
Freeland, Robert V.  
KOTV, Tulsa  
Gerhardt, Gordon E.  
KVOO-AM & TV, Tulsa

## OREGON

Kelsey, Clark B., Jr.  
KEX, Portland

## PENNSYLVANIA

Woodland, Paul I.  
WGAL, WGAL-TV,  
Lancaster  
Kiss, James M.  
WPEN, Philadelphia  
Birnbaum, Fred  
WCAU, Philadelphia  
Pryor, Robert N.  
WCAU-TV,  
Philadelphia  
Krauss, Mitchell  
WIP, Philadelphia

*(Continued on next page)*



# THE MAKERS OF TELEVISION SERIES

## ... Never Have They Been More Vital

By **FREDERIC W. ZIV**

President, Frederic W. Ziv Co.



**T**HE most important single ingredient in the production of a successful TV series is people. The creativity and skill of those contributing to the film making process are the most vital resource of any TV producing organization.

Never have they been more vital than they will be in television's second decade. Now that television has achieved maturity as a medium with national saturation, we can no longer rely on the momentum of a new and growing communications force to carry us forward. The success of each new program will be accomplished on the basis of its merits, on the strength and uniqueness of its concept and the know-how and imagination with which it is produced.

In the coming year, we at Ziv will expand our corps of creative people. We have sought out the most talented men in all entertainment media. We have offered them the opportunity to conceive and develop their own program ideas. We have always sought to attract top creative people; we will now put even more emphasis on this effort. Our goal is to win and maintain the interest of the most brilliant men in the field, men who have created new series for us in 1958 such as Frank Pittman, Andy White, Ivan Tors, Mort Friedkin and David Fine. Among those joining this outstanding group of Ziv producers this year are Doug Heyes, Seton I. Miller

and Steve Fisher.

We will add more new names to this roster during the months ahead—names that are recognized as being the best in their field.

Each year, we at Ziv have increased our production facilities and the number of new programs in production. During 1958, we had nine new series before the camera. For 1959, the number will be even greater.

The significance of this growth is not merely quantitative. It bespeaks high advertiser interest in, and audience enthusiasm for, quality programming. Further, it signifies the arrival of an era in which our talent resources are strengthened to the point where we can move forward successfully on many new projects. Developing a new program is an expensive, time-consuming process. It takes months, and often years, to develop and test a program concept.

We need the right men, and the right climate—a climate which encourages creativity by welcoming new ideas and providing ample time and facilities for working them out. To have the men but not the climate is insufficient. There must be both.

Ziv will continue this search for talent for all phases of operation. We seek men of outstanding merit among actors, producers, directors and writers. This, we are convinced, is the key to the presentation of powerful and exciting new programs.

# NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

14 Gregory Hall, Urbana, Illinois  
Urbana 7-6611, Ext. 3394

## OFFICERS FOR 1959 YEAR

### *President*

William Harley, Stations WHA-AM-FM-TV, University of Wisconsin, Madison, Wisconsin

### *1st Vice President*

Jack McBride, Station KUON-TV, University of Nebraska, Lincoln, Nebraska

### *2nd Vice President*

Robert Schenkkan, Station KUT-FM, University of Texas, Austin, Texas

### *3rd Vice President*

Graydon Ausmus, Director, Broadcasting Services, University of Alabama, University, Alabama

### *Treasurer*

Robert Coleman, 453 Rosewood, East Lansing, Michigan

### *Secretary*

Dr. Keith Engar, Station KUED, University of Utah, Salt Lake City, Utah

## DIRECTORS

### *Region I*

E. A. Hungerford, Jr., Metropolitan ETV Association, 345 E. 46th St., New York 17, N. Y.

### *Region II*

Raymond D. Hurlbert, Alabama Ed. TV Comm., 807 Protective Life Bldg., Birmingham, Alabama

### *Region III*

James S. Miles, Station WBAA, Purdue University, Lafayette, Ind.

### *Region IV*

John Schwarzwalder, Twin City Area Ed. TV Corp., University of Minnesota, St. Paul, Minn.

### *Past President*

Frank E. Schooley, Stations WILL AM-FM-TV, University of Illinois, Urbana, Illinois

### *Region V*

Duff Browne, Gen. Mgr. Station WYES, Greater New Orleans Ed. TV Foundation, 916 Navarre Ave., New Orleans, Louisiana

### *Region VI*

Kenneth Harwood, Dept. of Telecommunications, University of So. California, Los Angeles, California

### *Executive Director*

Harry J. Skornia, 14 Gregory Hall, Urbana, Ill.

### *Associate Director*

Harold E. Hill, 14 Gregory Hall, Urbana, Ill.

### *Director at Large*

Mrs. Gertrude Broderick, Radio-TV Section, Office of Educ., U. S. Dept. of Health, Education & Welfare, Washington 25, D. C.

# NAEB ACTIVE MEMBERS

City	Call Letters	Licensee	Executive
<b>ALABAMA</b>			
Andalusia	WAIQ (TV)	Alabama Educational TV Commission	Raymond D. Hurlbert, Gen. Mgr.
Birmingham	WBIQ (TV)	Alabama Educational TV Commission	Raymond D. Hurlbert, Gen. Mgr.
Munford	WTIQ (TV)	Alabama Educational TV Commission	Raymond D. Hurlbert, Gen. Mgr.
University	WUOA (FM)	Univ. of Alabama	Walt Whitaker, Acting Director
<b>ARKANSAS</b>			
State College	KASU (FM)	Ark. State College	Leland W. Plunkett, Head of Journ.
<b>CALIFORNIA</b>			
Berkeley	KPFA (FM)	Pacifica Foundation	Harold Winkler, President
Los Angeles	KUSC (FM)	Univ. of Southern California	Kenneth Harwood, Chairman
San Bernardino	KVCR (FM)	San Bernardino Valley College	John E. Harder, Station Mgr.
San Diego	KSDS (FM)	San Diego Jr. College & Vocational School	Chas. H. Parker, Program Director
San Francisco	KQED (TV)	Bay Area ETV Assn.	James Day, General Mgr.
Sacramento	KVIE (TV)	Central Calif. TV, Inc.	John C. Crabbe, Gen. Mgr.
Stockton	KCVN (FM)	College of the Pacific	Richard B. Elliott, Director
<b>COLORADO</b>			
Colo. Springs	KRCC (FM)	Colorado College	Woodson Tyree, Dir., Radio
Colo. Springs	KSHS (FM)	C. S. Public Schools	Wes Burnett, Station Mgr.
Denver	KRMA (TV)	Denver Public Schools	Howard L. Johnson, Exec. Dir.
<b>FLORIDA</b>			
Miami	WTHS (FM)	Dade County Bd. of Public Instr.	Vernon Bronson, Asst. Dir.
Tallahassee	WFSU (FM)	Florida State University	Roy Flynn, Dir. Radio-TV
Tampa	WTUN (FM)	University of Tampa	John Von Szelski, Dir.
Tampa	WEDU (TV)	Fla. West Coast ETV	Dan H. Smith, Gen. Mgr.
Winter Park	WPRK (FM)	Rollins College	M. P. Frutchey, Director of Radio
<b>GEORGIA</b>			
Atlanta	WABE (FM)	Board of Education	Haskell Boyter, Dir.
Atlanta	WETV (TV)	Board of Education	Haskell Boyter, Dir.
<b>ILLINOIS</b>			
Carbondale	WSRV (FM)	Southern Ill. Univ.	B. C. Robbins, Dir. Bestg.
Chicago	WREZ (FM)	Board of Education	George Jennings, Director Div. Radio-TV
Chicago	WITW (TV)	Chicago Educational TV Assn.	John W. Taylor, Exec. Dir.
DeKalb	WNIC (FM)	Northern Illinois Univ.	Robert Esmond, Dir., Radio
Elgin	WEP's (FM)	Elgin Public Schools	E. H. Hoke, Dir. Radio Education
Evanston	WNUR (FM)	Northwestern Univ.	Donley Feddersen, Chairman
Macomb	WWKS (FM)	Western Ill. University	Jennette Terrill, Dir.
Urbana	WILL (AM)	Univ. of Illinois	Frank E. Schooley, Dir.
Urbana	WILL (TV)	University of Illinois	Frank E. Schooley
Urbana	WILL (FM)	Univ. of Illinois	Frank E. Schooley
<b>INDIANA</b>			
Bloomington	WFIU (FM)	Indiana University	Elmer Sulzer, Dir.
Evansville	WEVC	Evansville College	V. O. Logan, Chairman
Evansville	WFSR (FM)	School City of Evansville	C. B. Smith, Dir. Radio
Gary	WGVE (FM)	School City of Gary	Edwin Carmony, Supervisor
Greencastle	WGRE (FM)	DePauw University	Herold Ross, Manager
Huntington	WVSH (FM)	School City of Huntington	M. McCabe Day, Director
Indianapolis	WIAN (FM)	Indianapolis Pub. Schools	Nancy Hendricks, Dir., Radio-TV
Lafayette	WBAA (AM)	Purdue Univ.	Jim Miles, Dir. of Broadcasting
Muncie	WWHI (FM)	Wilson Jr. H.S.	John V. Maier, Principal and Dir.
New Albany	WNAS (FM)	New Albany City Sch.	Vernon McKown, Director Audio-Visual Instr
Wabash	WSKS (FM)	School City of Wabash	James R. Oliver, Dir. Audio-Visual Ed.
<b>IOWA</b>			
Ames	WOI (AM)	Iowa State College	Richard F. Vogl, Mgr.
Ames	WOI (FM)	Iowa State College	Richard F. Vogl, Mgr.
Decorah	KWLC (AM)	Luther College	Esther J. Olson, Dir.
Des Moines	KDPS (FM) and (TV)	Des Moines Public Schools	Clifton F. Schropp, Dir. Audio-Visual
Iowa City	WNUI (AM)	State Univ. of Iowa	Carl H. Menzer, Director
Iowa City	KSUI (FM)	State Univ. of Iowa	Carl H. Menzer
<b>KANSAS</b>			
Emporia	KSTE (FM)	Kansas State Teachers	Tex Smiley, Dir., Radio-TV

(Continued on next page)

# NAEB ACTIVE MEMBERS

(Continued from page 307)

City	Call Letters	Licensee	Executive
Lawrence	KFKU (AM)	Univ. of Kansas	R. Edwin Browne, Director Radio-TV
Lawrence	KANU (FM)	Univ. of Kansas	R. Edwin Browne
Manhattan	KSAC (AM)	Kansas State College	Kenneth Thomas, Head
Manhattan	KSDB (FM)	Kansas State College	Ken Thomas
Ottawa	KTJO (FM)	Ottawa University	W. D. Bemmels, Dean
Wichita	KMUW (FM)	Univ. of Wichita	G. D. Goodrich, Manager
<b>KENTUCKY</b>			
Lexington	WBKY (FM)	Univ. of Kentucky	Leonard Press, Acting Director
Louisville	WFPK (FM-TV)	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>			
New Orleans	WYES (TV)	Greater New Orleans ETV Foundation	Duff Browne, Gen. Mgr.
New Orleans	WNPS (AM)	Orleans Parish Sch. Bd.	Jeanne Minge, Sta. Mgr.
<b>MARYLAND</b>			
Baltimore	WBJC (FM)	Baltimore Jr. College	Clarence T. DeHaven, Faculty Mgr.
<b>MASSACHUSETTS</b>			
Amherst	WMUA (FM)	Univ. of Mass.	Janet P. Nichols, Manager
Amherst	WEDK (FM)	U. of Mass.	Will Lewis, Sta. Mgr.
Boston	WBUR (FM)	Boston University	David Mackey, General Manager
Boston	WERS (FM)	Emerson College	Charles Dudley, Chrmn. Dept. Broad
Boston	WGBH (FM)	Lowell Instit. Co-op Broadcasting Council	Hartford N. Gunn, Jr., Gen. Mgr.
Boston	WGBH (TV)	Lowell Instit. Co-op	Hartford N. Gunn, Jr., Gen. Mgr.
<b>MICHIGAN</b>			
Ann Arbor	WUOM (FM-TV)	Univ. of Michigan	E. G. Burrows, Asst. Dir. Bestg.
Detroit	WDTR (FM)	Board of Education	Kathleen N. Lardle, Mgr.
Detroit	WDET (FM)	Wayne St. Univ.	Lee Dreyfus, Station Mgr.
Detroit	WTVS (TV)	Detroit Ed. TV Found.	Franklin Bouwmas, Executive Secretary
East Lansing	WKAR (AM)	Michigan State Univ.	Lawrence Frymlre, Manager
East Lansing	WKAR (FM)	Michigan State Univ.	Lawrence Frymlre, Mgr.
East Lansing	WKAR (TV)	Michigan State Univ.	Armand L. Hunter, Director
Flint	WFBE (FM)	Board of Education	Miss Ola Hiller
Highland Park	WHPR (FM)	School Distrlt of Highland Park	Robert A. Stevens, Prog. Dir.
Kalamazoo	WMCR (FM)	Western Michigan Univ.	Robert Dye, Dir. of Broadcasting
Royal Oak	WOAK (FM)	School Dist. City of Royal Oak	James L. Mead, Station Mgr.
<b>MINNESOTA</b>			
Minneapolis	KUOM (AM)	Univ. of Minnesota	Sheldon Goldsteln, Acting Dir.
Northfield	WCAL (AM)	St. Olaf College	Millford C. Jensen, General Manager
St. Paul	KTCA (TV)	Twin City Area ETV Corp.	J. C. Schwarzwalder, Dir.
<b>MISSOURI</b>			
Kansas City	KCUR (FM)	Univ. of Kansas City	C. Stevens, Dir. Radio-TV
St. Louis	KETC (TV)	St. Louis Ed. TV Commission	Henry F. Chadeayne, Exec. Director
St. Louis	KSLH (FM)	Board of Education	Miss Marguerite Fleming, Manager
<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	Marie Scanlon, Supervisor Radio-Television
South Orange	WSOU (FM)	Seton Hall University	A. Paul Klose, Program Director
<b>NEW MEXICO</b>			
Albuquerque	KANW (FM)	Board of Education	Mrs. Rose J. Jones, Director
Albuquerque	KNME (TV)	U. of New Mexico & Albuquerque Bd. of Educ.	C. P. Mitchell, Co-Ord.
<b>NEW YORK</b>			
Albany	WAMC (FM)	Albany Med. College	Frank Woolsley, Jr. Assoc., Dean
Bronx	WFUV (FM)	Fordham Univ.	Rev. John A. St. George, S. J., Dir.
Brooklyn	WNYE (FM)	Board of Education	James F. Macandrew, Dir. of Broadcasting
Elmira	WECW (FM)	Elmira College	David M. Crossman, Aud. Dir.
Floral Park	WSHS (FM)	Sewanaka H.S.	W. A. Gregory, Director of Radio
Ithaca	WICH (FM)	Ithaca College	Royal D. Colle, Chrmn., Radio-TV
New York	WKCR (FM)	Columbia College	Jeffrey P. Kuklin, Gen. Mgr.
New York	WNYC (AM)	Municipal Best. Sys.	Seymour N. Siegel, Director
New York	WNYC (FM)	Municipal Best. Sys.	Seymour N. Siegel
Springville	WSPE (FM)	Griffith Instit. & School	Henry Bartkowski, Director
Syracuse	WAER (FM)	Syracuse University	Kenneth G. Bartlett, Dean
Troy	WHAZ (AM)	Rensselaer Polytechnic Institute	Hiram D. Harris, Manager
Troy	WRPI (FM)	Rensselaer Polytechnic Institute	Hiram D. Harris, Manager
<b>NORTH CAROLINA</b>			
Chapel Hill	WUNC (TV)	Univ. of North Carolina	Wesley Wallace, Act. Chairman, Radio
Chapel Hill	WUNC (FM)	Univ. of North Carolina	Donald Knoepfler, Manager
Greensboro	WGPS (FM)	Greensboro Public Sch.	R. Thorpe Jones, Dir. Audio-Visual Educ.
Greenville	WWWS (FM)	E. Carolina College	Miss Rosalind Roulston, Sta. Mgr.
High Point	WHPS (FM)	High Point H.S.	D. P. Whitley, Principal



# NAEB ACTIVE MEMBERS

City	Call Letters	Licensee	Executive
<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	WOUI (FM)	Ohio Univ.	Archie Greer, Supv. of Bestg.
Athens	WOUB (AM)	Ohio University	Archie Greer, Supv. of Bestg.
Bowling Green	WRGU (FM)	Bowling Green State U.	Sidney Stone, Director
Cincinnati	WCET (TV)	Greater Cincinnati TV Ed. Foundation	Uberto Neely, General Mgr.
Cleveland	WBOE (FM)	Board of Education	Katherine Matchett
Columbus	WCBE (FM)	Bd. of Educ., City School District	John H. Sittig, Dir.
Columbus	WOSU (AM)	Ohio State Univ.	Richard B. Hull, Director
Columbus	WOSU (FM)	Ohio State Univ.	Richard B. Hull
Columbus	WOSU (TV)	Ohio State University	Richard B. Hull
Delaware	WSLN (FM)	Ohio Wesleyan Univ.	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	Harry D. Lamb, Dir. Radio-TV
Yellow Springs	WYSO (FM)	Antioch College	Harold A. Roeth, Mgr.
<b>OKLAHOMA</b>			
Norman	WNAD (AM)	Univ. of Oklahoma	Hugh Mix, Dir., Educ. Best. Services
Norman	WNAD (FM)	Univ. of Oklahoma	Hugh Mix
Oklahoma City	KOKH (FM)	Board of Education	Dr. Robert Shultz, Dir. Radio-TV
Stillwater	KAMC (FM)	Okla. State University	Robert M. Johnson, Chairman
Tulsa	KWGS (FM)	Univ. of Tulsa	Edward S. Dumit, Dir., Radio-TV
<b>OREGON</b>			
Corvallis	KOAC (AM-TV)	Oregon State System of Higher Education	James M. Morris, Program Director
Eugene	KRYM (FM)	Eugene Pub. Schools	Roger J. Houghum, Mgr.-Dir.
Eugene	KWAX (FM)	Univ. of Oregon	John R. Shepherd, Prod. Dir.
Portland	KRPS (AM)	Portland Public Schools	Mrs. Patricia Swenson, Manager
<b>PENNSYLVANIA</b>			
Grove City	WSAJ (AM)	Grove City College	Dale O. Smock, Manager
Philadelphia	WPWT (FM)	Philadelphia Wireless Tech. Instit.	William W. Zerling
Philadelphia	WHYY (FM-TV)	Metro. Phila. Educ. Radio & TV Corp.	William J. McCarter, Jr., Prod. Mgr.
Philadelphia	WRTI (FM)	Temple Univ.	John B. Roberts, Dir., Radio-TV
Philadelphia	WXPN (FM)	Univ. of Pennsylvania	Ralph Thornton, Mgr.
Pittsburgh	WDUQ (FM)	Duquesne Univ.	B. Kendall Crane, Director
Seranton	WUSV (FM)	Univ. of Seranton	Rev. Richard F. Grady, S.J., Director
<b>SOUTH CAROLINA</b>			
Columbia	WUSC (FM)	Univ. of S. Carolina	Alice Wyman, Dir.
<b>SOUTH DAKOTA</b>			
Vermillion	KUSD (AM)	Univ. of S. Dakota	Edward J. Slack, Mgr.
<b>TENNESSEE</b>			
Knoxville	WUOT (FM)	Univ. of Tennessee	Kenneth D. Wright, Dir. of Broadcasting
Memphis	WKNO (TV)	Memphis Comm. TV	Ernest C. Ball, Dir.
<b>TEXAS</b>			
Austin	KUT (FM)	Univ. of Texas	Robert Schenkkan, Dir.
Dallas	KERA (TV)	Area ETV Foundation	M. Campbell, Exec. Dir.
El Paso	KVOF (FM)	Texas Western College	Virgil C. Hicks, Director
Houston	KUHF (FM)	Univ. of Houston	John Meaney, Dir.
Houston	KUHT (TV)	Univ. of Houston	John Meaney, Dir.
<b>UTAH</b>			
Logan	KVSC (FM)	Utah State University	Burrel F. Hansen, Chairman
Salt Lake City	KUED (TV)	University of Utah	Dr. Keith Engar, Mgr.
<b>VIRGINIA</b>			
Harrisonburg	WEMC (FM)	Eastern Mennonite College	John R. Mumaw, Pres.
Norfolk	WMTI (FM)	William-Mary College	B. C. Dickerson, Head of Elec. Dept.
Richmond	WRFK (FM)	Union Theol. Sem.	R. W. Kirkpatrick, Dir. A-V
<b>WASHINGTON</b>			
Pullman	KWSC (AM)	State College of Wash.	Allen Miller, Manager
Seattle	KCTS (TV)	Comm. TV Service	Loren Stone, Mgr.
Seattle	KUOW (FM)	Univ. of Washington	Ken Kager, Mgr.
Tacoma	KTOY (FM)	Tacoma Public Schools	Merle Kimball, Program Mgr.
<b>WISCONSIN</b>			
Appleton	WLFM (FM)	Lawrence College	Jos. Hopfensperger, Sta. Mgr.
Madison	WHA (AM)	Univ. of Wisconsin	H. B. McCarty, Director
Madison	WHA (FM)	Univ. of Wisconsin	H. B. McCarty
Madison	WHA (TV)	Univ. of Wisconsin	H. B. McCarty, Director
Milwaukee	WMVS (TV)	Milwaukee Vocational & Adult Schools	Paul K. Taft, Station Mgr.
<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-emision Publica	Francisco Arrivi, Manager
	WIPR (TV)		Francisco Arrivi, Manager

# THE ROLE OF MUSIC TRANSCRIPTIONS

## ... Keeps Growing For Radio Stations

By JOHN D. LANGLOIS

President, Lang-Worth Feature Programs, Inc.



**I**N recent weeks Lang-Worth has published as a service to its subscriber stations the second edition of a booklet called "Profitunes". The title naturally supports our contention that jingles such as L-W's "Radio Hucksters" service are profit-making tunes for the modern radio station. But as a handbook on the sales, production and promotion-merchandising techniques we have found most effective, it points out the many opportunities offered the station by a concept we might call "Radio Add-vertising".

These are the added ingredients of imagination and showmanship, of smartly competitive selling, of the creation of opportunities that so often distinguish the leader from the pack. It is radio's good fortune, with its human personality, to be more exploitable and merchandisable than most other media, and we have found this true in the use of our own product "Radio Hucksters" jingles. What are some of the aspects of this local "Radio Add-vertising"? First, helping the sponsor merchandise his advertising. The radio station can take the driver's seat by suggesting coordination of advertising around the air theme, such as the punch line of a jingle. Its jingle service can serve as the base of planned Special Promotions for either an important local sponsor or group of stores allied by location and kindred interest in attracting customers.

In this way a jingle campaign could aim to encourage customers to deal at several stores and businesses in one area. To shop, for instance, at

a particular men's wear store; attend a particular motion picture theater a block or so away; and, finally, to select a late supper to carry home from a delicatessen right next to the theater. In this way, then, stores and businesses in one part of town will realize they have a potential stake in each other from this promotion standpoint.

The station, additionally, can become active in not only the local sponsors' copy problems (most do not have skilled admen or agencies) but in his week-to-week sales problems and opportunities.

Local advertising agencies, too, would have a ready-made production arm in a local station which maintains an extensive library of jingle transcriptions. A complete sound or musical effect, for instance, could be at the disposal of the agency to do a particular job for his client.

The station can and should keep an advanced eye on the calendar by which business and industry lives. It can romance the medium and the particular commercials series to the buyers at the department store, or the salesmen of branded merchandise lines which are franchised in town.

That the overall contribution of these services to stations, sponsors and advertising agencies is a material and growing one is evident from the increasing use of the services from recent year to year.

So says "Profitunes," which is more or less our Lang-Worth "Radio Hucksters" service's voice of experience in sales, production and merchandising.

# STATE BROADCASTERS ASSOCIATIONS

## **Alabama Broadcasters Association**

P.O. Box 6174, University, Alabama  
 Meetings: March and October  
 Elections: March meeting  
 Members: 68 Active, 18 Assoc.  
 Pres.....Wm. A. Mapes, WOWL, Florence  
 Vice-Pres.....John C. Cooper, WJRD,  
 Tuscaloosa  
 Secy.-Treas..Wm. S. Baskerville, Jr., WKRG,  
 Mobile  
 Exec. Secy.....Mrs. Angie M. Youngson

## **Arizona Broadcasters Association**

c/o President or Exec. Secy.  
 Meetings: November  
 Elections: November  
 Members: 41  
 Pres.....Arlo Woolery, KSUN, Bisbee  
 Vice Pres.....John Hogg, KOY, Phoenix  
 Secy., Treas.....Fred Vance, KVOA-TV,  
 Tucson  
 Exec. Secy.....Lucy Krug, KPHO, Phoenix

## **Arkansas Broadcasters Association**

Box 271, Stuttgart, Ark.  
 Meetings: March and August  
 Elections: August  
 Members: 50  
 President...C. R. Horne, KXRJ, Russellville  
 Vice-Pres.....Kermit Richardson, KBOK,  
 Malvern  
 Secy., Treas....Julian Haas, KGAH, Crossett  
 Stuttgart  
 Exec. Secy.....Mrs. June Spann, KWAK,

## **California Broadcasters Association**

6047 Hollywood Blvd., Hollywood 28, Cal.  
 Meetings: November (and on special call)  
 Elections: November  
 Members: 77  
 President.....George Whitney, KFMB,  
 San Diego  
 Vice-Pres. (Radio).....Lloyd Sigmon,  
 KMPC, Los Angeles  
 Vice-Pres. (TV)....Joe Drilling, KJEO-TV,  
 Fresno  
 Sec'y.-Treas.....Robert J. McAndrews,  
 KBIG, Hollywood  
 Exec. Secy.....Eleanor Henshaw

## **Colorado Broadcasters Association**

c/o President  
 Meetings: Semi-annual  
 Elections: June  
 Members: 49  
 Pres.....Harry Hoth, KRDO-AM-TV, Colo.  
 Springs

Vice Pres.....Al Ross, KGEK, Sterling  
 Secy.....Robt. S. Hix, KOA, Denver  
 Treas.....Ed Koepke, KDEN, Denver  
 Directors...Dennis Behand, KLMR, Lamar;  
 Robt. D. Ellis, KGHF, Pueblo; Abbott  
 Tesson, KEXO, Grand Junction

## **Connecticut Broadcasters Association**

c/o President  
 Meetings: Periodically  
 Elections: June  
 Members: 30  
 Pres.....Julian Schwartz, WSTC, Stamford  
 Vice-Pres.....Walter C. Johnson, WTIC,  
 Hartford  
 Secy.-Treas.....Peter B. Kenney, WNBC,  
 New Britain

## **Delaware Association of Broadcasters**

c/o President  
 Meetings: October  
 Elections: Annually  
 Members: 11  
 President.....Harvey C. Smith, WDEL,  
 Wilmington  
 Vice Pres.....Wayne Rollins, WAMS,  
 Wilmington  
 Secy., Treas.....Gordon MacIntosh,  
 WTUX, Wilmington

## **Florida Association of Broadcasters**

214 Center Bldg., Tallahassee  
 Meetings: Annually, plus regional  
 Elections: Annual  
 Members: 90  
 Pres....Chas. J. Fernandez, WKXY, Sarasota  
 1st Vice-Pres....Lawrence A. Rollins, WSIR,  
 Winter Haven  
 2nd Vice-Pres.....Tom S. Gilchrist, Jr.,  
 WESH-TV, Daytona Beach  
 Secy.-Treas....Frank W. Hazelton, WTNT,  
 Tallahassee  
 Exec. Secy., Gen. Counsel.....J. Kenneth  
 Ballinger

## **Georgia Association of Broadcasters**

c/o President  
 Meetings: August and January  
 Elections: August  
 Members: 65  
 Pres.....Frank Gaither, WSB, Atlanta  
 1st Vice-Pres....Ralph N. Edwards, WWGS,  
 Tifton  
 2nd Vice-Pres.....Geo. Patton, WBML,  
 Macon  
 Secy., Treas.....Paul Reid, WBHB,  
 Fitzgerald  
 Pub. Rel. Dir.....John Outler, 1601 W.  
 Peachtree St., Atlanta 9

## STATE BROADCASTERS ASSN.

### **Hawaiian Association of Broadcasters**

P. O. Box 3110, Honolulu, Hawaii  
Meetings: First Fri. each month  
Elections: December  
Members: 10  
President.....Arthur Sprinkle, KONA-TV, Honolulu  
Vice Pres.....Harry En Chu, KAHU, Waipahu  
Secy., Treas.....Wm. O. Paine, KGU, Honolulu

### **Idaho Broadcasters Association**

c/o President  
Meetings: Annual (September)  
Elections: Annual  
Members: 28 Radio; 6 TV  
President...Gene Shumate, KRXX, Rexburg  
Vice-Pres.....Mervin Ling, KAYT, Rupert  
Sec.-Treas.....G. W. Mix, KRPL, Moscow

### **Illinois Broadcasters Association**

c/o President or Secy.-Treas.  
Meetings: May & October  
Elections: October  
Members: 68 Active; 8 Assoc.  
President.....R. Karl Baker, WLDS, Jacksonville  
Vice-Pres.....Vernon Nolte, WJBC, Bloomington  
Secy.-Treas.....M. H. Stuckwisch, WSOY, Decatur

### **Indiana Broadcasters Association**

c/o Executive Secretary  
Meetings: 3 times a year  
Elections: March  
Members: 57 Radio; 16 TV  
President.....Carl W. Vandagriff, WOWO, Ft. Wayne  
Vice Pres. (AM)....Dee Coe, WWCA, Gary  
Vice Pres. (FM).....Elmer Snelzer, WFIU, Bloomington  
Vice Pres. (TV)....Neal Welch, WSBT-TV, South Bend  
Secy., Treas....Roy L. Hickox, WLRP, New Albany  
Exec. Secy.....Mrs. Helen B. Huber, WIRE, Indianapolis  
Directors.....Lester G. Spencer, WKBV, Richmond; Daniel C. Park, WIRE, Indianapolis; Paul S. Brines, WSJV-TV, Elkhart; E. Berry Smith, WFIE-TV, Evansville; Robt. Harris, WLOI, Laporte; Neal B. Welch, WSBT, South Bend; W. C. Fowler, WBAT, Marion; R. McConnell, WISH, Indpls.; E. Campbell, WFBM, Indpls.; E. Jackson, WCNB, Connorsville; J. Douglas, WCSI, Columbus.

### **Iowa Broadcasters Association**

c/o President or Secy.-Treas.  
Meeting: Annual  
Elections: Annual

Members: 33  
President.....Geo. J. Volger, KWPC, Muscatine  
Vice-Pres...Wm. White, KFJB, Marshalltown  
Secy.-Treas...Glen Stanley, KBOE, Oskaloosa  
Directors.....Ernie Sanders, WOC, Davenport; Gene Claussen, KXIC, Iowa City; Ken Gordon, KDTH, Dubuque; Don Sullivan, KVTM, Sioux City

### **Kansas Association of Radio Broadcasters**

c/o President  
Meetings: May  
Elections: May  
Members: 38  
President...Arden Booth, KLWN, Lawrence  
Vice-Pres...Max Falkenstien, WREN, Topeka  
Secy., Treas.....Tom Bashaw, KFH, Wichita

### **Kentucky Broadcasters Association**

c/o Dee Huddleston, Secy.-Treas.  
WIEL, Elizabethtown  
Meetings: October and March  
Elections: October  
Members: 55  
President.....Al Temple, WKCT, Bowling Green  
First Vice-Pres.....Francke Fox, WHLN, Harlan  
2nd Vice-Pres.....Don Horton, WVLC, Lexington  
Secy.-Treas.....Dee Huddleston, WIEL, Elizabethtown  
Exec. Comm.....Jim Caldwell, WAVE, Louisville; W. T. Issac, WHIR, Danville; Katherine Peden, WHOP, Hopkinsville

### **Louisiana Association of Broadcasters**

Box 379, Baton Rouge, La.  
Meetings: September  
Elections: September  
Members: 75  
President...Clarence Faulk, KRUS, Ruston  
Radio Vice-Pres.....Tom Pears, KVOL, Lafayette  
TV Vice-Pres....Paul Goldman, KNOE-TV, Monroe  
Treasurer...Gene Jones, KSLO, Opelousas  
Exec.-Secy.....Rolfe McCollister, Box 379, Baton Rouge

### **Maine Assoc. of Broadcasters**

c/o Secretary-Treasurer  
Meetings: Annual (November)  
Elections: November  
Members: 23 Radio; 6 TV  
President...Donald Powers, WCSH, Portland  
Vice-Pres.....Elby Stevens, WFST, Caribou  
Secy.-Treas.....Norman G. Gallant, WFAU, Augusta

### **Maryland-D. C. Broadcasters Association**

c/o President or Secy.-Treas.  
Meetings: June and October  
Elections: October  
Members: 34 Active; 44 Assoc.  
President...R. C. Embry, WITH, Baltimore  
Vice Pres.....Jason Pate, WASA, Havre

**Massachusetts Broadcasters Association, Inc.**

c/o President

Meetings: Annual  
Elections: Annual  
Members: 36  
President.....W. C. Swartley, WBZ, Boston  
Vice-Pres...Herb Krueger, WTAG, Worcester  
Treasurer.....Richard Adams, WKOX, Framingham  
Secretary...Thos. Y. Gorman, WEEL, Boston

**Michigan Association of Broadcasters**

c/o Executive Secretary

Meetings: May-September  
Elections: September  
Members: 69  
President.....James Quello, WJR, Detroit  
Vice-Pres.....Willard Schroeder, WOOD-AM-TV, Grand Rapids  
Secy.-Treas.....Elmer Knopf, WFDF, Flint  
Exec. Secy.....Robt. J. Coleman, 453 Rosewood, E. Lansing  
Directors.....Gene Cabill, WBCK, Battle Creek; John Pomeroy, WILS, Lansing; Jas. Sumbler, WMTE, Manistee; Robt. Phillips, WSGW, Saginaw

**Minnesota Association of Broadcasters**

c/o Secretary-Treasurer

Meetings: Board, bi-annually; spec. mtgs. subj. to call by President  
Elections: Annually  
Members: 53  
President....J. Thayer, WDGY, Minneapolis  
1st Vice Pres.....Robt. DeHaven, KYSM, Mankato  
2nd Vice Pres....James Hambacher, KBUN, Bemidji  
Secy., Treas.....Sherman Headley, WCCO-TV, Minneapolis

**Mississippi Broadcasters Association**

c/o President or Secy.-Treas.

Meetings: April & September  
Elections: Spring meeting  
Members: 59  
President....John E. Bell, WCMA, Corinth  
Vice-Pres....Joe Carson, WOKK, Meridian  
Vice-Pres....Joe Carson, WOKK, Meridian  
Secy.-Treas....Harold B. McCarley, WBLE, Batesville

**Missouri Broadcasters Association**

c/o Executive Secretary

Meetings: Spring & Fall  
Elections: Fall  
Members: 76  
President..A. E. Dahl, KLIK, Jefferson City  
Vice-Pres.....Clarence Breazeal, KCMO, Kansas City  
Secy.-Treas.....Harold Douglas, KMMO, Marshall  
Exec. Secy.....Eugenia Collins, WEW, St. Louis  
Directors....Bruce Barrington, Don Daily,

F. L. Donze, Bob Hyland

**Montana Broadcasters Association**

c/o President

Meetings: August  
Elections: Annual  
Members: 23  
President.....John Lyon, KIYI, Shelby  
Vice Pres.....Mrs. Charlotte Brader, KOJM, Havre  
Secy., Treas.....Robert Warner, KMON, Great Falls

**Nebraska Broadcasters Association**

c/o President

c/o KFOR, Lincoln, Nebraska

Mtgs., Election: May 14-15  
Members: 34  
President....David W. Young, KSID, Sidney  
Vice Pres.....Jack Gilbert, KHOL-TV, Holdrege  
Secy.-Treas....Dick Chapin, KFOR, Lincoln

**New Hampshire Association of Broadcasters, Inc.**

c/o President or Secretary

Meetings: October  
Elections: October  
Members: 10  
President...Frank B. Estes, WKXL, Concord  
Vice Pres.....Bernie Mack, WGIR, Manchester  
Secy., Treas.....Bill Visser, WLNH, Laconia

**New Jersey Broadcasters Association**

c/o President

Meetings: Semi-annually  
Elections: October  
Members: 28  
Pres.....Fred E. Walker, WTTM, Trenton  
Vice-Pres.....Kenneth A. Croy, WMTR, Morristown  
Secy.-Treas.....Francis J. Mattrangola, WCMC, Wildwood  
Exec. Board.....Paul Alger, WSNJ, Bridgeton; Howard Green, WOND, Pleasantville; John Struckell, WKDN, Camden; James Vodges, WTOA, Trenton; Everett Rudloff, WJLK, Asbury Park.

**New Mexico Broadcasters Association**

c/o President

Meetings: April & August  
Elections: April  
Members: 28 Active; 4 Assoc.  
Pres.....Jas. H. Duncan, KSIL, Silver City  
Vice-Pres.....A. E. Mickel, KGGM, Albuquerque  
Secy., Treas.....Virgil Parker, KRSN, Los Alamos  
Leg. Chairman...Ivan Head, KVSF, Sante Fe

**New York State Association of Radio and Television Broadcasters**

Address: c/o President or Secretary

## STATE BROADCASTERS ASSN.

Meetings: April & Fall  
Elections: Fall  
Members: 100  
President.....Robt. J. Leder, WOR-AM-TV,  
N. Y. C.  
1st Vice-Pres.....Paul Adanti, WHEN-AM-  
TV, Syracuse  
2nd Vice-Pres.....H. Stillwell Brown, Rural  
Radio Network, Ithaca  
Secretary.....Elliott Stewart, WIBX, Utica  
Treasurer.....George Dunham, WBNF,  
Binghamton

### **North Carolina Association of Broadcasters Inc.**

c/o Secretary-Treasurer

Meetings: Spring & Fall  
Elections: October  
Members: 117  
Pres.....Jack P. Hankins, WELS, Kinston  
V.P., Radio.....Robt. Hilker, WCGC,  
Belmont  
V.P.-TV.....T. H. Patterson, WITN,  
Washington  
Secy., Treas.....Cecil B. Hoskins, WWNC,  
Asheville

### **North Dakota Broadcasters Association**

c/o Secretary-Treasurer

Meetings: October  
Elections: October  
Members: 24  
President...Bob Ingstad, KOVC, Valley City  
Vice-Pres.....John Boler, KXJB, Fargo  
Secy.-Treas.....Les Maupin, KPLM, Minot

### **Ohio Association of Broadcasters**

33 N. High St., Columbus

Meetings: Spring & Fall  
Elections: Spring meeting  
Members: 83  
Pres.....Jay Wagner, WLEC, Sandusky  
Vice-Pres. (Radio).....Tom Rogers, WCLT,  
Newark  
Vice-Pres. (TV).....Allan Land, WHIZ-TV,  
Zanesville  
Secy., Treas.....Carlton Dargusch, Jr.

### **Oklahoma Broadcasters' Association**

c/o President

Meetings: January and August  
Elections: January  
Members: 49  
President.....Pat Murphy, KCRC, Enid  
Secy., Treas.....Bill Brubaker, KRHD,  
Duncan  
Board of Directors.. Bill Brubaker, KRHD  
Duncan; Jim Bellatti, KSPI, Stillwater;  
Eddie Peake, KLPR, Oklahoma City; John  
Mahoney, KWPR, Claremore; Bill Morgan,  
KNOR, Norman; Jack Pink, KWCO,  
Chickasha; Ray Van Hooser, KNED, Mc-  
Alester; Frank Lane, KRMG, Tulsa

### **Oregon State Broadcasters Association**

Mgr.: James W. Frost, Box 5025, Eugene

Meetings: November & April  
Elections: April  
Members: 47 Radio; 4 TV; 4 Assoc.  
President.....Carl Fisher, KUGN, Eugene  
Vice-Pres.....Ray Johnson, KMED, Medford  
Secy.-Treas.....C. S. Shulda, KERG, Eugene  
Leg. Chairman.....R. M. Brown, KPOJ,  
Portland

### **Pennsylvania Association of Broadcasters**

Box 606, Harrisburg

Meetings: May  
Elections: May  
Members: 106 Active; 25 Assoc.  
Pres.....Geo. A. Koehler, WFIL, Phila.  
1st Vice-Pres.....Cecil Woodland, WEJL,  
Scranton  
2nd Vice-Pres.....Milton Bergstein, WMAJ,  
State College  
Secy....Thomas Metzger, WMRF, Lewistown  
Exec. Secy.....Miss Kaye Witmer, Box 606,  
Harrisburg  
Treas....J. Robt. Gulick, WGAL, Lancaster

### **Puerto Rican Association of Broadcasters**

Box 1072, San Juan, Puerto Rico

Meetings: July & as called  
Elections: July  
Members: 20  
President.....Ralph Perez Perry, WKVM,  
San Juan  
Vice Pres.....Manuel Pirallo, WMIA,  
Arecibo  
Secretary.....Felix Bonnet Velez, WABA,  
Aguadilla  
Treasurer.....Julio Morales, WRIO,  
Rio Piedras  
Exec. Secy.....Carlos J. Pont

### **Rhode Island Broadcasters Association**

c/o WADK, Newport, R. I.

Meetings: Quarterly  
Elections: June  
Members: 13  
Pres....Milton E. Miller, WADK, Newport  
Vice-Pres.....Edward Bogoshian, WJAR,  
Providence  
Secy.-Treas..Zel Levin, WWON, Woonsocket

### **South Carolina Broadcasters Association**

c/o Secretary-Treasurer

Meetings: January & Summer  
Elections: January  
Members: 52 Radio; 7 TV  
President.....H. Moody McElveen, Jr.,  
WNOK-TV, Columbia  
Vice-Pres....Edward L. B. Osborne, WBCU,  
Union  
Secy.-Treas....T. Doug Youngblood, WFIG,  
Sumter  
Directors.....John T. Cashion, WGCD; W.  
Frank Harden, WIS; Ross M. Holmes,  
WSPA; McElveen; Louis M. Neale, Jr.,  
WBEU; Osborne; Youngblood; W. Ran-  
dall Davidson, WAKN, Ex-officio

**South Dakota Broadcasters Association**

c/o President or Secy.-Treas.

Meetings: Annual  
Elections: Annual  
Members: 15  
President...Ross E. Case, KWAT, Watertown  
Vice-Pres....Don Sullivan, WNAX, Yankton  
Secy., Treas....Jas. Slack, KUSD, Vermillion

**Southern California Broadcasters Association**

6047 Hollywood Blvd., Hollywood 28

Meetings: 3rd Thursday each month  
Elections: May  
Members: 63 (including 4 Networks)  
Chrmn. Bd.....Fred Ruegg, KNX  
Vice-Chairman....Ernest L. Spencer, KWIZ  
Secretary.....Herbert Comstock, KAVL  
Treasurer.....Cliff Gill, KBIG  
Managing Dir.....Robert M. Light

**Tennessee Association of Broadcasters**

14 Ayres Hall

Univ. Tennessee, Knoxville, Tenn.

Meetings: November  
Elections: November  
Members: 63 Active; 3 Assoc.  
President....F. C. Sowell, WLAC, Nashville  
Vice Pres.....Frank S. Proctor, WTJS, Jackson  
Secy., Treas.....Chas. Brewer, WHIN, Gallatin  
Exec. Secy.....Kenneth Wright, WUOT, Knoxville

**Texas Association of Broadcasters**

Box 8038, Univ. Sta., Austin, Tex.

Meetings: Semi-annual  
Elections: Fall  
Members: 173  
President....Albert D. Johnson, KENS-AM-TV, San Antonio  
Vice-Pres.....Joe Leonard, Jr., KGAF, Gainesville  
Sec.-Treas.....Geo. Tarter, KCBD-TV, Lubbock  
Office Manager.....Mrs. Shirley Austin, TAB, Univ. Sta., Austin  
Directors....Jim Hairgrove, Dave Morris, Chas. Jordan, Leo Hackney, Gene Hendryx, Tony Bridge

**Utah Broadcasters Association**

c/o President

145 Social Hall Ave., Salt Lake City, Utah

Meetings: Annual  
Elections: Annual  
Members: 15  
President....J. Wright, KSL, Salt Lake City  
Vice-Pres.....Reed Bullen, KVNU, Logan  
Secy.-Treas....Arch G. Webb, KVOG, Ogden

**Vermont Association of Broadcasters**

c/o President

Meetings: June  
Elections: June

Members: 14  
President...Stuart Martin, WCAX, Burlington  
Vice-Pres....Carlo Zezza, WCFR, Springfield  
Secy., Treas.....Craig S. Parker, WDEV, Waterbury

**Virginia Association of Broadcasters**

c/o Secretary-Treasurer

Meetings: June  
Elections: June  
Members: 62 Active; 7 Assoc.  
President.....Milton B. Henson, WREL, Lexington  
Vice-Pres.....Thos. C. Chisman, WVEC-AM-TV, Hampton  
Secy.-Treas.....Robt. C. Walker, WCHV, Charlottesville  
Leg. Chairman.....C. T. Lucy, WRVA, Richmond

**Washington State Association of Broadcasters**

White-Henry-Stuart Bldg., Seattle

Meetings: April and October  
Elections: April  
Members: 48 Radio; 10 TV; 6 Assoc.  
President.....James W. Wallace, KPQ, Wenatchee  
Vice-Pres....W. W. Warren, KOMO-AM-TV, Seattle  
Secy.-Treas....Allen Miller, KWSC, Pullman  
Mng. Dir., Counsel.....Ronald A. Murphy

**West Virginia Broadcasters Association**

c/o President or Secy.-Treas.

Meetings: Spring and fall  
Elections: Spring  
Members: 44  
Pres.....Robt. Ferguson, WTRF-TV, Wheeling  
Vice-Pres.....C. Leslie Goliday, WEPM, Martinsburg  
Sec.-Treas.....John Shott, WHIS, Bluefield

**Wisconsin Broadcasters Association**

c/o President

Meetings: October & May  
Elections: October  
Members: 48  
President....Mig Figi, WAUX, Waukesha  
Vice-Pres....Donald Wirth, WNAM, Neenah  
Secy., Treas.....Carl Kolata, WTTN, Watertown  
Exec. Secy.....Mrs. Jeanne Donald, WTCH, Shawano  
Attorney.....Henry Buslee, 202 Monona Ave., Madison

**Wyoming Association of Broadcasters**

c/o Secretary-Treasurer

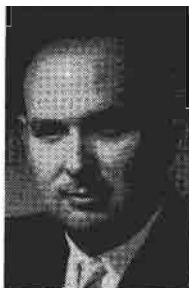
Meetings: Annually  
Elections: Annually  
Members: 18  
President...Wm. C. Grove, KFBC, Cheyenne  
Vice Pres....Roy Marsh, KASL, Newcastle  
Secy., Treas.....Mildred V. Ernst, KRTR, Thermopolis

# "CULTURAL EXCHANGE"—HOME-STYLE

## ... Could Hypo Public Service Programs

By DONALD H. McGANNON

President, Westinghouse  
Broadcasting Company, Inc.



**I**n the past year, we have heard much about cultural exchange between the United States and the Soviet Union, and our broadcast entertainment has been enriched by the interchange of performing talent between East and West.

Perhaps this international exchange, undertaken for reasons of diplomacy, may serve a purpose beyond its original intention by suggesting another kind of cultural exchange—among broadcasters in the U. S. A.

In two industry-wide conferences on local public service programming, held under our company's auspices, we have been impressed by the great quantity and variety of excellent imaginative public service programming being done by radio and television stations across the country. At the same time, we have been concerned by the thought that many of these fine programs were seen and heard only within the coverage areas of the stations that originated them, though their messages had universal value and their method of presentation had general appeal.

Why don't broadcasters set up an inter-station exchange of good public service programming? The thought seems especially valid when you consider that many stations would like to schedule more informational and inspirational programming, but are limited by the amount that can be developed by their own production facilities. Given the opportunity to broadcast other stations' service efforts in return for permitting added exposure of their own programs, we think most stations would participate

gladly.

The mechanical means for interchange are available, and at moderate cost. Radio stations all have equipment for handling audio tape. Television programs can be exchanged on tape or on film.

The Westinghouse Broadcasting Company has practiced this idea to some extent, making its public service programming available without cost to educational and non-commercial stations. We'd like to explore the possibility of mutual exchanges with other radio and television stations.

Such a project would have far-reaching values, in increasing our audiences' familiarity with other communities, their problems and their points of pride. The east could learn more of the historical and cultural heritage of the west; the north might achieve a richer appreciation for the folklore of the south; people in urban areas would learn more about life in smaller communities, and vice versa.

Moreover, we as broadcasters would learn much from such an exchange. If, on a regular basis, we saw and heard what other stations in other cities were doing, we would find ideas and techniques we could adapt to our own uses, and perhaps in adapting improve on them. We would find new subjects for exploration, new yardsticks to apply to our own efforts. At the same time, there is a good chance we would provide similar help to others.

Perhaps cultural exchange, like charity, can make a good beginning at home.



**TELEVISION DAILY**

presents

***AM RADIO  
STATIONS***

**KEY PERSONNEL  
ADDRESSES & PHONE  
ALPHABETICALLY LISTED  
BY STATES AND CITIES**

**1959**

# Bartell Family Radio Means

By any measurement, this radio is first  
in each Bartell market.  
Especially when figured in  
results . . . response . . . *buyership*.  
Your advertising reaches buyers  
(the best kind of audience!)  
Product of  
scholarship, showmanship, salesmanship.

*Bartell it . . . and sell it!*



# Greater Buyership



AMERICA'S **FIRST** RADIO FAMILY SERVING 15 MILLION BUYERS

Sold Nationally by ADAM YOUNG INC.

# RADIO AND TV HOMES BY STATE

## POPULATION, NUMBER OF STATIONS BY STATE

STATE	Population	Families	Radio Homes	TV Homes	* Li- censed Radio Stations	* Li- censed TV Stations
ALABAMA	3,345,000	864,000	819,000	614,000	106	11
ALASKA	221,000	64,000	63,000	42,000	13	5
ARIZONA	1,215,000	339,000	330,000	267,000	47	9
ARKANSAS	1,929,000	548,000	541,000	362,000	61	6
CALIFORNIA	14,899,000	4,799,000	4,761,000	4,169,000	183	36
COLORADO	1,729,000	523,000	484,000	408,000	56	9
CONNECTICUT	2,425,000	724,000	706,000	658,000	30	9
DELAWARE	445,000	130,000	122,000	117,000	9	1
DIST. OF COLUMBIA	921,000	274,000	270,000	247,000	6	5
FLORIDA	4,241,000	1,238,000	1,208,000	954,000	148	23
GEORGIA	3,809,000	1,003,000	999,000	744,000	124	13
IDAHO	666,000	201,000	194,000	145,000	33	6
ILLINOIS	10,175,000	3,095,000	3,035,000	2,779,000	94	25
INDIANA	4,639,000	1,475,000	1,421,000	1,315,000	61	18
IOWA	2,875,000	884,000	876,000	776,000	65	12
KANSAS	2,275,000	724,000	672,000	571,000	47	10
KENTUCKY	3,209,000	883,000	865,000	617,000	78	9
LOUISIANA	3,221,000	889,000	843,000	666,000	79	14
MAINE	959,000	279,000	270,000	242,000	23	7
MARYLAND	3,030,000	842,000	795,000	731,000	35	6
MASSACHUSETTS	5,125,000	1,559,000	1,529,000	1,418,000	58	12
MICHIGAN	8,099,000	2,329,000	2,289,000	2,095,000	95	19
MINNESOTA	3,325,000	969,000	946,000	814,000	63	11
MISSISSIPPI	2,259,000	585,000	569,000	334,000	72	11
MISSOURI	4,531,000	1,359,000	1,321,000	1,169,000	77	17
MONTANA	674,000	211,000	197,000	122,000	32	10
NEBRASKA	1,519,000	461,000	450,000	373,000	33	11
NEVADA	286,000	96,000	87,000	88,000	17	6
NEW HAMPSHIRE	584,000	174,000	170,000	155,000	16	2
NEW JERSEY	5,865,000	1,745,000	1,731,000	1,539,000	26	5
NEW MEXICO	904,000	249,000	240,000	172,000	40	7
NEW YORK	17,125,000	5,359,000	5,285,000	4,829,000	125	32
NORTH CAROLINA	4,740,000	1,224,000	1,198,000	905,000	135	17
NORTH DAKOTA	696,000	189,000	183,000	128,000	19	9
OHIO	9,749,000	2,925,000	2,845,000	2,661,000	88	28
OKLAHOMA	2,378,000	739,000	718,000	676,000	55	14
OREGON	1,879,000	596,000	587,000	447,000	71	9
PENNSYLVANIA	11,788,000	3,829,000	3,746,000	3,409,000	147	39
RHODE ISLAND	881,000	267,000	249,000	243,000	13	3
SOUTH CAROLINA	2,510,000	623,000	605,000	454,000	70	11
SOUTH DAKOTA	732,000	205,000	198,000	129,000	20	9
TENNESSEE	3,695,000	1,009,000	976,000	738,000	105	15
TEXAS	9,695,000	2,789,000	2,720,000	2,149,000	238	49
UTAH	861,000	239,000	232,000	206,000	26	5
VERMONT	390,000	113,000	109,000	96,000	14	1
VIRGINIA	3,897,000	1,009,000	959,000	787,000	93	15
WASHINGTON	2,872,000	886,000	866,000	716,000	80	14
WEST VIRGINIA	2,095,000	562,000	537,000	416,000	48	11
WISCONSIN	4,015,000	1,156,000	1,147,000	1,004,000	75	16
WYOMING	341,000	100,000	96,000	54,000	22	5
<b>TOTAL</b>	<b>179,738,000</b>	<b>53,335,000</b>	<b>52,059,000</b>	<b>44,750,000</b>	<b>3,271</b>	<b>647</b>

\* Does not include CP's.  
\* FCC Figures.

**Because it works,  
more advertisers  
use WOR radio  
than any other  
New York radio  
or TV station.**

*Broadcast Advertisers Report, National Spot and Local Advertisers  
WOR-1440 Broadway, New York 18, N. Y.*

*A Division of*  *Teleradio Pictures, Inc.*

# AM RADIO STATIONS

## Commercial Stations of the U. S., Territories and Possessions

Station	City	State	Page	Station	City	State	Page
CKLW	Detroit	Mich.	479	KASL	Newcastle	Wyo.	669
KAAA	Kingman	Ariz.	361	KASM	Albany	Minn.	486
KABC	Los Angeles	Calif.	373	KASO	Minden	La.	459
KABI	Ketchikan	Alaska	359	KAST	Astoria	Ore.	577
KABQ	Albuquerque	N. M.	520	KASY	Auburn	Wash.	650
KABR	Aberdeen	S. D.	605	KATE	Albert Lea	Minn.	487
KACE	Riverside	Calif.	378	KATI	Casper	Wyo.	669
KACT	Andrews	Tex.	616	KATL	Miles City	Mont.	510
KACY	Port Hueneme	Calif.	377	KATO	Reno	Nev.	515
KADA	Ada	Okla.	572	KATR	Corpus Christi	Tex.	619
KADO	Marshall	Tex.	630	KATT	Pittsburg	Calif.	377
KADY	St. Charles	Mo.	505	KATY	San Luis Obispo	Calif.	381
KAFP	Petaluma	Calif.	377	KATZ	St. Louis	Mo.	505
KAFY	Bakersfield	Calif.	369	KAUS	Austin	Minn.	487
KAGE	Winona	Minn.	491	KAVE	Carlsbad	N. M.	520
KAGH	Crossett	Ark.	364	KAVI	Rocky Ford	Colo.	389
KAGR	Yuba City	Calif.	383	KAVL	Lancaster	Calif.	373
KAGT	Anacortes	Wash.	650	KAVR	Apple Valley	Calif.	369
KAHI	Auburn	Calif.	369	KAWL	York	Neb.	514
KAHU	Waipahu	Hawaii	421	KAWT	Douglas	Ariz.	360
KAIM	Honolulu	Hawaii	419	KAYE	Puyallup	Wash.	653
KAIR	Tucson	Ariz.	362	KAYL	Storm Lake	Iowa	444
KAJO	Grants Pass	Ore.	578	KAYO	Seattle	Wash.	654
KAKC	Tulsa	Okla.	576	KAYS	Hays	Kan.	446
KAKE	Wichita	Kan.	448	KAYT	Rupert	Idaho	423
KAKI	San Antonio	Tex.	634	KBAL	San Saba	Tex.	635
KALB	Alexandria	La.	455	KBAM	Longview	Wash.	652
KALE	Richland	Wash.	654	KBAR	Burley	Idaho	421
KALG	Alamogordo	N. M.	520	KBBA	Benton	Ark.	364
KALI	Pasadena	Calif.	376	KBBC	Borger	Tex.	618
KALL	Salt Lake City	Utah	640	KBCC	Centerville	Utah	639
KALM	Thayer	Mo.	508	KBBS	Buffalo	Wyo.	668
KALT	Atlanta	Tex.	618	KBCH	Oceanlake	Ore.	580
KALV	Alva	Okla.	572	KBCL	Bossier City	La.	457
KAMD	Camden	Ark.	364	KBCS	Grand Prairie	Tex.	626
KAML	Kenedy	Tex.	628	KBEC	Waxahachie	Tex.	638
KAMO	Rogers	Ark.	368	KBEE	Modesto	Calif.	375
KAMP	El Centro	Calif.	371	KBEL	Idabel	Okla.	574
KAMQ	Amarillo	Tex.	616	KBEN	Carrizo Springs	Tex.	619
KANA	Anacanda	Mont.	508	KBHM	Branson	Mo.	499
KAND	Corsicana	Tex.	621	KBHS	Hot Springs	Ark.	365
KANE	New Iberia	La.	459	KBIA	Columbia	Mo.	499
KANI	Kaneohe	Oahu, Hawaii	420	KBIF	Fresno	Calif.	372
KANN	Sinton-Corpus Christi	Tex.	636	KBIG	Avalon	Calif.	369
KANO	Anoka	Minn.	487	KBIM	Roswell	N. M.	522
KAOK	Lake Charles	La.	458	KBIS	Bakersfield	Calif.	369
KAPA	Raymond	Wash.	653	KBIX	Muskogee	Okla.	574
KAPB	Marksville	La.	459	KBIZ	Ottumwa	Iowa	443
KAPR	Douglas	Ariz.	360	KBKC	Kansas City	Mo.	503
KARE	Atchison	Kan.	444	KBKR	Baker	Ore.	577
KARK	Little Rock	Ark.	366	KBKW	Aberdeen	Wash.	650
KARM	Fresno	Calif.	372	KBLA	Burbank	Calif.	370
KARS	San Antonio	Tex.	634	KBLF	Red Bluff	Calif.	377
KART	Jerome	Idaho	422	KBLI	Blackfoot	Idaho	421
KARY	Prosser	Wash.	653	KBLO	Hot Springs	Ark.	365
KASA	Elk City	Okla.	573	KBLT	Big Lake	Tex.	617
KASH	Eugene	Ore.	578	KBMI	Henderson	Nev.	514
KASI	Ames	Iowa	439	KBMN	Bozeman	Mont.	509
KASK	Ontario	Calif.	376	KBMO	Benson	Minn.	487

## When Stations Change Hands —

Knowing where the buyers are solves half the problem for a seller.

Knowing where the sellers are solves half the problem for a buyer.

Those are the halves that we know.

The other half depends on telling us your situation so we can go to work for you.

## **ALLEN KANDER AND COMPANY**

**Negotiators for the Purchase and Sale of Important  
Radio and Television Stations**

**WASHINGTON** 1625 Eye Street N.W. **National 8-1990**  
**NEW YORK** 60 East 42nd Street **Murray Hill 7-4242**

Station	City	State	Page	Station	City	State	Page
KBMW	— Breckenridge,	Minn.	487	KCKC	— San Bernardino,	Calif.	378
KBMX	— Coalinga,	Calif.	371	KCKN	— Kansas City,	Kan.	446
KBMY	— Billings,	Mont.	508	KCKY	— Coolidge,	Ariz.	360
KBND	— Bend,	Ore.	577	KCLA	— Pine Bluff,	Ark.	367
KBNZ	— La Junta,	Colo.	387	KCLE	— Cleburne,	Tex.	619
KBOA	— Kennett,	Mo.	504	KCLF	— Clifton,	Ariz.	360
KBOE	— Oskaloosa,	Iowa	443	KCLN	— Clinton,	Iowa	440
KBOI	— Boise,	Idaho	421	KCLO	— Leavenworth,	Kan.	447
KBOK	— Malvern,	Ark.	366	KCLP	— Rayville,	La.	460
KBOL	— Boulder,	Colo.	384	KCLS	— Flagstaff,	Ariz.	360
KBOM	— Bismarck-Mandan,	N. D.	561	KCLV	— Clovis,	N. M.	521
KBON	— Omaha,	Neb.	513	KCLW	— Hamilton,	Tex.	626
KBOP	— Pleasanton,	Tex.	633	KCLX	— Colfax,	Wash.	651
KBOR	— Brownsville,	Tex.	618	KCMC	— Texarkana,	Tex.	637
KBOW	— Butte,	Mont.	509	KCMJ	— Palm Springs,	Calif.	376
KBOX	— Dallas,	Tex.	622	KCMO	— Kansas City,	Mo.	503
KBOY	— Medford,	Ore.	579	KCMR	— McCamey,	Tex.	630
KBRC	— Mount Vernon,	Wash.	653	KCMS	— Manitou Spring,	Colo.	387
KBRK	— Brookings,	S. D.	605	KCNA	— Tucson,	Ariz.	362
KBRI	— McCook,	Neb.	512	KCNI	— Broken Bow,	Neb.	511
KBRO	— Bremerton,	Wash.	651	KCNO	— Alturas,	Calif.	368
KBRS	— Springdale,	Ark.	368	KCNY	— San Marcos,	Tex.	635
KBRV	— Soda Springs,	Idaho	423	KCOB	— Newton,	Iowa	443
KBRX	— O'Neill,	Neb.	513	KCOG	— Centerville,	Iowa	440
KBRZ	— Freeport,	Tex.	626	KCOH	— Houston,	Tex.	627
KBSF	— Springhill,	La.	461	KCOK	— Tulare,	Calif.	382
KBST	— Big Spring,	Tex.	617	KCOL	— Ft. Collins,	Colo.	386
KBTA	— Batesville,	Ark.	364	KCON	— Conway,	Ark.	364
KBTK	— Missoula,	Mont.	510	KCOR	— San Antonio,	Tex.	634
KBTM	— Jonesboro,	Ark.	366	KCOW	— Alliance,	Neb.	511
KBTN	— Neosho,	Mo.	504	KCOY	— Santa Maria,	Calif.	382
KBTO	— El Dorado,	Kan.	445	KCRA	— Sacramento,	Calif.	378
KBUC	— Corona,	Calif.	371	KCRB	— Chanute,	Kan.	445
KBUD	— Athens,	Tex.	616	KCRC	— Enid,	Okla.	573
KBUH	— Brigham City,	Utah	638	KCRE	— Crescent City,	Calif.	371
KBUN	— Bemidji,	Minn.	487	KCRG	— Cedar Rapids,	Iowa	440
KBUR	— Burlington,	Iowa	439	KCRS	— Midland,	Tex.	631
KBUS	— Mexia,	Tex.	631	KCRT	— Trinidad,	Colo.	389
KBUZ	— Phoenix,	Ariz.	361	KCRV	— Caruthersville,	Mo.	499
KBVM	— Lancaster,	Calif.	373	KCSJ	— Pueblo,	Colo.	387
KBWD	— Brownwood,	Tex.	618	KCSR	— Chadron,	Neb.	511
KBYE	— Oklahoma City,	Okla.	574	KCTI	— Gonzales,	Tex.	626
KBYG	— Big Spring,	Tex.	618	KCTX	— Childress,	Tex.	619
KBYR	— Anchorage,	Alaska	359	KCUB	— Tucson,	Ariz.	363
KBZY	— Salem,	Ore.	583	KCUE	— Red Wing,	Minn.	490
KCAL	— Redlands,	Calif.	377	KCUL	— Fort Worth,	Tex.	625
KCAP	— Helena,	Mont.	510	KCVL	— Colville,	Wash.	651
KCAR	— Clarksville,	Tex.	619	KCVR	— Lodi,	Calif.	373
KCBC	— Des Moines,	Iowa	441	KCYL	— Lampasas,	Tex.	629
KCBD	— Lubbock,	Tex.	630	KDAC	— Fort Bragg,	Calif.	372
KCBQ	— San Diego,	Calif.	379	KDAL	— Duluth,	Minn.	487
KCBS	— San Francisco,	Calif.	379	KDAN	— Eureka,	Calif.	371
KCCO	— Lawton,	Okla.	574	KDAV	— Lubbock,	Tex.	629
KCCT	— Corpus Christi,	Tex.	621	KDAY	— Hollywood,	Calif.	373
KCEE	— Tucson,	Ariz.	362	KDB	— Santa Barbara,	Calif.	381
KCFH	— Cuero,	Tex.	621	KDBC	— Mansfield,	La.	458
KCHA	— Charles City,	Iowa	440	KDBM	— Dillon,	Mont.	509
KCHE	— Cherokee,	Iowa	440	KDBS	— Alexandria,	La.	455
KCHI	— Chillicothe,	Mo.	499	KDDD	— Dumas,	Tex.	623
KCHJ	— Delano,	Calif.	371	KDDW	— Kingstree,	S. C.	603
KCHR	— Charleston,	Mo.	499	KDEC	— Decorah,	Iowa	441
KCHS	— Truth or Consequences,	N. M.	523	KDEF	— Albuquerque,	N. M.	520
KCHV	— Coachella,	Calif.	370	KDEN	— Denver,	Colo.	385
KCID	— Caldwell,	Idaho	421	KDEO	— El Cajon,	Calif.	371
KCIJ	— Shreveport,	La.	461	KDES	— Palm Springs,	Calif.	376
KCIL	— Houma,	La.	458	KDET	— Center,	Tex.	619
KCIM	— Carroll,	Iowa	440	KDEX	— Dexter,	Mo.	501
KCJB	— Minot,	N. D.	562	KDGO	— Durango,	Colo.	386

---

---

# “we’re going great with Radio Press”

This quote is from only one of many complimentary letters received from our subscriber stations; in this case Duncan Mounsey, Executive Vice President and General Manager of WPTR, Albany.

And these stations have come to recognize the advantages of **exclusive-in-the-market** RADIO PRESS service:

- Complete foreign, national and Washington coverage... at low cost... all in one quality package.
- Seven-days-a-week service, with round-the-clock standby for fast breaks; top quality transmission.
- Highest professional standards, backed by full-time news bureaus and experienced correspondents around the world.
- Stability of operation and policy in the face of an uncertain period in radio.

***Here's what some other RADIO PRESS subscribers say:***

“We have made capital... not only of spot news but also of your recent interviews with Errol Flynn and Ernest Hemingway... the sponsors of our newscasts have commented quite favorably... we freely credit the excellent service you are giving us.”

WWDC, Washington, D. C.

“...your excellent ‘voiced’ news service has gained favorable comment among our listeners.”

WGN, Chicago, Ill.

*For free audition record and further details, call, write or wire:*

**RADIO PRESS**

18 East 50th St., N. Y. 22, N. Y., PL 3-3822 • George Hamilton Combs, Pres.; Stewart Barthelmess, Vice-Pres.

---

---



Station	City	State	Page	Station	City	State	Page
KDHL	Faribault,	Minn.	488	KEAP	Fresno,	Calif.	372
KDIO	Ortonville,	Minn.	490	KEBE	Jacksonville,	Tex.	628
KDIX	Dickinson,	N. D.	561	KECK	Odessa,	Tex.	632
KDJI	Holbrook,	Ariz.	360	KEDO	Longview,	Wash.	652
KDKA	Pittsburgh,	Pa.	594	KEED	Springfield,	Ore.	583
KDKD	Clinton,	Mo.	499	KEEL	Shreveport,	La.	461
KDLA	DeRidder,	La.	457	KEEN	San Jose,	Calif.	380
KDLK	Del Rio,	Tex.	623	KEEP	Twin Falls,	Idaho	423
KDLM	Detroit Lakes,	Minn.	487	KELA	Centralia-Chehalis,	Wash.	651
KDLR	Devils Lake,	N. D.	561	KELD	El Dorado,	Ark.	364
KDMA	Montevideo,	Minn.	489	KELK	Elko,	Nev.	514
KDMO	Carthage,	Mo.	499	KELO	Sioux Falls,	S. D.	606
KDMS	El Dorado,	Ark.	364	KELP	El Paso,	Tex.	624
KDNT	Denton,	Tex.	623	KELY	Ely,	Nev.	514
KDOK	Tyler,	Tex.	637	KENA	Mena,	Ark.	367
KDON	Salinas,	Calif.	378	KENE	Toppenish,	Wash.	656
KDOT	Reno,	Nev.	515	KENI	Anchorage,	Alaska	359
KDOV	Medford,	Ore.	580	KENL	Arcata,	Calif.	369
KDQN	De Queen,	Ark.	364	KENM	Portales,	N. M.	522
KDRO	Sedalia,	Mo.	506	KENN	Farmington,	N. M.	521
KDRS	Paragould,	Ark.	367	KENO	Las Vegas,	Nev.	514
KDSJ	Deadwood,	S. D.	605	KENS	San Antonio,	Tex.	634
KDSN	Denison,	Iowa	441	KENT	Shreveport,	La.	461
KDSX	Denison-Sherman,	Tex.	623	KENY	Bellingham,	Wash.	651
KDTA	Delta,	Colo.	384	KEPR	Kennewick,	Wash.	652
KDTH	Dubuque,	Iowa	441	KEPS	Eagle Pass,	Tex.	624
KDUB	Lubbock,	Tex.	629	KERB	Kermit,	Tex.	628
KDUZ	Hutchinson,	Minn.	488	KERC	Eastland,	Tex.	624
KDWT	Stamford,	Tex.	636	KERG	Eugene,	Ore.	578
KDXU	St. George,	Utah	640	KERN	Bakersfield,	Calif.	369
KDYL	Salt Lake City,	Utah	640	KERV	Kerrville,	Tex.	628
KDZA	Pueblo,	Colo.	387	KETX	Livingston,	Tex.	629
KEAN	Brownwood,	Tex.	618	KEUN	Eunice,	La.	457

## HOWARD E. STARK

BROKERS • FINANCIAL CONSULTANTS

RADIO STATIONS • TELEVISION STATIONS

*More than a decade  
of Constructive Service  
to Broadcasters and  
the Broadcasting Industry*

50 East 58 Street  
New York 22, N. Y.

ELdorado 5-0405

Station	City	State	Page	Station	City	State	Page
KEVA	— Shamrock, Tex.		636	KFIZ	— Fond du Lac, Wis.		662
KEVE	— Minneapolis, Minn.		489	KFJB	— Marshalltown, Iowa		442
KEVL	— White Castle, La.		483	KFJI	— Klamath Falls, Ore.		579
KEVT	— Tucson, Ariz.		333	KFJZ	— Fort Worth, Tex.		625
KEX	— Portland, Ore.		580	KFKA	— Greeley, Colo.		386
KEXO	— Grand Junction, Colo.		386	KFKF	— Bellevue, Wash.		650
KEYE	— Perryton, Tex.		633	KFLD	— Floydada, Tex.		625
KEYJ	— Jamestown, N. D.		562	KFLJ	— Walsenburg, Colo.		389
KEYS	— Corpus Christi, Tex.		621	KFLW	— Klamath Falls, Ore.		579
KEYY	— Provo, Utah		639	KFLY	— Corvallis, Ore.		578
KEYZ	— Williston, N. D.		562	KFMA	— Davenport, Iowa		441
KFAB	— Omaha, Neb.		513	KFMB	— San Diego, Calif.		379
KFAC	— Los Angeles, Calif.		374	KFMJ	— Tulsa, Okla.		576
KFAL	— Fulton, Mo.		501	KFML	— Denver, Colo.		385
KFAM	— St. Cloud, Minn.		490	KFMO	— Flat River, Mo.		501
KFAR	— Fairbanks, Alaska		359	KFNF	— Shenandoah, Iowa		443
KFAY	— Fayetteville, Ark.		364	KFNY	— Ferriday, La.		457
KFBB	— Great Falls, Mont.		509	KFOR	— Lincoln, Neb.		512
KFBC	— Cheyenne, Wyo.		689	KFOX	— Long Beach, Calif.		373
KFBI	— Wichita, Kan.		448	KFPW	— Fort Smith, Ark.		365
KFBK	— Sacramento, Calif.		378	KFQD	— Anchorage, Alaska		359
KFDA	— Amarillo, Tex.		616	KFRB	— Fairbanks, Alaska		359
KFDM	— Beacumont, Tex.		617	KFRC	— San Francisco, Calif.		380
KFDR	— Grand Coulee, Wash.		652	KFRD	— Rosenberg, Tex.		633
KFEL	— Pueblo, Colo.		389	KFRE	— Fresno, Calif.		372
KFEQ	— St. Joseph, Mo.		505	KFRM	— Concordia, Kan.		445
KFFA	— Helena, Ark.		365	KFRO	— Longview, Tex.		629
KFGO	— Fargo, N. D.		561	KFRU	— Columbia, Mo.		501
KFH	— Wichita, Kan.		448	KFSA	— Fort Smith, Ark.		365
KFHA	— Lakewood, Wash.		652	KFSB	— Joplin, Mo.		501
KFI	— Los Angeles, Calif.		374	KFSC	— Denver, Colo.		385
KFIR	— North Bend, Ore.		580	KFSD	— San Diego, Calif.		379
KFIV	— Modesto, Calif.		375	KFST	— Ft. Stockton, Tex.		625

SEND FOR THIS DEMO RECORD . . .

**"SOUNDS"**

BY SANDE & GREENE



The successful . . .  
exciting MUSICAL STATION  
PROMOTIONS that helped  
in a BIG BIG way to  
SKYROCKET radio KFWB,  
Los Angeles, to its  
NUMBER ONE SPOT.  
Topping the town. . .

BE THE FIRST IN YOUR  
TOWN WITH THE MODERN  
SOUND . . . CUSTOM TAILORED  
FOR YOUR STATION . . . TO  
CAPTIVATE YOUR AUDIENCE.



sande & greene

creative consultants

sunset tower west  
8400 sunset blvd.  
hollywood 46. calif.  
oldfield 6-0300

Station	City	State	Page	Station	City	State	Page
KFTM	Fort Morgan	Colo.	386	KGFX	Pierre	S. D.	606
KFTV	Paris	Tex.	632	KGGF	Coffeyville	Kan.	445
KFUN	Las Vegas	N. M.	522	KGGM	Albuquerque	N. M.	520
KFVS	Cape Girardeau	Mo.	499	KGHF	Pueblo	Colo.	389
KFWB	Hollywood	Calif.	373	KGHI	Little Rock	Ark.	366
KFXD	Nampa	Idaho	422	KGHL	Billings	Mont.	508
KFXM	San Bernardino	Calif.	379	KGHM	Brockfield	Mo.	499
KFYN	Bonham	Tex.	618	KGIL	San Fernando	Calif.	379
KFYO	Lubbock	Tex.	630	KGIW	Alamosa	Colo.	384
KFYR	Bismarck	N. D.	561	KGKB	Tyler	Tex.	637
KGA	Spokane	Wash.	655	KGKL	San Angelo	Tex.	634
KGAF	Gainesville	Tex.	626	KGKO	Dallas	Tex.	622
KGAK	Gallup	N. M.	521	KGLC	Miami	Okla.	574
KGAL	Lebanon	Ore.	579	KGLN	Glenwood Springs	Colo.	386
KGAN	Bastrop	La.	456	KGLO	Mason City	Iowa	443
KGAS	Carthage	Tex.	619	KGLU	Safford	Ariz.	362
KGAY	Salem	Ore.	583	KGMB	Honolulu	Hawaii	419
KGB	San Diego	Calif.	379	KGMC	Englewood	Colo.	386
KGBC	Galveston	Tex.	626	KGMO	Cape Girardeau	Mo.	499
KGBT	Harlingen	Tex.	626	KGMS	Sacramento	Calif.	378
KGBX	Springfield	Mo.	507	KGNB	New Braunfels	Tex.	631
KGCX	Sidney	Mont.	511	KGNC	Amarillo	Tex.	616
KGDE	Fergus Falls	Minn.	488	KGNO	Dodge City	Kan.	445
KGDN	Edmonds	Wash.	651	KGO	San Francisco	Calif.	380
KGEE	Bakersfield	Calif.	369	KGOL	Golden	Colo.	386
KG EK	Sterling	Colo.	389	KGON	Oregon City	Ore.	580
KGEM	Boise	Idaho	421	KGOS	Torrington	Wyo.	670
KG EN	Tulare	Calif.	383	KGPC	Grafton	N. D.	561
KGER	Long Beach	Calif.	373	KGRI	Henderson	Tex.	626
KGEZ	Kalispell	Mont.	510	KGRN	Grinnell	Iowa	442
KGFF	Shawnee	Okla.	575	KGRO	Gresham	Ore.	579
KG FJ	Los Angeles	Calif.	374	KGRT	Las Cruces	N. M.	521
KGFL	Roswell	N. M.	522	KGST	Fresno	Calif.	372
KGFW	Kearney	Neb.	512	KGU	Honolulu	Hawaii	419



## The magic word is.... FREE!

... and the magic formula is **Free Prizes** ... to stimulate the imagination, and add action and excitement to your station promotions or give-away shows. Supplying prizes to radio and television stations for station promotions and give-aways, is a vital part of our business ... a job we have been performing for the past 12 years. During that period, we have furnished the nation's top-rated stations with over \$10,000,000 in **top-quality, brand-name** merchandise that has kept them way out in front of their competition.

You pay **nothing** for the prizes, simply a modest service fee. And we attend to all details including delivery of the prizes prepaid to your station or the winning contestants. May we show you how we can help keep you ahead of your competition.

Write, wire or call:

155 Mineola Blvd., Mineola, N.Y.  
Pioneer 7-5300

Twelve Years in Business  
Twelve Years of Dependability

The  
*S. Jay Reiner*

Company, Inc.

Station	City	State	Page	Station	City	State	Page
KGVI	— Greenville,	Tex.	626	KINE	— Kingsville,	Tex.	629
KGVO	— Missoula,	Mont.	510	KING	— Seattle,	Wash.	654
KGW	— Portland,	Ore.	581	KINS	— Eureka,	Calif.	371
KGWA	— Enid,	Okla.	573	KINY	— Juneau,	Alaska	359
KGY	— Olympia,	Wash.	653	KIOA	— Des Moines,	Iowa	441
KGYN	— Guymon,	Okla.	573	KIOX	— Bay City,	Tex.	617
KHAM	— Albuquerque,	N. M.	520	KIPA	— Hilo,	Hawaii	419
KHAS	— Hastings,	Neb.	512	KIRO	— Seattle,	Wash.	654
KHAT	— Phoenix,	Ariz.	361	KIRT	— McAllen-Mission,	Tex.	630
KHBC	— Hilo,	Hawaii	419	KIRX	— Kirksville,	Mo.	504
KHBG	— Okmulgee,	Okla.	575	KISD	— Sioux Falls,	S. D.	606
KHBM	— Monticello,	Ark.	367	KIST	— Santa Barbara,	Calif.	381
KHBR	— Hillsboro,	Tex.	627	KIT	— Yakima,	Wash.	657
KHCD	— Clifton,	Ariz.	360	KITE	— San Antonio,	Tex.	634
KHEM	— Big Spring,	Tex.	618	KITI	— Chehalis-Centralia,	Wash.	651
KHEN	— Henryetta,	Okla.	574	KIIN	— Olympia,	Wash.	653
KHEP	— Phoenix,	Ariz.	361	KITO	— San Bernardino,	Calif.	379
KHEY	— El Paso,	Tex.	624	KIUL	— Garden City,	Kan.	445
KHFB	— Sierra Vista,	Ariz.	362	KIUN	— Pecos,	Tex.	633
KHHH	— Pampa,	Tex.	632	KIUP	— Durango,	Colo.	386
KHIL	— Brighton,	Colo.	384	KIVY	— Crockett,	Tex.	621
KHIT	— Walla Walla,	Wash.	656	KIWW	— San Antonio,	Tex.	634
KHJ	— Los Angeles,	Calif.	374	KIXL	— Dallas,	Tex.	622
KHMO	— Hannibal,	Mo.	501	KIXX	— Provo,	Utah	639
KHOB	— Hobbs,	N. M.	521	KIYI	— Shelby,	Mont.	511
KHOG	— Fayetteville,	Ark.	365	KJAN	— Atlantic,	Iowa	439
KHON	— Honolulu,	Hawaii	419	KJAY	— Topeka,	Kan.	448
KHOT	— Madera,	Calif.	374	KJBC	— Midland,	Tex.	631
KHOW	— Denver,	Colo.	385	KJBS	— San Francisco,	Calif.	380
KHOZ	— Harrison,	Ark.	365	KJCF	— Festus,	Mo.	501
KHQ	— Spokane,	Wash.	655	KICK	— Junction City,	Kan.	446
KHSL	— Chico,	Calif.	370	KJEF	— Jennings,	La.	458
KHUB	— Fremont,	Neb.	511	KJET	— Beaumont,	Tex.	617
KHUZ	— Borger,	Tex.	618				
KHVH	— Honolulu,	Hawaii	419				
KIBE	— Palo Alto,	Calif.	376				
KIBH	— Seward,	Alaska	359				
KIBL	— Beeville,	Tex.	617				
KIBS	— Bishop,	Calif.	370				
KICA	— Clovis,	N. M.	521				
KICD	— Spencer,	Iowa	444				
KICK	— Springfield,	Mo.	507				
KICO	— Calexico,	Calif.	370				
KID	— Idaho Falls,	Idaho	422				
KIDD	— Monterey,	Calif.	375				
KIDO	— Boise,	Idaho	421				
KIEM	— Eureka,	Calif.	371				
KIEV	— Glendale,	Calif.	372				
KIFI	— Idaho Falls,	Idaho	422				
KIFN	— Phoenix,	Ariz.	361				
KIFW	— Sitka,	Alaska	359				
KIHN	— Hugo,	Okla.	574				
KIHO	— Sioux Falls,	S. D.	606				
KIHR	— Hood River,	Ore.	579				
KIJV	— Huron,	S. D.	606				
KIKI	— Honolulu,	Hawaii	420				
KIKK	— Bakersfield,	Calif.	369				
KIKO	— Globe-Miami,	Ariz.	360				
KIKS	— Sulphur-Lake Charles,	La.	461				
KILA	— Hilo,	Hawaii	419				
KILO	— Grand Forks,	N. D.	561				
KILT	— Houston,	Tex.	627				
KIMA	— Yakima,	Wash.	657				
KIML	— Gillette,	Wyo.	669				
KIMM	— Denver,	Colo.	385				
KIMO	— Independence,	Mo.	501				
KIMP	— Mount Pleasant,	Tex.	631				
KIND	— Independence,	Kan.	446				

**RICHARD P. DOHERTY**  
**TELEVISION-RADIO**  
**MANAGEMENT CORP.**

Supplying All or Any Part of a Total  
Broadcast Management Consulting Service  
to Both Radio and Television Stations In-  
cluding: Station Operations, Diagnosis of  
Station Operations & Problems, Operating  
Efficiency, Programming, Sales Planning,  
Personnel and Labor Relations, Financial  
Problems, Appraisals

*Specialist in Broadcast Economics and  
Station Operating Efficiency*

*Broadcast Management Service  
with an Industry Wide Reputa-  
tion and Recognition*

**1816 Jefferson Place, N. W.**  
**Washington 6, D. C.**  
**District 7-1957-58**

Station	City	State	Page	Station	City	State	Page
KJFJ	Webster City,	Iowa	444	KLTV	Glasgow,	Mont.	509
KJIM	Fort Worth,	Tex.	625	KLUB	Salt Lake City,	Utah	640
KJLT	North Platte,	Neb.	513	KLUE	Shreveport,	La.	461
KJNO	Juneau,	Alaska	359	KLUK	Evanston,	Wyo.	669
KJOE	Shreveport,	La.	461	KLUV	Haynesville,	La.	458
KJOY	Stockton,	Calif.	382	KLVC	Leadville,	Colo.	387
KJR	Seattle,	Wash.	654	KLVI	Vivian,	La.	463
KJRG	Newton,	Kan.	447	KLVL	Pasadena,	Tex.	633
KJSK	Columbus,	Neb.	511	KLVT	Levelland,	Tex.	629
KKEY	Vancouver,	Wash.	656	KLWN	Lawrence,	Kan.	447
KKOG	Ogden,	Utah	639	KLWT	Lebanon,	Mo.	504
KLAC	Hollywood,	Calif.	373	KLX	Oakland,	Calif.	375
KLAD	Klamath Falls,	Ore.	579	KLXD	Bakersfield,	Calif.	369
KLAK	Lakewood,	Colo.	387	KLYK	Spokane,	Wash.	655
KLAM	Cordova,	Alaska	359	KLYN	Amarillo,	Tex.	616
KLAN	Renton,	Wash.	654	KLYR	Clarksville,	Ark.	364
KLAS	Las Vegas,	Nev.	514	KLZ	Denver,	Colo.	385
KLBM	La Grande,	Ore.	579	KMA	Shenandoah,	Iowa	443
KLCB	Libby,	Mont.	510	KMAC	San Antonio,	Tex.	635
KLCN	Blytheville,	Ark.	364	KMAE	McKinney,	Tex.	631
KLCO	Poteau,	Okla.	575	KMAK	Fresno,	Calif.	372
KLEA	Lovington,	N. M.	522	KMAM	Tularosa,	N. M.	523
KLEC	Jonesville,	La.	458	KMAN	Manhattan,	Kan.	447
KLEE	Ottumwa,	Iowa	443	KMAP	Bakersfield,	Calif.	369
KLEM	Le Mars,	Iowa	442	KMAQ	Maquoketa,	Iowa	442
KLEN	Killeen,	Tex.	629	KMAR	Winnesboro,	La.	463
KLEO	Wichita,	Kan.	448	KMBC	Kansas City,	Mo.	503
KLER	Orofino,	Idaho	422	KM3L	Junction,	Tex.	628
KLEX	Lexington,	Mo.	504	KMBY	Monterey,	Calif.	375
KLFT	Golden Meadow,	La.	457	KMCD	Fairfield,	Iowa	442
KLGA	Algona,	Iowa	439	KMCM	McMinville,	Ore.	579
KLGN	Logan,	Utah	639	KMCO	Conroe,	Tex.	619
KLGR	Redwood Falls,	Minn.	490	KMDO	Fort Scott,	Kan.	445
KLIC	Monroe,	La.	459	KMED	Medford,	Ore.	580
KLIE	Galveston,	Tex.	626	KMEL	Wenatchee,	Wash.	657
KLIF	Dallas,	Tex.	622	KMHL	Marshall,	Minn.	488
KLIK	Jefferson City,	Mo.	501	KMHT	Marshall,	Tex.	630
KLIL	Estherville,	Iowa	442	KMIL	Cameron,	Tex.	619
KLIN	Lincoln,	Neb.	512	KMIN	Grants,	N. M.	521
KLIQ	Portland,	Ore.	581	KMJ	Fresno,	Calif.	372
KLIR	Denver,	Colo.	385	KMLB	Monroe,	La.	459
KLIX	Twin Falls,	Idaho	423	KMLW	Marlin,	Tex.	630
KLIZ	Brainerd,	Minn.	487	KMMJ	Grand Island,	Neb.	512
KLKC	Parsons,	Kan.	447	KMMO	Marshall,	Mo.	504
KLLA	Leesville,	La.	458	KMNS	Sioux City,	Iowa	444
KLLL	Lubbock,	Tex.	630	KMO	Tacoma,	Wash.	656
KLMO	Longmont,	Colo.	387	KMON	Great Falls,	Mont.	509
KLMR	Lamar,	Colo.	397	KMOP	Tucson,	Ariz.	363
KLMS	Lincoln,	Neb.	512	KMOR	Oroville,	Calif.	376
KLMX	Clayton,	N. M.	521	KMOX	St. Louis,	Mo.	505
KLO	Ogden,	Utah	639	KMPC	Los Angeles,	Calif.	374
KLOG	Kelso,	Wash.	652	KMRC	Morgan City,	La.	459
KLOH	Pipestone,	Minn.	490	KMR3	Morris,	Minn.	490
KLOK	San Jose,	Calif.	381	KMUR	Murray,	Utah	639
KLOO	Corvallis,	Ore.	578	KMUS	Muskogee,	Okla.	574
KLOQ	Yakima,	Wash.	657	KMVI	Wailuku-Maui,	Hawaii	420
KLOS	Albuquerque,	N. M.	520	KMYC	Marysville,	Calif.	374
KLOU	Lake Charles,	La.	458	KMYR	Denver,	Colo.	385
KLOV	Loveland,	Colo.	387	KNAF	Fredericksburg,	Tex.	625
KLPL	Lake Providence,	La.	458	KNAK	Salt Lake City,	Utah	640
KLPM	Minot,	N. D.	562	KNAL	Victoria,	Tex.	637
KLPR	Oklahoma City,	Okla.	575	KNEA	Vallejo,	Calif.	383
KLPW	Union,	Mo.	508	KNBC	San Francisco,	Calif.	380
KLRA	Little Rock,	Ark.	366	KNBX	Kirkland,	Wash.	652
KLRS	Mountain Grove,	Mo.	504	KNBY	Newport,	Ark.	367
KLTF	Little Falls,	Minn.	488	KNCK	Concordia,	Kan.	445
KLTI	Longview,	Tex.	629	KNCM	Moberly,	Mo.	504
KLTR	Blackwell,	Okla.	573	KNCO	Garden City,	Kan.	446

Station	City	State	Page	Station	City	State	Page
KNDC	Hettinger,	N. D.	562	KOMB	Cottage Grove,	Ore.	578
KNDY	Marysville,	Kan.	447	KOME	Tulsa,	Okla.	576
KNEA	Jonesboro,	Ark.	366	KOMO	Seattle,	Wash.	655
KNEB	Scottsbluff,	Neb.	513	KOMW	Omak,	Wash.	653
KNED	McAlester,	Okla.	574	KOMY	Watsonville,	Calif.	383
KNEL	Brady,	Tex.	618	KONE	Reno,	Nev.	515
KNEM	Nevada,	Mo.	505	KONG	Visalia,	Calif.	383
KNET	Palestine,	Tex.	632	KONI	Phoenix,	Ariz.	361
KNEW	Spokane,	Wash.	655	KONO	San Antonio,	Tex.	634
KNEX	McPherson,	Kan.	447	KONP	Port Angeles,	Wash.	653
KNEZ	Lompoc,	Calif.	373	KOOK	Billings,	Mont.	508
KNGS	Hanford,	Calif.	372	KOOL	Phoenix,	Ariz.	361
KNIM	Maryville,	Mo.	504	KOOO	Omaha,	Neb.	513
KNIT	Ahblene,	Tex.	615	KOOS	Coos Bay,	Ore.	577
KNLR	North Little Rock,	Ark.	367	KOPR	Butte,	Mont.	509
KNOC	Natchitoches,	La.	459	KOPY	Alice,	Tex.	616
KNOE	Monroe,	La.	459	KORA	Bryan,	Tex.	618
KNOG	Nogales,	Ariz.	361	KORC	Mineral Wells,	Tex.	631
KNOK	Fort Worth,	Tex.	625	KORD	Pasco,	Wash.	653
KNOR	Norman,	Okla.	574	KORE	Eugene,	Ore.	578
KNOT	Prescott,	Ariz.	362	KORK	Las Vegas,	Nev.	514
KNOW	Austin,	Tenn.	616	KORN	Mitchell,	S. D.	606
KNOX	Grand Forks,	N. D.	561	KORT	Grangeville,	Idaho	421
KNPT	Newport,	Ore.	580	KOSA	Odessa,	Tex.	632
KNUJ	New Ulm,	Minn.	490	KOSE	Osceola,	Ark.	367
KNUZ	Houston,	Tex.	627	KOSF	Nacogdoches,	Tex.	631
KNX	Los Angeles,	Calif.	374	KOSI	Denver,	Colo.	385
KOA	Denver,	Colo.	385	KOSY	Texarkana,	Ark.	368
KOAL	Price,	Utah	639	KOTA	Rapid City,	S. D.	606
KOAM	Pittsburg,	Kan.	447	KOTN	Pine Bluff,	Ark.	367
KOB	Albuquerque,	N. M.	520	KOTS	Deming,	N. M.	521
KOBE	Las Cruces,	N. M.	521	KOVC	Valley City,	N. D.	562
KOBH	Hot Springs,	S. D.	605	KOVE	Lander,	Wyo.	669
KOBY	San Francisco,	Calif.	380	KOVO	Provo,	Utah	639
KOCA	Kilgore,	Tex.	628	KOWB	Laramie,	Wyo.	669
KOCY	Oklahoma City,	Okla.	575	KOWH	Omaha,	Neb.	513
KODE	Joplin,	Mo.	501	KOWL	Bijou,	Calif.	370
KODI	Cody,	Wyo.	669	KOWN	Escondido,	Calif.	371
KODL	The Dalles,	Ore.	583	KOXR	Oxnard,	Calif.	376
KODY	North Platte,	Neb.	513	KOY	Phoenix,	Ariz.	361
KOEL	Oelwein,	Iowa	443	KOYE	El Paso,	Tex.	624
KOFA	Yuma,	Ariz.	363	KOYL	Odessa,	Tex.	632
KOFE	Pullman,	Wash.	653	KOYN	Billings,	Mont.	509
KOFI	Kalispell,	Mont.	510	KOZE	Lewiston,	Idaho	422
KOFO	Ottawa,	Kan.	447	KOZI	Chelan,	Wash.	651
KOFY	San Mateo,	Calif.	381	KOZY	Grand Rapids,	Minn.	488
KOGA	Ogallala,	Neb.	513	KPAC	Port Arthur,	Tex.	633
KOGT	Orange,	Tex.	632	KPAL	Palm Springs,	Calif.	376
KOH	Reno,	Nev.	515	KPAM	Portland,	Ore.	581
KOHU	Hermiston,	Ore.	579	KPAN	Hereford,	Tex.	627
KOIL	Omaha,	Neb.	513	KPAS	Banning,	Calif.	370
KOIN	Portland,	Ore.	581	KPAY	Chico,	Calif.	370
KOJM	Havre,	Mont.	510	KPBA	Pine Bluff,	Ark.	367
KOKA	Shreveport,	La.	461	KPBM	Carlsbad,	N. M.	520
KOKE	Austin,	Tex.	617	KPDN	Pampa,	Tex.	632
KOKO	Warrensburg,	Mo.	508	KPDQ	Portland,	Ore.	581
KOKX	Keokuk,	Iowa	442	KPEG	Spokane,	Wash.	655
KOKY	Little Rock,	Ark.	366	KPEL	Lafayette,	La.	458
KOL	Seattle,	Wash.	655	KPEP	San Angelo,	Tex.	634
KOLD	Tucson,	Ariz.	363	KPER	Gilroy,	Calif.	372
KOLE	Port Arthur,	Tex.	633	KPET	Lamesa,	Tex.	629
KOLJ	Quanah,	Tex.	633	KPHO	Phoenix,	Ariz.	361
KOLO	Reno,	Nev.	515	KPID	Payette,	Idaho	422
KOLR	Sterling,	Colo.	389	KPIG	Cedar Rapids,	Iowa	440
KOLS	Pryor,	Okla.	575	KPIK	Colorado Springs,	Colo.	384
KOLT	Scottsbluff,	Neb.	513	KPIN	Casa Grande,	Ariz.	360
KOLY	Mobridge,	S. D.	606	KPKW	Pasco,	Wash.	653
KOMA	Oklahoma City,	Okla.	575	KPLC	Lake Charles,	La.	458

Station	City	State	Page	Station	City	State	Page
KPLK	Dallas	Ore.	578	KRLC	Lewiston	Idaho	422
KPLT	Paris	Tex.	633	KRLD	Dallas	Tex.	623
KPMC	Bakersfield	Calif.	369	KRLN	Canon City	Colo.	384
KPOA	Honolulu	Hawaii	420	KRLW	Walnut Ridge	Ark.	368
KPOC	Pocahontas	Ark.	368	KRMD	Shreveport	La.	461
KPOJ	Portland	Ore.	581	KRMG	Tulsa	Okla.	576
KPOK	Scottsdale	Ariz.	362	KRMO	Monett	Mo.	504
KPOL	Los Angeles	Calif.	374	KRMS	Osage Beach	Mo.	505
KPOP	Los Angeles	Calif.	374	KRMW	The Dalles	Ore.	583
KPOR	Quincy	Wash.	653	KRNO	San Bernardino	Calif.	379
KPOS	Post	Tex.	633	KRRR	Roseburg	Ore.	581
KPOW	Powell	Wyo.	670	KRNS	Burns	Ore.	577
KPQ	Wenatchee	Wash.	657	KRNT	Des Moines	Iowa	441
KPRB	Redmond	Ore.	581	KRNY	Kearney	Neb.	512
KPRC	Houston	Tex.	627	KROC	Rochester	Minn.	490
KPRK	Livingston	Mont.	510	KROD	El Paso	Tex.	624
KPRL	Paso Robles	Calif.	377	KROF	Abbeville	La.	455
KPRO	Riverside	Calif.	378	KROG	Sonora	Calif.	382
KPRS	Kansas City	Mo.	503	KROP	Brawley	Calif.	370
KPSO	Fallurrias	Tex.	625	KROS	Clinton	Iowa	440
KPST	Preston	Idaho	423	KROW	Oakland	Calif.	375
KPTL	Carson City	Nev.	514	KROX	Crookston	Minn.	487
KPUG	Bellingham	Wash.	651	KROY	Sacramento	Calif.	378
KPVA	Camas	Wash.	651	KRPL	Moscaw	Idaho	422
KQDI	Bismarck	N. D.	561	KRRV	Sherman-Denison	Tex.	636
KQDY	Minot	N. D.	562	KRSC	Othello	Wash.	653
KQEO	Albuquerque	N. M.	520	KRSD	Rapid City	S. D.	606
KQIK	Lakeview	Ore.	579	KRSI	Minneapolis	Minn.	489
KQTY	Everett	Wash.	652	KRSL	Russel	Kan.	447
KQV	Pittsburgh	Pa.	594	KRSN	Los Alamos	N. M.	522
KRAC	Alamogordo	N. M.	520	KRTN	Raton	N. M.	522
KRAI	Craig	Colo.	384	KRTR	Thermopolis	Wyo.	670
KRAK	Stockton-Sacramento	Calif.	382	KRUN	Ballinger	Tex.	617
KRAL	Rawlins	Wyo.	670	KRUS	Ruston	La.	460
KRAM	Las Vegas	Nev.	515	KRUX	Phoenix	Ariz.	362
KRAY	Amarillo	Tex.	616	KRVN	Lexington	Neb.	512
KRBA	Lufkin	Tex.	630	KRWC	Forest Grove	Ore.	578
KRBC	Abilene	Tex.	615	KRXK	Rexburg	Idaho	423
KRBI	St. Peter	Minn.	491	KRXL	Roseburg	Ore.	581
KRBO	Las Vegas	Nev.	515	KRYS	Corpus Christi	Tex.	621
KRCK	Ridgecrest	Calif.	378	KSAL	Salina	Kan.	448
KRCO	Prineville	Ore.	581	KSAM	Huntsville	Tex.	628
KRCT	Pasadena	Tex.	633	KSAN	San Francisco	Calif.	380
KRDG	Redding	Calif.	377	KSAY	San Francisco	Calif.	380
KRDO	Colorado Springs	Colo.	384	KSBW	Salinas	Calif.	378
KRDU	Dinuba	Calif.	371	KSCB	Liberal	Kan.	447
KRE	Berkeley	Calif.	370	KSCJ	Sioux City	Iowa	444
KREH	Oakdale	La.	460	KSCO	Santa Cruz	Calif.	381
KREI	Farmington	Mo.	501	KSD	St. Louis	Mo.	505
KREL	Baytown	Tex.	617	KSDA	Redding	Calif.	377
KREM	Spokane	Wash.	655	KSDN	Aberdeen	S. D.	605
KREO	Indio	Calif.	373	KSDO	San Diego	Calif.	379
KRES	St. Joseph	Mo.	505	KSEI	Pocatello	Idaho	423
KREW	Sunnyside	Wash.	656	KSEK	Pittsburg	Kan.	447
KREX	Grand Junction	Colo.	386	KSEL	Lubbock	Tex.	630
KRFO	Owatonna	Minn.	490	KSEM	Moses Lake	Wash.	652
KRGI	Grand Island	Neb.	512	KSEO	Durant	Okla.	573
KRGV	Weslaco	Tex.	638	KSET	El Paso	Tex.	625
KRHD	Duncan	Okla.	573	KSEW	Sitka	Alaska	359
KRIB	Mason City	Iowa	443	KSEY	Seymour	Tex.	636
KRIC	Beaumont	Tex.	617	KSFA	Nacogdoches	Tex.	631
KRIG	Odessa	Tex.	632	KSFE	Needles	Calif.	375
KRIO	McAllen	Tex.	630	KSFO	San Francisco	Calif.	380
KRIZ	Phoenix	Ariz.	361	KSGM	Ste. Genevieve	Mo.	505
KRKC	King City	Calif.	373	KSIB	Creston	Iowa	440
KRKD	Los Angeles	Calif.	374	KSID	Sidney	Neb.	514
KRKO	Everett	Wash.	652	KSIG	Crowley	La.	457
KRKS	Ridgecrest	Calif.	378	KSII	Gladewater	Tex.	626

Station	City	State	Page	Station	City	State	Page
KSIL	Silver City,	N. M.	522	KTFS	Texarkana,	Tex.	637
KSIM	Sikeston,	Mo.	507	KTFY	Brownfield,	Tex.	618
KSIR	Wichita,	Kan.	448	KTHE	Thermopolis,	Wyo.	670
KSIS	Sedalia,	Mo.	507	KTHS	Little Rock,	Ark.	366
KSIV	Woodward,	Okla.	577	KTHT	Houston,	Tex.	628
KSIX	Corpus Christi,	Tex.	621	KTIJ	Thibodaux,	La.	461
KSJB	Jamestown,	N. D.	562	KTIL	Tillamook,	Ore.	583
KSJO	San Jose,	Calif.	381	KTIM	San Rafael,	Calif.	381
KSKY	Dallas,	Tex.	623	KTIK	Porterville,	Calif.	377
KSL	Salt Lake City,	Utah	640	KTIK	Seattle,	Wash.	655
KSLM	Salem,	Ore.	583	KTIJ	Hobart,	Okla.	574
KSLO	Opelousas,	La.	460	KTKN	Ketchikan,	Alaska	359
KSLV	Monte Vista,	Colo.	387	KTKR	Taft,	Calif.	382
KSMA	Santa Maria,	Calif.	382	KTKT	Tucson,	Ariz.	363
KSML	Seminole,	Tex.	635	KTLD	Tallahah,	La.	461
KSMN	Mason City,	Iowa	443	KILN	Denver,	Colo.	385
KSMO	Salem,	Mo.	506	KTLO	Mountain Home,	Ark.	367
KSNY	Snyder,	Tex.	636	KILQ	Tahlequah,	Okla.	576
KSO	Des Moines,	Iowa	441	KTLU	Rusk,	Tex.	634
KSOK	Arkansas City,	Kan.	444	KTLW	Texas City,	Tex.	637
KSON	San Diego,	Calif.	379	KIMC	McAlester,	Okla.	574
KSOO	Sioux Falls,	S. D.	606	KTML	Marked Tree,	Ark.	366
KSOP	Salt Lake City,	Utah	640	KTMS	Santa Barbara,	Calif.	381
KSOX	Raymondville,	Tex.	633	KTNC	Falls City,	Neb.	511
KSPA	Santa Paula,	Calif.	382	KINM	Tucumcari,	N. M.	523
KSPI	Stillwater,	Okla.	576	KINT	Tacoma,	Wash.	656
KSPL	Diboll,	Tex.	624	KTOE	Mankato,	Minn.	488
KSPR	Casper,	Wyo.	669	KTOH	Lihue, Kauai,	Hawaii	420
KSPT	Sandpoint,	Idaho	423	KTOK	Oklahoma City,	Okla.	575
KSRC	Socorro,	N. M.	522	KTOO	Henderson,	Nev.	514
KSRO	Santa Rosa,	Calif.	382	KTOP	Topeka,	Kan.	448
KSRV	Ontario,	Ore.	580	KTOW	Oklahoma City,	Okla.	575
K SST	Sulphur Springs,	Tex.	636	KTRB	Mcdesto,	Calif.	375
KSIA	Coleman,	Tex.	619	KTRC	Santa Fe,	N. M.	522
KSIB	Breckenridge,	Tex.	618	KTRE	Lufkin,	Tex.	630
KSTL	St. Louis,	Mo.	506	KTRF	Thief River Falls,	Minn.	491
KSTN	Stockton,	Calif.	382	KIRH	Houston,	Tex.	628
KSTP	St. Paul-Minneapolis,	Minn.	491	KTRI	Sioux City,	Iowa	444
KSTR	Grand Junction,	Colo.	386	KTRM	Beaumont,	Tex.	617
KSTT	Davenport,	Iowa	441	KTRN	Wichita Falls,	Tex.	638
KSTV	Stephenville,	Tex.	636	KTRY	Bastrop,	La.	456
KSUB	Cedar City,	Utah	638	KTSM	El Paso,	Tex.	625
KSUE	Susanville,	Calif.	382	KTIN	Trenton,	Mo.	508
KSUM	Fairmont,	Minn.	488	KTRR	Rolla,	Mo.	505
KSUN	Bisbee,	Ariz.	360	KTIS	Springfield,	Mo.	507
KSVC	Richfield,	Utah	640	KTUC	Tucson,	Ariz.	363
KSVP	Artesia,	N. M.	520	KTUE	Tulia,	Tex.	637
KSWA	Graham,	Tex.	626	KTUL	Tulsa,	Okla.	576
KSWI	Council Bluffs,	Iowa	440	KTUR	Turlock,	Calif.	383
KSWO	Lawton,	Okla.	574	KTUT	Tooele City,	Utah	641
KSWS	Roswell,	N. M.	522	KTW	Seattle,	Wash.	655
KSYC	Yreka,	Calif.	383	KIXJ	Jasper,	Tex.	628
KSYD	Wichita Falls,	Tex.	638	KIXL	San Angelo,	Tex.	634
KSYL	Alexandria,	La.	456	KTXO	Sherman,	Tex.	636
KTAC	Tacoma,	Wash.	656	KTYL	Mesa,	Ariz.	361
KTAE	Taylor,	Tex.	636	KTYM	Inglewood,	Calif.	373
KTAR	Phoenix,	Ariz.	362	KUAM	Agana,	Guam	670
KTAT	Frederick,	Okla.	573	KUBA	Yuba City,	Calif.	383
KTBB	Tyler,	Tex.	637	KUBC	Montrose,	Colo.	387
KTBC	Austin,	Tex.	616	KUBE	Pendleton,	Ore.	580
KTCB	Malden,	Mo.	504	KUDE	Cceanside,	Calif.	376
KTCN	Berryville,	Ark.	364	KUDI	Great Falls,	Mont.	509
KTCS	Fort Smith,	Ark.	365	KUDL	Kansas City,	Mo.	503
KTEE	Carmel,	Calif.	370	KUDU	Ventura,	Calif.	383
KTEL	Walla Walla,	Wash.	656	KUDY	Littleton,	Colo.	387
KTEM	Temple,	Tex.	636	KUEN	Wenatchee,	Wash.	657
KTER	Terrell,	Tex.	637	KUEQ	Phoenix,	Ariz.	362
KTFI	Twin Falls,	Idaho	423	KUGN	Eugene,	Ore.	578



Station	City	State	Page	Station	City	State	Page
KUJK	Hillsboro	Ore.	579	KVRH	Salida	Colo.	389
KUJN	Grants Pass	Ore.	579	KVRS	Rock Springs	Wyo.	670
KUJ	Walla Walla	Wash.	656	KVSA	McGehee	Ark.	366
KUKI	Utiah	Calif.	383	KVCF	Santa Fe	N. M.	522
KUKU	Willow Springs	Mo.	598	KVSO	Ardmore	Okla.	572
KULA	Honolulu	Hawaii	420	KVWC	Vernon	Tex.	637
KUIE	Fuhrata	Wash.	652	KVWM	Show Low	Ariz.	362
KUIP	El Campo	Tex.	624	KVWO	Chevenne	Wyo.	669
KUMA	Pendleton	Ore.	580	KWAD	Wadena	Minn.	491
KUNO	Corpus Christi	Tex.	621	KWAK	Suttgart	Ark.	368
KUOA	S'loom Springs	Ark.	358	KWAL	Kellogg-Wallace	Idaho	422
KUPI	Idaho Falls	Idaho	422	KWAT	Watertown	S. D.	606
KURA	Moab	Utah	639	KWRB	Wichita	Kan.	448
KURV	Edinburg	Tex.	624	KWDE	Beatrice	Neb.	511
KURY	Brookings	Ore.	577	KWRG	Boone	Iowa	439
KUSH	Cushing	O'la.	573	KWBR	Oakland	Calif.	376
KUSN	St. Joseph	Mo.	595	KURW	Hutchinson	Kan.	446
KUTI	Yakima	Wash.	657	KWRY	Colorado Springs	Colo.	384
KUTV	Prindale	Calif.	376	KWCB	Searcv	Ark.	368
KUWR	Holdrege	Neb.	512	KWCL	Oak Grove	La.	460
KVZN	West Monroe	La.	453	KWCO	Chickasha	Okla.	573
KVAN	Vancouver	Wash.	656	KWDM	Des Moines	Iowa	441
KVBS	Astoria	Ore.	577	KWER	Rochester	Minn.	490
KVCK	Wolf Point	Mont.	511	KWFD	Secuin	Tex.	635
KVCL	Winnfield	La.	463	KWEI	Weiser	Idaho	423
KVCV	Redding	Calif.	377	KWEI	Midland	Tex.	631
KVFC	San Luis Obispo	Calif.	381	KWEM	Memphis	Tenn.	612
KVEL	Vernal	Utah	641	KWEW	Hobbs	N. M.	521
KVEN	Ventura	Calif.	383	KWFC	Hot Springs	Ark.	365
KVET	Austin	Tex.	617	KWER	San Angelo	Tex.	634
KVFC	Cortez	Colo.	384	KWFT	Wichita Falls	Tex.	638
KVFD	Ft. Dodge	Iowa	442	KWGC	Stockton	Calif.	382
KVGB	Great Bend	Kan.	445	KWGB	Goddard	Kan.	446
KVHL	Homer	La.	458	KWHI	Brenham	Tex.	618
KVI	Seattle	Wash.	655	KWHK	Hutchinson	Kan.	446
KVIC	Victoria	Tex.	633	KWHN	Fort Smith	Ark.	365
KVIM	New Iberia	La.	459	KWHQ	Salt Lake City	Utah	641
KVIN	Vinita	O'la.	576	KWHW	Altus	Okla.	572
KVIP	Redding	Calif.	377	KWIC	Salt Lake City	Utah	641
KVKM	Monahans	Tex.	631	KWK	Pocatello	Idaho	423
KVLR	Cleveland	Tex.	619	KWII	Albany	Ore.	577
KVLC	Little Rock	Ark.	366	KWIN	Ashland	Ore.	577
KVLF	Albino	Tex.	616	KWIP	Merced	Calif.	375
KVPH	Prims Valley	Okla.	575	KWIQ	Moses Lake	Wash.	652
KVIV	Fallon	Nev.	514	KWIV	Douglas	Wyo.	669
KVMA	Maanoha	Ark.	366	KWIZ	Santa Ana	Calif.	381
KVMC	Colorado City	Tex.	619	KWIB	Globe	Ariz.	360
KVNA	Flagstaff	Ariz.	390	KWII	Portland	Ore.	581
KVNC	Winslow	Ariz.	383	KWK	St. Louis	Mo.	506
KVNI	Coeur d'Alene	Idaho	421	KWVC	Abilene	Tex.	615
KVNI	Logan	Utah	639	KWKY	Shreveport	La.	461
KVOC	Casper	Wyo.	669	KWKW	Pasadena	Calif.	376
KVOE	Emporia	Kan.	445	KWIM	Willmar	Minn.	491
KVOG	Ogden	Utah	639	KWMT	Ft. Dodge	Iowa	442
KVOL	Lafayette	La.	458	KWNA	Winnemucca	Nev.	515
KVCM	Morrilton	Ark.	367	KWNO	Winona	Minn.	491
KVON	Napa	Calif.	375	KWOA	Worthinton	Minn.	491
KVCO	Tulsa	Okla.	576	KWOC	Poobar Bluff	Mo.	505
KVOP	Plainview	Tex.	633	KWOE	Clinton	Okla.	573
KVOR	Colorado Springs	Colo.	394	KWON	Bartlesville	Okla.	573
KVOS	Rollinham	Wash.	651	KWOR	Worland	Wyo.	670
KVOH	Uvalde	Tex.	637	KWOS	Jefferson City	Mo.	501
KVOW	Littlefield	Tex.	629	KWOW	Pomona	Calif.	377
KVOX	Moorhead	Minn.	489	KWPC	Muscatine	Iowa	443
KVOY	Yuma	Ariz.	363	KWPM	West Plains	Mo.	508
KVOZ	Laredo	Tex.	629	KWPR	Claremore	Okla.	573
KVPI	Ville Platte	La.	463	KWRC	Pendleton	Ore.	580
KVRC	Arkadelphia	Ark.	364	KWRD	Henderson	Tex.	626

Station	City	State	Page	Station	City	State	Page
KWRE	Warrenton,	Mo.	508	KZEE	Weatherford,	Tex.	638
KWRF	Warren,	Ark.	368	KZEY	Tyler,	Tex.	637
KWRL	Riverton,	Wyo.	670	KZIP	Amarillo,	Tex.	616
KWRO	Coquille,	Ore.	578	KZOK	Prescott,	Ariz.	362
KWRT	Boonville,	Mo.	499	KZOL	Muleshoe,	Tex.	631
KWRW	Guthrie,	Okla.	573	KZUM	Farmington,	N. M.	521
KWSD	Mt. Shasta,	Calif.	375	KZUN	Spokane,	Wash.	656
KWSH	Wewoka,	Okla.	577	WAAA	Winston-Salem,	N. C.	560
KWSK	Prairie,	Kan.	447	WAAB	Worcester,	Mass.	475
KWSO	Wasco,	Calif.	383	WAAF	Chicago,	Ill.	425
KWTC	Barstow,	Calif.	370	WAAG	Adel,	Ga.	408
KWTO	Springfield,	Mo.	507	WAAY	Huntsville,	Ala.	355
KWTX	Waco,	Tex.	638	WABA	Aguadilla,	P. R.	671
KWVY	Waverly,	Iowa	444	WABB	Mobile,	Ala.	355
KWWL	Waterloo,	Iowa	444	WABC	New York,	N. Y.	531
KWYK	Farmington,	N. M.	521	WABG	Greenwood,	Miss.	493
KWYN	Wynne,	Ark.	368	WABI	Bangor,	Me.	463
KWYO	Sheridan,	Wyo.	670	WABJ	Adrian,	Mich.	475
KWYR	Winner,	S. D.	606	WABL	Amite,	La.	456
KXA	Seattle,	Wash.	655	WABM	Houlton,	Me.	464
KXAR	Hope,	Ark.	365	WABO	Waynesboro,	Miss.	497
KXEL	Waterloo,	Iowa	444	WABR	Winter Park,	Fla.	408
KXEO	Mexico,	Mo.	504	WABV	Abbeville,	S. C.	599
KXGI	Ft. Madison,	Iowa	442	WABY	Albany,	N. Y.	524
KXGN	Glendive,	Mont.	509	WABZ	Albemarle,	N. C.	549
KXIC	Iowa City,	Iowa	442	WACA	Camden,	S. C.	600
KXIT	Dalhart,	Tex.	622	WACB	Kittanning,	Pa.	589
KXJK	Forrest City,	Ark.	365	WACE	Chicopee-Springfield,	Mass.	471
KXL	Portland,	Ore.	581	WACK	Newark,	N. Y.	528
KXLA	Pasadena,	Calif.	377	WACL	Waycross,	Ga.	418
KXLE	Ellensburg,	Wash.	651	WACO	Waco,	Tex.	638
KXLF	Butte,	Mont.	509	WACR	Columbus,	Miss.	493
KXLJ	Helena,	Mont.	510	WACT	Tuscaloosa,	Ala.	358
KXLK	Great Falls,	Mont.	510	WADA	Shelby,	N. C.	558
KXLL	Missoula,	Mont.	511	WADC	Akron,	Ohio	562
KXLO	Lewiston,	Mont.	510	WADE	Wadesboro,	N. C.	559
KXLQ	Bozeman,	Mont.	509	WADK	Newport,	R. I.	598
KXLR	North Little Rock,	Ark.	367	WADP	Kane,	Pa.	589
KXLW	St. Louis,	Mo.	506	WADS	Ansonia-Derby,	Conn.	389
KXLY	Spokane,	Wash.	656	WAEB	Allentown,	Pa.	583
KXO	El Centro,	Calif.	371	WAEL	Mayaguez,	P. R.	671
KXOA	Sacramento,	Calif.	378	WAEW	Crossville,	Tenn.	608
KXOK	St. Louis,	Mo.	506	WAFB	Staunton,	Va.	649
KXOL	Fort Worth,	Tex.	625	WAGA	Atlanta,	Ga.	409
KXOX	Sweetwater,	Tex.	636	WAGC	Chattanooga,	Tenn.	607
KXRA	Alexandria,	Minn.	487	WAGE	Leesburg,	Va.	645
KXRJ	Russellville,	Ark.	368	WAGF	Dothan,	Ala.	353
KXRO	Aberdeen,	Wash.	650	WAGG	Franklin,	Tenn.	609
KXRX	San Jose,	Calif.	381	WAGM	Presque Isle,	Me.	465
KXXX	Colby,	Kan.	445	WAGN	Menominee,	Mich.	484
KXYZ	Houston,	Tex.	628	WAGR	Lumberton,	N. C.	555
KYA	San Francisco,	Calif.	380	WAGS	Bishopville,	S. C.	600
KYCA	Prescott,	Ariz.	362	WAHL	Hastings,	Mich.	482
KYES	Roseburg,	Ore.	583	WAHR	Miami Beach,	Fla.	401
KYJC	Medford,	Ore.	580	WAIL	Baton Rouge,	La.	456
KYME	Boise,	Idaho	421	WAIM	Anderson,	S. C.	599
KYNG	Coos Bay,	Ore.	577	WAIN	Columbia,	Ky.	449
KYNO	Fresno,	Calif.	372	WAIP	Prichard,	Ala.	357
KYNT	Yankton,	S. D.	607	WAIR	Winston-Salem,	N. C.	560
KYOK	Houston,	Tex.	628	WAIT	Chicago,	Ill.	425
KYOR	Blythe,	Calif.	370	WAJF	Decatur,	Ala.	353
KYOS	Merced,	Calif.	375	WAJR	Morgantown,	W. Va.	660
KYOU	Greeley,	Colo.	386	WAKE	Atlanta,	Ga.	409
KYSM	Mankato,	Minn.	488	WAKN	Aiken,	S. C.	599
KYSN	Colorado Springs,	Colo.	384	WAKO	Lawrenceville,	Ill.	429
KYTE	Pocatello,	Idaho	423	WAKR	Akron,	Ohio	562
KYUM	Yuma,	Ariz.	363	WAKU	Latrobe,	Pa.	590
KYW	Cleveland,	Ohio	567	WALA	Mobile,	Ala.	355

Station	City	State	Page	Station	City	State	Page
WALB	Albany, Ga.		408	WAUG	Augusta, Ga.		410
WALD	Walterboro, S. C.		605	WAUX	Waukesha, Wis.		668
WALE	Fall River, Mass.		471	WAVE	Louisville, Ky.		452
WALK	Patchogue, N. Y.		544	WAVI	Dayton, Ohio		568
WALL	Middletown, N. Y.		528	WAVL	Apollo, Pa.		585
WALM	Albion, Mich.		475	WAVN	Stillwater, Minn.		491
WALT	Tampa, Fla.		406	WAVO	Avondale Estates, Ga.		410
WALY	Herkimer-Ilion, N. Y.		527	WAVP	Avon Park, Fla.		395
WAMD	Aberdeen, Md.		466	WAVU	Albertville, Ala.		351
WAME	Miami, Fla.		400	WAVY	Portsmouth, Va.		647
WAMI	Opp, Ala.		356	WAVZ	New Haven, Conn.		391
WAML	Laurel, Miss.		495	WAWK	Kendallville, Ind.		436
WAMM	Flint, Mich.		480	WAXE	Vero Beach, Fla.		407
WAMO	Homestead-Pittsburgh, Pa.		589	WAXX	Chippewa Falls, Wis.		662
WAMP	Pittsburgh, Pa.		593	WAYB	Waynesboro, Va.		650
WAMS	Wilmington, Del.		393	WAYE	Dundalk, Md.		467
WAMV	East St. Louis, Ill.		428	WAYN	Rockingham, N. C.		558
WAMW	Washington, Ind.		439	WAYS	Charlotte, N. C.		550
WAMY	Amory, Miss.		492	WAYX	Waycross, Ga.		418
WANA	Anniston, Ala.		351	WAYZ	Waynesboro, Pa.		597
WANB	Waynesburg, Pa.		597	WAZA	Bainbridge, Ga.		410
WAND	Canton, Ohio		563	WAZF	Yazoo City, Miss.		499
WANE	Ft. Wayne, Ind.		434	WAZL	Hazlet, Pa.		589
WANN	Annapolis, Md.		466	WBAB	Babylon, N. Y.		524
WANS	Anderson, S. C.		599	WBAC	Cleveland, Tenn.		608
WANT	Richmond, Va.		647	WBAL	Baltimore, Md.		466
WANY	Albany, Ky.		449	WBAM	Montgomery, Ala.		356
WAOK	Atlanta, Ga.		409	WBAP	Fort Worth, Tex.		625
WAOV	Vincennes, Ind.		439	WBAR	Bartow, Fla.		395
WAPA	San Juan, P. R.		672	WBAT	Marion, Ind.		437
WAPE	Jacksonville, Fla.		398	WBAW	Barnwell, S. C.		600
WAPF	McComb, Miss.		496	WBAX	Wilkes-Barre, Pa.		597
WAPG	Arcadia, Fla.		394	WBAY	Green Bay, Wis.		663
WAPI	Birmingham, Ala.		351	WBBA	Pittsfield, Ill.		432
WAPL	Appleton, Wis.		662	WBBB	Burlington, N. C.		550
WAPO	Chattanooga, Tenn.		607	WBBC	Flint, Mich.		480
WAPX	Montgomery, Ala.		356	WBBF	Rochester, N. Y.		544
WAQE	Towson, Md.		469	WBBI	Abingdon, Va.		642
WARA	Attleboro, Mass.		469	WBBM	Chicago, Ill.		425
WARB	Covington, La.		457	WBBN	Perry, Ga.		416
WARC	Milton, Pa.		591	WBBO	Forest City, N. C.		552
WARD	Johnstown, Pa.		589	WBBQ	Augusta, Ga.		410
WARE	Ware, Mass.		475	WBBW	Youngstown, Ohio		572
WARF	Jasper, Ala.		355	WBBZ	Ponca City, Okla.		575
WARK	Hagerstown, Md.		468	WBCA	Bay Minette, Ala.		351
WARL	Arlington, Va.		642	WBCE	Levittown-Fairless Hills, Pa.		590
WARM	Scranton, Pa.		595	WBCK	Battle Creek, Mich.		477
WARN	Fort Pierce, Fla.		397	WBCM	Bay City, Mich.		477
WARU	Peru, Ind.		438	WBCR	Christianburg, Va.		643
WASA	Havre De Grace, Md.		468	WBCU	Union, S. C.		605
WASK	Lafayette, Ind.		436	WBEC	Pittsfield, Mass.		473
WATA	Boone, N. C.		550	WBEE	Chicago, Ill.		425
WATC	Gaylord, Mich.		481	WBEJ	Elizabethton, Tenn.		609
WATE	Knoxville, Tenn.		611	WBEL	Beloit, Wis.		662
WATH	Athens, Ohio		563	WBEN	Buffalo, N. Y.		525
WATK	Antigo, Wis.		661	WBET	Brockton, Mass.		471
WATM	Atmore, Ala.		351	WBEU	Beaufort, S. C.		600
WATN	Watertown, N. Y.		549	WBEV	Beaver Dam, Wis.		662
WATO	Oak Ridge, Tenn.		614	WBEX	Chillicothe, Ohio		565
WATP	Marion, S. C.		603	WBFC	Fremont, Mich.		481
WATR	Waterbury, Conn.		392	WBFD	Bedford, Pa.		585
WATS	Sayre, Pa.		595	WBGC	Chipley, Fla.		395
WATT	Cadillac, Mich.		477	WBGR	Jesup, Ga.		414
WATW	Ashland, Wis.		662	WBHB	Fitzgerald, Ga.		413
WATZ	Alpena, Mich.		477	WBHC	Hampton, S. C.		603
WAUB	Auburn, N. Y.		524	WBHF	Cartersville, Ga.		411
WAUC	Wauchula, Fla.		407	WBHP	Huntsville, Ala.		355
WAUD	Auburn, Ala.		351	WBIA	Augusta, Ga.		410

Station	City	State	Page	Station	City	State	Page
WBIE	— Marietta, Ga.		415	WBUE	— Fredonia, N. Y.		526
WBIG	— Greensboro, N. C.		553	WBVL	— Barboursville, Ky.		449
WBIL	— Leesburg, Fla.		399	WBVP	— Beaver Falls, Pa.		585
WEIP	— Booneville, Miss.		492	WBYS	— Canton, Ill.		424
WEIR	— Knoxville, Tenn.		610	WBZ-WBZA	— Boston-Springfield, Mass.		469
WBIS	— Bristol, Conn.		390	WBZY	— Torrington, Conn.		392
WBIW	— Bedford, Ind.		433	WCAE	— Pittsburgh, Pa.		594
WBIZ	— Eau Claire, Wis.		662	WCAM	— Camden, N. J.		518
WBKH	— Hattiesburg, Miss.		494	WCAO	— Baltimore, Md.		467
WBKN	— Newton, Miss.		497	WCAP	— Lowell, Mass.		473
WBKV	— West Bend, Wis.		668	WCAR	— Detroit, Mich.		479
WBLA	— Elizabethtown, N. C.		552	WCAS	— Gadsden, Ala.		354
WBLE	— Batesville, Miss.		492	WCAT	— Orange, Mass.		473
WBLF	— Bellefonte, Pa.		585	WCAU	— Philadelphia, Pa.		591
WBLG	— Lexington, Ky.		451	WCAW	— Charleston, W. Va.		658
WBLJ	— Dalton, Ga.		412	WC*X	— Burlington, Vt.		641
WBLO	— Evergreen, Ala.		353	WCAY	— Cayce, S. C.		600
WBLR	— Batesburg, S. C.		600	WCAZ	— Carthage, Ill.		424
WBLT	— Bedford, Va.		642	WCBA	— Corning, N. Y.		526
WFLU	— Salem, Va.		649	WCBC	— Anderson, Ind.		433
WBLY	— Springfield, Ohio		571	WCBD	— Zion, Ill.		433
WBMA	— Beaufort, N. C.		550	WCBG	— Chambersburg, Pa.		586
WBMC	— McMinnville, Tenn.		612	WCFI	— Columbus, Miss.		493
WBMD	— Baltimore, Md.		467	WCBL	— Benton, Ky.		449
WBMK	— West Point, Ga.		418	WCFM	— Baltimore, Md.		467
WBML	— Macon, Ga.		414	WCBS	— New York, N. Y.		537
WBNC	— Conway, N. H.		516	WCBT	— Roanoke Rapids, N. C.		558
WBNI	— Boonville, Ind.		434	WCBY	— Cheboygan, Mich.		479
WBNS	— Columbus, Ohio		567	WCCC	— Hartford, Conn.		390
WBNX	— New York, N. Y.		535	WCCM	— Lawrence, Mass.		472
WPNY	— Buffalo, N. Y.		525	WCCN	— Neillsville, Wis.		666
WBOB	— Galax, Va.		644	WCCO	— Minneapolis, Minn.		488
WBOC	— Salisbury, Md.		469	WCCE	— Savannah, Ga.		416
WBOF	— Virginia Beach, Va.		649	WCDJ	— Edenton, N. C.		551
WBOK	— New Orleans, La.		459	WCDD	— Carbondale, Pa.		586
WBOP	— Pensacola, Fla.		403	WCDD	— Winchester, Tenn.		615
WBOS	— Boston, Mass.		471	WCEC	— Rocky Mount, N. C.		558
WBOW	— Terre Haute, Ind.		438	WCED	— Dubois, Pa.		587
WBOY	— Clarksburg, W. Va.		658	WCEF	— Parkersburg, W. Va.		660
WBPD	— Orangeburg, S. C.		624	WCEH	— Hawkinsville, Ga.		414
WPZ	— Lock Haven, Pa.		590	WCEN	— Cambridge, Md.		467
WERB	— Mount Clemens, Mich.		485	WCEN	— Mt. Pleasant, Mich.		485
WBRC	— Birmingham, Ala.		351	WCER	— Charlotte, Mich.		479
WBRD	— Bradenton, Fla.		395	WCFL	— Chicago, Ill.		425
WBRF	— Wilkes-Barre, Pa.		597	WCFV	— Clifton Forge, Va.		643
WBRG	— Lynchburg, Va.		645	WCGA	— Calhoun, Ga.		411
WBRK	— Pittsfield, Mass.		474	WCGC	— Belmont, N. C.		550
WERM	— Marion, N. C.		556	WCHA	— Chambersburg, Pa.		586
WBRN	— Big Rapids, Mich.		477	WCHB	— Inkster, Mich.		482
WBRO	— Waynesboro, Ga.		418	WCHI	— Chillicothe, Ohio		565
WBRT	— Bardonia, Ky.		449	WCHI	— Brookhaven, Miss.		492
WBRV	— Boonville, N. Y.		525	WCHK	— Canton, Ga.		411
WBRX	— Berwick, Pa.		585	WCHL	— Chapel Hill, N. C.		550
WBRY	— Waterbury, Conn.		392	WCHN	— Norwich, N. Y.		543
WBSC	— Bennettsville, S. C.		600	WCHO	— Washington Court House, Ohio		571
WBSE	— Hillsdale, Mich.		482	WCHS	— Charleston, W. Va.		658
WBFM	— New Bedford, Mass.		473	WCHV	— Charlottesville, Va.		643
WBFR	— Pensacola, Fla.		403	WCIL	— Carbondale, Ill.		424
WBT	— Charlotte, N. C.		550	WCIN	— Cincinnati, Ohio		565
WBTA	— Batavia, N. Y.		524	WCJU	— Columbia, Miss.		493
WBTH	— Williamson, W. Va.		661	WCKB	— Dunn, N. C.		551
WBTM	— Danville, Va.		643	WCKI	— Greer, S. C.		603
WBVN	— Bennington, Vt.		641	WCKR	— Miami, Fla.		400
WBTO	— Linton, Ind.		437	WCKY	— Cincinnati, Ohio		565
WBUD	— Trenton, N. J.		519	WCLA	— Claxton, Ga.		411
WBUT	— Butler, Pa.		586	WCLB	— Camilla, Ga.		411
WBUX	— Doylestown, Pa.		587	WCLC	— Jamestown, Tenn.		610
WBUY	— Lexington, N. C.		555	WCLD	— Cleveland, Miss.		492

Station	City	State	Page	Station	City	State	Page
WCLE	Cleveland,	Tenn.	608	WCTA	Andalusia,	Ala.	351
WCLG	Morgantown,	W. Va.	660	WCTC	New Brunswick,	N. J.	519
WCLI	Corning,	N. Y.	526	WCTT	Corbin,	Ky.	450
WCLO	Jamesville,	Wis.	663	WCUB	Manitowoc,	Wis.	664
WCLS	Columbus,	Ga.	411	WCUE	Akron,	Ohio	563
WCLT	Newark,	Ohio	570	WCUM	Cumberland,	Md.	467
WCLW	Mansfield,	Ohio	570	WCVA	Culpeper,	Va.	643
WCMA	Corinth,	Miss.	493	WCVI	Connellsville,	Pa.	587
WCMB	Harrisburg,	Pa.	588	WCVP	Murphy,	N. C.	556
WCMC	Wildwood,	N. J.	519	WCVS	Springfield,	Ill.	432
WCME	Brunswick,	Me.	464	WCWC	Ripon,	Wis.	667
WCMI	Ashland,	Ky.	449	WCYB	Bristol,	Va.	643
WCMN	Arecibo,	P. R.	671	WCYN	Cynthiana,	Ky.	450
WCMP	Pine City,	Minn.	490	WDAD	Indiana,	Pa.	589
WCMR	Elkhart,	Ind.	434	WDAE	Tampa,	Fla.	406
WCMS	Norfolk,	Va.	646	WDAF	Kansas City,	Mo.	503
WCMT	Martin,	Tenn.	611	WDAK	Columbus,	Ga.	412
WCMW	Canton,	Ohio	565	WDAL	Meridian,	Miss.	496
WCMY	Ottawa,	Ill.	431	WDAN	Danville,	Ill.	427
WCNB	Connersville,	Ind.	434	WDAS	Philadelphia,	Pa.	591
WCNC	Elizabeth City,	N. C.	552	WDAT	South Daytona,	Fla.	405
WCNG	Canonsburg,	Pa.	586	WDAX	McRae,	Ga.	415
WCNH	Quincy,	Fla.	404	WDAY	Fargo,	N. D.	561
WCNR	Bloomsburg,	Pa.	585	WDDB	Escanaba,	Mich.	480
WCNT	Centralia,	Ill.	424	WDBF	Delray Beach,	Fla.	396
WCNU	Crestview,	Fla.	396	WDBJ	Roanoke,	Va.	648
WCNX	Middletown,	Conn.	390	WDBL	Springfield,	Tenn.	615
WCOA	Pensacola,	Fla.	403	WDBM	Statesville,	N. C.	559
WCOC	Meridian,	Miss.	496	WDBO	Orlando,	Fla.	402
WCOG	Greensboro,	N. C.	553	WDBQ	Dubuque,	Iowa	442
WCOH	Newnan,	Ga.	415	WDCF	Dade City,	Fla.	396
WCOJ	Coatesville,	Pa.	587	WDCL	Tarpon Springs,	Fla.	407
WCOL	Columbus,	Ohio	568	WDCR	Hanover,	N. H.	516
WCOM	Parkersburg,	W. Va.	660	WDDT	Greenville,	Miss.	493
WCON	Cornelia,	Ga.	412	WDDY	Gloucester,	Va.	644
WCOP	Boston,	Mass.	469	WDEC	Americus,	Ga.	408
WCOR	Lebanon,	Tenn.	611	WDEF	Chattanooga,	Tenn.	607
WCOS	Columbia,	S. C.	601	WDEH	Sweetwater,	Tenn.	615
WCOU	Lewiston,	Me.	464	WDEL	Wilmington,	Del.	393
WCOV	Montgomery,	Ala.	356	WDEV	Waterbury,	Vt.	642
WCOW	Sparta,	Wis.	667	WDEW	Westfield,	Mass.	475
WCOY	Columbia,	Pa.	587	WDGY	Minneapolis,	Minn.	489
WCPA	Clearfield,	Pa.	586	WDIA	Memphis,	Tenn.	612
WCPC	Houston,	Miss.	494	WDIG	Dothan,	Ala.	353
WCPH	Etowah,	Tenn.	609	WDIX	Orangeburg,	S. C.	604
WCPM	Cumberland,	Ky.	450	WDKN	Dickson,	Tenn.	609
WCPO	Cincinnati,	Ohio	565	WDLA	Walton,	N. Y.	547
WCPS	Tarboro,	N. C.	559	WDLB	Marshfield,	Wis.	664
WCQS	Alma,	Ga.	408	WDLG	Port Jervis,	N. Y.	544
WCRA	E'fingham,	Ill.	428	WDLP	Panama City,	Fla.	403
WCRB	Boston,	Mass.	470	WDMF	Buford,	Ga.	411
WCRE	Cheraw,	S. C.	601	WDMG	Douglas,	Ga.	413
WCRF	Springfield,	Vt.	642	WDMJ	Marquette,	Mich.	484
WCRI	Scottsboro,	Ala.	357	WDNC	Durham,	N. C.	551
WCRK	Morristown,	Tenn.	613	WDNE	Elkins,	W. Va.	658
WCRL	Oneonta,	Ala.	356	WDNG	Anniston,	Ala.	351
WCRO	Johnstown,	Pa.	589	WDNT	Dayton,	Tenn.	608
WCRR	Corinth,	Miss.	493	WDOB	Canton,	Miss.	492
WCRS	Greenwood,	S. C.	603	WDOC	Prestonsburg,	Ky.	454
WCRT	Birmingham,	Ala.	352	WDOE	Chattanooga,	Tenn.	607
WCRV	Washington,	N. J.	519	WDOE	Dunkirk,	N. Y.	526
WCRW	Chicago,	Ill.	425	WDOG	Marine City,	Mich.	484
WCRY	Macon,	Ga.	414	WDOK	Cleveland,	Ohio	566
WCSC	Charleston,	S. C.	600	WDOL	Athens,	Ga.	408
WCSH	Portland,	Me.	465	WDON	Wheaton,	Md.	469
WCSS	Columbus,	Ind.	434	WDOR	Sturgeon Bay,	Wis.	667
WCST	Amsterdam,	N. Y.	524	WDOS	Oneonta,	N. Y.	543
WCST	Berkeley Springs,	W. Va.	657	WDOT	Burlington,	Vt.	641

Station	City	State	Page	Station	City	State	Page
WDOV	— Dover,	Del.	393	WELL	— Battle Creek,	Mich.	477
WDQN	— Du Quoin,	Ill.	428	WELM	— Elmira,	N. Y.	526
WDRC	— Hartford,	Conn.	390	WELO	— Tupelo,	Miss.	497
WDRF	— Chester,	Pa.	586	WELP	— Easley,	S. C.	602
WDSC	— Dillon,	S. C.	601	WELR	— Roanoke,	Ala.	357
WDSG	— Dyersburg,	Tenn.	609	WELS	— Kinston,	N. C.	555
WDSK	— Cleveland,	Miss.	493	WELY	— Ely,	Minn.	488
WDSM	— Superior,	Wis.	667	WEMB	— Erwin,	Tenn.	609
WDSP	— De Funiac Springs,	Fla.	396	WEMP	— Milwaukee,	Wis.	664
WDSR	— Lake City,	Fla.	399	WENA	— Baycomon,	P. R.	671
WDSU	— New Orleans,	La.	459	WENC	— Whiteville,	N. C.	560
WDUN	— Gainesville,	Ga.	413	WEND	— Baton Rouge,	La.	456
WDUX	— Waupaca,	Wis.	668	WENE	— Binghamton,	N. Y.	524
WDUZ	— Green Bay,	Wis.	663	WENK	— Union City,	Tenn.	615
WDVA	— Danville,	Va.	644	WENN	— Birmingham,	Ala.	352
WDVH	— Gainesville,	Fla.	397	WENO	— Nashville,	Tenn.	613
WDVL	— Vineland,	N. J.	519	WENT	— Gloversville,	N. Y.	527
WDVM	— Pocomoke City,	Md.	468	WENY	— Elmira,	N. Y.	526
WDWD	— Dawson,	Ga.	413	WEOA	— Evansville,	Ind.	434
WDWS	— Champaign,	Ill.	424	WEOK	— Poughkeepsie,	N. Y.	544
WDXB	— Chattanooga,	Tenn.	607	WEOL	— Elyria-Lorain,	Ohio	569
WDXE	— Lawrenceburg,	Tenn.	611	WEPG	— So. Pittsburgh,	Tenn.	615
WDXI	— Jackson,	Tenn.	609	WEPM	— Martinsburg,	W. Va.	659
WDXL	— Lexington,	Tenn.	611	WERC	— Erie,	Pa.	588
WDXN	— Clarksville,	Tenn.	608	WERD	— Atlanta,	Ga.	409
WDXR	— Paducah,	Ky.	454	WERE	— Cleveland,	Ohio	566
WDZ	— Decatur,	Ill.	428	WERH	— Hamilton,	Ala.	354
WEAB	— Greer,	S. C.	603	WERI	— Westerly,	R. I.	599
WEAG	— Alcoa,	Tenn.	607	WESA	— Charleroi,	Pa.	586
WEAM	— Arlington,	Va.	642	WESB	— Bradford,	Pa.	585
WEAN	— Providence,	R. I.	598	WESC	— Greenville,	S. C.	602
WEAS	— Decatur,	Ga.	413	WESO	— Southbridge-Webster,	Mass.	474
WEAT	— West Palm Beach,	Fla.	407	WESR	— Tasley,	Va.	649
WEAU	— Eau Claire,	Wis.	662	WEST	— Easton,	Pa.	587
WEAV	— Plattsburg,	N. Y.	544	WESX	— Salem,	Mass.	474
WEAW	— Evanston,	Ill.	428	WESY	— Leland-Greenville,	Miss.	495
WEBB	— Baltimore,	Md.	467	WETB	— Johnson City,	Tenn.	610
WEBC	— Duluth,	Minn.	488	WETC	— Wendell-Zebulon,	N. C.	560
WEBJ	— Brewton,	Ala.	352	WETO	— Gadsden,	Ala.	354
WEBO	— Owego,	N. Y.	543	WETU	— Wetumpka,	Ala.	358
WEBQ	— Harrisburg,	Ill.	429	WETZ	— New Martinsville,	W. Va.	660
WEBR	— Buffalo,	N. Y.	525	WEUP	— Huntsville,	Ala.	355
WEBY	— Milton,	Fla.	402	WEVA	— Emporia,	Va.	644
WECL	— Eau Claire,	Wis.	662	WEVD	— New York,	N. Y.	541
WEDC	— Chicago,	Ill.	425	WEVE	— Eveleth,	Minn.	488
WEDO	— McKeesport,	Pa.	590	WEW	— St. Louis,	Mo.	506
WEDR	— Birmingham,	Ala.	352	WEWO	— Laurinburg,	N. C.	555
WEEB	— Southern Pines,	N. C.	559	WEXL	— Ferndale,	Mich.	480
WEED	— Rocky Mount,	N. C.	558	WEYE	— Sanford,	N. C.	558
WEEI	— Boston,	Mass.	470	WEZB	— Birmingham,	Ala.	352
WEEK	— Peoria,	Ill.	431	WEZE	— Boston,	Mass.	471
WEEP	— Pittsburgh,	Pa.	594	WEZL	— Richmond,	Va.	647
WEER	— Warrenton,	Va.	650	WEZN	— Elizabethtown,	Pa.	587
WEUU	— Reading,	Pa.	595	WEZY	— Cocoa,	Fla.	395
WEEX	— Easton,	Pa.	587	WFAA	— Dallas,	Tex.	621
WEGO	— Concord,	N. C.	551	WFAH	— Alliance,	Ohio	563
WEHH	— Elmira Heights-Horseheads,	N. Y.	526	WFAI	— Fayetteville,	N. C.	552
WEIC	— Charleston,	Ill.	425	WFAU	— Fayetteville,	N. C.	552
WEIM	— Fitchburg,	Mass.	472	WFAR	— Farrell,	Pa.	588
WEIR	— Weirton,	W. Va.	661	WFAS	— White Plains,	N. Y.	547
WEJL	— Scranton,	Pa.	595	WFAU	— Augusta,	Me.	463
WEKR	— Fayetteville,	Tenn.	609	WFAX	— Falls Church,	Va.	644
WEKY	— Richmond,	Ky.	455	WFBC	— Greenville,	S. C.	602
WEKZ	— Monroe,	Wis.	666	WFBF	— Fernandina Beach,	Fla.	397
WELC	— Welch,	W. Va.	661	WFBG	— Altoona,	Pa.	584
WELD	— Fisher,	W. Va.	659	WFBL	— Syracuse,	N. Y.	546
WELI	— New Haven,	Conn.	391	WFBM	— Indianapolis,	Ind.	435
WELK	— Charlottesville,	Va.	643	WFBR	— Baltimore,	Md.	467
				WFBS	— Ft. Walton Beach,	Fla.	397

Station	City	State	Page
WFCR	Fairfax, Va.		644
WFDL	Flint, Mich.		480
WFDR	Manchester, Ga.		415
WFEA	Manchester, N. H.		517
WFEB	Sylacauga, Ala.		357
WFEC	Miami, Fla.		400
WFGM	Fitchburg, Mass.		472
WFGN	Gaffney, S. C.		602
WFHG	Bristol, Va.		643
WFHK	Pell City, Ala.		356
WFHR	Wisconsin Rapids, Wis.		668
WFIG	Sumter, S. C.		605
WFIL	Philadelphia, Pa.		591
WFIN	Findlay, Ohio		569
WFIS	Fountain Inn, S. C.		602
WFIW	Fairfield, Ill.		428
WFKN	Franklin, Ky.		450
WFKY	Frankfort, Ky.		450
WFLA	Tampa, Fla.		406
WFLB	Fayetteville, N. C.		552
WFLN	Philadelphia, Pa.		593
WFLO	Farmville, Va.		644
WFLR	Dundee, N. Y.		523
WFLW	Monticello, Ky.		453
WFMC	Goldsboro, N. C.		553
WFMD	Frederick, Md.		468
WFMH	Cullman, Ala.		353
WFMJ	Youngstown, Ohio		572
WFMO	Fairmont, N. C.		552
WFMW	Madisonville, Ky.		452
WFNC	Fayetteville, N. C.		552
WFNM	De Funiak Springs, Fla.		396
WFNS	Burlington, N. C.		550
WFOB	Fostoria, Ohio		569
WFOM	Marietta, Ga.		415
WFOR	Hattiesburg, Miss.		494
WFOX	Milwaukee, Wis.		664
WFOY	St. Augustine, Fla.		404
WFPA	Ft. Payne, Ala.		354
WFIG	Atlantic City, N. J.		517
WFPM	Fort Valley, Ga.		413
WFPR	Hammond, La.		457
WFRA	Franklin, Pa.		588
WFRC	Reidsville, N. C.		557
WFRL	Freeport, Ill.		428
WFRM	Coudersport, Pa.		587
WFRO	Fremont, Ohio		569
WFRP	Savannah, Ga.		416
WFRX	West Frankfort, Ill.		433
WFSC	Franklin, N. C.		552
WFST	Caribou, Me.		464
WFTC	Kinston, N. C.		555
WFTG	London, Ky.		452
WFTL	Fort Lauderdale, Fla.		397
WFTM	Maysville, Ky.		453
WFTR	Front Royal, Va.		644
WFTW	Ft. Walton Beach, Fla.		397
WFUL	Fulton, Ky.		450
WFUN	Huntsville, Ala.		355
WFUR	Grand Rapids, Mich.		481
WFVA	Fredericksburg, Va.		644
WFIG	Fuquay Springs, N. C.		552
WFYC	Alma, Mich.		477
WGAA	Cedartown, Ga.		411
WGAC	Augusta, Ga.		410
WGAD	Gadsden, Ala.		354
WGAF	Valdosta, Ga.		418
WGAI	Elizabeth City, N. C.		552

Station	City	State	Page
WGAL	Lancaster, Pa.		589
WGAN	Portland, Me.		465
WGAP	Maryville, Tenn.		611
WGAR	Cleveland, Ohio		566
WGAU	Athens, Ga.		409
WGAU	Amsterdam, N. Y.		524
WGAU	Gardner, Mass.		472
WGAY	Silver Spring, Md.		469
WGBA	Columbus, Ga.		412
WGBB	Freeport, N. Y.		526
WGBF	Evansville, Ind.		434
WGBG	Greensboro, N. C.		553
WGBI	Scranton, Pa.		595
WGBR	Goldsboro, N. C.		553
WGBS	Miami, Fla.		400
WGCB	Red Lion, Pa.		595
WGCD	Chester, S. C.		601
WGCM	Joliet, Miss.		494
WGEA	Geneva, Ala.		354
WGEE	Indianapolis, Ind.		435
WGEM	Quincy, Ill.		432
WGES	Chicago, Ill.		427
WGET	Gettysburg, Pa.		588
WGEZ	Beloit, Wis.		662
WGFS	Covington, Ga.		412
WGGA	Gainesville, Ga.		413
WGGG	Gainesville, Fla.		398
WGGH	Marion, Ill.		430
WGGO	Salamanca, N. Y.		545
WGH	Norfolk-Newport News, Va.		646
WGHM	Skowhegan, Me.		466
WGHN	Grand Haven, Mich.		481
WGIG	Brunswick, Ga.		411
WGIL	Galesburg, Ill.		428
WGIR	Manchester, N. H.		517
WGIV	Charlotte, N. C.		550
WGKA	Atlanta, Ga.		409
WGL	Ft. Wayne, Ind.		434
WGLC	Centreville, Miss.		492
WGLI	Babylon, N. Y.		524
WGMA	Hollywood, Fla.		398
WGML	Hinesville, Ga.		414
WGMS	Washington, D. C.		393
WGN	Chicago, Ill.		427
WGNC	Gastonia, N. C.		552
WGNI	Wilmington, N. C.		560
WGNS	Murfreesboro, Tenn.		613
WGNV	Newburgh, N. Y.		528
WGOA	Winter Garden, Fla.		408
WGOL	Goldsboro, N. C.		553
WGOR	Georgetown, Ky.		450
WGOV	Valdosta, Ga.		418
WGPA	Bethlehem, Pa.		585
WGPC	Albany, Ga.		408
WGR	Buffalo, N. Y.		525
WGRA	Cairo, Ga.		411
WGRC	Louisville, Ky.		452
WGRD	Grand Rapids, Mich.		481
WGRM	Greenwood, Miss.		493
WGRO	Lake City, Fla.		399
WGRV	Greeneville, Tenn.		609
WGRY	Gary, Ind.		435
WGSA	Ephrata, Pa.		587
WGSM	Huntington, N. Y.		527
WGSR	Millen, Ga.		415
WGST	Atlanta, Ga.		409
WGSV	Guntersville, Ala.		354
WGSW	Greenwood, S. C.		603

Station	City	State	Page	Station	City	State	Page
WGTA	Summerville, Ga.		417	WHIR	Danville, Ky.		450
WGTC	Greenville, N. C.		554	WHIS	Bluefield, W. Va.		658
WGTL	Kannapolis, N. C.		555	WHIT	New Bern, N. C.		556
WGTM	Wilson, N. C.		560	WHIY	Orlando, Fla.		402
WGTN	Georgetown, S. C.		672	WHIZ	Zanesville, Ohio		572
WGTO	Cypress Gardens, Fla.		396	WHJB	Greensburg, Pa.		588
WGUS	North Augusta, S. C.		674	WHJC	Matewan, W. Va.		659
WGUY	Bangor, Me.		463	WHK	Cleveland, Ohio		566
WGVA	Geneva, N. Y.		527	WHKK	Akron, Ohio		563
WGVM	Greenville, Miss.		493	WHKP	Hendersonville, N. C.		554
WGWC	Se'ma, Ala.		357	WHKY	Hickory, N. C.		554
WGWR	Asheboro, N. C.		549	WHLB	Virg'in'a, Minn.		491
WGY	Schenectady, N. Y.		545	WHLD	Niagara Falls, N. Y.		543
WGYV	Greenville, Ala.		354	WHLF	South Boston, Va.		649
WHAB	Baxley, Ga.		410	WHLI	Hempstead, N. Y.		527
WHAI	Greenfield, Mass.		472	WHLL	Wheeling, W. Va.		661
WHAK	Rogers City, Mich.		486	WHLM	Bloomsburg, Pa.		585
WHAL	Shelbyville, Tenn.		615	WHLN	Harlan, Ky.		451
WHAM	Rochester, N. Y.		545	WHLP	Centerville, Tenn.		607
WHAN	Charleston, S. C.		690	WHLS	Port Huron, Mich.		485
WHAP	Hopewell, Va.		645	WHLT	Huntington, Ind.		435
WHAR	Clarksburg, W. Va.		658	WFMA	Anniston, Ala.		351
WHAS	Louisville, Ky.		452	WHMI	Howell, Mich.		482
WHAT	Philadelphia, Pa.		593	WFMP	Northampton, Mass.		473
WHAV	Haverhill, Mass.		472	WHMS	Charleston, W. Va.		658
WHAW	Weston, W. Va.		661	WHNC	Henderson, N. C.		554
WHAY	New Britain, Conn.		390	WHNY	McComb, Miss.		496
WHB	Kansas City, Mo.		503	WHO	Des Moines, Iowa		441
WHBB	Selma, Ala.		357	WHOA	San Juan, P. R.		672
WHBC	Canton, Ohio		565	WHOC	Philadelphia, Pa.		497
WHBF	Rock Island, Ill.		432	WHOY	Lancaster, Ohio		569
WHBG	Harrisonburg, Va.		645	WHOL	Allentown, Pa.		583
WHBI	Newark, N. J.		518	WHOM	New York, N. Y.		531
WHBL	Sheboygan, Wis.		667	WFOO	Orlando, Fla.		402
WHBN	Harrodsburg, Ky.		451	WHOP	Hopkinsville, Ky.		451
WHBO	Tampa, Fla.		406	WHOS	Decatur, Ala.		353
WHBQ	Memphis, Tenn.		612	WHOT	Campbell, Ohio		563
WHBT	Harriman, Tenn.		609	WFOV	Clinton, Ill.		427
WHBU	Anderson, Ind.		433	WHP	Harrisburg, Pa.		588
WHBY	Appleton, Wis.		662	WHPB	Belton, S. C.		630
WHCC	Waynesville, N. C.		559	WHPE	High Point, N. C.		554
WHCO	Sparta, Ill.		432	WHRT	Hartselle, Ala.		355
WHCU	Ithaca, N. Y.		527	WHRV	Ann Arbor, Mich.		477
WHDF	Houghton, Mich.		482	WHSC	Hartsville, S. C.		603
WHDH	Boston, Mass.		470	WHSM	Hayward, Wis.		663
WHDL	Olean, N. Y.		543	WHSY	Hattiesburg, Miss.		494
WHDM	McKenzie, Tenn.		611	WH* B	Talladega, Ala.		357
WHEB	Portsmouth, N. H.		517	WHTC	Holland, Mich.		482
WHEC	Rochester, N. Y.		545	WHTG	Asbury Park, N. J.		517
WHED	Washington, N. C.		559	WHTN	Huntington, W. Va.		659
WHFE	Martinsville, Va.		645	WHUB	Cookeville, Tenn.		608
WHFN	Syracuse, N. Y.		546	WHUC	Hudson, N. Y.		527
WHFP	Foley, Ala.		354	WHUM	Reading, Pa.		595
WHFR	Memphis, Tenn.		612	WHUN	Huntingdon, Pa.		589
WHFY	Millington, Tenn.		612	WHVF	Wausau, Wis.		668
WHFB	Benton Harbor-St. Joseph, Mich.		477	WHVH	Henderson, N. C.		554
WHFC	Chicago, Ill.		427	WHVR	Hanover, Pa.		588
WHGB	Harrisburg, Pa.		588	WHWB	Rutland, Vt.		641
WHGR	Houghton Lake, Mich.		482	WHXY	Bogalusa, La.		457
WHHH	Warren, Ohio		571	WHYE	Roanoke, Va.		648
WHHM	Memphis, Tenn.		612	WHYL	Carlisle, Pa.		586
WHHY	Montgomery, Ala.		356	WHYN	Springfield, Mass.		474
WHIE	Griffin, Ga.		414	WHYS	Ocala, Fla.		402
WHIL	Medford-Boston, Mass.		473	WIAC	San Juan, P. R.		673
WHIM	Providence, R. I.		599	WIAM	Williamston, N. C.		560
WHIN	Gallatin, Tenn.		609	WIBA	Madison, Wis.		663
WHIO	Dayton, Ohio		568	WIBB	Macon, Ga.		414
WHIP	Mooresville, N. C.		556	WIBC	Indianapolis, Ind.		435



Station	City	State	Page	Station	City	State	Page
WIBG	Philadelphia, Pa.		593	WIS	Columbia, S. C.		601
WIEM	Jackson, Mich.		483	WISC	Madison, Wis.		664
WIBR	Baton Rouge, La.		456	WISE	Asheville, N. C.		549
WIBU	Poynette, Wis.		666	WISH	Indianapolis, Ind.		436
WIBV	Belleville, Ill.		424	WISK	St. Paul, Minn.		491
WIBW	Topeka, Kan.		448	WISL	Shamokin, Pa.		596
WIBX	Utica, N. Y.		547	WISN	Milwaukee, Wis.		665
WICA	Ashtabula, Ohio		563	WISO	Ponce, P. R.		671
WICC	Bridgeport, Conn.		389	WISP	Kinston, N. C.		555
WICE	Providence, R. I.		599	WISR	Butler, Pa.		586
WICH	Norwich, Conn.		391	WIST	Charlotte, N. C.		550
WICK	Scranton, Pa.		595	WISV	Viroqua, Wis.		668
WICO	Salisbury, Md.		469	WITA	San Juan, P. R.		673
WICU	Erie, Pa.		588	WITH	Baltimore, Md.		467
WICY	Malone, N. Y.		528	WITT	Lewisburg, Pa.		590
WIDE	Biddeford, Me.		464	WITY	Danville, Ill.		427
WIEL	Elizabethtown, Ky.		450	WITZ	Jasper, Ind.		436
WIFM	Elkin, N. C.		552	WIVI	Christiansted, V. I.		673
WIGM	Medford, Wis.		664	WIVK	Knoxville, Tenn.		610
WIIN	Atlanta, Ga.		409	WIVY	Jacksonville, Fla.		398
WIKB	Iron River, Mich.		483	WIZE	Springfield, Ohio		571
WIKC	Bogalusa, La.		457	WIZZ	Streator, Ill.		433
WIKE	Newport, Va.		641	WJAC	Johnstown, Pa.		589
WIKY	Evansville, Ind.		434	WJAG	Norfolk, Neb.		512
WIL	St. Louis, Mo.		506	WJAK	Jackson, Tenn.		609
WILA	Danville, Va.		643	WJAM	Marion, Ala.		355
WILD	Boston, Mass.		470	WJAR	Providence, R. I.		589
WILE	Cambridge, Ohio		563	WJAT	Swainsboro, Ga.		417
WILI	Willimantic, Conn.		392	WJAX	Jacksonville, Fla.		398
WILK	Wilkes-Barre, Pa.		597	WJAY	Mullins, S. C.		604
WILM	Wilmington, Del.		393	WJAZ	Albany, Ga.		408
WILO	Frankfort, Ind.		435	WJBB	Haleyville, Ala.		354
WILS	Lansing, Mich.		484	WJBC	Bloomington, Ill.		424
WILZ	St. Petersburg Beach, Fla.		404	WJBD	Salem, Ill.		432
WIMA	Lima, Ohio		569	WJBK	Detroit, Mich.		479
WIMO	Winder, Ga.		418	WJBL	Holland, Mich.		482
WIMS	Michigan City, Ind.		437	WJBO	Baton Rouge, La.		457
WINA	Charlottesville, Va.		643	WJBS	DeLand, Fla.		396
WINC	Winchester, Va.		650	WJBW	New Orleans, La.		459
WIND	Chicago, Ill.		427	WJCD	Seymour, Ind.		438
WINE	Buffalo, N. Y.		525	WJCM	Sebring, Fla.		405
WINF	Manchester, Conn.		390	WJDA	Quincy, Mass.		474
WING	Dayton, Ohio		568	WJDB	Thomasville, Ala.		358
WINI	Murphysboro, Ill.		431	WJDX	Jackson, Miss.		494
WINK	Fort Myers, Fla.		397	WJDY	Salisbury, Md.		469
WINN	Louisville, Ky.		452	WJEF	Grand Rapids, Mich.		481
WINR	Binghamton, N. Y.		524	WJEH	Gallipolis, Ohio		569
WINS	New York, N. Y.		533	WJEJ	Hagerstown, Md.		468
WINT	Winter Haven, Fla.		408	WJEM	Valdosta, Ga.		418
WINX	Rockville, Md.		468	WJER	Dover, Ohio		568
WINZ	Miami, Fla.		400	WJET	Erie, Pa.		588
WIOD	Sanford, Fla.		405	WJHB	Talladega, Ala.		358
WION	Ionia, Mich.		483	WJHL	Johnson City, Tenn.		610
WIOS	Tawas City, Mich.		486	WJHO	Opelika, Ala.		356
WIOU	Kokomo, Ind.		436	WJIG	Tulahoma, Tenn.		615
WIP	Philadelphia, Pa.		593	WJIM	Lansing, Mich.		484
WIPA	Annapolis, Md.		466	WJIV	Savannah, Ga.		416
WIPC	Lake Wales, Fla.		399	WJJC	Commerce, Ga.		412
WIPS	Ticonderoga, N. Y.		547	WJJD	Chicago, Ill.		427
WIRA	Fort Pierce, Fla.		397	WJJI	Niagara Falls, N. Y.		543
WIRB	Enterprise, Ala.		353	WJJM	Lewisburg, Tenn.		611
WIRC	Hickory, N. C.		554	WJLB	Detroit, Mich.		479
WIRE	Indianapolis, Ind.		436	WJLD	Birmingham, Ala.		352
WIRJ	Humboldt, Tenn.		609	WJLK	Asbury Park, N. J.		517
WIRK	West Palm Beach, Fla.		407	WJLS	Beckley, W. Va.		657
WIRL	Pecora, Ill.		431	WJMA	Orange, Va.		647
WIRO	Ironton, Ohio		569	WJMB	Brookhaven, Miss.		492
WIRY	Plattsburg, N. Y.		544	WJMC	Rice Lake, Wis.		667

Station	City	State	Page	Station	City	State	Page
WJMJ	Philadelphia,	Pa.	593	WKHM	Jackson,	Mich.	484
WJMO	Cleveland,	Ohio	567	WKIC	Hazard,	Ky.	451
WJMR	New Orleans,	La.	460	WKID	Champaign-Urbana,	Ill.	425
WJMS	Ironwood,	Mich.	483	WKIK	Leonardtown,	Md.	468
WJMW	Athens,	Ala.	351	WKIN	Kingsport,	Tenn.	610
WJMX	Florence,	S. C.	602	WKIP	Poughkeepsie,	N. Y.	544
WJNC	Jacksonville,	N. C.	554	WKIS	Orlando,	Fla.	402
WJNO	West Palm Beach,	Fla.	407	WKIT	Garden City,	N. Y.	526
WJOB	Hammond,	Ind.	435	WKIX	Raleigh,	N. C.	557
WJOC	Jamestown,	N. Y.	527	WKJB	Mayaguez,	P. R.	671
WJOE	Ward Ridge,	Fla.	407	WKJG	Ft. Wayne,	Ind.	435
WJOI	Florence,	Ala.	354	WKKO	Cocoa,	Fla.	395
WJOL	Joliet,	Ill.	429	WKKS	Vanceburg,	Ky.	455
WJON	St. Cloud,	Minn.	490	WKLA	Ludington,	Mich.	484
WJOT	Lake City,	S. C.	603	WKLC	St. Albans,	W. Va.	661
WJOY	Burlington,	Vt.	641	WKLE	Washington,	Ga.	418
WJPA	Washington,	Pa.	597	WKLF	Clanton,	Ala.	352
WJPD	Ishpeming,	Mich.	483	WKLK	Cloquet,	Minn.	487
WJPF	Herrin,	Ill.	429	WKLM	Wilmington,	N. C.	560
WJPG	Green Bay,	Wis.	663	WKLO	Louisville,	Ky.	452
WJPR	Greenville,	Miss.	493	WKLX	Blackstone,	Va.	643
WJPS	Evansville,	Ind.	434	WKLY	Paris,	Ky.	454
WJQS	Jackson,	Miss.	494	WKLY	Hartwell,	Ga.	414
WJRI	Detroit,	Mich.	480	WKLZ	Kalamazoo,	Mich.	484
WJRD	Tuscaloosa,	Ala.	358	WKMC	Roaring Spring,	Pa.	595
WJRI	Lenoir,	N. C.	555	WKMF	Flint,	Mich.	480
WJSB	Crestview,	Fla.	396	WKMH	Detroit-Dearborn,	Mich.	479
WJTN	Jamestown,	N. Y.	528	WKMI	Kalamazoo,	Mich.	484
WJUN	Mexico,	Pa.	591	WKMT	Kings Mountain,	N. C.	555
WJVA	South Bend,	Ind.	438	WKNB	New Britain,	Conn.	391
WJW	Cleveland,	Ohio	567	WKNE	Keene,	N. H.	516
WJWL	Georgetown,	Del.	393	WKNX	Saginaw,	Mich.	486
WJWS	South Hill,	Va.	649	WKNY	Kingston,	N. Y.	528
WJXN	Jackson,	Miss.	495	WKOA	Hopkinsville,	Ky.	451
WJZM	Clarksville,	Tenn.	608	WKOK	Sunbury,	Pa.	596
WKAB	Mobile,	Ala.	355	WKOP	Binghamton,	N. Y.	525
WKAI	Macomb,	Ill.	430	WKOV	Wellston,	Ohio	571
WKAL	Rome,	N. Y.	545	WKOW	Madison,	Wis.	664
WKAM	Goshen,	Ind.	435	WKOX	Framingham,	Mass.	472
WKAN	Kankakee,	Ill.	429	WKOY	Bluefield,	W. Va.	658
WKAP	Allentown,	Pa.	584	WKOZ	Kosciusko,	Miss.	495
WKAQ	Santurce,	P. R.	673	WKPA	New Kensington,	Pa.	591
WKAT	Miami Beach,	Fla.	401	WKPT	Kingsport,	Tenn.	610
WKAY	Glasgow,	Ky.	450	WKRC	Cincinnati,	Ohio	565
WKAZ	Charleston,	W. Va.	658	WKRG	Mobile,	Ala.	355
WKBC	North Wilkesboro,	N. C.	557	WKRK	Murphy,	N. C.	556
WKBH	La Crosse,	Wis.	663	WKRM	Columbia,	Tenn.	608
WKBI	St. Marys,	Pa.	595	WKRO	Cairo,	Ill.	424
WKBJ	Milan,	Tenn.	613	WKRS	Waukegan,	Ill.	433
WKBL	Covington,	Tenn.	608	WKRT	Cortland,	N. Y.	526
WKBN	Youngstown,	Ohio	572	WKRZ	Oil City,	Pa.	591
WKBO	Harrisburg,	Pa.	589	WKSB	Milford,	Del.	393
WKBR	Manchester,	N. H.	517	WKSR	Pulaski,	Tenn.	614
WKBV	Richmond,	Ind.	438	WKST	New Castle,	Pa.	591
WKBW	Buffalo,	N. Y.	525	WKTC	Charlotte,	N. C.	551
WKBZ	Muskegon,	Mich.	485	WKTF	Warrenton,	Va.	650
WKCB	Berlin,	N. H.	516	WKTG	Thomasville,	Ga.	417
WKCT	Bowling Green,	Ky.	449	WKTL	Sheboygan,	Wis.	667
WKDA	Nashville,	Tenn.	613	WKTQ	South Paris,	Me.	466
WKDK	Newberry,	S. C.	604	WKTZ	Atlantic Beach,	Fla.	395
WKDL	Clarksdale,	Miss.	492	WKTY	La Crosse,	Wis.	663
WKDN	Camden,	N. J.	518	WKUL	Cullman,	Ala.	353
WKDX	Hamlet,	N. C.	554	WKVA	Lewistown,	Pa.	590
WKEI	Kewanee,	Ill.	429	WKVM	San Juan,	P. R.	673
WKEN	Dover,	Del.	393	WKWF	Key West,	Fla.	399
WKEU	Griffin,	Ga.	414	WKWK	Wheeling,	W. Va.	661
WKEY	Covington,	Va.	643	WKXL	Concord,	N. H.	516
WKGN	Knoxville,	Tenn.	610	WKXV	Knoxville,	Tenn.	610

Station	City	State	Page
WKXY	Sarasota, Fla.		405
WKY	Oklahoma City, Okla.		575
WKYB	Paducah, Ky.		454
WKYR	Keyser, W. Va.		659
WKYW	Louisville, Ky.		452
WKZO	Kalamazoo, Mich.		484
WLAB	Gainesville, Ga.		414
WLAC	Nashville, Tenn.		613
WLAD	Danbury, Conn.		390
WLAF	Lafollette, Tenn.		611
WLAG	La Grange, Ga.		414
WLAK	Lakeland, Fla.		399
WLAM	Lewiston, Me.		465
WLAN	Lancaster, Pa.		590
WLAP	Lexington, Ky.		451
WLAQ	Rome, Ga.		416
WLAR	Athens, Tenn.		607
WLAS	Jacksonville, N. C.		554
WLAT	Conway, S. C.		601
WLAU	Laurel, Miss.		495
WLAV	Grand Rapids, Mich.		482
WLAY	Muscle Shoals, Ala.		356
WLBB	Carrollton, Ga.		411
WLBC	Muncie, Ind.		437
WLBE	Leesburg, Fla.		400
WLBG	Laurens, S. C.		603
WLBH	Mattoon, Ill.		430
WLBJ	Bowling Green, Ky.		449
WLBK	De Kalb, Ill.		428
WLBN	Lebanon, Ky.		451
WLBR	Lebanon, Pa.		590
WLBS	Birmingham, Ala.		352
WLBY	Bangor, Me.		463
WLCK	Scottsville, Ky.		455
WLCM	Lancaster, S. C.		603
WLCO	Eustis, Fla.		397
WLCS	Baton Rouge, La.		457
WLCS	La Cross, Wis.		663
WLDB	Atlantic City, N. J.		518
WLDS	Jacksonville, Ill.		429
WLDY	Ladysmith, Wis.		663
WLEA	Hornell, N. Y.		527
WLEC	Sandusky, Ohio		571
WLEE	Richmond, Va.		648
WLEM	Emporium, Pa.		587
WLEO	Ponce, P. R.		672
WLET	Toccoa, Ga.		417
WLEU	Erie, Pa.		588
WLEW	Bad Axe, Mich.		477
WLFA	Lafayette, Ga.		414
WLFH	Little Falls, N. Y.		528
WLIB	New York, N. Y.		535
WLIK	Newport, Tenn.		614
WLIL	Lenoir City, Tenn.		611
WLIP	Kenosha, Wis.		663
WLIS	Old Saybrook, Conn.		391
WLIV	Livingston, Tenn.		611
WLLH	Lowell-Lawrence, Mass.		473
WLLY	Richmond, Va.		647
WLMJ	Jackson, Ohio		569
WLNA	Peekskill, N. Y.		544
WLNH	Laconia, N. H.		517
WLOA	Braddock, Pa.		585
WLOB	Portland, Me.		465
WLOC	Munfordville, Ky.		453
WLOE	Leaksville, N. C.		555
WLOF	Orlando, Fla.		403
WLOG	Logan, W. Va.		659
WLOH	Princeton, W. Va.		660

Station	City	State	Page
WLOI	La Porte, Ind.		436
WLOK	Memphis, Tenn.		612
WLOL	Minneapolis, Minn.		489
WLON	Lincolnton, N. C.		555
WLOS	Asheville, N. C.		549
WLOU	Louisville, Ky.		452
WLOW	Norfolk, Va.		646
WLOX	Biloxi-Gulfport, Miss.		492
WLPM	Suffolk, Va.		649
WLPO	La Salle, Ill.		429
WLRP	New Albany, Ind.		437
WLS	Chicago, Ill.		427
WLSC	Leesville, S. C.		603
WLSD	Big Stone Gap, Va.		642
WLSE	Wallace, N. C.		559
WLSH	Lansford, Pa.		590
WLSI	Pikeville, Ky.		454
WLSM	Louisville, Miss.		496
WLSV	Wellsville, N. Y.		549
WLTC	Gastonia, N. C.		552
WLVA	Lynchburg, Va.		645
WLW	Cincinnati, Ohio		565
WLYC	Williamsport, Pa.		597
WLYN	Lynn, Mass.		473
WMAB	Munising, Mich.		485
WMAF	Madison, Fla.		400
WMAG	Forrest, Miss.		493
WMAJ	State College, Pa.		596
WMAK	Nashville, Tenn.		613
WMAL	Washington, D. C.		394
WMAM	Marinette, Wis.		664
WMAN	Mansfield, Ohio		570
WMAP	Monroe, N. C.		556
WMAQ	Chicago, Ill.		427
WMAS	Springfield, Mass.		474
WMAX	Grand Rapids, Mich.		482
WMAY	Springfield, Ill.		433
WMAZ	Macon, Ga.		415
WMBA	Ambridge, Pa.		585
WMBC	Macon, Miss.		496
WMBD	Peoria, Ill.		431
WMBG	Richmond, Va.		647
WMBH	Joplin, Mo.		503
WMBL	Morehead City, N. C.		556
WMBM	Miami Beach, Fla.		401
WMBN	Petoskey, Mich.		485
WMBO	Auburn, N. Y.		524
WMBR	Jacksonville, Fla.		398
WMBS	Uniontown, Pa.		596
WMC	Memphis, Tenn.		612
WMCA	New York, N. Y.		537
WMCD	Welch, W. Va.		661
WMCH	Church Hill, Tenn.		608
WMCK	McKeesport, Pa.		590
WMCP	Columbia, Tenn.		608
WMCW	Harvard, Ill.		429
WMDC	Hazlehurst, Miss.		494
WMDD	Fajardo, P. R.		671
WMDF	Mount Dora, Fla.		402
WMDN	Midland, Mich.		484
WMEG	Eau Gallie, Fla.		397
WMEN	Tallahassee, Fla.		405
WMET	Miami Beach, Fla.		401
WMEV	Marion, Va.		645
WMEX	Boston, Mass.		470
WMFC	Monroeville, Ala.		356
WMFD	Wilmington, N. C.		560
WMFG	Hibbing, Minn.		488

# **Ap** News Is Preferred...

...by **Stations** . . . *because it adds both profits and prestige.*

...by **Sponsors** . . . *because it insures a day-to-day association with quality.*

...by **Listeners** . . . *because it is dependable as well as interesting.*

**Ap**  
**Preferred**

50 Rockefeller Plaza

•

New York 20, N. Y.

Station	City	State	Page	Station	City	State	Page
WMFJ	Daytona Beach	Fla.	396	WMST	Mt. Sterling	Ky.	453
WMFR	High Point	N. C.	554	WMT	Cedar Rapids	Iowa	440
WMFS	Chattanooga	Tenn.	608	WMTA	Central City	Ky.	449
WMFT	Terre Haute	Ind.	439	WMTC	Vancleve	Ky.	455
WMGA	Moultrie	Ga.	415	WMTE	Manistee	Mich.	484
WMGM	New York	N. Y.	539	WMTL	Leitchfield	Ky.	451
WMCR	Bainbridge	Ga.	410	WMTM	Moultrie	Ga.	415
WMGW	Meadville	Pa.	591	WMTN	Morristown	Tenn.	613
WMGY	Montgomery	Ala.	356	WMTR	Morristown	N. J.	518
WMIA	Arecibo	P. R.	671	WMTS	Murfreesboro	Tenn.	613
WMIC	Monroe	Mich.	485	WMUS	Muskegon	Mich.	485
WMID	Atlantic City	N. J.	518	WMUU	Greenville	S. C.	602
WMIE	Miami	Fla.	400	WMVA	Martinsville	Va.	645
WMIK	Middlesboro	Ky.	453	WMVB	Millville	N. J.	518
WMIL	Milwaukee	Wis.	665	WMVG	Milledgeville	Ga.	415
WMIN	St. Paul	Minn.	491	WMVO	Mt. Vernon	Ohio	570
WMIQ	Iron Mountain	Mich.	483	WMYB	Myrtle Beach	S. C.	604
WMIS	Natchez	Miss.	496	WMYN	Madison	N. C.	556
WMIX	Mt. Vernon	Ill.	431	WMYR	Fl. Myers	Fla.	397
WMJM	Cordele	Ga.	412	WNAB	Bridgeport	Conn.	389
WMLF	Pineville	Ky.	454	WNAC	Boston	Mass.	471
WMLS	Sylacauga	Ala.	357	WNAE	Warren	Pa.	597
WMLT	Dublin	Ga.	413	WNAG	Grenada	Miss.	494
WMMA	Miami	Fla.	401	WNAH	Nashville	Tenn.	613
WMMB	Melbourne	Fla.	400	WNAK	Wilkes-Barre	Pa.	597
WMMH	Marshall	N. C.	556	WNAM	Neenah	Wis.	666
WMMM	Westport	Conn.	392	WNAR	Norristown	Pa.	591
WMMN	Fairmont	W. Va.	659	WNAT	Natchez	Miss.	496
WMSM	Bath	Me.	464	WNAU	New Albany	Miss.	496
WMMT	McMinnville	Tenn.	612	WNAV	Annapolis	Md.	466
WMMW	Meriden	Conn.	390	WNAX	Yanckton	S. D.	607
WMNA	Gretna	Va.	644	WNBK	Binghamton	N. Y.	525
WMNB	North Adams	Mass.	473	WNBH	New Bedford	Mass.	473
WMNC	Morgantown	N. C.	556	WNBK	Newburyport	Mass.	473
WMNE	Menomonee	Wis.	664	WNBS	Murray	Ky.	453
WMNF	Richwood	W. Va.	660	WNBT	Wellsboro	Pa.	597
WMNI	Columbus	Ohio	568	WNBZ	Saranac Lake	N. Y.	545
WMNS	Clean	N. Y.	543	WNCA	Silver City	N. C.	558
WMOA	Marietta	Ohio	570	WNCC	Barnsboro	Pa.	585
WMOB	Moundsville	W. Va.	660	WNCO	Ashland	Ohio	563
WMOG	Brunswick	Ga.	411	WNDB	Daytona Beach	Fla.	396
WMOH	Hamilton	Ohio	569	WNDR	Syracuse	N. Y.	546
WMOK	Metropolis	Ill.	430	WNDU	South Bend	Ind.	438
WMON	Montgomery	W. Va.	659	WNEB	Worcester	Mass.	475
WMOP	Ocala	Fla.	402	WNEG	Toccoa	Ga.	417
WMOR	Morehead	Ky.	453	WNEL	Caguas	P. R.	671
WMOV	Ravenswood	W. Va.	660	WNER	Live Oak	Fla.	400
WMOX	Meridian	Miss.	496	WNES	Central City	Ky.	449
WMOZ	Mobile	Ala.	356	WNEW	New York	N. Y.	541
WMPA	Aberdeen	Miss.	492	WNEX	Macon	Ga.	415
WMPL	Hancock	Mich.	482	WNGO	Mayfield	Ky.	453
WMPM	Smithfield	N. C.	558	WNHC	New Haven	Conn.	391
WMPS	Memphis	Tenn.	612	WNIA	Buffalo	N. Y.	525
WMPT	South Williamsport	Pa.	596	WNIL	Niles	Mich.	485
WMRB	Greenville	S. C.	602	WNJR	Newark	N. J.	518
WMRC	Milford	Mass.	473	WNKY	Neon	Ky.	453
WMRE	Mcroe	Ga.	415	WNLA	Indianola	Miss.	494
WMRF	Lewistown	Pa.	590	WNLC	New London	Conn.	391
WMRI	Maion	Ind.	437	WNLK	Norwalk	Conn.	391
WMRN	Marion	Ohio	570	WNMP	Evanston	Ill.	428
WMRO	Aurora	Ill.	424	WNNC	Newton	N. C.	557
WMRP	Flint	Mich.	480	WNNJ	Newton	N. J.	519
WMSA	Massena	N. Y.	528	WNNT	Warsaw	Va.	650
WMSC	Columbia	S. C.	601	WNOC	New Orleans	La.	460
WMSJ	Sylva	N. C.	559	WNOG	Naples	Fla.	402
WMSL	Decatur	Ala.	353	WNOK	Columbia	S. C.	601
WMSN	Raleigh	N. C.	557	WNOP	Newport	Ky.	453
WMSR	Manchester	Tenn.	611	WNOR	Norfolk	Va.	646

Station	City	State	Page	Station	City	State	Page
WNOS	High Point	N. C.	554	WPAC	Patchogue	N. Y.	544
WNOW	York	Pa.	598	WPAD	Paducah	Ky.	454
WNOX	Knoxville	Tenn.	610	WPAG	Ann Arbor	Mich.	477
WNPT	Tuscaloosa	Ala.	358	WPAL	Charleston	S. C.	800
WNRG	Grundy	Va.	644	WPAM	Pottsville	Pa.	594
WNRI	Woonsocket	R. I.	599	WPAQ	Mt. Airy	N. C.	556
WNRV	Narrows	Va.	646	WPAR	Parkersburg	W. Va.	660
WNSL	Laurel	Miss.	495	WPAT	Paterson	N. J.	519
WNSM	Valparaiso	Fla.	407	WPAW	Pawtucket	R. I.	598
WNTA	Newark	N. J.	518	WPAX	Thomasville	Ga.	417
WNVA	Norton	Va.	646	WPAY	Portsmouth	Ohio	570
WNXT	Portsmouth	Ohio	570	WPAZ	Pottstown	Pa.	594
WOAI	San Antonio	Tex.	635	WPBB	Jackson	Ala.	355
WOAP	Owosso	Mich.	485	WPBC	Minneapolis	Minn.	489
WOAY	Oak Hill	W. Va.	660	WPCC	Clinton	S. C.	601
WOBS	Jacksonville	Fla.	398	WPCF	Panama City	Fla.	403
WOBT	Rhineland	Wis.	667	WPCO	Mount Vernon	Ind.	437
WOC	Davenport	Iowa	441	WPCT	Putnam	Conn.	392
WOCB	West Yarmouth	Mass.	475	WPDM	Potsdam	N. Y.	544
WOCH	North Vernon	Ind.	438	WPDQ	Jacksonville	Fla.	398
WOHI	East Liverpool	Ohio	569	WPDR	Portage	Wis.	666
WOHO	Toledo	Ohio	571	WPDX	Clarksburg	W. Va.	658
WOHP	Bellefontaine	Ohio	563	WPEG	Jacksonville	Fla.	398
WOHS	Shelby	N. C.	558	WPEL	Montrose	Pa.	591
WOIA	Saline	Mich.	486	WPEN	Philadelphia	Pa.	593
WOIC	Columbia	S. C.	601	WPEO	Peoria	Ill.	432
WOKE	Oak Ridge	Tenn.	614	WPEP	Taunton	Mass.	475
WOKJ	Jackson	Miss.	495	WPET	Greensboro	N. C.	554
WOKK	Meridian	Miss.	496	WPFA	Pensacola	Fla.	404
WOKO	Albany	N. Y.	524	WPFB	Middletown	Ohio	570
WOKY	Milwaukee	Wis.	665	WPFJ	Darlington	S. C.	601
WOKZ	Alton	Ill.	424	WPFK	Park Falls	Wis.	666
WOL	Washington	D. C.	394	WPGC	Washington	D. C.	394
WOLF	Syracuse	N. Y.	547	WPGW	Portland	Ind.	438
WOLS	Florence	S. C.	602	WPHB	Phillipsburg	Pa.	593
WOMI	Owensboro	Ky.	453	WPIC	Sharon	Pa.	596
WOMT	Manitowoc	Wis.	664	WPID	Piedmont	Ala.	357
WOND	Pleasantville	N. J.	519	WPIK	Alexandria	Va.	642
WONE	Dayton	Ohio	568	WPIN	St. Petersburg	Fla.	404
WONG	Onesida	N. Y.	543	WPIT	Pittsburgh	Pa.	594
WONN	Lakeland	Fla.	399	WPKE	Pikeville	Ky.	454
WONW	Defiance	Ohio	568	WPKO	Waverly	Ohio	571
WOOD	Grand Rapids	Mich.	482	WPKY	Princeton	Ky.	454
WOOF	Dothan	Ala.	353	WPLA	Plant City	Fla.	404
WOOK	Washington	D. C.	394	WPLH	Huntington	W. Va.	659
WOOO	DeLand	Fla.	396	WPLM	Plymouth	Mass.	474
WOPA	Oak Park	Ill.	431	WPLY	Plymouth	Wis.	666
WOPI	Bristol	Tenn.	607	WPME	Punxsutawney	Pa.	594
WOR	New York	N. Y.	539	WPMP	Pascagoula	Miss.	497
WORA	Mayaguez	P. R.	671	WPNC	Plymouth	N. C.	557
WORC	Worcester	Mass.	475	WPNF	Brevard	N. C.	550
WORD	Spartanburg	S. C.	604	WPNX	Phenix City	Ala.	357
WORK	York	Pa.	598	WPOM	Pompano Beach	Fla.	404
WORL	Boston	Mass.	471	WPON	Pontiac	Mich.	485
WORM	Savannah	Tenn.	614	WPOP	Hartford	Conn.	390
WORX	Madison	Ind.	437	WPOR	Portland	Me.	465
WOSA	Wausau	Wis.	668	WPOW	New York	N. Y.	541
WOSC	Fulton	N. Y.	526	WPPA	Pottsville	Pa.	594
WOSH	Oshkosh	Wis.	666	WPRA	Mayaguez	P. R.	671
WOTR	Corry	Pa.	587	WPRC	Lincoln	Ill.	429
WOTW	Nashua	N. H.	517	WPRE	Prarie Du Chien	Wis.	666
WOV	New York	N. Y.	541	WPRO	Providence	R. I.	598
WOW	Omaha	Neb.	513	WPRP	Ponce	P. R.	672
WOWL	Florence	Ala.	354	WPRS	Paris	Ill.	431
WOWO	Ft. Wayne	Ind.	435	WPRT	Prestonsburg	Ky.	454
WOXF	Oxford	N. C.	557	WPRW	Manassas	Va.	645
WOZK	Ozark	Ala.	356	WPRY	Perry	Fla.	404
WPAB	Ponce	P. R.	672	WPTF	Raleigh	N. C.	557

Station	City	State	Page	Station	City	State	Page
WPTR	Albany, N. Y.		523	WRKH	Rockwood, Tenn.		614
WPTS	Pittston, Pa.		594	WRLD	West Point, Ga.		418
WPTW	Piqua, Ohio		570	WRMA	Montgomery, Ala.		356
WPTX	Lexington Park, Md.		468	WRMF	Titusville, Fla.		407
WPUV	Pulaski, Va.		647	WRMN	Elgin, Ill.		428
WPVA	Petersburg, Va.		647	WRNB	New Bern, N. C.		556
WPVL	Painesville, Ohio		570	WRNL	Richmond, Va.		647
WQAM	Miami, Fla.		401	WROA	Gulfport, Miss.		494
WQBC	Vicksburg, Miss.		497	WROB	West Point, Miss.		497
WQIC	Meridian, Miss.		496	WROD	Daytona Beach, Fla.		396
WQIK	Jacksonville, Fla.		398	WROK	Rockford, Ill.		432
WQOK	Greenville, S. C.		602	WROM	Rome, Ga.		416
WQSN	Charleston, S. C.		601	WRON	Ronceverte, W. Va.		661
WQUA	Moline, Ill.		430	WROS	Scottsboro, Ala.		357
WQUB	Galesburg, Ill.		429	WROV	Roanoke, Va.		649
WQXI	Atlanta, Ga.		409	WROW	Albany, N. Y.		523
WQXQ	Ormond Beach, Fla.		403	WROX	Clarksdale, Miss.		492
WQXR	New York, N. Y.		543	WROY	Carmi, Ill.		424
WQXT	Palm Beach, Fla.		403	WRPB	Warner Robbins, Ga.		418
WRAC	Racine, Wis.		666	WRR	Dallas, Tex.		622
WRAD	Radford, Va.		647	WRRF	Washington, N. C.		559
WRAG	Carrollton, Ala.		352	WRRR	Rockford, Ill.		432
WRAJ	Anna, Ill.		424	WRRZ	Clinton, N. C.		551
WRAK	Williamsport, Pa.		597	WRSA	Saratoga Springs, N. Y.		545
WRAL	Raleigh, N. C.		557	WRSW	Warsaw, Ind.		439
WRAM	Monmouth, Ill.		431	WRTA	Altoona, Pa.		584
WRAP	Norfolk, Va.		646	WRUF	Gainesville, Fla.		398
WRAW	Reading, Pa.		595	WRUM	Rumford, Me.		465
WRAY	Princeton, Ind.		438	WRUN	Utica, N. Y.		547
WRBC	Jackson, Miss.		495	WRUS	Russellville, Ky.		455
WRBL	Columbus, Ga.		412	WRVA	Richmond, Va.		648
WRBS	Tuscaloosa, Ala.		358	WRVK	Renfro Valley, Ky.		454
WRC	Washington, D. C.		394	WRVM	Rochester, N. Y.		545
WRCA	New York, N. Y.		541	WRWB	Kissimmee, Fla.		399
WRCD	Dalton, Ga.		412	WRWJ	Selma, Ala.		357
WRCO	Richland Center, Wis.		667	WRXO	Roxboro, N. C.		558
WRCS	Ahoskie, N. C.		549	WSAC	Ft. Knox, Ky.		450
WRCV	Philadelphia, Pa.		593	WSAI	Cincinnati, Ohio		565
WRDB	Reedsburg, Wis.		666	WSAL	Logansport, Ind.		437
WRDO	Augusta, Me.		463	WSAM	Saginaw, Mich.		486
WRDW	Augusta, Ga.		410	WSAN	Allentown, Pa.		584
WREB	Holyoke, Mass.		472	WSAR	Fall River, Mass.		472
WREC	Memphis, Tenn.		612	WSAT	Salisbury, N. C.		558
WREL	Lexington, Va.		645	WSAU	Wausau, Wis.		668
WREM	Remsen, N. Y.		544	WSAV	Savannah, Ga.		416
WREN	Topeka, Kan.		448	WSAY	Rochester, N. Y.		545
WREV	Reidsville, N. C.		557	WSAZ	Huntington, W. Va.		659
WRFB	Tallahassee, Fla.		405	WSB	Atlanta, Ga.		409
WRFC	Athens, Ga.		409	WSBA	York, Pa.		598
WRFD	Worthington, Ohio		572	WSBB	New Smyrna Beach, Fla.		402
WRFS	Alexander City, Ala.		351	WSBC	Chicago, Ill.		427
WRGA	Rome, Ga.		416	WSBS	Great Barrington, Mass.		472
WRGR	Starke, Fla.		405	WSBT	South Bend, Ind.		438
WRGS	Rogersville, Tenn.		614	WSCR	Scranton, Pa.		596
WRHC	Jacksonville, Fla.		399	WSDB	Homestead, Fla.		398
WRHI	Rock Hill, S. C.		604	WSDR	Sterling, Ill.		433
WRIB	Providence, R. I.		598	WSEN	Baldwinsville, N. Y.		524
WRIC	Richlands, Va.		647	WSEV	Sievierville, Tenn.		615
WRIG	Wausau, Wis.		668	WSFB	Quitman, Ga.		416
WRIM	Pahokee, Fla.		403	WSFC	Somerset, Ky.		455
WRIO	Rio Piedras, P. R.		672	WSFT	Thomaston, Ga.		417
WRIP	Rossville, Ga.		416	WSGA	Savannah, Ga.		416
WRIS	Roanoke, Va.		649	WSGC	Elberton, Ga.		413
WRIT	Milwaukee, Wis.		665	WSGN	Birmingham, Ala.		352
WRIV	Riverhead, N. Y.		544	WSGW	Saginaw, Mich.		486
WRJN	Racine, Wis.		666	WSIC	Statesville, N. C.		559
WRJW	Picayune, Miss.		497	WSID	Baltimore, Md.		467
WRKD	Rockland, Me.		465	WSIG	Mount Jackson, Va.		646

Station	City	State	Page	Station	City	State	Page
WSIP	Paintsville, Ky.		454	WTAD	Quincy, Ill.		432
WSIR	Winter Haven, Fla.		408	WTAG	Worcester, Mass.		475
WSIV	Pekin, Ill.		431	WTAL	Tallahassee, Fla.		406
WSIX	Nashville, Tenn.		613	WTAN	Clearwater, Fla.		395
WSIZ	Douglas, Ga.		413	WTAO	Boston, Mass.		471
WSJC	Maqee, Miss.		498	WTAQ	La Grange, Ill.		429
WSJM	Saint Joseph, Mich.		486	WTAR	Norfolk, Va.		646
WSJS	Winston-Salem, N. C.		580	WTAW	Bryan, Tex.		619
WSKI	Montpelier, Vt.		641	WTAX	Springfield, Ill.		433
WSKN	Saugerties, N. Y.		545	WTAY	Robinson, Ill.		432
WSKP	Miami, Fla.		401	WTBC	Tuscaloosa, Ala.		358
WSKY	Asheville, N. C.		549	WTBF	Troy, Ala.		358
WSLB	Ogdensburg, N. Y.		543	WTBO	Cumberland, Md.		467
WSLI	Jackson, Miss.		495	WTCH	Flomaton, Ala.		353
WSLM	Salem, Ind.		438	WTCH	Shawano, Wis.		667
WSLS	Roanoke, Va.		649	WTCJ	Tell City, Ind.		438
WSM	Nashville, Tenn.		614	WTCM	Traverse City, Mich.		486
WSMB	New Orleans, La.		460	WTCN	Minneapolis, Minn.		489
WSME	Sanford, Ms.		466	WTCO	Campbellsville, Ky.		449
WSMI	Litchfield, Ill.		430	WTCR	Ashland, Ky.		449
WSMN	Nashua, N. H.		517	WTCS	Fairmont, W. Va.		659
WSMT	Sparta, Tenn.		615	WTCW	Whitesburg, Ky.		455
WSNJ	Bridgeton, N. J.		518	WTEL	Philadelphia, Pa.		593
WSNT	Sandersville, Ga.		416	WTHE	Spartanburg, S. C.		604
WSNW	Seneca, S. C.		604	WTHI	Terre Haute, Ind.		439
WSNY	Schenectady, N. Y.		546	WTHR	Panama City, Fla.		403
WSOC	Charlotte, N. C.		551	WTIC	Hartford, Conn.		390
WSON	Henderson, Ky.		451	WTIF	Tifton, Ga.		417
WSOO	Sault Ste. Marie, Mich.		486	WTIG	Massillon, Ohio		570
WSOY	Decatur, Ill.		428	WTIK	Durham, N. C.		551
WSPA	Spartanburg, S. C.		605	WIL	Mayaguez, P. R.		671
WSPB	Sarasota, Fla.		405	WTIM	Taylorville, Ill.		433
WSPD	Toledo, Ohio		571	WTIP	Charleston, W. Va.		658
WSPN	Saratoga Springs, N. Y.		545	WTIV	Titusville, Pa.		596
WSPR	Springfield, Mass.		474	WTIX	New Orleans, La.		460
WSPT	Stevens Point, Wis.		667	WTJH	East Point, Ga.		413
WSRA	Milton, Fla.		402	WTJS	Jackson, Tenn.		610
WSRC	Durham, N. C.		551	WTKM	Hartford, Wis.		683
WSRO	Marlborough, Mass.		473	WTKO	Ithaca, N. Y.		527
WSRS	Cleveland Heights, Ohio		567	WTLB	Utica, N. Y.		547
WSRW	Hillsboro, Ohio		569	WTLG	Bowling Green, Ohio		563
WSSB	Durham, N. C.		551	WTLS	Tallassee, Ala.		358
WSSC	Sumter, S. C.		605	WTMA	Charleston, S. C.		600
WSSO	Starkville, Miss.		497	WTMC	Ocala, Fla.		402
WSSV	Petersburg, Va.		647	WTMJ	Milwaukee, Wis.		665
WSTA	St. Thomas, V. I.		673	WTMP	Tampa, Fla.		407
WSTC	Stamford, Conn.		392	WTMT	Louisville, Ky.		452
WSTL	Eminence, Ky.		450	WTNC	Thomasville, N. C.		559
WSTN	St. Augustine, Fla.		404	WTND	Orangeburg, S. C.		604
WSTP	Salisbury, N. C.		558	WTNJ	Trenton, N. J.		519
WSTR	Sturgis, Mich.		486	WTNS	Coshocton, Ohio		568
WSTU	Stuart, Fla.		405	WTNT	Tallahassee, Fla.		406
WSTV	Steubenville, Ohio		571	WTOB	Winston-Salem, N. C.		560
WSUB	Groton, Conn.		390	WTOC	Savannah, Ga.		417
WSUH	Oxford, Miss.		497	WTOD	Toledo, Ohio		571
WSUN	St. Petersburg, Fla.		404	WTOE	Spruce Pine, N. C.		559
WSUX	Seaford, Del.		393	WTOL	Toledo, Ohio		571
WSUZ	Palatka, Fla.		403	WTON	Staunton, Va.		649
WSVA	Harrisonburg, Va.		645	WTOP	Washington, D. C.		394
WSVS	Crewes, Va.		643	WTOR	Torrington, Conn.		392
WSWN	Belle Glade, Fla.		395	WTOT	Marianna, Fla.		400
WSWW	Platteville, Wis.		666	WTPR	Paris, Tenn.		614
WSYB	Rutland, Vt.		642	WTPS	New Orleans, La.		480
WSYD	Mount Airy, N. C.		556	WTRA	Latrobe, Pa.		590
WSYL	Sylvania, Ga.		417	WTRB	Ripley, Tenn.		614
WSYR	Syracuse, N. Y.		547	WTRC	Elkhart, Ind.		434
WTAB	Tabor City, N. C.		559	WTRL	Bradenton, Fla.		395
WTAC	Flint, Mich.		480	WTRN	Tyrone, Pa.		596



Station	City	State	Page	Station	City	State	Page
WTRO	— Dyersburg,	Tenn.	609	WWCO	— Waterbury,	Conn.	392
WTRP	— La Grange,	Ga.	414	WWDC	— Washington,	D. C.	394
WTRR	— Sanford,	Fla.	495	WWES	— New Rochelle,	N. Y.	528
WTRU	— Muskegon,	Mich.	485	WWEZ	— New Orleans,	La.	460
WTRW	— Two Rivers,	Wis.	857	WWGP	— Sanford,	N. C.	558
WTRX	— Bellaire-Wheeling,	Ohio	563	WWGS	— Tifton,	Ga.	417
WTRY	— Troy,	N. Y.	547	WWHG	— Hornell,	N. Y.	527
WTSa	— Brattleboro,	Vt.	641	WWIL	— Fort Lauderdale,	Fla.	397
WTSB	— Lumberton,	N. C.	555	WWIN	— Baltimore,	Md.	467
WTSL	— Hanover,	N. H.	516	WWIS	— Black River Falls,	Wis.	662
WTSN	— Dover,	N. H.	516	WWIT	— Canton,	N. C.	550
WTSP	— St. Petersburg,	Fla.	404	WWJ	— Detroit,	Mich.	480
WISV	— Claremont,	N. H.	516	WWJB	— Brookville,	Fla.	395
WITB	— Vero Beach,	Fla.	407	WWKY	— Winchester,	Ky.	455
WITR	— Port Huron,	Mich.	485	WWL	— New Orleans,	La.	460
WITL	— Madisonville,	Ky.	452	WWNC	— Asheville,	N. C.	549
WITM	— Trenton,	N. J.	519	WWNH	— Rochester,	N. H.	517
WITN	— Watertown,	Wis.	668	WWNS	— Statesboro,	Ga.	417
WITR	— Westminster,	Md.	469	WWNY	— Watertown,	N. Y.	549
WITS	— Bloomington,	Ind.	434	WWOD	— Lynchburg,	Va.	645
WIUC	— Union City,	Tenn.	615	WWOK	— Charlotte,	N. C.	551
WIUP	— Tupelo,	Miss.	497	WWOL	— Buffalo,	N. Y.	525
WTUS	— Tuskegee,	Ala.	358	WWON	— Woonsocket,	R. I.	599
WTUX	— Wilmington,	Del.	393	WWNR	— Beckley,	W. Va.	657
WTVB	— Coldwater,	Mich.	479	WWPA	— Williamsport,	Pa.	597
WTVL	— Waterville,	Me.	466	WWPF	— Palatka,	Fla.	403
WTVN	— Columbus,	Ohio	568	WWRI	— West Warwick,	R. I.	599
WTWA	— Thomson,	Ga.	417	WWRL	— New York,	N. Y.	543
WTWB	— Auburndale,	Fla.	395	WWSC	— Glens Falls,	N. Y.	527
WTWN	— St. Johnsbury,	Vt.	642	WWSR	— St. Albans,	Vt.	642
WTXL	— West Springfield,	Mass.	474	WWST	— Wooster,	Ohio	572
WTYC	— Rock Hill,	S. C.	604	WWSW	— Pittsburgh,	Pa.	594
WTYM	— Springfield,	Mass.	474	WWTB	— Tampa,	Fla.	407
WYIN	— Tryon,	N. C.	559	WWVA	— Wheeling,	W. Va.	661
WTYS	— Marianna,	Fla.	400	WWWB	— Jasper,	Ala.	355
WULA	— Eufaula,	Ala.	353	WWWF	— Fayette,	Ala.	353
WUSJ	— Lockport,	N. Y.	528	WWWR	— Russellville,	Ala.	357
WUST	— Washington,	D. C.	394	WWWV	— Rio Piedras,	P. R.	672
WVAM	— Altoona,	Pa.	584	WWXL	— Manchester,	Ky.	453
WVCG	— Coral Gables,	Fla.	395	WVYO	— Pineville,	W. Va.	660
WVCH	— Chester,	Pa.	586	WXAL	— Demopolis,	Ala.	353
WVEC	— Hampton,	Va.	644	WXGI	— Richmond,	Va.	648
WVET	— Rochester,	N. Y.	545	WXLl	— Dublin,	Ga.	413
WVIM	— Vicksburg,	Miss.	497	WXLW	— Indianapolis,	Ind.	436
WVJP	— Mt. Kisco,	N. Y.	528	WXOK	— Baton Rouge,	La.	457
WVJS	— Caguas,	P. R.	671	WXRF	— Guayama,	P. R.	671
WVJS	— Owensboro,	Ky.	453	WXXX	— Hattiesburg,	Miss.	494
WVKO	— Columbus,	Ohio	568	WXYZ	— Detroit,	Mich.	480
WVLK	— Lexington,	Ky.	451	WYCL	— York,	S. C.	605
WVLN	— Olney,	Ill.	431	WYDE	— Birmingham,	Ala.	352
WVMC	— Mount Carmel,	Ill.	431	WYLD	— New Orleans,	La.	460
WVMI	— Biloxi,	Miss.	492	WYMB	— Manning,	S. C.	603
WVNA	— Tuscombica,	Ala.	358	WYNN	— Florence,	S. C.	602
WVNJ	— Newark,	N. J.	518	WYOU	— Newport News,	Va.	646
WVOK	— Birmingham,	Ala.	352	WYRN	— Louisville,	N. C.	555
WVOL	— Nashville,	Tenn.	614	WYSE	— Lakeland,	Fla.	399
WVOP	— Vidalia,	Ga.	418	WYSR	— Franklin,	Va.	644
WVOS	— Liberty,	N. Y.	528	WYTH	— Madison,	Ga.	415
WVOT	— Wilson,	N. C.	560	WYTI	— Rocky Mount,	Va.	649
WVOW	— Logan,	W. Va.	659	WYVE	— Wytheville,	Va.	650
WVPO	— Stroudsburg,	Pa.	596	WYZE	— Atlanta,	Ga.	410
WVSC	— Somerset,	Pa.	596	WZIP	— Cincinnati,	Ohio	566
WVVW	— Grafton-Fairmont,	W. Va.	659	WZKY	— Ahsokie,	N. C.	549
WWBC	— Bay City,	Mich.	477	WZOB	— Ft. Payne,	Ala.	354
WWBD	— Bamberg,	S. C.	600	WZOK	— Jacksonville,	Fla.	399
WWBZ	— Vineland,	N. J.	519	WZRO	— Jacksonville Beach,	Fla.	399
WWCA	— Gary,	Ind.	435	WZYX	— Cowan,	Tenn.	608
WWCC	— Bremen,	Ga.	410				

# DEE-JAY *Grapevine*



## **WE SUPPLY THE GIFTS — YOU BUILD AUDIENCES!**

Here you see a facsimile of the format of the *Dee-Jay Grapevine*, a publication begun in January, 1959, by Al Petker, the Contest Man, Beverly Hills, California.

It is dedicated to the Disc-Jockey, the “Dee-Jay,” and it goes to more than 7500 of them each month. It is *their* paper. And you can make it *your* free medium in which you can exchange views, ideas and opinions — contest plans, boners, and even advertise — at no cost — for a new job or a new transmitter.

In its first month, the *Dee-Jay Grapevine* was so fantastically accepted that it tripled its circulation. Thus, in the “Contest Man’s” office, we feel we have fulfilled a need.

We also feel that we fulfill a few other needs. We supply gifts whereby Dee-Jays build their audiences — build them for profit to themselves and their stations.

Dee-Jays might also feel a need for the young lady to our right, here. But that’s something we can’t fulfill. They’re on their own as far as she is concerned. That’s Miss Georgia Clancy, our Executive V.P. But she’ll gladly correspond with you and fulfill all your needs in *Gifts For Listeners*.

Write her in care of Al Petker, The Contest Man, Beverly Hills, California.



## GIFTS for LISTENERS



Pop.: 3,345,000  
Families: 864,000  
Radio Homes: 819,000

# Alabama

Stations in State: 106  
TV Homes: 614,000  
TV Stations: 11

## WAVU—Albertville—1947

Frequency: 630 Kc. Power: 1000 Watts d.  
Owned-Oper. By Sand Mt. Bcstg. Service  
Business-Studio Address P. O. Box 411  
Tel.: 830 Independent  
Pres., Gen. Mgr. Pat M. Courington  
Comm. Prom. Mgr. Bill Hagler  
Chief Engineer James B. Hartling

## WRFS—Alexander City—1947

Frequency: 1050 Kc. Power: 1000 Watts  
Owned-Operated By Piedmont Service Corp.  
Business-Studio Address 138 Main St.  
Tel.: Adams 4-2566 KBS  
Representative Sears & Ayers, Dixieland  
General Mgr. Jim Whitley

## WCTA—Andalusia—1946

Frequency: 920 Kc. Power: 5 Kw. d., 500 W. n.  
Owned-Oper. By Andalusia Bcstg. Co., Inc.  
Address Sanford Rd., P. O. Box 29  
Tel.: 1340 KBS  
Pres., Gen. Mgr. J. Dige Bishop  
Sales Comm. Mgr. Donald Cooke  
Program Director Jeanette Powell

## WANA—Anniston—1954

Frequency: 1490 Kc. Power: 250 Watts  
Owned Gadsden Radio Co.  
Address Box 509  
Tel.: AD 7-1627 KBS  
Representative McGillvra, Inc.  
Owner C. L. Graham  
General Mgr. Mac M. Thomas

## WDNG—Anniston—1957

Frequency: 1450 Kc. Power: 250 Watts  
Owned By Southland Bcstg Co.  
Address Box 1280  
Tel.: Adams 6-8291 Independent  
General Mgr. Ralph M. Allgood  
Promotion Mgr. Jim Shackelford  
Program Dir. Beatie R. Ferguson  
Chief Engineer R. G. Olm

## WHMA—Anniston—1938

Frequency: 1390 Kc. Pw: 5000 d.; 1000 Kw. n.  
Owned-Operated By Anniston Bcstg. Co., Inc.  
Business-Studio Address Radio Bldg.  
Tel.: AD 6-7545 ABC  
Newspaper Affil. Anniston Star  
Representative Walker-Rawalt Co.  
President Harry M. Ayers  
Gen.-Sta. Mgr. Malcolm Street  
Commercial Manager George Rutledge  
Program Director Rosamond Ponder  
Publicity Director E. Cody Hall  
Sales Prom. Mgr. Hall Wray  
Chief Engineer James A. Hudson

## WJMW—Athens—1948

Frequency: 730 Kc. Power: 1000 Watts d.  
Owned-Operated By Athens Bcstg. Co., Inc.  
Business-Studio Address P.O. Box 386  
Tel.: 565 Independent  
Pres.-Gen. Mgr. Homer F. Dunnivant  
Program Dir. Robt. V. Dunnivant  
Chief Eng. William G. Mitchell

## WATM—Atmore—1949

Frequency: 1590 Kc. Power: 5000 Watts  
Owned-Operated By Southland Bcstg. Co.  
Address P. O. Box 59  
Tel.: 50 Independent  
Gen. Mgr., Ch. Eng. T. C. Miniard  
Comm. Mgr. Julia Miniard  
Program Director Jimmie Crews

## WAUD—Auburn—1947

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By Auburn Bcstg. Co.  
Address Box 391  
Tel.: 1240 ABC  
Pres., Gen.-Sta. Mgr. Elmer G. Salter  
Sales Prom. Mgr. Bonn Sanders  
Program Director Jean Jetton  
Publicity Director Elmer Salter  
Chief Engineer George Murphy

## WBCA—Bay Minette—1957

Frequency: 1150 Kc. Power: 1 Kw., d.  
Owned SW Alabama Bcstg. Co., Inc.  
Address Box 426  
Tel.: 2281 KBS  
Newspaper Affiliation Baldwin Times  
Representative Continental  
President J. H. Faulkner  
Gen. Mgr. Jim Stewart  
Prog. Dir. Al Perkins  
Chief Engineer R. A. Switzer

## WAPI—Birmingham—1922

Frequency: 1070 Kc. Power: 50,000 Watts  
Oper. By Alabama Bcstg. Sys. Inc.  
Address P. O. Box 2553  
Tel.: FAirtax 3-6141 ABC-NBC  
Newspaper Affil. Birmingham News  
Representative Henry I. Christal  
V.P., Gen. Mgr. Charles F. Grisham  
Program Director Ray A. Furr  
Sales Dir. Albert J. Gillen  
Promotion Director James Chenoweth  
Chief Engineer J. V. Sanderson

## WBRC—Birmingham—1925

Frequency: 960 Kc. Power: 5000 Watts  
Owned-Oper. By WBRC, Inc.  
Address 1729 2nd Ave., N.  
General Manager Lloyd Taft  
Sales Manager W. O. Mogge

# ALABAMA

Merchandising Mgr. .... Rena Webb  
 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.  
 Tel.: AL 2-3019. .... ABC  
 General Commercial Manager. .... W. R. Kennedy  
 Sta. Prog. Dir. .... G. K. Chapman  
 Publicity Director. .... Frances Coyle  
 Chief Engineer. .... Ben Nixon

## WEDR—Birmingham—1949

Frequency: 1220 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By. .... Edwin H. Estes  
 Business Address. .... 1417 Fourth Ave. N.  
 Tel.: 4-0925. .... KBS  
 Representative. .... Dore  
 Owner. .... Edwin H. Estes  
 Gen. Mgr. .... Joe E. Osborn

## WENN—Birmingham—1949

Frequency: 1450 Kc. .... Power: 250 d.; n.  
 Owned By. .... John McLendon & Assoc.  
 Business Address. .... Box 1469  
 Tel.: HAmilton 5-344. .... Independent  
 Representative. .... John E. Pearson Co.  
 President, General Manager. .... John McLendon  
 Station Manager. .... William Anderson  
 Commercial Manager. .... Cy Steiner  
 Sales Promotion Manager. .... Patsy Hartley  
 Program Director. .... Erskine Faush  
 Chief Engineer. .... Carl Martens

## WEZB—Birmingham—1953

Frequency: 1320 Kc. .... Power: 1 Kw. d.  
 Owned. .... Gene Newman Radio, Inc.  
 Address. .... Dinkler-Tutwiler Hotel  
 Tel.: FA 2-4841. .... Independent  
 Pres. Gen. Mgr. .... Gene Newman  
 Commercial Mgr. .... Gaines Allen  
 Chief Engineer. .... V. Cicero

## WJLD—Birmingham—1942

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned By. .... Johnston Bcstg. Co.  
 Business Address. .... P.O. Box 5767  
 Tel.: FA 4-3466. .... Independent  
 Representative. .... Forjoe  
 President. .... George Johnston, Jr.  
 Gen. Manager. .... James Connolly  
 Program Director. .... Mary Vail  
 Sales Prom., Comm. Mgr. .... Otis Dodge  
 Pub. Dir. .... Nell Pitts  
 Chief Engineer. .... Cliff Goggans

## WLBS—Birmingham—1947

Frequency: 900 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By. .... WLBS, Inc.  
 Address. .... 710 S. 22nd St.  
 Tel.: FA 4-2541. .... Independent  
 Representative. .... Walker  
 Pres. .... Faye N. Puett  
 Gen., Comm. Mgr. .... Bob Bingham

Pub. Dir. .... W. L. Steadman  
 Program Dir. .... Grady Puett  
 Chief Eng. .... Gordon Bishop

## WSGN—Birmingham—1927

Frequency: 610 Kc. .... Power: 5Kw. d., 1 Kw. n.  
 Owned. .... Winston-Salem Broadcasting Co.  
 Address. .... 2320 7th Avenue South  
 Tel.: FA 2-3434. .... Independent  
 Rep. .... Venard, Rintoul & McConnell; Ayers  
 President. .... James W. Coan  
 Gen. Mgr. .... Ben K. McKinnon  
 Prog. Dir. .... Horace D. Pumphrey  
 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  
 Tel.: ST 7-2601. .... Independent  
 Representative. .... Radio-TV Reprs., Inc.  
 Pres., Gen., Sta. Mgr. .... Iratee W. Benns  
 Comm., Sales Mgr., Prog., Pub. Dir. .... Ira Leslie  
 Chief Engineer. .... R. G. Blaskow

## WYDE—Birmingham—1946

Frequency: 850 Kc. .... Power: 10 Kw. d.; 1 Kw. n.  
 Owned-Oper By. .... Bartell Broadcasters, Inc.  
 Address. .... 1901 Montgomery Hi-Way  
 Tel.: FAirfax 2-4511. .... Independent  
 Representative. .... Adam Young  
 President. .... Gerald A. Bartell  
 General Manager. .... Morton J. Wagner  
 Station Manager. .... Tom Whitley  
 Program Director. .... Dick Deason  
 Publicity Director. .... Danny Martin  
 Chief Engineer. .... James Gray

Owners of: WOKY, Milwaukee; WAKE, Atlanta; KCBQ, San Diego, Calif.; KYA, San Francisco.

## WEBJ—Brewton—1947

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By. .... Brewton Bcstg. Co.  
 Business Address. .... Brewton, Ala.  
 Tel.: 1000. .... KBS  
 Representative. .... Dora Clayton  
 Gen. Mgr. Chief Eng. .... J. Wesley Gardner  
 Program Director. .... Catherine C. Gardner

## WRAG—Carrollton—1951

Frequency: 590 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By. .... Pickens County Bcstg. Co.  
 Address. .... Box 71  
 Tel.: 2364. .... KBS  
 Representative. .... Continental  
 President. .... R. E. Hook  
 General Mgr. .... J. C. Sauceman

## WKLF—Clanton—1947

Frequency: 980 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By. .... Southeastern Bcstg. Co.  
 Address. .... P. O. Box 110  
 Tel.: 448. .... KBS  
 Representative. .... Continental Radio Sales  
 General Mgr. .... L. L. Hudson  
 Program Director. .... Helen Parrish

**WFMH—Cullman—1949**

Frequency: 1460 Kc. Power: 5000 Watts  
 Owned-Operated By... The Voice of Cullman  
 Address... 206 Second Ave. West  
 Tel.: 910... Independent  
 General Commercial Manager... B. C. Eddins  
 Program Director... V. E. Waters

**WKUL—Cullman—1946**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By... Hudson C. Millar, Jr.  
 Address... Drawer 620  
 Tel.: 864... KBS  
 Pres., Gen. Sta. Mgr... Hudson C. Millar, Jr.  
 Program Director... Charles Richard  
 Chief Eng... Art Bachman

**WAJF—Decatur—1953**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By... J. B. Falt, Jr.  
 Business Address... 112 Grant St.  
 Tel.: Elgin 3-9231... Independent  
 Station Representative... Dixieland  
 Owner... J. B. Falt, Jr.  
 Gen. Comm. Mgr... E. Williford

**WHOS—Decatur—1948**

Frequency: 800 Kc. Power: 1000 Watts d.  
 Owned... John H. & Jeffie Jones  
 Address... Box 1127  
 Tel.: EL 3-1810... Independent  
 Representative... T. F. Clark  
 General Station Manager... Louis C. Blizard  
 Commercial Manager... Ross Hawkins  
 Program Director... Mime Jones  
 Chief Engineer... Ed. Buxton

**WMSL—Decatur—1935**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned... Tennessee Valley Bcstg. Co.  
 Address... 701 Banks St.  
 Tel.: 802... KBS-MBS  
 Representative... Masla-Clark  
 Pres. Gen. Mgr... Frank Whisenant  
 Program Director... Elice Mullican  
 Chief Engineer... Alvin Millwood

**WXAL—Demopolis—1948**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By... Demopolis Bcstg. Co.  
 Address... Radio Bldg., U.S. Hwy. 80  
 Tel.: 1400... MBS-KBS  
 Pres. Gen. Mgr... W. M. Jordan  
 Chief Engineer... B. W. Collins

**WAGF—Dothan—1933**

Frequency: 1320 Kc. Power: 1000 Watts  
 Owned-Operated By... Dothan Bcstg. Co.  
 Address... 204½ E. Main Street  
 Pres., Gen. Mgr... Frank Whisenant  
 Tel.: 2-9100... Independent  
 Representative... Sears & Ayer  
 General Manager... Julian C. Smith  
 Station Manager... Fred C. Moseley

**WDIG—Dothan—1947**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By... Houston Bcasters.  
 Business-Studio Address... 208 N. Oates St.  
 Tel.: 3-4100... MBS  
 Representative... Hil F. Best  
 Gen. Mgr... Jess Swicegood  
 Prog. Dir... M. McGowen

**WOOF—Dothan—1946**

Frequency: 560 Kc. Power: 5000 Watts d.  
 Owned-Oper. By... The WOOF Trust  
 Business-Studio Address... Columbia Hi-Way  
 Tel.: 3-0560... KBS  
 Representative... Thomas F. Clark  
 General Manager... R. A. Dowling  
 Program Director... Truman Duckett  
 Chief Engineer... Jim Rutledge

**WIRB—Enterprise—1948**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By... The Wiregrass Bcstg. Co.  
 Address... Dothan Highway  
 Tel.: Enterprise... KBS  
 Gen. Mgr... R. E. James  
 Comm. Mgr... Fred S. Watson

**WULA—Eufaula—1948**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned By... Dixie Radio Inc.  
 Address... Box 301  
 Tel.: 744-5... MBS-KBS  
 Representative... Bob Dore Assoc.  
 President... Charles A. McClure  
 Station Commercial Manager... Ray Butts  
 Sales Promotion Manager... Johnny Lingo  
 Chief Engineer... Jack Collinsworth

**WBLO—Evergreen—1957**

Frequency: 1470 Kc. Power: 1000 Watts d.  
 Owned... Clayton W. Mapoles  
 Address... Box 187  
 Tel.: 500... KBS  
 Sta. Program Dir... J. M. Raines, Jr.  
 Chief Engineer... James Street

**WWF—Fayette—1949**

Frequency: 990 Kc. Power: 1000 Watts d.  
 Owned-Operated By... Bankhead Bcstg. Co., Inc.  
 Address... 505 Temple Ave.  
 Tel.: Fayette... KBS  
 Gen. Mgr... Jack Black  
 Chief Engineer... P. Slatton

**WTCB—Flomaton—1955**

Frequency: 990 Kc. Power: 500 Watts d.  
 Owned... Tri-City Broadcasting Co., Inc.  
 Address... P. O. Box 386  
 Tel.: 246... Independent  
 Representative... Hil F. Best  
 President... Andrew J. Lee  
 General Manager... Ben Haskew  
 Commercial Manager... Fred L. Higgins  
 Chief Engineer... Hoyt Bonds

**ALABAMA**

**WJOI—Florence—1945**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By... Florence Bcstg. Co., Inc.  
Address... 624 S. Chestnut  
Tel.: AT 2-8121 MBS-KBS  
Pres., Comm. Mgr. Joe T. Van Sandt  
Prog. Dir. G. Manush  
Chief Engineer Paul Shannon

**WOWL—Florence—1948**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By... Radio Muscle Shows  
Business Address... 840 Cypress Mill Rd.  
Tel.: AT 2-7711 ABC  
Representative Rameau, Vance, Hopple  
President Richard B. Biddle  
General Mgr. R. S. Walker, Sr.  
Program Director Bill Wynne  
Sales Prom. Public Pat Bradley  
Chief Engineer Mel G. Hunt

**WHEP—Foley—1953**

Frequency: 1310 Kc. Power: 1000 Watts d.  
Owned-Oper. By Southwest Ala. Bcstg. Co., Inc.  
Address P. O. Drawer F  
Tel.: WH 3-7131 Independent  
Newspaper Alliliation Baldwin Times  
Representative Continental  
President J. H. Faulkner  
General Manager Jim Stewart

**WFPA—Ft. Payne—1949**

Frequency: 1400 Kc. Power: 250 watts  
Owned... Gothberg Community Bdcstg.  
Address... Box 391  
Tel.: 643 Independent  
Representative Hill F. Best  
Pres. George Gothberg  
Gen. Mgr. Ozelle Gothberg  
Sta. Mgr. W. D. Holderfield  
Program Director Robert Pardua

**WZOB—Ft. Payne—1950**

Frequency: 1250 Kc. Power: 1000 Watts d.  
Owned-Operated By Glenn M. Gravitt  
Address P. O. Box 126  
Tel.: 1250 KBS  
General Manager Glenn M. Gravitt  
Comm. Mgr. N. B. Haston  
Program Dir. Jack C. Dobbs  
Chief Engineer Jess R. Moore

**WCAS—Gadsden—1947**

Frequency: 570 Kc. Power: 5 Kw., d.  
Owned-Oper. By Etowah Bdcstrs., Inc.  
Address 750 Forest Ave.  
Tel.: LI 6-6301 MBS  
Representative Raimbeau, Vance, Hopple  
Gen. Mgr. E. F. MacLeod

**WETO—Gadsden—1950**

Frequency: 930 Kc. Power: 1000 Watts d.  
Owned-Operated By Gadsden Radio Co.  
Address 722 S. 12th St.  
Tel.: Liberty 6-9201 KBS

Representative McGilvra  
Owner Cary L. Graham  
General Mgr. Mac Thomas  
Program Director William Davis  
Chief Engineer Calvin C. Williamson

**WGAD—Gadsden—1947**

Freq.: 1350 Kc. Power: 5 Kw. D., 1 Kw. N.  
Owned-Oper. By Coosa Bcstg. Co., Inc.  
Address Box 351  
Tel.: LI 6-1611 ABC  
Representative Walker-Rawalt-D. Clayton  
President, General Manager Ed. Z. Carrell  
Comm. Sales Prom. Mgr. Jack Kirby  
Prog. Public Dir. Bob Main  
Chief Engineer H. Williams

**WGEA—Geneva—1952**

Frequency: 1150 Kc. Power: 1000 Watts d.  
Owned Radio South Alabama, Inc.  
Address P. O. Box S  
Tel.: Murray 4-2271 KBS  
Representative Cont. Radio Sales, D. Clayton  
President Howard Pill  
Gen. Mgr. Emery Evans  
Program, Pub. Dir. Jimmy Helms

**WGYV—Greenville—1948**

Frequency: 1390 Kc. Power: 1000 Kw., d.  
Owned-Oper. By Greenville Bcstg. Corp.  
Business Address P. O. Box 227  
Tel.: 585 KBS  
Representative Sears and Ayer  
Station Manager W. H. Miller

**WGSV—Guntersville—1950**

Frequency: 1270 Kc. Power: 1000 Watts d.  
Owned-Operated By Guntersville Bcstg. Co.  
Address P. O. Box 32  
Tel.: JU 2-4131 KBS  
Representative Dora Clayton  
President H. E. Moore  
Gen. Comm. Ch. Eng. Lavelle Jackson  
Sales Promotion Manager Myles Leach

**WJBB—Haleyville—1949**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By Haleyville Bcstg. Co.  
Address Box 191  
Tel.: HU 6-3720 MBS-KBS  
Representative Dixieland  
President W. P. Theilens  
Gen. Sta. Mgr. J. L. Slatton  
Comm. Mgr. Otis Williams  
Program Director Pat Slatton  
Chief Engineer Paul E. Kelly

**WERH—Hamilton—1950**

Frequency: 970 Kc. Power: 5000 Watts d.  
Owned-Oper. By Hugh J. Fite  
Address P. O. Box 187  
Tel.: 3481 KBS  
Representative Hill F. Best Co.  
Pres. Gen. Mgr. Kate F. Fite  
Comm. Mgr. Kermit Minga  
Publ., Prog. Dir. Edgar L. Clayton  
Chief Engineer Johnnie Lott

**WHRT—Hartselle—1956**

Frequency: 860 Kc. Power: 250 Watts; d.  
Owned By.....Dorsey E. Newman  
Address.....Radio Bldg.  
Tel.: Spruce 3-7370.....Independent  
Pres. Gen. Mgr.....D. G. Newman  
Chief Engineer.....F. D. Bos'er

**WAAY—Huntsville—1947**

Freq.: 1550 Kc. Power: 5000 W. d.; 500 W. n.  
Owned By.....Smith Bcstg. Inc.  
Business Address.....P. O. Box 986  
Tel.: Jefferson 2-8471.....ABC  
Representative.....Walker-Rawalt  
President.....M. D. Smith III  
General Station Manager.....M. D. Smith III  
Program Director.....Dewey Webb  
Chief Engineer.....Richard Esner

**WBHP—Huntsville—1937**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By.....Wilton H. Pollard  
Bus.-Studio Address.....Fifth Avenue  
Tel.: Huntsville.....KBS  
Manager.....Fred Still  
Program Dir.....Mary A. Wheatly

**WEUP—Huntsville—1958**

Frequency: 1600 Kc. Power: 1000 Watts  
Owned By.....Garrett Broadcasting  
Business Address.....902 Oakwood Ave.  
Tel.: Jefferson 6-8538.....Independent  
President Station Manager.....Leroy Garrett  
Program Director.....Viola Garrett  
Chief Engineer.....Euple Palmer

**WFUN—Huntsville—1946**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By.....Huntsville Bcstg. Co., Inc.  
Address.....410 W. Holmes  
Tel.: JE 2-5641.....Independent  
President.....J. B. Falt, Jr.  
Sta. Mgr. Ch. Eng.....John Garrison

**WPBB—Jackson—1950**

Frequency: 1280.....Power: 1000 Watts d.  
Owned-Operated By.....Jackson Bcstg. Co.  
Address.....Jackson, Ala.  
Tel.: 2413.....KBS  
Representative.....Sears & Ayer  
Pres., Gen. Mgr.....T. H. Gaillard, Jr.

**WARF—Jasper—1956**

Frequency: 1240 Kc. Power: 250 Watts  
Owned.....Walker County Bcstg. Co.  
Address.....1409B 4th Ave.  
President.....Hudson C. Millar, Jr.  
General Manager.....Jim Atkins  
Program Ch. Eng.....Wayne Sims  
Promotion Dir.....B. Clark

**WWWB—Jasper—1946**

Frequency: 1360 Kc. Power: 1 Kw. d.  
Owned-Operated By.....Bankhead Bcstg. Co., Inc.  
Address.....Bankhead-Long Bldg.

Tel.: FU 4-3461.....KBS  
Representative.....Hil F. Best  
President.....W. W. Bankhead  
Gen. Mgr.....William C. Edgemon  
Program, Ch. Eng.....C. C. Watts, Jr.

**WRLD—Lanett—1940**

(See West Point, Ga.)

**WJAM—Marion—1951**

Frequency: 1310 Kc. Power: 5000 Watts d.  
Owned-Oper. By.....Neely Bcstg. Co.  
Address.....Marion, Ala.  
Tel.: MU 3-7111.....Independent  
Representative.....Keller  
President.....Elizabeth H. Neely  
Gen. Mgr.....George B. Warren  
Sta. Mgr. Chief Eng.....Lamar Manghan  
Comm. Mgr.....Joe Richardson  
Program Director.....Mrs. Lamar Mangham

**WABB—Mobile—1948**

Frequency: 1480 Kc. Power: 5000 Watts  
Owned-Oper. By.....Northern Virginia Bcstg. Inc.  
Business Address.....P. O. Box 1476  
Tel.: Glendale 6-7686.....ABC  
Representative.....Branham Co.  
President.....C. Blumenthal  
General Manager.....Robert E. Cobbins  
Program Director.....Tom Reeder  
Chief Engineer.....Stephen J. Hart

**WALA—Mobile—1930**

Frequency: 1410 Kc. Power: 5000 Watts  
Owned-Operated By.....Pape TV Co., Inc.  
Bus.-Studio Address.....210 Government St.  
Tel.: HE 3-3754.....NBC  
Representative.....H-R  
President.....W. O. Pape  
General Station Manager.....W. B. Pape  
Commercial Manager.....Jim McNamara  
Sales Promotion Publicity.....Chuck Thompson  
Pgm. Dir.....Dick McMullen  
Chief Engineer.....Raymond Hurley

**WKAB—Mobile—1947**

Frequency: 840 Kc. Power: 1000 Watts  
Owned.....Pursley Broadcasting Service, Inc.  
Address.....525 Donald Street  
Tel.: GR 7-6345.....Independent  
Representative.....Venard, Rintoul & McConnell  
President.....John Hopkinson  
Sta. Mgr.....George Hopkinson  
Nat. Sales Mgr.....Quentin C. Sturm  
Program Director.....J. T. Jackson

**WKRQ—Mobile—1946**

Freq.: 710 Kc. Power: 1000 Kw. d.; 500 W. n.  
Owned-Operated By.....WKRQ-TV, Inc.  
Address.....162 St. Louis St.  
Tel.: HE 2-6789.....CBS  
Newspaper Affiliation.....Mobile Press Register  
Representative.....Avery-Knodel  
President.....Kenneth R. Giddens  
Gen. Mgr.....W. S. Baskerville, Jr.

## ALABAMA

### WMOZ—Mobile—1952

Frequency: 960 Kc. Power: 1000 Watts d.  
Owned-Oper. By Edwin H. Estes  
Address St. Stephen Road  
Tel.: GA 6-3456  
KBS  
Representative John E. Pearson  
Pres. Gen. Mgr. Edwin H. Estes  
Prog. Dir. Dorothy F. Benjamin  
Chief Engineer Vernon Floyd

### WMFC—Monroeville—1952

Frequency: 1360 Kc. Power: 1000 Watts d.  
Owned-Oper. By Monroe Bdstg. Co.  
Address Monroeville, Ala.  
Tel.: 1360  
KBS  
Newspaper Affiliation Monroe Journal  
Representative Keystone  
President, General Manager W. M. Stewart  
Commercial Manager Al Goree  
Chief Engineer Harold Harris

### WAPX—Montgomery—1947

Frequency: 1600 Kc. Power: 1000 Watts  
Owned-Operated By Southland Bdstg. Co.  
Business, Studio Address 118 Catoma St.  
Tel.: AM 3-7569  
ABC-MBS  
Representative Walker Co.  
Pres., Gen., Sta. Mgr. Thomas E. Martin  
Commercial Mgr. W. W. Hunt  
Program Dir. Lee Gooch  
Chief Engineer David Morris

### WBAM—Montgomery—1953

Frequency: 740 Kc. Power: 50 Kw. d.  
Owned Deep South Bdstg. Co.  
Address Montgomery, Ala.  
Tel.: AMherst 2-3851  
Independent  
Representative Radio-TV Reps.  
President, General Manager W. J. Brennan  
Commercial Manager Felix Robinson, Jr.  
Chief Engineer C. G. Brennan

### WCOV—Montgomery—1939

Freq.: 1170 Kc. Power: 10 Kw. d., 1 Kw. n.  
Owned-Oper. By Southern Bdstg. Co.  
Address Adrian Lane  
Tel.: AMherst 5-3561  
CBS  
Representative Venard, Rintoul & McConnell  
President Oscar P. Covington  
General Manager Hugh M. Smith  
Commercial Manager Charles Gardner  
Program Director Wes Britt  
Chief Engineer W. D. Weatherly

### WHHY—Montgomery—1930

Freq.: 560 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By Bdstg. Serv. of Montgomery  
Business Address Box 1841  
Tel.: AM 4-2288  
NBC  
Representative Headley-Reed  
Manager Robert Robinson  
Program Mgr. Tom Doron  
Comm. Mgr. Bill Stewart

### WMGY—Montgomery—1946

Frequency: 800 Kc. Power: 1000 Watts d.

Owned-Operated By Radio Montgomery Inc.  
Address 358 N. Capitol Pkwy.  
Tel.: AM 2-5245  
Independent  
Rep. Clark, Stars National  
General Mgr. L. D. Hargreaves  
Commercial Mgr. Joe Petranka

### WRMA—Montgomery—1953

Frequency: 950 Kw. Power: 1000 Watts d.  
Owned-Oper. By WRMA Bdstg. Co.  
Business Address 135 Commerce St.  
Tel.: AM 4-6440  
Independent  
Representative Everett-McKinney  
Exec. V.P. & Gen. Mgr. Gene Tibbett  
Commercial Mgr. Ed Creech  
Chief Engineer C. E. Bryan

### WLAY—Muscle Shoals—1933

Frequency: 1450 Kc. Power: 250 Watts  
Owned Oper. By Latham, Watson & Thomas  
Business Address Box 230, Sheffield  
Tel.: EV 3-2525  
Independent  
Rep. Hil F. Best  
Pres., Gen. Mgr. John M. Latham  
Sales Mgr. Jerry Watson

### WCRL—Oneonta—1952

Frequency: 1570 Kc. Power: 250 Watts d.  
Owned-Oper. Blount County Bdstg. Serv., Inc.  
Address H'way 75  
Tel.: CB 4-2289  
KBS  
General Mgr. L. D. Bentley, Jr.  
Commercial Mgr. Max G. Bynum  
Program Dir. Annette King

### WJHO—Opelika—1940

Frequency: 1400 Kc. Power: 250 Watts  
Owned Oper. By Opelika-Auburn Bdstg. Co.  
Address 1400 Auburn Road  
Tel.: AU 1800  
MBS-KBS  
Representative Indie Sales  
Gen. Mgr., Ch. Eng. John E. Smollon  
Comm. Mgr. Lurline M. Smollon  
Program Director Gene Gray  
Sales Prom. Mgr. Bernard Barker  
Publicity Dir. Jimmy Kilpatrick

### WAMI—Opp—1953

Frequency: 860 Kw. Power: 1000 Watts d.  
Owned-Oper. By Opp Bdstg. Co.  
Business Address Box 169  
Tel.: 659  
Independent  
Gen. Mgr. Bert F. Moore  
Chief Engineer R. Page

### WOZK—Ozark—1953

Frequency: 900 Kw. Power: 1000 Watts d.  
Owned-Oper. By Ozark Bdstg. Corp.  
Address Box 742  
Tel.: 655  
Independent  
President Douglas Brown  
General Mgr. Howard Parrish, Jr.  
Commercial Mgr. Wade Sullivan  
Program Dir. Miriam B. Miller  
Chief Eng. H. Parrish, Jr.

### WFHK—Pell City—1956

Frequency: 1430 Kc. Power: 1Kw; d.



Owned By..... Clair Bcstg. System  
 Address..... P. O. Box 68  
 Tel.: Edgewood 8-2238..... Independent  
 President..... F. L. Gossett  
 Sta. Comm. Mgr..... F. Blackwood  
 Program Dir..... F. L. Kelley

**WPNX—Phenix City—1952**

Freq.: 1460 Kc...Power: 5000 W. d.; 1000 W. n.  
 Owned-Oper. By..... Community Bdcstg. Co.  
 Address..... P. O. Box 831  
 Tel.: CY 8-8787..... ABC  
 Representative..... Clark  
 President, General Manager... Roy M. Greene  
 Station Commercial Manager... Sam W. Keel  
 Program Director..... J. Ralph Burgess  
 Chief Engineer..... Arnold White

**WPID—Piedmont—1952**

Frequency: 1280 Kw...Power: 1000 watts d.  
 Owned-Oper. By..... C. L. Graham  
 Address..... Atlanta Hwy.  
 Tel.: Piedmont..... KBS  
 President..... C. L. Graham  
 Gen. Comm. Mgr..... Hank Smith  
 Program Director..... Frances Howren

**WAIP—Prichard—1954**

Frequency: 1270 Kc...Power: 1000 Watts d.  
 Owned-Operated By..... Prichard Bcstg. Co.  
 Address..... 74 Main St., P. O. Box 3065  
 Tel.: GL 2-2202..... Independent  
 Representative..... Walker-Rawalt  
 President..... G. V. Dismukes  
 General Station Manager..... Eugene Miller  
 Comm. Sales Prom. Mgr..... John C. Smith  
 Program Director..... Henry T. Bailey  
 Publicity Director..... Hubert Grant  
 Chief Engineer..... Jack H. Cowart

**WELR—Roanoke—1949**

Frequency: 1360 Kc...Power: 1000 Watts d.  
 Owned-Operated By..... Roanoke Bcstg. Co.  
 Address..... 801 N. Main St.  
 Tel.: Roanoke..... KBS  
 Pres., Gen. Mgr..... J. W. Buttram  
 Chief Eng..... G. Worth Jordan

**WWR—Russellville—1949**

Frequency: 920 Kc...Power: 1000 Watts d.  
 Owned-Oper. By...Bankhead Bcstg. Co., Inc.  
 Address..... P. O. Box 47  
 Tel.: 647..... KBS  
 Rep..... Hil F. Best  
 President..... W. W. Bankhead  
 Gen. Mgr..... Hal Kirby  
 Publicity Dir..... Mable Hyde  
 Prog. Dir. Ch. Eng..... Jim Elliott

**WCRI—Scottsboro—1950**

Frequency: 1050 Kc...Power: 250 Watts d.  
 Owned-Operated By..... Pat M. Courington  
 Address..... Lee Hwy., U.S. No. 72  
 Tel.: 123..... Independent  
 Gen. Mgr..... Jim Thompson  
 Program Director..... Larry Garner  
 Chief Engineer..... Charles Wann

**WROS—Scottsboro—1952**

Frequency: 1330 Kw...Power: 1000 Watts d.  
 Owned-Oper. By..... Rose M. Kirby  
 Business Address..... 717 Scott St.  
 Tel.: 156..... KBS  
 Gen., Com. Mgr..... Rose M. Kirby  
 Program Dir..... Jerry Gentle  
 Comm. Ch. Eng..... Bill Prickett, Jr.

**WGWC—Selma—1946**

Frequency: 1340 Kc...Power: 250 Watts  
 Owned-Oper. By..... Dallas Broadcasters, Inc.  
 Address..... Box 686  
 Tel.: TR 4-6687..... CBS  
 Representative..... Hal Holman, Ayers  
 President..... Judge W. E. Farrar  
 Station Manager..... W. L. Rowland, Sr.  
 Commercial Manager..... R. L. Ware  
 Program Director..... Dorothy Herzog  
 Chief Eng..... Stanley Smith

**WHBB—Selma—1935**

Frequency: 1480 Kc...Power: 250 Watts  
 Owned-Operated By..... Selma Bcstg., Inc.  
 Business Address..... P. O. Box 26  
 Tel.: Selma..... KBS  
 Representative..... Dixieland  
 Pres., Gen. Mgr..... John F. Townshend

**WRWJ—Selma—1956**

Frequency: 1570 Kc...Power: 1 Kw. d.  
 Owned..... Central Alabama Bcstg. Co.  
 Address..... Hotel Albert Bldg.  
 Tel.: TR 4-9062..... Independent  
 Representative..... Clark  
 Owned & Mgr..... Roland Jordan, Jr.  
 Comm. Mgr..... John Frasier

**WFEB—Sylacauga—1945**

Frequency: 1340 Kc...Power: 250 Watts  
 Owned-Operated By..... Alabama Bcstg. Co.  
 Address..... 527 No. Broadway  
 Tel.: CHapel 5-3281..... MBS-KBS  
 President..... J. M. Forbes  
 Gen. Mgr..... G. W. Carr  
 Commercial Manager..... Paul Helms  
 Program Director..... Kit Carson  
 Chief Engineer..... Conrad Pickren

**WMLS—Sylacauga—1948**

Frequency: 1290 Kc...Power: 1000 Watts d.  
 Owned-Oper. By...Marble City Bcstg. Co., Inc.  
 Business Address..... P. O. Box 511  
 Tel.: CH 5-4354..... Independent  
 Representative..... Best  
 Pres., Gen. Manager..... Curtis O. Liles  
 Commercial Manager..... Marion W. McEwen  
 Chief Engineer..... Walter Welch

**WHTB—Talladega—1945**

Frequency: 1230 Kc...Power: 250 Watts  
 Owned-Operated By...Voice of Talladega, Inc.  
 Address..... Fort Lashley Ave.  
 Tel.: EMerson 2-2205..... KBS  
 Newspaper Affiliation... Talladega Daily Home  
 Representative..... Continental

# ALABAMA

General Mgr. .... Cecil Hornady  
Sta. Comm. Mgr. .... David Karlbom  
Chief Engineer .... Lamar Mangham

## WJHB—Talladega—1956

Frequency: 1580 Kc. .... Power: 1000 Watts d.  
Owned .... Confederate Broadcasting Co., Inc.  
Address .... 104 West Battle Street  
Tel.: EM 2-4965 .... Independent  
Representative .... McGillvra  
Pres., General Mgr. .... Ned Butler  
Station Manager .... James Hemphill  
Commercial Manager .... W. K. Johnston  
Program Director .... Wallace Hobgood

## WTLS—Tallasseee—1954

Frequency: 1300 Kc. .... Power: 1 Kw. d.  
Owned .... Confederate Bcstg. Co.  
Address .... Hwy 14  
Tel.: 8535 .... Independent  
Gen. Mgr. .... Ned Butler

## WJDB—Thomasville—1956

Frequency: 630 Kc. .... Power: 1000 Watts d.  
Owned .... WJDB Radio Inc.  
Address .... Box 757  
Tel.: 3438 .... KBS  
Pres., Gen. Mgr. .... Cecil Goodreau  
Chief Engineer .... Virgil Moore

## WTBF—Troy—1946

Freq.: 970 Kc. .... Power: 5 Kw. d., 500 W., n.  
Owned-Operated By .... Troy Bcstg. Corp.  
Address .... College Drive  
Tel.: 980 .... MBS-KBS  
Pres. .... J. Roy Crow  
Gen. Mgr. .... Jess Jordan  
Comm. Mgr. .... Robert Tolbert  
Prod. Mgr. .... Asa Dudley  
Ch. Eng. .... Joe Gilchrist

## WACT—Tuscaloosa—1958

Frequency: 1420 Kc. .... Power: 5,000 Watts  
Owned By .... New South Radio  
Business Address .... P. O. Box 112  
Tel.: Plaza 9-5786 .... Independent  
Station Representation .... Grant Webb  
President .... F. E. Holladay  
General Manager .... Joseph W. Carson  
Station Manager .... A. N. Kitchens  
Commercial Manager .... Jo Stephens  
Program Director .... H. Hollman  
Chief Engineer .... Boyd Cagel

## WJRD—Tuscaloosa—1936

Freq.: 1150 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By .... Wilhelmina Echols  
Business-Studio Address .... 2216½ Broad St.  
Tel.: PL 4-4464 .... Independent  
Representative .... Dore  
Owner .... Wilhelmina Echols  
General Manager .... John C. Cooper Jr.  
Station Manager .... Mercer L. King  
Chief Engineer .... Percy Sexton

## WNPT—Tuscaloosa—1951

Freq.: 1280 Kc. .... Power: 5000 Kw. d.: 500 W. n.

Owned-Oper. By .... W. Alabama Bdcstg. Co.  
Address .... P. O. Box 487  
Tel.: PL 8-3311 .... ABC  
Representative .... Rambeau  
President, General Manager .... Ruth Harris  
Commercial Mgr. .... Lehman M. Mayer  
Station Manager .... Joe Langston  
Sales Promotion Manager .... Clyde Price  
Program Director .... Herbert Rosenblum  
Publicity Director .... James Allday  
Chief Engineer .... William G. Harris

## WRBS—Tuscaloosa—1958

Frequency: 790 Kc. .... Power: 500 Watts; d.  
Owned By .... Better Radio Sta. Co.  
Address .... P. O. Box 33  
Tel.: Plaza 2-0293 .... Independent  
Station Rep. .... Walker-Rawalt  
General Mgr. .... Kermit E. Tullos  
Station Mgr. .... F. M. Rosemore  
Commercial Mgr. .... V. Banks  
Promotion Mgr. .... James Knox  
Chief Engineer .... W. R. Pruitt

## WTBC—Tuscaloosa—1946

Frequency: 1230 Kc. .... Power: 250 Watts  
Owned By .... Tuscaloosa Bcstg. Co.  
Address .... Radio Center  
Tel.: PL 8-5523 .... MBS-KBS  
Representative .... Sears & Ayer, Forjoe  
General Station Manager .... Bert Bank  
Comm. Mgr. .... E. E. Manning, Jr.  
Program Director .... Stan Siegal  
Chief Engineer .... Alvin D. Sisk

## WVNA—Tuscumbia—1955

Frequency: 1590 Kc. .... Power: 5 Kw. d.  
Owned-Oper. By .... Elton H. Darby  
Address .... 112 S. Main St.  
Tel.: EV 3-2727 .... Independent  
Representative .... Masla  
Gen. Manager .... Eulus O. Whitehead  
Sales Manager .... Stanley Walters  
Promotion Manager .... Jean Pollard

## WTUS—Tuskegee—1952

Frequency: 580 Kc. .... Power: 500 Watts d.  
Owned-Oper. By .... Andalusia Bcstg.  
Address .... Union Springs Road  
Tel.: 580 .... KBS  
Representative .... Cont. Radio Sales  
General Station Manager .... J. A. Bowers  
Commercial Program Director .... Mac McNair  
Sales Promotion Manager .... Don Mitchell  
Publicity Director .... Bud Reynolds  
Chief Engineer .... Oscar E. Lanman

## WETU—Wetumpka—1954

Frequency: 1250 Kc. .... Power: 1000 Watts  
Owned .... Elmore Service Corp.  
Address .... Rockford Road  
Tel.: 7369 .... KBS  
Station Rep. .... Sears & Ayers, Dixieland  
President .... Lem Coley  
General Mgr. .... Ed Morgan  
Sales Director .... James W. Whitley  
Chief Engineer .... David Conley

Pop.: 221,000  
Families: 64,000  
Radio Homes: 63,000

# Alaska

Stations in State: 13  
TV Homes: 42,000  
TV Stations: 5

## KBYR—Anchorage—1948

Frequency: 1270 Kc. Power: 1000 Watts  
Owned-Oper By. Radio Anchorage, Inc.  
Business-Studio Address. P. O. Box 1960  
Tel.: 5-8211 Independent  
Representative. Pan-American Bcstg. Co.  
President. J. C. Gordon  
General Manager. E. Pournelle

## KENI—Anchorage—1948

Frequency: 550 Kc. Power: 5000 Watts  
Owned-Oper. By. Midnight Sun Bcstg. Co.  
Address. Box 1160  
Tel.: 2-0301 MBS-ABN-NBC  
Representative. James Fletcher, Del Day  
President. Harry J. Hill  
General Manager. Alvin Bramstedt  
Comm. Mgr. Jim Lawson  
Program Dir. Ty Clark  
Chief Engineer. Charles Gray

## KFQD—Anchorage—1924

Frequency: 730 Kc. Power: 10,000 Watts  
Owned. Anchorage Broadcasters, Inc.  
Address. Box 1040  
Tel.: 2-4101 CBS  
Representative. Weed-Alaska R-TV Sales  
President. Ken A. Sheppard  
Gen., Comm. 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 Corp.  
Address. Box 278  
Representative. Del Day  
Pres., Gen., Sta. Charles L. Buck  
Program Director. Dona Buck

## KFAR—Fairbanks—1939

Frequency: 660 Kc. Power: 10,000 Watts  
Owned-Operated By. Midnight Sun Bcstg. Co.  
Business-Studio Address. Box 910  
Tel.: 2125 MBS-NBC-ABC  
Representative. Fletcher, Del Day  
President. Harry J. Hill  
Manager. Alvin O. Bramstedt  
Comm. Mgr. Ralph L. Crider

## KFRB—Fairbanks—1948

Frequency: 900 Kc. Power: 10,000 Watts  
Owned-Oper. By. Fairbanks Radio Bcstrs, Inc.  
Business Address. 556 2nd Ave.; Box 950  
Tel.: 2155 CBS  
Station Representative. National Time Sales  
President. J. Chester Gordon  
General Manager. E. "Doc" Pournelle  
Station Mgr. Richard H. Garvin  
Commercial Manager. Cathy Abbee  
Program Director. Elmer "Buck" Emery  
Chief Engineer. Richard Shoup

## KINY—Juneau—1934

Frequency: 800 Kc. Power: 5000 Watts  
Owned-Operated By. Alaska Bcstg. System  
Business Address. 231 S. Franklin St.  
Tel.: 6-1800 CBS  
Station Rep. Alas. Radio TV Sales; Weed  
President. William J. Wagner  
Station Manager. Jerry McKinley  
Sales Promotion Manager. Frank Shannon  
Program Director. Richard Peter  
Chief Engineer. Franklin Butte

## KJNO—Juneau—1952

Freq: 630 Kc. Power: 1000 Watts d.; 500 Watts n.  
Owned-Operated By. Baranof Bcstrs, Inc.  
Address. Box 2231  
Tel.: 6-3630 ABC-MBS-NBC  
Representative. Day, Fletcher  
Pres., Gen. Mgr. Joe Mangan  
Program Director. Dave Vincent  
Publicity Director. Dodie Wheeler  
Chief Engineer. Roderick Hughes

## KABI—Ketchikan—1952

Freq.: 580 Kc. Power: 1 Kw. d., 500 Watts n.  
Owned-Oper. By. Midnight Sun Bcstg. Co.  
Representative. Day, Fletcher  
President. Harry J. Hill  
Manager. George Placentia

## KTKN—Ketchikan—1942

Frequency: 930 Kc. Power: 1000 Watts  
Owned-Oper. By. Robert C. Mehan  
Address. Box 1308  
Tel.: 2191 CBS  
Representative. Alaska Radio-TV Sales  
Gen. Mgr. Robert C. Mehan

## KIBH—Seward—1949

Frequency: 1340 Kc. Power: 250 watts  
Owned-Operated By. Seward Bcstg. Corp.  
Address. Box 575  
Representative. Alaska Radio-TV Sales  
Pres. Robert Baumgartner  
Sta. Mgr. Donald Lowell  
Comm. Mgr. M. Gilliland

## KIFW—Sitka—1949

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By. Sitka Broadcasting  
Business Address. 7th & Olive, Seattle  
Tel.: SE 6333 CBS  
Representative. Alaska Radio-TV Sales  
Pres., Gen. Mgr. William J. Wagner  
Sta. Mgr., Ch. Engr. Harry C. Lanz  
Program Director. Alvin B. Larson  
Publicity Director. Rex King

## KSEW—Sitka—1954

Frequency: 1400 Kc. Power: 260 Watts  
Owned-Oper. Voice of Sheldon Jackson, Inc.  
Address. Box 258  
Tel.: 67 Independent  
Rep. Midnight Sun Bcstg. Co.  
President. Brian Cleworth

Pop.: 1,215,000  
Families: 339,000  
Radio Homes: 330,000

# Arizona

Stations in State: 47  
TV Homes: 267,000  
TV Stations: 9

## **KSUN—Bisbee—1933**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: Carleton W. Morris  
Address: Drawer C, Lowell St.  
Tel.: HE 2-2277. MBS  
Representative: Ayres, Bob Dore  
President: C. W. Morris  
General Station Manager: Arlo Woolery  
Program Director: Jack Jaquay  
Commercial Manager: Eddie Evans  
Sales Promotion Manager: Jeanne Clear

## **KPIN—Casa Grande—1956**

Frequency: 1260 Kc. Power: 1000 Watts d.  
Owned: Pinal County Bcstg. Service  
Address: Box 66  
Tel.: TE 6-7427. Independent  
Representative: Fred Crawford, Jr.  
President, General Manager: John W. Parham  
Commercial Manager: Ted Anson  
Sales Promotion Manager: Jim Ogle  
Program, Publicity Director: Bettie Parham  
Chief Engineer: John Griffith

## **KCLF—Clifton—1950**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By: Gila Bcstg. Co.  
Address: Box 1446  
Tel.: UN 4-4114. NBC  
Gen. Mgr.: Paul Merrill  
Sta. Mgr.: Tom Moore

## **KHCD—Clifton—1956**

Frequency: 1450 Kc. Power: 250 Watts  
Owned: Darwin Broadcasting Co.  
Address: P.O. Box 608  
Tel.: UN 4-4185. Independent  
Representative: Grant Webb  
Sta. Mgr.: Chet Darwin  
Prog. Dir.: Jack Campbell

## **KCKY—Coolidge—1948**

Frequency: 1150 Kc. Power: 1,000 Watts  
Owned-Oper. By: Gila Bcstg. Co., Inc.  
Address: Box 1438  
Tel.: PA 3-5341. CBS  
Representative: Hil F. Best  
President: Louis F. Long  
General Manager: Bill Parady  
Comm. Prog. Director: Chuck Clemans  
Chief Engineer: Ron Tomion

## **KAWT—Douglas—1946**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: Carlton W. Morris  
Address: Drawer 1118  
Tel.: Douglas. KBS  
Representative: Beat  
Sta. Mgr.: Ed Williams

## **KAPR—Douglas—1958**

Frequency: 930 Kc. Power: 1000 Watts

Owned By: Copper State Enterprises  
Business Address: Gadsden Hotel  
Tel.: Empire 4-8403. Independent  
President: David Harman  
Gen. Mgr. Sales Prom.: H. H. Packard  
Commercial Manager: Earle Fulton  
Program Director: Lowell Huffman  
Chief Engineer: Henry Griffiths

## **KCLS—Flagstaff—1950**

Freq.: 600 Kc. Power: 5 Kw. d., 500 W. n.  
Owned-Operated By: Saunders Bcstg. Co.  
Address: Box 1677  
Tel.: PProspect 4-2581. NBC  
Pres., Gen. Mgr.: Charles J. Saunders  
Sta. Mgr.: Dorothy J. Saunders  
Program Director: Donn Brown  
Sales Prom. Mgr.: Bill Mitchell  
Chief Engineer: Miles Shepherd

## **KVNA—Flagstaff—1950**

Freq.: 690 Kc. Power: 1 Kw. d., 500 W. n.  
Owned-Oper. By: Frontier Television Co., Inc.  
Address: P. O. Box 2671  
Tel.: AL 8-8181. MBS  
President: John L. Hogg  
Sta. Mgr.: Oliver G. Coburn  
Comm., Prom. Mgr.: Anthony P. Scrivano  
Prog. Dir.: Marlin A. Saline

## **KWJB—Globe—1938**

Frequency: 1240 Kc. Power: 250 Watts, d.  
Owned-Operated By: Gila Bcstg. Co., Inc.  
Address: P. O. Box 2343  
Tel.: GA 5-4483. ABC-MBS  
Representative: Raymer  
President: L. F. Long  
General Commercial Manager: U. E. Simonton  
Program Director: Lee Holiday  
Publicity Director: Tony Andretta  
Chief Engineer: Jimmy C. Weldon

## **KIKO—Globe-Miami—1958**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: Willard Shoecraft  
Address: Copper Hills Motor Hotel  
Tel.: GA 5-4471. NBC  
Representative: Avery-Knodel  
Gen. Sales Prom. Mgr.: Willard Shoecraft  
Commercial Manager: Darrell Tucker  
Program Director: Bob Early  
Publicity Dir.: Don Stewart  
Chief Engineer: Frank C. Hancock

## **KDJI—Holbrook—1955**

Frequency: 1270 Kc. Power: 1000 W. d.  
Owned-Oper. By: H. J. Arnoldus  
Address: 1041 West Hopi Drive  
Tel.: 40. KBS  
Representative: Moore  
General Manager: Herbert E. Jepko  
Commercial Mgr.: Robert Kahle  
Program Dir.: Douglas McDougal  
Chief Engineer: John Ganns

**KAAA—Kingman—1949**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By: Stonybrook Broadcasting Co.  
 Business Address: P. O. Box 1208  
 Tel.: BL 462. Independent  
 Representative: Harlan G. Oakes  
 Pres., Gen. Mgr.: Wallace E. Stone  
 Comm. Mgr., Ch. Eng.: Bernard Wilson  
 Program Director: John F. Holbrook  
 Publicity Director: W. E. Stone

**KTYL—Mesa—1946**

Freq.: 1310 Kc. Power: 5 kw. d.; 500 w. n.  
 Owned-Oper. By: Greater Phoenix Bcstg. Co.  
 Address: P. O. Box 231  
 Tel.: WO 4-4422. Independent  
 President: Sherwood R. Gordon  
 Man. Director: George H. Bush  
 Station Manager: Jack Harris  
 Comm. Manager: Martin Welch  
 Publicity Director: Bonnie Netherton  
 Chief Engineer: Ben Smith

**KNOG—Nogales—1948**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By: Carleton W. Morris  
 Address: Box 1881  
 Tel.: ATwater 7-2882. ABC-MBS-KBS  
 Representative: Best, Oakes  
 President: Carl Morris  
 General Manager: Arlo Wooley  
 Station Chief Engineer: Ralph Anderson  
 Publicity Director: Len Pachman

**KHAT—Phoenix—1958**

Frequency: 1480 Kc. Power: 500 Watts  
 Owned By: KHAT Radio Inc.  
 Business Address: 337 W. Maryland  
 Tel.: CR 9-2321. Independent  
 Station Representatives: Stars National, Grant  
 President, Chief Engineer: Jeff Lapping  
 General Station Manager: Ray Odum  
 Comm. Sales Prom. Mgr.: John S. Wise  
 Program Director: Neil Leavitt  
 Publicity Director: Jennie Ramsperger

**KHEP—Phoenix—1956**

Frequency: 1480 Kc. Power: 1000 Watts, d.  
 Owned: Grand Canyon Bcstrs., Inc.  
 Address: 3883 N. 38th Ave.  
 Tel.: AP 8-5555. Independent  
 President: Rhinold Zwar  
 General Manager: Frank Porter  
 Bus. Manager: John Hocksema  
 Program Dir.: Gale Erbe  
 Publicity Dir.: Margie Erbe  
 Chief Engineer: Don Bradley

**KIFN—Phoenix—1949**

Frequency: 860 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Western Bcstg. Co.  
 Address: 1975 S. Central. Box 430  
 Tel.: AL 3-6155. Independent  
 Station Representative: Harlan Oakes, NTS  
 President: Frank P. Redfield  
 General Station Manager: John K. Redfield  
 Chief Engineer: Jose O. Armendariz

**KONI—Phoenix—1954**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned: Anjo Bdcstrs. & Telecstrs. Inc.  
 Address: 2300 N. Central Ave.  
 Tel.: AL 8-8044. Independent  
 Pres. Gen. Mgr.: James T. Ownby  
 Station Mgr.: Mary Jane Phillippi  
 Chief Engineer: Joe Roder

**KOOL—Phoenix—1947**

Frequency: 960 Kc. Power: 5000 Watts  
 Owned-Operated By: KOOL Radio-TV Inc.  
 Business-Studio Address: 511 W. Adams  
 Tel.: AL 3-3121. CBS  
 Representative: AM Radio Sales  
 Board Chairman: Gene Autry  
 Pres., Gen. Mgr.: Tom Chauceney  
 Station Manager: Carlos Montano  
 Program Director: Al McCoy  
 Chief Engineer: Nelson Nichols

**KBUZ—Phoenix—1958**

Frequency: 1310 Kc. Power: 5000 Wts. d.; 5 n.  
 Owned By: Greater Phoenix Bcstg. Co.  
 Address: Sands Hotel, P. O. Box 5333  
 Tel.: BRidge 5-4466. Independent  
 President: Sherwood R. Gordon  
 General Manager: George H. Bush  
 Commercial Manager: William Dixon  
 Program Director: Frank Kalil  
 Publicity Director: Mary Bush  
 Chief Engineer: Louis Sabo

**KOY—Phoenix—1922**

Frequency: 550 Kc. Power: 5 Kw. d., 1 Kw. N.  
 Owned-Oper. By: KOY Bcstg. Co.  
 Address: 840 N. Central Ave.  
 Tel.: ALpine 8-8181. ABC-MBS  
 Representative: John Blair  
 Pres., Gen. Mgr.: John L. Hogg  
 Comm. Mgr.: James W. Ross  
 Program Dir.: Jack Williams  
 Chief Engineer: Edward R. Janney

**KPHO—Phoenix—1940**

Frequency: 910 Kc. Power: 5000 Watts  
 Owned: Meredith Publishing Co.  
 Address: 631 No. 1st Ave.  
 Tel.: AL 8-4511. Independent  
 Representative: Katz  
 Gen. Mgr.: Richard B. Rawls  
 Station Mgr.: Gene Spry  
 Commercial Mgr.: John R. Crowley  
 Sales Prom. Mgr.: Jo Hitchcock  
 Owners of: KCMO, Kansas City, Mo.; WOW,  
 Omaha, Neb.; WHEN, Syracuse, N. Y.; KRMG,  
 Tulsa, Okla.

(See Page 498)

**KRIZ—Phoenix—1950**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By: Radio Phoenix  
 Address-Trans. Loc.: 2345 Westward Blvd.  
 Tel.: AL 4-8436. KBS  
 Representative: Radio Reps. Inc.  
 Pres., Gen., Manager: Richard B. Wheeler  
 Station, Commercial Manager: Sheldon Engel  
 Program Director: Jim Kithcart

## ARIZONA

Publicity Director.....Andy Lane  
Chief Engineer.....Bob Pond

### KRUX—Phoenix—1947

Freq.: 1360 Kc. Power: 5000 Watts d., 500 n.  
Owned-Oper. By.....Owsley Broadcasters  
Bus.-Studio Address.....417 N. 1st St.  
Tel.: AL 8-1551.....Independent  
Representative.....McGavren-Quinn  
President.....Don G. Owsley  
Commercial Manager.....Ira Lavin  
Program Director.....Lucky Lawrence  
Chief Engineer.....Joe Brandt

### KTAR—Phoenix—1922

Frequency: 620 Kc. Power: 5000 Watts  
Owned-Operated By.....KTAR Bcstg. Co.  
Business Studio Address.....1101 North Central  
Tel.: AL 4-4161.....NBC  
Representative.....Avery-Knodel  
Chrman. of the Board.....John J. Louis  
Pres., Gen. Mgr.....Richard O. Lewis  
V.P. in Chg. Sales.....Ray G. Smucker  
Prog. Director.....Jack Willis  
Chief Engineer.....Harold Haughwout

### KUEQ—Phoenix—1958

Frequency: 740 Kc. Power: 1 Kw., d.  
Owned.....Q Bcstg. Co., Inc.  
Address.....2960 E. Van Buren St.  
Tel.: BR 5-7003.....Independent  
Pres., Gen. Mgr.....Frank S. Barc, Jr.  
Comm. Pub. Dir.....M. Z. Moore  
Prog. Dir.....Bob McNulty  
Chief Engineer.....Gene Boos

### KNOT—Prescott—1957

Frequency: 1450 Kc. Power: 250 Watts  
Owned.....Thunderbird Bcstg. Corp.  
Address.....Box 151, Hassayampa Hotel  
Tel.: 1450.....Independent  
Representative.....Masla, O'Connell  
Pres., Gen. Mgr.....Roy L. Albertson, Jr.  
Commercial Director.....Paul Inkmann  
Program Director.....Harold L. Sanner  
Chief Engineer.....P. E. Brown

### KYCA—Prescott—1940

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By.....Southwest Bcstg. Co.  
Business-Studio Address.....East Gurley St.  
Tel.: 244.....NBC  
Representative.....Avery-Knodel  
Pres., Gen. Mgr.....Harold Ritter  
Program Dir. Sales Prom.....W. Norman  
Publicity Director.....Byron McCall  
Chief Engineer.....George Eitel

### KZOK—Prescott—1958

Frequency: 1340 Kc. Power: 250 Watts  
Owned By.....Northern Ariz. Aircasters  
Address.....P. O. Box 1033  
Tel.: 112.....KBS  
President.....Dick Gilbert  
General Mgr.....James Shepler  
Commercial Mgr.....Gordon Sloan  
Program, Prom. Mgr.....C. R. Allen

### KGLU—Safford—1938

Frequency: 1480 Kc. Power: 1000 Watts  
Owned-Operated By.....Gila Bcstg. Co.  
Business-Studio Address.....520 Main St.  
Tel.: 15.....MBS  
Newspaper Affil.....Graham County Guardian  
Representative.....Paul H. Raymer  
President.....Louis F. Long  
General Mgr.....Paul Merrill  
Station, Commercial Manager.....Harl Barnett  
Program Director.....Lester McBride  
Chief Engineer.....Henry Hudson

### KPOK—Scottsdale—1956

Frequency: 1440 Kc. Power: 5 Kw.  
Owned.....Scottsdale Bcstg. Co.  
Address.....Box 182  
Representative.....Forjee  
Pres., Gen. Mgr.....Dick Gilbert  
Exec. V.P.....Saxie Dowell  
Dir. Sales & Serv.....Irving S. Leon, Sr.

### KVWM—Show Low—1957

Frequency: 1050 Kc. Power: 250 Watts  
Owned.....Peak Bcstg. Co.  
Address.....Box 606  
Tel.: 100.....Independent  
Pres., Gen. Mgr.....S. J. Woodworth  
Program Dir.....Dorothy L. Woodworth  
Chief Engineer.....S. J. Woodworth

### KHFH—Sierra Vista—1957

Frequency: 1420 Kc. Power: 1000 Watts  
Owned.....C. W. Morris  
Address.....Box 472, Sierra Vista  
Tel.: Gladstone 8-3379.....Independent  
President.....Carleton W. Morris  
General Manager.....Arlo Woolery  
Station Manager.....John Bonnet, Jr.  
Commercial Manager.....Eddie Evans  
Sales Promotion Manager.....Gene Espinosa

### KAIR—Tucson—1956

Frequency: 1490 Kc. Power: 250 Watts  
Owned By.....Griffith & McCauley  
Business Address.....109 S. Scott  
Tel.: MAIn 4-0401.....Independent  
Representative.....McGavren-Quinn  
President, General Manager.....Joe Du Mond, Sr.  
Sta. Mgr., Prog. Dir.....Joe Du Mond, Jr.  
Chief Engineer.....Paul Gomes

### KCEE—Tucson—1958

Frequency: 790 Kc. Power: 1000 Watts d.  
Owned-Operated By.....Assoc. Bcstrs. Inc.  
Address.....Box 5803  
Tel.: MA 2-7788.....Independent  
President.....David S. Dribeck  
General, Station Manager.....Ray Owen  
Comm. Sales Prom. Mgr.....Jesse Veach  
Chief Engineer.....Don Bateman

### KCNA—Tucson—1946

Freq.: 580 Kc. Power: 5 kw. d.; 500 w. n.  
Owned-Operated By.....Catalina Bcstg. Co.

Business Address..... P. O. Box 2348  
 Tel.: MA 2-4664..... Independent  
 Representative..... Gill-Perna  
 Pres., Gen. Mgr..... Harry B. Chambers  
 Comm. Mgr..... W. F. Riley, Jr.  
 Pub. Dir..... Pat Palmer  
 Chief Engineer..... Eugene E. Stough

**KEVT—Tucson—1953**

Frequency: 690 Kw..... Power: 250 Watts d.  
 Owned-Oper. By..... Tucson Radio Inc.  
 Business Address..... 57 W. Congress  
 Tel.: MA 4-5588..... Independent  
 Representative..... Oakes, Nat. Time Sls.  
 General Manager..... Peter Trowbridge  
 Comm. Mgr..... De Witt Wray  
 Program Dir..... Oscar H. Stevens  
 Sales Manager..... Arturo Aguilar

**KMOP—Tucson—1957**

Frequency: 1330 Kc..... Power: 500 Watts, d.  
 Owned..... Bam-Ray Bcstg. Co.  
 Address..... 101 W. Drachman  
 Tel.: MA 3-6663..... Independent  
 Representative..... Star National; W. S. Grant  
 Pres., Gen. Mgr..... Dick Jacobson  
 Exe. V.P..... Howard Kalmenson  
 Commercial Mgr..... James Johnson  
 Program Dir..... Bob Wolfe  
 Publicity Dir..... Dorothy Gallagher  
 Chief Engineer..... Ray Holsclaw

**KOLD—Tucson—1947**

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Operated By..... Old Pueblo Bcstg. Co.  
 Business Address..... 115 W. Drachman St.  
 Tel.: MA 4-2511..... CBS  
 Representative..... Natl. AM Radio Sales  
 President..... Tom Chancey  
 General, Station Manager..... E. S. Mittendorf  
 Commercial Manager..... Bernie Perlin  
 Sales Promotion Manager..... E. R. McKane  
 Program Director..... Ed Tucker  
 Chief Engineer..... Vern Cinmiyotti

**KTKT—Tucson—1949**

Frequency: 990 Kc..... Power: 10,000 W., d.  
 Owned-Operated By..... Copper State Bcstg.  
 Business-Studio Address..... Box 5585  
 Tel.: MAin 267-11..... Independent  
 Representative..... Forjoe  
 President, Gen. Mgr..... Thomas J. Wallace  
 Station Manager..... George Wallace  
 Chief Eng..... Nat Talpis

**KTUC—Tucson—1929**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Operated By..... Tucson Bcstg. Co.  
 Address..... 1511 E. 16th St.  
 Tel.: MA 2-3344..... MBS

Representative..... Radio TV Reps. Inc.  
 V.P., Gen., Sta. Mgr..... C. Van Haften  
 Commercial Manager..... Robert Lebsock  
 Sales Prom. Mgr..... George Bradley  
 Program Director..... Robert Brown  
 Chief Engineer..... Robert Lebsock

**KCUB—Tucson—1929**

Frequency: 1290 Kc..... Power: 1000 Watts  
 Owned By..... Gordon Broadcasting Co.  
 Business Address..... 219 W. Elm St.  
 Tel.: MAin 3-4323..... Independent  
 Station Representative..... Adam Young  
 President..... Sherwood R. Gordon  
 General Manager..... Gene Ackerley  
 Program Director..... Dick Venturino  
 Chief Engineer..... Ray H. Holsclaw

**KVNC—Winslow—1952**

Freq.: 1010 Kc..... Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By..... Gila Bdcstg. Co.  
 Address..... Box 373  
 Tel.: 1010..... ABC-MBS-KBS  
 Gen. Mgr..... Paul Merrill  
 Sta., Comm. Mgr..... Chuck Mizner  
 Program Dir..... Warner Stensland  
 Pub. Director..... Connie Mizner  
 Sales Prom. Ch. Eng..... Jerry Graham

**KOFA—Yuma—1953**

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Broadcasters, Inc.  
 Address..... P. O. Box 1430  
 Tel.: SU 3-8341..... KBS  
 President..... Henry Schechert  
 General Manager..... Russ Wonnacott

**KVOY—Yuma—1950**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Oper. By..... KYMA-YUMA, Inc.  
 Address..... P. O. Box 671  
 Tel.: SU 3-7841..... MBS  
 Representatives..... Radio-TV Reps.  
 Pres., Gen. Mgr..... William L. Lindsey  
 Station Manager..... Lee A. Newsome, Jr.  
 Commercial Manager..... John Ghiotto  
 Sales Prom. Mgr..... Lee A. Newsome, Jr.  
 Program Director..... Bob Nimmo  
 Chief Engineer..... Gary Raymond

**KYUM—Yuma—1940**

Frequency: 560 Kc..... Power: 1000 Watts  
 Owned-Operated By..... Yuma Bcstg. Co.  
 Business Address..... P.O. Box 352  
 Tel.: SU 3-3305..... NBC  
 Representative..... Paul H. Raymer  
 President..... R. O. Lewis  
 General Manager..... Leonard P. Burkland  
 Sales Promotion Manager..... Rose Ann Pelger  
 Program Director..... Fred A. Pelger  
 Chief Engineer..... Maurice W. Higgins

Pop.: 1,929,000  
Families: 548,000  
Radio Homes: 541,000

# Arkansas

Stations in State: 61  
TV Homes: 362,000  
TV Stations: 6

## KVRC—Arkadelphia—1947

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By...Arkadelphia Bcstg. Co.  
Business-Studios Address...320 S. 3rd St.  
Tel.: CHapel 6-4561...KBS  
Representative...Hil F. Best  
Gen., Sta. Mgr....Bill Deaton  
Chief Engineer...John Riggie

## KBTA—Batesville—1950

Frequency: 1340 Kc. Power: 250 Watts  
Owned...White River Valley Bdcsts. Co.  
Address...Batesville, Ark.  
Tel.: 1112...KBS  
Representative...Best  
Pres., Gen. Mgr....J. F. Higginbottom  
Sales Prom. Mgr....Murray Schroyer

## KBBA—Benton—1953

Frequency: 690 Kc. Power: 250 Watts, d.  
Owned-Oper. By...Benton Bcstg. Service  
Business Address...Box 294  
Tel.: SP 8-2690...Independent  
Tel.: SP 8-2690...KBS  
General Manager...Lavelle Langley  
Commercial Manager...Preston Bridges  
Program Director...Jim Landers  
Chief Engineer...Preston Bridges

## KTCN—Berryville—1958

Frequency: 1480 Kc. Power: 1 Kw; d.  
Owned By...Ozark Radio-Equip. Co.  
Address...P. O. Box 191  
Tel.: 385...KBS  
President...T. W. Rogers  
Gen., Comm. Mgr....Mel Lymbery  
Promotion Mgr....Louise Lymbery  
Chief Engineer...Fred Ward

## KLCN—Blytheville—1922

Frequency: 910 Kc. Power: 5000 Watts d.  
Owned-Operated By...Harold L. Sudbury  
Address...Sudbury Bldg., Main St.  
Tel.: POpIar 2-2093...Independent  
Station Representative...John E. Pearson  
Gen., Sta. Mgr....Harold L. Sudbury  
Sales Prom., Pub. Dir....J. T. Sudbury  
Chief Engineer...Joe Nearn

## KLYR—Clarksville—1957

Frequency: 1360 Kc. Power: 500 Watts  
Owned By...Clarksville Radio Broadcasters  
Business Address...P. O. Box 489  
Tel.: PLeasant 4-3092...Independent  
Gen. Sta. Chg. Eng....Roy Forrester  
Comm. Sales Prom. Mgr....Reece Adkison  
Prog. Pub. Dir....Wayne Bradley

## KAMD—Camden—1946

Freq.: 910 Kc. Power: 1 Kw. d., 500 W. n.

Owned-Operated By...Camden Radio Inc.  
Address...P. O. Box 5859  
Tel.: TE 6-5091...MBS-KBS  
President...Walter E. Hussman  
Gen., Comm. Mgr....Donald Cathey  
Prog. Dir....Cal Carter  
Chief Engineer...J. W. Pope

## KCON—Conway—1950

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By...Conway Bcstg. Co.  
Address...ASTC Campus  
Tel.: 189...KBS  
Representative...Best  
Gen. Mgr....James E. Clayton  
Program Dir....S. F. Morshead  
Chief Engineer...Edwin McClendon

## KAGH—Crosett—1951

Frequency: 800 Kc. Power: 250 Watts, d.  
Owned-Operated By...Julian Haas  
Address...900 Main  
Tel.: FO 4-2181...KBS  
Representative...Clyde Melville  
Gen. Mgr....Julian Haas  
Chief Engineer...Preston Derryberry

## KDQN—De Queen—1956

Frequency: 1390 Kc. Power: 500 Watts, d.  
Owned...R. G. McKeever  
Address...1923 S. Fourth St.  
Tel.: JU 4-2446...KBS  
Representative...Clyde Melville Co.  
General, Station Manager...Glen D. Hammons  
Program Director...Jerry A. Hammons  
Chief Engineer...R. G. McKeever

## KDMS—El Dorado—1950

Frequency: 1290 Kc. Power: 5000 Watts d.  
Owned-Oper. By...El Dorado Bcstg. Co.  
Address...208 N. Cleveland  
Tel.: UN 3-5121...Independent  
Representative...Rambau  
General Manager...J. A. West, Jr.  
Commercial Manager...Rodney Smith  
Program Dir....Bob Russel

## KELD—El Dorado—1935

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By...Radio Enterprises, Inc.  
Business-Studio Address...Radio Center Bldg.  
Tel.: UN 3-6126...ABC-KBS  
Representative...Walker-Rawalt  
Pres., Gen. Mgr....W. N. McKinney  
Comm. Mgr....J. R. Duerson  
Sales Prom., Prog. Dir....Jerome Orr  
Chief Engineer...Troy B. Eddins

## KFAY—Fayetteville—1957

Frequency: 1250 Kc. Power: 500 Watts  
Owned...Stamps Radio Bcstg. Co.  
Address...Box 112



Tel.: Hillcrest 2-9859.....MBS  
 Station Representative.....Bob Dore  
 Gen. Mgr.....H. Weldon Stamps  
 Commercial Manager.....Chas. E. Sieford  
 Program Director.....Joanne Herndon  
 Chief Engineer.....Richard Osborne

**KHOG—Fayetteville—1946**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By...Fayetteville Bcstg. Co., Inc.  
 Business-Studio Address...103 West Mountain  
 Tel.: HI 2-2322.....Independent  
 Station Representative.....Walker-Rawalt  
 President.....Hayden McIlroy  
 Gen. Mgr.....Fred J. Stevenson  
 Comm. Sls. Prom. Mgr.....Ed. Gideon  
 Program. Publicity Director...Steve Starwyck  
 Chief Engineer.....Harold Lindsey

**KXJK—Forrest City—1949**

Frequency: 950 Kc.....Power: 5000 Watts, d.  
 Owned By.....Forrest City Bcstg. Co., Inc.  
 Address.....Natl. Bank Bldg.  
 Tel.: ME 3-1252.....KBS  
 Representative.....Burn-Smith  
 Gen., Sta. Mgr.....William Fogg  
 Sls., Comm. Mgr.....James Pearson  
 Chief Engineer.....Walter Smith, Jr.

**KFPW—Fort Smith—1930**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Tulsa Bcstg. Co.  
 Business Address.....Sta. B Box 98  
 Tel.: SU 3-4105.....CBS  
 Representative.....Avery-Knodel  
 Station Mgr.....Charles E. Jones

**KFSA—Fort Smith—1947**

Frequency: 950 Kc.. Power: 1 Kc. d., 500 W. n.  
 Owned By.....Southwestern Operating Co.  
 Address.....920 Rogers Ave.  
 Tel.: SU 2-9125.....ABC, CBS, NBC  
 Newspaper Affiliation.....Times Record  
 Representative..Venard, Rintoul & McConnell  
 President.....Donald W. Reynolds  
 General Manager.....J. W. Slates  
 Comm., Sales Prom. Mgr..James E. Fesperman  
 Program Director.....Harry Freeman  
 Chief Engineer.....Robert W. Platt, Jr.

**KTCS—Fort Smith—1956**

Frequency: 1410 Kc.....Power: 500 Watts d.  
 Owned By.....H. Weldon Stamps  
 Business Address.....4120 Towson Ave.  
 Tel.: SUNset 2-3049.....MBS-KBS  
 Station Representative.....Bob Dore  
 General Manager.....H. Welden Stamps  
 Sta. Prog. Dir.....Mrs. Evelyn Britt  
 Comm. Sales Prom. Mgr.....George Swanson  
 Chief Engineer.....Cecil Stamps

**KWHN—Ft. Smith—1947**

Frequency: 1320 Kc.....Power: 5000 Watts  
 Owned-Operated By...KWHN Bcstg. Co., Inc.  
 Address.....North 5th and Garrison  
 Tel.: SU 3-8967.....Independent  
 Representative.....Rambeau

General Manager.....J. H. Friedman  
 Station Mgr.....Glenn A. O'Neal  
 Chief Engineer.....Raymond Armstrong

**KHOZ—Harrison—1946**

Frequency: 900 Kc.....Power: 250 Watts, d.  
 Owned-Operated by...Harrison Bcstg. Corp.  
 Address.....P. O. Box 120  
 Tel.: EMpire 5-2301.....KBS  
 Station Representative.....Walker-Rawalt  
 Gen. Mgr.....Robert S. Wheeler, Jr.  
 Sta., Comm. Mgr.....Everett Horton  
 Prom. Mgr.....Marc Williams  
 Chief Engineer.....Carl Martin

**KFFA—Helena—1941**

Frequency: 1360.....Power: 1,000 Watts  
 Owned-Operated By.....Helena Bcstg. Co.  
 Address.....215 York St.  
 Tel.: HI 4-2361.....MBS-KBS  
 Representative.....Best  
 General Station Manager...Sam W. Anderson  
 Sales Prom. Mgr.....Katherine M. Kizer  
 Prog. Dir., Ch. Engr.....Earl Hodges  
 Publicity Dir.....Randolph Tardy

**KXAR—Hope—1947**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Hope Bcstg. Co.  
 Address.....P. O. Box 138  
 Tel.: 7-3601.....KBS  
 Gen. Mgr.....L. B. Tooley  
 Comm. Mgr.....Wes Ninemire

**KBHS—Hot Springs—1953**

Frequency: 590 Kc.....Power: 5000 Watts d.  
 Owned-Oper. By.....Resort Bcstg. Co., Inc.  
 Address.....113 3rd St.  
 Tel.: NA 3-6661.....KBS  
 Sta. Rep.....Clark  
 President.....A. M. McGregor  
 V.P., General Mgr.....Gene Kelley  
 Station, Sales Prom. Mgr.....Ed Appler  
 Program Director.....Forrest Eddy  
 Chief Engineer.....Clint Norman

**KBLO—Hot Springs—1953**

Frequency: 1470.....Power: 1000 Watts d.  
 Owned-Oper. By.....Hot Springs Bcstg., Inc.  
 Address.....1011 Central  
 Tel.: NA 3-2553.....MBS  
 Representative.....Rambeau  
 Pres., Gen. Mgr.....C. J. "Gus" Dickson  
 Station Mgr.....Harry Ladass  
 Program Dir.....Jack R. Ridgeway  
 Publicity Dir.....Hank Sanders  
 Chief Engineer.....R. G. King

**KWFC—Hot Springs—1941**

Freq.: 1350 Kc.....Power: 1 Kw., d., 500 W. n.  
 Owned-Operated By.....Phoenix Co.  
 Business-Studio Address.....Box 1038  
 Tel.: NA 4-1225.....ABC  
 Representative..Venard, Rintoul & McConnell  
 President.....Harman I. Mosely II  
 Comm. Mgr.....T. Dickson  
 Chief Engineer.....C. Mathis

# ARKANSAS

## **KBTM—Jonesboro—1930**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: Patteson Brothers  
Address: WBTM Bldg.  
Tel.: WE 5-5597. MBS-KBS  
General Manager: Alan Patteson, Jr.  
Sta. Mgr.: Clarence Adams  
Chief Engineer: Norman Bowman

## **KNEA—Jonesboro—1950**

Frequency: 970 Kc. Power: 1000 Watts d.  
Owned-Operated By: Radio Jonesboro, Inc.  
Address: Citizens Bank Bldg.  
Tel.: WE 2-8381. Independent  
Representative: Gill-Perna  
President: Ernest Farabee  
Gen., Sta. Mgr.: Harold Gregson  
Comm. Mgr.: Bob Blackwood  
Program Director: Ed Goetze  
Chief Eng.: Wesley Bell

## **KARK—Little Rock—1928**

Frequency: 920 Kc. Power: 5000 Watts  
Owned-Oper. By: Arkansas Radio & Equip. Co.  
Address: 10th & Spring Sts.  
Tel.: FR 6-2481. NBC  
Representative: Edward Petry  
Exec V.P., Gen. Mgr.: T. K. Barton  
V.P., Sta. Mgr.: Douglas Romine  
Program Director: Ernest M. Howard  
Commercial Mgr.: Ernest Howard  
Prom. Dir.: Shirley Kennedy

## **KGHI—Little Rock—1927**

Freq.: 1250 Kc. Power: 1 Kw. d., 500 w n.  
Owned-Oper. By: Radio Arkansas  
Address: P. O. Box 3099  
Tel.: FR 2-0166. KBS  
Representative: Burn-Smith  
Gen. Mgr.: Harold E. King  
Station Mgr.: Alfred E. Shirley  
Sales Prom. Mgr.: Winnifred Shanks  
Program Dir.: Marvin Heffington  
Publicity Dir.: Barbara Park  
Chief Engineer: Bill Gabbert

## **KLRA—Little Rock—1926**

Freq.: 1010 Kc. Power: 10 Kw. d., 5 Kw. n.  
Owned-Operated By: KLRA, Inc.  
Business-Studio Address: Box 550  
Tel.: FRanklin 5-3206. ABC  
Representative: Bob Dore; Clark Brown  
President, General Manager: Leonard Coe  
Sta., Comm. Mgr.: Kermit F. Tracy  
Program Director: Hal Webber  
Publicity Director: Anne Lumpkin  
Chief Engineer: Art Beem

## **KOKY—Little Rock—1956**

Frequency: 1440 Kc. Power: 1000 Watts d.  
Owned-Operated By: Ebony Radio  
Address: P. O. Box 1956  
Tel.: FR 2-0391. Independent  
Representative: John E. Pearson  
Pres., Gen. Mgr.: John M. McLendon

Station Manager: Ed Phelan  
Commercial Manager: Jim Loflin  
Program Director: Myron Turvey  
Chief Engineer: G. C. Tuley, Jr.

## **KTHS—Little Rock—1924**

Frequency: 1090 Kc. Power: 50,000 Watts  
Owned-Oper.: Radio Bcstg., Inc.  
Business-Studio Address: P. O. Box 269  
Newspaper Affil.: Shreveport Times  
Tel.: FR 4-3764. CBS  
Representative: Christal  
President: W. H. Bronson  
Gen., Sta. Mgr.: B. G. Robertson  
Comm. Manager: A. C. Dowden  
Sales Prom. Mgr.: R. Brown  
Program Director: George F. Moore  
Chief Engineer: Cecil L. Sutt

## **KVLC—Little Rock—1948**

Frequency: 1050 Kc. Power: 1000 Watts  
Owned-Operated By: Southwestern Bcstg. Co.  
Address: 319 West 2nd Street  
Tel.: FR 5-5321. Independent  
Representative: Richard O'Connell  
Gen., Sta. Mgr.: Dale D. Mahurin  
Program Director: Charles R. Sims  
Chief Engineer: Ed H. Summers

## **KVMA—Magnolia—1948**

Frequency: 630 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Magnolia Bcstg. Co.  
Business-Studio Address: 212 N. Jefferson St.  
Tel.: 630. MBS  
Representative: John E. Pearson  
President: Dr. J. F. Rushton  
Gen. Mgr.: William M. Bigley  
Comm. Mgr.: Norman Hunneycutt

## **KBOK—Malvern—1951**

Frequency: 1310 Kc. Power: 1000 Watts d.  
Owned-Operated By: Malvern Bcstg. Co.  
Address: Highway 270 West  
Tel.: 1800. KBS  
Representative: Devney, Melville  
Pres., Gen. Mgr.: Kermit L. Richardson  
Commercial Manager: W. D. Stroud  
Prog. Dir., Ch. Engr.: Robert Padgett  
Publicity Director: William R. Moore

## **KTML—Marked Tree—1956**

Frequency: 1580 Kc. Power: 250 Watts, d.  
Owned By: Poinsett Radio Bcstg. Co.  
Address: Box 17  
Tel.: 1580. KBS  
Station Representative: Continental  
Gen. Mgr.: Carlton Garner  
Commercial Manager: Leon Howard  
Program Director: Gail Johnson  
Publicity Director: Mack Howerton  
Chief Engineer: Jim Weston

## **KVSA—McGehee—1953**

Frequency: 1220 Kw. Power: 1000 Watts d.  
Owned-Oper. By: S. E. Arkansas Bcstrs. Inc.  
Address: Box 1220  
Tel.: CA 2-2400. KBS

Representative ..... Best  
 Pres., Gen. Mgr. .... Abbott F. Kinney

**KENA—Mena—1955**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... E. M. Hoge  
 Address ..... S. Reine St.  
 Tel.: 944 ..... KBS  
 Representative ..... Hil F. Best  
 General Mgr. .... Larry Shephard  
 Comm. Mgr. .... Bill Hughes  
 Ch. Eng. .... O. D. Frederick

**KHBM—Monticello—1956**

Frequency: 1430 Kc. .... Power: 1 Kw. d.  
 Owned-Operated By ..... Baker Bcstg. Co.  
 Address ..... Box 446  
 Tel.: 91 ..... KBS  
 President ..... J. R. Baker  
 Program Director ..... Pat McGinnis  
 Publicity Director ..... Evelyn H. Baker  
 Sales Promo. Mgr. .... Bill Millwood  
 Chief Engineer ..... John Bailey

**KVOM—Morrilton—1952**

Frequency: 800 Kw. .... Power: 250 Watts d.  
 Owned-Oper. By ..... Morrilton Bcstg. Co.  
 Address ..... P. O. Box 541  
 Tel.: 506 ..... Independent  
 Gen. Mgr. .... J. C. Willis  
 Comm. Mgr. .... Bill Harper  
 Prog. Director ..... Hugh C. Jones

**KTLO—Mountain Home—1953**

Frequency: 1490 Kw. .... Power: 250 Watts  
 Owned-Oper. By .. Mountain Home Bcstg. Corp.  
 Address ..... Hwy 5, N.  
 Tel.: 1490 ..... KBS  
 Representative ..... Best  
 Pres., Gen. Mgr. .... A. Stricklen  
 Commercial Mgr. .... Bob Pratt

**KNBY—Newport—1949**

Frequency: 1280 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Newport Bcstg. Co.  
 Business Address ..... Box 218  
 President ..... Harold Sudbury  
 General, Station Manager ..... Gene Howe  
 Program Director ..... Jerry Grojean  
 Chief Engineer ..... Anson Clark

**KNLR—North Little Rock  
 1957**

Frequency: 1380 Kc. .... Power: 1 Kw.  
 Owned-Oper. By ... Arkansas Valley Bcstg. Co.  
 Address ..... 16th & Main; Box 423  
 Tel.: FR 6-1997 ..... Independent  
 Representative ..... W. S. Grant  
 Pres., Gen. Mgr. .... Chester H. Pierce  
 Commercial Manager ..... Philip Sklar  
 Program Director ..... Ed Bailey  
 Publicity Director ..... Rita Newsom  
 Chief Engineer ..... Ken Copeland

**KXLR—North Little Rock  
 1946**

Frequency: 1150 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By ..... Sanders Ark. Brcstg.  
 Address ..... P. O. Box 89  
 Tel.: FR 2-2155 ..... Independent  
 Representative ..... Stars National  
 President ..... J. M. Sanders  
 General Manager ..... George B. Faulder  
 Commercial Manager ..... Jim Gatens  
 Program Director ..... Hugh Brown  
 Chief Engineer ..... V. O. Vandusen

**KOSE—Osceola—1949**

Frequency: 860 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Osceola Bcstg. Corp.  
 Business Address ..... P. O. Box 311  
 Tel.: LO 3-2641 ..... KBS  
 Representative ..... Cont. Radio Sales  
 President ..... H. F. Ohlendorf  
 General, Station Manager ..... Don Whitney  
 Program Director ..... Edythe Bandy  
 Chief Engineer ..... Harold Jones

**KDRS—Paragould—1947**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Progressive Bcstg. Co.  
 Business Address ..... Box 491  
 Tel.: CE 2-7627 ..... KBS  
 General Manager ..... Ted Rand  
 Business Manager ..... T. M. Self  
 Commercial Manager ..... Doyne F. Bateman  
 Program Director ..... Wilman Wheelis  
 Chief Engineer ..... W. O. Driskell

**KCLA—Pine Bluff—1947**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By ... Radio Engineering Service  
 Business-Studio Address ..... 2900 W. 28th St.  
 Tel.: JE 5-1241 ..... Independent  
 Station Representative ..... Hil Best  
 General Mgr. .... Kenneth Keesterson  
 Commercial Manager ..... Clyde Martin  
 Prog.; Ch. Eng. .... Charles Penix

**KOTN—Pine Bluff—1934**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By ... Universal Bcstg. Corp.  
 Address ..... Simmons Bank Bldg.  
 Tel.: JE 4-8732 ..... MBS-KBS  
 Representative ..... Walker  
 Pres., Gen. Mgr., Chief Engr. .... B. J. Parrish  
 Comm. Mgr. .... J. Wallace  
 Program Director ..... Hilda Matz  
 Pub. Director ..... R. W. Etter

**KPBA—Pine Bluff—1957**

Frequency: 1590 Kc. .... Power: 1 Kw. d.  
 Owned-Operated By ..... Radio Pine Bluff  
 Address ..... 1607 W. 6th Ave.; Box 33  
 Tel.: JE 4-1523 ..... Independent  
 Representative ..... Devney, Inc.  
 President ..... W. L. Kent  
 Gen., Sta. Mgr. .... Howard M. Peters

## ARKANSAS-CALIFORNIA

Program Director.....Howard Watson  
Chief Engineer.....Robert M. Mador

### KPOC—Pocahontas—1950

Frequency: 1420 Kc....Power: 1,000 Watts d.  
Owned-Operated By...Pocahontas Radio, Inc.  
Address.....P. O. Box 250  
Tel.: TW 2-5234.....KBS  
General Mgr.....Adrian L. White  
Program Dir.....Bill Nicholson  
Sales Mgr.....Virgil Pace

### KAMO—Rogers—1954

Frequency: 1390 Kc.....Power: 1000 Watts  
Owned.....KAMO, Inc.  
Business Address...American Natl. Bank Bldg.  
Tel.: MELrose 6-4611.....Independent  
Station Rep.....Walker  
Pres., Gen. Mgr.....G. Don Thompson  
Sta., Comm. Mgr.....W. E. Dacus  
Program Director.....Charles A. Davis  
Chief Engineer.....Bud Williams

### KXRJ—Russellville—1947

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By....The Valley Broadcasters  
Address.....Second and Commerce  
Tel.: 299, 123.....KBS  
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

Frequency: 1300 Kc.....Power: 1000 Watts d.  
Owned By.....C. R. Horne  
Address.....P. O. Box 95  
Tel.: 1281.....KBS  
Representative.....Hil F. Best  
Comm. Mgr.....Don P. Jones  
Chief Eng.....Roy K. Cole

### KUOA—Siloam Springs—1923

Frequency: 1290 Kc.....Power: 5,000 Watts d.  
Owned-Operated By.....Kuoa, Inc.  
Business-Studio Address.....Siloam Springs  
Tel.: 777.....MBS-KBS  
President.....John E. Brown, Jr.  
Gen. Mgr.....Cecil Smith  
Program Director.....Ralph Kennedy, Jr.  
Chief Engineer.....Cecil E. Smith

### KBRS—Springdale—1949

Frequency: 1340 Kc.....Power: 250 Watts

Owned-Oper...Northwest Ark. Bcstg. & TV Co.  
Address.....P. O. Box 29  
Tel.: 1-4675, 1-4676.....ABC-KBS  
Newspaper Affiliation...Southwest American  
Representative.....Hil F. Best  
President.....Donald W. Reynolds  
General Manager.....Phil H. Phillips  
Commercial Manager.....Curtis C. Hornor, Jr.  
Program Director.....Jim G. Wilkerson  
Chief Engineer.....Virgil Smith

### KWAK—Stuttgart—1948

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By...Stuttgart Bcstg. Corp.  
Business Address.....Stuttgart  
Tel.: WA 2-5212.....KBS  
Representative.....C. K. Beaver Assoc.  
President.....Beloit Taylor  
Gen. Manager.....Melvin P. Spann  
Station Mgr.....June S. Spann  
Chief Engineer.....C. R. Sandline

### KOSY—Texarkana—1951

Freq.: 790 Kc....Power: 1 Kw. d., 500 w. n.  
Owned-Operated By.....Gateway Bcstg. Co.  
Address.....State Line Ave.  
Representative.....Pearson  
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  
Tel.: 980.....KBS  
Gen. Mgr.....Wm. H. Cate

### KWRF—Warren—1953

Frequency: 860 Kc.....Power: 250 Watts d.  
Owned.....Weldon & Sledge  
Address.....Box 480  
Tel.: 353-354.....KBS  
Representative.....Hil F. Best  
Gen., Sta. Mgr.....Lee Reaves  
Comm. Mgr.....H. M. Harris

### KWYN—Wynne—1956

Frequency: 1400 Kc.....Power: 250 Watts  
Owned.....E. Arkansas Bcstrs, Inc.  
Address.....P. O. Box 225  
Tel.: 1188.....KBS  
Representative.....Continental  
President.....J. L. Shaver, Jr.  
Gen., Sta. Mgr.....Raymond O. Raley  
Comm. Mgr.....Hiram Mayo  
Prog., Ch. Eng.....Art Rogers

Pop.: 14,899,000  
Families: 4,799,000  
Radio Homes: 4,761,000

## California

Stations in State: 183  
TV Homes: 4,169,000  
TV Stations: 36

### KCNO—Alturas—1951

Frequency: 570 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Stulor Corp.  
Address.....P. O. Box 1358

Tel.: 2531.....Independent  
Representative.....O'Connell Palmer  
Pres., Gen. Mgr.....Stewart Wilbon  
Sta. Mgr., Chief Engineer.....Dick Barrett

**KAVR—Apple Valley—1954**

Frequency: 960 Kc.....Power: 5 Kw. d.  
 Owned.....Apple Valley Bcstg. Co.  
 Address.....Apple Valley  
 Tel.: VI 7-7251.....Independent  
 Representative.....W. S. Grant  
 President.....Newton T. Bass  
 Managing Dir.....J. C. Thomas  
 Commercial Mgr.....Ken Barton  
 Program Director.....Lou Rossi  
 Chief Engineer.....Dean Kiner

**KENL—Arcata—1956**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned.....Humboldt Bcstrs.  
 Address.....KENL Bldg.  
 Tel.: VA 2-2941.....Independent  
 Representative.....W. S. Grant  
 Pres., Gen. Mgr.....Mel Marshall  
 Sta. Mgr.....Jerry Rhoades  
 Comm. Mgr.....Jim Vanglie  
 Program Director.....Roger Ferrier  
 Chief Engineer.....Harry Shelby

**KAHI—Auburn—1957**

Frequency: 950 Kc.....Power: 1000 Watts  
 Owned.....Placer County Bcstg.  
 Address.....Box 950  
 Tel.: TU 5-5636.....KBS  
 Representative.....Ayres  
 Pres.....Don C. Reeves  
 Gen. Mgr.....Gene Ragle  
 Sales Prom. Mgr.....Ray Lewis  
 Program Director.....Stan Cooper  
 Publicity Director.....Frank Benny  
 Chief Engineer.....Donnelly Reeves

**KBIG—Avalon—1952**

Frequency: 740 Kc.....Power: 10,000 Watts  
 Owned-Operated By.....John Poole Bcstg. Co.  
 Address.....6540 Sunset Blvd., Los Angeles 28  
 Tel.: HO 3-3205.....Independent  
 Representative.....Weed  
 President, Gen. Mgr.....John Poole  
 Sta. Comm. Mgr.....Robert J. McAndrews  
 Oper. Program Dir.....Alan Lisser  
 Sales Prom. Publicity.....R. J. McAndrews  
 Chief Engineer.....Beull Dalton

**KAFY—Bakersfield—1946**

Frequency: 550 Kc.....Power: 1000 Watts  
 Owned.....Paschall, Tullis & Hearne  
 Address.....P.O. Box 6128  
 Tel.: Empire 6-4411.....Independent  
 Representative.....McGavren-Quinn  
 Gen. Mgr.....Glenn D. Lockhart  
 Comm. Mgr.....Roy Licordell  
 Sales Promotion Manager.....Dick Brown  
 Program Director.....Al Anthony  
 Chief Engineer.....Bob Fee

**KLYD—Bakersfield—1958**

Frequency: 1350 Kc.....Power: 1000 Watts;d.  
 Owned By.....Umer Broadcasting Co.  
 Business Address.....1709 30th Street  
 Tel.: FAirview 7-4831.....Independent

Station Representative.....Grant  
 Gen. Sta. Mgr.....Edward E. Umer  
 Commercial Manager.....Dave Maxwell  
 Program Director.....Dan Speare  
 Sales Prom. Publ. Dir.....Mary L. Bender  
 Chief Engineer.....Vernon G. Tucker

**KIKK—Bakersfield—1958**

Frequency: 800 Kc.....Power: 250 Watts; d.  
 Owned By.....Valley Bcstg. Co.  
 Address.....910 Chester  
 Tel.: FAirview 7-4401.....Independent  
 Sta. Representative.....Bolling  
 President.....Dawkins Espy  
 General Mgr.....Donald MacLachlan  
 Program Dir.....Dan Gates

**KBIS—Bakersfield—1950**

Frequency: 970 Kc.....Power: 1000 Watts  
 Owned.....Eastern Electrosonic Industries  
 Studio Address.....2013 Chester Ave.  
 Tel.: FAirview 4 6093.....Independent  
 Representative.....Weed  
 Station Mgr.....Hal Brown

**KERN—Bakersfield—1932**

Frequency: 1410 Kc.....Power: 1000 Watts  
 Owned-Operated By.....McClatchy Bcstg. Co.  
 Business Address.....1535 17th St.  
 Tel.: FA 5-7475.....CBS  
 Representative.....Paul H. Raymer  
 President.....Eleanor McClatchy  
 Sta. Mgr.....Tom Flynn  
 Chief Engineer.....Don Gatz

**KGEE—Bakersfield—1946**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Marterto Corp.  
 Business-Studio Address.....1415 17th Street  
 Tel.: FA 7-3587.....Independent  
 Representative.....Hollingbery  
 President.....Danny Thomas  
 Gen. Sta. Mgr.....C. Dexter Haymond  
 Comm. Mgr.....Jess Land  
 Program Director.....Thad Bulkeley  
 Sales Prom. Mgr.....Rick Terry  
 Publicity Director.....Dave Hildebran  
 Chief Engineer.....Ed. Andress

**KMAP—Bakersfield—1955**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned.....KMAP, Inc.  
 Address.....P.O. Box 693  
 Tel.: FA 7-3541.....MBS  
 Representative.....Forje  
 Pres., Gen. Mgr.....Clifford E. Ball  
 Program Director.....Jack Shefrin

**KPMC—Bakersfield—1932**

Frequency: 1560 Kc.....Power: 10,000 Watts  
 Owned-Oper. By.....Pioneer Mercantile Co.  
 Address.....20th & N Sts.  
 Tel.: FA 7-8581.....ABC  
 Representative.....Headley-Reed  
 President.....F. G. R. Schamblin  
 Gen., Sta. Mgr.....L. A. Schamblin

## CALIFORNIA

Comm. Mgr. .... Paul R. Biermann  
Chief Eng. .... Leo P. Jarvis

### KPAS—Banning—1947

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned. .... Stevens Bcstg. Inc.  
Address. .... 4425 W. Ramsey St.  
Tel.: VI 9-4557. .... Independent  
Representative. .... Grant Webb  
Gen. Manager. .... Edwin J. Stevens  
Commercial Mgr. .... Lewis F. Shank

### KWTC—Barstow—1947

Frequency: 1230 Kc. .... Power: 250 Watts  
Owned-Operated By. Mojave Valley Bcstg. Co.  
Address. .... Box 697  
Tel.: 4001. .... Independent  
Representative. .... O'Connell  
Pres., Gen. Mgr. .... W. T. Brown  
Sta. Prog. Dir. .... R. F. Cruse  
Commercial Mgr. .... Wilma Walker  
Sales Prom Mgr. .... Jean McAdams  
Chief Engineer. .... Bill Schultz

### KRE—Berkeley—1923

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned-Oper. By. .... Central Calif. Bcstrs., Inc  
Address-Trans. .... 601 Ashby Avenue  
Tel.: AS 3-7715. .... Independent  
Representative. .... W. S. Grant  
General Mgr. .... Arthur Westlund  
Sta. Mgr. .... Don Hambly  
Prog. Dir. .... Les Avery  
Chief Engineer. .... Robert K. Morrison

### KOWL—Bijou—1956

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned. .... Tahoe Broadcasters, Inc.  
Address. .... Box 756 Tahoe Valley  
Tel.: KI 4-2400. .... Independent  
Representative. .... Palmer  
Pres., Gen. Mgr. .... Ed. French  
Sta. Comm. Mgr. .... John J. Murphy  
Program Director. .... Terry Ward  
Publicity Director. .... Bea Paizs  
Chief Engineer. .... Keith Mealey

### KIBS—Bishop—1953

Frequency: 1230 Kw. .... Power: 250 Watts  
Owned-Oper. By. .... Inyo Bcstg. Co.  
Address. .... Box 757  
Tel.: 4411. .... KBS  
Representative. .... Broadcast Time Sales  
Pres., Gen. Mgr., Pub. Dir. .... J. Oliver  
Commercial Mgr., Prom. Mgr. .... R. S. Deming

### KYOR—Blythe—1947

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned. .... Imperial Broadcasting Systems, Inc.  
Address. .... Box 668  
Tel.: 2231. .... ABC  
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

Frequency: 1300 Kc. .... 1000 Watts d. 500 n.  
Owned-Oper. By. .... Imperial Bcstg. System  
Address. .... 6331 Hollywood Blvd.  
Tel.: 1300. .... ABC  
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  
Tel.: EL 2-1490. .... Independent  
Station Representative. .... Grant Webb

### KICO—Calexico—1947

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned-Operated By. .... Charles R. Love  
Address. .... Barbara Worth Hotel, El Centro  
Tel.: FI 2-0141. .... CBS  
Representative. .... Broadcast Time Sales  
Owner. .... Charles R. Love  
General Manager. .... W. L. Gleeson

### KTEE—Carmel—1957

Frequency: 1410 Kc. .... Power: 500 Watts; d.  
Owned By. .... Seaside Electronic Assoc.  
Address. .... P. O. Box 2050  
Tel.: MAYfair 4-1215. .... Independent  
Pres. Gen. Mgr. .... Paul F. Hanson  
Commercial Mgr. .... Stanley F. Simpson  
Promotion Mgr. .... D. Metzger  
Program Dir. .... William Warren  
Chief Engineer. .... Joly Boynton

### KHSL—Chico—1935

Frequency: 1290 Kc. .... Power: 5000 Watts  
Owned-Operated. .... Golden Empire Bcstg. Co.  
Address. .... Box 1041  
Tel.: Fireside 2-0141. .... CBS  
Representative. .... McGavren-Quinn  
Pres., Gen. Mgr. .... Mrs. Mickey McClune  
Station Manager. .... Charles H. Kinsley, Jr.  
Commercial Mgr. .... Brian Loughran  
Program Dir. .... Tim Armstrong  
Sales, Public Dir. .... Don Miller  
Chief Engineer. .... Russell Pope

### KPAY—Chico—1949

Frequency: 1060 Kc. .... Power: 10,000 Watts  
Owned. .... J. Ned. Richardson  
Address. .... P.O. Box 523  
Tel.: Fireside 2-4211. .... MBS  
Representative. .... Hollingberry  
Gen. Mgr. .... J. Ned Richardson  
Comm. Mgr. .... Robert Campbell  
Sales Prom. Mgr. .... Ned Tollinger  
Chief Engineer. .... William Pope

### KCHV—Coachella—1954

Frequency: 970 Kc. .... Power: 1 Kw., d.  
Owner. .... Coachella Valley Bcstg. Co.  
Address. .... Avenue 50

Tel.: EXpress 8-5534.....Independent  
 Representative.....Moore & Assoc.  
 Pres.....Edward Gorges  
 Gen. Mgr.....I. E. Staples  
 Comm. Mgr.....Doug Caplette  
 Sales Prom. Mgr.....Bob Steward  
 Program Director.....Graham Alexander  
 Chief Eng.....Bill Buckingham

**KBMX—Coalinga—1950**

Frequency: 1470 Kc.....Power: 500 W. d.  
 Owned-Oper. By.....Sheldon Anderson  
 Address.....Box 1179  
 Tel.: 136.....KBS  
 Sta. Rep.....Grant Webb  
 Gen., Sta., Com. Mgr.....V. J. Stedry  
 Chief Engineer.....W. E. Long

**KBUC—Corona—1948**

Frequency: 1370 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned.....Radio K-Buc, Inc.  
 Business Address.....Box 368  
 Tel.: RE 7-1370.....Independent  
 Representative.....Jones; Crennan  
 President.....James F. Hadlock  
 V.P., Gen. Mgr.....Naum Healy  
 Nat. Sales Mgr.....Gerald O. Jones  
 Program Dir.....Bob Lake  
 Sales Prom. Mgr.....Sally Linville  
 Publicity Dir.....Florence Archer  
 Chief Engineer.....Walter Rees

**KCRE—Crescent City—1950**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Del Norte Bcstg. Co.  
 Address.....Box 248  
 Representative.....Ayres  
 Pres., Gen. Mgr., Sta. Mgr.....Robert E. Grey  
 Business Mgr.....Peggy B. Gray

**KCHJ—Delano—1951**

Freq.: 1010 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....Charles Herman Johns  
 Address.....P.O. Box 966  
 Tel.: 8676.....Independent  
 Representative.....Radio Spot Sales  
 Pres., Gen. Mgr.....Charles H. Johns  
 Sta. Mgr.....Jean G. Johns  
 Comm. Mgr.....Jim Turner  
 Program Dir.....Joe McFolin  
 Sales Prom. Mgr.....Bob Scott  
 Publicity Director.....Cec Vergano

**KRDU—Dinuba—1946**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Radio Dinuba Co.  
 Business-Studio Address.....Box 157  
 Tel.: DI 500.....KBS  
 Representative.....W. Ayres, Cont. Radio Sales  
 Pres., Gen., Sta. Mgr.....Egon A. Hofer  
 V.P.....Dave Hofer, Jr.

**KDEO—El Cajon—1955**

Frequency: 910 Kc.....Power: 1 Kw.  
 Owned-Operated By.....Dandy Bcstg. Corp.  
 Address.....Town & Country Hotel, San Diego  
 Tel.: CY 8-8371.....ABC

Representative.....Bolling  
 President.....Robert E. Sharon  
 Station Manager.....Leonard W. Lundmark  
 Program Director.....Sam Babcock  
 Sales Prom. Mgr.....Tony Day  
 Publicity Director.....Donna Powers  
 Chief Engineer.....Ed Murphree

**KAMP—El Centro—1958**

Frequency: 1430 Kc.....Power: 1000 Watts  
 Owned By.....El Centro Radio, Inc.  
 Address.....Box 1018  
 Tel.: ELgin 2-2277.....Independent  
 Representative.....Harlan Oakes  
 Pres., Gen. Mgr.....A. E. Andreotti  
 Station Mgr.....Wm. H. Ellison  
 Commercial Mgr.....Chap Rollins  
 Program Dir.....Bob Weaver  
 Sales Prom. Mgr.....Bob Baker  
 Publicity Dir.....Kay Ogg  
 Chief Engineer.....Arch Thistle

**KXO—El Centro—1927**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Valradio Inc.  
 Business Address.....Box 140  
 Tel.: EL 2-1230.....CBS-MBS-KBS  
 Representative.....Paul H. Raymer  
 P.es., Gen. Mgr.....Riley R. Gibson  
 Commercial Manager.....Marc Hanan  
 Program Director.....Tony Temple  
 Chief Engineer.....Maurice Hill

**KOWN—Escondido—1958**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned By.....Palomar Broadcasting Co.  
 Address.....1226 Hale Ave.  
 Tel.: SHerwood 5-5811.....Independent  
 Pres., Gen. Mgr.....Julie G. Owen  
 Commercial Mgr.....Thurston S. Holmes  
 Program Dir.....James H. Hill  
 Chief Engineer.....Joseph Dessert

**KDAN—Eureka—1956**

Frequency: 790 Kc.....Power: 5 Kw.  
 Owned.....W. H. Hansen  
 Address.....Box 903  
 Tel.: HI 2-0611.....Independent  
 Representative.....Bcst. Time Sales, Hall  
 Mgr.....W. H. Hansen  
 Comm. Mgr.....Earl Madray

**KINS—Eureka—1958**

Freq.: 980 Kc.....Power: 5 Kw., c., 500 W. n.  
 Owned-Oper. By.....Eureka Bcstg.  
 Address.....Box 1015  
 Tel.: HI 2-5744.....CBS  
 Representative.....Weed  
 Pres., Gen. Mgr.....Wendell Adams  
 Comm. Sta. Mgr.....Tim Crowley  
 Prog.-Publicity.....Doyle Seely  
 Chief Engineer.....Dean Elliott

**KIEM—Eureka—1933**

Frequency: 1480 Kc.....Power: 5000 Watts  
 Owned Opr. By.....Redwood Bdcstg. Co., Inc.  
 Address.....6th at E. Sts.

# CALIFORNIA

Tel: HI 3-1621.....MBS  
Representative.....John Blair  
President, Manager.....Wm. B. Smullin  
General Manager.....J. Edwin Arnold  
Commercial Mgr.....Robert Stach  
Prom. Mgr.....B. Adams  
Chief Engineer.....Don King

## KDAC—Fort Bragg—1948

Frequency: 1230 Kc.....Power: 250 Watts  
Owned.....Mendocino Coast Bcstg. Co.  
Address.....Box 616  
Tel.: YO 4-3251.....KBS  
Owner.....Edward Murtle  
General Manager.....Craig N. Smith  
Sales Prom. Mgr.....Matthew V. Huber

## KARM—Fresno—1938

Frequency: 1430 Kc.....Power: 5000 Watts  
Owned-Oper. By.....H. & G. Harm  
Address.....7535 N. Van Ness Ave.  
Tel.: BA 24441.....ABC  
Representative.....Hollingbery  
Pres.....Hattie Harm  
Gen. Mgr.....George Harm  
Comm. Sale Prom. Mgr.....Gordon Jacobs  
Program Director.....Bill Dallas  
Publicity Director.....Don Felsler  
Chief Engineer.....Elbert Dean

## KBIF—Fresno—1947

Frequency: 900 Kc.....Power: 1000 Watts, d.  
Owned.....KBIF, Inc.  
Address.....857 Van Ness Ave.  
Tel.: AM 6-0791.....Independent  
Representative.....Weed  
Pres., Gen. Mgr.....David T. Harris  
Program, Publicity Dir.....Jim Bailey  
Chief Engineer.....Bob Love

## KEAP—Fresno—1957

Frequency: 980 Kc.....Power: 500 W. d.  
Owned By.....KEAP Broadcasting Co. Inc.  
Address.....2344 S. Railroad Ave.  
Tel.: AD 7-1871.....Independent  
Representative.....McGavern-Quinn  
Pres., Gen. Mgr.....Herbert J. Edelman  
Chief Engineer.....Elbert Dean

## KFRE—Fresno—1936

Frequency: 940 Kc.....Power: 50,000 Watts  
Owned-Oper. By.....Triangle Publications  
Business-Studio Address.....T. W. Patterson Bldg.  
Tel.: AM 8-6441.....CBS  
Representative.....John Blair  
Station Manager.....Robert F. Klein  
Program Dir.....Robert Fulton  
V. P. Eng.....Keith L. Mealey

## KGST—Fresno—1949

Frequency: 1600 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Delle Broadcasting Co.  
Address.....1244 'O' St.  
Tel.: AM 6-9901.....KBS  
Representative.....Nat'l Time Sales, Hall, Gates  
Gen. Mgr.....Jeanne Bacher

Program Director.....Larry Walters  
Chief Engineer.....A. Kasparian

## KMAK—Fresno—1953

Frequency: 1340 Kw.....Power: 250 Watts  
Owned-Oper. By.....McMahan Bcstg. Co.  
Address.....2020 McKinley  
Tel.: AM 6-9448.....Independent  
Representative.....ForJoe  
President.....R. O. McMahan  
Gen., Sta. Mgr.....Coyle Chambers  
Chief Engineer.....Ed Nickels

## KMJ—Fresno—1925

Frequency: 580 Kc.....Power: 5000 Watts  
Owned-Operated By.....McClatchy Bcstg. Co.  
Business-Studio Address.....1515 Van Ness Ave.  
Tel.: AM 8-5771.....NBC  
Representative.....Paul H. Raymer  
Station Manager.....Ramsey G. Elliott  
Sales Mgr.....Roy Swanson  
Program Dir.....Jeff Nagle  
Chief Engineer.....William Wallace

## KYNO—Fresno—1947

Frequency: 1300 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Radio KYNO  
Address.....2125 N. Barton Ave.  
Tel.: CL 5-8383.....MBS  
Representative.....Headley-Reed  
General Manager.....Gene Chenault  
Sta. Mgr.....Jim Carroll  
Chief Engineer.....Bert Williams

## KPER—Gilroy—1957

Frequency: 1290.....Power: 500 Watts, d.  
Owned.....Bernard & Jobbins Bcstg. Co.  
Address.....615 Swanston Lane  
Tel.: VI 2-3155.....KBS  
Representative.....Lucas & Assoc.  
General Manager.....Geo. F. Schaefer  
Sales Prom. Mgr.....Ben Guitierrez  
Program Director.....Jean Emard  
Publicity Director.....Tom Carr  
Chief Engineer.....Don Bernard

## KIEV—Glendale—1933

Frequency: 870 Kc.....Power: 250 Watts  
Owned-Operated By.....Cannon System, Ltd.  
Address.....102 N. Glendale Ave.  
Tel.: CI 1-1133.....Independent  
President.....David H. Cannon  
Station Mgr.....Cal Cannon

## KNGS—Hanford—1948

Freq.: 620 Kc.....Power: 1 Kw., d.; 1 Kw., n.  
Owned-Oper. By.....KNGS  
Business Address.....P.O. Box 620  
Tel.: LUDlow 2-0361.....Independent  
Representative.....Hall Co., Oakes  
Co-owners & Gen. Mgrs. E. Peck & A. J. Krisik  
Comml. Pub. Dir.....Mel Vierra  
Sales Promotion Mgr.....A. J. Scott  
Prog. Chief Engineer.....Stan Vestal



**KFWB—Hollywood—1925**

Frequency: 980 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....KFWB Bcstg.  
 Business-Studio Add.....6419 Hollywood Blvd.  
 Tel.: HO 3-5151.....Independent  
 Representative.....Blair  
 Pres., Gen. Mgr.....Robert M. Purcell  
 Commercial Mgr.....Milton Klein  
 Prog. Dir.....Chuck Blore  
 Publicity Dir.....Blanche E. Butler  
 Chief Engineer.....Leonard Hayden

**KDAY—Hollywood—1956**

Frequency: 1580 Kc.....Power: 50 Watts; d.  
 Owned By.....Radio California, Inc.  
 Address.....1549 No. Vine St.  
 Tel.: HO 1-9981.....Independent  
 Representative.....McGavren-Quinn  
 President.....J. Elroy McCaw  
 Gen. Sta. Mgr.....Irving C. Phillips  
 Program Dir.....Jim Hawthorne  
 Publicity Dir.....John Gunn  
 Chief Engineer.....Bob Dye

**KLAC—Hollywood—1924**

Freq.: 570 Kc.....Power: 5 Kw. d.; 1 Kw. n  
 Owned-Operated By...Hall Broadcasting Co.  
 Address.....6363 Sunset Blvd  
 Tel.: HO 2-7271.....Independent  
 Representative.....Adam J. Young  
 President.....M. W. Hall  
 V.P., Sta. Operations.....Felix Adams  
 Gen. Sales Manager.....Morton Sidley  
 Mdsq. Dir.....Armand La Pointe

**KREO—Indio—1946**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned...Imperial Broadcasting System, Inc.  
 Address.....Calhoun Dr.  
 Tel.: 7-3403.....ABN  
 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

**KRKC—King City—1958**

Frequency: 1570 Kc.....Power: 250 Watts; d.  
 Owned By.....Somoco Bcstg. Co.  
 Address.....P. O. Box 107  
 Tel.: 1070.....KBS  
 Pres. Ch. Eng.....James H. Rose  
 General Manager.....Howard E. Slagle  
 Commercial Mgr.....Hazel M. Rose  
 Program Dir.....Helen M. Slagle

**KTYM—Inglewood—1958**

Frequency: 1460 Kc.....Power: 1000 Watts  
 Owned By.....Trans-American Bcstg.  
 Address.....125 S. Grevillea Ave.  
 Tel.: ORegon 8-6400.....Independent  
 Representative.....Grant  
 Pres. Sta. Mgr.....Albert J. Williams

**KAVL—Lancaster—1950**

Freq.: 610 Kc.....Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By.....Antelope Bcstg. Co.  
 Address.....P. O. Box 1192  
 Tel.: WH 2-1121.....Independent  
 Station Representative..Broadcast Time Sales  
 President.....W. B. Carter  
 General Mgr.....H. L. Comstock  
 Chief Engineer.....Carl Pendergraft

**KBVM—Lancaster—1956**

Frequency: 1380 Kc.....Power: 1000 Watts  
 Owned.....Brocaw Broadcasting Co.  
 Address.....112 East Avenue "J"  
 Tel.: WH 2-8461.....Independent  
 Representative.....Weed  
 President.....Hal Brown  
 General Manager.....Jack J. Bankson  
 Sta. Comm. Mgr.....Frank Onstott  
 Program Director.....Geo. McCammon  
 Chief Engineer.....Geo. Patterson

**KCVR—Lodi—1946**

Frequency: 1570 Kc.....Power: 1000 Watts &  
 Owned-Oper. By.....Lloyd Burlingham  
 Business Address.....P. O. Box 600  
 Tel.: EN 8-0628.....KBS  
 Station Representative.....Wm. Ayres  
 General Mgr.....Lloyd Burlingham  
 Station Mgr.....Dedah Corlett  
 Program Dir.....Harry Eden  
 Chief Engineer.....George Sampson

**KNEZ—Lompoc—1958**

Frequency: 960 Kc.....Power: 500 Watts  
 Owned By.....KNEZ, Inc.  
 Business Address.....P.O. Box 338  
 Tel.: Lompoc 2965.....KBS  
 Station Representative.....Ayres  
 President.....Thomas B. Friedman  
 Gen. Mgr., Ch. Eng.....Thomas J. Wallace, Jr.

**KFOX—Long Beach—1924**

Frequency: 1280 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....KFOX Inc.  
 Address.....220 E. Anaheim Street  
 Tel.: HE 6-7281.....Independent  
 President.....Kenyon Brown  
 Gen. Mgr.....Jack de Mello  
 Chief Engineer.....Robert Garner

**KGER—Long Beach—1926**

Frequency: 1390 Kc.....Power: 5,000 Watts  
 Owned By...John Brown Schools of Calif. Inc.  
 Business-Studio Address.....3745 Atlantic  
 Tel.: GARfield 7-7907.....Independent  
 President.....Dr. John E. Brown  
 Gen., Sta., Comm. Mgr....E. William George  
 Sales Prom. Mgr.....Cornelius Lee  
 Program Dir.....Irene Cook  
 Chief Engineer.....Luke Crumbaugh

**KABC—Los Angeles—1929**

Frequency: 790 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....AB-PT, Inc.

Address.....1539 N. Vine St.  
 Tel.: NO 3-3311.....ABC  
 Representative.....Katz  
 President.....James G. Riddell  
 Gen. Comm. Mgr.....John N. Pace  
 Sales Prom. Mgr.....Roy Drushall  
 Pub. Directors....Virginia West; D. Nowinson  
 Program Director.....Dresser Dahlstead  
 Chief Engineer.....Ralph Denechaud

**KFAC—Los Angeles—1931**

Frequency: 1330 Kc.....Power: 5000 Watts  
 Owned-Oper. By..Los Angeles Bcstg. Co., Inc.  
 Bus.-Studio Address.....5773 Wilshire Blvd.  
 Tel.: WE 8-0181.....Independent  
 Representative.....Bolling  
 Pres.-Gen.-Sta. Mgr.....Calvin J. Smith  
 Publicity Dir.....Paul Price  
 Program Director.....Howard Rhines  
 Chief Engineer.....Ron Oakley

**KFI—Los Angeles—1922**

Frequency: 640 Kc.....Power: 50,000 Watts  
 Owned-Operated By..Earle C. Anthony, Inc.  
 Business-Studio Address..141 N. Vermont Ave.  
 Tel.: DU 2-2121.....NBC  
 Representative.....Henry I. Christal  
 Pres., Gen. Mgr.....Earle C. Anthony  
 Asst. to Pres.....Charles E. Hamilton  
 Program Director.....Pat Kelly  
 Publicity Director.....Ed Grigg  
 Co-Chief Engs...H. L. Blatterman, C. W. Mason

**KGFJ—Los Angeles—1926**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Ben S. McGlashan  
 Business-Studio Address....6314 Sunset Blvd.  
 Tel.: HO 4-0201.....Independent  
 Representative.....Star National  
 General, Station Manager...Thelma Kirchner  
 Sales Mgr.....Molly C. Low  
 Program Director.....Jim Randolph  
 Publicity Dir.....Tom Hawkins  
 Sales Prom. Mgr.....Juanita McCuroy  
 Chief Engineer.....Homer Obuchon

**KHJ—Los Angeles—1922**

Frequency: 930 Kc.....Power: 5,000 Watts  
 Owned-Oper. By.....RKO Teleradio Pictures  
 Address.....1313 N. Vine St., Hollywood  
 Tel.: HO 2-3133.....MBS  
 Representative.....H.R. Reps.  
 Pres., Don Lee Div.....Willet H. Brown  
 Gen. Mgr.....Norman Boggs  
 Comm. Mgr.....Terry Mann  
 Program Director.....A. J. LaFrano  
 Chief Engineer.....Robert Arne

**KMPC—Los Angeles—1928**

Freq.: 710 Kc.....Power: 50 Kw. d.; 10 Kw. n.  
 Owned-Oper. By.....Golden West Bcsters.  
 Address.....5939 Sunset Boulevard  
 Tel.: HOLLYWOOD 9-5341.....Independent  
 Representative.....AM Radio Sales  
 Ch. of Board.....Gene Autry  
 President.....Robert O. Reynolds  
 Gen. Sales Mgr.....Stanley Spero

Mgr., Sls. Prom.....John M. Asher  
 Prog. Dir.....Robert H. Forward  
 Publicity Dir.....John Dickson  
 Chief Engineer.....L. C. Sigmon

**KNX—Los Angeles—1920**

Frequency: 1070 Kc.....Power: 50,000 Watts  
 Owned By.....Columbia Bcstg. System, Inc.  
 Business-Studio Address....6121 Sunset Blvd.  
 Tel.: HO 9-1212.....CBS  
 Pres.....Arthur H. Hayes  
 Gen. Mgr.....Fred Ruegg  
 Commercial Mgr.....Gordon Mason  
 Prog. Dir.....Robert Sutton  
 Promotion Mgr.....Phil Hillman  
 Pub. Dir.....Lloyd Brownfield  
 Chief Engineer.....Ted Denton

**KPOL—Los Angeles—1952**

Frequency: 1540 Kc.....Power: 10,000 Watts  
 Owned-Oper. By.....Coast Radio Bdcstg. Corp.  
 Address.....4628 Wilshire Blvd.  
 Tel.: WE 8-2345.....Independent  
 Representative.....Forjoe  
 President, Gen. Mgr.....Hugh R. Murchison  
 Station, Comm. Mgr.....Frederick Custer  
 Program, Sale, Prom. Mgr....Robertson Scott  
 Chief Engineer.....Floyd Hall

**KPOP—Los Angeles—1924**

Frequency: 1020 Kc.....Power: 5,000 Watts  
 Owned-Operated By.....Storer Bcstg.  
 Business-Studio Add.....338 S. Western Ave.  
 Tel.: DU 8-2345.....Independent  
 Representative..Broadcast Time; Dora Clayton  
 General Manager.....Frank Burke, Jr.  
 Prog. Dir.....Clyde Cadwell  
 Comm. Manager.....Vern Lindblade  
 Ch. Eng.....Leonard Reeves

**KRKD—Los Angeles—1927**

Frequency: 1150 Kc..Power: 5000 d.; 1000 n.  
 Owned-Operated By.....Cont. Tele. Corp.  
 Business-Studio Address..1050 Montecito Drive  
 Tel.: CA 5-4116.....Independent  
 President.....Frank Oxarart  
 Gen. Mgr.....Jack Feldmann  
 Gen. Sales Rep.....Bob Fox  
 Sta. Mgr.....Joyce Evans  
 Prog. Dir.....Charles A. Clifton  
 Ch. Eng.....Ben Brown

**KHOT—Madera—1956**

Frequency: 1250 Kw.....Power: 500 Watts, d.  
 Owner.....Bob L. Moran  
 Address.....Box 67  
 Tel.: OR 4-8501.....Independent  
 Representative.....Ayres  
 Mgr.....Bob L. Moran  
 Sales Mgr.....Don L. Edwards

**KMYC—Marysville—1940**

Frequency: 1410 Kc.....Power: 5 Kw. d.; 1 Kw. n.  
 Owner-Oper. Marysville-Yuba City Bcstrs., Inc.  
 Business Address.....P. O. Box 631  
 Tel.: SH 2-2396.....MBS  
 Representative.....Hall & Gates

**President**.....H. E. Thomas  
**Gen. Station Manager**.....Joe D. Carroll  
**Comm. Mgr.**.....L. E. Walker  
**Program Director**.....Ralph Swift  
**Publicty Dir.**.....James Parrish  
**Chief Engineer**.....George "Ricks" Wyville

**Tel.**: FRontier 2-8154.....Independent  
**Representative**.....Hollingberry  
**President**.....Robert Sherry  
**Gen. Sta. Mgr.**.....Al J. Madden  
**Sales Prom. Mgr.**.....Richard Maguire  
**Publicity Director**.....Jack Hamilton  
**Chief Engineer**.....Herman Stalberg

**KWIP—Merced—1956**

**Frequency**: 1580 Kc.....**Power**: 500 Watts, d.  
**Owned**.....Joseph Gamble Stations, Inc.  
**Address**.....Hotel Tioga  
**Tel.**: RA 2-3838.....Independent  
**Representative**.....McGavren-Quinn  
**Pres., Gen. Mgr.**.....Joseph E. Gamble  
**Sta. Mgr.**.....Jack Blake  
**Comm. Mgr.**.....Reg Streater  
**Program Director**.....Jerry O'Neill  
**Chief Engineer**.....Mal Beavers

**KMBY—Monterey—1947**

**Frequency**: 1240 Kc.....**Power**: 250 Watts  
**Owned-Oper. By**.....KMBY Bcstg. Co.  
**Business Address**.....468 Calle Principal  
**Tel.**: FR 2-4541.....CBS  
**Station Representative**.....Pearson  
**Pres., Gen., Sta. Mgr.**.....B. P. Timothy  
**Comm. Mgr.**.....James T. Timothy  
**Prog. Dir.**.....Florence Timothy  
**Publicity Director**.....Jack Eliassen  
**Chief Engineer**.....G. Hammond

**KYOS—Merced—1936**

**Frequency**: 1480 Kc.....**Power**: 5000 Watts  
**Owned-Operated By**.....KYOS, Inc.  
**Business Address**.....1735 "L" St.  
**Tel.**: RA 2-6251.....MBS  
**Representative**.....Headley-Reed  
**Pres., Gen., Sta. Mgr.**.....Frank Flynn  
**Commercial Manager**.....Donald Brandt  
**Program Director**.....James R. Stoke  
**Chief Engineer**.....Dwayne D. Caldwell

**KWSD—Mt. Shasta—1947**

**Frequency**: 1340 Kc.....**Power**: 250 Watts  
**Owned-Oper. By**.....Shasta Cascade Bcstg. Corp.  
**Address**.....E. Alma St.  
**Tel.**: WA 6-2124.....Independent  
**Representative**.....Continental, McGavren  
**President**.....Vernita Adler  
**Co-Owner**.....Arthur Adler  
**Co-Owner**.....David H. Rees

**KBEE—Modesto—1951**

**Frequency**: 970 Kc.....**Power**: 1000 Watts  
**Owned**.....McClatchy Bcstg. Co.  
**Address**.....14th & I Sts., P.O. Box 3131  
**Tel.**: LA 3-7756.....Independent  
**Newspaper Affil.**.....McClatchy Newspaper  
**Representative**.....Paul Raymer  
**President**.....Eleanor McClatchy  
**Station Manager**.....Hugh Shelley

**KVON—Napa—1947**

**Frequency**: 1440 Kc.....**Power**: 500 Watts  
**Owned-Oper. By**.....J. L. & A. M. Powell  
**Address**.....Foster Rd.  
**Tel.**: BAldwin 6-2023.....KBS  
**Representative**.....J. Palmer & J. Pearson  
**Owner, Gen. Mgr.**.....J. L. Powell  
**Sales Prom. Mgr.**.....Burke Riley  
**Program Director**.....Jim Parker  
**Publicity Director**.....Beryle Gonzales  
**Chief Engineer**.....Don Brown

**KFIV—Modesto—1950**

**Frequency**: 1360 Kc.....**Power**: 1000 Watts  
**Owned-Oper. By**.....Modesto Bcstg.  
**Address**.....Box 1360  
**Tel.**: LA 4-1360.....ABC  
**President**.....Ruth Finley  
**Gen. Mgr.**.....Ted Wolf  
**Comm. Manager**.....Judd Sturtevant  
**Program Director**.....Gene D'Accardo  
**Chief Engineer**.....Mel Freedman

**KSFE—Needles—1952**

**Frequency**: 1340 Kc.....**Power**: 250 Watts  
**Owned-Oper. By**.....Needles Bdcstg. Co.  
**Address**.....P. O. Box C-2  
**Tel.**: 1234.....KBS  
**Station Representative**.....Continental  
**Owner, Mgr.**.....B. J. Fitzpatrick

**KTRB—Modesto—1933**

**Frequency**: 860 Kc...**Power**: 10,000 d.: 1000 n.  
**Owned-Operated By**.....KTRB Bcstg. Co., Inc.  
**Address**.....P. O. Box 593  
**Tel.**: LA 3-0737.....Independent  
**Representative**.....McGavren-Quinn  
**Pres.-Gen. Station Mgr.**.....William H. Bates, Jr.  
**Comm., Sales Prom. Mgr.**.....Richard Brown  
**Program Dir.**.....Cal Purviance  
**Publicity Dir.**.....Chas. McEwen  
**Chief Engineer**.....W. H. Bates

**KLX—Oakland—1922**

**Frequency**: 910 Kc.....**Power**: 5000 Watts  
**Owned-Operated By**.....Tribuno Building Co.  
**Business Address**.....2150 Franklin St.  
**Tel.**: TEmplebar 6-0910.....Independent  
**Newspaper Affiliation**.....Oakland Tribune  
**Representative**.....Weed  
**President**.....J. R. Knowland, Jr  
**General Mgr.**.....Wilson K. Foster  
**Prog. Dir.**.....Bill Laws  
**Sales Prom. Mgr.**.....Jack MacDonald  
**Chief Eng.**.....Roswell S. Smith

**KIDD—Monterey—1955**

**Frequency**: 630 Kc.....**Power**: 1 Kw.  
**Owned By**.....Monterey Pen Bcstg. Inc.  
**Address**.....546 Hartnell Plaza

**KROW—Oakland—1925**

**Frequency**: 960 Kc.....**Power**: 1000 Watts  
**Owned-Operated By**.....KROW, Inc.  
**Address**.....484 18th St.

# CALIFORNIA

Tel.: TW 3-9600.....Independent  
 Newspaper Affil.....Coos Bay World  
 Representative.....Raymer  
 President.....Sheldon F. Sackett  
 General Manager.....Jack Irvine  
 Comm. Mgr.....Robert Weimann  
 Program Director.....Ray Yeager  
 Chief Engineer.....Fred Gwynn

## KWBR—Oakland—1920

Frequency: 1310 Kc.....Power: 1000 Watts  
 Owned.....E. N. Warner-1st Western Bk.  
 Business-Studio Address.....327 22nd St.  
 Tel.: HI 4-1212.....Independent  
 Station Rep.....Walker-Rawalt  
 Pres., Gen. Mgr.....E. N. Warner  
 Station Manager.....F. Wellington Morse  
 Program Director.....Lillian A. Barnett  
 Chief Engineer.....Logan Z. Edwards

## KUDE—Oceanside—1956

Frequency: 1320 Kc.....Power: 500 Watts  
 Owned.....Dolph-Petty Bcstg.  
 Address.....Box 779  
 Tel.: SA 2-8294.....Independent  
 Representative.....Grant  
 President.....Walter N. Nelskog  
 Gen. Prom. Mgr.....Darrell R. Anderson  
 Commercial Mgr.....Pat Walsh  
 Chief Engineer.....Clye Bond

## KASK—Ontario—1947

Frequency: 1510 Kc.....Power: 1000 Watts  
 Owned-Operated By...The Daily Report Co.  
 Business-Studio Address.....222 East "B" St.  
 Tel.: YUKon 2 8888.....Independent  
 Representative.....Hil F. Best  
 President.....Mrs. Jerene A. Harnish  
 General Mgr.....Edward J. Jansen  
 Chief Engineer.....Manual Barraza

## KMOR—Oroville—1948

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Oroville Bcstra.  
 Address.....Arlin Rhine Dr.  
 Tel.: LE 3-0334.....Independent  
 President.....Raymond D. Vargas  
 Sales, Prom. Mgr.....Harry Ebeling  
 Program Dir.....Vic Ives  
 Chief Engineer.....W. F. Banks

## KOXR—Oxnard—1955

Frequency: 910 Kc.....Power: 1 Kw., d.  
 Owned-Oper. By...Oxnard Broadcasting Corp.  
 Address.....1280 So. Oxnard Blvd.  
 Tel.: HU 3-2303.....Independent  
 Representative.....Tracy Moore  
 Pres., Chief Eng.....Paul R. Schneider  
 Station Mgr.....Charles A. Farmer  
 Comm., Sales Prom. Mgr.....J. Alan Rinehart

## KUTY—Palmdale—1957

Frequency: 1470 Kc.....Power: 1 Kw.  
 Owned.....Harold C. Singleton  
 Address.....Box 5  
 Tel.: Windsor 7-3107.....Independent

Representative.....W. S. Grant  
 General Mgr.....Wm. A. Hoflyzer  
 Sales Prom.....W. Lee Roddy  
 Program Director.....Gordon Benson  
 Chief Engineer.....Don Reitzke

## KCMJ—Palm Springs—1946

Frequency: 1010 Kc.....1 Kw., d.; 500 W., n.  
 Owned-Operated By.....KCMJ, Inc.  
 Business Address.....Box KK  
 Tel.: FA 5-2253.....CBS  
 Representative.....Stanley  
 Pres., Gen. Mgr.....Robert D. Blashek  
 Sta., Comm. Mgr.....Norman W. Loithus  
 Program Director.....Arthur Sipherd  
 Chief Engineer.....John Bush

## KDES—Palm Springs—1956

Frequency: 920 Kc.....Power: 1000 Watts  
 Owned.....Cameron Bcstg. Co.  
 Address.....Box 2898  
 Tel.: FA 4-1212.....Independent  
 Newspaper Affiliation.....Desert Sun  
 Representative.....W. S. Grant  
 President.....George Cameron  
 Gen. Sta. Mgr.....John Michel  
 Comm. Mgr.....Harry Voelker  
 Prog. Ch. Eng.....Cliff Miller

## KPAL—Palm Springs—1954

Frequency: 1450 Kc.....Power: 250 Watts  
 Owner.....KPAL Bcstg. Corp.  
 Address.....Desert Inn Hotel  
 Tel.: 9171.....Independent  
 Rep.....Radio-TV Reps  
 Gen. Mgr.....Al Yallen

## KIBE—Palo Alto—1949

Frequency: 1220 Kc.....Power: 1,000 Watts d.  
 Owned-Oper. By.....Sundial Bcstg. Corp.  
 Address.....P.O. Box 1151  
 Tel.: DA 3-1341.....KBS  
 Rep.....Good Music Bcstrs.  
 General Mgr.....Edward Davis  
 Program Director.....Martin Cantisano

## KALI—Pasadena—1950

Frequency: 1430 Kc.....Power: 5000 W., d.  
 Owned.....Tele-Broadcasters of Calif, Inc.  
 Address.....758 E. Colorado Blvd.  
 Tel.: RY 1-7148.....Independent  
 Representative.....O'Connell; Crennan  
 President.....H. Scott Kilgore  
 Gen. Mgr.....James Coyle  
 Chief Engineer.....Willis Fritag

## KWKW—Pasadena—1942

Frequency: 1300 Kc.....Power: 1000 Watts  
 Owned-Oper. By...Southern Calif. Bcstg. Corp.  
 Address.....800 Sierra Madre Villa  
 Tel.: RY 1-6744.....Independent  
 Representative.....Nat'l Time Sales  
 President.....Marshall S. Neal  
 General Manager.....William J. Beaton  
 Comm. Sales Prom. Mgr.....Dan Curtin  
 Prog., Publicity Dir.....Bob Griffin  
 Chief Engineer.....Robert Fisher

**KXLA—Pasadena—1941**

Frequency: 1110 Kc. Power: 10,000 Watts  
 Owned-Operated By: Donald R. Cooke  
 Business: 1401 So. Oak Knell Ave.  
 Tel.: RY 1-6991. Independent  
 Representative: Bcst. Time Sales  
 President-Gen. Sta. Mgr.: Loyal K. King  
 Sales Prom. Mgr.: Armond Lamont  
 Chief Engineer: Jack Reeder

**KPRL—Paso Robles—1946**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By: D. J. & Bernard Schwartz  
 Business-Studio Address: 32nd & Oak Sta.  
 Tel.: 204. MBS-KBS  
 Representative: W. S. Grant  
 Gen., Sta., Mgr., Chief Eng.: Dale Schwartz  
 Mdsq. Mgr.: Bernard Schwartz  
 Comm. Mgr.: Dorothy Schwartz

**KAFP—Petaluma—1950**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned: Bcst. Assoc., Inc.  
 Address: Box 590  
 Tel.: PO 3-1505. KBS  
 Representative: Broadcast Time Sales  
 President: Shelby Oliver  
 Gen. Mgr.: Charlie Powers  
 Chief Engineer: Ken Phillips

**KATT—Pittsburg—1949**

Frequency: 990 Kc. Power: 5 Kw.  
 Owned-Operated By: KECC, Inc.  
 Business: 235 Railroad Ave.  
 Tel.: HE 2-2964. Independent  
 Representative: W. S. Grant  
 Pres.: Les Malloy  
 V.P., Gen. Mgr.: Jack Grant

**KWOW—Pomona—1947**

Freq.: 1600 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By: Valley Bdcstg. Co.  
 Business-Studio Address: So. Mills & Olive  
 Tel.: LY 2-1293. Independent  
 Representative: W. S. Grant  
 General Mgr.: Dean H. Wickstrom  
 Comm., Prom. Mgr.: Jim Robertson  
 Chief Engineer: Jim Flint

**KTIP—Porterville—1947**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: Ralph F. Miller  
 Business-Studio Address: Box 1312  
 Tel.: SU 4-1450. ABC  
 Representative: O'Connell  
 Gen. Mgr., Owner: Ralph F. Miller  
 Chief Engineer: Bill White

**KACY—Port Hueneme—1958**

Frequency: 1520 Kc. Power: 250 Watts  
 Owned By: Coast Broadcasters  
 Business Address: P. O. Box 1520, Oxnard  
 Tel.: HUNter 3-1520. Independent  
 Representative: Ayres  
 Gen. Mgr., Chief Eng.: Ted Meadows  
 Commercial Mgr.: John Baker

Program Dir.: Mel Hall  
 Merch. Dir.: Bob Jones

**KBLF—Red Bluff—1946**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By: Tehama Broadcasting Co.  
 Address: Box 431  
 Tel.: 880. Independent  
 Representative: Tracy Moore  
 President: W. W. Boone  
 Station Mgr.: W. F. Baumgarten

**KRDG—Redding—1956**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned: Redding Broadcasting Co.  
 Address: 1214 Locust Street  
 Tel.: CH 3-0343. MBS  
 Representative: Tracy Moore  
 Gen. Mgr., Chief Eng.: Howard N. Martineau  
 Comm. Manager: John Luck  
 Program Director: Edith Martineau  
 Sales Prom. Mgr.: Joe LaLonde

**KSDA—Redding—1954**

Frequency: 1400 Kc. Power: 250 Watts  
 Owner: Van C. Newkirk  
 Address: Box 1400  
 Tel.: CH 1-2626. Independent  
 General Mgr.: P. Farrelle  
 Commercial Mgr.: Jerome Dreher  
 Prog. Dir.: Ronald S. Rose

**KVCV—Redding—1939**

Frequency: 600 Kc. Power: 1000 Watts  
 Owned-Oper. By: Golden Empire Bcstg. Co.  
 Address: Box 511  
 Tel.: CH 3-1515. CBS  
 Representative: McGavren-Quinn  
 Pres., Gen. Mgr.: Mrs. Hugh McClung  
 Station Manager: Fred M. Stuelpnagel  
 Commercial Mgr.: H. E. McCarty  
 Program Dir.: Lybe Mathys  
 Sales Prom. Mgr.: Charles Hess  
 Publicity Dir.: Vince Lambert  
 Chief Engineer: Russ Pope

**KVIP—Redding—1957**

Frequency: 540 Kc. Power: 1 Kw.  
 Owned: Shasta Bcstg. Corp.  
 Address: Box 919  
 Tel.: CHestnut 1-5540. Independent  
 Representative: Hollingbery  
 Pres., Gen. Mgr.: George C. Fleharty  
 Sta. Mgr.: Ted Dooley  
 Chief Engineer: Lynn Olson

**KCAL—Redlands—1954**

Frequency: 1410 Kc. Power: 1000 Watts  
 Owner: Southwest Bcstg. Co., Inc.  
 Address: P. O. Box 390  
 Tel.: PYramid 3-2358. ABC  
 Representative: Pearson  
 President: Dr. M. Corran  
 Gen., Sta. Mgr.: Homer Griffith  
 Commercial Mgr.: Earl Pollock  
 Prog., Chief Eng.: Dick Klitzing

**KRCK—Ridgecrest—1956**

Frequency: 1360 Kc. Power: 1 Kw.  
Owned. Victor M. Farel  
Address. 350 W. Ridgecrest Blvd.  
Tel.: RI 8-4061. Independent  
Representative Pearson  
Owner. Victor M. Farel  
General Manager. Robert Gadbois  
Commercial Manager. Joe Gallagher  
Program Director. Norman Woodruff  
Chief Engineer. Maurice Hamm

**KRKS—Ridgecrest—1956**

Frequency: 1240 Kc. Power: 250 Watts  
Owned. Gilson Broadcasting, Inc.  
Address. Box 696  
Tel.: RI 8-9211. KBS  
President. Leland Gillette  
General Manager. L. M. Laby  
Sta. Mgr. H. Carvalho  
Chief Engineer. Frank Carlson

**KACE—Riverside—1957**

Frequency: 1570. Power: 1 Kw., d.  
Owned. KACE Radio, Inc.  
Address. 7351 Lincoln Ave.  
Tel.: OV 8-1570. Independent  
Representative Harlan G. Oakes  
Pres., Gen. Mgr. Ray Lapica  
Asst. Mgr. Hugh Wallace  
Prog., Chief Eng. Jack Wiseley  
Publicity Dir. Ollie Sherban

**KPRO—Riverside—1941**

Frequency: 1440 Kc. Power: 1000 Watts  
Owned. Imperial Broadcasting System, Inc.  
Address. 3401 Russell Street  
Tel.: OV 6-0260. Independent  
Rep. O'Connell; Palmer; Everett-McKinney  
President. Frank Danzig  
General Mgr. Frank Crane  
Station Mgr. Jim Robinson  
Program Dir. Earl McRoberts  
Chief Engineer. David Matton

**KCRA—Sacramento—1945**

Freq.: 1320 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By. KCRA, Inc.  
Business Studio Address. 310 Tenth St.  
Tel.: Hickory 4-7300. NBC  
Representative. Petry  
President-General Mgr. Ewing C. Kelly  
Comm. Mgr. Raymond J. Smith  
Sta. Mgr. Fred C. Beckwith  
Prog. Dir. Bill Baldwin  
Sales Prom. Mgr. Ted Hardy  
Chief Engineer. W. Herbert Hartman

**KFBK—Sacramento—1922**

Frequency: 1530 Kc. Power: 50,000 Watts  
Owned-Operated By. McClatchy Bcstg. Co.  
Business Studio Address. Twenty-First & Q  
Tel.: GI 2-5011. ABC  
Newspaper Affiliation. McClatchy Newspapers  
Representative. Paul H. Raymer  
President. Eleanor McClatchy  
Station Manager. Frank Devaney

Sales Mgr. A. C. Williams  
Program Manager. James McBride  
Chief Engineer. Stam Bronce

**KGMS—Sacramento—1952**

Frequency: 1380 Kc. Power: 1000 Watts  
Owned-Oper. By. Capitol Radio Enterprises  
Address. 13th & H. Sts.  
Tel.: GI 1-3133. MBS  
Representative. Forjoe Co.  
General Manager. Irving J. Schwartz  
Station Manager. J. Matranga  
Comm. Mgr. Steve George  
Sales Prom. Mgr. William Esterley  
Program Director. Jack Nelson  
Chief Engineer. Bob LaRue

**KROY—Sacramento—1937**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By. KROY, Inc.  
Business-Studio Address. 1010 11th St.  
Tel.: GI 3-2525. CBS  
Representative. Hollingbery  
President. Robert D. Dunn  
Gen., Sta. Mgr. A. J. Richards  
Prog., Sales Prom. Mgr. Dick Hill  
Chief Engineer. Bill Overhauser

**KXOA—Sacramento—1945**

Frequency: 1470 Kc. Power: 1000 Watts  
Owned-Oper. By. Cal-Val Radio  
Business Address. Box 3094  
Tel.: WA 5-2717. Independent  
Representative. McGavren, Quinn  
President. Riley R. Gibson  
General Mgr. Howard Haman  
Prog. Dir. Jack Lawson  
Chief Engineer. Ewald Berger

**KDON—Salinas—1935**

Frequency: 1460 Kc. Power: 5000 Watts  
Owned-Oper. By. KDON, Inc.  
Business Address. 933 N. Main St.  
Tel.: HA 2-6464. Independent  
Representative. Pearson  
Pres., Gen. Mgr. Richard Bott  
Comm., Sales Prom. Mgr. W. J. Bott  
Program Director. Shirley Bott  
Publicity Director. Edith Bott  
Chief Engineer. Ralph Clich

**KSBW—Salinas—1947**

Frequency: 1380 Kc. Power: 5000 Watts  
Owned-Oper. By. Salinas Valley Bcstg. Corp.  
Business Address. 238 John St.  
Tel.: HA 2-7484. MBS  
Representative. McGavren-Quinn  
Pres., Gen. Mgr. John C. Cohan  
Sta., Comm. Mgr. W. M. Oates  
Sales Prom. Mgr. Clarke Bradley  
Prog. Dir. Bob Funnell  
Chief Engineer. Bill Hargan

**KCKC—San Bernardino—1947**

Frequency: 1350 Kc. Power: 500 Watts  
Owned-Oper. By. M. V. W. Radio Corp.

**Business Address**.....770 Mill St.  
**Tel.:** TU 8-0245.....Independent  
**Representative**.....W. S. Grant; Moore  
**President**.....Raymond T. McKenzie  
**Station Mgr.**.....Clair A. Weidenar  
**Commercial Mgr.**.....Lee Batch  
**Program Dir.**.....Al Daneri  
**Sales Prom. Mgr.**.....Eugene Dryden  
**Chief Engineer**.....James Blaine

**KFXM—San Bernardino—1929**

**Frequency:** 590 Kc.....**Power:** 1000 Watts  
**Owned**.....KFXM Broadcasting Co.  
**Address**.....512 Fifth Street  
**Tel.:** TU 9-3636.....Independent  
**Representative**.....McGavren-Quinn  
**Sales Prom. Mgr.**.....Norman Keats  
**Prog. Dir., Chief Engineer**.....Lyle Kilgore

**KITO—San Bernardino—1947**

**Frequency:** 1290 Kc.....**Power:** 5000 Watts  
**Owned By**.....Roff, Lerner & Feldman  
**Address**.....Box 889  
**Tel.:** Glenview 8-8183.....MBS, KBS  
**Representative**.....Hollingbery  
**President**.....Marshall S. Neal  
**Ex. V.P.**.....William Beaton  
**Station Mgr.**.....Willard R. Hasbrook  
**Comm. Sales Prom. Mgr.**.....Joe Klaas  
**Program Director**.....Frank Russell

**KRNO—San Bernardino—1948**

**Frequency:** 1240 Kc.....**Power:** 250 Watts  
**Owned**.....Western Empire Broadcasters, Inc.  
**Address**.....990 Colton Ave  
**Tel.:** TU 8-0771.....Independent  
**Representative**.....Bolling  
**Pres., Gen. Mgr.**.....Norman H. Rogers  
**Sta. Mgr., Chief Eng.**.....George W. Brock  
**Sls. Prom., Comm. Mgr.**.....John Staples  
**Program Director**.....Chuck Palmer  
**Publicity Director**.....John Quimby

**KCBQ—San Diego—1946**

**Freq.:** 1170 Kc.....**Power:** 50 Kw. d: 5 Kw. n.  
**Owned-Oper. By**.....KCBQ, Inc.  
**Business Address**.....7th Ave. at Ash  
**Tel.:** BE 2-7161.....Independent  
**Representative**.....Young  
**Pres., Mgr. Dir.**.....Lee Bartell  
**Program Director**.....Allen Heacock  
**Publicity Director**.....James Neill  
**Chief Engineer**.....Morris Jones

**Owners of:** WOKY, Milwaukee; WAKE, Atlanta; WYDE, Birmingham, KYA, San Francisco.

**KFMB—San Diego—1941**

**Frequency:** 540 Kc.....**Power:** 5 Kw.  
**Owned By**.....Marietta Broadcasting Inc.  
**Bus.-Studio Address**.....1405 Fifth Ave.  
**Tel.:** BE 2-2114.....CBS  
**Representative**.....Petry  
**President**.....Jack Wrather  
**V.P., Gen. Mgr.**.....George Whitney  
**Gen. Sales Mgr.**.....Donald R. Eveks  
**Program Director**.....Dom French  
**Promotion Dir.**.....Dan Bellus  
**Chief Engineer**.....Charles Abel

**KFSD—San Diego—1925**

**Frequency:** 600 Kc.....**Power:** 5000 Watts  
**Owned-Operated By**.....KFSD, Inc.  
**Business Address**.....P.O. Box 628  
**Tel.:** CO 2-2421.....NBC  
**Representative**.....Katz Agency  
**President**.....James G. Rogers  
**Exec V.P., Gen. Mgr.**.....W. E. Goetze  
**Prog. Dir.**.....Lee Ellis  
**Comm. Sales Prom.**.....Ray Baker  
**Publicity Director**.....Frank Reynolds  
**Chief Engineer**.....Leroy Bellwood

**KGB—San Diego—1922**

**Frequency:** 1360 Kc.....**Power:** 1000 Watts  
**Owned-Operated By**.....KGB, Inc.  
**Address**.....1017 First Ave.  
**Tel.:** BE 3-6151.....MBS  
**Representative**.....H-R  
**President**.....Marion R. Harris  
**Vice-Pres., Sales Mgr.**.....Leonard W. Lundmark  
**Program Director**.....Robert S. Regan  
**Chief Engineer**.....Norman Duncan

**KSDO—San Diego—1947**

**Freq.:** 1130 Kc.....**Power:** 5000 Wts. d.  
**Owned-Operated By**.....San Diego Bcastg. Co.  
**Bus -Studio Address**.....304 U.S. Natl. Bank Bldg.  
**Tel.:** BE 2-2041.....Independent  
**Representative**.....McGavren-Quinn  
**President**.....C. A. Smith  
**Gen. Mgr.**.....Wilson Edwards  
**Sta. Mgr., Chief Eng.**.....Vern Milton  
**Comm. Mgr.**.....Peter McMahan  
**Program Director**.....Alfred Hunter  
**Publicity Director**.....Ruth Fair

**KSON—San Diego—1946**

**Frequency:** 1240 Kc.....**Power:** 250 Watts  
**Owned-Oper By**.....Broadmoor Bcastg. Corp.  
**Address**.....U.S. Grant Hotel  
**Tel.:** BE 3-3131.....Independent  
**Representative**.....Headley-Reed  
**President**.....Jack O. Gross  
**General Manager**.....L. Gross  
**Business Mgr.**.....Era Lewis  
**Comm. Mgr.**.....Joseph Wolfman  
**Sales Prom. Mgr.**.....Bruce Parker  
**Program Director**.....Ted Porter  
**Publicity Director**.....Ted Beebe  
**Chief Engineer**.....Jack Rabell

**KGIL—San Fernando—1947**

**Frequency:** 1260 Kc.....**Power:** 1000 Watts  
**Owned-Oper. By**.....Pierce Brooks Bcastg. Corp.  
**Address**.....13325 Van Nuys Blvd.  
**Tel.:** STanley 7-3467.....Independent  
**Representative**.....Branham  
**President**.....P. P. Brooks  
**Gen., Sta. Mgr.**.....Howard P. Gray  
**Program Dir.**.....Jean Baker  
**Comm. Mgr.**.....Harold B. Arkoff  
**Chief Engineer**.....Jay Rice

**KCBS—San Francisco—1921**

**Frequency:** 740 Kc.....**Power:** 50,000 Watts  
**Owned-Operated By**.....CBS

# CALIFORNIA

Address.....Sheraton Palace Hotel  
Tel.: YU 2-7000.....CBS  
Representative.....CBS Radio Spot Sales  
President (CBS).....Frank Stanton  
President (CBS Radio).....Arthur Hull Hayes  
Gen., Sta. Mgr.....Maurie E. Webster  
Sales Manager.....Seymour Whitelaw  
Program Director.....Pede Worth  
Sales Prom. Public.....Evelyn Clark  
Chief Engineer.....Alan Cormack

## KFRC—San Francisco—1924

Frequency: 610 Kc.....Power: 5000 Watts  
Owned-Oper. By.....RKO Teleradio Pictures  
Business Address.....415 Bush St.  
Tel.: YUkon 2-9200.....MBS  
Representative.....H.R.  
.....Thomas F. O'Neil  
Gen., Sta. Mgr.....Wendell B. Campbell  
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

Frequency: 810 Kc.....Power: 50,000 Watts  
Owned-Oper. By.....ABC-PT  
Business Address.....277 Golden Gate Ave.  
Tel.: UNderhill 3-0077.....ABC  
Representative.....John Blair  
V.P., Gen. Mgr.....John H. Mitchell  
Exec. Mgr., Dir. Sales.....Allan Gilman  
Sales Prom. Mgr., Pub. Dir. George T. Rodman  
Program Director.....Edward Smith  
Chief Engineer.....Harry N. Jacobs

## KJBS—San Francisco—1924

Frequency: 1100 Kc.....Power: 1000 Watts  
Owned-Operated By.....KJBS Bcstrs.  
Business Studio Address.....1470 Pine St.  
Tel.: OR 3-4148.....Independent  
Representative.....McGavren-Quinn  
Gen. Mgr.....Robert Kindred  
Comm. Mgr.....Stanley G. Breyer  
Merchand. Dir.....Carol Walker  
Prog., Pub. Dir.....Charles F. Pendleton  
Chief Engineer.....Roger Roberts

## KNBC—San Francisco—1922

Frequency: 680 Kc.....Power: 50,000 Watts  
Owned-Operated By.....National Bcstg. Co.  
Address.....420 Taylor St.  
Tel.: GR 4-8700.....NBC  
Representative.....NBC Spot Sales  
President (NBC).....Robert Kintner  
Gen., Sta. Mgr.....George W. Fuerst  
Comm. Mgr.....Richard H. Gravett  
Program Director.....Jack Wagner  
Publicity Director, Prom. Mgr.....Jane Morrison  
Chief Engineer.....J. W. Baker

## KOBY—San Francisco—1956

Frequency: 1550 Kc.....Power: 10 Kw.  
Owned-Oper. By.....Mid-America Bcstrs., Inc.  
Address.....340 Mason St.

Tel: YUkon 2-9771.....Independent  
Representative.....Petty  
Pres., Gen. Mgr.....David M. Segal  
Station Mgr.....Joe Miller  
Sales Prom. Mgr.....Jerry Friedman  
Program Director.....Bobby Beers  
Chief Engineer.....Veikko West

## KSAN—San Francisco—1922

Frequency: 1450 Kc.....Power: 250 Watts  
Owned.....Golden Gate Broadcasting Corp.  
Address.....1111 Market Street  
Tel.: MA 1-8171.....Independent  
Representative.....Stars National, J. E. Pearson  
President.....Sherwood H. Patterson  
General Manager.....Norwood Patterson  
Station Manager.....Dawn Patterson  
Comm. Mgr.....Buddy Niles  
Program Director.....Shirley O'Hara  
Publicity Dir.....John Wilks  
Chief Engineer.....John Robb

## KSAY—San Francisco—1957

Frequency: 1010 Kc.....Power: 10 Kw.  
Owned.....KSAY Broadcasting Co.  
Address.....1550 California St.  
Tel.: PRospect 6-6337.....Independent  
Representative.....Hollingbery  
Pres., Chief Eng.....Grant Wrathall  
General Mgr.....Clair G. Halverson  
Commercial Mgr.....Stanley G. Breyer  
Program Dir.....Robert Byrne  
Sales Prom. Mgr.....Hal H. Hoffman

## KSFO—San Francisco—1925

Freq.: 560 Kc.....Power: 5 Kw. d., 1 Kw. n.  
Owned By.....Golden West Bcstrs.  
Business Address.....950 California St.  
Tel.: YU 2-5500.....Independent  
Representative.....AM Radio Sales  
President.....Robert Reynolds  
Gen. Mgr.....William D. Shaw  
Sales Asst. Gen. Mgr.....Bert S. West  
Adv. & Prom. Mgr.....John M. Asher  
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.....Golden State Broadcasting, Inc.  
Business Address.....1 Nob Hill Circle  
Tel.: DO 2-2536.....Independent  
Representative.....Adam Young  
President.....Lee Bartell  
Gen. Mgr.....Morton J. Wagner  
Comm. Mgr.....Ronald J. Kahn  
Sales Prom. Publicity.....Robert Anderson  
Program Director.....William C. Jones  
Chief Engineer.....Paul Beck

Owners of: WOKY, Milwaukee; WAKE,  
Atlanta; KCBQ, San Diego, Calif.; WYDE,  
Birmingham, Ala.

## KEEN—San Jose—1947

Frequency: 1370 Kc.....Power: 5 Kw. d.; 1 Kw. n.  
Owned-Operated By.....United Bcstg. Co.  
Business Studio Address.....Hotel De Anza  
Tel.: CY 4-0344.....Independent



Representative .....Hollingbery  
 President.....George M. Mardikian  
 Gen. Mgr.....Floyd Farr  
 Commercial Mgr.....Robert J. Blum  
 Sales Prom. Mgr.....Phil Philley  
 Publicity Director.....Ray Hollingsworth  
 Prog. Dir., Chief Eng.....George Snell

**KLOK—San Jose—1946**

Freq.: 1170 Kc....Power: 10 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....Radio KLOK, Inc.  
 Business Address.....P. O. Box 327B  
 Tel.: CY 5-7313.....Independent  
 Representative .....O'Connell; Pickens  
 President.....E. L. Barker  
 Gen., Sta. Mgr.....R. E. Ryan  
 Program Director.....Ruth P. Fish  
 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  
 Tel.: CY 3-0803.....Independent  
 Representative .....Pearson  
 Pres., Gen. Mgr.....Norman Paul  
 Comm. Sales Prom. Mgr.....Earle Russell  
 Prog. Dir.....Frank Darien  
 Publicity Dir.....Barbara Waitzman  
 Chief Engineer.....Ernest McDaniel

**KRRX—San Jose—1948**

Frequency: 1500 Kc....Power: 1000 Watts  
 Owned-Operated By.....San Jose Bcstg. Co.  
 Address .....Box 167  
 Tel.: CY 2-5080.....Independent  
 Representative .....McGavren-Quinn  
 Pres., Gen. Mgr.....Joe E. Levitt  
 Program Director.....Frank G. Kilpatrick  
 Publicity Director.....Helen McDonald  
 Chief Engineer.....Jack Duemler

**KATY—San Luis Obispo—1949**

Frequency: 1340 Kc....Power: 250 Watts  
 Owned-Operated By.....KATY Inc.  
 Address.....P. O. Box 700  
 Tel.: LI 3-1340.....Independent  
 Representative .....Meeker, Moore  
 Pres., Gen., Sta., Comm. Mgr.....M. F. Marquardt  
 V.P.....G. O. Porter  
 Prog. Dir.....Clay Coldwell

**KVEC—San Luis Obispo—1937**

Frequency: 920 Kc..Power: 1 Kw. d., 500 w. n.  
 Owned By.....John C. Cohan  
 Address.....Motel Inn  
 Tel.: LI 3-0920.....MBS  
 Representative .....McGavren-Quinn  
 Pres., Gen. Mgr.....John C. Cohan  
 Sta., Comm. Mgr.....Bob Brown  
 Program Director.....Don Barnett  
 Chief Engineer.....Charlie Mitchell

**KOFY—San Mateo—1946**

Frequency: 1050 Kc....Power: 1000 Watts d.  
 Owned-Oper. By..Intercontinental Bcstg. Corp.  
 Address.....212 Hillsdale Mall

Tel.: Flreside 5-9030.....Independent  
 Representative .....Charles Bernard  
 President .....Frank Oxarat  
 V.P., General Mgr.....John McRae  
 Station Mgr.....Sherman A. Kusin  
 Sales Mgr.....Jack W. Stahle  
 Program Dir.....Jack G. Carnegie  
 Merchandising Mgr.....Arthur Abell  
 Chief Engineer.....Carl Rolliff

**KTIM—San Rafael—1947**

Frequency: 1510 Kc....Power: 1000 Watts  
 Owned-Operated By...Marin Bcstg. Co., Inc.  
 Business Address.....1040 B Street  
 Tel.: GL 3-6880.....Independent  
 Newspaper Affil.....S. R. Independent Journal  
 Representative .....Hil F. Best  
 President.....Roy A. Brown  
 Gen. Mgr., Chief Eng.....Hugh Turner

**KWIZ—Santa Ana—1926**

Frequency: 1480 Kc....Power: 1000 Watts  
 Owned.....Voice of the Orange Empire Inc.  
 Business Address.....105 E. 5th St.  
 Tel.: KI 7-5581.....Independent  
 Representative .....Grant  
 Pres., Gen Mgr.....Ernest L. Spencer  
 Exec. V.P.....Ben Paschall  
 Comm. Sta. Mgr.....W. J. Taylor  
 Program Director.....Ed Nix  
 Chief Engineer.....Roy Morriss

**KDB—Santa Barbara—1921**

Frequency: 1490 Kc....Power: 250 Watts  
 Owned-Oper. By.....KDB Broadcasting Co.  
 Business-Studio-Transmitter .....Radio Square  
 Tel.: WO 4131.....Independent  
 Representative .....McGavren-Quinn  
 General Mgr.....Jim Harford  
 Sales Manager.....Len Menard  
 Program Director.....Claire Beham

**KIST—Santa Barbara—1946**

Frequency: 1340 Kc....Power: 250 Watts  
 Owned-Oper. By.....Western States Radio  
 Business-Studio Address.....Balboa Bldg.  
 Tel.: WO 3981.....Independent  
 Representative .....George P. Hollingbery  
 Pres., Gen. Mgr.....Karl A. Rembe  
 Commercial Mgr.....James S. Blomfield  
 Program Dir.....Richard Logran  
 Publicity Dir.....Robert Olson  
 Chief Engineer.....Raymond Kubly

**KTMS—Santa Barbara—1937**

Frequency: 1250 Kc....Power: 1000 Watts  
 Owned-Oper. By..Santa Barbara News-Press  
 Business-Studio Address..de la Guerra Plaza  
 Tel.: WO 3911.....ABC-MBS  
 Representative.....Paul H. Raymer  
 President.....Thomas M. Storke  
 Vice-President.....Charles A. Storke  
 Gen. Mgr.....Joe Beres

**KSCO—Santa Cruz—1947**

Frequency: 1080 Kc....Power: 1000 d.; 500 n.

# CALIFORNIA

**Owned-Operated By**.....Radio Santa Cruz  
**Business Address**.....P. O. Box 1080  
**Tel.:** GR 5-1080.....Independent  
**Representative**.....BTS  
**Gen. Mgr., Chief Eng.**.....Charles 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  
**Tel.:** WA 5-2233.....Independent  
**Representative**.....Best, McGavren-Quinn  
**Pres., Gen., Sta. Mgr.**.....James H. Ranger  
**Prog. Dir.**.....Bill Sinclair  
**Sales Mgr.**.....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  
**Tel.:** 5-2582.....Independent  
**Sta. Rep.**.....Tracy Moore  
**Managers**.....James M. Hagerman, John I. Groom

## KSPA—Santa Paula—1948

**Frequency:** 1400 Kc.....**Power:** 250 Watts  
**Owned-Operated By**.....KSPA Radio  
**Business-Studio Address**.....110 Middle Rd.  
**Tel.:** JACkson 5-6395.....Independent  
**General Manager**.....Frank James

## KSRO—Santa Rosa—1935

**Frequency:** 1350 Kc.....**Power:** 1000 Watts  
**Owned-Oper. By**.....Finley Bcstg. Co.  
**Business Address**.....P.O. Box 1597  
**Tel.:** LI 5-3313.....Independent  
**Representative**.....McGavren-Quinn  
**President**.....E. L. Finley  
**General Manager**.....Frank W. McLaurin  
**Pub. Dir.**.....Greg Prichard  
**Sales Prom. Mgr.**.....Paul Corbin  
**Prog. Dir.**.....Al E. Pearson  
**Chief Engineer**.....Hilmar Cann

## KROG—Sonora—1949

**Frequency:** 1450 Kc.....**Power:** 250 Watts  
**Owned**.....John & Charlotte Robbins  
**Address**.....Box 967  
**Tel.:** JE 2-7426.....KBS  
**Representative**.....W. S. Grant  
**Station Mgr.**.....John F. Leonard

## KJOY—Stockton—1947

**Frequency:** 1280 Kc.....**Power:** 1000 Watts  
**Owned-Oper. By**.....Joseph Gamble Stations, Inc.  
**Business-Studio Address**.....Hotel Stockton  
**Tel.:** HO 4-7313.....Independent  
**Representative**.....McGavren  
**President**.....J. E. Gamble  
**Gen., Sta., Comm. Mgr.**.....Ort Loftluis  
**Prog. Dir.**.....Paul Wagner  
**Chief Engineer**.....James Tracewell

## KRAK—Stockton-Sacramento 1925

**Frequency:** 1140 Kc.....**Power:** 5000 Watts

**Owned**.....Golden Valley Bcstg. Co., Inc  
**Address**.....Hotel Wolf, Stockton  
**Tel.:** HO 4-4551.....Independent  
**Representative**.....Headley-Reed  
**Pres., Co-Owner**.....Gene Chenault  
**Gen. Mgr., Co-Owner**.....Alan Torbet  
**Station Mgr.**.....Bob Murray  
**Sales Prom. Mgr.**.....Jacqueline Burton  
**Program Dir.**.....Bob Brannon

## KSTN—Stockton—1949

**Frequency:** 1420 Kc.....**Power:** 1000 Watts  
**Owned-Operated By**.....San Joaquin Bcstg. Co.  
**Business Address**.....Clark Hotel  
**Tel.:** HOward 4-7338.....Independent  
**Representative**.....Hollingsbery  
**President**.....Knox La Rue  
**Station Manager**.....Jay Watson  
**Program Director**.....Ellis Lind  
**Chief Engineer**.....Lynn Johnson

## KWG—Stockton—1922

**Frequency:** 1230 Kc.....**Power:** 250 Watts  
**Owned By**.....KWG Broadcasting Co.  
**Address**.....Weber & E. Sts.  
**Tel.:** HO 5-5728.....ABC-MBS  
**Representative**.....Bolling Co.  
**President**.....O. R. Reichenbach  
**Gen. Sta. Mgr.**.....Bob McVay  
**Comm. Mgr.**.....Bill O'Hara  
**Sales Prom. Mgr.**.....Bob Wise  
**Program Director**.....Bob Mulroy  
**Publicity Director**.....Jerry Weaver  
**Chief Engineer**.....Bob Sampson

## KSUE—Susanville—1948

**Frequency:** 1240 Kc.....**Power:** 250 Watts  
**Owned By**.....Radio Station KSUE  
**Business Address**.....P.O. Box 501  
**Tel.:** 2020.....KBS  
**Representative**.....Tracy Moore  
**Pres., Gen. Mgr.**.....James E. McKahan  
**Program Director**.....Ernest W. Moffett  
**Chief Engineer**.....Harold C. Houston

## KTKR—Taft—1948

**Frequency:** 1310 Kc.....**Power:** 500 Watts d.  
**Owned-Oper. By**.....L. & G. Mann  
**Business Address**.....P.O. Box "WW"  
**Tel.:** ROger 5-6101.....KBS  
**Pres., Gen. Mgr.**.....Kenneth Aitken  
**Comm. Mgr.**.....Jack Smith  
**Prog. Dir**.....Daisy Mae Sherman  
**Sales Prom. Mgr.**.....Ralph Chenhall  
**Chief Engineer**.....K. Aitken

## KCOK—Tulare—1945

**Frequency:** 1270 Kc.....**Power:** 1000 Watts  
**Owned-Oper. By**.....KCOK, Inc.  
**Business Address**.....P. O. Box 119  
**Tel.:** MU 6-2866.....MBS  
**Representative**.....Pearson  
**Pres., Gen. Mgr.**.....Keith Munger  
**Comm. Sales Prom. Mgr.**.....Dene Simpson  
**Program Director**.....Mike Kirmeyer  
**Chief Engineer**.....Russ Schwamb

**KGEN—Tulare—1957**

Frequency: 1370 Kc. Power: 1 Kw.  
Owned By.....R Street Corp.  
Address.....Box 444  
Tel.: MURdock 6-4306.....KBS  
Representative.....Forjoe  
President.....R. O. McMahan  
Sta. Mgr.....Denman Whitney

**KTUR—Turlock—1949**

Frequency: 1390 Kc. Power: 1000 Watts  
Owned-Operated By.....Turlock Bcstg. Corp.  
Address.....P. O. Box 1390  
Tel.: ME 2-1390.....KBS  
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  
Tel.: HO 2-4771.....Independent  
Representative.....Grant  
Gen., Comm. Mgr.....John Franklin  
Sls. Promotion Mgr.....Phil Trine  
Program Dir.....Lyle Jones  
Publicity Director.....Frank Lay  
Chief Engineer.....John Franklin

**KNBA—Vallejo—1947**

Frequency: 1190 Kc. Power: 250 Watts d.  
Owned.....M. Elizabeth Ashbacker-Gunberg  
Business Address.....Box 142  
Tel.: MI 4-8944.....Independent  
Representative.....Hall  
Station Manager.....Robert M. Bruce  
Commercial Manager.....Fred Russell  
Sales Prom. Mgr.....J. Hannon  
Program Director.....R. Morgan  
Publicity Director.....H. Engebretson  
Chief Engineer.....William Roberts

**KUDU—Ventura—1948**

Frequency: 1590 Kc. Power 1000 Watts  
Owned.....Tri-Counties Public Service  
Business Address.....Box 1411  
Tel.: Miller 2-2125.....Independent  
Representative.....McGavren-Quinn  
President.....Ed Hallor  
Station Manager.....John McCormick  
Program Director.....Jim Williams  
Chief Engineer.....Dick Johnston

**KVEN—Ventura—1948**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By.....Coast Ventura Co.  
Address.....Box 1611  
Tel.: MI 3-8675.....MBS  
Representative.....Grant Webb  
President.....Carroll Hauser  
Gen. Mgr., Sta. Mgr.....Sid Held  
Commercial Mgr.....Les Leslie  
Sales Prom. Mgr.....John Strobel

Publicity Director.....Mike Thomas  
Program-Chief Eng.....Fred Hall

**KONG—Visalia—1949**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By.....Airwaves, Inc.  
Address.....Box 1429  
Tel.: RE 4-5811.....Independent  
Representative.....Headley-Reed  
President.....Harry E. Layman  
Gen. Mgr.....Glenn Newell

**KWSO—Wasco—1950**

Frequency: 1050 Kc. Power: 1000 Watts d.  
Owned-Operated By...Maple Leaf Bcstg. Co.  
Address.....P. O. Box 366  
Tel.: PL 8-6425.....KBS  
Representative.....Bcst. Time Sales  
President.....E. J. Peters  
Station Mgr.....Robert T. Bann  
Program Dir.....Norm Berg  
Chief Engineer.....Herbert J. Ratzlaff

**KOMY—Watsonville—1937**

Frequency: 1340 Kc. Power: 250 Watts  
Owned By.....F. T. Crennan  
Business Address.....40 Atkinson Lane  
Tel.: Parkway 4-5644.....Independent  
Representative.....W. S. Grant  
President.....F. T. Crennan  
Prog., Chief Eng.....Merle Rossman

**KSYC—Yreka—1947**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By.Siskiyou Cty. Bcstg. Co., Inc.  
Address.....Lawrence Lane, S. Oregon St.  
Tel.: VI 2-4158.....ABC  
Representative.....T. Moore  
President.....E. G. Milbourne  
General Manager.....D. C. Hollinger  
Sta., Comm. Manager.....Holt C. Wardrip  
Program Director.....Wesley Meyers  
Chief Engineer.....W. R. Maginnis

**KAGR—Yuba City—1953**

Frequency: 1450 Kc. Power: 100 Watts  
Owner.....James E. Jaeger  
Address.....Box 247  
Tel.: SH 3-7343.....KBS  
Representative.....Scott  
President.....James E. Jaeger  
Gen. Mgr., Chief Eng.....James E. Walley  
Program Director.....Jeri Doeden

**KUBA—Yuba City—1947**

Freq.: 1600 Kc. Power: 1Kw., d., 500 w. n.  
Owned-Operated By..Peachbowl Bcstrs., Inc.  
Bus. Add..Hotel Marysville, Marysville, Cal.  
Tel.: SH 3-7309.....Independent  
Representative.....Ayres; Continental  
Pres., Co-Owner.....C. V. Ullon  
Gen. Mgr., Co-Owner.....Roger R. Hunt  
Comm. Mgr.....Lloyd Klemp  
Prog. Dir.....Erika E. Ryan  
Pub. Dir.....Donald D. Brown  
Chief Engineer.....Orval M. Pond

Pop.: 1,729,000  
Families: 523,000  
Radio Homes: 484,000

# Colorado

Stations in State: 56  
TV Homes: 408,000  
TV Stations: 9

## **KGIW**—Alamosa—1929—KBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By D. L. & Katholeen Allen  
Address Alamosa  
Tel.: 26 MBS KBS  
Rep. Avery-Knodel  
Gen. Sta., Ch. Eng. D. L. Allen  
Comm. Manager Katholeen Allen  
Program Director Kyle McClaugherty  
Pub., Sales Prom. Mgr. Dave Melton

## **KBOL**—Boulder—1946

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By Boulder Radio KBOL, Inc.  
Address Box 146  
Tel.: HI 2-2242 Independent  
Station Rep. Holman  
Pres., Gen. Mgr. Russel Shaffer  
Sales Manager Gene Palm  
Program Dir. Fred Hobbs  
Chief Engineer Blair Dobbins

## **KHIL**—Brighton—1956

Frequency: 800 Kc. Power: 500 Watts  
Owned By John H. Babcock  
Business Address Box 357  
Tel.: Atlas 8-0956  
President John Babcock  
Station Mgr. George Wilson  
Commercial Mgr. Hal Peirce  
Program Dir. Sandra Sarkees

## **KRLN**—Canon City—1946

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By Royal Gorge Bcstr., Inc.  
Business-Studio Address Box 858  
Tel.: Canon City  
Pres.-Gen.-Sta. Mgr. Ray M. Beckner  
Chief Engineer Ed Wood

## **KPIK**—Colorado Springs—1957

Frequency: 1580 Kc. Power: 5 Kw. d.  
Owned Western Bcstg. Co.  
Address 120 E. Platte, Box 2422  
Tel.: ME 4-1503 Independent  
Representative Charles Bernard  
Gen. Mgr. Ralph Cercy  
Sls. Mgr. Jay Drennan

## **KRDO**—Colorado Springs—1947

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By Pikes Peak Bcstg. Co.  
Business-Studio Address 399 S. 8th St.  
Tel.: ME 2-1515 Independent  
Representative John E. Pearson  
Pres., Gen., Sta. Mgr. Harry W. Hoth  
Chief Engineer C. Upton

## **KVOR**—Colorado Springs—1924

Frequency: 1300 Kc. Power: 1000 Watts

Owned-Oper. By Dunbar Bcstg.  
Address 512 So. Tejon  
Tel.: ME 2-3536 CBS  
Representative Venard  
Pres., Gen. Mgr. Charles A. Dunbar  
Prog. Dir. William Myers  
Sales Prom. Mgr. Russell R. Chapman  
Program Director Ron Cook  
Chief Engineer Sheridan Gilbert

## **KWBV**—Colorado Springs—1955

Frequency: 740 Kc. Power: 250 Watts, d.  
Owned-Oper. By Music Broadcasting Corp.  
Address Box 764  
Tel.: ME 4-5511 Independent  
Representative Radio-TV Reps., Inc.  
President John L. Buchanan  
Station Manager Jack C. Wallace  
Prog. Dir. George Salem  
Chief Engineer Kenneth Metzger

## **KYSN**—Colorado Springs—1956

Freq.: 1460 Kc. Power: 1000 W. d., 500 W. n.  
Owned-Operated By General Brcstg. Corp.  
Address P. O. Box 762  
Tel.: MEIrose 3-2608 MBS, KBS  
Representative Avery-Knodel  
President Kenneth E. Palmer  
Commercial Manager Wayne Costner  
Sales Promotion Mgr. Robert Donner, Jr.  
Program Director Pat Brown  
Publicity Director Janet Morrissey  
Chief Engineer Harold Clemens

## **KVFC**—Cortez—1956

Frequency: 740 Kc. Power: 1 Kw.  
Owned-Oper. By KVFC, Inc.  
Address Box 1718  
Tel.: LO 5-3463 KBS  
Representative Best  
Gen., Sta. Mgr. Jack Hawkins  
Comm. Mgr. George Fender  
Chief Engineer Jim Hawkins

## **KRAI**—Craig—1948

Frequency: 550 Kc. Power: 1 Kw. d., 500 W. n.  
Owned-Oper. By Northwestern Bcstg. Co.  
Address P. O. Box 65  
Tel.: TA 4-6574 KBS  
Representative Grant Webb  
President George Cory  
Station Mgr. Dick Bonderud  
Treasurer Kenneth Stone  
Network Dir. LeRoy Okerlund

## **KDTA**—Delta—1955

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By Monarch Broadcasting Co.  
Address P. O. Box 752  
Tel.: 140 Independent

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.  
 Tel.: WE 5-3525 ..... Independent  
 Representative ..... Breen & Ward  
 Pres., Sta. Mgr. .... E. E. Koepke  
 General Manager ..... Frank E. Amole, Jr.  
 Comm. Mgr. .... Wally Geiger  
 Sales Prom. Mgr. .... Tom Moore  
 Program Dir. .... Lloyd Knight  
 Chief Engineer ..... Walt Wilson

**KFML—Denver—1956**

Frequency: 1390 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... "Note" Bcstg. Co.  
 Address ..... 262 Fillmore St.  
 Tel.: East 2-7893 ..... Independent  
 Representative ..... Good Music Broadcasters  
 President ..... E. A. Bancker, Jr.  
 Gen. Mgr. .... A. L. Robertson  
 Comm. Mgr. .... Timothy O'Connor  
 Sales Prom. Mgr., Pub. Dir. .... Dave Downs  
 Program Dir. .... Dick Stevens  
 Ch. Eng. .... H. H. Johnson

**KFSC—Denver—1954**

Frequency: 1220 Kc. .... Power: 1 Kw.  
 Owned ..... Francisco V. Sanchez  
 Address ..... 3340 Lafayette St.  
 Tel.: AC 2-8935 ..... Independent  
 Representative ..... Oakes, National Time Sales  
 President ..... F. V. Sanchez  
 Gen. Mgr. .... Levi Beall  
 Comm. Mgr. .... Joseph E. Flynn

**KHOW—Denver—1925**

Frequency: 630 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... Western Brcstg. Enterprises  
 Address ..... Petroleum Club Bldg.  
 Tel.: AMherst 6-2611 ..... ABC  
 Representative ..... Peters, Griffin, Woodward  
 President ..... Robert L. Howsam  
 General Manager ..... Robert S. Hix  
 Comm. Mgr. .... John J. McEniry  
 Program Dir. .... Harvey Ellsworth  
 Publicity Dir. .... Matt McEniry  
 Chief Engineer ..... Fred Everett

**KIMM—Denver—1923**

Frequency: 950 kc. .... Power: 5 kw.  
 Owned ..... KIMN, Inc.  
 Address ..... 5350 W. 20th Ave.  
 Tel.: BE 7-2734 ..... Independent  
 Station Representative ..... Avery-Knodel, Inc.  
 Gen. Mgr. .... George B. Morgan  
 Nat. Sales Mgr. .... Kenneth E. Palmer  
 Commercial Manager ..... Dan Markham  
 Chief Engineer ..... George Vogel

**KLIR—Denver—1953**

Frequency: 990 Kw. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... G. B. Anderson

Address ..... 6535 W. Jewell  
 Tel.: WA 2-1189 ..... KBS  
 Representative ..... Best, Biddick  
 Owner-Gen., Mgr. .... G. B. Anderson  
 Commercial Mgr. .... L. L. Tracy  
 Bus. Mgr. .... H. G. Kincaid  
 Chief Engineer ..... D. M. Smith

**KLZ—Denver—1922**

Frequency: 560 Kc. .... Power: 5000 Watts  
 Owned ..... Time, Inc.  
 Business-Studio Address ..... 131 Speer Blvd.  
 Tel.: MA 3-4271 ..... CBS  
 Representative ..... Katz  
 President ..... Hugh B. Terry  
 Sta. Mgr., Sales Dir. .... Lee Fondren  
 Sales Prom. Mgr. .... Quintin McCredie  
 Program Coordinator ..... Charles Roberts  
 Pub. Dir. .... Al Shepard  
 Chief Engineer ..... Harvey E. Wehrman

**KMYR—Denver—1941**

Frequency: 710 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... Empire Bcstg. Inc.  
 Address ..... 814 14th St.  
 Tel.: AMherst 6-3706 ..... Independent  
 Representative ..... Adam Young  
 President ..... Don W. Burden  
 General Manager ..... Charles Crabtree  
 Commercial Manager ..... Charles Vais  
 Program Director ..... Gene Price  
 Chief Engineer ..... Joe Finch

**KOA—Denver—1924**

Frequency: 850 Kc. .... Power: 50,000 Watts  
 Owned-Operated By ..... Metropolitan TV Co.  
 Address ..... 1625 California St.  
 Tel.: MAin 3-6211 ..... NBC  
 Representative ..... Christal  
 Pres., Gen. Mgr. .... William W. Grant  
 Station Mgr. .... Ralph Radetsky  
 Sales Prom., Pub. Dir. .... Orville Rennie  
 Program Director ..... George S. Truesdell  
 Chief Engineer ..... Sid Davidson

**KOSI—Denver—1954**

Freq.: 1430 Kc. .... Power: 5 Kw. d.; 500 W. n.  
 Owned-Oper. By ..... Mid-America Bcstg. Co.  
 Address ..... Box 98  
 Tel.: EM 6-2695 ..... Independent  
 Representative ..... Petry  
 Pres., Gen. Mgr. .... David M. Segal  
 Station Mgr. .... Vernon Wickre  
 Program Director ..... Sam Blessing  
 Chief Engineer ..... Jim McLellan

**KTLN—Denver—1948**

Frequency: 1280 Kc. .... Power: 5 Kw.  
 Owned-Operated By ..... Radio-Denver, Inc.  
 Address ..... 431 W. Colfax  
 Tel.: AC 2-4811 ..... Independent  
 Representative ..... John Blair  
 Pres., Gen. Mgr. .... Richard B. Wheeler  
 Sales Promotion Mgr. .... Betty R. Salzman  
 Program Director ..... George Singer  
 Chief Engineer ..... Norman Peterson

**COLORADO****KDGO—Durango—1958**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned By Basin Bcstg. Co.  
 Address: 3112 Main Ave.  
 Tel.: CHerry 7-1407  
 MBS  
 Pres., Gen. Mgr. Henry M. Long  
 Chief Engineer W. H. Boulden

**KIUP—Durango—1935**

Freq.: 930 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By San Juan Bcstg. Co.  
 Address: P. O. Box 641  
 Tel.: 117  
 KBS  
 Representative Holman Co., McGuire  
 President J. A. Segerberg  
 Gen., Sta. Mgr. R. E. O'Brien  
 Sales Prom. Mgr. Al Gare  
 Program Director Herb Jobes  
 Comm. Mgr. Lindsey Becker  
 Publicity Director Frank Toomey  
 Chief Engineer Lou Shaw

**KGMC—Englewood—1952**

Frequency: 1150 Kc. Power: 1000 Watts d.  
 Owned By MacLee Radio, Inc.  
 Address: 3355 S. Broadway  
 Tel.: SU 1-4481  
 Independent  
 Representative Radio TV Reps.  
 Pres., Publ. Dir. Robert B. McWilliams  
 V.P., Comm. Mgr. Lee Mehlig  
 Chief Engineer D. F. White

**KCOL—Ft. Collins—1947**

Frequency: 1410 Kc. Power: 1000 Watts  
 Owned-Oper. By Northern Colo. Bcstg. Co.  
 Address: P.O. Box 547  
 Tel.: HU 2-5991  
 MBS  
 Representative Devney  
 President Herb Hollister  
 Station Manager Ellis Atteberry  
 Comm. Manager Orm Sherwood  
 Program Director Kent Miller  
 Chief Engineer Harry Winter

**KFTM—Fort Morgan—1948**

Frequency: 1400 Kc. Power: 250 Watts, d.  
 Owned-Oper. By Morgan County Bcstg. Corp.  
 Address: P. O. Box 431  
 Tel.: UN 7-5674  
 KBS  
 Pres., Gen., Sta. Mgr. R. H. Dolph  
 Comm. Mgr. Lloyd Walker  
 Sales Prom. Mgr. Sam Kerr  
 Program Dir. J. Dawson Jelinek  
 Chief Engineer James W. Doggett

**KGLN—Glenwood Spgs.—1950**

Frequency: 980 Kc. Power: 1000 Watts, d.  
 Owned-Oper. By KGLN, Inc.  
 Address: P. O. Box C  
 Tel.: WH 5-6501  
 MBS  
 Representative Holman  
 President Rex Howell  
 Gen. Mgr. Jerry Fitch  
 Program Director Marcie Fitch  
 Chief Engineer Al Maggard

**KGOL—Golden—1956**

Frequency: 1250 Kc. Power: 1 Kw.  
 Owned Golden Radio, Inc.  
 Address: Box 202  
 Tel.: CR 9-3378  
 Independent  
 President Bill Finch  
 V.P. & Prog. Dir. Conrad F. Schader  
 Comm. Mgr. Frank Schader

**KEXO—Grand Junction—1948**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By Voice of Western Colo., Inc.  
 Address: 2508 North Ave.  
 Tel.: CH 3-1230  
 Independent  
 Representative Harlan Oakes  
 President D. Spencer Grow  
 Vice Pres., Gen. Manager Abbott Tessman

**KREX—Grand Junction—1926**

Freq.: 920 Kc. Power: 5 Kw., d.; 500 W. n.  
 Owned-Oper. By Western Slope Bcstg. Co.  
 Business-Studio Address: Box 30  
 Tel.: CH 2-5000  
 MBS  
 Representative Hal Holman  
 Pres., Gen. Mgr. Rex Howell  
 Sta., Comm. Mgr. Robert McMahan  
 Chief Engineer James Meyer

**KSTR—Grand Junction—1957**

Frequency: 620 Kc. Power: 5 Kw., d.  
 Owned Mountain States Bcstg. Corp.  
 Address: Box 1110  
 Tel.: CH 3-1722  
 Independent  
 Representative W. S. Grant  
 President, Gen. Mgr. E. Anson Thomas  
 Comm., Sales Prom. Mgr. Roy Hawkins  
 Program Director Ralph Seeley  
 Publicity Director Bill Orr  
 Chief Engineer Charles C. Hay

**KFKA—Greeley—1921**

Frequency: 1310 Kc. Power: 1000 Watts  
 Owned-Oper. By Mid-Western Radio Corp.  
 Business-Studio Address: 620—8th Ave.  
 Tel.: ELgin 2-4421  
 Independent  
 Newspaper Affil. Record-Spockman, Denver  
 Representative Hal Holman  
 President H. E. Green  
 Gen. Mgr., Pub. Dir. Ralph H. Green  
 Comm. Mgr. Virginia Sears  
 Program Dir. June Groves  
 Chief Engineer Harry Brewster

**KYOU—Greeley—1948**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By Meroco Bcstg. Co.  
 Address: 2424 Sixth Ave.  
 Tel.: EI 2-0262  
 MBS, KBS  
 Representative Continental  
 President, Comm. Mgr. Elwood H. Meyer  
 Gen. Mgr., Prom. Mgr. Everett Shupe  
 Prog., Pub. Dir. Donald Dille  
 Chief Eng. Roland Reed

**KBNZ—La Junta—1937**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Otero Broadcasting Co.  
 Address . . . . . 117 W. Third St.  
 Tel.: 985 . . . . . MBS, KBS  
 Representative . . . . . Indie Sales  
 President . . . . . M. S. Morrison  
 General Manager . . . . . Fred Abernathy  
 Comm. Mgr., Prog. Dir. . . . . John A. Doenges  
 Sales Promotion Mgr. . . . . Zack Hernandez  
 Publicity Director . . . . . Nick Alger

**KLAK—Lakewood—1955**

Frequency: 1600 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. . . . . Lakewood Bcstg Service, Inc.  
 Address . . . . . 1315 Oak St.  
 Tel.: BE 3-5525 . . . . . Independent  
 Representative . . . . . Charles Bernard  
 Pres., Gen., Sta. Mgr. . . . . Maurice J. DeVolt  
 Business Manager . . . . . Julia W. DeVolt  
 Program Director . . . . . Edythe G. Sweeney

**KLMR—Lamar—1948**

Freq.: 920 Kc. . . . . Power: 1000 W. d., 500 W. n.  
 Owned-Oper. By . . . . . SE Colorado Bcstg. Co.  
 Address . . . . . P. O. Box 632  
 Tel.: 804 . . . . . MBS-KBS  
 Representative . . . . . Continental  
 President . . . . . Ralph Eaton  
 Gen., Sta. Mgr. . . . . Dennis Beham  
 Sales Mgr. . . . . William Jack  
 Pub., Prog. Director . . . . . William Adams  
 Chief Engineer . . . . . Jack Connally

**KLVC—Leadville—1951**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned . . . . . Raymond Tex Roberts  
 Address . . . . . 520 W. 6th St.  
 Tel.: 880 . . . . . KBS  
 President . . . . . Raymond T. Roberts  
 Sta. Mgr., Chief Eng. . . . . Kent Roberts  
 Commercial Manager . . . . . Margaret Dice  
 Program Director . . . . . Bill Jacobson

**KUDY—Littleton—1957**

Frequency: 1510 Kc. . . . . Power: 1000 Watts  
 Owned By . . . . . Skyline Broadcasting, Inc.  
 Address . . . . . 140 Woodlawn Center  
 Tel.: PYramid 4-4211 . . . . . Independent  
 Representative . . . . . W. S. Grant  
 Pres., Gen. Mgr. . . . . Dean D. Jarvis  
 Comm., Publ. Dir. . . . . Ted Haas  
 Program Dir. . . . . Tony Larson  
 Sales Prom. Mgr. . . . . Ken Brothers  
 Chief Engineer . . . . . Walt Wilson

**KLMO—Longmont—1949**

Frequency: 1050 Kc. . . . . Power: 250 Watts d.  
 Owned By . . . . . Radio Longmont, Inc.  
 Address . . . . . Box 799  
 Tel.: PProspect 6-2323 . . . . . Independent  
 President . . . . . Judson Rosebush  
 Gen. Sta. Mgr. . . . . Larry Dietz  
 Program Dir. . . . . F. L. Dwyer  
 Chief Engineer . . . . . Henry Ankeny

**KLOV—Loveland—1955**

Frequency: 1570 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Vogel & Smock  
 Address . . . . . 1440 E. 8th St.  
 Tel.: NO 7-3950 . . . . . KBS  
 General Mgr. . . . . William R. Vogel  
 Program Director . . . . . Charles Gerrard  
 Comm Mgr. . . . . William O. Corrick  
 Publicity Director . . . . . Gregg Guinan  
 Chief Engineer . . . . . Tom Burgess

**KCMS—Manitou Spring—1956**

Frequency: 1490 Kc. . . . . Power: 100 Watts  
 Owned By . . . . . Garden of Gods Bcstg. Co.  
 Address . . . . . Box 592  
 Tel.: MULberry 5-5776 . . . . . Independent  
 Pres., Chief Eng. . . . . C. M. Edmonds  
 Commercial Mgr. . . . . Cecil Seavy  
 Program Dir. . . . . Mrs. C. M. Edmonds

**KSLV—Monte Vista—1954**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Colorado Network  
 Business Address . . . . . 109 Adams St.  
 Tel.: 554 . . . . . KBS  
 Representative . . . . . Bolling  
 President . . . . . George O. Cory  
 Gen., Sta. Mgr. . . . . D. Lee DeMoss  
 Commercial Manager . . . . . Darrell Leach  
 Program Director . . . . . Bill McLellan  
 Chief Engineer . . . . . Jack Barlow

**KUBC—Montrose—1947**

Freq.: 580 Kc. . . . . Power: 5 Kw. d.; 1 Kw. n.  
 Owned-Operated By . . . . . Uncompaghre Bcstg. Co.  
 Business-Studio Address . . . . . P. O. Box 279  
 Tel.: CHerry 9-4546 . . . . . KBS  
 Representative . . . . . Bolling  
 President . . . . . Dr. Ross C. McCafferty  
 Gen. Sta. Mgr. . . . . George O. Cory  
 Commercial Mgr. . . . . Leo Bendon  
 Sales Prom. Mgr. . . . . Russell Bible  
 Program Dir. . . . . Ed DeJulio  
 Publicity Dir. . . . . Don Gallardo  
 Chief Engineer . . . . . Norman Price

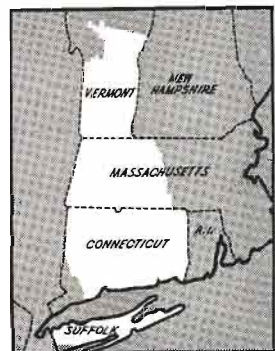
**KCSJ—Pueblo—1947**

Frequency: 590 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Star Bcstg. Co.  
 Address . . . . . 2226 TV Lane  
 Tel.: LI 4-5782 . . . . . Independent  
 Representative . . . . . John E. Pearson  
 Station Mgr. . . . . Cliff Hendrix  
 Comm. Mgr. . . . . Howard Myers  
 Chief Engineer . . . . . Marion Cunningham

**KDZA—Pueblo—1947**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Pueblo Radio Co.  
 Address . . . . . 3011 Elizabeth  
 Tel.: LI 4-5646 . . . . . KBS  
 Representative . . . . . Devney  
 Pres., Gen. Mgr., Chief Eng. . . . . D. B. Crouch  
 Comm. Prog. Dir. . . . . William H. Beck

**WTIC MEANS  
GREATEST COVERAGE  
TOP PERSONALITIES  
ADULT ACCEPTANCE  
DEDICATED SERVICE  
IN RICH, RICH  
SOUTHERN  
NEW ENGLAND**



**WTIC 50,000 watts**

HARTFORD 15, CONNECTICUT Tel: JACKSON 5-0801

REPRESENTED NATIONALLY BY HENRY I. CRISTAL COMPANY



## COLORADO-CONNECTICUT

### KFEL—Pueblo—1956

Frequency: 970 Kc. Power: 1000 Watts  
 Owned KFEL, Inc.  
 Address: 4411 Goodnight Ave.  
 Tel.: LI 2-6884. Independent  
 Representative Continental, W. S. Grant  
 Owner, Mgr. Frank Donald Hall  
 Chief Eng., Asst. Mgr. John T. Roscos  
 Sales Mgr. J. M. Johns

### KGHF—Pueblo—1928

Frequency: 1350 Kc. Power: 5000 d.; 1000 n.  
 Owned-Operated By Gifford Phillips  
 Address Box 293  
 Tel.: LI 2-5570. ABC-MBS  
 Representative Gill-Perna, Inc. IMN  
 President Gifford Phillips  
 General Manager John C. Lee  
 Oper. Dir. Robert D. Ellis  
 Program Director Ross Adkins  
 Chief Engineer Roy Gallagher

### KAVI—Rocky Ford—1955

Frequency: 1320 Kc. Power: 1000 Watts d.  
 Owned Arkansas Valley Broadcasting Co.  
 Address P. O. Box 632  
 Tel.: 248. Independent  
 Representative John E. Pearson, McGuire  
 President Ray Williams  
 Station Mgr. R. M. Cardwell  
 Commercial Mgr. Lorraine C. Spaid  
 Program Dir. Bill Howard  
 Chief Engineer Dale Redlingschafer

### KVRH—Salida—1948

Frequency: 1340 Kc. Power: 250 Watts  
 Owned By Loveland Broadcasters  
 Address P. O. Box 166  
 Tel.: 1494. KBS  
 Station, Sales Prom. Mgr. Bill Corrick  
 Commercial Mgr. Jim Hill  
 Program Dir. Paul Williamson

Publicity Dir. Mildred Graver  
 Chief Engineer Fred Conklin

### KGEK—Sterling—1925

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By Elmer G. Beehler  
 Address Fleming Road  
 Tel.: LA 2-1607. KBS  
 Pres., Chief Eng. E. G. Beehler  
 Sta., Comm. Mgr. Al Ross  
 Program Dir. Al Casey

### KOLR—Sterling—1955

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By Sterling Broadcasting Corp.  
 Address 114 Main St.  
 Tel.: LA 2-1740. MBS  
 Representative Hal Holman  
 President Eugene Dodd  
 General Mgr. Kerm Kath  
 Sta. Comm. Mgr. Robert J. Duffy  
 Chief Engineer J. Duffy

### KCRT—Trinidad—1946

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By KCRT, Inc.  
 Address 100 Fisher Drive; Box 772  
 Tel.: VI 6-3212. MBS, KBS  
 Representative Indie Sales  
 Pres., Gen. Mgr. E. M. Cooper  
 Sales Promotion Mgr. Mrs. Francis Hayes  
 Program Director Pete Delucca  
 Chief Engineer E. M. Cooper

### KFLJ—Walsenburg—1957

Frequency: 1380 Kc. Power: 1 Kw., d.  
 Owned Floyd Jeter, Pres.  
 Address Box 593  
 Tel.: 111. Independent  
 Gen. Mgr. Floyd Jeteil  
 Prog. Dir. Lee Jeter  
 Chief Engineer Johnny Fical

Pop.: 2,425,000  
 Families: 724,000  
 Radio Homes: 706,000

## Connecticut

Stations in State: 30  
 TV Homes: 658,000  
 TV Stations: 9

### WADS—Ansonia-Derby—1956

Freq.: 690 Kc. Power: 500 Watts d.  
 Owned By Valley Broadcasting Co.  
 Address 290 Main St.  
 Tel.: RE 5-4606. Independent  
 Representative Walker  
 Pres., Gen., Sta. Mgr. Sydney E. Byrnes  
 Sales Prom. Mgr. Larry Brand  
 Program Director Wes Hobby  
 Publicity Director Barbara Criscvolo  
 Chief Engineer Lisle Dorrian

Address Box 9140  
 Tel.: AM 8-1601. Independent  
 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

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By WNAB, Inc.  
 Business-Studio Address 991 Broad St.  
 Tel.: ED 3-3112. ABC-MBS  
 Representative McGavren-Quinn  
 President Harold Thomas

### WICC—Bridgeport—1926

Freq.: 600 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By Conn.-N. Y. Broadcasters

## CONNECTICUT

Station Mgr. . . . . John Ellinger  
Prog. Director. . . . . Harry Luke  
Sales Prom. Manager. . . . . Vin Lawford  
Chief Engineer. . . . . Norman Howard

### WBIS—Bristol—1948

Frequency: 1440 Kc. . . . . Power: 500 Watts  
Owned-Oper. By. . . . . The Bristol Bcstg. Corp.  
Business-Studio Address. . . . . 183 Main St.  
Tel.: LU 3-9265. . . . . Independent  
Representative. . . . . Rambeau, Vance, Hopple  
President . . . . . Eric Hatch  
Gen., Sales Prom. Mgr. . . . . Richard C. Kilbourn  
Program Director. . . . . Joseph Barbarette  
Publicity Director. . . . . Mary Lou Jankoski  
Chief Engineer. . . . . Justin Tarnowski

### WLAD—Danbury—1947

Frequency: 800 Kc. . . . . Power: 250 Watts d.  
Owned-Operated By. . . . . Berkshire Bcstg. Corp.  
Business-Studio Address. . . . . 207 Main St.  
Tel.: PI 8-3565. . . . . Independent  
Representative . . . . . Indie Sales  
President . . . . . John P. Previdi  
Gen., Comm. Mgr. . . . . Sol Robinson  
Program Director. . . . . Paul Baker  
Chief Engineer. . . . . Rudi Cehak

### WSUB—Groton—1958

Frequency: 980 Kc. . . . . Power: 1000 Watts  
Owned By. . . . . Lawrence A. Reilly, Jas. L. Spates  
Business Address. . . . . 119 Bridge St.  
Tel.: Hilltop 5-2494. . . . . Independent  
Representative . . . . . Walker-Rawalt  
Gen. Mgr., Prog. Dir. . . . . Lawrence A. Reilly  
Commercial Manager. . . . . Warren F. Haas  
Chief Engineer. . . . . James L. Spates

### WCCC—Hartford—1947

Frequency: 1290 Kc. . . . . Power: 500 Watts, d.  
Owned-Oper. By:  
Greater Hartford Bcstg. Co. Inc.  
Address. . . . . 338 Asylum St.  
Tel.: JA 5-6648. . . . . Independent  
Station Rep. . . . . Walker  
President. . . . . William M. Savitt  
Sec't. Treas. . . . . M. Savitt  
Sta., Comm. Mgr. . . . . R. H. Klein  
Sales Prom. Mgr. . . . . Everett Seltzer  
Program Director. . . . . Jack Brooks  
Publicity Director. . . . . Milt Berkowitz  
Chief Engineer. . . . . Michael Cookish

### WDRC—Hartford—1922

Frequency: 1380 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By. . . . . The Connecticut Bcstg. Co.  
Business-Studio Address. . . . . 869 Blue Hills Ave.  
Tel.: CH 2-5596. . . . . CBS  
Representative. . . . . Paul H. Raymer  
President. . . . . Franklin M. Doolittle  
General Manager. . . . . Walter B. Haase  
V.P., Sales. . . . . William F. Malo  
Program, Sales Prom. Mgr. . . . . C. Parker  
V.P., Public. Dir. . . . . Harvey Olson  
Chief Engineer. . . . . Henry M. Broderick, Jr.

### WPOP—Hartford—1935

Frequency: 1410 Kc. . . . . Power: 5,000 Watts  
Owned. . . . . Tele-Broadcasters of Conn., Inc.  
Business-Studio Address. . . . . 600 Asylum Ave.  
Tel.: JA 7-9131. . . . . MBS-ABC  
Representative . . . . . Adam Young  
Pres., Gen. Mgr. . . . . H. Scott Killgore  
Commercial Mgr. . . . . Phillip Zoppi

### WTIC—Hartford—1925

Frequency: 1080 Kc. . . . . Power: 50,000 Watts  
Owned-Oper. By. . . . . Travelers Bcstg. Service  
Business-Studio Address. . . . . 26 Grove St.  
Tel.: JA 5-0801. . . . . NBC  
Representative . . . . . Christal  
President. . . . . Paul W. Morency  
V.P., Gen. Mgr. . . . . Walter C. Johnson  
General Sales Mgr. . . . . Robert S. Tyrol  
Promotion Mgr. . . . . Eugene J. Muriaty  
Program Mgr. . . . . Paul E. Lucas  
V.P., Pub. Relations. . . . . Bernard L. Mullins  
Plant Mgr., Chief Engr. . . . . Herman D. Taylor  
(See Page 388)

### WINF—Manchester—1958

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned By. . . . . Manchester Broadcasting Co.  
Business Address. . . . . P.O. Box 946  
Tel.: Mitchell 3-2491. . . . . Independent  
Gen., Comm. Mgr. . . . . John Deme  
Operations Mgr. . . . . Joe Girard  
Publicity Director. . . . . Robert W. Andrews  
Chief Engineer. . . . . Henry L. Roberts

### WMMW—Meriden—1947

Frequency: 1470 Kc. . . . . Power: 1000 Watts, d.  
Owned . . . . . Silver City Crystal Company  
Address. . . . . 99 Colony St.  
Tel.: BE 5-5747. . . . . Independent  
Representative . . . . . Thomas F. Clark  
President . . . . . C. A. Schultz  
General Manager. . . . . G. A. Kruttschnitt  
Commercial Manager. . . . . Jack Durkin  
Program Director. . . . . Les Fox  
Chief Engineer. . . . . John Roache

### WCNX—Middletown—1948

Frequency: 1150 Kc. . . . . Power: 500 Watts  
Owned-Oper. By. . . . . Middlesex Bcstg. Co.  
Business-Studio Address. . . . . 460 Main St.  
Tel.: 7-2565 . . . . . ABC  
Representative . . . . . Devney, Nona Kirby  
Managing Dirs. . . . . 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  
Tel.: BA 3-2721. . . . . Independent  
Representative . . . . . Pearson; Kirby  
President . . . . . Patrick Goode  
General Mgr. . . . . Aldo DeDominicis  
Sta., Comm. Mgr. . . . . Charles Bell  
Program Director. . . . . Gene Orland

## CONNECTICUT

Pub. Dir. . . . . Carole Ginsburg  
 Chief Engineer . . . . . Hillis W. Holt

Program Director . . . . . Lee Manson  
 Chief Engineer . . . . . Howard W. Wessenberg  
 Owners of: WFIL, Philadelphia; WFBG,  
 Altoona, Pa.

### WKNB—New Britain—1956

Frequency: 840 Kc. . . . . Power: 1000 Watts d.  
 Owned . . . . . New Brit. Bcstg., Subsid. of NBC  
 Address . . . . . 1422 New Britain Ave.  
 Tel.: AD 3-8551 . . . . . Independent  
 Representative . . . . . McGavren-Quinn; Wheeler  
 V.P., Gen. Mgr. . . . . Peter B. Kenney  
 Program Director . . . . . Robert W. Bray  
 Sales Prom. Mgr. . . . . Gustave Nathan  
 Publicity Dir. . . . . Howard Wry  
 Chief Engineer . . . . . John Shipley

### WNLC—New London—1936

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . The Thames Bcstg. Corp.  
 Business-Studio Address . . . . . 281 State St.  
 Tel.: GI 2-4365 . . . . . MBS  
 Representative . . . . . Kettell-Carter  
 Pres., Sta. Mgr. . . . . Gerald J. Morey  
 Comm. Mgr. . . . . Edwin H. Schweitzer  
 Sales Prom., Prog. Dir. . . . . William Hoffman  
 Chief Engineer . . . . . Randolph Barrett

### WAVZ—New Haven—1947

Frequency: 1300 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . WAVZ Bcstg. Corp.  
 Business-Studio Address . . . . . 152 Temple St.  
 Tel.: SP 7-4761 . . . . . Independent  
 Representative . . . . . Hollingbery, Kettell Carter  
 Board Chairman . . . . . Victor W. Knauth  
 Pres., Gen. Mgr. . . . . Daniel W. Kops  
 V.P., Comm. Mgr. . . . . Richard J. Monahan  
 Sales Promotion Mgr. . . . . Marvin Rosenblatt  
 Program Director . . . . . E. J. Markle  
 Publicity Director . . . . . S. L. Barstein  
 Chief Engineer . . . . . Frederick Brill

### WNLK—Norwalk—1948

Frequency: 1350 Kc. . . . . Power: 500 Watts  
 Owned-Operated By . . . . . Norwalk Bcstg. Co., Inc.  
 Address . . . . . 11 Wall St.  
 Tel.: TE 8-5566 . . . . . Independent  
 Pres., Gen. Mgr. . . . . James Stolcz  
 Program Director . . . . . Richard Bounerba  
 Chief Engineer . . . . . Clarence Burnham

### 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.  
 Tel.: UN 5-1133 . . . . . Independent  
 Representative . . . . . H. R. Reys., Wheeler  
 Pres., Sta., Gen. Mgr. . . . . Richard W. Davis

### WICH—Norwich—1946

Freq: 1310 Kc. . . . . Power: 1 Kw.  
 Owned-Oper. By . . . . . Eastern Conn. Bcstg. Co.  
 Business-Studio Address . . . . . Cuprak Rd.  
 Tel.: TU 7-1613 . . . . . Independent  
 Representative . . . . . Everett-McKinney, R. C. Foster  
 Pres., Gen. Mgr. . . . . D. Lasser  
 Sta., Comm. Manager . . . . . Richard Reed  
 Sls. Prom. Mgr. . . . . Edward Adler  
 Program Dir. . . . . H. Arthur Bouldin  
 Chief Engineer . . . . . Alexander Dubenetsky

### WNHC—New Haven—1944

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Triangle Publications, Inc.  
 Business-Studio Address . . . . . 46th and Market Sts.  
 Tel.: EVergreen 2-4700 . . . . . ABC  
 Representative . . . . . McGavren-Quinn  
 General Mgr. . . . . George Carroll  
 Commercial Manager . . . . . William Gallagher

### WLIS—Old Saybrook—1956

Frequency: 1420 Kc. . . . . Power: 500 Watts  
 Owned . . . . . Long Island Sound Radio Corp.  
 Address . . . . . Conn. Turnpike  
 Tel.: EV 8-3546 . . . . . Independent  
 Pres., Gen. Mgr. . . . . Joseph P. Trantino  
 Commercial Mgr. . . . . Alex Pernal  
 Program Dir. . . . . Donald Hansen  
 Chief Engineer . . . . . Hillis Holt

SUPPORT  
 YOUR  
 LOCAL  
 CHARITIES

# CONNECTICUT

## WPCT—Putnam—1953

Frequency: 1350 Kw. Power: 1 Kw. d.  
Owned-Oper. By.....Israel Putnam Bcstg. Co.  
Address.....42 Main St.  
Tel.: WA 8-2721-2.....Independent  
President.....Roland A. Goyette, Sr.  
Gen. Mgr.....Henry E. Breault  
Program Director.....Frank Carroll  
Publicity Director.....L. J. Kelly  
Chief Engineer.....Lester Phillips

## WSTC—Stamford—1941

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By.....W. Conn. Bcstg. Co.  
Business-Studio Address.....270 Atlantic St.  
Tel.: DA 4-7575.....ABC  
Newspaper Affiliation.....Stamford Advocate  
Representative.....Everett-McKinney, Foster  
President.....Kingsley Gillespie  
Gen. Manager.....Julian Schwartz  
Program Director.....Michael Hauptman  
Chief Eng.....R. A. Reynolds

## WBZY—Torrington—1947

Frequency: 990 Kc. Power: 1000 Watts d.  
Owned By.....Pioneer States Bcstg. Inc.  
Business-Studio Address.....127 Main St.  
Tel.: HU 9-4173.....Independent  
President.....Albert L. Capstaff  
General Manager.....Donald Russell  
Sta., Comm. Mgr.....Joe Storm  
Prog., Publicity Dir.....Dan Field  
Chief Engineer.....Don Morrison

## WTOR—Torrington—1948

Frequency: 1490 Kc. Power: 250 Watts d.  
Owned-Oper. By.....Torrington Bcstg. Co., Inc.  
Business-Studio Address.....93 Perkins St.  
Tel.: HU 9-4181.....MBS  
Representative.....R. V. & H.; Walker-Rawalt  
Pres., Gen. Mgr.....Edmund W. Waller  
Sta., Comm. Mgr.....Alfred G. Eyre  
Program Director.....Alan Field  
Chief Engineer.....David M. Eller

## WATR—Waterbury—1934

Frequency: 1320 Kc. Power: 1000 Watts  
Owned-Oper. By.....WATR, Inc.  
Business-Studio Address.....440 Meadow St.  
Tel.: PL 5-1121.....ABC, MBS  
Representative.....McGavren-Quinn  
President.....Harold Thomas  
Gen., Sta. Mgr.....Sam R. Elman  
Sales Prom. Mgr.....Fred Erwin  
Prog. Director.....Jordan Kaplan  
Publicity Director.....Paul Chamberlain  
Chief Engineer.....Andrew Toross

## WBRY—Waterbury—1934

Frequency: 1590 Kc. Power: 5000 Watts  
Owned-Oper. By.....WBRY Bcstg. Corp.  
Business-Studio Address.....P. O. Box 1627  
News. Affil.....American-Republican  
Tel.: PL 3-1125.....CBS  
Rep. ....Avery-Knodel, Kettel-Carter

President.....William J. Pape  
Pub. Dir., Sls. Prom. Mgr.....Robert Holczer  
Program Director.....Walter O. Howard  
Chief Engineer.....Frank B. Hales

## WWCO—Waterbury—1946

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. ....WWCO, Inc.  
Business-Studio Address.....65 Bank St.  
Tel.: 4-5141.....MBS  
Representative.....Jack Masla  
President.....Herbert Bloomberg  
General Manager.....Gene Valentino  
Program Director.....Charles Day  
Chief Engineer.....Martin Miller

## WMMM—Westport—1959

Frequency: 1260 Kc. Power: 1000 Watts  
Owned By.....Westport Broadcasting Co.  
Business Address.....163 Main St.  
Tel.: CApital 7-1822.....Independent  
General Manager.....Norman J. Bernstein

## WILI—Willimantic—1957

Frequency: 1400 Kc. Power: 250 Watts  
Owned.....Windham Bcstg. Co.  
Address.....Box 32  
Tel.: HA 3-1621.....Independent  
Pres., Gen. Mgr.....Roland A. Goyette, Sr.  
Sta., Prog. Dir.....Les Douglas  
Comm. Sales Prom.....William Lackenbauer  
Chief Engineer.....Thomas Pollitt, Jr.

*Buying  
Connecticut?*

## TOPS in

- Ratings
- Air
- Personalities
- Merchandising
- Helps

## WBRY

CBS—5,000 Watts

Ask the Avery-Knodel Man

Pop.: 445,000  
Families: 130,000  
Radio Homes: 122,000

# Delaware

Stations in State: 9  
TV Homes: 117,000  
TV Stations: 1

## WDOV—Dover—1948

Frequency: 1410 Kc. Power: 1000 Watts d.  
Owned.....Dover Bcstg. Co.  
Business Address.....Box 727  
Representative.....Headley Reed  
President.....Henry Rau  
V. P., Gen. Mgr.....Maxwell Marvin  
Station Mgr.....W. S. Cook

## WKEN—Dover—1957

Frequency: 1600 Kc. Power: 500 Watts, d.  
Owned.....Coastal Carolina Bcstrs.  
Address.....Box 549  
Tel.: RE 4-5797.....Independent  
President.....J. Olin Tice, Jr.  
Gen. Mgr.....Joe Morris

## WJWL—Georgetown—1951

Frequency: 900 Kc. Power: 1000 Watts d.  
Owned-Operated By.....Rollins Bcstg., Inc.  
Address.....DuPont Highway  
Tel.: Georgetown 2567.....Independent  
Representative.....Rollins, Grant  
President.....O. Wayne Rollins  
General Manager.....Charles R. Maillet  
Program Director.....John C. Calhoun  
Chief Engineer.....Edward Marzoca

## WKSJ—Milford—1953

Frequency: 930 Kc. Power: 500 Watts d.  
Owned-Oper. By.....Kent-Sussex Bcstg. Co.  
Address.....Box 444  
Tel.: MI 8881.....Independent  
Gen., Comm., Prom, Mgr.....H. M. Griffith, Jr.  
Ch. Eng., Oper Mgr.....C. V. Lundstedt  
Prog. Dir.....Borden E. Smith

## WSUX—Seaford—1955

Frequency: 1280 Kc. Power: 1000 Watts  
Owner-Oper. By.....Sussex Broadcasting Co.  
Address.....Dual Hwy. 13  
Tel.: 7933.....Independent  
Representative.....Clark  
Pres., Gen. Mgr.....Elizabeth Evans  
Ch. Eng.....Bernard Gold

## WAMS—Wilmington—1947

Frequency: 1380 Kc. Power: 1000 Watts

Owned.....Rollins Broadcasting Co.  
Address.....414 French St.  
Tel.: OL 4-8881.....Independent  
Station Representative.....Eastman  
President.....O. Wayne Rollins  
General Manager.....Charles W. Holmes  
Commercial Mgr.....Roger Holmes  
Chief Engineer.....Fitzgerald McDaniel

## WDEL—Wilmington—1922

Frequency: 1150 Kc. Power: 5000 Watts  
Owned-Oper. By.....Delmarva Bcstg. Co., Inc.  
Business-Studio Address.....10th & King Sts.  
Tel.: OL 8-7268.....NBC  
Representative.....Robert Meeker  
Station Executive.....Clair R. McCollough  
Station Manager.....Harvey C. Smith  
Gen. Sales Mgr.....J. Robert Gulick  
Natl. Sales Mgr.....Thomas R. Nunan, Jr.  
Technical Director.....J. E. Mathiot  
Owners of: WGAL, Lancaster; WKBO, Har-  
risburg; WORK, York; WRAW, Reading;  
WEST, Easton; WRAC, Williamsport, all Pa.

## WILM—Wilmington—1922

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By.....Delaware Bcstg. Co.  
Business-Studio Address.....920 King St.  
Tel.: OL 4-7771.....ABC  
Representative.....Bolling Co.  
President.....Ewing B. Hawkins  
General Manager.....Jackson F. Lee  
Program Director.....Richard B. Holmes  
Chief Engineer.....Eugene Szymanski  
Chief Engineer.....H. Edwin Kennedy

## WTUX—Wilmington—1947

Frequency: 1290 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....Port Frere Bcstg. Co., Inc.  
Address.....1400 Market St.  
Tel.: OL 5-8821.....Independent  
Representative.....Walker-Rawalt  
Pres., Gen. Mgr.....Gordon K. MacIntosh  
Comm. Mgr.....William S. Ewing  
Sales Prom. Mgr.....Henry Cook  
Program Director.....Donald Mathewson  
Publicity Dir.....Robert Darby  
Chief Engineer.....Don Clifton

Pop.: 921,000  
Families: 274,000  
Radio Homes: 270,000

# Dist. of Columbia

Stations in State: 6  
TV Homes: 247,000  
TV Stations: 5

## WEAM—Washington, D. C. (SEE ARLINGTON, VA.)

## WGMS—Washington, D. C.—1946

Frequency: 570 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned By.....RKO Teleradio Pictures, Inc.

Address.....Hotel Harrington  
Tel.: EXecutive 3-8676.....Independent  
Representative.....Avery-Knodel  
President.....Thomas F. O'Neil  
General Manager.....Ray F. Kohn  
Sales Manager.....Perry S. Ury

## DIST. OF COLUMBIA-FLORIDA

Program Director.....Chas. D. Wood  
Public Rel. Dir.....Sol Hurwitz  
Chief Engineer.....Roger B. Holt

### WMAL—Washington, D. C. 1925

Freq.: 630 Kc.....Power: 5,000 Watts  
Owned.....Evening Star Bcstg. Co., Inc.  
Address.....4461 Connecticut Ave., N.W.  
Tel.: KE 7-1100.....ABC  
Newspaper Affiliation.....The Evening Star  
Representative.....H.R.  
President.....John W. Thompson, Jr.  
General Manager.....Fred S. Houwink  
Station Manager.....Kenneth Carter  
Prom. Mgr., Prog. Dir.....Rupe Werling  
Chief Engineer.....Allan Powley

### WOL—Washington, D. C.—1924

Frequency: 1450 Kc.....Power: 250 Watts  
Owned.....Wash. Bcstg. Corp.  
Address.....2000 P. St., N.W.  
Tel.: HO 2-3900.....Independent  
Representative.....Headley-Reed  
Pres., Gen. Mgr.....Henry Rau  
Sta. Mgr., Prog. Dir.....Maxwell Marvin  
Commercial Manager.....Robert Richards  
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.  
Tel.: RE 7-8000.....Independent  
Station Rep.....United Bcstg., Harlan Oakes  
Pres., Gen. Mgr.....Richard Eaton  
Vice-President.....John A. Panagos  
Program Director.....Cliff Holland  
Chief Engineer.....Ernest E. Stephens

### WPGC—Washington, D. C. 1954

Frequency: 1580 Kc...Power: 10,000 Watts d.  
Owned-Operated By.....WPGC, Inc.  
Business Address.....4421 Southern Ave., SE  
Tel.: Jordan 8-6677.....Independent  
Representative.....ForJoe  
President.....M. E. Richmond  
Gen., Sta. Mgr.....Gene Winters  
Program Director.....Bob Bartel  
Chief Engineer.....Ronald Gettle

### WRC—Washington, D. C.—1923

Frequency: 980 Kc.....Power: 5000 Watts  
Owned-Operated By.....National Bcstg. Co.,  
Address.....4001 Nebraska Ave., NW  
Tel.: EM 2-4000.....NBC  
President (NBC).....Robert Kintner  
General Manager.....Carleton D. Smith  
Station Mgr.....Joseph W. Goodfellow  
Commercial Mgr.....Harry A. Karr, Jr.  
Sales Prom., Pub. Dir.....William Coyle  
Prog. Mgr.....William Grayson  
Chief Engineer.....John Rogers

### WTOP—Washington, D. C. 1927

Frequency: 1500 Kc.....Power: 50,000 Watts  
Owned-Oper.....Washington Post Bcst. Div.  
Address.....Broadcast House  
Tel.: EM 2-9300.....CBS  
Representative.....CBS Radio Spot Sales  
Pres., Bcst. Div.....John S. Hayes  
V.P. Radio.....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  
Owned-Oper. By.....Broadcast Management, Inc.  
Address.....1343 U St.  
Tel.: HO 2-0011.....Independent  
Representative.....Star National  
President.....Milton Diener  
Gen., Comm. Mgr.....Jackson Lowe  
Program Mgr.....Georgette Leighton  
Publicity Dir.....Ruth Weaver  
Chief Engineer.....Norman Woods

### WWDC—Washington, D. C. 1941

Frequency: 1260 Kc.....Power: 5000 Watts  
Owned-Oper. By.....WWDC, Inc.  
Business-Studio Address.....1627 K St., N.W.  
Tel.: TU 2-7600.....Independent  
Representative.....Blair  
Pres., Gen. Mgr.....Ben Strouse  
Comm. Manager.....Herman Paris  
Program Director.....Norman Reed  
Sales Prom. Mgr.....Jo Wilson  
Publicity Director.....Harriet Kogod  
Chief Engineer.....Ross H. Beville

Pop.: 4,241,000  
Families: 1,238,000  
Radio Homes: 1,278,000

## Florida

Stations in State: 148  
TV Homes: 954,000  
TV Stations: 23

### WAPG—Arcadia—1956

Frequency: 1480 Kc...Power: 1000 Watts d.  
Owned.....Arcadia-Punta Gorda Bcstg. Co.  
Address.....Box 676

Tel.: WA 8-6111.....KBS  
President.....H. D. Ryals  
Gen. Mgr., Chief Eng.....Paul Howell  
Comm., Prog. Dir.....Bert G. Erickson

**WKT X—Atlantic Beach—1958**

Frequency: 1600 Kc. Power: 1000 Watts d.  
Owned Ocean Beach Bcstg. Co.  
Address 1611 Atlantic Blvd.  
Tel.: CH 6-3695 Independent  
President W. H. Adams, Jr.  
Gen. Mgr., Chief Eng. Robert K. Lynch  
Program Dir. Bernie Adams

**WTWB—Auburndale—1956**

Frequency: 1570 Kc. Power: 1 Kw., d.  
Owned By L. M. Hughey  
Address P. O. Box 7  
Tel.: Woodlawn 7-1129 Independent  
Gen. Mgr., Program Dir. Richard Boyce  
Commercial Mgr. W. L. Bain  
Chief Engineer D. A. Brien

**WAVP—Avon Park—1956**

Frequency: 1390Kc. Power: 1 Kw., d.  
Owned-Operated By John B. Marshall  
Address Jacaranda Hotel  
Tel.: GL 2-6001 Independent  
Representative Hil F. Best  
General Manager Albert B. Gale  
Program Director Ilda E. Gale  
Publicity Director Douglas L. Way  
Chief Engineer Tom Moore

**WBAR—Bartow—1953**

Frequency: 1460 Kc. Power: 1000 Watts d.  
Owned-Oper. By WBAR, Inc.  
Address Box 820, Lakeland Hwy.  
Tel.: 3-5111 Independent  
Gen. Mgr. Avera Wynne  
Station Manager John F. Burgreen  
Prog. Dir. Kenneth E. Shroyer  
Publicity Director 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.  
Tel.: 6-2183 Independent  
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 Al Harris

**WBRD—Bradenton—1957**

Frequency: 1420 Kc. Power: 1 Kw., d.  
Owned Sunshine State Bcstg. Co., Inc.  
Address P. O. Box 1038  
Tel.: 6-2183 Independent  
Representative Meeker  
Pres., Gen. Mgr. Robert R. Nelson  
Commercial Manager Hal Meyer  
Program Director B. F. Nelson  
Chief Engineer Marlen J. Hager

**WTRL—Bradenton—1946**

Frequency: 1480 Kc. Power: 250 Watts  
Owned By Blue Skies Bcstg. Corp.  
Address Memorial Pier

Tel.: 6-1107 KBS  
Representative Hil Best  
Pres., Gen. Mgr. Lockwood R. Doty II  
Comm. Mgr. Ken McKendree  
Program Director Tom Gillies  
Chief Engineer Dick Lundy

**WWJB—Brookville—1958**

Frequency: 1450 Kc. Power: 250 Watts  
Owned By Brookville Bstg. Service  
Address 30 E. Liberty St.  
Tel.: BBrookville 2020 Independent  
General Manager W. W. Johnson  
Station Mgr. Charles Grant  
Program Dir. Joseph S. Gall  
Chief Engineer Eugene L. Sheldon

**WBGC—Chipley—1956**

Frequency: 1240 Kc. Power: 250 Watts  
Owned By Tri-County Radio Bcst.  
Address P. O. Box 605  
Tel.: MERcury 8-1505 Independent  
Owner-Chief Eng. E. C. Allmon  
General Mgr. Karl M. Richards  
Program Dir. L. D. Hart, Jr.

**WTAN—Clearwater—1948**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By Clearwater Radio, Inc.  
Business Address 200 Pierce Blvd.  
Tel.: 3-3084 KBS  
Representative McGillvra  
Pres., Gen. Mgr. H. Dennison Parker  
Prog. Dir., Eng. G. A. Robinson

**WEZY—Cocoa—1957**

Frequency: 1480 Kc. Power: 1 Kw.  
Owned Irving Braun  
Business Address 803 Forrest Ave.  
Tel.: Newton 6-4411 Independent  
President Irving Braun  
Station Mgr. Jay School  
Commercial Manager Kelly Smith, Jr.  
Program Director Richard Olson  
Chief Engineer John Shelton

**WKKO—Cocoa—1953**

Frequency: 860 Kc. Power: 1 Kw., d.  
Owned By John B. Cook, Jr.  
Address Box 1308  
Tel.: 1020 KBS  
Representatives Hil F. Best, Dora Clayton  
President James Sawyer  
Gen. Mgr. Carl G. Collins, Jr.  
Program Dir. Dale Wright  
Chief Engineer Davis E. Wilson

**WVCG—Coral Gables—1948**

Frequency: 1070 Kc. Power: 1000 Watts d.  
Owned-Operated By Peninsular Bcstg. Corp.  
Business Address 377 Alhambra Circle  
Tel.: HI 8-7411 Independent  
Representatives Clark, Good Music Bcstrs.  
President-General Mgr. George W. Thorpe  
Asst. Sta. Mgr. Barbara Binns  
Comm. Mgr. Timothy Carney  
Chief Engineer Thomas Middleton

# FLORIDA

## WCNU—Crestview—1948

Frequency: 1010 Kc. Power: 1000 Watts d.  
Owned-Operated By... Gulf Shores Bcstg. Co.  
Business-Studio Address... Box 518  
Tel.: MU 2-2330... KBS  
General Manager... S. F. Townsend  
Comm. Mgr... Vernon Cooper

## WJSB—Crestview—1954

Frequency: 1050 Kc. Power: 1000 Watts d.  
Owned-Operated By... Crestview Bcstg. Co.  
Address... Box 267  
Tel.: MU 2-3040... Independent  
Pres., Gen. Mgr... Everett M. McCrary  
Commercial Manager... Joel Hughes  
Program Director... Cordel Whitlock  
Chief Engineer... Russ White

## WGTO—Cypress Gardens 1955

Frequency: 540 Kc. Power: 50,000 Watts  
Owned-Operated By... KSTP, Inc.  
Address... Box 123  
Tel.: CY 3-4103... Independent  
Representative... Edard Pety  
President... Stanley E. Hubbard  
Station Manager... Max Kimbrel  
Program Director... G. M. Kimbrel  
Sales Prom. Mgr., Pub. Dir... Gary Miller  
Chief Engineer... Dave Schick

## WDCF—Dade City—1954

Frequency: 1350 Kc. Power: 1 Kw. d.  
Owned... Pasco Bcstg. Co.  
Address... Box 1077  
Tel.: LO 7-3879... KBS  
Pres., Sta. Mgr... Stuart Picard  
Commercial Manager... Thelma Picard  
Publicity Director... Margrete Francisco  
Chief Engineer... John Andre

## WMFJ—Daytona Beach—1935

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By... WMFJ, Inc.  
Business Address... P.O. Box 5606  
Tel.: CL 2-6491... Independent  
Representative... Jack Masla  
President... Emil J. Arnold  
Gen. Mgr... Dale S. Phares  
Sta. Mgr... Dick Clark  
Sales Promotion Manager... L. L. McGrath  
Program Director... Kenny Mercer  
Chief Engineer... Jack Siegel

## WNDB—Daytona Beach—1948

Frequency: 1150 Kc. Power: 1,000 Watts d.  
Owned-Operated By... News-Journal Corp.  
Business-Studio Address... 128 Orange Ave.  
Tel.: CL 2-1511... ABC  
Newspaper Affil... News-Journal Corp.  
Representative... Clark  
President... Julius Davidson  
Gen., Sta. Mgr... R. Y. Hulfman  
Comm. Mgr... Daniel F. Carroll

Sales Promotion Manager... John Pitts  
Prog. Dir... Ken Lueck  
Publicity Dir... M. E. Hagman  
Chief Engineer... F. A. Scott

## WROD—Daytona Beach—1947

Frequency: 1340 Kc. Power: 250 Watts  
Owned... Daytona Beach Brcstg. Corp.  
Business Address... Box 991  
Tel.: CL 2-4626... NBC  
Representative... Pearson  
Pres., Gen. Mgr... Eugene D. Hill  
Commercial Manager... Carl Abel  
Sales Promotion Manager... Ken Brown  
Prog. Dir., Ch. Engr... James F. McDonough  
Publicity Director... James Crist

## WDSP—De Funiak Springs 1956

Frequency: 1280 Kc. Power: 500 Watts  
Owned By... Euchee Valley Bcstg. Co.  
Business Address... 8th & 18th St.  
Tel.: TW 4-8361... KBS  
Pres., Gen. Mgr... Mrs. Marie F. Douglass  
Sta. Mgr., Ch. Eng... Laverne Foster  
Program Director... Bayne Hill  
Publicity Director... John Adkison

## WFNM—De Funiak Springs 1955

Frequency: 1460 Kc. Power: 1 Kw. d.  
Owned-Oper. By... Leonard Zepp  
Address... Box 387  
Gen. Mgr... Mel Wheeler  
Manager... Leonard Knighton  
Program Director... William Wood

## WJBS—DeLand—1948

Frequency: 1490 Kc. Power: 250 Watts  
Owned... James Ayers, Chas. Britt  
Address... P. O. Box 808  
Tel.: RE 4-1725... NBC  
Representative... Donald Cooke  
President... Dr. J. Ollie Edmunds  
General Mgr., Prog. Dir... R. H. Westervelt  
Commercial Manager... Ken Brown

## WOOO—DeLand—1956

Frequency: 1310 Kc. Power: 5000 Watts  
Owned... Trio Bcstg. Co., Inc.  
Business Address... P.O. Box 694  
Tel.: RE 4-3422... KBS  
Rep... Charles Bernard  
President... Herbet A. Saxe  
Gen., Sta. Mgr... Wally King  
Commercial Manager... A. H. Beckwith  
Sales Promotion Manager... O. Silverman  
Publicity Director... Jerry Florence  
Program Director... Brian Tolby  
Chief Engineer... Edwin Carson

## WDBF—Delray Beach—1954

Frequency: 1420 Kc. Power: 500 Watts d.  
Owned... Boca Raton Bible Conf. Grds., Inc.



Address..... Bon Aire Hotel  
 Tel.: CR 6-7311..... KBS  
 President..... Ira Lee Eshelman  
 Sta., Comm. Mgr..... Patrick W. Larkin  
 Program Dir..... Jean S. Larkin

**WMEG—Eau Gallie—1955**

Frequency: 920 Kc..... Power: 1000 Watts d.  
 Owned..... Mel-Eau Broadcasting Corp.  
 Address..... Box 98  
 Tel.: AL 4-2282..... Independent  
 Pres., Gen. Mgr..... A. V. Catterton  
 Sta. Mgr., Prog. Dir..... Victoria C. Martin  
 Chief Engineer..... James A. Thomas

**WLCO—Eustis—1955**

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned..... Radio Station WLCO  
 Address..... Box 1505  
 Owner, Gen. Mgr..... Floyd W. Hess  
 Sta., Comm. Mgr..... Morton C. Cook  
 Sales Prom. Mgr..... Barbara A. Ridlebaugh  
 Program Dir..... Thomas W. Osborne  
 Publicity Dir..... W. B. Croke  
 Chief Engineer..... Robert Blynn

**WFBF—Fernandina Beach  
 1955**

Frequency: 1570 Kc..... Power: 1000 Watts d.  
 Owned..... Murray Bcstg.  
 Address..... 118 Atlantic Ave.  
 Tel.: 3667..... KBS  
 Representative..... Ted Steele  
 President..... Edward G. Murray  
 General Mgr..... Dave Davis  
 Comm. Sales Prom..... Q. D. Davis  
 Prog., Chief Eng..... Bob Chasse  
 Publicity Dir..... Johnny Gordon

**WFTL—Fort Lauderdale—1947**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Gore Publishing Co.  
 Address..... P. O. Box 131  
 Tel.: JA 3-2511..... Independent  
 Newspaper Affiliation... Daily & Sunday News  
 Representative..... Sears & Ayers  
 Gen., Sta., Comm. Mgr..... R. L. Bowles  
 Chief Engineer..... Richard P. Northey

**WWIL—Ft. Lauderdale—1955**

Frequency: 1580 Kc..... Power: 1 Kw.  
 Owned..... S. Fla. Bcstg. Corp.  
 Address..... Box 8067  
 Tel.: JA 3-7639..... KBS  
 Representative..... Headley-Reed  
 President..... L. A. Benson  
 V.P., Asst. Gen. Mgr..... N. Pagliara  
 Prog. Dir..... Bill Smith  
 Chief Eng..... Daniel J. Curran

**WINK—Ft. Myers—1940**

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Ft. Myers Bcstg. Co., Inc.  
 Address..... WINK Bldg.  
 Tel.: Ft. Meyers..... KBS  
 Representative..... Walker-Rawalt, J. S. Ayers  
 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..... WMYR Bldg.  
 Tel.: ED 5-1175..... Independent  
 Owner-Gen. Mgr..... Robert Hecksher

**WARN—Fort Pierce—1953**

Frequency: 1330 Kw..... Power: 1000 Watts d.  
 Owned-Oper. By... Hurricane Bcstg. Service, Inc.  
 Address..... P. O. Box 1343  
 Tel.: 1330..... KBS  
 Representative..... Continental  
 Pres., Gen., Sta. Mgr..... Murray C. Tillman  
 Prog. Mgr..... Willis M. Shawver Jr.  
 Chief Engineer..... Al Stokes

**WIRA—Fort Pierce—1946**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Operated By... Indian River Bcstg. Co.  
 Business Address..... Melody Lane  
 Tel.: HOward 4-1400..... NBC  
 Representative..... Thomas F. Clark  
 Pres., Gen. Mgr..... James L. Howe  
 Sta., Sales Prom. Mgr..... Sam Lawder  
 Commercial Manager..... J. Kingsley Butt  
 Program Director..... Anne Wilder  
 Publicity Director..... James Keyes  
 Chief Engineer..... Robert Money

**WFBS—Ft. Walton Beach  
 1956**

Frequency: 950 Kc..... Power: 1 Kw.  
 Owned..... W. Florida Bcstg. Service  
 Address..... Box 488  
 Tel.: CH 4-5685..... Independent  
 Pres., Gen. Mgr..... H. French Brown, Sr.  
 Prog. Dir..... Mrs. H. French Brown, Sr.  
 Chief Engineer..... Samuel A. Eaton

**WFTW—Ft. Walton Beach  
 1953**

Frequency: 1260 Kc..... Power: 1000 Watts d.  
 Owner..... Vacationland Bcstg. Co.  
 Address..... Box 687  
 Tel.: CH 3-3123..... Independent  
 President..... Wilbur R. Powell  
 Gen. Mgr..... Millford A. Reynolds  
 Program Director..... N. A. Munson, Jr.  
 Chief Engineer..... Jimmy Waits

**WDVH—Gainesville—1954**

Frequency: 980 Kc..... Power: 5 Kw. d.  
 Owned-Operated By..... WDVH, Inc.  
 Business Address..... Kincaid Rd.  
 Tel.: FR 2-2528..... Independent  
 Representative..... Clark  
 President..... R. A. Vaughn  
 Gen. Mgr., Chief Engr..... Tom Hanssen  
 Sales Promotion Manager..... Bill Marr  
 Program Director..... Robert Norris  
 Publicity Director..... Rick Hutto



Program Director.....Robert T. Rowland  
 Sales Prom. Mgr.....Ed. Jordan  
 Chief Engineer.....F. O. Thies

**WRHC—Jacksonville—1950**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....WRHC, Inc.  
 Address.....247 Margaret St.  
 Tel.: EL 6-0461.....Independent  
 President.....Harold S. Cohn  
 Gen. Mgr.....Harold S. Cohn, 2nd  
 Station Mgr.....Ronald H. Cohn  
 Program Dir.....Adrian Knight

**WZOK—Jacksonville—1940**

Frequency: 1320 Kc.....Power: 5000 Watts  
 Owned.....Radio Jax  
 Business Address.....Seminole Hotel Bldg.  
 Tel.: ELgin 6-1373.....Independent  
 Pres., Gen. Mgr.....Carmen Macri  
 Sales Promotion Mgr.....Kenneth C. Conner  
 Program Dir.....Reed Gardner  
 Chief Engr.....W. A. Cooper

**WZRO—Jacksonville Beach  
 1947**

Frequency: 1010 Kc.....Power: 1 Kw. d.  
 Owned By.....A. B. Letson  
 Address.....Quincy, Fla.  
 Tel.: (Quincy) MA 7-6700.....KBS  
 President.....Andrew B. Letson  
 Gen. Mgr.....Jim Kirk  
 Station Mgr.....Roger Fricke

**WKWF—Key West—1945**

Frequency: 1600 Kc.....Power: 500 Watts  
 Owned-Operated By.....John M. Spottswood  
 Business Address.....P.O. Box 1300  
 Tel.: CY 6-2222.....MBS-ABC  
 Owner, Gen. Mgr.....John M. Spottswood  
 Sta., Sales Prom. Mgr.....Ray A. Schoneck  
 Comm. Mgr., Prog. Dir.....Mary S. Spottswood  
 Chief Eng.....Charles R. Lowe

**WRWB—Kissimmee—1954**

Frequency: 1220 Kc.....Power: 250 Watts  
 Owned.....Frank A. Taylor  
 Address.....Lago Vista Radio Park  
 Tel.: TI 6-8891.....KBS  
 Owner, Gen. Mgr.....Frank A. Taylor  
 Sta., Sales.....Robert W. Bennett

**WDSR—Lake City—1946**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Deep South Radioways  
 Business Address.....Gainesville Highway, S.  
 Tel.: 525.....MBS, KBS  
 Partner, Gen., Sta. Mgr.....Alfred H. Temple  
 Commercial Manager.....Ivan E. Perry  
 Program Director.....William M. Savitz  
 Chief Engineer.....Pat Webster

**WGRO—Lake City—1958**

Frequency: 960.....Power: 500 Watts

Owned By.....Columbia County Bcstg. Co.  
 Address.....30 N. Hernando St.  
 Tel.: 3450.....Independent  
 Representative.....Hopewell  
 President.....George S. Walker Jr.  
 Gen. Mgr., Prog. Dir.....Ray Starr  
 Station Manager.....Bob Orrell  
 Commercial Manager.....Bob Ferris  
 Sales Prom. Mgr.....G. Mellichamp  
 Publicity Director.....Gloria Charles  
 Chief Engineer.....O. R. Buckler

**WLAK—Lakeland—1936**

Freq.: 1430 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....Florida Central Bcstg. Co.  
 Business Address.....P. O. Box 1211  
 Tel.: MU 2-1431.....NBC  
 Station Representative.....John E. Pearson  
 Pres., Gen. Mgr.....Frank W. Nesbitt  
 Commercial Manager.....Powell Adams  
 Program Director.....Garland Burt  
 Chief Engineer.....William P. Lee

**WONN—Lakeland—1949**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Noyes Enterprises, Inc.  
 Business Address.....Lake Hunter Drive  
 Tel.: MU 5-1171.....MBS  
 Representative.....Donald Cooke, Inc.  
 Pres., Gen., Sta. Mgr.....Robert W. Jonscher  
 Commercial Mgr.....C. C. "Tip" Sherwood  
 Program Dir.....William F. Ferguson  
 Sls. Prom. Mgr., Pub. Dir.....R. S. Taylor  
 Chief Engineer.....Duane McConnell

**WYSE—Lakeland—1957**

Frequency: 1330 Kc.....Power: 1 Kw.  
 Owned.....Polk Radio, Inc.  
 Address.....207½ E. Main St.  
 Tel.: MU 9-0551.....Independent  
 Representative.....Clark  
 President.....W. H. Martin  
 Gen. Man., Chief Eng.....Tom Barber  
 Program Dir.....George Hayward

**WIPC—Lake Wales—1951**

Frequency: 1280 Kc.....Power: 1000 Watts  
 Owned.....Imperial Polk Bcstg. Corp  
 Address.....P. O. Box 712  
 Tel.: 2-9831.....KBS  
 Representative.....Hil F. Best  
 President.....K. H. Berkeley  
 V.P., Gen. Mgr.....Charles D. Bishop  
 Comm. Mgr.....W. W. Van Steenburgh  
 Prog., Pub. Dir.....Eleanor Pryor  
 Chief Engineer.....William Johnson

**WBIL—Leesburg—1957**

Frequency: 1410 Kc.....Power: 1000 Watts  
 Owned By.....WBIL, Inc.  
 Address.....P. O. Box 638  
 Tel.: STate 7-2313.....Independent  
 Representative.....Cooke  
 Owners.....D. F. McConnell & C. T. Hodgson  
 Gen. Mgr., Chief Eng.....Duane F. McConnell  
 Program Director.....Jay Shepherd

# FLORIDA

## WLBE—Leesburg—1949

Frequency: 790 Kc. Power: 1000 Watts  
Owned-Operated By: WLBE, Inc.  
Address: Box 790  
Tel.: 790 MBS, KBS  
Representative: Best, Keystone  
President: Paul A. Husebo  
Program Director: Richard R. Coleman  
Chief Engineer: Martin Kirkland

## WNER—Live Oak—1949

Frequency: 1250 Kc. Power: 1 Kw. d.  
Owned: Norman O. Protsman  
Business Address: P. O. Box 637  
Tel.: Forest 2-1250 KBS  
Owner, Gen. Mgr.: Norman O. Protsman  
Program Director: Faith Protsman  
Chief Engineer: C. S. Parker

## WMAF—Madison—1956

Frequency: 1230 Kc. Power: 250 Watts  
Address: Box 621  
Tel.: HU 3-6333 KBS  
General Mgr.: Norman O. Protsman  
Station Mgr.: Robert C. Lay  
Program Dir.: Mary H. Weger  
Chief Engineer: Eugene Ketring

## WTOT—Marianna—1958

Frequency: 980 Kc. Power: 1 Kw.  
Owned By: Chipola Corp.  
Address: 111 Market St.  
Tel.: HUDson 2-3046 Independent  
President: C. Davis Turner  
Gen. Mgr., Chief Eng.: John Boggess  
Program Dir.: Bart Lincoln  
Publicity Dir.: Art Larsen

## WTYS—Marianna—1948

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By: John H. Phipps Bcstg. Stas.  
Address: Box 777  
Tel.: HU 2-2131 MBS, KBS  
Representative: Cummings  
Owner: John H. Phipps  
General Manager: L. H. Graves  
Station Manager: Guy Hamilton

## WMMB—Melbourne—1948

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: Indian River Radio, Inc.  
Business-Studio Address: Box 908  
Tel.: Parkway 3-1661 MBS  
President: H. G. Murrelle  
General Manager: Howard L. Green  
Sta., Comm. Mgr.: Richard I. Williams  
Chief Engineer: Edward Murdoch

## WAME—Miami—1958

Frequency: 1260 Kc. Power: 5000 Watts  
Owned By: WAME Co.  
Address: Chamber of Commerce Bldg.

Tel.: FRanklin 3-5533 Independent  
General Manager: Ted Wilson  
Sta., Comm. Mgr.: Murray Woroner  
Program Dir.: Frank Ward  
Publicity Dir.: Fred Hohl  
Chief Engineer: Stan Brown

## WCKR—Miami—1956

Frequency: 610 Kc. Power: 5000 Watts  
Owned-Operated By: Biscayne TV Corp.  
Add.: 1401 N. Bay Causeway; P.O. Box 38-M  
Tel.: PL 1-6692 NBC  
Newspaper Affiliation: Miami Herald, News  
Representative: Henry I. Christal  
President: Niles Trammell  
Station Manager: Owen F. Uridge  
Comm. Manager: L. L. Zimmerman  
Sales Prom., Pub. Dir.: John Hiser  
Program Director: Dan Valentine  
Chief Engineer: Gene Rider

## WFEC—Miami—1949

Frequency: 1220 Kc. Power: 250 Watts  
Owned-Oper. By: Fla. East Coast Bcstg.  
Address: 350 N.E. 71st St.  
Tel.: PL 1-7534 Independent  
Representative: Dore; Ayres  
President: Harry Trenner  
Gen., Sta. Mgr.: Herbert Schorr  
Commercial Manager: Bert Noble  
Sales Prom. Mgr.: Mrs. Edwena N. Mangum  
Program Director: Mrs. Doris Sanford  
Chief Engineer: William Reeder

## WGBS—Miami—1944

Freq.: 710 Kc. Power: 50 Kw. d., 10 Kw. n.  
Owned: Storer Bcstg. Co.  
Address: 1605 Biscayne Blvd.  
Tel.: FR 9-2401 CBS  
Newspaper Affiliation: Miami Beach Sun  
Station Representative: Katz Agency, Inc.  
President: George B. Storer  
General Manager: Bernard E. Neary  
Comm. Mgr.: C. Bud Dailey  
Prom. Mgr., Prog. Dir.: Sam Elber  
Chief Engineer: Edward C. Lockwood  
Owners of: WJBK, Detroit; WSPD, Toledo;  
WAGA, Atlanta; WJW, Cleveland; WVVV,  
Wheeling, W. Va.; WIBG, Philadelphia.

## WINZ—Miami—1946

Freq.: 940 Kc. Power: 50 Kw. d., 10 Kw. n.  
Owned-Operated By: Rand Bcstg. Co.  
Business Address: Biscayne Terrace Hotel  
Tel.: FR 1-6641 Independent  
Representative: Petry  
President: Rex Rand  
General Manager: Robert E. Mitchell  
Program Dir.: Ned Powers  
Chief Engineer: William Hamrick

## WMIE—Miami—1947

Freq.: 1140 Kc. Power: 10 Kw. d., 5 Kw. n.  
Owned-Operated By: WMIE, Inc.  
Address: 139 N.E. 1st St.  
Tel.: FR 3-5556 Independent  
Representative: Charles Bernard

President.....E. D. Rivers, Sr.  
 General Mgr.....Jack E. Nobles  
 Commercial Manager.....Lawrence Lunker  
 Program Director.....Douglas Hatton  
 Chief Engineer.....Russell Bennett

**WMMA—Miami**

Frequency: 1260 Kc.....Power: 5 Kw.  
 Owned By.....Stephany Wyszatycki  
 Address.....10701 N. W. 77th Ave.  
 Representative.....Continental  
 President.....Keith Moyer  
 Gen., Sales Mgr.....Jim Hilderbrand

**WQAM—Miami—1921**

Frequency: 560 Kc..Power: 5 Kw.d., 1 Kw. n.  
 Owned-Operated By.....Storz Brcstg. Co.  
 Business-Studio Address...1723 duPont Bldg.  
 Tel.: FR 4-6121.....Independent  
 Representative.....John Blair  
 President.....Todd Storz  
 Gen., Sta., Comm. Mgr.....Jack Sandler  
 Program Dir.....Kent Burkhardt  
 Publicity Dir.....Alan Courtney  
 Chief Engineer.....Morris Barwick  
 Owners of: WHB, Kansas City, Mo.; WTIX,  
 New Orleans; WDGY, Minneapolis.

**WSKP—Miami—1956**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....WSKP, Inc.  
 Business-Studio Address...734 W. Flagler St.  
 Tel.: FR 1-1585.....Independent  
 Representative.....H.R.  
 President.....Bill O'Neil

**WAHR—Miami Beach—1954**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Alan H. Rosenson  
 Address.....Box 1740  
 Tel.: JE 8-0411.....Independent  
 Representative.....O'Connell  
 Station Manager.....Marshall Simmons  
 Comm. Mgr.....Art Gordon

**WKAT—Miami Beach—1937**

Freq.: 1360 Kc.....5 Kw. d., 1 Kw. n.  
 Owned-Operated By.....WKAT, Inc.  
 Trans.-Address.....1759 Bay Road  
 Tel.: JE 1-5711.....MBS-ABC  
 Representative.....Meeker  
 President.....A. Frank Katzentine  
 Gen. Comm. Mgr.....Fred W. Wagenvoord  
 Program Director.....Sidney Levin  
 Chief Engineer.....Arthur P. Smith

**WMBM—Miami Beach—1947**

Frequency: 800 Kc.....Power: 5000 Watts  
 Owned.....Rounsaville of Miami Beach, Inc.  
 Address.....MacArthur Causeway  
 Tel.: JE 1-5586.....Independent  
 Representatives..Gill-Perna, Dora-Clayton, Inc.  
 President, Gen. Mgr.....R. W. Rounsaville  
 Station Manager.....Arnold Kaufman  
 Program Director.....C. Kenneth Morris  
 Chief Engineer.....James Hall

**WMET—Miami Beach—1954**

Frequency: 1490 Kc.....Power: 250 Watts d.

**“MIAMI BEACH SALUTES** the  
 Radio and Television Industry for its  
 wonderful cooperation in bringing  
 the Miami Beach Story to the eyes  
 and ears of the nation.

**WARMEST THANKS** from the  
 warmest part of the nation.

**HANK MEYER**  
*Public Relations Consultant,*  
**CITY OF MIAMI BEACH”**

# FLORIDA

Owned By... Community Service Bcstrs, Inc.  
Business Address..... 814 First St.  
Tel.: Jefferson 8-0411..... Independent  
Station Representative ..... Forjoe  
Ex. V.P., Gen. Mgr..... R. B. Baker  
Commercial Manager..... Steve Marko  
Publicity Director..... Barbara Baum  
Chief Engineer..... V C. Roberts

## WEBY—Milton—1954

Frequency: 1330 Kc..... Power: 1 Kw.  
Owned..... C. W. Mapoles  
Address..... Ward Basin Rd.  
Tel.: 2591..... MBS  
Owner..... C W. Mapole  
Station Mgr..... Earl Williford

## WSRA—Milton—1958

Frequency: 1490 Kc..... Power: 250 Watts  
Owned By..... Santa Rosa Bcstg. Co.  
Address..... 31 Mohawk Trail, Pensacola  
President..... E. T. Sudduth

## WMDF—Mount Dora—1958

Frequency: 1580 Kc..... Power: 1 kw., d.  
Owned By..... Triangle Bcstg. Corp.  
Address..... Old Eustis Road  
Tel.: Evergreen 2-6621..... Independent  
General Mgr..... Francis Toomey  
Commercial Mgr..... Wayne Icenhour  
Program Dir..... Tom Osborne  
Chief Engineer..... Paul Sealy

## WNOG—Naples—1954

Frequency: 1270 Kc..... Power: 500 Watts d.  
Owned and Oper. By..... Radio Naples Inc.  
Business Address..... S. Tamiami Trail  
Tel.: Midway 2-5127..... KBS  
Representative..... Hil F. Best  
President, Gen. Mgr..... William J. Ryan  
Station Manager..... David M. Piaff  
Commercial Manager..... John E. Martin  
Program Director..... Mrs. Eileen Eilers  
Chief Engineer..... David S. Traer

## WSBB—New Smyrna Beach 1950

Frequency: 1230 Kc..... Power: 250 Watts  
Owned-Operated By..... Broadcasters, Inc.  
Business Address..... Box 125  
Tel.: GA 8-9091..... MBS  
President..... A. V. Tidmore  
General Manager..... G. Douglas Pidgouen  
Commercial Manager..... A. L. Pruitt  
Chief Engineer..... Sim Wagleson

## WHYS—Ocala—1957

Frequency: 1370 Kc..... Power: 1 Kw. d.  
Owned..... Marion Co. Bcstg. Co.  
Business Address..... P.O. Box 358  
Tel.: MA 2-8174..... Independent  
Pres., Gen. Mgr..... W. H. Martin  
Sta., Comm. Mgr..... John V. Martin  
Program Director..... Hazel A. Martin  
Chief Engineer..... Dick Strait

## WMOP—Ocala—1953

Frequency: 900 Kc..... Power: 1000 Watts  
Owner..... A. B. Letson  
Address..... P. O. Box 648  
Tel.: MArion 2-4118..... Independent  
President..... A. B. Letson  
General Mgr..... Jim Kirk  
Comm., Sls. Mgr..... Vernon Arnette  
Program Dir..... Gene Turner  
Publicity Dir..... Helen Helvenston  
Chief Engineer..... Lloyd Lutz

## WTMC—Ocala—1938

Frequency: 1290 Kc... Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By..... WTMC, Inc.  
Business Address..... Box 831  
Tel.: MA 2-4127..... NBC  
Representative ..... Devney; Dora-Clayton  
President..... Ray Gunckel, Jr.  
Sta. Mgr..... Tom Catalano  
Comm. Mgr..... Bill Conover  
Program Director..... Don Baker  
Chief Engineer..... Bill Callahan

## WDBO—Orlando—1924

Frequency: 580 Kc..... Power: 5000 Watts  
Owned-Operated By..... Cherry Bcstg. Co.  
Business Address..... 30 S. Ivanhoe Blvd.  
Tel.: CH 1-1491..... CBS  
Representative ..... John Blair  
President..... Wm. S. Cherry, Jr.  
Gen. Mgr..... Harold P. Danforth  
Comm. Sales Prom. Mgr..... W. G. McBride  
Prog., Pub. Dir..... Rosalind Boggs  
Chief Engineer..... James E. Yarbrough

## WHIY—Orlando—1957

Frequency: 1270 Kc..... Power: 5 Kw. d.  
Owned..... Orlando Radio & TV Bcstg. Corp.  
Address..... Ft. Gatlin Hotel Bldg.  
Tel.: GA 2-6724..... Independent  
Representative ..... Pearson  
President ..... Gordon Sherman  
Gen., Sta., Comm. Mgr..... Carl F. Hallberg  
Program Dir..... Robert Irving  
Chief Engineer..... Arthur Lowery

## WHOO—Orlando—1947

Freq.: 980 Kc..... Power: 10 Kw. d., 5 Kw. n.  
Owned-Oper. By..... WHOO, Inc.  
Business Address..... 465 N. Orange Ave.  
Tel.: GArden 5-3591..... Independent  
Representative... Venard, Rintoul, McConnell  
Pres., Gen. Mgr..... John T. Rutledge  
Commercial Manager..... Red Weiss  
Sales Promotion Mgr..... Marvin Rothchild  
Publicity Director..... Roy Nilson  
Chief Engineer..... Charles Chrisman

## WKIS—Orlando—1946

Frequency: 740 Kc..... Power: 5 Kw. d.  
Owned-Oper. By... Central Florida Bcstg. Co.  
Address..... P. O. Box 1353  
Tel.: GA 2-2451..... NBC  
Representative ..... Bob Dore

Pres., Gen. Mgr. . . . . Naomi Murrell  
 Station Manager . . . . . William O. Murrell, Jr.  
 Comm., Sales Prom. Mgr. . . . . W. H. Forsythe, Jr.  
 Program Director . . . . . S. W. Ison  
 Chief Engineer . . . . . W. R. Miller

**WLOF—Orlando—1940**

Frequency: 950 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Mid-Fla. Radio Corp.  
 Business-Studio Address . . . . . Box 5756  
 Tel.: GArden 2-8162 . . . . . Independent  
 Station Representative . . . . . Ayers  
 President . . . . . Joseph L. Brechner  
 Gen. Sta. Mgr. . . . . Howard S. Kester  
 Commercial Mgr. . . . . Gene Cook  
 Program Director . . . . . Ernie Legge  
 Sales Prom. Mgr. . . . . Douglas Coombs  
 Publicity Director . . . . . Thomas Doyle  
 Chief Engineer . . . . . W. Dodd Daniels

**WQXQ—Ormond Beach—1957**

Frequency: 1380 Kc. . . . . Power: 1000 Watts d.  
 Owned By . . . . . Volusia County Bcstg. Corp.  
 Business Address . . . . . Avenue Calle Grande  
 Tel.: ORange 7-4122 . . . . . Independent  
 Pres., Gen. Mgr. . . . . Lee W. Menard  
 Station Manager . . . . . Ben Taylor  
 Commercial Manager . . . . . William Seitz  
 Program Director . . . . . James Haupt  
 Sales, Publicity . . . . . Ann Hicks  
 Chief Engineer . . . . . L. W. Menard

**WRIM—Pahokee—1958**

Frequency: 1250 Kc. . . . . Power: 500 Watts  
 Owned By . . . . . Garden of Glades, Inc.  
 Address . . . . . 30 Ackley Rd., Greenville, S. C.  
 Tel.: CE 2-0953 . . . . . Independent  
 President . . . . . Max E. Mace  
 Gen., Sta. Mgr. . . . . A. B. Robinson  
 Sales, Prom. Mgr. . . . . Mrs. Natalie Hunt  
 Publicity Dir. . . . . Lewis Poole  
 Chief Engineer . . . . . James Roper

**WSUZ—Palatka—1957**

Frequency: 800 Kc. . . . . Power: 1000 Watts d.  
 Owned By . . . . . Raymond P. McMillin  
 Business Address . . . . . P.O. Box 668  
 Tel.: EAst 5-3844 . . . . . Independent  
 Station Representative . . . . . Hil F. Best  
 General Manager . . . . . R. P. McMillin  
 Sta. Mgr., Chief Eng. . . . . Geo. J. Duck  
 Commercial Manager . . . . . Robert E. James  
 Program Director . . . . . Betty McMillin

**WWPF—Palatka—1947**

Freq.: 1260 Kc. . . . . Power: 1 Kw. d., 500 W. n.  
 Owned-Operated By . . . . . Hall Bcstg. Co.  
 Address . . . . . 900 Block River St.  
 Tel.: EA 5-4555 . . . . . KBS  
 Owner . . . . . George W. Hall  
 Gen. Mgr. . . . . William R. Terry  
 Sta., Program Dir. . . . . James N. Jobs  
 Commercial Manager . . . . . Herb Young  
 Sales, Publicity Dir. . . . . Dick Unger  
 Chief Engineer . . . . . Isaac Lee

**WQXT—Palm Beach—1957**

Frequency: 1340 Kc. . . . . Power: 250 Watts

Owned By . . . . . Flame R-TV Co.  
 Address . . . . . 3000 S. Ocean Blvd.  
 Tel.: JU 2-7401 . . . . . ABC  
 Representative . . . . . Stars National  
 Gen. Mgr., Chief Engr. . . . . David L. Lyndon  
 Comm. Mgr., Pub. Dir. . . . . Art Rivers  
 Program Dir. . . . . John Sowers

**WDLP—Panama City—1940**

Frequency: 590 Kc. . . . . Power: 1000 Watts  
 Owned . . . . . Panama City Bcstg. Co.  
 Address . . . . . 323 West Beach Drive  
 Tel.: PO 3-1777 . . . . . NBC-KBS  
 Representative . . . . . Hollingbery  
 President . . . . . Denver Brannen  
 General Manager . . . . . William B. Hill  
 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**

Frequency: 1430 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Bay County Bcstg. Co.  
 Address . . . . . 300 E. 15th St.  
 Tel.: SU 5-6176 . . . . . MBS  
 Representative . . . . . Walker, Dora-Clayton  
 Pres., Gen., Sta. Mgr. . . . . E. L. DuKate  
 Program Director . . . . . Larry Meehan  
 Chief Engineer . . . . . Robert E. McConnell

**WTHR—Panama City—1957**

Frequency: 1480 . . . . . Power: 500 Watts, d.  
 Owned . . . . . Regional Bcstg. Co.  
 Address . . . . . P.O. Box 788  
 Tel.: ADams 4-2781 . . . . . Independent  
 Representative . . . . . Burn-Smith  
 Gen. Mgr. . . . . Harold E. King  
 Sta. Mgr. . . . . Rex Parnell

**WBOP—Pensacola—1956**

Frequency: 980 Kc. . . . . Power: 500 Watts d.  
 Owned-Oper. By . . . . . Tri-Cities Brcstg. Co.  
 Business Address . . . . . 431 West Belmont  
 Tel.: HE 8-7543 . . . . . Independent  
 Representative . . . . . Forjee  
 President . . . . . E. O. Roden  
 Gen., Sta. Mgr. . . . . Bruce Gresham  
 Commercial Manager . . . . . Frank Lewis  
 Prog., Pub. Director . . . . . Dennis Hancock, Jr.  
 Chief Engineer . . . . . Robert Mahoney

**WBSR—Pensacola—1946**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . WBSR, Inc.  
 Business Address . . . . . 1603 N. Pace Blvd.  
 Tel.: HE 2-6173 . . . . . CBS  
 Representative . . . . . Vernard, Rintoul, McConnell  
 Pres., Gen. Mgr. . . . . Don J. Lynch  
 Comm. Mgr. . . . . Bo Mitchell  
 Program Director . . . . . Jim Young  
 Chief Engineer . . . . . Glenn Nichols

**WCOA—Pensacola—1926**

Frequency: 1370 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Dixie Radio, Inc.  
 Address . . . . . Box 1669

# FLORIDA

Tel.: HE 2-4111.....NBC  
 Representative .....Hollingberry  
 President .....Denver Brannen  
 Gen. Mgr., Sta. Mgr.....L. H. Thesmar  
 Prom. Mgr., Pub. Dir.....Sally Henderson  
 Prog. Dir.....Clarine Porter  
 Chief Engineer.....Frank McKinney

## WPFA—Pensacola—1954

Frequency: 790 Kc....Power: 1,000 Watts d.  
 Owned-Operated By.....WPFA Bcstg. Co.  
 Address .....Box 27  
 Tel.: HE 3-1141.....KBS  
 Representative .....Charles Bernard  
 President .....J. W. O'Connor  
 General Manager.....R. A. Petti, Jr.  
 Comm. Mgr.....G. L. Barnhart  
 Program Director.....Barbara Holt  
 Chief Engineer.....Gene Pizler

## WPRY—Perry—1954

Frequency: 1400 Kc....Power: 250 Watts  
 Owned-Oper. By.....Taylor Co. Bcstg. Co.  
 Address .....P. O. Box 67  
 Tel.: 540.....KBS  
 Representative .....Continental Radio Sales  
 President.....E. P. Martin  
 General Manager.....Alpha Martin  
 Sta., Comm. Mgr.....C. E. Roye  
 Program Director.....B. J. Roye  
 Chief Engineer.....W. H. McHargue

## WPLA—Plant City—1949

Frequency: 910 Kc....Power: 1 Kw. d.  
 Owned-Operated By.....WPLA Bcstg. Co.  
 Address .....1570 S. Collins St.  
 Tel.: 2-1551.....KBS  
 Station Representative .....Best  
 President .....W. A. Smith  
 Gen. Mgr., Chief Eng.....George Friend  
 Comm. Mgr.....Al Berry  
 Program Director.....Jack Rushing  
 Sales, Prom. Mgr.....Terry Nichols  
 Publicity Dir.....Joe Wilson

## WPOM—Pompano Beach—1958

Frequency: 1470 Kc....Power: 5000 Watts d.  
 Owned By....Gold Coast Broadcasters, Inc.  
 Business Address .....P.O. Box 1470  
 Tel.: LU 3-1470.....Independent  
 President .....James C. Dean  
 General Manager.....William A. Knight  
 Program Director.....William Smith  
 Publicity Director.....Michael Thomas  
 Chief Engineer.....C. G. Huey

## WCNH—Quincy—1947

Frequency: 1230 Kc....Power: 250 Watts  
 Owned-Operated By.....Quincy Bcstg. Corp.  
 Address .....602 W. Jefferson St.  
 Tel.: MA 7-6700.....Independent  
 Pres., Gen. Mgr.....A. B. Letson  
 Comm., Sls. Prom. Mgr.....W. B. Taylor

## WFOY—St. Augustine—1936

Frequency: 1240 Kc....Power: 250 Watts  
 Owned-Oper. By.....Ponce de Leon Bcsting

Address.....Fountain of Youth Gardens  
 Tel.: VA 9-3416.....CBS, KBS  
 Pres., Gen. Mgr.....John E. Bernhard, Jr.  
 Sta. Mgr., Prog. Dir.....Frankie C. Walker  
 Sales Prom. Manager.....Julian Fant  
 Publicity Director.....Alberta Dillin  
 Chief Engineer.....Ernest Raistrick

## WSTN—St. Augustine—1954

Frequency: 1420 Kc....Power: 1 Kw. d.  
 Owned .....Stanmark, Inc.  
 Address .....900 Anastasia Blvd.  
 Tel.: VA 9-9094.....Independent  
 Station Rep.....Gil Perna  
 Pres., Gen. Mgr.....Larry Picus  
 Sta., Program Dir.....Bob Mack  
 Comm., Publicity Dir.....Jack Cowden  
 Sales Prom. Mgr.....Shirley Cowden  
 Chief Engineer.....Don Browning

## WPIN—St. Petersburg—1947

Frequency: 680 Kc....Power: 1000 Watts d.  
 Owned-Oper. By....Fla. W. Coast Bcstrs., Inc  
 Business Address...28th St. N. at Wash. Blvd.  
 Tel.: HEmlock 5-6161.....Independent  
 Representative .....Walker-Rawalt  
 President.....Dr. Charles Farrington  
 General Manager .....Arthur Mundorff  
 Commercial Manager.....Richard Marsh  
 Sales Prom., Prog. Dir.....James Carley  
 Chief Engineer.....John Walker

## WSUN—St. Petersburg—1927

Frequency: 620 Kc....Power: 5000 Watts  
 Owned-Operated By....City of St. Petersburg  
 Business Address...Million Dollar Pier  
 Tel.: 5-4121.....ABC  
 Representative...Vernard. Rintoul, McConnell  
 General Manager.....Fred P. Shawn  
 Commercial Manager.....Jack Weldon  
 Sales Prom. Mgr.....Jerry Baker  
 Program Director.....Harry Williams  
 Publicity Director.....Jean Miller  
 Chief Engineer.....William C. Coddling

## WTSP—St. Petersburg—1939

Frequency: 1380 Kc....Power: 5000 Watts  
 Owned-Oper. By.....WTSP, Inc.  
 Address .....11450 Gandy Blvd.  
 Tel.: HE 5-2131.....Independent  
 Representative .....Weed  
 President .....N. Joe Rahall  
 General Manager.....O. R. Davies  
 Station Mgr.....Marshall S. Cleaver  
 Commercial Manager.....Tom Underwood  
 Sales Promotion Mgr.....Le Leslie  
 Publicity Director.....Martin Morgan  
 Chief Engineer.....Neil Spencer  
 Owners of: WKAP, Allentown, Pa.; WNAR,  
 Norristown, Pa.; WWNR, Beckley, W. Va.;  
 WFEA, Manchester, N. H.  
 (See Page 584)

## WILZ—St. Petersburg Beach 1957

Frequency: 1590 Kc....Power: 1 Kw. d.  
 Owned.....Holiday Isles Bcstg. Co.



Address.....P. O. Box 6267  
 Tel.: 233-001.....Independent  
 Representative.....Jack Masla  
 President.....E. A. Spence  
 Gen. Mgr., Prog. Dir.....Jack Faulkner  
 Commercial Manager.....Ed Paro  
 Chief Engineer.....W. D. Mangold

**WIOD—Sanford—1956**

Frequency: 1360 Kc.....Power: 500 Watts  
 Owned.....Sanford Bcstg. Co.  
 Address.....Box 679  
 Tel.: FA 2-5314.....Independent  
 Representative.....Jack Masla  
 Membership.....RAB  
 Gen. Mgr.....Kenneth J. Crosthwait  
 Comm. Mgr.....Frank L. Jones

**WTRR—Sanford—1947**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Radio Station WTRR  
 Business Address.....Box 1541  
 Tel.: FA 2-6112.....KBS  
 General Manager.....Myron A. Reck  
 Commercial Manager.....Garfield L. Fox  
 Program Director.....Nicholas W. Pfeifauf  
 Chief Engineer.....James S. Williamson, Jr.

**WKXY—Sarasota—1949**

Frequency: 930 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Sarasota Bcstg. Co.  
 Address.....2500 Tenth St.  
 Tel.: RI 7-1151.....KBS  
 Representative.....Clark  
 General Manager.....A. G. Fernandez  
 Station Mgr.....Charles Fernandez  
 Chief Eng.....Robert L. Kohlmeier

**WSPB—Sarasota—1939**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Community Bcstg. Corp.  
 Business Address.....Box 1110, City Island  
 Tel.: FU 8-2121.....CBS  
 Representative.....John E. Pearson  
 President.....Robert C. Jones, Jr.  
 V. P. Gen. Mgr.....Hamilton M. Woodle  
 Station Mgr.....John B. Browning  
 Comm. Mgr.....D. L. Fleischman  
 Program Director.....David Hale  
 Pub. Dir.....Emylu Richards  
 Chief Engineer.....G. W. McGougan

**WJCM—Sebring—1950**

Frequency: 960 Kc.....Power: 1 Kw.  
 Owned-Operated By.....Progressive Publ. Co.  
 Business Add.....Assembly Pt. on Dinner Lake  
 Tel.: 5-1811.....KBS  
 Gen. Mgr.....A. J. Frank  
 Commercial Mgr.....Ken Bowers

**WDAT—South Daytona—1957**

Frequency: 1590 Kc.....Power: 1 Kw.  
 Owned.....Tom Carr  
 Address.....Box 4277  
 Tel.: CL 2-8222.....Independent  
 Gen. Mgr.....Bill Packham  
 Representative.....Dixieland

**WRGR—Starke—1957**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned By.....R. M. Chamberlin  
 Business Address.....945 Temple Ave.  
 Tel.: WO 4-5001.....KBS  
 Pres., Ch. Eng.....R. W. Chamberlin  
 Gen., Comm. Mgr.....Sam Zack  
 Sales Prom. Mgr.....Al Garner  
 Program Director.....Chuck Dent  
 Publicity Director.....Sandra Norman

**WSTU—Stuart—1954**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Blue Water Bcstg. Co.  
 Address.....Bin 29  
 Tel.: Stuart 1450.....MBS, KBS  
 Pres., Gen. Mgr.....Lester M. Combs  
 Station Manager.....Jim Mullins  
 Chief Engineer.....Fred Chapman

**WMEN—Tallahassee—1954**

Frequency: 1330 Kc.....Power: 5,000 Watts d.  
 Owned-Oper. By.....WMEN, Inc.  
 Address.....Hotel Floridan  
 Tel.: 3-2550.....KBS  
 Representative.....Weed & Co.  
 President.....B. F. J. Timm  
 Station Manager.....Don C. Price  
 Program Director.....Marv Ray  
 Chief Engineer.....K. C. McNaron

**WRFB—Tallahassee—1959**

Frequency: 1580 Kc.....Power: 5000 Watts, d.  
 Owned By.....Emerson W. Browne  
 Address.....Lake Shore Road  
 Pres., Chief Eng.....Emerson W. Browne

**AP News  
 Is Preferred**

... by Stations — because it  
 adds both profits and prestige.

**AP**

**Preferred**

50 Rockefeller Plaza · New York 20, N. Y.

**FLORIDA** .....

**WTAL—Tallahassee—1935**

Frequency: 1270 Kc. .... Power: 5000 Watts  
 Owned-Operated By..... WTAL, Inc  
 Business Address..... Drawer "A"  
 Tel.: 2-1270 ..... MBS  
 Representative ..... Meeker, Cummings  
 President..... Victor C. Diehm  
 Gen. Mgr., Chief Eng..... Arthur Deters  
 Sales Superv..... Paul Meyers, Jr.  
 Sales Prom. Mgr..... William Nichols  
 Program Director..... Ron Martin  
 Publicity Dir..... Joan Culpepper  
 Owners of: WAZL, Hazelton, Pa.; WHOL,  
 Allentown, Pa.; and WHLM, Bloomsburg, Pa.

Station Manager..... George W. Fee  
 Publicity Director..... Lucille Laughinghouse  
 Chief Engineer..... Jack Siegel

**WDAE—Tampa—1922**

Frequency: 1250 Kc. .... Power: 5000 Watts  
 Owned-Operated By..... Tampa Times Co.  
 Business Address..... Franklin at Washington  
 Tel.: 2-0404 ..... CBS  
 Representative ..... Katz  
 President..... David E. Smiley  
 General Manager..... L. Spencer Mitchell  
 Nat. Adv. Mgr..... Robert M. Weeks  
 Program Director..... Van Wilson  
 Chief Engineer..... William P. Moore

**WTNT—Tallahassee—1946**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By..... Tallahassee Appl. Corp.  
 Business-Studio Address..... Duval Hotel  
 Tel.: 2-1450 ..... CBS  
 Representative ..... McGillvra  
 Pres., Gen. Mgr..... Frank W. Hazelton  
 Vice-Pres. .... Emanuel Joanos  
 Sales Mgr..... Hurley W. Rudd

**WFLA—Tampa—1924**

Frequency: 970 Kc. .... Power: 5000 Watts  
 Owned-Operated By..... Tribune Co.  
 Business Address..... 905 Jackson St.  
 Tel.: 2-0131 ..... NBC  
 Newspaper Affiliation. Tampa Tribune-Times  
 Representative ..... John Blair  
 President..... John C. Council  
 General Manager..... George W. Harvey  
 Sta., Comm. Mgr..... John Alexander  
 Prog. Director..... Edward C. Walker  
 Publicity Director..... Byron Taggart  
 Chief Engineer..... Joseph Mitchell

**WALT—Tampa—1946**

Frequency: 1110 Kc. .... Power: 10 Kw. d.  
 Owned ..... Tampa Broadcasting Co., Inc.  
 Address..... 401 West Tyler Street  
 Tel.: 2-7921 ..... Independent  
 Representative ..... Avery-Knodel  
 General Manager..... Robert Wasdon

**WHBO—Tampa—1948**

Frequency: 1050 Kc. .... Power: 250 Watts d.  
 Owned By..... Gateway Broadcasters, Inc.



*Vic Diehm says . . .  
 In This Big Northern  
 Florida Market*

**Everywhere You Go There's wTAL Radio**

*"The Voice of Progress"*

Everywhere you *hear* WTAL—selling the big tuned-in audience of northern Florida-southern Georgia. Cover this Third-of-Billion-Dollar income market thoroughly and profitably with WTAL . . . newest member of the "Vic" Diehm Radio Group.

Population	337,100
Income	\$341,912,000
Retail Sales	\$290,452,000

METROPOLITAN TALLAHASSEE	
Florida's Newest Metro. Area	
\$6,047	\$5,234
Family Income	Family Sales

5000 WATTS  
 1270 on the Dial

**WTAL TALLAHASSEE, FLORIDA**

Represented Nationally by  
 Robert Meeker Associates, Inc.

**Business Address**.....11,011 Florida Ave.  
**Tel.:** WE 5-3171.....Independent  
**Rep.**.....Charles Bernard  
**President**.....John A. Boling  
**Gen. Mgr.**.....Bob A. Martin  
**Commercial Manager**.....Bob Ross  
**Program Director**.....Bonita Fishback  
**Chief Engineer**.....Bill Polk

**WWTB—Tampa—1950**

**Frequency:** 1300 Kc.....**Power:** 5 Kw. d.  
**Owned By**.....Tison Bcstg. Co.  
**Address**.....113 E. La Fayette St.  
**Tel.:** 28-024.....KBS  
**Representative**.....John E. Pearson  
**Pres., Gen. Mgr.**.....W. Walter Tison  
**Sales Prom., Pub. Dir.**.....Nick Stemmler  
**Program Director**.....Bill Beatty  
**Chief Engineer**.....J. B. Tison

**WTMP—Tampa—1954**

**Frequency:** 1150 Kc.....**Power:** 5000 Watts d.  
**Owned:**.....Rounsaville Radio Stations  
**Address**.....Box 1101, Washington Blvd.  
**Tel.:** 4-1109.....Independent  
**Reps**.....Gill-Perna  
**President**.....R. W. Rounsaville  
**Sta. Mgr.**.....Jack Everbach  
**Sales Mgr.**.....Harold Walker  
**Sales Prom. Mgr.**.....David McLain  
**Chief Engineer**.....Warren Kauffman

**WDCL—Tarpon Springs—1954**

**Frequency:** 1470 Kc.....**Power:** 5000 Watts  
**Owned-Oper. By**.....Clearwater Bcstg. Corp.  
**Address**.....Box 1558, Clearwater  
**Tel.:** CL 8-5411.....KBS  
**Newspaper Affil.**.....Democrat Times  
**Station Rep.**.....Rambeau  
**President**.....Hodding Carter  
**General Mgr.**.....Ross Charles  
**Comm., Sales Prom. Mgr.**.....C. Art Roach  
**Station Mgr.**.....Jim Garrett  
**Program Dir.**.....John Stage  
**Chief Engineer**.....Ted Seaman

**WRMF—Titusville—1957**

**Frequency:** 1050 Kc.....**Power:** 500 Watts  
**Owned-Operated By**.....WRMF, Inc.  
**Address**.....Box 666  
**Tel.:** 1029.....Independent  
**President**.....Richard M. Fairbanks  
**Gen., Sta. Mgr.**.....Robert L. Bright  
**Sales Promotion Mgr.**.....Denver Westerfield  
**Program Director**.....Sanford Paul  
**Publicity Director**.....Tony Fairbanks  
**Chief Engineer**.....G. K. Fulk

**WNSM—Valparaiso—1958**

**Frequency:** 1340 Kc.....**Power:** 250 Watts  
**Owned By**.....Bay Bcstg. Co.  
**Address**.....Box 608  
**General Mgr.**.....K. M. Richards  
**Chief Engineer**.....E. C. Allmon

**WAXE—Vero Beach—1954**

**Frequency:** 1370 Kc.....**Power:** 1 Kw.

**Owned**.....WNTM, Inc.  
**Address**.....P. O. Box 397  
**Tel.:** 5405.....KBS  
**Rep.**.....Hollingbery  
**Gen. Mgr.**.....W. Eccles Huff  
**Sales Manager**.....James H. Driscoll

**WTTB—Vero Beach—1954**

**Frequency:** 1490 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Tropics, Inc.  
**Address**.....1536 20th St.  
**Tel.:** JORDAN 2-5454.....MBS  
**President**.....Sen. Merrill P. Barber  
**Gen., Sta. Mgr.**.....Earl Stockmeier  
**Commercial Manager**.....James Cinque  
**Sales Prom., Prog. Dir.**.....Wm. E. Turner  
**Chief Engineer**.....Stanley E. Wood

**WJOE—Ward Ridge—1956**

**Frequency:** 1570 Kc.....**Power:** 250 Watts, d.  
**Owned By**.....Vacationland Bcstg. Co.  
**Address**.....P. O. Box 996, Port St. Joe  
**Tel.:**.....BALL 7-2426  
**President**.....W. R. Powell  
**Station Mgr.**.....Martin Bagley

**WAUC—Wauchula—1958**

**Frequency:** 1310 Kc.....**Power:** 500 Watts, d.  
**Owned By**.....Hardee Bcstg. Co.  
**Address**.....Cemetery Road  
**Tel.:** PROSPECT 3-4271.....KBS  
**President**.....R. S. Taylor  
**Gen., Comm. Mgr.**.....Claude White  
**Chief Engineer**.....Robert Ford

**WEAT—West Palm Beach  
1948**

**Frequency:** 850 Kc.....**Power:** 1 Kw. d. n.  
**Owned**.....WEAT-TV Inc.  
**Address**.....P. O. Box 70  
**Tel.:** TE 3-9668.....NBC  
**Representative**.....Weed  
**President**.....Rex Rand  
**V.P., Gen. Mgr.**.....Bertram Lebhar, Jr.  
**Commercial Mgr.**.....Godfrey M. Lebhar III  
**Program Dir.**.....Peter F. Cola  
**Chief Engineer**.....J. Ross McPherson

**WIRK—West Palm Beach  
1947**

**Freq.:** 1290 Kc.....**Power:** 5 Kw. d., 1 Kw. n.  
**Owned-Operated By**.....Ken-Sell, Inc.  
**Business Address**.....711 S. Flagler Drive  
**Tel.:** TE 3-7111.....MBS  
**Representative**.....T. F. Clark  
**Pres., Gen. Mgr.**.....Joseph S. Field, Jr.  
**Sales & Operations Mgr.**.....Rome Hartman  
**Chief Engr.**.....William Heitzman

**WJNO—West Palm Beach  
1936**

**Frequency:** 1230 Kc.....**Power:** 250 Watts  
**Owned-Operated By**.....WJNO, Radio

**FLORIDA-GEORGIA**

Bus. Address.....1500 N. Flagler Dr., Box 189  
 Tel.: TE 2-3638.....CBS  
 Representative.....Meeker  
 Gen., Comm. Mgr.....H. V. McMillan  
 Station Manager.....Harvey D. Murphy  
 Chief Eng.....Curtis Brinson

Commercial Mgr.....E. E. Sturgeon  
 Program Dir.....M. P. Savas

**WGOA—Winter Garden—1958**

Frequency: 1600 Kc.....Power: 1 Kw.  
 Owned By.....E. V. Price  
 Business Address.....P. O. Winter Garden  
 Tel.: OLYmpic 6-3700.....Independent  
 Station Mgr.....E. V. Price  
 Prog. Dir.....Nathan Price  
 Chief Engineer.....Ed Lockwood

**WSIR—Winter Haven—1947**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Hundred Lakes Bcstg.  
 Bus. Address.....665 W. Lake Howard Dr., S.W.  
 Tel.: CY 4-2144.....MBS  
 Representative.....Devney & Co.  
 Pres., Gen. Mgr.....Lawrence Rollins  
 Commercial Manager.....Harry Carroll  
 Program Director.....Richard Eyrich  
 Chief Engineer.....L. Orden Craig

**WINT—Winter Haven—1958**

Frequency: 1360 Kc.....Power: 1 kw., d.  
 Owned By.....Winter Haven Bcstg. Co.  
 Address.....Dundee Road  
 Manager.....A. L. Fazzari

**WABR—Winter Park—1954**

Frequency: 1440 Kc.....Power: 5 Kw.  
 Owned By.....Contemporary Bcstg. Co.  
 Address.....P. O. Box 7547  
 Tel.: 5-7631.....Independent  
 Sta. Rep.....Rambeau, Dora-Clayton  
 Gen. Manager.....Tom Sawyer  
 Chief Engineer.....J. R. Campbell

Pop.: 3,809,000	<h1>Georgia</h1>	Stations in State: 124
Families: 1,003,000		TV Homes: 744,000
Radio Homes: 999,000		TV Stations: 13

**WAAG—Adel—1955**

Frequency: 1470 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Cook County Bcstg. Co.  
 Address.....P. O. Box 508  
 Tel.: 8571.....KBS  
 President.....W. M. Forshee  
 Gen., Sta. Mgr.....Esther Shepherd  
 Comm. Mgr., Prog. Dir.....Don H. Wingate  
 Sales Prom. Mgr.....Robert Barker  
 Publicity Director.....Jim Wiley  
 Chief Engineer.....E. R. Ridenour

**WJAZ—Albany—1952**

Frequency: 1050 Kc.....Power: 1,000 Watts d.  
 Owned-Oper. By.....James S. Rivers, Inc.  
 Address.....N. Slappey Drive  
 Tel.: HE 2-7447.....KBS  
 Representative.....Thomas F. Clark  
 President.....James S. Rivers  
 Gen. Mgr.....Richard B. Smith  
 Station Mgr.....R. V. Rogers

**WALB—Albany—1941**

Frequency: 1590 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Herald Publishing Co.  
 Address.....Stuart Ave.  
 Tel.: HE 5-8386.....Independent  
 Newspaper Affiliation.....Herald  
 Representative.....Burn-Smith  
 President.....James H. Gray  
 Gen. Sta. Mgr.....Raymond E. Carow  
 Commercial Mgr.....Joseph E. Davis  
 Program Dir.....Roger Mansfield  
 Chief Engineer.....Bruce Singleton

**WCQS—Alma—1957**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned By.....Queen City Bcstg. System  
 Business Address.....P.O. Box 304  
 Tel.: 4681.....KBS  
 Station Representative.....Harry Cannon  
 Gen. Sta. Mgr.....Dane Bruce  
 Comm. Pub. Dir.....Joyce Holton  
 Sales Prom. Mgr.....Tom Owens, Jr.  
 Program Director.....Bill Harrison  
 Chief Engineer.....Mervin Hill

**WGPC—Albany—1933**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Albany Bdcstg. Co.  
 Business-Studio Address.....New Albany Hotel  
 Tel.: HE 2-1277.....CBS  
 Representative.....George P. Hollingbery  
 President.....J. W. Woodruff, Jr.  
 Gen., Comm. Mgr.....I. M. George  
 Program Director.....Walter H. Flint  
 Chief Engineer.....Redus Carlton

**WDEC—Americus—1947**

Frequency: 1290 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....The Americus Bdcstg. Co.  
 Business-Studio Address.....Rembert Bldg.  
 Tel.: 3681.....KBS  
 Representative.....Dora-Clayton, Indie Sales  
 Pres., Gen. Mgr.....Charles C. Smith  
 Chief Engineer.....Raymond C. LaPrade

**WDOL—Athens**

Frequency: 1470 Kc.....Power: 1 Kw. d.  
 Owned.....S.E. Bcstg. System  
 Address.....Box 429

Tel.: LI 8-1354.....KBS  
 Representative ..... Clark  
 President.....James S. Rivers  
 Program Director.....Chuck Goddard  
 Publicity Director.....Bob Patrick  
 Chief Engineer.....Bill Wilson

**WGAU—Athens—1938**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Clarke Bcstg. Corp.  
 Address.....Bobbin Mill Rd.  
 Tel.: LI 6-8575.....CBS  
 Representative ..... Pearson  
 Pres., Gen., Sta. Mgr....H. Randolph Holder  
 Comm. Mgr.....J. Thomas Lloyd  
 Program Director.....Mary Betts  
 Chief Engineer.....Les Brooks

**WRFC—Athens—1948**

Freq.: 960 Kc...Power: 5000 Wts. d., 500 ni.  
 Owned-Operated By.....Radio Athens, Inc.  
 Business-Studio Add.....279½ N. Lumpkin St.  
 Tel.: LI 3-3411.....Independent  
 Representative ..... Bob Dore  
 Pres., Gen. Mgr.....L. H. Christian  
 Commercial Manager....Claude Williams, Jr.  
 Sales Prom., Pub. Dir.....Ed Thilenius  
 Program Director.....Ed Sharpe  
 Chief Engineer.....Lucius D. Drewry

**WAGA—Atlanta—1937**

Frequency: 590 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Storer Bcstg. Co.  
 Bus.-Studio Address.....1018 W. Peachtree St.  
 Tel.: TR 2-3553.....CBS  
 Representative .....Katz  
 President.....George B. Storer, Sr.  
 V.P., Managing Dir.....Claude H. Frazier  
 Comm. Mgr.....Lewis Reynolds  
 Pub. Dir., Prom. Mgr.....Betty L. Merritt  
 Program Director.....Les Hendrikson  
 Chief Engineer.....Hugo Bondy  
 Owners of: WGBS, Miami, Fla.; WJBK, Detroit;  
 WSPD, Toledo; WJW, Cleveland; WWVA,  
 Wheeling, W. Va.; WIBG, Philadelphia.

**WAKE—Atlanta—1946**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....WAKE Broadcasters, Inc.  
 Address.....Georgian Terrace Hotel  
 Tel.: TR 5-8511.....Independent  
 Representative .....Adam Young  
 President.....Gerald A. Bartell  
 General Manager.....Morton J. Wagner  
 Station Manager.....Mrs. Jayne Swain  
 Program Director.....Gene Blaine  
 Chief Engineer.....Robert G. Appling  
 Owners of: WOKY, Milwaukee; KCBO,  
 San Diego, Calif.; WYDE, Birmingham; KYA,  
 San Francisco.

**WAKO—Atlanta—1954**

Frequency: 1380 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Atlanta OK Bcstg. CVo.  
 Business Address.....70 Houston St., N.E.  
 Tel.: JA 5-1515.....Independent

Representative .....Forjoe  
 Pres., Comm. Mgr.....Stan Raymond  
 Station Mgr.....Dorothy Davis  
 Prog. Dir.....Zenas Sears  
 Chief Engineer.....Eathel Holley

**WERD—Atlanta—1948**

Frequency: 860 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Radio Atlanta, Inc.  
 Studio Address.....330 Auburn Ave., N.E.  
 Tel.: JA 4-0666.....Independent  
 Representative ..... Interstate  
 General Manager.....J. B. Blayton, Jr.  
 Comm. Mgr.....Albert H. Saddler  
 Program Director.....Preston Mobley  
 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.  
 Tel.: TR 6-6228.....Independent  
 Representative .....Good Music Bcstrs.  
 President.....Locke E. Glenn  
 General Manager.....John P. Culver  
 Comm. Mgr.....E. Lee Nance  
 Chief Engineer.....J. J. Killinsworth

**WGST—Atlanta—1923**

Frequency: 920 Kc...Power: 5 Kw. d.; 1 Kw. n.  
 Owned.....Bd. of Regents, Univ. Sys. of Ga.  
 Bus.-Studio Address.....Box 7254  
 Tel.: TR 5-8441.....ABC  
 Representative...Venard, Rintoul & McConnell  
 Gen., Sta. Manager.....Jack Collins  
 Commercial Mgr.....Bill Estes  
 Prod. Mgr.....Peter Thomas  
 Sales Prom. Mgr.....Agnes Gaines  
 Ch. Eng.....John M. Van Horn

**WIIN—Atlanta—1957**

Frequency: 970 Kc.....Power: 5 Kw.  
 Owned-Operated By.....WIIN, Inc.  
 Address.....Atlanta Biltmore Arcade  
 Tel.: TR 5-8453.....Independent  
 Representative .....Weed and Co.  
 President.....Emil J. Arnold  
 General Manager.....Dale S. Phares  
 Program Director.....Don Meyers  
 Chief Engineer.....Jerry Norman

**WQXI—Atlanta—1948**

Frequency: 790 Kc...Power: 5 Kw. d.; 1 Kw. n.  
 Owned-Oper. By...Rounsaville of Atlanta, Inc.  
 Bus.-Studio Address.....3165 Mathieson Dr.  
 Tel.: CE 3-2195.....Independent  
 Station Rep.....Gill-Perna, Inc.  
 Pres., Gen. Mgr.....R. W. Rounsaville  
 Station Manager.....Frank Erwin  
 Commercial Manager.....Lee Smith  
 Program Dir.....Joyce Monroe  
 Chief Engineer.....Elton B. Chick

**WSB—Atlanta—1922**

Frequency: 750 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Atlanta Newspapers, Inc.

# GEORGIA

Business Address.....1601 W. Peachtree N.E.  
Tel.: TRinity 5-7221.....NBC  
Newspaper Affiliation.....Journal, Constitution  
Representative.....**Edward Pety**  
President.....James M. Cox, Jr.  
Gen. Manager.....Frank Gaither  
Exec. Dir.....J. Leonard Reinsch  
Commercial Manager.....Lee Morris  
Sales Promotion Manager.....Holt Gewinner  
Prog. Dir.....Elmo Ellis  
Pub. Dir.....Walter Paschall  
Ch. Eng.....R. H. Holbrook

## WYZE—Atlanta—1956

Frequency: 1480 Kc.....Power: 5 Kw. d.  
Owned.....Atlanta Bcstg. Co., Inc.  
Business Address.....200 Henry Grady Bldg.  
Tel.: JA 4-1953.....MBS  
Representative.....Rambeau, Vance, Hopple  
Pres., Gen. Mgr.....George C. Nicholson  
Station Manager.....Roy V. Harris  
Commercial Manager.....Maurie Rich  
Program Director.....Larry Morris  
Chief Engineer.....Lawson Leake

## WAUG—Augusta—1952

Frequency: 1050 Kc.....Power: 1000 Watts d.  
Owned.....Garden City Bcstg.  
Address.....Bon Air Hotel  
Tel.: REgent 3-4441.....Independent  
Sta. Rep.....Rambeau, Clarke Brown  
Gen. Mgr.....Geo. C. Nicholson  
Sta., Comm. Mgr.....J. Louie Solomon  
Program Director.....Wm. F. Atwood, Jr.  
Chief Engineer.....J. C. Atkinson

## WBBQ—Augusta—1946

Frequency: 1340 Kc.....Power: 250 Watts  
Owned By.....Savannah Valley Bcstg. Inc.  
Address.....515 15th St.  
Tel.: PArk 4-5441.....MBS  
Representative.....Everett-McKinney, Inc., Forjoe  
President.....George Weiss  
Gen., Sta., Comm. Mgr.....Edward H. Dunbar  
Prom. Mgr.....William Kirchheim  
Program Director.....George W. Fisher  
Chief Engineer.....Kenneth Freeman

## WBIA—Augusta—1946

Frequency: 1230 Kc.....Power: 250 Watts  
Owned.....Augusta Broadcasting Co.  
Address.....15-Eighth Street  
Tel.: PArk 4-2421.....NBC-KBS  
Representative.....Dixieland; Walker-Rawalt  
President, Gen. Mgr.....W. Ray Ringson  
Sta., Comm. Mgr.....J. R. Owens, Jr.  
Program Director.....Frank Doyle  
Chief Engineer.....C. M. Callicott

## WAVO—Avondale Estates 1958

Frequency: 1420 Kc.....Power: 500 Watts  
Owned By.....Great Commission Gospel Assoc.  
Business Address.....P.O. Box 25  
Tel. DRake 8-8808.....Independent  
Pres., Gen. Mgr.....L. E. Latham  
Program Director.....Joy Simpson  
Chief Engineer.....J. Carl Meeks

## WGAC—Augusta—1940

Frequency: 580 Kc.....Power: 5 Kw. d.; 1 Kw. n.  
Owned-Oper. By.....The Twin States Bcstg. Co.  
Business-Studio Address.....664 Broad St.  
Tel.: 2-2692.....ABC  
Representative.....**Avery-Knodel**  
Pres., Gen. Mgr.....A. D. Willard, Jr.  
Commercial Mgr.....Martin E. White  
Program Dir.....Ben Mayo  
Chief Engineer.....R. F. Bobo

## WRDW—Augusta—1930

Frequency: 1480 Kc.....Power: 5000 Watts  
Owned By.....Southeastern Newspapers, Inc.  
Business Address.....News Bldg.  
Tel.: TA 4-5432.....CBS  
Newspaper Affiliation.....Chronicle; Herald  
Representative.....Branham  
General Manager.....J. W. Hicks  
Sta., Comm. Mgr.....Cliff W. Bowers  
Program Director.....Paul T. Reidy  
Publicity Director.....Don Shepherd  
Chief Engineer.....Joseph P. Gill

## WAZA—Bainbridge—1958

Frequency: 1360 Kc.....Power: 1000 Watts, d.  
Owned By.....Radio Bainbridge, Inc.  
Business Address.....108 E. Broughton St.  
Tel.: 838.....Independent  
Station Representative.....Dora-Clayton  
Pres., Gen. Mgr.....Joe Grollman  
Comm., Sta. Mgr.....Joe Hill  
Sales Prom. Mgr.....Edna Nix  
Program Director.....Ray Read  
Publicity Director.....Audrey Cliett  
Chief Engineer.....Royce Plummer

## WMGR—Bainbridge—1946

Frequency: 930 Kc.....Power: 5 Kw.  
Owned-Operated By.....Decatur Bcstg. Co.  
Address.....Box 375  
Tel.: 776.....KBS  
Representative.....Grant Webb  
Pres., Gen. Mgr.....John A. Dowdy  
Sta. Mgr., Ch. Engr.....Walter Freeman  
Commercial Manager.....Paul L. Brigham  
Sales Prom., Pub. Dir.....Doug Cutts  
Program Director.....Lewis F. Johnson

## WHAB—Baxley—1954

Frequency: 1260 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Tri-City Bcstg. Sys.  
Address.....Box 265  
Tel.: 3000.....KBS  
Pres., Gen. Mgr.....Farnell O'Quinn  
Sta. Mgr., Chief Eng.....Max McKenzie  
Comm. Mgr.....Joan O'Quinn  
Prog. Dir.....Danny Ratliff  
Publicity Director.....Jerry Allnock

## WWCC—Bremen—1957

Frequency: 1440 Kc.....Power: 500 Watts  
Owned By.....W. Georgia Bcstg. Co.  
Address.....111 Parkway Circle  
Tel.: LE 7-3275.....Independent  
President.....J. J. Manghan, Jr.

Gen., Sta. Mgr. . . . . Tom W. Smith, Jr.  
 Commercial Mgr. . . . . Lee Williams  
 Program Dir. . . . . Lou Smith  
 Sales Prom. Mgr. . . . . W. A. Pierce, Jr.  
 Publicity Dir. . . . . Blanche Manghan  
 Chief Engineer . . . . . James E. McKay

Commercial Mgr. . . . . Charlie Browne  
 Chief Engineer . . . . . Dan O'Keefe

**WCHK—Canton—1957**

Frequency: 1290 Kc. . . . . Power: 1000 Watts d.  
 Owned . . . . . Cherokee Bcstg. Co., Inc.  
 Business Address . . . . . Canton, Ga.  
 Tel.: Greenwood 9-2101 . . . . . KBS  
 Representative . . . . . Dixieland  
 President . . . . . C. A. McClure  
 Sta. Mgr. . . . . Mike McDougald  
 Comm. Mgr. . . . . Bob Peterson  
 Sales Promotion Mgr. . . . . Gene Mikell  
 Publicity Director . . . . . Byron Dobbs  
 Chief Engineer . . . . . Jim Axel

**WGIG—Brunswick—1949**

Frequency: 1440 Kc. . . . . Power: 5 Kw.  
 Owned-Operated By . . . Brunswick Bcstg. Corp.  
 Business-Studio Address . . . 1514 Union St.  
 Tel.: 2714 . . . . . ABC  
 President . . . . . E. M. Champion, Sr.  
 Sta., Gen. Mgr. . . . . Hugh K. Tollison  
 Comm. Mgr. . . . . John Lane  
 Prog. Dir. . . . . Jack Lenz  
 Ch. Eng. . . . . Herman Lange

**WLBB—Carrollton—1946**  
**KBS**

Frequency: 1100 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . Carroll Bcstg. Co., Inc.  
 Business-Studio Address . . . . . Bremen Road  
 Tel.: TE 2-7041 . . . . . KBS  
 Representative . . . . . Indie Sales  
 Pres., Gen., Sta. Mgr. . . . . Thomas K. Vassy  
 Comm. Mgr. . . . . J. D. Norton, Jr.

**WMOG—Brunswick—1940**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Radio Brunswick Inc.  
 Business Address . . . . . Torras Causeway  
 Tel.: AMherst 5-5980 . . . . . KBS  
 Representative . . . . . Indie Sales  
 President . . . . . Allen Woodall  
 General Manager . . . . . Tom Doughty  
 Comm. Mgr. . . . . Lew Carter  
 Sales Promotion Mgr. . . . . John Vroman  
 Pub. Dir. . . . . Mary J. McEvan  
 Chief Engineer . . . . . Cecil Tankersley

**WBHF—Cartersville—1946**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . W. R. Frier  
 Address . . . . . Box 71  
 Tel.: 1200 . . . . . MBS-KBS  
 Newspaper Affiliation . . . . . Barton Herald  
 General Manager . . . . . W. R. Frier  
 Commercial Manager . . . . . Richard J. Sjoblom  
 Prog. Dir. . . . . Roland Brooks  
 Ch. Eng. . . . . Horace E. Bridges

**WDMF—Buford—1956**

Frequency: 1460 Kc. . . . . Power: 1 Kw.  
 Owned . . . . . Lanier Broadcasting Co.  
 Address . . . . . Harmony Rd.  
 Tel.: 3555 . . . . . KBS  
 President . . . . . Robert L. Schuessler  
 Gen., Comm. Mgr. . . . . William P. Coulter  
 Chief Engineer . . . . . Clinton Provost

**WGAA—Cedartown—1941**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned . . . . . Polk County Bcstg. Co.  
 Business-Studio Address . . . . . P. O. Box 807  
 Tel.: 777 . . . . . KBS  
 Representative . . . . . Dora-Clayton  
 Sta. Mgr. . . . . Frank Proctor

**WGRA—Cairo—1950**

Frequency: 790 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Grady Mitchell Bcstg. Co.  
 Address . . . . . Bainbridge Rd.  
 Tel.: 2-4392 . . . . . KBS  
 Station Rep. . . . . Indie  
 Gen. Mgr. . . . . Lowell E. Takles  
 Prom. Mgr. . . . . Bernice Portier

**WCLA—Claxton—1958**

Frequency: 1470 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Evans County Bcstg. Co.  
 Business Address . . . . . P.O. Box 431  
 Tel.: 970 . . . . . KBS  
 Representative . . . . . Harry J. Cannon  
 Pres., Ch. Engr. . . . . Howard C. Gilreath  
 Gen., Sta. Mgr. . . . . Lowell L. Register  
 Program Director . . . . . Janice J. Register

**WCGA—Calhoun—1953**

Frequency: 900 Kw. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Gordon Cty. Bcstg. Co.  
 Address . . . . . 112½ Court Street  
 Tel.: 2111 . . . . . Independent  
 Rep. . . . . Indie Sales  
 General Manager . . . . . R. R. Magill  
 Sales Manager . . . . . Judy Magill  
 Program Director . . . . . Richard Bowman

**WCLS—Columbus—1955**

Frequency: 1580 Kc. . . . . Power: 1,000 Watts, d.  
 Owned-Oper. By . . . . . Muscogee Bcstg. Co.  
 Address . . . . . 1028½ Broadway  
 Tel.: FA 7-3648 . . . . . Independent  
 Representative . . . . . Walker-Rawalt; Clayton  
 Pres., Gen. Mgr. . . . . Charlie H. Parish, Jr.  
 Commercial Manager . . . . . Billy Freeman

**WCLB—Camilla—1954**

Frequency: 1220 Kc. . . . . Power: 1000 Watts  
 Owned . . . . . Capel Bcstg. Co.  
 Address . . . . . P. O. Box 147  
 Tel.: 2776 . . . . . KBS  
 General Mgr. . . . . Russell A. Browne

**GEORGIA** .....

**WDAK—Columbus—1943**

Frequency: 540 Kc... Power: 5000 Watts d., 500 n.  
 Owned-Operated By... Radio Columbus, Inc.  
 Business-Studio Address... Martin Bldg.  
 Tel.: FA 2-5447..... NBC  
 Station Representative... Headley Reed  
 Pres., Gen. Mgr..... Allen M. Woodall  
 Commercial Manager..... William Massie  
 Sales Promotion Mgr... Allen M. Woodall, Jr.  
 Program Director..... Lamar Lynn  
 Publicity Director..... Norman Bishop  
 Chief Engineer..... Dan O'Keefe

**WGBA—Columbus—1947**

Frequency: 1270 Kc... Power: 5000 Watts d.  
 Owned-Oper. By... WGBA, Inc.  
 Business-Studio Address... 1213½ Broadway  
 Tel.: FA 3-3603..... MBS  
 Representative..... Bob Dore  
 Pres., Gen. Mgr..... C. A. McClure  
 Station Manager..... Carolyn Milstead  
 Commercial Manager... Mary Louise Reese  
 Sales Promotion Manager... R. H. Ruppel  
 Prog. Dir..... W. L. Bowick Jr.  
 Publicity Director..... Bud Bryant  
 Chief Engineer..... F. Keith Brown

**WPNX—Columbus—1952**

(See listing in Phenix City, Ala.)

**WRBL—Columbus—1928**

Frequency: 1420 Kc..... Power: 5000 Watts  
 Owned-Operated By... Columbus Bdcstg. Co.  
 Business-Studio Address... 1350-13th Ave.  
 Tel.: FA 2-0601..... CBS  
 Newspaper Affil..... Page Corp.  
 Sta. Rep..... Hollingsbery  
 Pres., Gen. Mgr..... I. W. Woodruff Jr.  
 Sta., Comm. Mgr..... Walter Graham  
 Sales Prom. Mgr..... Eleanor Whitelaw  
 Prog. Dir..... David Lea  
 Pub. Dir..... G. Brougham  
 Chief Engineer..... Joseph Gamble

**WJJC—Commerce—1957**

Frequency: 1270 Kc..... Power: 1 Kw.  
 Owned..... Jackson County Bcstg. Co.  
 Address..... Box 239  
 Tel.: FEderal 5-3155..... Independent  
 Newspaper Affiliation..... Commerce News  
 President..... Albert S. Hardy  
 Gen., Comm. Mgr..... Grady Cooper  
 Sales Promotion Manager..... Jim Mowry  
 Program Director..... Elizabeth Layton  
 Publicity Director..... Bill Anderson  
 Chief Engineer..... William J. Evans

**WMJM—Cordele—1940**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Oper. By... Southeastern Bcstg. System  
 Business-Studio Address... 20th Ave. & B St.  
 Tel.: 666..... MBS-KBS  
 Representative..... T. F. Clark  
 President..... James S. Rivers  
 General Mgr..... William E. Blizzard, Jr.  
 Comm. Manager..... Willard Belote

**WCON—Cornelia—1953**

Frequency: 1450 Kw..... Power: 250 Watts  
 Owned-Oper. By..... Habersham Bcstg. Co.  
 Address..... 1 Burrell St.  
 Tel.: 1450..... Independent  
 Representative..... Indie Sales, Inc.  
 Pres., Gen. Mgr..... Jack Bradley  
 Sta., Comm. Mgr..... Billy C. Massey  
 Publicity Director..... Mrs. Janet Davison  
 Chief Engineer..... Eugene F. Hayes

**WGFS—Covington—1953**

Frequency: 1430 Kc... Power: 1000 Watts d.  
 Owned..... R. William & Betty J. Hoffman  
 Address..... P. O. Box 869  
 Tel.: 2337..... KBS  
 Representative..... Sears & Ayer  
 Gen., Comm. Mgr..... Bill Hoffman  
 Program Dir..... David Snodgrass  
 Publicity Director..... Grier Stephenson

**WBLJ—Dalton—1940**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Operated By... Dalton Bdcstg. Corp.  
 Business Address... River Bend Rd.  
 Tel.: Broadway 8-3300..... MBS, KBS  
 Pres., Gen. Mgr..... L. C. McCall  
 Commercial Mgr..... James L. Clark

**WRCD—Dalton—1954**

Frequency: 1430 Kc..... Power: 1000 Watts

**Big  
Johnny  
Reb**

.....  
**540 KC**  
 5000      24-Hour  
 Watts      Operation  
 .....

Pop. .... 1,446,600  
 E.B.I. .... \$1,905,247,000

Source: Sales Management  
 Survey of Buying Power

Call  
 Headley-Reed  
 or  
 James Ayers



**COLUMBUS, GEORGIA**

*First on the Dial in Dixie*



Owned-Oper. By..... Whitefield Bcstg. Co.  
 Address ..... 104 Pentz Street  
 Tel.: 1892..... Independent  
 Representative ..... Dora-Clayton  
 General Manager ..... Jim Honey  
 Comm. Manager..... Ed Jordan  
 Program Director..... Patty Hampton

**WDWD—Dawson—1948**

Frequency: 990 Kc..... Power: 1000 Watts D.  
 Owned-Operated By..... Dawson Bcstg. Co.  
 Trans.-Bus.-Studio Address..... Box 390  
 Tel.: 416..... KBS-MBS  
 Representative ..... Indie Sales  
 General Manager..... W. C. Woodall, Jr.  
 Program Director..... Barney Paracott

**WEAS—Decatur—1947**

Frequency: 1010 Kc..... Power: 50 Kw. d.  
 Owned ..... WEAS, Inc.  
 Business Address..... Decatur, Ga.  
 Tel.: DR 3-2521..... Independent  
 Representative ..... Stars National  
 Station Manager ..... Warren Roberts  
 Commercial Manager..... Dewey May  
 Program Director..... Bob Prather  
 Chief Engineer..... Malcolm Moore

**WDMG—Douglas—1947**

Frequency: 860 Kc..... Power: 5000 Watts  
 Owned-Operated By..... WDMG, Inc.  
 Business Address..... Box 590  
 Tel.: 1150..... KBS  
 Representative ..... Dora-Clayton  
 President..... B. F. J. Timm  
 General Mgr..... Mary Jarrard  
 Comm. Mgr..... Roy L. Jones

**WSIZ—Douglas—1957**

Frequency: 1310 Kc... Power: 1000 Watts d.  
 Owned..... Fernandina Beach Bcstrs.  
 Address..... P. O. Box 202  
 Tel.: 1140..... Independent  
 President..... Marshall W. Roland  
 Gen., Sta. Mgr..... Joe Vincent Trankina  
 Commercial Manager..... Ed Lund  
 Program Director..... Laverne Hall  
 Chief Engineer..... Earl McRae

**WMLT—Dublin—1945**

Frequency: 1330 Kc..... Power: 1 Kw.  
 Owned-Operated By..... Dublin Bcstg. Co.  
 Business Address ..... Franklin St.  
 Tel.: 871..... MBS-KBS  
 General Manager..... W. Newton Morris  
 Sta. Mgr..... Frank Floyd Jr.

**WXLI—Dublin—1958**

Frequency: 1440 Kc..... Power: 1 kw., d.  
 Owned By..... Radio South, Inc.  
 Address..... P. O. Box 826  
 President..... J. A. Boling  
 Gen., Prom. Mgr..... J. M. Holland  
 Comm., Chief Eng..... W. C. Courson  
 Program Dir..... H. F. Lomanac

**WTJH—East Point—1949**

Frequency: 1260 Kc..... Power: 5000 Watts d.  
 Owned-Operated By..... James S. Rivers  
 Address ..... 2146 Dodson Drive  
 Tel.: DI 4-2233..... KBS  
 President..... James S. Rivers  
 Station Manager..... James A. Davenport  
 Sales Promotion Mgr..... Ray Kinnamon  
 Program Director..... Claude V. Jones  
 Publicity Director..... Elizabeth Hall  
 Chief Engineer..... William J. Hill III

**WSGC—Elberton—1946**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Elberton Bcstg. Co.  
 Address ..... Elberton  
 Tel.: Elberton ..... KBS  
 Representative ..... Continental  
 Manager..... Melvin C. Gorman

**WBHB—Fitzgerald—1946**

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Operated By..... Ben Hill Bcstg. Corp.  
 Address ..... Box 472  
 Tel.: 2077..... MBS-KBS  
 Representative ..... Dora-Clayton  
 President ..... Otto Griner  
 Gen. Mgr..... Paul E. Reid  
 Commercial Manager..... Tony Carter  
 Program Director..... Janet Willingham  
 Chief Engineer..... Mike Pelton

**WFPM—Fort Valley—1951**

Frequency: 1150 Kc..... Power: 1000 Watts d.  
 Owned-Operated By..... Peach Belt Bcstg. Co.  
 Address ..... Atlantic Highway  
 Tel.: TA 5-5547..... KBS  
 Representative..... Indie Sales, Keystone  
 President..... E. J. Young  
 Gen. Sta. Mgr..... Harris H. Hafer  
 Program Director..... Fantroy Fore  
 Chief Engineer..... James Varner

**WDUN—Gainesville—1949**

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Oper. By..... N.E. Ga. Bcstg. Co.  
 Address ..... 1140 Thompson Bridge Rd.  
 Tel.: LE 4-7331..... Independent  
 Representative... Thomas F. Clark, Dixieland  
 Pres., Gen. Manager..... John W. Jacobs, Jr.  
 Comm. Mgr..... Claire Palmour  
 Chief Engineer..... Gilmer Hulsey

**WGGA—Gainesville—1941**

Frequency: 550 Kc. Power: 5 Kw. d.: 500 W. n.  
 Owned-Operated By..... Blue Ridge Bcstg. Co.  
 Business Address ..... Press-Radio Center  
 Tel.: LE 2-6211..... MBS-KBS  
 Newspaper Affil..... Daily Times  
 Representative..... Rambeau, Vance, Hopple  
 President..... Charles A. Smithgall  
 General Manager..... Robert Schwab  
 Commercial Manager..... James A. Hartley  
 Program Dir..... William A. Sellers  
 Publicity Director..... Ed Storie  
 Chief Engineer..... Wilbert Darracott

**GEORGIA** .....

**WLAB—Gainesville—1956**

Frequency: 1580 Kc. Power: 5 Kw., d.  
Owned. Hall County Bcstg. Co.  
Business Address...117½ W. Washington St.  
Tel.: LE 2-6331 Independent  
Representative Dora-Clayton  
Pres., Gen. Mgr. Ernest H. Reynolds, Jr.  
Sta. Mgr., Prog. Dir. Jim Stevenson  
Comm., Sales Prom. Mgr. Larry Latham  
Publicity Director Gene Robinson

**WHIE—Griffin—1952**

Frequency: 1320 Kw. Power: 1000 Watts d.  
Owned-Oper. By Telerad, Inc.  
Address Box 971  
Tel.: 9451 Independent  
Representative Dixieland; Forjoe  
Pres., Comm. Mgr. John T. Williams  
Sta. Program Dir. Fred L. Watkins  
Publicity Dir. Mrs. Genie Keene

**WKEU—Griffin—1934**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By Radio Station WKEU  
Address Macon Rd.  
Tel.: 5507 MBS-KBS  
General Manager A. W. Marshall Jr.

**WKLY—Hartwell—1947**

Frequency: 980 Kc. Power: 1000 Watts d.  
Owned-Operated By WKLY Bcstg. Co.  
Business Address P.O. Box 430  
Tel.: FR 6-2222 Independent  
Newspaper Affil. Hartwell Sun  
Representative Harry J. Cannon  
Pres., Gen. Mgr. Max G. Pfander  
Commercial Manager Burch Griffin  
Program Director Ken Winchester  
Chief Engineer Broadus McLane

**WCEH—Hawkinsville—1952**

Frequency: 610 Kc. Power: 500 Watts  
Owned Tri-County Bcstg. Co., Inc.  
Address Box 184  
Tel.: TW 3-3381 KBS  
Station Representative Gannon, Clark  
President D. R. Jackson  
Gen., Sta. Mgr. J. D. Popwell  
Sales Prom. Public R. Jackson  
Program Director Jerry Conrad  
Chief Engineer Robert Singleton

**WGML—Hinesville—1958**

Frequency: 990 Kc. Power: 250 Watts  
Owned By Liberty Bcstg. Co., Inc.  
Address Box 15  
Tel.: TR 6-3599 Independent  
President Roscoe Denmark  
Gen., Comm. Mgr. Don Kordecki  
Program Dir. Bill Scott  
Chief Engineer James M. Wilder

**WBGR—Jesup—1949**

Frequency: 1370 Kc. Power: 1000 Watts d.  
Owned-Operated By Altamaha Bcstg. Co.

Address P. O. Box 147  
Tel.: GA 7-2444 KBS  
Representative Cont. Radio Sales  
President W. G. Thomas, Sr.  
Sta., Comm. Mgr. Edward Lynch  
Prog. Dir. Paul Elliot  
Chief Engineer Art Manning

**WLFA—Lafayette—1954**

Frequency: 1590 Kc. Power: 5000 Watts  
Owned-Oper. By Radio Dixie, Inc.  
Business Address 41-B N. Main St.  
Tel.: 4-7676 KBS  
Representative Harry Cannon  
President J. A. Gallimore  
Gen., Sta. Mgr. C. W. Gwyn  
Chief Engineer Charles M. Lowry Jr.

**WLAG—La Grange—1941**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By LaGrange Bcstg. Co.  
Business Address WLAG Bldg.  
Tel.: TUxedo 2-3505 MBS, KBS  
Newspaper Affil. Daily News  
Rep. Indie Sales; Dixieland Stations  
President Roy C. Swank  
General Manager Edwin Mullinax  
Program Director Faye Scarborough  
Chief Engineer James McKay

**WTRP—LaGrange—1953**

Frequency: 620 Kw. Power: 1000 Watts  
Owned Chattahoochee Bcstg. Co., Ltd.  
Address Hammett Bldg.  
Tel.: 9877 Independent  
Transcription Service Thesaurus  
Representative McGillvra  
Partner, Gen. Mgr. Byron H. Hurst, Jr.  
Sta., Comm. Mgr. George Pettett

**WBML—Macon—1940**

Frequency: 1240 Kc. Power: 250 Watts  
Owned Middle Georgia Bcstg. Co.  
Business Address 230 Second St.; Box 1325  
Tel.: Sherwood 3-5454 Independent  
Representative Forjoe  
President C. R. Rader  
Gen., Sta. Mgr. Georeg W. Patton  
Program Director Don King  
Chief Engineer C. L. Wilder

**WCRY—Macon—1957**

Frequency: 900 Kc. Power: 250 Watts, d.  
Owned-Operated By Bill Keller  
Address 1230 Cowan Street  
Tel.: SHerwood 3-9348 Independent  
President Bill Keller  
Gen. Sta. Mgr. Robert V. Rogers  
Chief Engineer Frank Huff

**WIBB—Macon—1948**

Frequency: 1280 Kc. Power: 1000 Watts d.  
Owned-Oper. By Peach State Bcstg. Co., Inc.  
Business Address Professional Bldg.  
Tel.: SHerwood 2-2505 Independent  
Representative Walker-Rawalt; Clayton  
Pres., Gen. Mgr. Thomas H. Maxwell  
Commercial Manager Donald C. Frost

**WMAZ—Macon—1922**

Freq.: 940 Kc. Power: 50,000 Wts. d., 10,000 n.  
 Owned-Oper. By.....Southeastern Bcstg. Co.  
 Address.....Bankers Insurance Bldg.  
 Tel.: SHERWOOD 2-7373.....CBS  
 Representative.....Avery-Knodel  
 Pres., Ch. Engr.....George P. Rankin, Jr.  
 General Manager.....Wilton E. Cobb  
 Commercial Mgr.....Frank Crowther  
 Sales Prom., Pub. Dir.....Joe Andrews

**WNEX—Macon—1945**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned.....Macon Bcstg. Co.  
 Business-Studio Address...2254 Rogers Place  
 Tel.: SH 5-3301.....ABC, MBS  
 Newspaper Affil..Macon Telegraph Pub. Co.  
 Representative.....Branham  
 President.....E. M. Lowe  
 Gen., Sta. Mgr.....Alfred Lowe  
 Program Director.....Mary A. Thompson  
 Ch. Eng.....E. Farber

**WYTH—Madison—1955**

Frequency: 1250 Kc. Power: 1000 Watts d.  
 Owned-Operated By.....Madison Bcstg. Co.  
 Business Address...Beacon Heights; Box 29  
 Tel.: 761.....KBS  
 Station Representative.....Continental  
 Pres., Comm. Mgr.....Henry W. Lanham  
 Gen., Sta. Mgr.....Wayne Foster  
 Sales Promotion Mgr.....Dorris Clark  
 Program Director.....Jim Crosley

**WFDR—Manchester—1957**

Frequency: 1370 Kc. Power: 1 Kw. d.  
 Owned.....Radio Manchester, Inc.  
 Address.....Box 447  
 Tel.: TH 6-2490.....KBS  
 President.....Elmer Loftin  
 Gen. Mgr.....Oecil Grider  
 Sta., Comm. Mgr.....Joe Grammer

**WBIE—Marietta—1955**

Frequency: 1050 Kc. Power: 500 Watts  
 Owned-Oper. By.....Marietta Bcstg. Co.  
 Address.....Box 91  
 Tel.: 8-0469.....Independent  
 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-Operated By.....Wooform, Inc.  
 Address.....Box 131  
 Tel.: 8-3396.....MBS, KBS  
 President.....Albert L. Jones  
 Station Manager.....Gerow Carr  
 Chief Engineer.....Jean Ludwick

**WDAX—McRae—1957**

Frequency: 1410 Kc. Power: 1000 Watts d.  
 Owned.....Radio Telfair, Inc.

Address.....McRae, Ga.  
 Tel.: 6006.....KBS  
 Representative.....Indie Sales  
 President.....Allen M. Woodall  
 Sta. Mgr.....G. Ed Snyder  
 Commercial Manager.....Robert D. Feaster  
 Program Dir.....Lucy C. Jacobs  
 Publicity Dir.....Bruce Bostwick

**WMVG—Milledgeville—1946**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By.....Michael T. Landy  
 Business Address.....P.O. Box 476  
 Tel.: 2250.....MBS-KBS  
 Representative.....Harry Cannon  
 President.....Michael T. Landy  
 Sta. Mgr., Ch. Engr.....Joseph S. Boone  
 Program Director.....Josephine Ragsdale

**WGSR—Millen—1958**

Frequency: 1570 Kc. Power: 250 Watts  
 Owned By.....Jenkins Broadcasting Sys.  
 Business Address.....P.O. Box 773  
 Tel.: 1080.....KBS  
 President.....W. Herbert Brannen  
 Gen. Comm. Mgr., Ch. Eng....Jack V. LoPresti

**WMRE—Monroe—1954**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned.....Walton Bcstg. Co.  
 Address.....Box 191  
 Tel.: 8-1711.....KBS  
 Pres., Gen. Mgr.....Warren G. Gilpin  
 Station Manager.....Derral Morris  
 Prog. Dir.....Mary Jane Campbell  
 Chief Engineer.....Hamilton Masters

**WMGA—Moultrie—1939**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By.....WMGA  
 Business Address.....Tifton Highway  
 Tel.: YU 5-5770.....ABC-KBS  
 Representative.....James S. Ayers  
 Gen. Mgr.....John F. Pidcock  
 Sta., Comm. Mgr.....Roy F. Zess  
 Program Director.....Everett Griner  
 Chief Engineer.....Lamar Beaty

**WMTM—Moultrie—1953**

Frequency: 1300 Kc. Power: 5 Kw. d.  
 Owned-Oper. By.....Colquitt Bcstg. Co.  
 Address.....P. O. Box 531  
 Tel.: YU 5-4517.....Independent  
 Representative.....T. F. Clark  
 President.....N. B. Mills  
 Sta. Mgr., Chief Engr.....D. J. Turner

**WCOH—Newnan—1947**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By.....Newnan Bcstg. Co.  
 Address.....Line Street  
 Tel.: ALPINE 3-4636.....MBS  
 Representative.....Cannon  
 Pres., Gen. Mgr.....James O. Hardin, Jr.  
 Comm., Sales Prom. Mgr....J. T. Williams, Jr.  
 Chief Engineer.....Harold Ward

# GEORGIA

## WBBN—Perry—1956

Frequency: 980 Kc. Power: 500 Watts d.  
Owned Gateway Broadcasting Co.  
Address Highway 41 South  
Tel.: GA 9-2980  
Representative KBS  
Thomas F. Clark  
Gen., Sta., Comm. Mgr. Al H. Evans  
Program Director Jim Lee  
Publicity Director Lyndol C. Evans  
Chief Engineer Marvin D. Strickland

## WSFB—Quitman—1955

Frequency: 1490 Kc. Power: 250 Watts  
Owned Quitman Broadcasting Co.  
Address P. O. Box 632  
Tel.: 2681  
KBS  
Gen., Sta. Mgr. Emerson W. Browne  
Program Director Margie Bowman  
Chief Engineer Emerson W. Browne

## WLAQ—Rome—1947

Frequency: 1410 Kc. Power: 1000 Watts  
Owned-Operated By Mitchell Melof  
Address Box 228  
Tel.: 7767  
ABC  
President Mitchell Melof  
General Manager Don Mitchell  
Chief Engineer Jean Ludwick

## WRGA—Rome—1929

Frequency: 1470 Kc. Power: 5000 Watts  
Owned-Operated By Rome Bcstg. Corp.  
Business Address P.O. Box 1187  
Tel.: 9742  
MBS, KBS  
Newspaper Affil. Gainesville Daily Times  
Representative Walker-Rawalt  
Pres., Gen. Mgr. Mather Payne  
Secretary-treasurer Charles Smithgall  
Station Manager Clarence Salmon  
Commercial Manager Ben Lucas  
Sales Promotion Mgr. Rube Jackson  
Program Director Jim Roberts  
Publicity Director Lee Mowry  
Chief Engineer R. A. Starr

## WROM—Rome—1946

Frequency: 710 Kc. Power: 1000 Watts d.  
Owned-Oper. By Coosa Valley Radio Co.  
Business-Studio Address P. O. Drawer 473  
Tel.: 2-0833  
Independent  
Representative McGillvra  
Comm. Mgr. Dean Covington  
Gen. Mgr. Edward N. McKay  
Program Director Charlie Doss

## WRIP—Rossville—1958

Frequency: 980 Kc. Power: 500 Watts  
Owned By Southern Broadcasting  
Address Ellis Road  
Tel.: WYman 8-3346  
Independent  
President I. Jay Sadow  
General Mgr. Roy Morris  
Program Dir. Nell Woods  
Chief Engineer John Andrews

## WSNT—Sandersville—1956

Frequency: 1490 Kc. Power: 250 Watts  
Owned Washington Bcstg. Co., Inc.  
Business Address Morningside Dr., Box 150  
Tel.: 3174  
KBS  
Representative Dixieland, Continental  
President Herschel L. Webster  
Gen. Mgr. John C. Foster  
Station Manager Robert A. Kilgore  
Program Director Mrs. Iola J. Daniel  
Publicity Director Frank M. Roughton  
Chief Engineer John L. Cooper

## WCCP—Savannah—1946

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By Carter C. Peterson  
Bus.-Studio Address Georgia State Bank Bldg.  
Tel.: AD 2-4182  
MBS  
Representative Walker  
Pres., Gen. Mgr. Carter C. Peterson  
Sta., Comm. Mgr. Weldon Herrin

## WFRP—Savannah—1946

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By Fisher Bcstg. Co.  
Bus. Address 219 E. Charlton St., Box 336  
Tel.: ADams 3-0478  
ABC, KBS  
Representative Everett, McKinney, Inc.  
Gen., Sta. Mgr. John G. Williams  
Sales Prom., Pub. Dir. Bruce Lapp  
Chief Engineer Harvey Thackston

## WJIV—Savannah—1950

Frequency: 900 Kc. Power: 1000 Watts d.  
Owned-Oper. By WJIV, Inc.  
Business Address 128 W. Taylor St.; Box 737  
Tel.: AD 4-7264  
Independent  
Representative Stars Natl.  
Chrmn. of Bd. E. D. Rivers  
President Marie B. Rivers  
Station Manager James L. Woods  
Commercial Manager Abram Eisenman  
Program Director Ray G. "Danny" Clark  
Chief Engineer J. Allen Brimmer

## WSAV—Savannah—1939

Frequency: 630 Kc. Power: 5000 Watts  
Owned-Operated By WSAV, Inc.  
Bus.-Studio Address Liberty Natl. Bank Bldg.  
Tel.: AD 6-0303  
NBC  
Representative Eastman; Ayers  
Pres., Gen. Mgr. Harben Daniel  
Comm. Mgr. Robert Ward  
Sales Prom., Public. Dir. Mrs. Shirley Slater  
Program Dir. Burl Womack  
Chief Engineer Byron Strong

## WSGA—Savannah—1956

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By Coastal Bcstg. Inc.  
Business-Studio Address 409 E. Liberty St.  
Tel.: AD 3-8807  
Independent  
Representative George P. Hollingbery  
Pres., Gen. Mgr. Donald K. Jones  
Commercial Manager John M. Williams

**GEORGIA**

Program Director.....Robert Banks  
 Chief Engineer.....Kenneth Orchard

**WTOC—Savannah—1929**

Frequency: 1290 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Savannah Bcstg. Co.  
 Business-Studio Address.....516 Abercorn St.  
 Tel.: AD 2-0127.....CBS  
 Representative.....Avery-Knodel  
 Pres., Gen. Mgr.....William T. Knight, Jr.  
 Commercial Manager.....Ben Williams  
 Program Director.....Dwight J. Bruce  
 Sls. Prom. Mgr., Pub. Dir.....Frank S. Bryson, Jr.  
 Chief Engineer.....Kyle E. Goodman

**WWNS—Statesboro—1946**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....WWNS, Inc.  
 Address.....P. O. Box 146  
 Tel.: PO 4-5446.....KBS  
 Representative.....Harry J. Cannon  
 Pres., Gen. Mgr.....Don McDougald  
 Commercial Manager.....Jim H. Watson  
 Sales Promotion Mgr.....Eloise Ware  
 Program Director.....Worth McDougald  
 Publicity Dir.....J. Horace McDougald  
 Chief Engineer.....John Carlisle

**WGTA—Summerville—1950**

Frequency: 950 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Tri-State Bcstg. Co.  
 Business Address.....Holland Rd.  
 Tel.: 295-6.....Independent  
 Representative.....Stars National; Forjoe  
 General Manager.....William B. Farrar  
 Program Director.....Rogers Allison  
 Chief Engineer.....James S. Stowers

**WJAT—Swainsboro—1950**

Frequency: 800 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....WJAT, Inc.  
 Address.....Covena Rd., Box 371  
 Tel.: BELmont 7-2011.....Independent  
 General Manager.....James R. Denny  
 Sta., Sales Prom. Mgr.....John J. Bailes  
 Commercial Manager.....Doris M. Lewis  
 Program Director.....Sandra Thompson  
 Chief Engineer.....John H. All, Jr.

**WSYL—Sylvania—1955**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned By.....Sylvania Bcstg. Sys.  
 Tel.: LO 4-6601.....KBS  
 Gen., Sta. Mgr.....Edwin H. Bass  
 Sales Prom. Mgr.....Mildred E. Bass  
 Program Director.....Shirley Scott

**WSFT—Thomaston—1947**

Frequency: 1220 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Thomaston Bcstg. Co.  
 Business-Studio Address.....WSFT Bldg.  
 Tel.: 5421.....KBS  
 Representative.....Dora-Clayton  
 Gen. Mgr.....S. J. Carswell  
 Sta. Mgr., Pro. Dir.....Bill Haule  
 Comm. Mgr.....Claude Thamer  
 Chief Eng.....Walt MacTammany

**WKTG—Thomasville—1947**

Frequency: 730 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....John H. Phipps  
 Address.....P. O. Box 358  
 Tel.: CA 6-5343.....Independent  
 Representative.....Thomas F. Clark  
 President.....John H. Phipps  
 Gen. Mgr.....L. Herschel Graves  
 Comm., Chief Engineer.....Leon Lloyd  
 Program Dir.....Ray Smith

**WPAX—Thomasville—1934**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....H. Wimpy  
 Business-Studio Address.....117 Remington Ave.  
 Tel.: 909.....Independent  
 Owner.....H. Wimpy  
 Commercial Manager.....Al Feinberg

**WTWA—Thomson—1948**

Frequency: 1240 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Hickory Hill Bcstg. Co., Inc.  
 Business Address.....127 Journal St.  
 Tel.: 141.....MBS-KBS  
 Newspaper Affiliation.....McDuffie Progress  
 Pres., Gen. Mgr.....Frank F. Hash  
 Station Mgr., Chief Eng.....Gene D. Hardin  
 Commercial Mgr.....H. E. Buffington, Jr.

**WTIF—Tifton—1957**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned By.....WTIF, Inc.  
 Address.....P. O. Box 260  
 Tel.: 2400.....Independent  
 Station Rep.....Dora-Clayton  
 Pres., Gen. Mgr.....C. N. Todd  
 Program Dir.....Carl Wendell  
 Chief Engineer.....H. C. Clarke, Jr.

**WWGS—Tifton—1946**

Frequency: 1430 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Tifton Bcstg. Corp.  
 Address.....800 S. Main St.  
 Tel.: 1430.....KBS  
 Representative.....Thomas F. Clark  
 Pres., Gen. Mgr.....Ralph N. Edwards  
 Station Mgr.....W. E. Sides  
 Comm. Mgr.....Evelyn K. Edwards

**WLET—Toccoa—1941**

Frequency: 1420 Kc.....Power: 5000 Watts d.  
 Owned-Oper. By.....R. G. LeTourneau  
 Address.....423 Prather Bridge Rd.  
 Tel.: TU 6-2191.....KBS  
 Representative.....Thomas F. Clark, Dixieland  
 President.....R. G. LeTourneau  
 Sta., Comm. Mgr.....Virgle E. Craig  
 Prog., Pub. Dir.....Gene Bollinger  
 Chief Engineer.....C. H. Sulton

**WNEG—Toccoa—1956**

Frequency: 1320 Kc.....Power: 1 Kw.  
 Owned.....Stephens County Bcstg. Co.  
 Address.....108 E. Savannah St.  
 Tel.: TU 6-3131.....Independent

# GEORGIA

Pres., Gen. Mgr. .... Charles H. Gaines  
Sta., Comm. Mgr. .... Roy E. Gaines  
Program Director ..... Jim Marquardt  
Sales Prom. Mgr. .... Ray Shader  
Publicity Director ..... Betty Faye Stowe  
Chief Engineer ..... Thomas Shockley

## WGAF—Valdosta—1951

Frequency: 910 Kc. .... Power: 5000 Watts  
Owned-Operated By ..... Valdosta Bcstg. Co.  
Address ..... 116 W. Hill Ave.  
Tel.: CH 5521 ..... Independent  
Rep. .... John E. Pearson  
President ..... George B. Cook  
Program Dir. .... Willard Belote  
Chief Engineer ..... E. W. Green

## WGOV—Valdosta—1940

Frequency: 950 Kc. .... Power: 5 Kc. d., 1 Kc. n.  
Owend-Oper. .... Georgia-Florida Radio & TV Co.  
Bus. Address ..... Quitman Highway; Box 1182  
Tel.: CH 2-4513 ..... MBS  
Representative ..... Stars Nat'l., Dora-Clayton  
President ..... W. H. Keller, Jr.  
Sta. Mgr. .... A. B. Smith  
Commercial Manager ..... Mrs. A. B. Smith  
Chief Engineer ..... Irvin F. Key

## WJEM—Valdosta—1955

Frequency: 1150 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By ..... Lowndes County Br'dcasters  
Address ..... Hwy. 84, Box 368  
Tel.: CH 2-1565 ..... KBS  
Representative ..... Dixieland  
General Mgr. .... J. E. Massey, Jr.  
Sales Prom. Mgr. .... J. C. Johnson  
Program Dir. .... Bob Wickus  
Chief Engineer ..... Gerald Weeks

## WVOP—Vidalia—1946

Frequency: 970 Kc. .... Power: 5 Kw., d.  
Owned-Operated By ..... Vidalia Bcstg. Co.  
Address ..... Box 391  
Tel.: 3029 ..... KBS  
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.  
Bus. Address ..... Commercial Circle; Box 727  
Tel.: WA 3-2121 ..... Independent  
Rep. .... Cont. Radio Sales  
Pres., Ch. Engr. .... Edgar M. Nobles  
General Manager ..... Lloyd W. Harris  
Commercial Manager ..... Charles G. Hill, Jr.  
Program Director ..... Don Powers  
Publicity Director ..... Lil Nobles

## WKLE—Washington—1955

Frequency: 1370 Kc. .... Power: 1000 Watts  
Owned-Oper. By ..... Radio Station WKLE

Address ..... Berkshire Dr.  
Tel.: 4081 ..... Independent  
Pres., Owner ..... Max G. Plaender  
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: 5 Kw. d., 1 Kw. n.  
Owned-Operated By ..... Teletronics Inc.  
Business Address ..... P.O. Box 858  
Tel.: Atlas 3-4660 ..... Independent  
Representative ..... Thomas Clark  
President ..... James S. Rivers  
General Manager ..... James S. Rivers, Jr.  
Commercial Manager ..... M. L. Dixon  
Program Director ..... Mrs. June Smith  
Chief Engineer ..... L. E. McKinney

## WAYX—Waycross—1936

Frequency: 1230 Kc. .... Power: 250 Watts  
Owned-Operated By ..... Radio WAYX, Inc.  
Business-Studio Address ..... 1600 Carswell Ave.  
Tel.: AT 3-7100 ..... MBS, KBS  
Newspaper Affil. .... Waycross Journal American  
Representative ..... Hal Holman  
Gen. Mgr. .... Ed. L. Von Nordeck  
Commercial Manager ..... Frank Walton  
Prog. Dir. .... R. Williamson  
Chief Eng. .... Milt Lovus

## WBRO—Waynesboro—1954

Frequency: 1310 Kc. .... Power: 1000 Watts d.  
Owned. .... Burke County Broadcasting Co.  
Address ..... Box 151  
Tel.: 2139 ..... KBS  
Pres., Gen., Sta. Mgr., Eng. .... C. Pugh  
Comm. Mgr. .... J. Kennon McNutt

## WBMK—West Point—1958

Frequency: 1310 Kc. .... Power: 1000 Watts  
Owned By ..... Radio Valley, Inc.  
Address ..... P. O. Box 427  
Tel.: 5-3061 ..... KBS  
President ..... J. Didge Bishop  
Gen., Sta. Mgr. .... Jim Murphy  
Commercial Mgr. .... Sam Price, Jr.  
Program Dir. .... Bill Scott  
Chief Engineer ..... Albert Stanoel

## WRLD—West Point—1940

Frequency: 1480 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Valley Bcstg. Co., Inc.  
Business Address ..... 602 N. Cherry Dr.  
Tel.: 2-2771 ..... ABC  
Pres., Gen. Mgr. .... J. C. Henderson  
Station Manager ..... J. M. Driskill  
Commercial Manager ..... Stanley Ward  
Sales Promotion Manager ..... Dorothy Forrester  
Program Director ..... Aileen Love  
Chief Engineer ..... Jim McLester

## WIMO—Winder—1952

Frequency: 1300 Kc. .... Power: 1000 Watts d.  
Owned-Operated By ..... Winder-Monroe Bcstg.

## GEORGIA-HAWAII

Business Address..... P. O. Box 526  
 Tel.: 4831.....KBS  
 Representative.....Hil F. Best  
 President.....W. C. Woodall, Jr.

Gen., Comm., Sta., Sls. Mgr..... C. H. Grider  
 Program Director..... Ethel Grider  
 Publicity Director..... Laverne Hogan  
 Chief Engineer..... D. E. Stafford

Pop.: 569,500  
 Families: 143,300  
 Radio Homes: 128,800

# Hawaii

Stations in State: 15  
 TV Homes: 104,700  
 TV Stations: 7

### KHBC—Hilo—1936

Frequency: 970 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Hialand Deve. Corp.  
 Address.....Piihonua, Hilo  
 Newspaper Affiliation.....Honolulu Star Bulletin  
 Representative.....Peters, Griffin, Woodward, Inc.  
 President.....J. Howard Worrall  
 Sta., Sales Rep.....Melvin B. Wright

### KILA—Hilo—1951

Frequency: 850 Kc.....Power: 1000 Watts  
 Owned-Operated By.....James E. Jaeger  
 Address.....Box 1497  
 Tel.: Hilo 4-372.....KBS  
 Station Representative.....Young  
 Gen. Mgr., Ch. Eng.....James E. Jaeger  
 Commercial Manager.....Lillian Isa  
 Program Director.....Freddie Win

### KIPA—Hilo—1947

Frequency: 1110 Kc.....Power: 1,000 Watts  
 Owned-Oper. By.....Big Island Bcstg. Co., Ltd.  
 Business-Studio Address.....P. O. Box 1602  
 Tel.: 40225.....MBS  
 Representative.....Hollingbery  
 Pres., Gen. Mgr.....A. Harper Pollock  
 Program Dir.....Larry Tavares  
 Chief Engineer.....R. W. Jaderstrom

### KAIM—Honolulu—1956

Frequency: 870 Kc.....Power: 1 Kw.  
 Owned.....Christian Bcstg. Assoc.  
 Address.....1136 12th Avenue  
 Tel.: Honolulu.....KBS  
 Representative.....Best, Moore  
 President.....Robert C. Loveless  
 Gen. Mgr.....Cornelius Keur  
 Comm. Mgr.....E. Henry Fallert

### KGMB—Honolulu—1929

Frequency: 590 Kc.....Power: 5000 Watts  
 Owned By.....Hialand Deve. Corp.  
 Address.....1534 Kapiolani Blvd.  
 Tel.: 9-2011.....CBS  
 Newspaper Affiliation.....Star-Bulletin  
 Representative.....Peters, Griffin, Woodward, Inc.  
 President.....J. Howard Worrall  
 Sta. Mgr.....Melvin B. Wright

### KGU—Honolulu—1922

Frequency: 760 Kc.....Power: 10,000 Watts  
 Owned-Operated By.....Advertiser Pub. Co., Ltd.  
 Address.....Advertisers Bldg.

Tel.: 5-2977.....NBC  
 Representative.....NBC Spot Sales  
 Newspaper Affil.....Advertiser  
 President.....Lorrie P. Thurston  
 General Mgr.....William O. Paine  
 Comm. Mgr.....George C. Mansfield

### KHON—Honolulu—1946

Frequency: 1380 Kc.....Power: 5,000 Watts  
 Owned-Operated By.....South Pacific Bcstrs.  
 Business Address.....1701 Ala Wai Blvd.  
 Tel.: 99-5395.....Independent  
 Gen. Mgr.....Richard H. Lee  
 Sls. Prom. Mgr.....Donald Wesler

### KHVH—Honolulu—1957

Frequency: 1040 Kc.....Power: 5 Kw.  
 Owned-Oper. By.....Kaiser Hawaiian Vil. Radio  
 Business Address.....1290 Ala Moana Blvd.  
 Tel.: 5-3991.....Independent  
 Station Representative.....Young  
 President.....Henry J. Kaiser, Sr.

**Ap** News  
 Is Preferred

... by Sponsors — because it  
 insures a day-to-day association  
 with quality.

**Ap**

Preferred

50 Rockefeller Plaza · New York 20, N. Y.

## HAWAII

General Manager.....Richard C. Block  
 Sales Promotion Manager.....Dan Kawakami  
 Program Director.....Hal Boudreau  
 Chief Engineer.....Sakai Kimata

### KIKI—Honolulu—1951

Frequency: 830 Kc.....Power: 250 Watts  
 Owned-Oper. By.....KIKI, Ltd.  
 Address.....320 Ward Ave.  
 Tel.: 6-3456.....Independent  
 Representative.....Grant  
 Pres., Chief Eng.....Royal V. Howard  
 Gen., Sta. Mgr.....Angelo J. Rossi

### KPOA—Honolulu—1946

Frequency: 650 Kc.....Power: 10,000 Watts d.  
 Owned-Operated By.....Radio Hawaii, Inc.  
 Business Address.....575 Kamoku St.  
 Tel.: 9-5236.....MBS  
 Representative.....George P. Hollingbery  
 President.....Harold Anderson  
 Comm. Mgr.....Perry W. Carle  
 Sales Promotion Manager.....Harry Soria  
 Program Director.....Ron Jacobs  
 Chief Engineer.....Bob Lang

### KULA—Honolulu—1947

Frequency: 690 Kc.....Power: 10,000 Watts  
 Owned-Operated By.....Burnett Bcstg. Co., Inc.  
 Business Address.....P.O. Box 1478

Tel.: 6-3666.....Independent  
 Station Representative.....McGavren-Quinn  
 General Manager.....Jack A. Burnett  
 Station Manager.....John DeMarco  
 Commercial Manager.....Charles Powers

### KANI—Kaneohe, Oahu—1953

Frequency: 1150 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Windward Bcstg. Co., Ltd.  
 Address.....P.O. Box 697, Oahu  
 Tel.: 24-2576.....Independent  
 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.....Box 1748  
 Tel.: LI 2061.....NBC  
 Rep.....NBC Spot Sales  
 General Mgr.....Charles J. Fern  
 Station Mgr.....Tadashi Eto

### KMVI—Wailuku-Maui—1947

Frequency: 550 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Maui Publ. Co., Ltd.  
 Business Address.....Box 374  
 Tel.: 33-981.....NBC  
 Newspaper Affil.....Maui News  
 Representative.....Thomas A. Clarke  
 President.....J. Walter Cameron

# KPOA

RADIO

# DOMINATES!

ALL OF HAWAII with

**10,000 WATTS**

AT 650 ON THE DIAL

... and the MOST in listeners, too

6:00 A.M. — 12 Noon.....	19%	(Mon.
12 Noon — 6:00 P.M.....	16%	thru
6:00 P.M. — Midnight.....	20%	Sun.)

(Latest PULSE of Honolulu's 10 stations)

THE POWERHOUSE OF  
 THE PACIFIC

Vice-Pres. — Fin Hollinger





## HAWAII-IDAHO

General Manager..... Ezra J. Crane  
 Sta., Asst. Gen. Mgr..... Richard E. Mawson  
 Commercial Manager..... Frank Kovacic  
 Sales Prom., Pub. Dir..... W. J. Belknap  
 Chief Engineer..... Spencer Shirraishi

### **KAHU**—Waipahu—1950

Frequency: 920 Kc.....Power: 1000 Watts

Owned-Oper. By..... Rural Bcstg. Co., Ltd.  
 Business Address.... 94-1088 Farrington Hwy.  
 Tel.: 273121.....Independent  
 Station Representative.....Palmer  
 President.....Dr. Timothy Wee  
 General Manager.....Harry En Chu  
 Program Director.....John Livingston  
 Chief Engineer.....Robert Pearson

Pop.: 666,000  
 Families: 201,000  
 Radio Homes: 194,000

## Idaho

Stations in State: 33  
 TV Homes: 145,000  
 TV Stations: 7

### **KBLI**—Blackfoot—1951

Frequency: 690 Kc.....Power: 1 Kw.  
 Owned-Oper. By.....KBLI, Inc.  
 Address.....Box 192  
 Tel.: 780.....Independent  
 Station Representative.....For Joe  
 President.....Howard Johnson  
 Gen., Sta. Mgr.....Tom Thompson  
 Prog. Dir.....Bruce Allen  
 Commercial Mgr.....Gloria Dillard  
 Publicity Director.....Keith Martindale  
 Chief Engineer.....Don Clark

Owned-Operated By... Keith & Ellen Patterson  
 Address.....P. O. Box 2794  
 Tel.: 2-3575.....Independent  
 Representative.....Meeker Co.  
 Pres., Gen. Mgr.....Keith E. Patterson  
 Comm. Mgr.....Lou Clemens  
 Prog. Dir.....Richard Sybert

### **KBAR**—Burley—1946

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....KBIO, Inc.  
 Business-Studio Address.....P. O. Box 461  
 Tel.: OR 8-2244.....ABC-KBS  
 Rep.....Art Moore; Lee O'Connell  
 President.....Jessica L. Longston  
 General Mgr.....Robert E. Pollock  
 Station Mgr.....E. Dennis Skoglund  
 Commercial Mgr.....Keith Conner  
 Sales Prom. Mgr.....Charles Gropp  
 Program Dir.....Eileen Shunway  
 Publicity Dir.....Frank Burke  
 Chief Engineer.....Terry Carter

### **KBOI**—Boise—1947

Frequency: 950 Kc.....Power: 5000 Watts  
 Owned-Operated By... Boise Valley Bcstrs., Inc.  
 Bus.-Studio Address.....1007 W. Jefferson  
 Tel.: 3-2511.....CBS  
 Rep.....Peters, Griffin, Woodward, Inc.  
 Pres., Gen. Mgr.....Westernman Whillock  
 Sta., Comm. Mgr.....Earl Glade, Jr.  
 Sales Prom. Mgr.....Vestal Baker  
 Publicity Director.....Hank Curtis  
 Chief Engineer.....James Johntz, Jr.

### **KCID**—Caldwell—1946

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By... Caldwell Bcstg. Co.  
 Address.....819 Main St.  
 Tel.: 9-3608.....KBS  
 Station Rep.....Harlan G. Oakes  
 Pres., Gen. Mgr.....Clair B. Hull  
 Sta., Comm. Mgr.....Duane D. Wolfe  
 Program Director.....Howard F. Shaw  
 Chief Engineer.....James L. Young

### **KGEM**—Boise—1946

Frequency: 1140 Kc.....Power: 10,000 Watts  
 Owned.....Idaho Bcstg. & TV Corp.  
 Address.....Box 4158  
 Tel.: 4-3511.....MBS, KBS  
 Representative.....Avery-Knodel  
 President.....Cecil Heffel  
 Gen. Mgr.....David Miles  
 Program Director.....James Cowan  
 Commercial Mgr.....Robert Weisenburger  
 Chief Engineer.....Robert V. Beadles

### **KVNI**—Coeur D'Alene—1946

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Rexard Co.  
 Business-Studio Address....Blackwell Island  
 Tel.: MOhawk 4-2196.....Independent  
 Pres., Sta. Mgr.....Rex Koury  
 Program Dir.....Dex Dexter  
 Sales Prom. Mgr.....Bernard Merriman  
 Chief Engineer.....Ed Baker

### **KIDO**—Boise—1928

Frequency: 630 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Mesabi Western Corp.  
 Address.....Chamber of Commerce Bldg.  
 Tel.: 2-4611.....NBC  
 Representative.....John Blair  
 President.....William E. Boeing  
 Commercial Mgr.....John Young  
 Prog. Dir.....Vern Moore  
 Chief Engineer.....Harold Toedlemeier

### **KORT**—Grangeville—1954

Frequency: 1230 Kc.....Power: 250 Watts d.  
 Owner.....Kebco, Inc.  
 Address.....Box 72  
 Tel.: 51.....KBS  
 Representative.....Keystone

### **KYME**—Boise—1955

Frequency: 740 Kc.....Power: 500 Watts

## IDAHO

Pres., Comm. Mgr. .... Ed. M. Brainard  
General Mgr. .... Kay Brainard  
Chief Engineer. .... Robert C. Gordon

### KID—Idaho Falls—1928

Freq.: 590 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By. .... Idaho Radio Corp.  
Address ..... Amond Road  
Tel.: Jackson 2-5100 ..... CBS  
Representative ..... Walker Rawalt  
President ..... A. W. Schwieder  
General Mgr. .... C. N. Layne  
Sta., Comm. Mgr. .... Leonard Wasden  
Program Dir. .... Leo Higham  
Sales Prom. Mgr. .... Lorin Ward  
Publicity Dir. .... Mel Richardson  
Chief Engineer. .... Carroll Secrist

### KIFI—Idaho Falls—1946

Frequency: 1260 Kc. .... Power: 5000 Watts d.  
Owned-Oper. By. .... E. Idaho Bcstg. & TV Co.  
Business-Studio Address ..... Box 581  
Tel.: JA 3-1171 ..... ABC-MBS-KBS  
Newspaper Affil. .... Post, Register  
Representative ..... Avery-Knodel  
Pres., Gen. Mgr. .... J. M. Brady  
Sta. Mgr. .... Dewain Silvester  
Comm. Sales Prom. Mgr. .... Dan Markam  
Prog. Dir. .... Jim Harold  
Publicity Director. .... Muriel Smith  
Chief Engineer. .... Verne Sulier

### KUPI—Idaho Falls—1957

Frequency: 980 Kc. .... Power: 1000 Watts d.  
Owned ..... J. Ronald Bayton  
Address ..... Box 370  
Tel.: JA 2-1101 ..... Independent  
Rep. .... W. S. Grant  
Owner ..... J. Ronald Bayton  
Comm. Mgr. .... Allen Mabry  
Sales Prom. Mgr. .... John Fulmer  
Program Director. .... Bill Goodhope  
Chief Engineer. .... B. J. Bayton

### KART—Jerome—1956

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned ..... KART  
Address ..... L'Herisson Bldg.  
Tel.: EA 4-2321 ..... Independent  
Pres., Gen. Mgr. .... K. Clark  
Commercial Mgr. .... Noel Brittain  
Public-Program Director. .... Marian Clark  
Chief Engineer. .... Bob Phillips

### KWAL—Kellogg-Wallace 1938

Frequency: 620 Kc. .... Power: 1000 Watts  
Owned-Oper. By. .... Metals Bcstg. Co.  
Address ..... Box R, Osborn, Ida.  
Tel.: 1-6101 ..... Independent  
Representative ..... Holman, Art Moore  
Pres., Gen. Mgr. .... R. Lee Black  
Commercial Mgr. .... J. C. Campbell  
Prog. Publicity Dir. .... Wesley Roberts  
Chief Engineer. .... Robert Tremblay

### KOZE—Lewiston—1955

Frequency: 1300 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By. .... Lewis Clark Bcstg. Co.  
Address ..... 2829 Country Club Dr.  
Tel.: SH 3-2502 ..... Independent  
Representative ..... Gil-Perna, Feltis, Jacobson  
Gen. Mgr., Co-Owner ..... J. H. Matlock  
Sta. Mgr., Co-Owner ..... E. A. Hamblin  
Commercial Mgr. .... Bill Wippel  
Sales Prom. Mgr. .... Jim D. Kime  
Program Director. .... By Taylor  
Publicity Director. .... Doug Woodall  
Chief Engineer. .... Tim Waide

### KRLC—Lewiston—1935

Freq.: 1350 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
Owned By. .... Donald A. Thomas  
Address ..... P. O. Box 287  
Tel.: SH 3-1551 ..... Independent  
Representative ..... Forjoe, Art Moore  
Gen. Mgr. .... Donald Thomas  
Program Director. .... Alben Nelson  
Chief Engineer. .... Harold Holbrook

### KRPL—Moscow—1947

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned ..... KRPL, Inc.  
Address ..... Box 396  
Tel.: TU 2-1283 ..... KBS  
Representative ..... Moore, Hil F. Best  
Pres., Gen. Mgr. .... Gale Mix  
Comm. Mgr. .... James Sanberg  
Sales Prom. Mgr. .... Shirley Mix  
Program Director. .... Bob Gese  
Publicity Director. .... Dave La Favour  
Chief Engineer. .... Dale Bobbitt

### KFXD—Nampa—1930

Frequency: 580 Kc. .... Power: 5000 Watts  
Owned-Oper. By. .... E. G. Wenrick Bcstg. Co.  
Business Address ..... 1024 12th Ave. S.  
Tel.: 6-4611 ..... Independent  
Representative ..... Holman  
Co-Owner, Gen. Mgr. .... Ken Kilmer  
Sta. Comm. Manager. .... Doyle Chain  
Prog. Dir. .... Shirl Black  
Sales Promotion Mgr. .... John Boudreau  
Publicity Director. .... Ellis Whitt  
Chief Engineer. .... G. M. Rose

### KLER—Orofino—1958

Frequency: 950 Kc. .... Power: 500 Watts d.  
Owned By. .... Clearwater Broadcasting Co.  
Address ..... Orofino, Ida.  
Tel.: Granite 3-2502 ..... Independent  
Station Representative. .... Feltis, Jacobson  
Co-Owners ..... J. H. Matlock, E. A. Hamblin  
Station Manager. .... John Mix  
Chief Engineer. .... Dick Gohlman

### KPID—Payette—1957

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned By. .... E. F. Hash  
Address ..... 35 S. 8th St.  
Tel.: Midway 2-3351 ..... KBS  
President. .... Earl F. Hash

Gen. Mgr., Chief Engineer..... D. L. Dodd  
 Commercial Mgr..... Joe Lyle  
 Program Dir..... James Williams  
 Promotion Mgr..... Jo Lynn Warner

**KSEI—Pocatello—1926**

Frequency: 930 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Pioneer Bcstrs. Corp.  
 Business-Studio Address.....Box 31  
 Tel: Cedar 3-2121.....NBC  
 Representative.....Weed; Art Moore  
 Pres., Gen. Mgr.....Henry H. Fletcher  
 Commercial Mgr.....John R. Taylor  
 Program Director.....Ruth A. Fletcher  
 Publicity Director.....Olive L. Greene  
 Chief Engineer.....Ellis W. Call

**KWIK—Pocatello—1946**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned.....Pocatello Radio, Inc.  
 Address.....1140 Yellowstone  
 Tel: 1240.....MBS-KBS  
 Representative.....Avery-Knodel  
 President.....Don W. Burden  
 General Manager.....R. W. Burden  
 Comm. Mgr.....Bill Adelstein  
 Program Director.....Lee Parsons  
 Chief Engineer.....Del Chapman

**KYTE—Pocatello—1956**

Frequency: 1290 Kc.....Power: 1 Kw. d.  
 Owned.....Pocatello Bcstg. Co.  
 Address.....355 Yellowstone Ave.  
 Tel: 1290.....KBS  
 Representative.....Ayres  
 President.....Thomas R. Becker  
 Station Manager.....Al Stuetzle  
 Sales Prom. Mgr.....Roy Nicholson  
 Program Director.....P. McKissen  
 Publicity Director.....M. Doyle  
 Chief Engineer.....Dwight L. Zundel

**KPST—Preston—1948**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Voice of The Rockies, Inc.  
 Address.....Preston  
 Tel: 600.....KBS  
 Representative.....Continental  
 President.....Leo R. Hawkes  
 Gen. Mgr., Chief Eng.....D. A. Nash, Jr.  
 Program Dir.....Ruby Nash

**KRXK—Rexburg—1951**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned.....Snake River Radio & TV Co., Inc.  
 Address.....445 S. 2nd East  
 Tel: EL 6-5488.....KBS  
 Station Representative.....BTS  
 Pres., Gen. Mgr.....Gene Shumate  
 Comm. Mgr.....Wes Lawrence  
 Prog. Dir., Chief Eng.....Jim Clawson

**KAYT—Rupert—1955**

Frequency: 970 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Inland Bcstg. Co.  
 Address.....Rupert  
 Tel: HE 6-3746.....Independent  
 Representatives.....Feltis, Jacobson

Pres., Gen. Mgr.....Mervin V. Ling  
 Sta. Comm. Mgr.....George McDonald  
 Chief Engineer.....E. C. Miller

**KSPT—Sandpoint—1949**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Bauer Bcstg. Co.  
 Address.....P. O. 431  
 Tel: CO 3-2179.....KBS  
 Sta. Rep.....Art Moore  
 General Mgr.....Norman Bauer  
 Comm. Mgr.....I. M. Rossmiller

**KBRV—Soda Springs—1957**

Frequency: 540 Kc.....Power: 500 Watts. d.  
 Owned By.....Caribou Broadcasting Co. Inc.  
 Business Address.....Box 1267, Pocatello  
 Tel: Soda Springs 775.....KBS  
 Station Representative.....Feltus  
 President.....Wendell P. Marshall  
 General Manager.....Glen S. Marshall  
 Station Maanger.....R. Dale Dunn  
 Program Director.....Curtis Empey  
 Chief Engineer.....Paul Haviland

**KEEP—Twin Falls—1946**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned By.....Radio Sales Corp.  
 Address.....P. O. Box 511  
 Tel: RE 3-7512.....KBS  
 Station Rep.....Gill-Perna  
 President.....Frank C. McIntyre  
 Comm. Mgr.....Wayne Douglas  
 Prog. Dir.....Lenny Hesterman  
 Chief Engineer.....Walt Snow

**KLIX—Twin Falls—1946**

Frequency: 1310 Kc.....Power: 1000 Watts  
 Owned.....Southern Idaho Bcstg. & TV Co.  
 Business Address.....Eastland & Elizabeth Ave.  
 Tel: BE 3-5840.....Independent  
 Rep.....Avery-Knodel  
 President.....A. L. Glasmann  
 V.P., Gen. Sta. Mgr.....G. O. Glasmann  
 Sales Prom. Mgr.....Juneau Shinn  
 Program Director.....Dave Eardley  
 Chief Engineer.....John Maxson

**KTFI—Twin Falls—1928**

Frequency: 1270 Kc. Power: 5000 d., 1000 n.  
 Owned-Operated By.....Radio Bcstg. Corp.  
 Address.....241 Main Ave. W.  
 Tel: 2400.....NBC  
 Representative.....Weed  
 Pres., Gen., Sta. Mgr.....F. M. Gardner  
 Pub., Prog. Dir., Sales Prom. Mgr.....L. Parker  
 Chief Engineer.....Allen Lee

**KWEI—Weiser—1947**

Frequency: 1220 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Inland Bcst. Co.  
 Business-Studio Address.....Box 791  
 Tel: 700.....Independent  
 Station Representative.....Jacobson, Feltis  
 Pres., Gen. Mgr.....M. V. Ling  
 Sta., Comm., Sls. Mgr., Prog. Dir.....D. Quigley  
 Chief Engineer.....Edwin C. Miller

Pop.: 10,175,000  
Families: 3,095,000  
Radio Homes: 3,035,000

# Illinois

Stations in State: 94  
TV Homes: 2,799,000  
TV Stations: 25

## WOKZ—Alton—1948

Frequency: 1570 Kc. . . . . Power: 1000 Watts, d.  
Owned-Oper. By . . . . . Palen Bcstg. Corp.  
Address . . . . . Godfrey Road  
Tel.: 5-2525 . . . . . Independent  
Rep. . . . . Sears & Ayer  
Pres., Gen. Sta. Mgr. . . . . Edward N. Palen  
Comm., Sales Prom. Mgr. . . . . H. Bunyan  
Program Director . . . . . Russ Benson  
Publicity Dir. . . . . Jim Palom  
Chief Engineer . . . . . Nicholas Bono

## WRAJ—Anna—1957

Frequency: 1440 Kc. . . . . Power: 500 Watts  
Owned . . . . . Anna Bcstg. Co., Inc.  
Address . . . . . Anna Hotel  
Tel.: 1113 . . . . . Independent  
Representative . . . . . Stars National  
President . . . . . Pierce E. Lackey  
Sta., Comm. Mgr. . . . . Robert P. Joseph  
Prog. Dir., Ch. Engr. . . . . Donald C. Michel

## WMRO—Aurora—1938

Frequency: 1280 Kc. . . . . Power: 250 Watts, d.  
Owned-Oper. By . . . . . V. G. Coffey & B. A. Oswalt  
Business-Studio Address . . . . . 184 River St.  
Tel.: 7-4215 . . . . . Independent  
Prog. Dir. . . . . Jeanne M. Doran  
Managers . . . . . Coffey; Oswalt

## WIBV—Belleville—1947

Frequency: 1260 Kc. . . . . Power: 1000 Watts, d.  
Owned-Operated By . . . . . Belleville Bcstg. Co.  
Bus.-Studio-Transmitter Address . . . . . 2100 W. Main  
Tel.: AD 3-5000 . . . . . Independent  
Representative . . . . . Indie Sales  
President . . . . . John W. Lewis  
Gen., Sta. Mgr. . . . . William C. Bailey  
Comm., Sales Prom. Mgr. . . . . Robert Bohn  
Program Director . . . . . Lee W. Coffee  
Chief Engineer . . . . . Marvin M. Mollring

## WJBC—Bloomington—1924

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Bloomington Bcstg. Corp.  
Address . . . . . 209 E. Washington  
Tel.: 5-2078 . . . . . ABC  
Newspaper Affil. . . . . Daily Pantagraph  
Representative . . . . . John E. Pearson  
President . . . . . Loring C. Merwin  
Exec. V.P., Gen. Mgr. . . . . Vernon A. Nolte  
Commercial Manager . . . . . John McDermott  
Program Dir. . . . . Jerry Collins  
Chief Engineer . . . . . Fred Bailey

## WKRO—Cairo—1942

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Cairo Broadcasting Co.  
Business Address . . . . . Box 311

Tel.: 1490 . . . . . Independent  
Gen.-Station-Comm. Mgr. . . . . Merrill C. Currier

## WBYS—Canton—1947

Frequency: 1580 Kc. . . . . Power: 250 Watts, d.  
Owned-Operated By . . . . . Fulton Co. Bcstg. Co.  
Business-Studio-Transmitter . . . . . East Linn Limits  
Tel.: 1877 . . . . . ABC  
President . . . . . Harriett B. Winsor  
General Manager . . . . . Charles E. Wright  
Program Director . . . . . Elizabeth Sawyer  
Chief Engineer . . . . . William I. Wortman

## WCIL—Carbondale—1946

Frequency: 1020 Kc. . . . . Power: 1000 Watts, d.  
Owned-Operated By . . . . . Southern Illinois Bcstg.  
Business-Studio Address . . . . . 218 W. Main St.  
Tel.: 2160 . . . . . Independent  
Sta. Mgr., Ch. Engr. . . . . Paul F. McRoy  
Sales Promotion Mgr. . . . . Larry Doyle

## WROY—Carmi—1948

Frequency: 1460 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By . . . . . Carmi Bcstg Co.  
Address . . . . . U. S. Route 460  
Tel.: 4161 . . . . . Independent  
Membership . . . . . NAB  
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.  
Tel.: 520 . . . . . Independent  
Station Rep. . . . . Sears & Ayer  
Manager . . . . . John Palmer

## WCNT—Centralia—1946

Frequency: 1210 Kc. . . . . Power: 1000 Watts, d.  
Owned . . . . . Southern Illinois Bcstg. Co.  
Address . . . . . Box 428  
Tel.: 5151 . . . . . Independent  
Representative . . . . . Bob Dore  
President . . . . . C. W. Rodgers  
Gen., Sta. Mgr. . . . . Richard O. Bieser  
Sales Promotion Mgr. . . . . Celia Mainer  
Program Director . . . . . Errol Hubbard  
Chief Engineer . . . . . R. Millmaker

## WDWS—Champaign—1937

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owner . . . . . The Champaign News Gazette, Inc.  
Business Address . . . . . 48 Main St.  
Tel.: Fleetwood 6-1855 . . . . . CBS  
Newspaper Aff. . . . . News-Gazette  
Representative . . . . . The Meeker Co.  
President . . . . . Mrs. Helen M. Stevick  
Gen., Sta. Mgr. . . . . Larry Stewart  
Program Dir. . . . . Constance Vogt  
Chief Engineer . . . . . Robert Brown

**WKID—Champaign-Urbana  
1948**

Frequency: 1580 Kc. Power 250 Watts d  
Owned-Operated By.....WKID Bcstg. Co.  
Address.....P. O. Box 192  
Tel.: EM 7-5431.....Independent  
Representative.....John E. Pearson  
President.....Donald T. Harding  
V.P., Gen. Mgr.....Robert F. Meskill  
Ch. Eng.....George Scharf

**WEIC—Charleston—1954**

Frequency: 1270 Kc.....Power: 1000 Watts  
Owner.....The Friendly City Bcstrs.  
Address.....Box 107  
Tel.: DI 5-2149.....KBS  
Rep.....Sears & Ayer  
Pres., Gen. Mgr.....Jack Owens  
Commercial Manager.....Betty Owens  
Sales Promotion Mgr.....Hugh Birdsong  
Prog., Pub. Dir.....Bill Carmody  
Ch. Eng.....William Setliffe

**WAAF—Chicago—1922**

Frequency: 950 Kc.....Power: 1000 Watts, d.  
Owned-Operated By.....Corn Belt Pub., Inc.  
Business Address.....221 N. LaSalle St.  
Tel.: RA 6-1932.....Independent  
Newspaper Affil.....Drovers Journal  
Representative.....Forjoe  
President.....Ward A. Neff  
Exec. V.P.....W. E. Hutchinson  
Gen., Sta. Mgr.....Thomas L. Davis  
Sales Prom. Mgr.....Ralph Kelley  
Program Dir., Pub. Dir.....Bill Bauer  
Chief Engineer.....Carl W. Ulrich

**WAIT—Chicago—1941**

Frequency: 820 Kc.....Power: 5000 Watts, d.  
Owned-Operated By.....Radio Station WAIT  
Bus.-Studio Address.....188 W. Randolph St.  
Tel.: FR 2-0660.....Independent  
Station Rep.....Avery-Knodel  
Gen. Mgr., Prog. Dir.....Robert O. Miller  
Sales Promotion Mgr.....Louis "Tex" Frenkel  
Chief Engineer.....Harry Berg

**WBEE—Chicago—1955**

Frequency: 1570 Kc.....Power: 1000 Watts d.  
Owned.....Rollins Bcstg., Inc.  
Address.....6205 S. Cottage Grove  
Tel.: NO 7-4124.....Independent  
Representative.....Rollins, Grant  
President.....O. Wayne Rollins  
Gen. Mgr.....Robert A. Wencil  
Dir. Sales.....A. R. Lanphear  
Dir. Pub. Rel.....Tim Crow  
Dir. Eng.....G. R. Chambers  
Chief Engineer.....J. R. Burdeau

**WBBM—Chicago—1923**

Frequency: 780 Kc. Power: 50,000 Watts  
Owned-Operated By.....CBS, Inc.  
Address.....630 N. McClurg Ct.  
Tel.: WH 4-6000.....CBS

Sta. Rep.....CBS Spot Sis.  
General Manager.....H. Leslie Atlass  
Asst. Gen. Mgr.....E. H. Shomo  
Executive Ass't.....C. W. Doebler  
Sales Manager.....W. J. Connelly  
Sales Prom. Mgr.....Loren R. Hollenbaek  
Publicity Director.....George Condon  
Program Director.....Arthur Thorsen  
Production Manager.....Kenneth Carbonel  
Chief Engineer.....J. J. Beloungy

**WCFL—Chicago—1926**

Frequency: 1000 Kc.....Power: 50,000 Watts  
Owned.....Chicago Federation of Labor  
Business-Studio Address.....666 Lake Shore Dr.  
Tel.: MO 4-2400.....Independent  
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.  
Tel.:.....DI 8-4440

**WEDC—Chicago—1926**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....Emil Denmark, Inc.  
Address.....3860 W. Ogden Ave.  
Tel.: CR 7-4100.....Independent  
President.....Emil Denmark  
Sta., Comm. Mgr.....Bill Mack  
Chief Engineer.....Richard Tomasiewicz

**SPECIALIZED SELLING  
PAYS OFF —**

MORE THAN 500  
DIFFERENT NATIONAL  
ACCOUNTS ARE BUYING  
FROM **B. T. S.** . . . TODAY!

TAPE PLAYBACKS BRING  
OUR STATIONS 'IN PERSON'

**BROADCAST TIME  
SALES**

'DAZZLES  
'EM WITH  
FOOTWORK'



# How do you measure **Chicago** **Radio Stations?**

*Here are two "yardsticks" that show  
how WGN RADIO measures up!*

## NIELSEN COVERAGE SERVICE No. 2

**Total Radio Homes in Area** . . . . . 4,939,780 . . . . . **WGN leads by 975,540**

### **Homes Reached Day or Night—**

Monthly . . . . . 1,663,050 . . . . . **WGN leads by 336,450**

Weekly . . . . . 1,497,710 . . . . . **WGN leads by 268,930**

### **Daytime Circulation—**

Weekly . . . . . 1,349,700 . . . . . **WGN leads by 221,420**

Daily . . . . . 826,580 . . . . . **WGN leads by 20,810**

### **Nighttime Circulation—**

Weekly . . . . . 850,440 . . . . . **WGN leads by 224,000**

Daily . . . . . 465,440 . . . . . **WGN leads by 109,430**

## NIELSEN, SEPTEMBER-NOVEMBER 1958 NSI REPORT\*

**Quarter Hour Firsts (Entire Week)** . . . . . **WGN 1st**

**Average Quarter Hour Audiences:** . . . . . **WGN 1st**

**Entire Week (6:00 A.M.-12 Midnight)** . . . . . **WGN 1st**

**Afternoons (12 Noon-6:00 P.M. Entire Week)** . . . . . **WGN 1st**

**Nighttime (6:00 P.M.-Midnight-Entire Week)** . . . . . **WGN 1st**

**Weekends (Sat-Sun., 6:00 A.M.-7:00 P.M.)** . . . . . **WGN 1st**

**Reaching More Homes Than  
Any Other Chicago Radio Station**



# **WGN-radio Chicago**

**441 N. Michigan Ave., Chicago 11, Illinois**

**WGES—Chicago—1924**

Frequency: 1390 Kc. Power: 5000 Watts d.  
Bus. Address: 2708 W. Washington Blvd.  
Tel.: SA 2-1700. Independent  
General Manager: John A. Dyer  
Commercial Mgr.: Elizabeth M. Hinsman  
Sales Promotion Manager: K. P. Freda  
Program Director: Herbert Rudolph  
Chief Engineer: William Shunk

**WGN—Chicago—1924**

Frequency: 720 Kc. Power: 50,000 Watts  
Owned-Operated By: Tribune Co.  
Bus. Studio Address: 441 N. Michigan Ave.  
Newspaper Affiliation: The Chicago Tribune  
Tel.: MI 2-7600. Independent  
Representative: Edward Petry  
President: J. Howard Wood  
Gen., Sta. Mgr.: Ward L. Quaal  
Gen. Sales Mgr.: Chas. E. Gates  
Commercial Manager: William A. McGuiness  
Sales Promotion Manager: Charles A. Wilson  
Program Director: Bruce Dennis  
Publicity Director: James Hanlon  
Dir. of Engineering: Carl J. Meyers

**WHFC—Chicago—1925**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: WHFC, Inc.  
Address: 3350 S. Kedzie Ave.  
Tel.: CL 4-7411. Independent  
Rep.: Charles Bernard  
General Manager: Richard W. Hoffman  
Commercial Mgr.: Florence Summers

**WIND—Chicago—1927**

Frequency: 560 Kc. Power: 5000 Watts  
Owned-Oper. By: Westinghouse Bcstg. Co.  
Business Address: 400 N. Michigan Ave.  
Tel.: Whitehall 4-2170. Independent  
Representative: AM Radio Sales  
V.P., Gen. Mgr.: Ralph L. Atlass  
Program Dir.: Don Quinn  
Sales Prom. Mgr.: David Croninger  
Publicity Director: Lynn Mahoney  
Chief Engineer: Kenneth C. Shirk  
Owners of: WBZ-WBZA, Boston-Springfield,  
Mass.; KYW, Cleveland; KDKA, Pittsburgh;  
WOWO, Fort Wayne, Ind.; KEX, Portland, Ore.

**WJJD—Chicago—1934**

Frequency: 1160 Kc. Power: 50,000 Watts  
Owned-Oper. By: Plough Bcstg. Co.  
Bus. Studio Address: 230 N. Michigan Ave.  
Tel.: ST 2-5466. Independent  
Representative: Radio-TV Representatives, Inc.  
President: Harold R. Krelstein  
Gen., Sta. Mgr.: Frederick G. Harm  
Commercial Mgr.: Lloyd Webb  
Sales Prom., Pub. Dir.: Fred Livingston  
Program Dir.: Ralph Blank  
Chief Eng.: Walter F. Myers  
Owners of: WMPS, Memphis, Tenn.; WCOF,  
Boston; WCAO, Baltimore, Md.

**WLS—Chicago—1924**

Frequency: 890 Kc. Power: 50,000 Watts  
Owned-Oper. By: WLS, Inc.  
Business Address: 1230 Washington Blvd.  
Tel.: MO 6-9700. ABC  
Representative: John Blair  
President: James E. Edwards  
Gen., Sta. Mgr.: Glenn Snyder  
Sales Manager: Arch Madsen  
Sales Prom., Pub. Dir.: Roland Sack  
Program Director: Harold Safford  
Chief Engineer: Thomas Rowe

**WMAQ—Chicago—1922**

Frequency: 620 Kc. Power: 50,000 Watts  
Owned-Operated By: National Bcstg. Co., Inc.  
Business Studio Address: Merchandise Mart  
Tel.: SU 7-8300. NBC  
Representative: NBC Radio Spot Sales  
President (NBC): Robert E. Kintner  
V.P. (NBC), Gen. Mgr.: Lloyd E. Yoder  
Sales Manager: Rudi Neubauer  
Sales Promotion Manager: John M. Keys  
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.  
Tel.: MO 6-9060. Independent  
Representative: Devney  
President: Louis B. Lee  
Comm. Mgr.: Marge Strasser  
Program Dir.: Richard D. Lane

**WHOW—Clinton—1947**

Frequency: 1520 Kc. Power: 1000 Watts d.  
Owned-Operated By: Cornbelt Bcstg. Co.  
Business Address: 401½ S. Side Sq.  
Tel.: 305. Independent  
Representative: Holman  
President: J. R. Livesay  
Gen Mgr., Chief Eng.: Rolland O. Looper  
Comm. Sales Prom. Mgr.: Jim Williams

**WDAN—Danville—1938**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By: Northwestern Pub. Co.  
Address: 1500 N. Washington  
Tel.: 1700. CBS  
Representative: Everett-McKinney, Inc.  
General Manager: Robert J. Burow  
Sta. Mgr.: Max Shaffer  
Program Dir.: Honore Ronan  
Chief Engineer: Norlyn Dossey

**WITY—Danville—1953**

Frequency: 980 Kc. Power: 1 Kw.  
Owned: Vermillion Bcstg. Corp.  
Address: P. O. Box 142  
Tel.: 1312. Independent  
Representative: Burn-Smith  
President: Gilbert E. Metzger

# ILLINOIS

Gen., Sta. Mgr.....Elzer Marks  
Comm., Sales Prom. Mgr.....William O'Toole  
Publicity Director.....Cathy Scheurich  
Chief Engineer.....Taylor Clawson

## WDZ—Decatur—1921

Frequency: 1050 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Mid-States Bcstg. Co.  
Business-Studio Address.....265 S. Park St  
Tel.: 3-9744.....Independent  
Representative.....Peters, Griffin, Woodward  
Pres., Gen. Mgr.....Frank C. Schroeder, Jr.  
Commercial Manager.....Clark O. Whitman  
Program Director.....Harry Michaels  
Chief Engineer.....Willard F. Hall

## WSOY—Decatur—1925

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....Illinois Bcstg. Co.  
Address.....1100 E. Pershing Road  
Tel.: 5371.....CBS  
Representative.....Weed  
President.....Frederick W. Schaub  
Gen. Mgr.....M. H. Stuckwish  
Comm. Mgr.....Dale E. Eyman  
Prog., Pub. Dir.....Robert B. King  
Chief Engineer.....Allan Doyle

## WLBK—De Kalb—1947

Frequency: 1360 Kc.....Power: 500 Watts d.  
Owned-Oper. By.....DeKalb Radio Studios, Inc.  
Business-Studio Address.....711 N. First St.  
Tel.: 6-3485.....Independent  
Representative.....Sears & Ayer  
Pres., Gen. Mgr.....George C. Biggar  
Commercial Manager.....Richard Meier  
Program Director.....R. C. Brown  
Publicity Dir.....Fram Booton  
Chief Engineer.....W. Dean Clayton

## WDQN—Du Quoin—1951

Frequency: 1580 Kc.....Power: 250 Watts  
Owned-Oper. By.....DuQuoin Bcstg. Co.  
Address.....Music Center  
Tel.: LI 2-3894.....KBS  
Representative.....Devney  
Pres., Gen. Mgr.....M. R. Lankford  
Comm. Sales Prom. Mgr.....Gene Showalter  
Program, Ch. Eng.....E. Neil Pike

## WAMV—East St. Louis—1935

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....Radio Missouri Corp.  
Business-Studio Address.....Broadview Hotel  
Tel.: BR 1-4626.....ABC  
Representative.....Weed & Co.  
President.....Robert W. Day  
General Mgr.....Elmer Willrich  
Program, Sales Prom. Mgr.....Dan Stengle  
Publicity Dir.....Ray Nelson  
Chief Engineer.....Earle White

## WCRA—Effingham—1947

Frequency: 1090 Kc.....Power: 250 Watts, d.  
Owned-Operated By.....Effingham Bcstg. Co.

Address.....110 N. Banker St.  
Tel.: 1090.....Independent  
Representative.....Devney  
President.....Joseph E. McNaughton  
Gen. Mgr.....George Walker  
Program Director.....R. E. Woody

## WRMN—Elgin—1949

Frequency: 1410 Kc.....Power: 500 Watts  
Owned-Oper. By.....The Elgin Bcstg Co.  
Address.....156 Division St.  
Tel.: SH 1-7700.....Independent  
News Affil.....Pekin Times, Yuma Sun  
Representative.....Devney  
Pres., Gen. Mgr.....J. Richard Sutter  
Prog. Dir., Ch. Engr.....Floyd Brown  
Publicity Director.....Pearl Reynolds

## WEAW—Evanston—1946

Frequency: 1330 Kc.....Power: 1000 Watts  
Owned.....No. Shore Bcstg. Co., Inc.  
Address.....Box 1330  
Tel.: UN 4-7600.....Independent  
Rep.....Good Music Bctrs., Grant Webb  
Pres., Gen. Sta. Mgr.....Edward A. Wheeler  
Commercial Manager.....Don Springgate  
Sales Promotion Mgr.....Robert Cronin  
Pub. Dir.....Doris Peterson  
Program Director.....Mike Locigno

## WNMP—Evanston—1946

Frequency: 1590 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Evanston Broadcasting Co.  
Bus.-Studio-Transmitter.....1580 Sherman Ave.  
Tel.: GR 5-1590.....Independent  
Representative.....Devney  
President.....Angus D. Pfaff  
Chief Engineer.....Thomas Mills

## WFIW—Fairfield—1953

Frequency: 1390 Kw.....Power: 500 Watts d.  
Owned-Oper. By.....Wayne County Bcstg. Co.  
Address.....Box 72  
Tel.: 2159.....KBS  
Representative.....Grant Webb  
Co-Owner, Gen. Mgr.....Thomas S. Land  
Co-Owner.....Bryon Davidson  
Commercial Mgr.....Garnet Williams  
Program Director.....Darrell Linne  
Chief Engineer.....Gil Wallace

## WFRL—Freeport—1947

Frequency: 1570 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Freeport Bcstg. Co., Inc.  
Business-Studio Address.....9 N. Chicago Ave.  
Tel.: ST 436.....Independent  
Representative.....Headley-Reed  
Pres., Gen. Mgr., Chief Eng... Vincent S. Barker  
Commercial Manager.....David Taylor  
Prog. Dir.....Bud Walters

## WGIL—Galesburg—1937

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By.....Galesburg Bcstg. Co., Inc.  
Business Address.....312 Hill Arcade  
Tel.: 4626.....Independent



Newspaper Affiliation...Daily Register Mail  
 Representative .....Wm. G. Rambeau  
 President.....William C. Pritchard  
 Gen., Sta. Mgr.....George D. Donaldson  
 Prog. Dir.....Edward J. Gale  
 Chief Engineer.....R. L. Baughman

**WQUB—Galesburg—1957**

Frequency: 1590 Kc....Power: 5000 Watts d.  
 Owned.....Knox County Bcstg. Corp.  
 Address.....36 Park Plaza  
 Tel.: Dickens 2-3161.....Independent  
 Representative .....Hollingbery  
 President .....G. Laverne Flambo  
 Exec. V.P. & Gen. Mgr....W. E. McClenahan  
 Sales Promotion Manager.....E. P. Davis  
 Program Director.....Jack Davis  
 Publicity Director.....Sally Mathers  
 Chief Engineer.....Douglas Horner

**WEBQ—Harrisburg—1923**

Frequency: 1240 Kc....Power: 250 Watts  
 Owned-Oper. By.....First Trust Association  
 Business-Studio-Transmitter...100 E. Poplar St.  
 Tel: 3-7282 .....KBS  
 Gen.-Station-Comm. Mgr.....Inglls M. Taylor  
 Sales Prom. Mgr.....Ken Hamilton  
 Program Director.....Norma Slaton  
 Publicity Director.....Charles Branum  
 Chief Engineer.....Elmer L. Gladson

**WMCW—Harvard—1955**

Frequency: 1600 Kc....Power: 500 Watts  
 Address.....205 E. Brainard  
 c/o.....Mrs. Esther Blodgett

**WJPF—Herrin—1940**

Frequency: 1340 Kc....Power: 250 Watts  
 Owned-Oper. By.....Egyptian Bcstg. Co.  
 Business-Studio Address.....P. O. Box 179  
 Tel.: 381-382 .....MBS  
 Representative .....Holman  
 President.....Maybelle J. Lyerla  
 Gen., Sta. Mgr.....Charles R. Cook  
 Sales Promotion Manager.....Fred Simmons  
 Program Director.....Louise Samuel  
 Publicity Director.....Frank Samuel  
 Chief Engineer.....Ben E. Orf

**WLDS—Jacksonville—1941**

Frequency: 1180 Kc....Power: 1000 Watts d.  
 Owned..Jacksonville Radio & TV Bcstg. Corp.  
 Business Address.....Fox Theatre Bldg.  
 Tel.: CH 5-7171.....KBS  
 Newspaper Affil.....Journal-Courier  
 Representative .....Hal Holman  
 President .....Robert Fay  
 Gen., Sta. Mgr.....R. Karl Baker  
 Program Director.....T. J. Fairburn  
 Chief Engineer.....G. J. Cassens

**WJOL—Joliet—1929**

Frequency: 1340 Kc....Power: 250 Watts  
 Owned-Operated By.....WJOL, Inc.  
 Business-Studio-Transmitter...601 Walnut St.  
 Tel.: 6-4761.....Independent  
 Representative .....John Pearson

Pres., Gen. Mgr .....Joseph F. Novy  
 Station Manager.....J. F. Cerny  
 Prog. Dir.....Eileen Caron  
 Chief Engineer.....Frank Woodcroft

**WKAN—Kankakee—1947**

Frequency: 1320 Kc....Power: 1000 Watts d.  
 Owned-Oper. By..Kankakee Daily Journal Co.  
 Business-Studio Address..180 N. Schuyler Ave.  
 Tel.: WELLS 3-6633.....Independent  
 Representative .....Sears-Ayer  
 President .....Burrell Small  
 General Manager.....Bruce Brown  
 Station Manager.....Robert Hawkins  
 Program Director.....Orren Allain  
 Chief Engineer.....Richard Eckels

**WKEI—Kewanee—1952**

Frequency: 1450 Kc....Power: 100 Watts  
 Owned-Operated By.....WKEI Bcstg. Co.  
 Address.....202½ N. Tremont  
 Tel.: 4471.....KBS  
 Representative.....H. F. Best  
 Pres., Gen. Mgr., Chf. Engr....E. D. Scandrett  
 Prog., Pub. Dir.....Paul Messplay

**WTAQ—La Grange—1950**

Frequency: 1300 Kc....Power: 500 Watts n.  
 Owned-Oper. By.....S & S Bcstg. Co.  
 Address.....Box 408  
 Tel.: FL 2-1300.....Independent  
 Representative.....W. Donald Roberts  
 President.....Charles Sebastian  
 V. P., Sta. Mgr.....Russ Salter  
 Commercial Manager.....Ralph Faucher  
 Sales Prom. Mgr.....Stanley Noyes  
 Program Dir.....Ted Carlson  
 Asst. Mgr.....Arthur Schlaman  
 Chief Engineer.....Bill Ward

**WLPO—La Salle—1947**

Frequency: 1220 Kc....Power: 1000 Watts d.  
 Owned-Oper. By..La Saile County Bcstg. Co.  
 Bus. Ad.....P. O. Box 215  
 Tel.: CApitol 3-3100.....Independent  
 Newspaper Affiliation...Daily News Tribune  
 Representative .....Grant Webb  
 President .....Peter Miller  
 Gen. Mgr.....William Holm  
 Program Director.....Dan Dunlap  
 Publicity Director.....Laverne Waltman  
 Chief Engineer.....Lawrence McCann

**WAKO—Lawrenceville—1959**

Frequency: 910 Kc....Power: 500 Watts, d.  
 Owned By.....Lawrenceville Bcstg. Co.  
 Address.....Box 210  
 Tel.: 910.....Independent  
 Partner.....Ray J. Lankford

**WPRC—Lincoln—1947**

Frequency: 1370 Kc....Power: 500 Watts d.  
 Owned-Oper. By.....Prairie Radio Corp.  
 Address.....P. O. Box 37  
 Tel.: 1370.....KBS  
 Representative .....Sears & Ayer

**ILLINOIS** .....

Pres., Gen. Mgr.....Ray F. Knochel  
 Comm. Manager.....Paul E. Rankin  
 Program Director.....Earle Layman  
 Publicity Director.....John H. Deal  
 Chief Engineer.....Donald Thompson

**WSMI—Litchfield—1950**

Frequency: 1540 Kc....Power: 1000 Watts d.  
 Owned-Oper. By.....Mid-Illinois Bcstg. Co.  
 Address.....Box 241  
 Tel.: 100.....Independent  
 Representative.....Hil Best  
 Pres., Gen. Mgr.....Hayward L. Talley

**WKAI—Macomb—1947**

Frequency: 1510 Kc....Power: 250 Watts d.  
 Owned-Operated By.....WKAI Bcstg. Co.  
 Address.....113 E. Carroll St.  
 Tel.: TEmple 3-4129.....KBS  
 Newspaper Affiliation.....Daily Journal  
 President.....William H. Rudolph  
 General Manager.....Robert E. Douglas  
 Business Manager.....Verna M. Frye  
 Program Director.....J. Jean Marconnet

**WGGH—Marion—1949**

Frequency: 1150 Kc....Power: 5000 Watts d.  
 Owned-Operated By.....Marion Bcstg. Co.  
 Business Address.....P. O. Box 311  
 Tel.: WYandotte 3-8101.....Independent  
 Representative.....Sears & Ayle  
 Pres., Chief Eng.....George W. Dodds  
 Gen., Sta., Comm. Mgr.....Jim Duncan

**WLBH—Mattoon—1946**

Frequency: 1170 Kc....Power: 250 Watts d.  
 Owned-Operated By.....Mattoon Bcstg. Co.  
 Bus.-Studio Address.....1632½ B'way Ave.  
 Tel.: AD 4-6464.....Independent  
 Representative.....Holman  
 President, Gen.-Station Mgr.....J. R. Livesay  
 Commercial Manager.....Ken Wooddell  
 Sales Prom. 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.  
 Business Address..National State Bank Bldg.  
 Tel.: 2106.....KBS  
 Representative.....Holman  
 Gen. Mgr.....James H. Firmin  
 Commercial Manager.....Virgil E. Smith  
 Program Director.....Fleeta Firmin  
 Chief Engineer.....Carlos M. Steele

**WQUA—Moline—1946**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By.....WQUA, Inc.  
 Address.....1319 F<sup>th</sup> Ave.  
 Tel.: 4-6727.....ABC  
 Representative.....Geo. P. Hollingberry Co.  
 President.....G. LaVerne Flambo  
 V.P., Gen. Mgr.....J. Maxim Ryder  
 Commercial Manager.....Lester Johnson  
 Production Manager.....Robert Nelson  
 Chief Engineer.....Howard Elliott



**News Is Preferred ...**

**... by Listeners . . because it is  
 dependable as well as interesting.**

**Ap  
 Preferred**

50 Rockefeller Plaza

• New York 20, N. Y.

**WRAM—Monmouth—1957**

Frequency: 1330 Kc. Power: 1 Kw.  
 Owned . . . . . Prarieiland Bcstrs.  
 Address . . . . . First & Main St.  
 Tel.: 666 . . . . . Independent  
 Representative . . . . . Pearson  
 Gen. Mgr. . . . . Stephen P. Bellinger  
 Comm. Mgr. . . . . Richard V. Taber  
 Program Dir. . . . . Jack Edsel  
 Chief Engineer . . . . . Fred Hoy

**WVMC—Mount Carmel—1948**

Frequency: 1360 Kc. Power: 500 Watts  
 Owned . . . . . WVMC  
 Business Address . . . . . Box 450  
 Tel.: 1360 . . . . . Independent  
 President . . . . . Stephen P. Bellinger  
 Gen., Comm. Mgr. . . . . Charles H. Green  
 Sales Prom. Mgr. . . . . R. L. Knutstrom  
 Program Director . . . . . David K. Naber  
 Publicity Director . . . . . Albert Freedman  
 Chief Engineer . . . . . Eugene Garrett

**WMIX—Mt. Vernon—1946**

Frequency: 940 Kc. Power: 5000 Watts d.  
 Owned-Oper. By. . . . . Mt. Vernon Radio & Tel. Co.  
 Address . . . . . 121 1/2 N. 9th Street  
 Tel.: 3500 . . . . . Independent  
 Representative . . . . . John E. Pearson Co.  
 President . . . . . John Russell Mitchell  
 General Manager . . . . . R. J. Cheney  
 Comm. Mgr. . . . . C. Schoch  
 Chief Engineer . . . . . Robert MacConnell

**WINI—Murphysboro—1954**

Frequency: 1420 Kc. Power: 500 Watts d.  
 Owned-Oper. By. . . . . Martha D. & Robert M. Rapp  
 Business Address . . . . . 1602 Elm  
 Tel.: 282 . . . . . KBS  
 Representative . . . . . Hil F. Best  
 Gen., Sta. Mgr. . . . . Lew Barwick  
 Chief Engineer . . . . . Lester D. Bilderback

**WOPA—Oak Park—1950**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By. . . . . Village Bcstg. Co.  
 Address . . . . . 408 S. Oak Park Ave.  
 Tel.: VI 8-5760 . . . . . Independent  
 Representative . . . . . Stars National  
 General Manager . . . . . E. Sonderling  
 Station Mgr. . . . . Al Michel

**WVLN—Olney—1947**

Frequency: 740 Kc. Power: 250 Watts d.  
 Owned-Operated By. . . . . Illinois Bcstg.  
 Address . . . . . Decatur, Ill.  
 Tel.: EX 3-2156 . . . . . Independent  
 Pres. . . . . Fred W. Schaub  
 Exec. V.P. . . . . M. Lindsay  
 Gen. Mgr. . . . . E. C. Dorsey  
 Comm. Mgr. . . . . Charles R. Griggs  
 Prog. Dir. . . . . Joe Kosack  
 Chief Engineer . . . . . Stanley Greatline

**WCMY—Ottawa—1952**

Frequency: 1430 Kc. Power: 500 Watts d.  
 Owned-Operated By. . . . . Carl H. Meyer  
 Address . . . . . 417 W. Madison St.  
 Tel.: 551 . . . . . Independent  
 Pres., Gen. Mgr., Ch. Eng. . . . . Carl H. Meyer  
 Comm. Mgr. . . . . D. M. Meyer  
 Sta. Mgr., Prog. Dir. . . . . Robert Meyer

**WPRS—Paris—1951**

Frequency: 1440 Kc. Power: 500 Watts d.  
 Owned-Operated By. . . . . Paris Bcstg. Corp.  
 Address . . . . . Box 262  
 Tel.: 5-0153 . . . . . Independent  
 Pres., Gen. Mgr. . . . . Adlai C. Ferguson, Jr.  
 Commercial Mgr. . . . . James D. Savoye  
 Prog. Dir. . . . . John Powell  
 Publicity Dir. . . . . Gene Tyler  
 Chief Engineer . . . . . Harry Hubbert

**WSIV—Pekin—1946**

Frequency: 1140 Kc. Power: 1000 Watts d.  
 Owned-Operated By. . . . . Pekin Bcstg. Co., Inc.  
 Business-Studio Address . . . . . Arcade Bldg.  
 Tel.: 6-2134 . . . . . Independent  
 Representative . . . . . Sears & Ayer  
 Pres., Gen. Mgr. . . . . W. Kenneth Patterson  
 Sta. Mgr., Pub. Dir. . . . . George C. Udry  
 Comm., Sales Prom. Mgr. . . . . William Hill  
 Program Director . . . . . Roland Struhbar  
 Chief Engineer . . . . . Lowell Lovely

**WEEK—Peoria—1946**

Frequency: 1350 Kc. Power: 1000 Watts  
 Owned-Operated By. . . . . West Central Bcstg. Co.  
 Bus. Add. . . . . 2907 Springfield Rd.  
 Tel.: 9-3961 . . . . . NBC  
 Representative . . . . . Headley-Read  
 President . . . . . Robert S. Kerr  
 V.P., Gen. Mgr. . . . . Fred C. Mueller  
 Commercial Manager . . . . . Coleman Scott  
 Program Director . . . . . Bill Dorn  
 Pub. Dir. . . . . Albert Knapp  
 Ch. Eng. . . . . Wayne Lovely

**WIRL—Peoria—1948**

Frequency: 1290 Kc. Power: 5000 Watts  
 Owned-Oper. By. . . . . Frudeger Bcstg. Co.  
 Bus.-Studio Address. 121 N.E. Jefferson Ave.  
 Tel.: 4-9239 . . . . . Independent  
 Representative . . . . . H-R  
 President . . . . . Robert W. Frudeger  
 General Mgr. . . . . Howard H. Frederick  
 Program Director . . . . . Robyn Weaver  
 Chief Engineer . . . . . Ray Schneider

**WMBD—Peoria—1927**

Frequency: 1470 Kc. Power 5000 Watts  
 Owned-Oper. By. . . . . WMBD, Inc.  
 Address . . . . . 212 S.W. Jefferson Ave.  
 Tel.: 6-0711 . . . . . CBS  
 Reps. . . . . Peters, Griffin, Woodward, Inc.  
 Pres. . . . . Charles C. Caley

# ILLINOIS

Vice Pres. . . . . Robert O. Runnerstrun  
Station Mgr. . . . . Hal Sunberg  
Program Dir. . . . . Bill Mayer  
Publicity Dir. . . . . R. James Bateman  
Chief Engineer . . . . . George Pyle

## WPEO—Peoria—1946

Frequency: 1020 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By . . . . . Radio One Corp.  
Address . . . . . 614-A Main St.  
Tel.: 4-9249 . . . . . Independent  
Representative . . . . . Bolling  
Gen. Mgr. . . . . K. R. Greenwood  
Commercial Manager . . . . . Guy Fowler  
Sales Promotion Manager . . . . . Ken Baugh  
Program Director . . . . . Harry Harrison  
Chief Engineer . . . . . Jerald Devore

## WBBA—Pittsfield—1954

Frequency: 1580 Kc. . . . . Power: 250 Watts d.  
Owned . . . . . Pike Broadcasting Co.  
Address . . . . . Pittsfield  
Tel.: 650 . . . . . Independent  
Representative . . . . . Continental Radio Sales  
President . . . . . G. B. Meyer  
Sta. Mgr., Chief Eng. . . . . Frank Luepke

## WGEM—Quincy—1947

Frequency: 1440 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . Quincy Bcastg. Co.  
Business-Studio Address . . . . . Hotel Quincy  
Tel.: BA 2-6840 . . . . . ABC  
Newspaper Affiliation . . . . . Quincy Herald Whig  
Representative . . . . . Young Reps., Inc.  
President . . . . . T. C. Oakley  
General Manager . . . . . Joe Bonansinga  
Comm. Mgr. . . . . J. Ben Stewart  
Prog. Dir. . . . . Fred Colgan  
Pub. Dir. . . . . Hal Heidbreder  
Chief Engineer . . . . . Frank E. Laughlin

## WTAD—Quincy—1927

Freq.: 930 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By . . . . . Lee Bcastg., Inc.  
Address . . . . . 510 Maine St.  
Tel.: BA 2-6200 . . . . . CBS  
Newspaper Affiliation . . . . . Hannibal Courier Post  
Representative . . . . . Weed & Co.  
President . . . . . Lee P. Loomis  
Gen., Nat'l Sales Mgr. . . . . Walter J. Rothschild  
Asst. Natl. Sls., Comm. Mgr., Wayne W. Cribb  
Sales Prom. Mgr., Pub Dir. . . . . Dick Moore  
Program Director . . . . . Robert Eickmeyer  
Chief Engineer . . . . . J. E. Gray

## WTAY—Robinson—1956

Frequency: 1570 Kc. . . . . Power: 250 Watts d.  
Owned-Oper. By . . . . . Ann Broadcasting Corp.  
Business Address . . . . . P.O. Box 266  
Tel.: 1373 . . . . . KBS  
Representative . . . . . Hil F. Best  
Pres., Gen. Mgr. . . . . Kathryn A. Duncan  
Comm., Sales Prom. Mgr. . . . . James L. Foster  
Program Director . . . . . Thelma Dorsey  
Publicity Director . . . . . Jack Weber  
Chief Engineer . . . . . Danny Doss

## WROK—Rockford—1929

Freq.: 1440 Kc. . . . . Power: 1 Kw. d.; 500 W. n.  
Owned-Operated By . . . . . Winnebago News, Inc.  
Bus.-Studio Address . . . . . Rockford News Tower  
Tel.: 2-6621 . . . . . ABC  
Representative . . . . . H-R  
President . . . . . E. K. Todd  
Gen., Sta. Mgr. . . . . John J. Dixon  
Commercial Manager . . . . . David Salisbury  
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-Operated by . . . . . Radio Rockford, Inc.  
Address . . . . . 113 S. Court St.  
Tel.: 8-1869 . . . . . Independent  
Representative . . . . . Radio-TV Reps.  
President . . . . . Burrell L. Small  
General Manager . . . . . William R. Walker  
Comm. Sls. Prom. Mgr. . . . . Don Hoover  
Program Director . . . . . H. Irving Tingley  
Publicity Director . . . . . William Kelsey  
Chief Engineer . . . . . George Reynolds

## WHBF—Rock Island—1925

Frequency: 1270 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . Rock Island Bcastg. Co.  
Business-Studio Address . . . . . 231 18th St.  
Tel.: RI 6-5441 . . . . . CBS  
Newspaper Affiliation . . . . . Rock Island Argus  
Representative . . . . . Hyett, Avery-Knodel  
President . . . . . Ben H. Potter  
V.P., Gen., Sta. Mgr. . . . . Leslie C. Johnson  
Asst. Mgr., Dir. Sales . . . . . Maurice Corken  
Merchandising Mgr. . . . . Heber Darton  
Program Dir. . . . . Frank S. Hicks  
Publicity Dir. . . . . Fern Hawks  
Chief Engineer . . . . . Robert J. Sennett

## WJBD—Salem—1956

Frequency: 1350 Kc. . . . . Power: 500 Watts. d.  
Owned . . . . . Salem Bcastg. Co.  
Address . . . . . 121 S. Walnut St.  
Tel.: 2000 . . . . . Independent  
Representative . . . . . Grant Webb  
Gen., Sales Mgr. . . . . Bryan Davidson  
Prog. Dir. . . . . Coley Cowan  
Chief Engineer . . . . . Bryan Davidson

## WHCO—Sparta—1955

Frequency: 1230 Kc. . . . . Power 250 W.  
Owned . . . . . Hirsch Communication Eng. Corp.  
Address . . . . . 324 Broadway, Cape Girardeau, Mo.  
Tel.: SP 333 . . . . . Independent  
President . . . . . Robert O. Hirsch  
General Manager . . . . . James F. Collins  
Station Sls. Prom. Manager . . . . . Buford L. Mabrey

## WCVS—Springfield—1926

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . WPFA Radio, Inc.  
Business-Studio Address . . . . . P. O. Box 1088  
Tel.: 4-9855 . . . . . Independent

President.....J. William O'Connor  
 Station Manager.....Al Evans  
 General Manager.....Ed Smith  
 Commercial Manager.....Ken Spengler  
 Sales Promotion Mgr.....Bob Tefentiller  
 Program Director.....Jim McKinney  
 Publicity Director.....Carol Dewing

**WMAY—Springfield—1950**

Freq.: 970 Kc. Power: 1 Kw. d.; 500 W. n.  
 Owned-Oper. By.....Lincoln Bcstg. Corp.  
 Address.....711 Myers Bldg.  
 Tel.: 4-1766.....NBC  
 Representative.....John E. Pearson  
 Pres., Gen. Sta., Comm. Mgr., Gordon Sherman  
 Prom., Pub. Dir.....Joan Meisner  
 Program Director.....Syl Blinkin  
 Chief Engineer.....Melvin Feldman

**WTAX—Springfield—1930**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By.....WTAX, Inc.  
 Business Address.....712 S. 31st St.  
 Tel.: 2-4441.....CBS  
 Representative.....Weed  
 Pres., Gen. Mgr.....Oliver J. Keller  
 Commercial Manager.....O. J. Keller, Jr.  
 Sales Promotion Manager.....W. J. Simon  
 Program Director.....John W. Midgley  
 Publicity Dir.....Bill Miller  
 Chief Engineer.....E. C. Swaringen

**WSDR—Sterling—1949**

Frequency: 1240 Kc. Power: 100 Watts  
 Owned-Oper. By.....Blackhawk Bdcstg. Co.  
 Address.....Lawrence Bldg.  
 Tel.: MA 3400.....Independent  
 Pres., Gen. Mgr.....Sam Bartlett  
 Comm. Mgr.....Lillian Bartlett  
 Asst. Sta. Mgr.....John Rowler  
 Chief Engineer.....Ed Fisher

**WIZZ—Streator—1953**

Frequency: 1250 Kw. Power: 500 Watts d.

Owned-Oper. By.....Streator Bcstg. Co.  
 Address.....Box 377  
 Tel.: 2-2947.....Independent  
 Representative.....John E. Pearson  
 General Manager.....Vernon R. Nunn  
 Comm. Mgr.....Jack Hallstrom  
 Program Director.....Kes Pollock  
 Chief Engineer.....Verne Buland

**WTIM—Taylorville—1949**

Frequency: 1410 Kc. Power: 1000 Watts d  
 Owned-Operated By.....Moyer Bcstg. Co.  
 Address.....Radio Rd.  
 Tel.: DE 6-7900.....Independent  
 Representative.....Continental  
 President.....Roger Moyer  
 General Manager.....James C. Hilderbrand

**WKRS—Waukegan—1949**

Frequency: 1220 Kc. Power: 1000 Watts d.  
 Owned-Operated By.....News-Sun Bcstg. Co.  
 Business Address.....P. O. Box 500  
 Tel.: Delta 6-7900.....Independent  
 Representative.....Devney  
 Gen., Comm. Mgr.....Alfred F. Sorenson  
 Chief Engineer.....Stanley G. Chadwick

**WFRX—West Frankfort—1951**

Frequency: 1300 Kc. Power: 1000 Watts d.  
 Owned.....Pyramid Radio Bcstg. & TV Corp.  
 Address.....1300 S. Logan  
 Tel.: 3-5321.....KBS  
 Representative.....Hal Holman  
 President.....Dr. Guy W. Lambert  
 Gen. Mgr.....Walter C. Schafer

**WCBD—Zion—1947**

Frequency: 820 Kc. Power: 5000 Watts  
 Owned-Oper. By.....Michael J. Mintern  
 Business Address.....2700 Enoch Ave.  
 Managing Director.....Michael J. Mintern  
 Commercial Manager.....Carl Q. Lee

Pop.: 4,639,000  
 Families: 1,475,000  
 Radio Homes: 1,421,000

**Indiana**

Stations in State: 81  
 TV Homes: 1,315,000  
 TV Stations: 18

**WCBC—Anderson—1946**

Frequency: 1470 Kc. Power: 1000 Watts d.  
 Owned-Operated By.....Civic Bdcstg Corp.  
 Address.....Box 350  
 Tel.: 3-5321.....KBS  
 Station Rep.....Hil Best  
 President.....Paul E. Billheimer  
 General Manager.....Gordon Beck  
 Sales Manager.....Raymond Pettis

**WHBU—Anderson—1923**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By.....Anderson Bcstg. Corp.  
 Business-Studio.....640 Citizens Bank Bldg.

Tel.: 7791.....CBS  
 Representative.....Walker  
 President.....C. Bruce McConnell  
 General Manager.....John R. Atkinson  
 Chief Engr.....W. J. Hecht

**WBIW—Bedford—1948**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By.....Bedford Bcstg. Co.  
 Address.....P. O. Box 127  
 Tel.: BRowning 5-7555.....Independent  
 Representative.....McGillvra  
 Co-owners.....A. I. & J. H. McGillvra  
 Chief Engineer.....Carl J. Finger

## INDIANA

### WTTS—Bloomington—1949

Freq.: 1370 Kc. Power 5 Kw. d., 500 W. n.  
Owned-Oper. By.....Sarkes Tarzan, Inc.  
Business-Studio Address....535 S. Walnut St.  
Tel.: 2-3366.....ABC  
Representative.....Meeker  
Membership.....NAB  
President.....Sarkes Tarzan  
Gen. Mgr., Prog. Dir.....Glenn Van Horn  
Sales Mgr.....Ray Bartlett

### WBNL—Boonville—1950

Frequency: 1540 Kc. Power: 250 Watts d.  
Owned-Oper. By.....Boonville Bcstg. Co.  
Address.....Lynnville Road  
Tel.: 980.....KBS  
Pres., Chief Eng.....H. C. Sanders  
Gen., Program Dir.....Norman Hall  
Comm., Sales Prom. Mgr.....David B. Gentry  
Publicity Dir.....Olus Justus

### WCSI—Columbus—1950

Frequency: 1010Kc. Power: 500 Watts d.  
Owned-Oper. By.....White River Bcstg.  
Address.....Box 469  
Tel.: DRexel 6-7411.....Independent  
Representative.....Clark  
President.....R. L. Heminger  
Gen. Mgr.....Jack E. Douglas  
Commercial Mgr.....J. F. Kauper  
Program Dir.....Bob Edwards  
Chief Engineer.....Max Cockley

### WCNB—Connersville—1948

Frequency: 1580 Kc. Power: 250 Watts d.  
Owned-Operated By.....News Examiner Co.  
Business-Studio Address....406 Central Ave.  
Tel.: 1950.....Independent  
Newspaper Affil.....News Examiner  
-Representative.....Gill-Perna  
Secretary.....G. S. Tatman  
Gen., Comm. Mgr.....E. M. Jackson

### WCMR—Elkhart—1956

Frequency: 1270 Kc. Power: 5 Kw. d.  
Owned.....WCMR  
Business Address.....Box 261  
Tel.: 3-4567.....KBS  
Representative.....Hil F. Best  
President.....Clarence C. Moore  
Gen., Sta. Mgr.....Paul R. Deck  
Comm., Sales Prom. Mgr.....Don Freed  
Publicity Director.....C. C. Moore  
Chief Engineer.....Kent Ragsdale

### WTRC—Elkhart—1931

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By.....Truth Radio Corp.  
Business-Studio Address.....Box 636  
Tel.: 3-1960.....NBC  
Newspaper Affiliation.....Elkhart Truth  
Representative.....H.R. Reps  
President.....John F. Dille, Jr.  
Gen. Mgr.....Paul C. Brines  
Commercial Mgr.....Gerard Maloney  
Asst. Mgr.....Edwin J. Lasko

Prog. Dir.....Edwin Huot  
Sales Prom., Publicity Dir.....Ken Owens  
Chief Engineer.....Lester Zellmer

### WEOA—Evansville—1936

Frequency: 1400 Kc. Power: 250 Watts  
Owned.....WEHT, Inc.  
Business-Studio Address.....Box 395  
Tel.: HA 4-9215.....CBS  
Representative.....Gill-Perna  
President.....Edwin G. Richter, Jr.  
General Manager.....William R. Hight  
Prog. Dir.....Peter Dooley  
Publicity Director.....Priscilla Finberg  
Chief Engineer.....William Schultz

### WGBF—Evansville—1923

Frequency: 1280 Kc. Power: 5 Kw. d.; 1 Kw. n.  
Owned-Operated By.....On The Air, Inc.  
Business-Studio Address....1001 Diamond Ave.  
Tel.: HA 2-1171.....NBC  
Representative.....Weed & Co.  
President.....Henry B. Walker  
Ex. V.P., Gen., Sta. Mgr.....Martin L. Leich  
Program Director.....Mrs. Pat Roper  
Publicity Dir.....Gene Crawford  
Chief Engineer.....Erwin P. Schoeny

### WIKY—Evansville—1947

Frequency: 820 Kc. Power: 250 Watts d.  
Owned-Oper. By...South Central Bcstg. Corp.  
Address.....Box 148  
Tel.: 4-8284.....Independent  
Representative.....John E. Pearson Co.  
Pres., Gen.-Sta. Mgr.....John A. Engelbrecht  
Chief Engineer.....George F. Stoltz

### WJPS—Evansville—1948

Frequency: 1330 Kc. Power: 5 Kw. d.; 1 Kw. n.  
Owned-Operated By.....WJPS, Inc.  
Business-Studio Address.....208 Main St.  
Tel.: HArrison 4-6946.....ABC  
Representative.....Bolling  
President.....Robert S. Davis  
Gen., Sta. Mgr.....Verne Paule  
Sales Manager.....R. L. Byers  
Prom. Mgr., Prog. Dir....Charles H. Caldwell  
Chief Engineer.....James Jared

### WANE—Ft. Wayne—1948

Frequency: 1450 Kc. Power: 250 Watts  
Owned.....Indiana Broadcasting Corp.  
Address.....2915 W. State Blvd.  
Tel.: ANthony 9411.....CBS  
Representative.....Petry  
President.....C. Wrede Petersmeyer  
Station Mgr.....Reid G. Chapman  
Program Dir.....James Holston  
Chief Engineer.....C. E. Wallace  
Owners of: WISH, Indianapolis.

### WGL—Ft. Wayne—1924

Frequency: 1250 Kc. Power: 1000 Watts  
Owned-Oper. By...News-Sentinel Bcstg. Co., Inc.  
Bus.-Studio Address....201½ W. Jefferson St.

## INDIANA

Tel.: EA 3366..... ABC  
 Newspaper Affiliation..... News-Sentinel  
 Representative..... **Headley-Reed**  
 President..... Helene R. Foellinger  
 Gen., Sta., Comm. Mgr..... Merrill C. Johnson  
 Sales Prom. Mgr., Pub. Dir..... Patricia McDowell  
 Program Director..... William Hausman  
 Chief Engineer..... Damon Wilson

### **WKJG—Ft. Wayne—1947**

Frequency: 1380 Kc..... Power: 5000 Watts  
 Owner..... WKJG, Inc.  
 Business-Studio Add..... 220 E. Jefferson St.  
 Tel.: ANthony 2295..... NBC  
 Representative..... H-R  
 President..... John F. Dille, Jr.  
 Gen. Sta. Mgr..... Edward G. Thoms  
 Commercial Manager..... Carleton Evans  
 Program Dir..... Calo Mahlock  
 Sales Prom. Mgr..... Wilson Schroeder  
 Chief Eng..... Eugene A. Chase

### **WOWO—Ft. Wayne—1925**

Frequency: 1190 Kc..... Power: 50 Kw.  
 Owner..... Westinghouse Broadcasting Co., Inc.  
 Bus. Studio Address..... 124 W. Washington St.  
 Tel.: AN 9436..... Independent  
 Sta. Rep..... Peters, Griffin, Woodward  
 After July 1..... AM Radio Sales  
 President..... Donald H. McGannon  
 Gen., Sta. Mgr..... Carl W. Vandagriff  
 Commercial Manager..... Tom Longworth  
 Sales Prom. Mgr..... Paul Lindsay  
 Program Dir..... Cal Bollwinkler  
 Publicity Dir..... Hilda C. Woehrmeyer  
 Chief Engineer..... Hal Brokaw  
 Owners of: WBZ-WBZA, Boston-Springfield,  
 Mass.; KYW, Cleveland; KDKA, Pittsburgh;  
 KEX, Portland, Ore.; WIND, Chicago, Ill.

### **WILO—Frankfort—1953**

Frequency: 1570 Kc..... Power: 250 Watts  
 Owned..... Lake Erie Radio & TV Corp.  
 Address..... 52½ E. Washington St.  
 Tel.: 3338..... Independent  
 Station Rep..... Hill Best  
 President..... Theodore M. Nelson  
 Gen. Mgr..... Howard G. Pearcy  
 Commercial Manager..... Phil Wise  
 Program Director..... James Cronkright  
 Chief Engineer..... David Bodley

### **WGRY—Gary—1950**

Frequency: 1370 Kc..... Power: 500 Watts d.  
 Owned-Oper. By..... WGRY, Inc.  
 Address..... 3669 B'way  
 Station Rep..... Grant Webb  
 President..... George Whitney  
 Mgr..... Todd Branson

### **WWCA—Gary—1949**

Frequency: 1270 Kc..... Power: 1000 Watts  
 Owned-Operated By..... Lake Bdcstg Co., Inc.  
 Address..... Hotel Gary  
 Tel.: TU 6-9171..... Independent  
 Station Rep..... John E. Pearson Co.

Pres., Gen. Mgr..... Dee O. Coe  
 Sta. Mgr..... Joseph A. Haas  
 Sales Prom. Mgr..... Thomas B. March  
 Program Director..... Gerry Grainger  
 Chief Engineer..... Victor Voss

### **WKAM—Goshen—1954**

Frequency: 1460 Kc..... Power: 1000 Watts, d.  
 Owned-Operated By..... Kosclusko Bcstg. Corp.  
 Address..... Hotel Goshen  
 Tel.: 3-2219..... Independent  
 Representative..... Rambeau  
 President..... William N. Udell  
 General Mgr..... C. J. Pajakowski  
 Program Dir..... Robert Harris  
 Chief Engineer..... Henry Weaver

### **WJOB—Hammond—1928**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Oper. By..... South Shore Bcstg. Corp.  
 Address..... 6405 Olcott  
 Tel.: TI 4-1230..... Independent  
 Representative..... Rambeau  
 Pres., Gen. Mgr..... R. C. Adair  
 Station Manager..... Len Ellis  
 Sales Promotion Mgr..... Bill Murphy  
 Program Director..... Jerry Mitchell  
 Publicity Director..... Hugh Pieron  
 Chief Engineer..... Carl Hayworth

### **WHLT—Huntington—1957**

Frequency: 1300 Kc..... Power: 500 Watts  
 Owned-Operated By..... Radio Huntington, Inc.  
 Business Address..... Hotel LaFontaine  
 Tel.: 3404..... Independent  
 Pres., Gen. Mgr..... William J. Warren  
 Chief Engineer..... Charles Yelverton

### **WFBM—Indianapolis—1926**

Frequency: 1260 Kc..... Power: 5000 Watts  
 Owned By..... Time, Inc.  
 Address..... 1330 N. Meridian St.  
 Tel.: MEIrose 4-8521..... ABC  
 Representative..... Katz  
 President..... W. C. Pullen, Jr.  
 V.P., Gen. Mgr..... Eldon Campbell  
 Nat. Sales Mgr..... Hugh L. Kirby  
 Comm. Mgr..... Frank Small  
 Prom. Mgr..... John F. Hurlbut  
 Program Dir..... Robert Yeager  
 Asst. Promotion Manager..... Keith C. Strange  
 Chief Engineer..... Kelly Robbins

### **WGEE—Indianapolis—1956**

Frequency: 1590 Kc..... Power: 5 Kw. d.  
 Owned..... Rollins Bcstg. Co.  
 Address..... 4800 E. Raymond St.  
 Tel.: FL 9-5591..... Independent  
 Representative..... Rollins, Grant  
 President..... O. Wayne Rollins  
 Gen., Comm. Mgr..... Arnold C. Johnson  
 Chief Engineer..... Edgar Bouchard

### **WIBC—Indianapolis—1938**

Freq. 1070 Kc... Power: 50 Kw. d.; 10 Kw. n.  
 Owned-Operated By..... WIBC, Inc.

## INDIANA

**Business-Studio Address**.....2835 N. Illinois  
**Tel.:** WA 4-2661.....Independent  
**Representative**.....John Blair  
**President, Gen. Mgr.**.....Richard M. Fairbanks  
**V.P., Commercial Manager**.....Gilbert I. Berry  
**Promotion Director**.....Robert W. Bidlack  
**Prog. Dir.**.....William L. Dean  
**Chief Engineer**.....Robert W. Minton

### WIRE—Indianapolis—1924

**Frequency:** 1430 Kc.....**Power:** 5000 Watts  
**Owned-Oper. By**.....Indianapolis Bcstg., Inc.  
**Business-Studio Add.**...307 N. Pennsylvania St.  
**Tel.:** ME 5-1541.....NBC  
**Representative**.....Peters, Griffin & Woodward  
**President**.....Eugene C. Pulliam  
**Gen., Sta. Mgr.**.....William C. Worcester  
**Comm. Manager**.....Daniel C. Park  
**Sales Prom., Pub. Dir.**.....Richard Clester  
**Prog. Dir.**.....Donald Bruce  
**Chief Eng.**.....Eugene E. Alden

### WISH—Indianapolis—1941

**Frequency:** 1310 Kc. **Power:** 5 Kw. d.; 1 Kw. n.  
**Owned-Oper. By**.....Indiana Bcstg. Corp.  
**Business-Studio Address**..1440 N. Meridian St.  
**Tel.:** ME 4-6411.....CBS  
**Representative**.....Petry  
**President**.....C. Wrede Petersmeyer  
**Gen., Sta. Mgr.**.....Robert B. McConnell  
**Comm. Manager**.....Robert Ohleyer  
**Sales Prom. Mgr., Pub. Dir.**....Ray Reisinger  
**Program Director**.....William E. Frosch, Jr.  
**Chief Engineer**.....Stokes Gresham, Jr.  
**Owners of:** WANE, Fort Wayne, Ind.

### WXLW—Indianapolis—1948

**Frequency:** 950 Kc.....**Power:** 5 Kw. d.  
**Owned-Oper. By**.....Radio Indianapolis, Inc.  
**Address**.....3003 Kessler Blvd.  
**Tel.:** WA 5-6494.....Independent  
**Representative**.....John Pearson Co.  
**President**.....Lyman S. Ayres  
**General Manager**.....Robert D. Enoch  
**Assistant Manager**.....Eugene W. Strack  
**Program Director**.....Greg Smith  
**Chief Engineer**.....Bert Goetzinger

### WITZ—Jasper—1948

**Frequency:** 990 Kc. ....**Power:** 1000 Watts d.  
**Owned-Operated By** ..Jasper on the Air Inc.  
**Address**.....P. O. Box 167  
**Tel.:** 678.....KBS  
**President**.....Dr. Gilbert E. Metzger  
**General Manager**.....Dennis J. Keller  
**Commercial Manager**.....Al Farber  
**Sales Prom. Mgr.**.....Don Bohnert  
**Program Director**.....John Williamson  
**Publicity Director**.....Pat Pinnick  
**Chief Engineer**.....Peter Russo

### WAWK—Kendallville—1955

**Frequency:** 1570 Kc.....**Power:** 250 Watts d.  
**Owned-Oper. By**.....Noble DeKalb Bcstg. Co.  
**Address**.....Box 47  
**Tel.:** 764.....Independent

**V.P., General Manager**.....Paul L. King  
**Commercial Manager**.....Weldon Cornell  
**Program Director**.....Fred Mamahan  
**Chief Engineer**.....John Riddle

### WIOU—Kokomo—1949

**Frequency:** 1350 Kc.....**Power:** 1000 Watts  
**Owner**.....Booth Broadcasting  
**Business Address**.....210½ North Main St.  
**Tel.:** GL 7-1194.....CBS  
**Representative**.....Weed  
**President**.....John L. Booth  
**Gen. Sta. Mgr.**.....John Carl Jeffrey  
**Commercial Manager**.....Richard Schuler  
**Prog. Dir.**.....Hugo J. DiSalvo  
**Pub. Dir.**.....Dorothy Overton  
**Chief Engineer**.....Elvin Cunningham

### WASK—Lafayette—1942

**Frequency:** 1450 Kc.....**Power:** 250 watts  
**Owned**.....Lafayette Bcstg., Inc.  
**Business-Studio Address**.....McCarty Lane  
**Tel.:** 27306.....MBS  
**Representative**.....Wm. G. Rambeau  
**President**.....E. Joseph Bannon  
**General Manager**.....Henry Rosenthal  
**Comm. Mgr.**.....Dick Pittenger  
**Program Dir.**.....Sid Knight  
**Chief Engineer**.....Richard Cochran

### WLOI—La Porte—1948

**Frequency:** 1540 Kc.....**Power:** 250 Watts d.  
**Owned-Oper. By**...La Porte County Bcstg. Co.

**Ap** News  
Is Preferred

... by Sponsors — because it  
insures a day-to-day association  
with quality.

**Ap**

Preferred

50 Rockefeller Plaza · New York 20, N. Y.



Address..... P. O. Box 385  
 Tel.: 4144..... Independent  
 Sta. Rep..... Pearson  
 President..... Dee O. Coe  
 Gen. Mgr..... Robert L. Harris  
 Sales Prom. Mgr..... Thomas B. March  
 Chief Engineer..... Victor Voss

**WBTO—Linton—1953**

Frequency: 1600 Kw..... Power: 500 Watts d.  
 Owned-Oper. By..... The Linton Bcstg. Co.  
 Business Address..... Highway 54 W., Box 231  
 Tel.: 63..... KBS  
 President..... H. C. Sanders  
 General Manager..... H. D. Boardman

**WSAL—Logansport—1949**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Operated By..... Logansport Bcstg. Corp.  
 Address..... P. O. Box 399  
 Tel.: 3111..... MBS  
 President..... Glenn L. Miller  
 Gen., Sta. Mgr..... Richard E. Jackson  
 Comm. Mgr..... Joe Wiler  
 Sales Prom., Pub. Dir..... Carol Zimmerman  
 Program Director..... Gene A. Waters  
 Chief Engineer..... Raymond A. Olson

**WORX—Madison—1953**

Frequency: 1270 Kc..... Power: 1000 Watts  
 Owned-Oper. By..... WORX  
 Address..... Telegraph Hill  
 Tel.: 1270..... KBS  
 Representative..... Hil F. Best Co.  
 Pres., Chief Eng..... C. E. Henson  
 General Manager..... Dick Witty  
 Comm. Mgr..... Lloyd L. Walker

**WBAT—Marion—1947**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Operated By..... Marion Radio Corp.  
 Business-Studio Address..... 303½ S. Adams St.  
 Tel.: 5500..... CBS  
 Representative..... Everett-McKinney  
 President..... Lester G. Spencer  
 V. P., Gen. Mgr..... William Fowler  
 Comm. Mgr..... A. G. Von Dielingen

**WMRI—Marion—1955**

Frequency: 860 Kc..... Power: 250 Watts  
 Owned By..... WMRI, Inc.  
 Business Address..... 610 S. Adams St.  
 Tel.: 5705..... Independent  
 Newspaper Affil..... Chronicle Leader-Tribune  
 Representative..... Sears & Ayer  
 President..... Gardner Thomas  
 Gen. Mgr..... Robert Fincannon  
 Comm. Sales Prom. Mgr..... Robert Wright  
 Program Director..... James Landry, Jr.  
 Publicity Director..... Don Tillman  
 Chief Engineer..... Robert Shively

**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

Tel.: TR 4-5245..... Independent  
 Representative..... Rambeau, Vance, Hopple  
 Pres., Gen. Mgr..... William N. Udell  
 Comm. Mgrs..... Al Hlaus-S. C. McDonnell  
 Program Dir..... Robert E. Pfister  
 Sale Prom. Mgr..... Howard Heckner  
 Publicity Dir..... Sam Searfoss  
 Chief Engineer..... Robert E. Schilling

**WPCO—Mount Vernon—1955**

Frequency: 1590 Kc..... Power: 500 Watts d.  
 Owned..... Mt. Vernon Broadcasting Co.  
 Address..... Box 231  
 Tel.: PO 3-4484..... KBS  
 Pres., Gen. Mgr..... H. C. Sanders  
 Sta., Comm. Mgr..... F. Courtney Smith  
 Chief Engineer..... Ervin White

**WLBC—Muncie—1926**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Operated By .. Tri City Radio Corp.  
 Business Address..... Box 271  
 Tel.: AT 8-4403..... CBS  
 Representative..... Hal Holman  
 Pres., Gen. Sta. Mgr..... D. A. Burton  
 Commercial, Prom. Mgr..... Bill Craig  
 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.  
 Business Address..... 1570 Clifton Ave., Box 526

W

MADISON,  
INDIANA

O

Your  
Prescription  
For  
Sure-Fire  
Sales

Rx

## INDIANA

Tel.: WH 4-2235.....Independent  
Station Rep.....Hil F. Best Co.  
Pres., Gen., Sta. Mgr.....Roy L. Hickox  
Comm., Sales Prom. Mgr.....Ronald Watson  
Program Director.....Jerry Fordyce  
Publicity Dir.....Bill Gillum  
Chief Engineer.....Robert Metzler

### WOCH—North Vernon—1955

Frequency: 1460 Kc.....Power: 500 Watts  
Owned.....Dorrell Ochs  
Address.....P. O. Box 46  
Tel.: FI 9-8421.....Independent  
President, Gen. Mgr.....Dorrell Ochs  
Sta. Mgr.....Arno Walker  
Comm. Mgr.....Marguerite Ochs  
Program Dir.....Eddie Sears  
Publicity Director.....Tom Porter  
Chief Engineer.....Edwin Healy

### WARU—Peru—1954

Frequency: 1600 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Wabash-Peru Bcstg Co., Inc.  
Address.....Hwy. 24  
Representative.....McGillvra  
President, Gen. Mgr.....Dr. Wendell Hansen  
Station Manager.....Howard Roby  
Chief Engineer.....Bob Bassett

### WPGW—Portland—1950

Frequency: 1440 Kc.....Power: 500 Watts d.  
Owned-Oper. By.....Glenn West  
Address.....Box 608  
Tel.: 1094.....KBS  
Owner, Gen. Mgr.....Glenn West

### WRAY—Princeton—1950

Frequency: 1250 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Princeton Bcstg. Co.  
Address.....Box 8  
Tel.: FU 5-4861.....Independent  
Representative.....Devney  
Gen., Sta. Mgr.....M. R. Lankford  
Commercial Mgr.....D. T. Critchfield  
Program Director.....Stuart Lankford  
Chief Engineer.....John S. Sanders

### WKBV—Richmond—1926

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....Central Bcstg. Corp.  
Address.....W. Main St.  
Tel.: 3-1156.....ABN  
Representative.....Robert Meeker  
Pres., Gen., Sta. Mgr.....Lester G. Spencer  
Comm., Sls.....Roland L. Nusbaum  
Sales Prom. Mgr.....C. E. Stevens  
Publicity Director.....W. Woehrmann  
Program Director.....Marie Robbins  
Chief Engineer.....L. J. Duning

### WSLM—Salem—1953

Frequency: 1220 Kw.....Power: 1000 Watts d.  
Owned-Oper. By.....Don H. Martin  
Address.....Radio Ridge  
Tel.: 700.....KBS  
Representative.....Hil F. Best

Pres., Gen. Mgr.....Don H. Martin  
Commercial Mgr.....Margaret Martin  
Sales Promotion Mgr.....Boyd Smedley  
Program Director.....Margaret Martin  
Chief Engineer.....Darrell Dixon

### WJCD—Seymour—1949

Frequency: 1390 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Dr. Azra C. Baker  
Address.....1534 Ewing St.  
Tel.: Jackson 2-1390.....Independent  
Representative.....Kentucky Sales  
Station Mgr.....Bob Shippee  
Program Dir.....Fred Osborne  
Chief Engineer.....Arthur T. Kindell

### WJVA—South Bend—1947

Frequency: 1580 Kc.....Power: 1000 Watts, d.  
Owned By.....Booth Broadcasting Co.  
Address.....Box 179  
Tel.: CE 4-1111.....MBS  
Representative.....Rambeau, Vance, Hopple  
President.....John L. Booth  
Managing Dir.....M. G. Creel  
Commercial Mgr.....Charles Sharpless  
Program Dir.....Al Waters  
Publicity, Sales Prom. Mgr.....Jack Picton  
Chief Engineer.....Louis Ellis

### WNDU—South Bend—1944

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....Michiana Telecasting Corp.  
Address.....Box 989  
Tel.: CE 3-7111.....ABC  
Representative.....Edward Petry  
Pres.....Rev. Theodore M. Hesburgh  
Gen. Manager.....Bernard C. Barth  
Station Manager.....W. T. Hamilton  
Commercial Manager.....Daniel Martin  
Program Director.....Wm. Etherton  
Sales Prom. Mgr.....Evelyn Manuszak  
Chief Engineer.....Bazil O'Hagan

### WSBT—South Bend—1921

Frequency: 960 Kc.....Power: 5000 Watts  
Owned-Operated By The South Bend Tribune  
Bus-Studio Address.....300 W. Jefferson Blvd.  
Tel.: CE 3-3141.....CBS  
Newspaper Affiliation.....South Bend Tribune  
Representative.....Paul H. Raymer  
President.....Franklin D. Schurz  
General Manager.....Neal B. Welch  
Commercial Manager.....Will R. Darch  
Promotion Manager.....James Halpin  
Program Dir.....Robert Drain  
Chief Engineer.....Arthur R. O'Neill

### WTCJ—Tell City—1948

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....James R. Brewer  
Address.....Tell City  
Tel.: 740.....KBS  
Owner, Manager.....James R. Brewer

### WBOW—Terre Haute—1927

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....Radio WBOW, Inc.

**Business-Studio Address** ..... 303 S. 6th St.  
**Tel.:** CR 5034 ..... NBC  
**Representative** ..... Weed  
**President** ..... J. W. O'Conner  
**Station Manager** ..... Ralph Hargue  
**Commercial Manager** ..... Karl Walwik  
**Program Director** ..... Bill Roberts  
**Chief Engineer** ..... Howard Stewart

**WMFT—Terre Haute—1958**

**Frequency:** 1300 Kc. .... **Power:** 500 Watts d.  
**Owned** ..... Citizens Bcstg. Co., Inc.  
**Business Address** ..... 641 Ohio St.; Box 894  
**Tel.:** C-9618 ..... Independent  
**Representative** ..... Burn-Smith  
**Pres., Gen. Mgr.** ..... Archie S. Mobley, Sr.  
**Comm., Sales Prom. Mgr.** ..... Sigel A. Roush  
**Program Directo.** ..... Pauline A. Mobley  
**Publicity Director** ..... Mrs. Wilma Sapp  
**Chief Engineer** ..... Don H. Causey

**WTHI—Terre Haute—1947**

**Frequency:** 1480 Kc. .... **Power:** 1000 Watts d.  
**Owned-Oper. By** Wabash Valley Bdg. Corp.  
**Address** ..... 918 Ohio St.  
**Tel.:** CR 9481 ..... CBS  
**Representative** ..... Bolling  
**President** ..... Anton Hulman, Jr.  
**Gen. Mgr.** ..... Joseph M. Higgins  
**Sales Prom. Mgr.** ..... Charles Cogan  
**Program Director** ..... Ben Falber, Jr.  
**Chief Engineer** ..... Russ Arnold

**WAOV—Vincennes—1940**

**Frequency:** 1450 Kc. .... **Power:** 250 Watts  
**Owned-Operated By** ..... Vincennes Sun Co.

**Business Address** ..... Grand Hotel  
**Tel.:** 787-788 ..... MBS  
**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  
**Program Director** ..... Robert Duckworth  
**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  
**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 W., d.  
**Owned-Operated By** ..... Washington Radio, Inc.  
**Address** ..... 615 S.E. 11th St.  
**Tel.:** 1810 ..... KBS  
**Newspaper Affil.** ..... Wash. Herald  
**Representative** ..... Hil F. Best  
**President** ..... Mrs. H. B. Bausman  
**General Manager** ..... Joe Edwards  
**Commercial Manager** ..... Joe Floerke  
**Prog. Dir.** ..... Gene Cabel  
**Chief Engineer** ..... Joe Fox

Pop.: 2,875,000  
 Families: 884,000  
 Radio Homes: 876,000

**Iowa**

Stations in State: 65  
 TV Homes: 776,000  
 TV Stations: 12

**KLGA—Algona—1956**

**Frequency:** 1600 Kc. .... **Power:** 5 Kw. d.  
**Owned** ..... Kossuth County Bcstg.  
**Address** ..... Box 47  
**Tel.:** CY 4-2475 ..... KBS  
**Representative** ..... Walker-Rawalt  
**President** ..... Frederick Epsatein  
**Gen. Mgr., Ch. Engr.** ..... James J. Wychor  
**Prog. Dir.** ..... Elaine Hutchins

**KASI—Ames—1948**

**Frequency:** 1430 Kc. .... **Power:** 1000 Watts d.  
**Owned-Operated By** ..... Story County Bcstg. Co.  
**Business-Studio Address** ..... 328½ Main St.  
**Tel.:** CE 2-3152 ..... KBS  
**Representative** ..... Hopewell  
**Pres., Gen. Mgr.** ..... William Evans  
**Program Dir.** ..... Carol Farmer  
**Chief Engineer** ..... Bruce Thatcher

**KJAN—Atlantic—1950**

**Frequency:** 1220 Kc. .... **Power:** 250 Watts d.

**Owned-Operated By** ..... Nishna Valley Bcstg. Co.  
**Address** ..... North Olive  
**Tel.:** 1717 ..... KBS  
**Pres., Comm. Mgr.** ..... E. G. Faust  
**Co-Mgrs.** ..... F. G. Miller-H. A. Preston  
**Program, Publicity Dir.** ..... Robert Einhaus  
**Chief Engineer** ..... Arnold E. Wilson

**KWBG—Boone—1950**

**Freq.:** 1590 Kc. .... **Power:** 1 Kw. d.; 500 Wts. n.  
**Owned-Operated By** ..... Boone Bcstg. Co.  
**Address** ..... P. O. Box 36  
**Tel.:** 1590 ..... KBS  
**Newspaper Affil.** ..... News-Republican  
**President** ..... Mary G. Garvey  
**General Manager** ..... H. A. Garvey  
**Program Director** ..... Tom Quinlan  
**Comm., Sales Prom. Mgr.** ..... Richard G. Canier  
**Chief Engineer** ..... John W. Stribling

**KBUR—Burlington—1941**

**Frequency:** 1490. .... **Power:** 250 Watts  
**Owned-Operated By** ..... Burlington Bcstg. Co.

# IOWA

Business-Studio Address.....Roosevelt Ave.  
Tel.: PL 2-2701.....ABC  
Representative.....Rambeau  
Pres., Gen. Mgr.....G. B. McDermott  
Station Manager.....David H. Steinle  
Commercial Manager.....Willis Schwartz  
Sales Prom., Pub. Dir.....Ken Buehl  
Program Director.....Richard Mosena  
Chief Engineer.....Cletus Paull

## KCIM—Carroll—1950

Frequency: 1380 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Carroll Broadcasting Co.  
Address.....Radio Park  
Tel.: 4321.....Independent  
Representative.....Pearson  
General Manager.....Leo R. Mayr  
Commercial Manager.....Lee Sandberg  
Program Director.....Neil Trobak  
Chief Engineer.....Don Stanzyk

## KCRG—Cedar Rapids—1947

Frequency: 1600 Kc.....Power 5000 Watts  
Owned-Oper. By.....Cedar Rapids TV Co.  
Address.....104 1st St., S.W.  
Tel.: EM 4-4194.....MBS  
Newspaper Affil.....Gazette  
Representative.....Everett McKinney  
President.....Joseph F. Hladky, Jr.  
General Manager.....Redd Gardner  
Publicity Director.....Edna A. Herbst  
Chief Engineer.....Ira McDaniel

## KPIG—Cedar Rapids—1949

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By.....Cedar Rapids Bcstg.  
Business Address.....211 1st St., S.W.  
Tel.: EM 3-8265.....Independent  
Representative.....Devney  
President.....John C. Kelly  
Gen., Sta. Mgr.....James I. Mitchell  
Commercial Manager.....James L. Stramel  
Program Director.....Robert Carpenter  
Chief Engineer.....Wayne C. Cornils

## WMT—Cedar Rapids—1922

Frequency: 600 Kc.....Power: 5000 Watts  
Owned.....American Bcstg. Stations, Inc.  
Bus.-Studio Address.....Paramount Theater Bldg.  
Tel.: EM 4-0171.....CBS  
Representative.....Katz  
President.....William B. Dolph  
V.P., General Manager.....William B. Quarton  
Manager.....Kenneth L. Hastie  
Sales Mgr.....Beryl W. Starbuck  
Promotion Mgr.....Jim Sowermaster  
Program Manager.....Dean Landfear  
Publicity Director.....Chuck Worcester  
Chief Engineer.....George Hixenbaugh

## KCOG—Centerville—1949

Frequency: 1400 Kc.....Power: 100 Watts  
Owned.....Centerville Bcstg. Co.  
Address.....1910 S. Main St.  
Tel.: 407.....KBS  
Newspaper Affil.....Daily Iowegian

President.....Robert K. Beck  
Gen., Sta. Mgr.....Clyde Holbrook  
Comm. Mgr., Ch. Eng.....W. H. Lemen  
Program Director.....Richard King

## KCHA—Charles City—1949

Frequency: 1580 Kc.....Power: 500 Watts d.  
Owned-Oper. By.....Radio Incorporated  
Address.....300½ N. Main St.  
Tel.: 787.....KBS  
Pres., Gen. Mgr.....L. J. Bromberg  
Commercial Manager.....Robert Brown  
Program Director.....Richard Snyder  
Publicity Director.....Kay Sullivan  
Chief Engineer.....Vern Bromberg

## KCHE—Cherokee—1952

Frequency: 1440 Kc.....Power: 500 Watts d.  
Owned-Operated By.....Cherokee Bcstg. Co.  
Address.....219½ W. Main St.  
Tel.: 51.....KBS  
Representative.....Best  
Pres., Gen. Mgr.....C. Reznikow

## KCLN—Clinton—1956

Frequency: 1390 Kc.....Power: 1 Kw.  
Owned.....Valley TV & Radio, Inc.  
Address.....514 S. Second St.  
Tel.: CH 3-2174.....Independent  
V.P., Mgr.....Kenneth M. Parker  
Comm. Mgr.....Kenneth A. Willis  
Prog. Dir.....Cres Fluegel

## KROS—Clinton—1941

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....Clinton Bdcstg Corp.  
Address.....246 Fifth Avenue South  
Tel.: CH 2-1252.....MBS  
Representative.....Pearson  
President, General Manager.....B. M. Jacobson  
Oper. Dir., Ch. Eng.....G. A. Parker

## KSWI—Council Bluffs—1947

Frequency: 1560 Kc.....Power: 500 Watts d.  
Owned-Operated By.....Nonpareil Bdcstg. Co.  
Address.....120 S. Main  
Tel.: Council Bluffs.....KBS  
Newspaper Affil.....New Nonpareil  
Representative.....Arthur Hagg & Assoc.  
Gen., Sta. Mgr., Chief Eng.....Robert H. O'Brien  
Commercial Manager.....C. D. Hoovler  
Sales Prom., Pub.....Marjorie W. Morris  
Program Director.....R. M. Hallgren

## KSIB—Creston—1946

Frequency: 1520 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Southwest Iowa Bcstg. Co.  
Address.....Radio Center  
Tel.: ST 2-2155.....KBS  
Representative.....Pearson  
President.....Arden D. McKee  
Gen., Sta., Comm. Mgr.....E. M. Horning  
Prog., Pub. Dir.....J. R. Mills  
Chief Engineer.....Wayne Hatchett

**KFMA—Davenport—1952**

Frequency: 1580 Kc. . . . . Power: 500 Watts d.  
Owned-Oper. By . . . . . Doracar Assoc. Inc.  
Address . . . . . 228 N. La Salle, Chicago  
Tel.: FRanklin 2-6220 . . . . . Independent  
President . . . . . Howard Dorsey  
Commercial Mgr. . . . . Howard Fischer  
Chief Engineer . . . . . Harold Higby

**KSTT—Davenport—1946**

Frequency: 1170 Kc. . . . . Power: 1000 Watts  
Owned-Operated By . . . . . Quint Cities Bcstg. Co.  
Address . . . . . 310 Harrison St.  
Tel.: 6-2541 . . . . . MBS  
Representative . . . . . Walker-Rawalt  
Pres., Gen. Mgr. . . . . Frederick Epstein  
Commercial Manager . . . . . William Parker  
Program Director . . . . . Kenneth Draper  
Publicity Director . . . . . Thomas Elkins  
Chief Engineer . . . . . George Stephenson

**WOC—Davenport—1922**

Frequency: 1420 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . Tri-City Bdcstg. Co.  
Address . . . . . 805 Brady Street  
Tel.: 3-3661 . . . . . NBC  
Representative . . . . . Peters, Griffin, Woodward  
President . . . . . Col. B. J. Palmer  
Station Manager . . . . . Ernest C. Sanders  
Sales Manager . . . . . F. Pax Shaffer  
Sales Prom. Mgr. . . . . Richard Upp  
Program Dir. . . . . Raymond E. Guth  
Chief Eng. . . . . P. Arvidson

**KDEC—Decorah—1947**

Frequency: 1240 Kc. . . . . Power: 250 Watts d.  
Owned-Operated By . . . . . Scenic Bcstg. Co.  
Business-Studio Address . . . . . 308½ W. Water St.  
Tel.: 1240 . . . . . KBS  
Pres., Gen. Mgr. . . . . Verne Koenig  
Commercial Mgr. . . . . Kenneth Bjerke  
Chief Engineer . . . . . Donald Jackson

**KDSN—Denison—1956**

Frequency: 1580 Kc. . . . . Power: 500 Watts  
Owned By . . . . . Denison Bcstg. Co.  
Address . . . . . Box 337  
Tel.: 34 . . . . . Independent  
Pres., Gen. Mgr. . . . . Walter F. Morrison  
Prog., Chief Engineer . . . . . Jim A. Peterson

**KCBC—Des Moines—1946**

Frequency: 1390 Kc. . . . . Power: 1000 Watts  
Owned-Operated By . . . . . Fletcher-Mitchell Corp.  
Address . . . . . Box 1404  
Tel.: CRestwood 7-4483 . . . . . ABC  
Representative . . . . . Devney  
President . . . . . James I. Mitchell  
Gen., Sta. Mgr. . . . . Claire E. Grant  
Commercial Manager . . . . . Bob Bunce  
Sales Prom. Mgr. . . . . Don Purdy  
Program Director . . . . . Bob Lutz  
Chief Engineer . . . . . Robt. S. Brown

**KIOA—Des Moines—1948**

Freq.: 940 Kc. . . . . Power: 10 Kw. d., 5 Kw. n.  
Owned . . . . . Public Radio Corp.  
Business Address . . . . . 5th and Park Sts.  
Tel.: ATLantic 2-9191 . . . . . Independent  
Representative . . . . . Weed  
President . . . . . Lester Kamin  
Gen., Sta. Mgr. . . . . James C. Dowell  
Program Director . . . . . Don MacKinnon  
Chief Engineer . . . . . Lyle W. Nolan

**KRNT—Des Moines—1935**

Frequency: 1350 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . Cowles Bcstg. Co.  
Business Address . . . . . 9th & Pleasant Sts.  
Tel.: CH 3-4141 . . . . . CBS  
Newspaper Affiliation . . . . . Register-Tribune  
Station Representative . . . . . Katz  
General-Station Manager . . . . . Bob Dillon  
Commercial Manager . . . . . Paul Elliott  
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.  
Tel.: CH 3-0571 . . . . . Independent  
Representative . . . . . John E. Pearson  
President . . . . . Lyman S. Ayres  
General Manager . . . . . Raymond W. Baker  
Chief Engineer . . . . . Samuel Mazza

**KWDM—Des Moines—1948**

Frequency: 1150 Kc. . . . . Power: 1000 Watts  
Owned-Operated By . . . . . Des Moines Bcstg. Corp.  
Business-Studio Address . . . . . 419½ Locust  
Tel.: AT 2-8363 . . . . . MBS  
Pres., Comm. Mgr. . . . . George W. Webber  
Gen., Sta. Mgr. . . . . Robert L. Webber  
Program Director . . . . . Edith D. Webber  
Chief Engineer . . . . . Werner Schwarz

**WHO—Des Moines—1924**

Frequency: 1040 Kc. . . . . Power: 50,000 Watts  
Owned-Operated By . . . . . Central Bcsta. Co.  
Address . . . . . 1100 Walnut St.  
Tel.: AT 8-6511 . . . . . NBC  
Representative . . . . . Peters, Griffin & Woodward  
President . . . . . Col. B. J. Palmer  
V. Pres. & Resident Mgr. . . . . Paul A. Loyet  
Exec. V. Pres. . . . . Ralph Evans  
Sales Manager . . . . . Robert H. Harter  
Program Director . . . . . Cecil C. Huntzinger  
Chief Engineer . . . . . Roy W. Pratt

**KDTH—Dubuque—1941**

Frequency: 1370 Kc. . . . . Power: 1000 Watts  
Owner . . . . . Dubuque Telegraph-Herald  
Bus.-Studio Address . . . . . Eighth Ave. & Bluff St.  
Tel.: 3-7351 . . . . . ABC  
Station Representative . . . . . Pearson  
President . . . . . Fred Woodward  
General Manager . . . . . K. S. Gordon  
Commercial Manager . . . . . A. C. Newburgh

# IOWA

Program Director.....Robert Gribbon  
Chief Engineer.....Donald Abitz

## WDBQ—Dubuque—1933

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....WDBQ Bcstg. Co.  
Business Address.....2763 Pennsylvania Ave.  
Tel.: 3-8241.....MBS  
Representative.....Devney  
President.....Oswald Friend  
General Manager.....Philip T. Kelly  
Commercial Manager.....Patrick G. Fleming  
Program Director.....Terry Dorsey  
Chief Engineer.....Donald Heim

## KLIL—Estherville—1952

Frequency: 1340 Kc.....Power: 100 Watts  
Owned.....KLIL, Inc.  
Address.....Box 155  
Tel.: EMerson 2-3521.....KBS  
Pres., Gen. Mgr.....Jack Turnbull  
Commercial Manager.....Lucille Turnbull  
Program Director.....Don Gard  
Sales Prom. Mgr.....Al Howard  
Publicity Director.....George Turner  
Chief Engineer.....Wilbur Ralph

## KMCD—Fairfield—1958

Frequency: 1570 Kw.....Power: 250 Watts d.  
Owned-Oper. By..Bcstg. Engineering Services  
Business Address.....Highway 34; Box 394  
Tel.: 345.....ABC  
Representative.....Rambeau, Vance, Hopple  
President.....G. B. McDermott  
Gen., Sta. Mgr.....William W. Hansen  
Program Director.....Robert H. Morrison  
Publicity Director.....Donald Picken  
Chief Engineer.....Cletus S. Paull

## KVFD—Ft. Dodge—1939

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Northwest Bcstg. Co.  
Business-Studio Address.....Warden Bldg.  
Tel.: 4-0351.....MBS  
Representative.....Pearson  
President, Gen., Sta., Mgr.....Edward Breen  
Comm., Sales Prom. Mgr.....Max E. Landes  
Program Director.....Drexel Peterson  
Chief Engineer.....David G. Sinclair

## KWMT—Fort Dodge—1956

Frequency: 540 Kc.....Power: 1000 Watts d.  
Owned.....American Bcstg. Stations, Inc.  
Business Address.....Box 220  
Tel.: 7-2651.....Independent  
Representative.....Everett-McKinney  
President.....William B. Dolph  
Gen. Mgr.....Burns Nugent  
Program Director.....Don Rose  
Chief Engineer.....Earl Larson

## KXGI—Ft. Madison—1948

Frequency: 1360 Kc.....Power: 1 Kw. Watts d.  
Owned-Oper. By.....C. & R. Gillespie  
Business-Studio Address.....Marquette Bldg.  
Tel.: 1360.....KBS

Representative.....Devney  
General Mgr.....John E. Armel  
Prog. Dir.....Jack Lee

## KGRN—Grinnell—1957

Frequency: 1410.....Power: 500 Watts d.  
Owned.....Grinnell Bcstg. Corp.  
Address.....P. O. Box 67  
Tel.: BE 6-5444.....KBS  
Pres., Gen. Mgr.....Jerril Henry  
Commercial Mgr.....Vic Sayer  
Program Dir.....Robert Armstrong

## KXIC—Iowa City—1948

Frequency: 800 Kc.....Power: 1000 Watts d.  
Owned-Oper. By..Johnson County Bcstg. Corp.  
Business Address.....108½ E. Washington St.  
Tel.: 8-1181.....KBS  
Representative.....Pearson  
President.....Scott Swisher  
General Sta. Mgr.....Gene Claussen  
Commercial Mgr.....F. M. Broders  
Program Director.....Robert Shellady  
Chief Engineer.....Elliott Full

## KOKX—Keokuk—1947

Freq.: 1310 Kc.....Power: 1 Kw. d., 500 w. n.  
Owned-Operated By.....Keokuk Bcstg. Co.  
Business Address.....Hotel Iowa Bldg.  
Tel.: 3670.....Independent  
Representative.....John E. Pearson  
President.....H. W. Stadler  
General Manager.....Robert W. Erickson  
Commercial Manager.....Rudy Thompson  
Program Director.....John Husak  
Chief Engineer.....Joe Malkin

## KLEM—Le Mars—1954

Frequency: 1410 Kc.....Power: 1000 Watts  
Owned-Oper. By.....George M. De Ruyter  
Address.....Box 1410  
Tel.: 1410.....KBS  
Representative.....W. Donald Roberts  
Manager.....George M. DeRuyter  
Assistant Manager.....Robert Coddington

## KMAQ—Maquoketa—1958

Frequency: 1320 Kc.....Power: 500 Watts  
Owned By.....Jackson County Bcstg. Co.  
Business Address.....136½ S. Main St.  
Tel.: OLive 2-2426.....Independent  
Partners...H. & R. Goetz and M. Meythaller  
Gen. Comm. Mgr.....Robert K. Brown  
Sales Prom. Manager.....Duane Willey  
Chief Engineer.....Raymond Shields

## KFJB—Marshalltown—1923

Frequency: 1230 Kc.....Power: 250 Watts  
Operated By.....Marshall Electric Co.  
Address.....133 E. Main St.  
Tel.: 3361.....Independent  
Newspaper Affil.....Times-Republican  
Representative.....Pearson  
President.....John W. Norris  
General Manager.....Paul G. Norris, Jr.

Station Manager.....William P. White  
 Comm. Mgr.....William C. Doll  
 Prog., Pub. Dir.....Dale Smith  
 Chief Engineer.....Herbert Andersor

**KGLO—Mason City—1936**

Frequency: 1300 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Lee Radio, Inc.  
 Bus. Studio Address.....2nd & Pennsylvania  
 Tel.: GArden 3-2540.....CBS  
 Representative.....Weed  
 President.....Lee P. Loomis  
 Exec. V.P., Gen. Mgr.....Herbert R. Ohrt  
 Nat. Sales Mgr.....Walter J. Rothschild  
 Commercial Manager.....Lloyd Loers  
 Program Director.....Bob Clausen  
 Chief Engineer.....Roger Sawyer

**KRIB—Mason City—1952**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By...Western Broadcasting Co.  
 Address.....Mason City  
 Tel.: GArden 4-1276.....Independent  
 President.....Wm. T. Johns, Jr.  
 Gen., Sta. Mgr.....Chas. Loufek  
 Commercial Mgr.....Gordon Lund  
 Program. Publicity Dir.....Robert S. Hale  
 Chief Engineer.....Earle Fritz

**KSMN—Mason City—1948**

Frequency: 1010 Kc.....Power: 1000 W., d.  
 Owned-Oper. By...H. Campbell-D. Blanchard  
 Address.....5 W. State  
 Representative.....Hil F. Best  
 General Manager.....Robert L. Booe  
 Sales Prom. Dir.....Richard Brinkmann  
 Chief Engineer.....Hubert Marshall

**KWPC—Muscatine—1947**

Frequency: 880 Kc.....Power: 250 Watts  
 Owned-Operated By...Muscatine Bcastg. Co.  
 Address.....Mulberry & Houser  
 Tel.: AM 3-2442.....Independent  
 Representative.....Pearson  
 Gen., Sta. Mgr.....George J. Vogler  
 Commercial Manager.....Vince Beckey  
 Program Director.....Marion Templeman  
 Chief Engineer.....David McGowan

**KCOB—Newton—1955**

Frequency: 1280 Kc.....Power: 1000 W. d.  
 Owned By.....Richard C. Brandt  
 Address.....Box 190  
 Tel.: 2100.....Independent  
 Representative.....Grant Webb  
 General Manager.....Jack Kohrumel  
 Prog. Dir.....Blean A. Calkins

**KOEL—Oelwein—1950**

Freq.: 950 Kc... Power: 1 Kw. d., 500 Watts n.  
 Owned-Oper. By...Northeast Iowa Radio Corp.  
 Address.....109 S. Frederick  
 Tel.: 120.....Independent

Representative.....Pearson  
 President.....C. W. Crahan  
 Gen., Sta. Mgr.....W. J. Telch  
 Comm., Prom. Mgr.....Donald McKee  
 Prog., Pub. Dir.....Dale Wood  
 Chief Engineer.....Arnold Zaruba

**KBOE—Oskaloosa—1950**

Frequency: 740 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Oskaloosa Bcastg. Co.  
 Address.....Box 518  
 Tel.: OR 3-3493.....Independent  
 Representative.....Pearson  
 President.....E. G. Wenrick  
 Gen., Sta., Comm. Mgr.....Glen Stanley  
 Program Director.....Lester Wright  
 Publicity Director.....John Halligan  
 Chief Engineer.....William Brubaker

**KBIZ—Ottumwa—1941**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....KBIZ, Inc.  
 Address.....209 E. Second St.  
 Tel.: MU 2-4535.....ABC  
 Representative.....W. D. Roberts  
 President.....James J. Conroy  
 Exec. V.P., Gen. Mgr.....Dale Cowle  
 Sales Prom. Mgr., Pub. Dir.....Kay Rea  
 Program Director.....Jim Bolen  
 Chief Engineer.....Loyd Hanson

**KLEE—Ottumwa—1954**

Frequency: 1480 Kc.....Power: 500 Watts d.  
 Owned.....Carroll H. Marts  
 Address.....425½ West 2nd St.  
 Tel.: MU 4-5425.....KBS  
 Pres., Gen. Mgr.....J. W. O'Connor  
 Sta., Comm. Mgr.....Joseph Salvi  
 Program Director.....John E. Palmer  
 Chief Engineer.....David Barcus

**KFNF—Shenandoah—1924**

Freq.: 910 Kc... Power: 1000 Wts. d., 500 n.  
 Owned-Operated By...Capital Bcastg. Co.  
 Address.....405 Sycamore  
 Tel.: 1302.....Independent  
 Representative.....H-R  
 President.....Don Searle  
 General, Station Manager.....K. C. Titus  
 Program Director.....Pete Howard  
 Chief Engineer.....Franz Cherny

**KMA—Shenandoah—1925**

Frequency: 960 Kc.....Power: 5 Kw. d.  
 Owned-Operated By.....May Bcastg. Co.  
 Address.....Kina Auditorium  
 Tel.: 192.....ABC  
 Representative.....Edward Petry  
 President.....Edward W. May  
 General Mgr.....Owen Saddler  
 Station Mgr.....Anthony Koelker  
 Commercial Mgr.....Cecil H. Hamilton, Jr.  
 Prog., Publicity Dir.....Duane Modrow  
 Program Director.....Dean Naven  
 Chief Engineer.....Don Burrichter

**IOWA-KANSAS**

**KMNS—Sioux City—1949**

Frequency: 620 Kc. Power: 1000 Watts  
 Owned-Oper. By: Siouxland Bcstg. Co.  
 Address: 620 Insurance Exchange Bldg.  
 Tel.: 8-0628 Independent  
 Representative: Pearson  
 President: James Stuart  
 General Manager: Jan Dellinger  
 Program Director: Donald Frost  
 Publicity Dir.: Nancy Burns  
 Chief Eng.: Philip Maher

**KSCJ—Sioux City—1927**

Frequency: 1360 Kc. Power: 5000 Watts  
 Owned-Operated By: Perkins Bros. Co.  
 Business-Studio Address: 415 Douglas St.  
 Tel.: 5-7993 ABC  
 Newspaper Affiliation: Journal-Tribune  
 Representative: George P. Hollingbery  
 President: W. R. Perkins  
 Sta., Comm. Mgr.: Eugene T. Flaherty  
 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.  
 Tel.: 8-0165 Independent  
 Representative: Everett-McKinney  
 President: John C. Kelly  
 General Manager: Lennon Kelly  
 Chief Engineer: Sam Seldon

**KICD—Spencer—1942**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By: Iowa Great Lakes Bcstg. Co.  
 Address: Highway 71, N.  
 Tel.: 1240 Independent  
 Representative: Pearson  
 Pres., Gen. Mgr.: Ben B. Sanders  
 Commercial Mgr.: Mary Lundt  
 Program, Oper. Mgr.: Mason Dixon  
 Chief Engineer: Eldon Kanago

**KAYL—Storm Lake—1948**

Frequency: 990 Kc. Power: 250 Watts d.  
 Owned-Operated By: Cornbelt Bcstg. Co.  
 Address: Park Building

Tel.: RE 2-3520 KBS  
 President: O. J. Grau  
 Sta. Mgr., Prog. Dir.: Paul Benson  
 Commercial Manager: Aleda W. Horner  
 Publicity Director: Andy Lynn  
 Chief Engineer: Robert L. Lamb

**KWWL—Waterloo—1947**

Freq.: 1330 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By: Black Hawk Bdcstg Co.  
 Address: Insurance Bldg.  
 Tel.: AD 4-4404 MBS  
 Representative: Avery-Knodel, Inc.  
 President: Ralph J. McElroy  
 Gen., Sta. Mgr.: Bill C. Baldwin  
 Program, Publicity Dir.: Donald V. Abbott  
 Sales Prom. Mgr.: Douglas Chingo  
 Chief Engineer: T. W. Kirksey

**KXEL—Waterloo—1942**

Frequency: 1540 Kc. Power: 50,000 Watts  
 Owned-Oper. By: Cy N. Bahakel  
 Address: Highway 20 East  
 Tel.: AD 3-3371 ABC  
 Representative: Bolling  
 President: Egmont Sonderling  
 V.P. Mgr.: Alan Henry  
 Commercial Manager: Al Laval  
 Comptroller: William E. Craig  
 Dir. of Operations: Don E. Kassner

**KWVY—Waverly—1958**

Frequency: 1470 Kc. Power: 1 kw., d.  
 Owned By: Cedar Valley Bcstg. Co.  
 Address: 123 1st St. S.E.  
 Tel.: 1470 Independent  
 Pres., Gen. Mgr.: J. W. Talbott  
 Program Dir.: J. A. Meyer  
 Chief Engineer: B. N. Murphy

**KJFJ—Webster City—1950**

Frequency: 1570 Kc. Power: 250 Watts d.  
 Owned-Oper. By: Triangle Bcstrs.  
 Address: Box 222  
 Tel.: TEmple 2-1410 KBS  
 Representative: Hil F. Best  
 Pres., Comm. Mgr.: D. D. Trey  
 Sta. Mgr., Ch. Engr.: Glen Barnett  
 Program Director: G. D. Warland  
 Publicity Director: Cal Haworth

Pop.: 2,275,000  
 Families: 724,000  
 Radio Homes: 672,000

**Kansas**

Stations in State: 47  
 TV Homes: 571,000  
 TV Stations: 10

**KSOK—Arkansas City—1947**

Freq.: 1280 Kc. Power: 1 Kw. d., 100 W. n.  
 Owned-Operated By: The KSOK Bdcstg. Co.  
 Address: P.O. Drawer 917  
 Tel.: 2666 Independent  
 President: Oscar S. Stauffer  
 Gen. Sta. Mgr.: S. C. Thompson  
 Commercial Manager: R. M. Potter

Program Director: Earl Clayton, Jr.  
 Chief Engineer: N. Wayne Owens

**KARE—Atchison—1939**

Frequency: 1470 Kc. Power: 1000 Watts  
 Owned-Oper. By: Griffith-Buening Bdstg. Co.  
 Address: Fifth & Kansas Ave.  
 Tel.: 2477 KBS  
 Representative: Sears & Ayer



Co-Owners . . . J. M. Griffith, Paul H. Buenning  
 Station Mgr. . . . . James H. Griffith  
 Comm. Mgr. . . . . Paul H. Buenning  
 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 . . . . . P.O. Box 132  
 Tel.: 434 . . . . . KBS  
 Representative . . . . . Best  
 President . . . . . Cecil W. Roberts  
 Comm. Mgr. . . . . Jack Smirl  
 Program Director . . . . . Evelyn Beech  
 Station Manager . . . . . Glen A. Halbe

**KGGF—Coffeyville—1930**

Frequency: 690 Kc. Power: 10 Kw. d.; 5 Kw. n.  
 Owned-Oper. By . . The Midwest Bcstg. Co., Inc.  
 Business-Studio Address . . . . . 8th & Elm  
 Tel.: 1843 . . . . . ABC  
 News. Affil. . . . . Journal, Winfield Courier, Others  
 Representative . . . . . Hollingsberry  
 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.  
 Tel.: HO 2-3305 . . . . . Independent  
 Rep. . . . . H-R Reps.  
 President . . . . . Don Searle  
 Exec. V.P. . . . . William A. Martin  
 Station Manager . . . . . Ed. Mason  
 Regional Sales Mgr. . . . . Bill Moore  
 Business Mgr. . . . . Willard Morton

**KFRM—Concordia—1947**

Frequency: 550 Kc. . . . . Power: 5000 Watts d.  
 Owned-Oper. By . . . . . KMBC Bcstg. Co.  
 Address . . . . . KMBC Building  
 Tel.: HA 2650 . . . . . ABC-MBS  
 Representative . . . . . Peters, Griffin & Woodward  
 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**

Frequency: 1390 Kc. . . . . Power: 500 Watts d.  
 Owned . . . . . General Bcstg. Co., Inc.  
 Address . . . . . Concordia, Kans.  
 Tel.: 1414 . . . . . KBS  
 Pres., Gen., Sta. Mgr. . . . . W. F. Danenbarger  
 Comm. Mgr., Prog. Dir. . . . . Oscar W. Allen  
 Chief Engineer . . . . . Lyle Fick

**KGNO—Dodge City—1930**

Frequency: 1370 Kc. Power: 5 Kw. d.; 1 Kw. n.  
 Owned-Oper. By . . . . . Dodge City Bcstg. Co.  
 Business Address . . . . . 705 Second St.  
 Tel.: HU 3-3151 . . . . . MBS  
 Newspaper Affil. . . . . Dodge City Daily Globe  
 Representative . . . . . Venard-Rintoul & McConnell  
 President . . . . . J. C. Denious, Jr.  
 Gen., Station Mgr. . . . . W. Elliott  
 Comm., Prom. Mgr. . . . . Ruth Petersen  
 Program Director . . . . . Don Mills  
 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  
 Tel.: 130 . . . . . KBS  
 Representative . . . . . Indie Sales  
 Owner . . . . . O. A. Tedrick  
 General Manager . . . . . Jim Platt  
 Sales Prom. Mgr. . . . . Jay Pratt  
 Program Dir. . . . . Bob Lutz

**KVOE—Emporia—1939**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Bluestem Bcstg. Co., Inc.  
 Address . . . . . Box 350  
 Tel.: 154 . . . . . KBS  
 Representative . . . . . Clark  
 Pres., Gen. Mgr. . . . . E. J. McKernan, Jr.  
 Commercial Mgr. . . . . Robert Ruple  
 Sales Prom. Mgr. . . . . Charles Pult  
 Operations Head . . . . . Curt Stallings  
 Chief Engineer . . . . . Charles Stark

**KMDO—Fort Scott—1954**

Frequency: 1600 Kc. . . . . Power: 500 Watts d.  
 Owned . . . . . Ft. Scott Bcstg. Co.  
 Address . . . . . Box 72  
 Tel.: 2545 . . . . . KBS  
 Pres., Gen. Mgr. . . . . Lloyd C. McKenney  
 Comm., Sta. Mgr. . . . . Jim McKenney  
 Program Dir. . . . . Connie Minnick  
 Sales Prom. . . . . J. Morrey & C. Stevens  
 Publicity Dir. . . . . Jim Ross  
 Chief Engineer . . . . . Dale Holland

**KIUL—Garden City—1935**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . KIUL, Inc.  
 Address . . . . . 509 Main St.  
 Tel.: BRIDGE 6-3251 . . . . . NBC-KBS  
 Newspaper Affil. . . . . Telegram  
 Representative . . . . . Hal Holman  
 President, General Mgr. . . . . Robert Wells  
 Commercial Manager . . . . . Joe Weddle  
 Sales Prom. Mgr. . . . . Lucille Kaiser  
 Program Dir. . . . . Tony Jewell  
 Publicity Dir. . . . . Mary Connors  
 Chief Eng. . . . . Joe Tennesen

**KNCO—Garden City—1949**

Frequency: 1050 Kc. Power: 1000 Watts  
 Owned-Oper. By. Ark Valley Bcstg. Co., Inc.  
 Address Box 247  
 Tel.: BRidge 6-4366 Independent  
 Representative Continental  
 President Ellsworth Sherman  
 General Manager John Hendry  
 Comm. Prog. Dir. Ken O'Donnell  
 Chief Engineer Gene Conjurske

**KWGB—Goodland—1947**

Frequency: 730 Kc. Power: 1000 Watts d.  
 Owner-Oper. By. Goodland Bcstg. Co.  
 Address Box 569  
 Tel.: 331 MBS-KBS  
 Owner, General Mgr. James E. Blair  
 Commercial Mgr. Bert Blair

**KVGB—Great Bend—1937**

Frequency: 1590 Kc. Power: 5000 Watts  
 Owned-Operated By. KVGB, Inc.  
 Address 2007 17th St.  
 Tel.: GLadstone 3-4318 NBC  
 Newspaper Affil. Daily Tribune  
 Representative Hollingsbery  
 President Helen Townsley Coogan  
 General Mgr. Grover C. Cobb  
 Asst. Mgr. Robert D. Hilgendorf  
 Commercial Mgr. Sherwood R. Parks  
 Program Dir. Ray H. Beals  
 Chief Engineer Gilbert Hanzlicek

**KAYS—Hays—1948**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By. KAYS, Inc.  
 Address 2450 Hall St.  
 Tel.: MArket 4-2578 KBS  
 Representative Hal Holman  
 President Ross Beach  
 Gen., Sta. Mgr. Bob Schmidt  
 Sta. Comm. Mgr. Kay Melia  
 Prom. Director Don Gill  
 Sales Prom. Mgr. Bob Churchill  
 Publicity Dir. Carl Wells  
 Chief Engineer Jim Kane

**KWBW—Hutchinson—1935**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By. Nation's Center Bcstg. Co.  
 Business-Studio Address 17th & Harding  
 Tel.: MO 2-4486 NBC-KBS  
 Representative Devney  
 Pres., Sta. Mgr. Fred L. Conger  
 General Manager Fred Conger  
 Commercial Director Robert Hanna  
 Prog. Dir. Dick Fraley  
 Chief Engineer Marvin Reese

**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.  
 Tel.: 5-4461 Independent

Representative Everett-McKinney  
 Pres., Gen. Mgr. J. D. Hill  
 Commercial Manager Vern Minor

**KIND—Independence—1947**

Frequency: 1010 Kc. Power: 250 Watts d.  
 Owned-Operated By. Central Bcstg., Inc.  
 Bus.-Studio Transmitter 114 North 8th St.  
 Tel.: 1010 MBS-KBS  
 President Nels Rupard  
 Station Manager Lou Emerson

**KJCK—Junction City—1949**

Frequency: 1420 Kc. Power: 1000 Watts d.  
 Owner-Oper. By. Junction City Bcstg. Co.  
 Address 724½ No. Washington St.  
 Tel.: CE 8-3165 KBS  
 Representative Indie Sales  
 President R. L. Weir, Jr.  
 Station Mgr. A. B. Valencia  
 Program Dir. John Chaney  
 Sales Prom. Mgr. Pat Powers  
 Chief Engineer Royce Baerg

**KCKN—Kansas City—1925**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By. Cy Blumenthal  
 Address 4121 Minnesota  
 Tel.: FA 1-3200 Independent  
 Representative Grant Webb  
 President Cy Blumenthal  
 Gen. Sta. Mgr. Ed Charles  
 Program Director Jack Call  
 Sales Manager M. Bredemeier

**KNCO**

Regional Radio  
 For the Great Western Plains  
**MUSIC - NEWS - WEATHER**  
 - - - SPORTS - - -

AREA: 18,300 Square Miles  
 POPULATION: 129,000

The Center Of Kansas' Greatest  
 Agricultural Region. A Market  
 Grossing Over A Quarter Of A Bil-  
 lion Dollars Annually In Retail  
 Sales, And An Additional \$150,000,-  
 000 In Food, Drug, Auto, and Serv-  
 ice Station Sales.

**DIAL 1050**

**Box 247 Garden City, Kansas**  
 1,000 WATTS

**KLWN—Lawrence—1951**

Frequency: 1320 Kc. .... Power: 500 Watts d.  
 Owned-Operated By ..... Lawrence Bcstrs. Inc.  
 Address ..... Route 5  
 Tel.: VI 3-1320 ..... Independent  
 Representative ..... Indie Sales  
 President ..... Lee Morgan  
 General Manager ..... Arden Booth  
 Commercial Manager ..... Bill Basket  
 Program Director ..... Ron Douglas  
 Chief Engineer ..... Earl Sundbye

**KCLO—Leavenworth—1948**

Frequency: 1410 Kc. .... Power: 500 Watts d.  
 Owned-Oper. By. Geo. B. & Florance Anderson  
 Address ..... P. O. Box 809  
 Tel.: 5003 ..... KBS  
 Representative ..... Hil F. Best  
 General Manager ..... George B. Anderson  
 Station Manager ..... Bob Kent  
 Chief Engineer ..... A. F. Morant

**KSCB—Liberal—1948**

Frequency: 1270 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By. .... Seward County Bcstg. Co.  
 Business Address ..... P. O. Box 311  
 Tel.: MA 4-3891 ..... Independent  
 Representative ..... Hil F. Best  
 President ..... Alf M. Landon  
 Station Manager ..... Leon S. Salathiel  
 Commercial Manager ..... Mark Shor  
 Prog. Dir. .... Jay Mullen  
 Chief Engineer ..... Alvin Peters

**KMAN—Manhattan—1950**

Frequency: 1350 Kc. .... Power: 500 Watts d.  
 Owned-Oper. By. .... Manhattan Bcstg. Co.  
 Address ..... 114 No. 4th St.  
 Tel.: PR 8-4451 ..... KBS  
 Newspaper Affil. .... Mercury  
 President ..... Fred A. Seaton  
 Gen., Sta. Manager ..... Lowell E. Jack  
 Commercial Manager ..... David Jackson  
 Program Director ..... Shel Smith  
 Chief Engineer ..... Harold Luehring

**KNDY—Marysville—1956**

Frequency: 1570 Kc. .... Power: 250 Watts d.  
 Owned ..... Marshall Transmitter Inc.  
 Address ..... 803½ Broadway  
 Tel.: 255 ..... KBS  
 Gen., Comm. Mgr. .... T. K. McDonnell  
 Program, Pub. Director ..... Al Hunter  
 Chief Engineer ..... Gary Vadnais

**KNEX—McPherson—1949**

Frequency: 1540 Kc. .... Power: 250 Watts d.  
 Owned-Operated By ..... K. R. Krehbiel  
 Address ..... Box 186  
 Tel.: 1540 ..... KBS  
 Newspaper Affil. .... Daily Republican  
 Gen. Mgr. .... Claude Hughes  
 Prog., Pub. Dir. .... M. Heitschmidt  
 Chief Engineer ..... Claude Hughes

**KJRG—Newton—1953**

Frequency: 950 Kc. .... Power: 500 Watts, d.  
 Owned ..... Geo. Basil Anderson  
 Address ..... Box 77  
 Tel.: 3240 ..... KBS  
 Station Rep. .... Best, Biddick  
 Owner, Gen. Mgr. .... Geo. Basil Anderson  
 Station Mgr. .... Robert Kent

**KOFO—Ottawa—1949**

Frequency: 1220 Kc. .... Power: 250 Watts d.  
 Owned-Operated By ..... Ottawa Bcstg. Co.  
 Address ..... P. O. Box 46  
 Tel.: CHerry 2-1220 ..... Independent  
 Partners ..... Roderick B. Cupp, E. W. Cupp  
 General Mgr. .... Roderick B. Cupp  
 Commercial Mgr. .... Ronald G. Reed  
 Program Director ..... Charles P. Wilser, Jr.  
 Chief Eng. .... James A. Jarvis

**KLKC—Parsons—1948**

Frequency: 1540 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By. .... Community Bcstg. Co.  
 Address ..... 109½ S. Central  
 Tel.: PARsons ..... KBS  
 Station Mgr. .... Richard R. Combs

**KOAM—Pittsburg—1937**

Freq.: 860 Kc. .... Power: 10 Kw. d., 5 Kw. n  
 Owned-Oper. .... The Pittsburg Bcstg. Co., Inc.  
 Address ..... Professional Bldg.  
 Tel.: 2165 ..... NBC  
 Representative ..... Hollingsbery  
 President ..... E. V. Baxter  
 Gen., Sta. Mgr. .... John O. Bartlow  
 Commercial Mgr. .... W. Stout  
 Sales Prom. Mgr. .... Paul Hudson  
 Chief Engineer ..... Jack Lawrence

**KSEK—Pittsburg—1947**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Stauffer Publications, Inc.  
 Address ..... 1340 E. Quincy  
 Tel.: 742 ..... KBS  
 Newspaper Affil. .... Headlight Sun  
 Representative ..... Avery-Knodel  
 President ..... O. S. Stauffer  
 General Manager ..... Jeral C. Ziegler  
 Commercial Manager ..... Jack Rogers  
 Program Director ..... Michael Treps  
 Chief Engineer ..... John Glynn

**KWSK—Pratt—1952**

Frequency: 1570 Kc. .... Power: 250 Watts  
 Owned ..... Clem Morgan  
 Address ..... 209½ S. Main St.  
 Tel.: GREENwood 2-4405 ..... KBS  
 Owner, Gen. Mgr. .... Clem Morgan  
 Program Director ..... A. B. Morgan  
 Comm. Mgr., Chief Eng. .... F. Morgan Jr.

**KRSL—Russell—1956**

Frequency: 990 Kc. .... Power: 250 Watts  
 Owned ..... KILO Broadcasting Co.

# KANSAS

Address ..... Box 548  
Tel.: HU 3-2194 ..... KBS  
Representative ..... Rest  
Owner, Gen. Mgr. .... Fred L. Thompson  
Comm., Chief Eng. .... Charles Thompson

## KSAL—Salina—1937

Frequency: 1150 Kc. .... Power: 5000 Watts  
Owned By ..... Salina Bcstg., Inc.  
Bus.-Studio Address ..... 7th & Iron  
Tel.: TA 3-3701 ..... MBS  
Sta., Comm. Mgr. .... R. V. Jensen  
Chief Eng. .... Don Englehart

## WIBW—Topeka—1927

Frequency: 580 Kc. .... Power: 5000 Watts  
Owned By ..... Stauffer Publications, Inc.  
Address ..... Box 119  
Tel.: CE 3-2377 ..... CBS  
Newspaper Affil. .... Journal, Capital  
Representative ..... Avery-Knodel  
President. .... O. S. Stauffer  
General Manager ..... Thad Sandstrom  
Sales Mgr. .... Hilton Hodges

## KJAY—Topeka—1949

Frequency: 1440 Kc. .... Power: 5 Kw. d.; 1 Kw. n.  
Owned-Oper. By ..... KJAY, Inc.  
Address ..... 916 Kansas Ave.  
Tel.: CE 3-1336 ..... Independent  
Representative ..... Gill-Perna  
President ..... Dale S. Helmers  
General Manager ..... Ed Schulz  
Station Manager ..... Edwin V. Schulz  
Commercial Manager ..... Robert Rohrs  
Program Director ..... Joe Stavas  
Chief Engineer ..... Rae Bowman

## KTOP—Topeka—1947

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned ..... Bailey Axton  
Address ..... Box 538  
Tel.: CE 4-3444 ..... MBS-KBS  
General Manager ..... Bailey Axton  
Comm., Prom. Mgr. .... Louise Axton  
Program Director ..... Merle Blair  
Station Manager ..... Bob Barber  
Publicity Director ..... Roger Wilson  
Chief Engineer ..... Henry Guch

## WREN—Topeka—1926

Frequency: 1250 Kc. .... Power: 5000 Watts  
Owned-Operated By ... WREN, Bcstg. Co., Inc.  
Address ..... 10th & Fillmore Sts.  
Tel.: CE 2-0505 ..... ABC  
Representative ..... Hollingbery  
President ..... Alf M. London  
Gen., Sta. Manager ..... Max G. Falkenstein  
Commercial Manager ..... Paul Dixon  
Program Manager ..... Bob Richmond  
Sales Promotion Manager ..... Bonnie Purnell  
Chief Engineer ..... Al King

## KAKE—Wichita—1947

Frequency: 1240 Kc. .... Power: 250 Watts  
Owned ..... KAKE Broadcasting Co., Inc.

Address ..... 1500 North West St.  
Tel.: WH 3-4221 ..... MBS  
Representative .. Venard, Rintoul & McConnell  
President ..... Mark H. Adams  
Gen., Sta. Mgr. .... Martin Umansky  
Commercial Manager ..... Roger Peppard  
Program Director ..... Scot McCullough  
Chief Engineer ..... Ire E. Courtney

## KLEO—Wichita—1936

Frequency: 1480 Kc. .... Power: 5 Kw. d.; 1 Kw. n.  
Owned-Operated By ..... Dandy Broadcasting  
Business-Studio Address ..... 1015 N. Broadway  
Tel.: HO 4-2387 ..... Independent  
Representative ..... Bolling  
General Mgr. .... K. R. Greenwood  
Commercial Mgr. .... Ron Blue  
Program Dir. .... Tom Dunn  
Chief Engineer ..... Len Ballard

## KFBI—Wichita—1922

Freq.: 1070 Kc. .... Power: 10 Kw. d., 1 Kw. n.  
Owned-Operated By ... Jayhawk Bdcstg. Corp.  
Business-Studio Address ..... Box 1402  
Tel.: TE 8-3377 ..... Independent  
Representative ..... Avery-Knodel  
President ..... Charles "Buddy" Rogers  
Gen., Sta. Mgr. .... Joseph B. Kirby  
Program Dir. .... Geo. Cromwell  
Comm. Mgr. .... Dale McCoy, Jr.  
Chief Engineer ..... Gene Williams

## KFH—Wichita—1922

Frequency: 1330 Kc. .... Power: 5000 Watts d.  
Owned-Operated By ... Radio Station KFH Co.  
Business-Studio Address ..... KFH Bldg.  
Tel.: AM 2-4491 ..... CBS  
Newspaper Affiliation ..... Eagle  
Representative ..... Blair  
President ..... John Rigby  
Gen. Mgr. .... T. P. Bashaw  
Comm. Mgr. .... John Merrell  
Program Supv. .... Donald Anderson  
Sales Prom. Mgr. .... Russell Lowe  
Publicity Director ..... Bob Adams  
Chief Engineer ..... Leslie Campbell

## KSIR—Wichita—1958

Frequency: 900 Kc. .... Power: 250 Watts d.  
Owned By ..... KSIR, Inc.  
Business Address ..... Box 933  
Tel.: WH 2-3253 ..... Independent  
Station Representative ..... Pearson  
Pres., Comm. Mgr. .... Mack Sanders  
Gen. Sta., Chief Eng. .... K. W. Pyle

## KWBB—Wichita—1951

Frequency: 1410 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By ... Wichita Beacon Bcstg. Co.  
Address ..... 2829 Sallna Ave.  
Tel.: TE 8-3331 ..... Independent  
Representative ..... Hollingbery  
President ..... O. E. Bradley  
V.P., Gen. Sta. Mgr. .... J. Milton Hall  
Comm. Mgr. .... Harold H. Hale  
Program Director ..... Virginia Welch

Pop.: 3,209,000  
Families: 883,000  
Radio Homes: 865,000

# Kentucky

Stations in State: 78  
TV Homes: 617,000  
TV Stations: 9

## WANY—Albany—1958

Frequency: 1390 Kc. Power: 1000 Watts  
Owned By: Albany Bcstg. Co.  
Business Address: Box 1471  
Tel.: 150  
Station Representative: KBS  
Presidents: Wallace Allred-Cecil Speck  
General Manager: Cecil Speck  
Station Manager: Welby Hoover  
Commercial Manager: Sidney H. Scott  
Sales Prom., Prog. Dir.: Darrell Speck  
Chief Engineer: George Daugherty

## WCMI—Ashland—1935

Frequency: 1340 Kc. Power: 250 Watts  
Owned By: WCMI Radio, Inc.  
Address: 120 20th Street  
Tel.: EA 4-6111  
Representative: CBS  
George P. Hollingbery  
President: George H. Clinton  
Gen. Comm. Mgr.: W. R. Martin  
Chief Engineer: Robert L. Gilmore

## WTCR—Ashland—1954

Frequency: 1420 Kc. Power: 5000 Watts d.  
Owned: WTCR, Inc.  
Address: Box 2031, Huntington, W. Va.  
Tel.: EAst 4-7131  
Representative: Independent  
Bolling  
President: Connie B. Gay  
V.P., Gen. Mgr., Comm. Mgr.: H. S. Tweel  
Sales Prom. Mgr.: Jimmy Oakes  
Program Director: Margaret Stephens  
Chief Engineer: Edwin Walters

## WBVL—Barbourville—1955

Frequency: 950 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Brown Radio & TV Co.  
Address: 109 Sycamore St.  
Tel.: 498  
Representative: Independent  
Hil F. Best  
Pres., Gen. Mgr.: Dwight L. Brown  
Sales Prom. Mgr.: Homer L. Jackson  
Program Dir.: Bessie L. McDonald  
Chief Eng.: Everett Lawson

## WBRT—Bardstown—1955

Frequency: 1320 Kc. Power: 1000 W. d.  
Owner: Bardstown Broadcasting Co.  
Address: 216 N. 3rd  
Tel.: FI 8-3943  
President: KBS  
Lawrence W. Adams  
Prog. Dir.: Glenn Nickels  
Sales Prom., Chief Eng.: Don Allen

## WCBL—Benton—1954

Frequency: 1290 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Purchase Bcstg. Co.  
Address: Box 126  
Tel.: LA 7-2581  
Representative: KBS  
Continental

President: J. Shelby McCallum  
General Manager: Ray Mofield  
Program Dir.: Globe Pollock  
Chief Engineer: Paul Herrington, Jr.

## WKCT—Bowling Green—1947

Freq.: 930 Kc. Power: 1 Kw. d.; 500 Wis. n.  
Owned-Oper. By: Daily News Bdcstg. Co.  
Address: 804½ College St.  
Tel.: VI 3-4325  
Newspaper Affiliation: ABC  
Park City Daily News  
Representative: Pearson  
J. Ray Gaines  
President: J. Ray Gaines  
Gen., Sta. Mgr., Sales Mgr.: Al Temple  
Program, Public. Dir.: Jack Eversole  
Chief Engineer: Jack Hendricks

## WLBJ—Bowling Green—1939

Freq.: 1410 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By: Bowling Green Bcstg., Inc.  
Address: 901 Fairview  
Tel.: VI 3-3212  
President: MBS-KBS  
Cy N. Bahakel  
Sta. & Comm. Mgr.: Bob Proctor  
Prog. Dir.: Bud Tyler  
Publicity Director: Clyde Mankin

## WTCO—Campbellsville—1950

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By: Taylor Co. Bcstg. Co.  
Address: P. O. Box 28  
Tel.: 380  
Representative: KBS  
Hil F. Best  
President: H. T. Parrott  
General Manager: Redman L. Turner  
Sta. & Comm. Mgr.: Thomas Kerr  
Prog. Dir.: Kerr & Naomi Beard  
Chief Engineer: Harvey Kingsbury

## WMTA—Central City—1954

Frequency: 1380 Kc. Power: 500 Watts  
Owner: Central City, Greenville Bcstg. Co.  
Address: 110 North First St.  
Tel.: 818  
Representative: Independent  
Hil F. Best  
Station Mgr.: Bobby Anderson

## WNES—Central City—1955

Frequency: 1600 Kc. Power: 500 Watts, d.  
Owner: Muhlenberg Bcstg. Corp.  
Address: Box 325  
Tel.: 1000  
Representative: KBS  
Kentucky Radio Sales  
President: Andy Anderson  
Gen., Mgr.: Ronald L. Beame  
Promotion Mgr.: Deam Harden

## WAIN—Columbia—1951

Frequency: 1270 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Tri-County Bcstg. Corp.

# KENTUCKY

**Address** ..... Columbia  
**Tel.:** 4111 ..... KBS  
**Pres., Gen. Mgr.**..... S. C. Bybee  
**Sta. & Comm. Mgr.**..... Lanier Burchett  
**Sales Prom Mgr.**..... Jim Gaskin  
**Program Dir.**..... Ray Doss  
**Chief Engineer**..... Lewis Owens

## WCTT—Corbin—1947

**Frequency:** 680 Kc.....**Power:** 1000 Watts  
**Owned-Oper. By**.... Corbin Times-Tribune, Inc.  
**Business Address** ..... Corbin  
**Tel.:** 123 ..... MBS-KBS  
**Newspaper Affil.**..... Corbin Times-Tribune  
**President**..... J. Springer Robinson  
**General Manager**..... John L. Crawford  
**Station Manager**..... Rufus Disney  
**Program Director**..... Archie Wyatt  
**Commercial Mgr.**..... S. G. Hembree  
**Chief Engineer**..... Chas. Sulfredge

## WZIP—Covington—1947

(See Cincinnati, O.)

## WCPM—Cumberland—1951

**Frequency:** 1280 Kc.....**Power:** 1000 Watts  
**Owned-Oper. By**..... Cumberland Bcstg. Co.  
**Address**..... P. O. Box 955  
**Tel.:** 260 ..... KBS  
**Representative** ..... Best  
**Pres., Gen. Mgr.**..... Elmo Mills  
**Station Manager**..... Clyde Beal

## WCYN—Cynthiana—1956

**Frequency:** 1400 Kc.....**Power:** 100 Watts  
**Owned**..... WCYN Radio, Inc.  
**Address**..... Pike & Walnut Sts.  
**Tel.:** 480 ..... KBS  
**President**..... Estil R. Anderson  
**Gen. Mgr.**..... Bob Doll  
**Comm. Mgr.**..... Mrs. Helen Williams

## WHIR—Danville—1947

**Frequency:** 1230 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.. Commonwealth Bcstg. Corp.  
**Business Address**..... P.O. Box 632  
**Tel.:** DANville 1230 ..... MBS, KBS  
**Representative**..... Hal Holman Co.  
**Pres., Gen. Mgr.**..... W. T. Isaac  
**Program Director**..... Raymond L. Ramsey  
**Chief Engineer**..... Paul Smith

## WIEL—Elizabethtown—1950

**Frequency:** 1400 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.... Elizabethtown Bcstg. Co.  
**Business Address** ..... Elizabethtown  
**Tel.:** RO 5-5151 ..... KBS  
**Station Representative**..... Hil Best  
**President**..... J. W. Hodges  
**General Manager**..... Dee Huddleston  
**Commercial Manager**..... Calvin Skaggs  
**Program Director**..... Thomas Skinner  
**Chief Engineer**..... Thomas Baldwin

## WSTL—Eminence—1956

**Frequency:** 1600 Kc.....**Power:** 500 Watts, d.

**Owned**..... J. W. Dunavent  
**Business Address**..... Box 93  
**Tel.:** EM 5198 ..... KBS  
**Representative**..... Kentucky Radio Sales  
**Gen., Sta. Mgr.**..... J. W. Dunavent  
**Commercial Manager**..... James Doyle  
**Chief Engineer**..... Paul D. Milby

## WSAC—Ft. Knox—1955

**Frequency:** 1470 Kc.....**Power:** 1000 Watts d.  
**Owned-Operated By**... Fort Knox Bcstg. Corp.  
**Address**..... Fort Knox, Ky.  
**Tel.:** ELgin 1-3121, Radcliff ..... Independent  
**Pres., Gen. Mgr.**..... B. E. Cowan  
**Chief Engineer**..... Eugene Hornback

## WFKY—Frankfort—1946

**Frequency:** 1490 Kc.....**Power:** 250 Watts  
**Owned-Operated By**.... Frankfort Bcstg. Co.  
**Address**..... Kentucky Ave. Extended  
**Tel.:** CA 3-8281 ..... MBS  
**Representative** ..... Hollingbery  
**Pres., Gen. Mgr.**..... Ken Hart  
**Commercial Mgr.**..... Bud McClain  
**Program Director**..... Tommy Southwood  
**Chief Engineer**..... Robert M. Beasley

## WFKN—Franklin—1954

**Frequency:** 1220 Kc.....**Power:** 250 Watts, d.  
**Owned By**..... Franklin Favorite-WFKN, Inc.  
**Address**..... 103 N. High St.  
**Tel.:** JUSTice 6-4481 ..... KBS  
**Pres., Gen. Mgr.**..... L. L. Valentine  
**Comm., Sales Prom. Mgr.**... Howard H. Ogles  
**Program Director**..... A. W. Kockritz, Jr.  
**Publicity Director**..... Stanley Portmann  
**Chief Engineer**..... Frank Wakefield

## WFUL—Fulton—1951

**Frequency:** 1270 Kc.....**Power:** 1000 Watts d.  
**Owned-Oper. By**..... Ken-Tenn Bcstg. Corp.  
**Business Address**..... Box 482  
**Tel.:** 1270 ..... Independent  
**Newspaper Affiliation**.. Fulton County News  
**President**..... Paul Westpheling  
**Gen., Sta. Mgr.**..... Mrs. P. Westpheling  
**Comm. Mgr.**..... J. O. Lewis  
**Sales Prom. Mgr., Ch. Eng.**.. Kenneth Turner  
**Prog., Pub. Dir.**..... Mary Nelle Wright

## WGOR—Georgetown—1957

**Frequency:** 1580 Kc.....**Power:** 250 Watts d.  
**Owned-Operated By**..... Robert E. Johnson  
**Business Address**... First National Bank Bldg.  
**Tel.:** 1580 ..... Independent  
**Representative**..... Hopewell  
**Pres., Ch. Eng.**..... Robert E. Johnson  
**Gen., Sta. Mgr.**..... Arno Walker  
**Program Director**..... Stuart Platt

## WKAY—Glasgow—1946

**Frequency:** 1490 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.... Glasgow Bcstg. Co., Inc.  
**Address**..... Park-to-Park Hwy.  
**Tel.:** GLasgow ..... KBS  
**President**..... Jack Pedigo

## KENTUCKY

Gen., Sta., Comm. Mgr., Chief Eng., Clovis Sadler  
 Sales Prom. Mgr. . . . . J. M. Barrick  
 Pub., Prog. Dir. . . . . Moena E. Sadler

### WHLN—Harlan—1941

Frequency: 1410 Kc. . . . . Power: 5 Kw. d.  
 Owned-Oper. By. . . . . Radio Harlan, Inc.  
 Business Address. . . . . Box 898  
 Tel.: 625 . . . . . KBS  
 Representative . . . . . Burn Smth  
 President. . . . . J. Francke Fox, Jr.  
 Gen., Sta. Mgr. . . . . James T. Morgan  
 Sales Prom. Mgr. . . . . Larry Dean  
 Program Director. . . . . Jack Hoskins  
 Chief Engineer. . . . . Marvin Johnson

### WHBN—Harrodsburg—1955

Frequency: 1420 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By. . . . . Fort Harrod Bcstg. Corp.  
 Address. . . . . Box 247  
 Tel.: 1420 . . . . . KBS  
 Rep. . . . . Continental  
 Gen., Sta. Mgr. . . . . Vic Bellamy  
 Commercial Manager. . . . . Della Gash  
 Sales Promotion Manager. . . . . Marjorie Young  
 Program Director. . . . . Jo Ann Warner  
 Publicity Director. . . . . Bob Martin  
 Chief Engineer. . . . . Nolan Pontrich

### WKIC—Hazard—1947

Frequency: 1390 Kc. . . . . Power: 5000 Watts d.  
 Owned-Oper. By. . . . . Mt. Bcstg. Service, Inc.  
 Address. . . . . Peoples Bank Building  
 Tel.: 720 . . . . . KBS  
 Representative . . . . . Kentucky Radio Sales  
 President. . . . . Fred B. Bullard  
 General Manager. . . . . Ernest Sparkman  
 Commercial Manager. . . . . 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.  
 Business Address. . . . . 121 N. Main  
 Tel.: VA 6-3923 . . . . . KBS  
 Pres., Gen. Mgr. . . . . Hecht S. Lackey  
 Asst. Sta. Mgr., Prog. Dir. . . . . Martin E. Schaeffer  
 Comm., Sales Prom. Mgr. . . . . Ewing Graham  
 Chief Engineer. . . . . D. E. Gibson

### WHOP—Hopkinsville—1940

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Hopkinsville Bcstg. Co., Inc.  
 Business Address. . . . . Bass Arcade; P.O. Box 539  
 Tel.: TU 5-5331 . . . . . CBS  
 Representative . . . . . Jack Masla  
 Pres., Gen. Mgr. . . . . F. Ernest Lackey  
 Sta., Comm. Mgr. . . . . Katherine Peden  
 Program Director. . . . . Frank Cameron  
 Publicity Director. . . . . Margaret Wyatt  
 Chief Engineer. . . . . Leo Y. Wilson

### WKO—Hopkinsville—1954

Frequency: 1480 Kc. . . . . Power: 1000 Watts d.  
 Owned By. . . . . W. W. Higgins

Address. . . . . 808½ South Main St.  
 Tel.: TU 6-1204 . . . . . KBS  
 Representative . . . . . Hil F. Best  
 Pres., Gen. Mgr. . . . . William H. Higgins  
 Com. Mgr. . . . . Mrs. Reginald Catlett  
 Program Director. . . . . Sam B. Gilkey  
 Chief Engineer. . . . . Kellie Lowe

### WLB—Lebanon—1953

Frequency: 1590 Kc. . . . . Power: 1 Kw., d.  
 Owned. . . . . Lebanon-Springfield Bcstg. Co.  
 Address. . . . . P. O. Box 647  
 Tel.: 486 . . . . . KBS  
 Representative. . . . . Hil F. Best Kentucky  
 Gen., Sta. Mgr. . . . . J. T. Whitlock  
 Sales Prom. Mgr. . . . . Allen Baker  
 Program Director. . . . . Bruce Lankford  
 Publicity Director. . . . . Shirley A. Thompson  
 Chief Engineer. . . . . W. B. Kelly

### WMTL—Leitchfield—1959

Frequency: 1580 Kc. . . . . Power: 250 Watts  
 Owned By. . . . . Rough River Bcstg. Co.  
 Address. . . . . Box 206  
 Tel.: 351 . . . . . KBS  
 President . . . . . Edward Corley  
 Gen. Mgr., Prog. Dir. . . . . James Shacklette  
 Commercial Mgr. . . . . Ralph Flood  
 Chief Engineer. . . . . Bill French

### WLAP—Lexington—1922

Frequency: 630 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By. . . . . WLAP Radio, Inc.  
 Business-Studio Address. . . . . 177 N. Upper St.  
 Tel.: 3-2727 . . . . . ABC  
 Representative . . . . . John E. Pearson  
 President. . . . . John B. Poor  
 General Manager. . . . . Frederic Gregg, Jr.  
 Commercial Mgr. . . . . L. C. Redmon  
 Program Director. . . . . William Lacker  
 Chief Engineer. . . . . Robert Jones

### WBLG—Lexington—1946

Frequency: 1300 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By. . . . . Lexington Bcstg. Co.  
 Address. . . . . 134 N. Limestone St.  
 Tel.: 3-0433 . . . . . KBS, ABC  
 Representative . . . . . Meeker  
 Pres., Gen. Mgr. . . . . Roy B. White, Jr.  
 Commercial Mgr. . . . . Jim Tomblin  
 Program Director. . . . . Robert Barton  
 Chief Engineer. . . . . J. M. Robertson

### WVLK—Lexington—1947

Freq.: 590 Kc. . . . . Power: 5000 Wts. d., 1000 n.  
 Owned-Oper. By. . . . . Bluegrass Bcstg. Co., Inc.  
 Address. . . . . Phoenix Hotel  
 Tel.: LE 4-6470 . . . . . MBS  
 Representative . . . . . Hollingbery  
 President. . . . . Donald J. Horton  
 General Mgr. . . . . Ted Grizard  
 Commercial Manager. . . . . George T. Webb  
 Sales Prom., Pub Dir. . . . . Jay Watters  
 Program Director. . . . . Claude Sullivan  
 Chief Engineer. . . . . Paul Dunbar

## KENTUCKY

### WFTG—London—1955

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By London Broadcasting Co.  
Address Box 333  
Tel.: 598 Independent  
Representatives Hil F. Best Co.  
Pres., Gen., Sta. Mgr. Elmo Mills  
Comm. Mgr. Charles Redmond  
Prog. Dir. Charles D. Nelson  
Chief Engineer Russell Henson

### WAVE—Louisville—1933

Frequency: 970 Kc. Power: 5000 Watts  
Owned-Operated By WAVE, Inc.  
Business Address 334 E. Broadway  
Tel.: JU 5-2201 NBC  
Rep. NBC Spot Sales  
President George W. Norton, Jr.  
General Mgr. Nathan Lord  
Commercial Manager Woody Dulaney, Jr.  
Program, Sales Prom. Mgr. James Caldwell  
Chief Engineer Wilbur Hudson

### WGRC—Louisville—1936

Frequency: 790 Kc. Power: 5000 d. 1000 n.  
Owned-Operated By Northside Bcastg. Corp.  
Bus.-Studio Address Ky. Home Life Bldg.  
Tel.: JU 7-8871 MBS  
Representative Weed  
President J. Porter Smith  
Gen. Mgr. Charles L. Harris  
Comm. Mgr. Tom Underwood  
Pgm. Dir. Paul Ruhle  
Chief Engineer W. J. Morrison

### WHAS—Louisville—1922

Frequency: 840 Kc. Power: 50,000 Watts  
Owned-Oper. By WHAS, Inc.  
Address 525 W. Broadway  
Tel.: JU 5-2211 CBS  
Newspaper Affil. Courier-Journal  
Representative Henry I. Christal Co.  
President Barry Bingham  
V.P., Man. Dir. Victor A. Sholis  
Commercial Manager John M. Fouts  
Publicity Director William Loader  
Program Director George Walsh  
Chief Engineer Orin Towner

### WINN—Louisville—1940

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By WBC, Inc.  
Bus.-Studio Address Fourth & Guthrie  
Tel.: JU 5-5148 Independent  
Representative Avery-Knodel  
Pres., Gen. Mgr. Glen A. Harmon  
Comm. Mgr. James Nathan  
Program Dir. Bill Gerson  
Promotion Mgr. Helen Roberts  
Chief Engineer Melvin Scarsdale

### WKLO—Louisville—1948

Freq.: 1080 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By Mid-America Bcastg. Corp.  
Business-Studio Address Henry Clay Hotel

Tel.: JU 3-4441 ABC  
News, Affil. Lanchester (Ohio) Eagle-Gazette  
Representative Robt. Eastman  
President Charles Sawyer  
Exec. Vice-Pres. J. P. Williams  
Vice President Alex Buchan  
Station Mgr. William H. Spencer  
Program Director Blaine Cornwell  
Publicity Director Roberta Bunnell  
Chief Engineer William H. Faulkner

### WKYW—Louisville—1946

Frequency: 900 Kc. Power: 1000 Watts d.  
Owned-Oper. By Radio Kentucky, Inc.  
Bus.-Studio Address 431 W. Jefferson St.  
Tel.: JU 3-4811 Independent  
Representative Pearson  
Pres., Gen. Mgr. F. Eugene Sandford  
Sales & Comm. Mgr. Neal Robbins  
Program Dir. Carl Shook

### WLOU—Louisville—1951

Frequency: 1350 Kc. Power: 5000 Watts d.  
Owned-Oper. By Rounsaville of Louisville, Inc.  
Business-Studio Address 2549 S. Third St.  
Tel.: ME 7-6531 Independent  
Representative Gill-Perna, Dorca-Clayton  
President Robert W. Rounsaville  
Station Mgr. E. F. Shadburne  
Chief Engineer Steve Dawson

### WTMT—Louisville—1957

Frequency: 620 Kc. Power: 500 Watts  
Owned By Jefferson Bdcstng. Co. Inc.  
Business Address 1300 S. 4th St.  
Tel.: ME1rose 7-2527 MBS  
Station Representative Meeker  
Pres., Gen. Mgr. Earl F. Hash  
Program Director Jack C. Dunhaver  
Chief Engineer Theodore E. Jones

### WFMW—Madisonville—1949

Frequency: 730 Kc. Power: 250 Watts d.  
Owned-Oper. By Messenger Bdcstg. Co., Inc.  
Address Box 351  
Tel.: TA 1-4096 KBS  
Newspaper Affiliation Messenger  
Representative Best  
President Edgar Arnold, Sr.  
Gen., Sta. Manager H. W. Wells  
Comm. Mgr. Elmer L. Kelley, Jr.  
Sales Promotion Mgr. Leslie Legrand  
Program Director J. G. Gatlin  
Publicity Director Jim Green  
Chief Eng. Charles Lee

### WTTL—Madisonville—1956

Frequency: 1310 Kc. Power: 500 Watts, d.  
Owned Hopkins County Bcstrs.  
Business Address 111 S. Main St.  
Tel.: TAYlor 1-7420 Independent  
Manager Evers Mick  
Commercial Manager W. T. Brinkley  
Sales Promotion Mgr. Jerry McKonley  
Program Director Imogene Teague  
Ch. Eng. Conway Smith



**WWXL—Manchester—1956**

Frequency: 1580 Kc. Power: 250 Watts d.  
Owned. Wilderness Rd. Bcstg. Co.  
Address. 109 Court St.  
Tel.: LY 8-4694. KBS  
President. J. L. Tigue  
Gen., Sta. Mgr. Roy A. Redmond  
Chief Engineer. Robert Banks

**WNGO—Mayfield—1947**

Frequency: 1320 Kc. Power: 1000 Watts d.  
Owned-Oper. By. West Ky. Bcstg. Co.  
Business Address. Paducah Rd.; Box 431  
Tel.: 1597. KBS  
Representative. Indie Sales  
President. Mose Bohn  
Gen., Sta. Mgr. Charles W. Stratton  
Program Director. Otis L. Davis  
Chief Engineer. Joe Hargrove

**WFTM—Maysville—1948**

Frequency: 1240 Kc. Power: 250 Watts  
Owned By. C. P. Clarke; J. M. Finch, Jr.  
Bus. Address. 626 Forest Ave.  
Tel.: LO 4-3361. MBS-KBS  
President. Charles P. Clarke  
General Manager. John W. Betts  
Commercial Manager. Herbert Williams, Jr.  
Program Director. Lawrence McGill  
Chief Engineer. Harold Sagraves

**WMIK—Middlesboro—1948**

Frequency: 580 Kc. Power: 500 Watts d.  
Owned-Oper. By. Cumberland Gap Bcstg.  
Address. Box 698  
Tel.: 980. KBS  
Representative. Devney  
President. Dr. U. G. Brummelt  
Gen. Mgr. Maurice 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.  
Address. Box 36  
Tel.: 192. KBS  
Station Manager. Fred A. Staples

**WMOR—Morehead—1955**

Frequency: 1330 Kc. Power: 1000 Watts, d.  
Owned & Operated By. Morehead Bcstg. Co.  
Business Address. Main St.  
Tel.: 880. KBS  
President. J. Earl McBrayer  
General Manager. W. M. Whitaker  
Chief Eng. Earl S. Young

**WMST—Mt. Sterling—1957**

Frequency: 1150 Kc. Power: 500 Watts  
Owned By. Mt. Sterling Broadcasting Co.  
Business Address. 34 Broadway  
Tel.: 1150. Independent  
Station Representative. Kentucky Radio  
President. Jack Reynolds  
Gen. Sta. Mgr. Robert L. Williamson

Commercial Manager. Gary Lester  
Program Director. Raymond Hopper  
Chief Engineer. R. L. Williamson

**WLOC—Munfordville—1956**

Frequency: 1150 Kc. Power: 1 Kw., d.  
Owned. S. Central Ky. Bcstg. Co.  
Address. Munfordville  
Tel.: JA 4-4111. Independent  
Representative. Kentucky Radio Sales  
President. H. T. Parrott  
Gen. Mgr., Sales Prom. J. W. Pickett  
Program Dir. Mary Goodman  
Chief Engineer. Wayne Sims

**WNBS—Murray—1948**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By. Service Bcstg. Co.  
Address. P. O. Box 548  
Tel.: 1340. Independent  
Representative. Dore  
Pres., Sta. Mgr. Charles Shuffet  
Gen. Mgr., Ch. Engr. C. H. Hulse  
Commercial Manager. Ed Griffin

**WNKY—Neon—1956**

Frequency: 148 Kc. Power: 1000 Watts d.  
Owned. Letcher Bcstg. Corp.  
Business Address. Neon  
Tel.: 7714. KBS  
Representative. Kentucky Radio Sales  
President. Dave L. Craft  
Gen., Sta. Mgr. Dee Dawahare  
Comm. Mgr., Prog. Dir. Delmar Ray Kincer  
Sales Prom., Pub. Dir. Elmer Ison  
Chief Engineer. Dr. E. E. Musgrave

**WNOP—Newport—1948**

Frequency: 740 Kc. Power: 1000 Watts d.  
Owned-Operated By. Tri-City Bcstg. Co.  
Business-Studio Address. 606 Monmouth St.  
Tel.: JU 1-7100. Independent  
Representative. Devney  
President. James G. Lang  
General Manager. Ann Rolfes Lang  
Station Mgr. R. D. Nunn  
Commercial Mgr. R. L. Pike  
Chief Engineer. Chas. Hettesheimer

**WOMI—Owensboro—1938**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By. Owensboro Bcstg. Co., Inc.  
Address. Box 536  
Tel.: MU 3-1558. MBS-KBS  
Newspaper Affiliations. Messenger, Inquirer  
Representative. Burn-Smith  
President. Lawrence W. Hager  
General Manager. Hugh O. Potter  
Sales Prom. Mgr. Jim Wilkinson  
Program Director. Cliffordean Potter  
Chief Engineer. Harold I. Peters

**WVJS—Owensboro—1947**

Frequency: 1420 Kc. Power: 1000 Watts  
Owned-Oper. By. Owensboro On The Air, Inc.

# KENTUCKY

**Business-Studio Address**.....324 Allen St.  
Tel.: MU 3-3521.....ABC  
Representative.....Rambeau, Vance, Hopple  
President.....V. J. Steele  
General Manager.....Malcolmn Greep  
Commercial Manager.....Parker Smith  
Program Director.....Earl Fisher  
Chief Engineer.....Earl Jaqoe

## WDXR—Paducah—1957

Frequency: 1560 Kc.....Power: 1 kw.  
Owned By.....E. W. McKinney-Smith  
Address.....10 N. 7th St.  
Tel.: 3-1737.....NBC  
Station Rep.....O'Connell  
President.....E. W. McKinney-Smith  
Gen., Comm. Mgr.....J. M. Page  
Program Dir.....W. G. Berthe  
Promotion Mgr.....W. Bloss  
Chief Engineer.....Paul Lawrence

## WKYB—Paducah—1948

Freq.: 570 Kc...Power: 1 Kw. d., 500 Wts., n.  
Owned-Oper. By.....Barrington Co. of Ky.  
Business Address.....524 Jefferson  
Tel.: 2-1678.....MBS  
Representative.....Bolling  
Pres.....Bruce Barrington  
Gen. Mgr.....Ed Brewer  
Prog. Dir.....Mal Topping  
Ch. Eng.....Tom Summers

## WPAD—Paducah—1930

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By ..Paducah Bdcstg. Co., Inc.  
Address.....4th & Broadway  
Tel.: 2-8231.....CBS  
Representative.....Stars National  
President, Gen. Mgr.....Pierce E. Lackey  
Commercial Mgr.....Prewitt Lackey  
Sta., Program Dir.....Ray Mofield  
Sales Prom. Mgr.....Linn Wolff  
Chief Engineer.....U. C. Morris

## WSIP—Paintsville—1949

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....Big Sandy Bcstg. Co.  
Address.....121 Main St.  
Tel.: 1196.....MBS-KBS  
Station Rep.....Hil Best, Ky. Radio Sales  
General Manager.....Ted Arnold Silvert  
Program Dir.....Bill Barker  
Chief Engineer.....Eugene Baldrige

## WKLX—Paris—1955

Frequency: 1440 Kc.....Power: 1000 Watts d.  
Owned & Operated By.....Paris Bcstg. Co.  
Address.....630 Main St.  
Tel.: 1440.....KBS  
Representative.....Continental  
Pres., Gen. Mgr.....C. W. Krause  
Comm., Sales Prom. Mgr.....Asher Sizemore  
Program Director.....Gertrude Clem  
Chief Engineer.....Chas. J. Sebastian

## WLSI—Pikeville—1949

Frequency: 900 Kc...Power: 1000 Watts d.

Owned-Operated By.....Cumberland Pub. Co.  
Address.....Pikeville  
Tel.: GEneral 7-7323.....Independent  
Newspaper Affiliation.....Pike County News  
Representative.....Ky. Radio Sales  
President.....Mrs. W. J. Ward, Jr.  
General Manager.....Roy E. Alexander  
Prog., Pub. Dir.....John C. Adkins

## WPKE—Pikeville—1949

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....E. Ky. Bdcstg. Corp.  
Address.....Pikeville, Ky.  
Tel.: 1280.....MBS-KBS  
Station Rep.....Continental  
Pres., Gen. Mgr.....Jack L. Hatcher  
Commercial Manager.....H. G. Sturgill  
Chief Engineer.....James K. Hoskins

## WMLF—Pineville—1957

Frequency: 1230.....Power: 250 Watts  
Owned.....States Bcstg. System  
Address.....Radio Park  
Tel.: ED 7-2100.....Independent  
Representative...Continental; Ky-Radio Sales  
V.P., Gen. Mgr.....South C. Bevins  
Comm. Mgr.....Cal Smith  
Chief Engineer.....Hubert Turner

## WDOC—Prestonsburg—1957

Frequency: 1310 Kc...Power: 5000 Watts d.  
Owned.....WDOC Radio  
Address.....No. Lake Drive  
Tel.: 2338.....KBS  
Representative.....Fairchild  
President.....Gordon Collins  
General Mgr.....Rex Osborne  
Program Director.....Estill Stewart  
Chief Engineer.....Doc Harmon

## WPRT—Prestonsburg—1952

Frequency: 960 Kc.....Power: 1000 Watts, d.  
Owned By.....Stephens Industries, Inc.  
Address.....South Lake Drive  
Tel.: 2060.....KBS  
Representative.....Hil F. Best  
President.....D. C. Stephens  
General Mgr.....Doka S. Stephens  
Station Mgr.....David L. Stephens  
Commercial Mgr.....Clarence Robinson, Jr.  
Program, Chief Eng.....Walter E. May

## WPKY—Princeton—1950

Frequency: 1580 Kc.....Power: 250 Watts d.  
Owned-Operated By.....Princeton Bcstg. Co.  
Address.....Dawson Rd.  
Tel.: 2072.....KBS  
Gen. Mgr., Chief Eng.....Leslie Goodaker  
Comm. Mgr.....Ellis Burnam  
Sales Prom. Mgr.....Wilburn Wilson  
Program Dir.....Twyman Boren

## WRVK—Renfro Valley—1956

Frequency: 1460 Kc.....Power: 500 Watts, d.

## KENTUCKY-LOUISIANA

Owned.....Renfro Valley Bcstrs., Inc.  
 Representative.....Kentucky Radio Sales  
 V.P., Gen. Mgr.....Tom Hargis  
 Comm. Mgr.....Benton Stokes

### WEKY—Richmond—1953

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned.....WEKY, Inc.  
 Address.....McKee Bldg.  
 Tel.: 1340.....MBS-KBS  
 Pres., Gen. Mgr.....O. C. Halyard, Jr.  
 Commercial Manager.....Robert J. Spradlin  
 Sales Promotion Mgr.....Charles L. Mastin  
 Program Director.....Mrs. Loretta Canfield  
 Chief Engineer.....John D. Jennings, Jr.

### WRUS—Russellville—1953

Frequency: 610 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....So. Kentucky Bcstrs.  
 Address.....P. O. Box 110  
 Tel.: Parkview 6-2471.....KBS  
 Station Representative.....Hil F. Best  
 President.....Roth E. Hook  
 Gen., Comm. Mgr.....Woodrow P. Sosh  
 Station Manager.....Earl Johnson  
 Program Director.....Stan Murphy

### WLCK—Scottsville—1958

Frequency: 1250 Kc.....Power: 500 Watts, d.  
 Owned By.....State Line Bcstg. Co.  
 Address.....P. O. Box 486  
 Tel.: 490.....KBS  
 Station Rep.....Best  
 President.....R. L. Turner  
 General Mgr.....Bobby Colvin  
 Commercial Mgr.....W. Hoover  
 Chief Engineer.....J. B. Crawley

### WSFC—Somerset—1947

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Southeastern Bcstg. Co.  
 Address.....Hwy. 1247  
 Tel.: 1240.....MBS-KBS

Representative.....Ky. Radio Sales  
 Pres., Gen. Mgr.....Mike Layman  
 Commercial Manager.....Donald Orwin  
 Program Director.....John A. Hartnett  
 Technical Dir.....Ralph F. Denton

### WKKS—Vanceburg—1958

Frequency: 1570 Kc.....Power: 250 Watts  
 Owned By.....Karl Kegley  
 Address.....Vanceburg  
 Tel.: SWift 6-3411.....Independent  
 Pres., Gen. Mgr.....Karl Kegley  
 Comm., Sta. Mgr.....Don Roberts  
 Chief Engineer.....Jesse Stamm

### WMTC—Vancleve—1948

Frequency: 730 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Kentucky Mt. Holiness Assn.  
 Bus.-Studio Address.....Vancleve  
 Representative.....Continental  
 President.....Dr. Lela G. McConnell  
 General Manager.....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.....Box 660  
 Tel.: 2711.....Independent  
 President.....Ernest Tubb  
 Gen. Mgr.....Donald W. Crosthwaite  
 Comm. Mgr.....Wallace R. Day

### WWKY—Winchester—1954

Frequency: 1380 Kc.....Power: 1000 Watts d.  
 Owner.....Winchester Bcstg. Co., Inc.  
 Address.....Box 535  
 Tel.: 1380.....Independent  
 Pres., Gen. Mgr.....Charles Drew  
 Commercial Manager.....D. Joe Abbott  
 Program Director.....Herman Kelly  
 Chief Engineer.....Tommy Bratton

Pop.: 3,221,000  
 Families: 889,000  
 Radio Homes: 843,000

## Louisiana

Stations in State: 79  
 TV Homes: 666,000  
 TV Stations: 14

### KROF—Abbeville—1948

Frequency: 960 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Abbeville Bcstg. Serv. Inc.  
 Business Address.....P.O. Drawer 620  
 Tel.: TW 3-2531.....Independent  
 President.....H. Frenzel Pere  
 General Manager.....George P. Martin

### KALB—Alexandria—1935

Frequency: 580 Kc.....Power: 5 Kw. d.; 1 Kw. n.  
 Owned-Oper. By.....Alexandria Bdcstg. Co., Inc.  
 Business Address.....6th and Washington Sts.  
 Tel.: 3-2543.....ABC  
 Representative.....Weed & Co.  
 President.....T. B. Lanford  
 Gen. Manager.....Walter D. Melson

Station Manager.....Alex Marchand  
 Sales Promotion Manager.....Miss Pat Nugent  
 Program Director.....Cal Adams  
 Publicity Director.....Miss Barbara LeBlanc  
 Chief Engineer.....Lee Worthy

### KDBS—Alexandria—1953

Frequency: 1410 Kc.....Power: 1 Kw.  
 Owned.....Dixie Bcstg. Ser.  
 Address.....Box 306  
 Tel.: Hillcrest 3-7454.....KBS  
 Pres., Gen. Mgr.....Irving Ward Steinman  
 Station Manager.....William G. Lynch  
 Local Commercial Mgr.....D. Ed Pebbles  
 Production Manager.....Billy Travis  
 Chief Engineer.....Henry J. Lazarone

**LOUISIANA** .....

**KSYL—Alexandria—1947**

Frequency: 970 Kc.....Power: 1000 Watts  
 Owned-Oper. By .....KSYL, Inc.  
 Address .....Box 1489  
 Tel.: 6611.....NBC  
 Rep.....McKinney, Clarke, Brown  
 Pres., Comm. Mgr.....Milton Fox  
 Gen., Sta. Mgr.....Sylvan Fox  
 Chief Engineer.....Leonard Dupree

**WABL—Amite—1955**

Frequency: 1570 Kc.....Power: 500 Watts, d.  
 Owned-Oper. By.....Amite Broadcasting Co.  
 Address.....118 N.E.R.R. Ave.  
 Tel.: 8385.....Independent  
 Gen. Sta., Comm. Mgr.....C. W. Fitz  
 Program Director.....Leonard Giacone  
 Chief Engineer.....Vernon E. Dudley

**KGAN—Bastrop—1957**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned.....Bastrop Bcstg. Co.  
 Address .....Box 1340  
 Tel.: 1340.....Independent  
 Gen. Mgr.....Bill Davis  
 Sta., Comm. Mgr.....Harry Howard

**KTRY—Bastrop—1948**

Frequency: 730 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Morehouse Bcstg. Co.  
 Address .....Box 193  
 Tel.: 1400.....KBS

Newspaper Affil.....Daily Enterprise  
 General Mgr.....William G. Darland, Jr.  
 Publicity Dir.....Ray Pilant  
 Program, Chief Eng.....Hugh Smith

**WAIL—Baton Rouge—1947**

Frequency: 1460 Kc..Power: 5 Kw. d.; 1 Kw. n.  
 Owned-Oper. By.....Merchants Bcstgs.  
 Bus. Address.....3150 College Dr.; Box 14657  
 Tel.: Dickens 4-5275.....Independent  
 Representative .....Weed  
 Pres., Gen. Mgr.....Ralph L. Burge  
 Commercial Manager.....Roger Davison  
 Chief Engineer.....Ed Van Valkenburg

**WEND—Baton Rouge—1956**

Frequency: 1380 Kc.....Power: 500 Watts, d.  
 Owned By.....Vox, Inc.  
 Address .....Commerce Bldg.  
 Tel.: Dickens 3-6606.....KBS  
 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  
 Tel.: DI 8-6716.....Independent  
 Station Representative .....Walker-Rawalt  
 President.....G. T. Owen  
 V.P., Gen. Mgr.....Robert Earle  
 Prog. Dir.....Bernard Zuccaro  
 Comm. Mgr.....Olas Olsen  
 Sta. Mgr., Pub. Dir.....Scott W. Erwin  
 Chief Eng.....E. E. Case

**W I B R**

**TOP DOG**

**IN**

**BATON ROUGE**

**LOUISIANA**

**WJBO—Baton Rouge—1934**

Frequency: 1150 Kc. Power: 5000 Watts  
 Owned-Oper. By. Baton Rouge Bcstg. Co., Inc.  
 Business-Studio Address. 444 Florida St.  
 Tel.: DI 2-5271. NBC  
 News, Affil. State Times, Morning Advocate  
 President. Douglas L. Manship  
 Gen. Mgr. Mort Silverman  
 Comm. Mgr. John D. Wooldridge  
 Chief Engineer. Theodore Hubert

**WLCS—Baton Rouge—1946**

Frequency: 910 Kc. Power: 1000 Watts  
 Owned-Operated By. Air Waves, Inc.  
 Business Address. 204 North St.  
 Tel.: DI 2-4411. Independent  
 Representative. Masla  
 President. Norman Saurage, Jr.  
 Gen. Manager. Lamar Simmons  
 Comm. Mgr. T. A. LeBlanc  
 Prog. Dir. Gene Nelson  
 Chief Eng. Eugene Howell

**WXOK—Baton Rouge—1952**

Frequency: 1260 Kc. Power: 1000 Watts d.  
 Owned-Oper. By. WXOK, Inc.  
 Address. 243 Convention St.  
 Tel.: DI 4-7604. Independent  
 Representative. Stars National  
 President. Jules Paglin  
 General Manager. S. Ray, Jr.  
 Station Manager. Thomas L. McGuire  
 Prog. Dir. Lucille Pollack  
 Chief Engineer. Thomas W. Wood

**WHXY—Bogalusa—1954**

Frequency: 920 Kc. Power: 1 Kw. d.  
 Owned. Bogalusa Bcstg. Co.  
 Address. P. O. Box 689  
 Tel.: RE 2-4254. Independent  
 Station Rep. Clark  
 Station Mgr. Jim Howell  
 Program Director. Dolores Williams

**WIKC—Bogalusa—1947**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By. Curt Siegelin, Admin.  
 Business Address. P. O. Box 811  
 Tel.: REpublic 5-1355. MBS, KBS  
 Gen., Sta. Mgr. John H. Knight  
 Chief Engineer. Charlie Pearson

**KBCL—Bossier City—1957**

Frequency: 1220 Kc. Power: 250 Watts, d.  
 Owned-Operated By. Good Music, Inc.  
 Business Address. P.O. Box 727  
 Tel.: 3-1606. Independent  
 President. Crawford Godfrey  
 Gen., Sta. Mgr. John J. Buckley  
 Program Director. Stuart Hyden  
 Publicity Director. Mary Lou O'Brien  
 Chief Engineer. Carl Goulden

**WARB—Covington—1953**

Frequency: 730 Kc. Power: 250 Watts d.

Owned-Operated By. WARB, Inc.  
 Address. Box 568  
 Tel.: 1600. KBS  
 President. David C. Blossman  
 Gen. Mgr., Ch. Eng. J. R. Webb  
 Commercial Manager. James S. Webb  
 Program Director. Bettie E Ferrer

**KSIG—Crowley—1947**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By. KSIG Bcstg Co., Inc.  
 Bus-Studio Address. 320 N. Parkerson Ave.  
 Tel.: 1450. KBS  
 Representative. T. F. Clark  
 President. Hirach J. School  
 General Manager. Louis M. Basso  
 Commercial Manager. Thomas E. Griffin  
 Program Director. James Trahan  
 Chief Engineer. Fred Hebert

**KDLA—DeRidder—1950**

Frequency: 1010 Kc. Power: 1000 Watts d.  
 Owned-Oper. By. Sabine Broadcasting Co.  
 Address. P. O. Box 46  
 Tel.: 7600. KBS  
 Co-Owners. C. Reddoch, J. McCrary  
 General Manager. Ralph L. Hooks  
 Comm., Sales Prom. Mgr. Wayne L. Sanders  
 Prog. Dir., Ch. Eng. Ted Thompson

**KEUN—Eunice—1952**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By. Tri-Parish Bcstg. Co.  
 Address. Box 511  
 Tel.: GL 7-3041. MBS  
 President. Vincent Rehl  
 Gen., Sta. Mgr. John Pauche  
 Program, Publicity Dir. Karl R. DeRoven  
 Chief Engineer. John Fuselier

**KFNY—Ferriday—1956**

Frequency: 1600 Kc. Power: 1 Kw., d.  
 Owned. Miss-Lou Bcstg. Co.  
 Address. 120 Louisiana Ave.  
 Tel.: 7200. Independent  
 Owner, President. Mrs. Marie K. Zuccaro  
 Gen. Mgr. Ervin Parks, Jr.

**KLFT—Golden Meadow—1955**

Frequency: 1600 Kc. Power: 1000 W. d.  
 Owned-Operated By. Theriot Bcstg. Co.  
 Address. Theriot Bldg., Box 368  
 Tel.: 5-5165. KBS  
 Representative. Best  
 General Manager. Leo J. Theriot  
 Sta. Mgr., Ch. Engr. H. Earl Herron  
 Commercial Manager. Dudley J. Bernard  
 Sales Promotion Manager. Roy Vicknair  
 Program Director. Betty TerreBonne

**WFPR—Hammond—1947**

Frequency: 1400 Kc. Power: 250 Watts.  
 Owned-Oper. By. Airweb, Inc.  
 Business-Studio Address. Box 432  
 Tel.: 960. KBS  
 Pres., Gen. Mgr. John A. Chauvin

## LOUISIANA

Commercial Manager.....'Foots' McCrory  
Program Director..... Vivian Laird  
Chief Engineer..... Charles Marinos

### **KLUV**—Haynesville—1956

Frequency: 1580 Kc....Power: 250 Watts, d.  
Owned By..... C. E. Ray  
Address..... 3678 Beckham Dr., Shreveport  
Tel.: 8-1552.....Independent  
General Mgr..... Charles E. Ray

### **KVHL**—Homer—1955

Frequency: 1320 Kc.....Power: 1 Kw., d.  
Owned..... Claiborne Bcstg. Corp.  
Address..... Box 97  
Tel.: 3804.....KBS  
Pres., Mgr..... Frank T. Harkness, Jr.  
Prom. Mgr..... Jim Blanchard

### **KCIL**—Houma—1946

Frequency: 1490 Kc.....Power: 250 Watts  
Owned..... KCIL, Inc.  
Business Address..... P.O. Box 1031  
Tel.: Uptown 2-6828.....KBS  
President..... Denver T. Brannen  
General Manager..... Alson E. Engelhardt  
Chief Engineer..... C. O. Wilson

### **KJEF**—Jennings—1950

Freq.: 1290 Kc. Power: 1 Kw. d., 500 Watts, n.  
Owned-Oper. By..... Jennings Bcstg. Co., Inc.  
Address..... 1521 Lake Arthur Ave.  
Tel.: 1155.....MBS-KBS  
Pres., Gen. Mgr., C. Eng..... Clovis L. Bailey  
Prog. Dir..... Noel Wooley  
Comm. Mgr..... Gerald Dugas

### **KLEC**—Jonesville—1956

Frequency: 1480 Kc.....Power: 500 Watts, d.  
Owned By..... W. S. Perkins  
Address..... Jonesville  
Tel.: 2481.....KBS  
Gen. Mgr..... Paul Schilling

### **KPEL**—Lafayette—1957

Freq.: 1420 Kc....Power: 1 Kw. d., 500 Wts. n.  
Owned-Oper. By..... Pelican Bcstg. Co.  
Address..... Box 853  
Tel.: Center 4-7418.....MBS  
Representative..... O'Connell; Reilly  
President..... John Paul Goodwin  
Gen., Sta. Mgr..... William A. Patton  
Comm. Manager..... James M. Drake  
Program Director..... Charles W. Malone

### **KVOL**—Lafayette—1935

Frequency: 1330 Kc. ....Power: 1000 Watts  
Owned-Oper. By.....Evangeline Bcstg. Co., Inc.  
Business Address.....519 South Buchanan  
Tel.: CE 4-5151.....NBC  
Representative.....Meeker  
President.....Morgan Murphy  
General Manager.....George H. Thomas  
Station Mgr.....E. H. Hughes  
Comm. Mgr.....Thomas G. Pears  
Prog. Dir.....J. Richard Aker  
Chief Engineer.....Myrtle E. Case

### **KAOK**—Lake Charles—1947

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....KAOK, Inc.  
Address.....P. O. Box 1399  
Tel.: 6-7541.....MBS  
Representative.....Stars National  
President.....Jules J. Paqlin  
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  
Tel.: HE 6-7277.....Independent  
Representative.....Walker  
President.....G. T. Owen  
Vice-Pres.....Bob Earle  
General Mgr.....R. S. Davison  
Chief Engineer.....G. M. Meisner

### **KPLC**—Lake Charles—1935

Frequency: 1470 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Calcasieu Bcstg. Co.  
Address.....P. O. Box 1521  
Tel.: HE 9-2713.....NBC  
Representative.....Wood  
President.....T. B. Lanford  
Gen., Sta. Mgr.....P. E. Mills, Jr.  
Commercial Mgr.....R. M. White  
Sales Prom. Mgr.....Shirley Kelley  
Prog. Director.....Eleanor Shirley  
Chief Eng.....Edgar Barton

### **KLPL**—Lake Providence—1957

Frequency: 1050 Kc.....Power: 250 Watts, d.  
Owned.....Radio Service Co.  
Address.....Box 342  
Tel.: 834.....KBS  
Representative.....Bogner & Martin  
Presidents.....E. McMurray & F. Baldwin  
Sta., Comm. Mgr.....Gene Underwood

### **KLLA**—Leesville—1956

Frequency: 1570 Kc.....Power: 250 Watts  
Owned.....Leesville Broadcasting Co.  
Address.....P. O. Box 1323  
Tel.: 3403.....KBS  
Mgr. Partner, Gen. Mgr.....I. Ward Steinman  
Commercial Mgr.....Ed Marshall  
Sales Prom. Mgr.....Wayne Whisenhunt  
Program Dir.....Donnie S. Cohen  
Chief Engineer.....Byron Stokes

### **KDBC**—Mansfield—1954

Frequency: 1360 Kc.....Power: 1 Kw. d.  
Owned.....DeSoto Bcstg. Corp.  
Address.....P. O. Box 740  
Tel.: 1360.....KBS  
Representative.....Keystone  
President.....H. E. Sewell  
Gen., Comm. Mgr.....Arthur L. Greene  
Chief Engineer.....Boyd E. Allinson

**KAPB—Marksville—1954**

Frequency: 1370 Kc. Power: 1000 Watts, d.  
 Owner: Avoyelles Bcstg. Corp.  
 Address: 110 W. Mark St.  
 Tel.: 7206  
 Representative: Hil F. Best  
 President: W. L. Billups  
 Gen., Comm. Mgr.: Willie J. Bordelon  
 Chief Engineer: Charlie Woodside

**KASO—Minden—1953**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By: Dixie Bcsters.  
 Address: Box 344  
 Tel.: FRanklin 7-1200  
 Independent Owners: Raiph Hooks, Cyril Reddoch  
 Station Mgr.: J. M. Howell  
 Publicity Dir.: Cathleen Moreland  
 Chief Engineer: Billy Hyatt

**KLIC—Monroe—1950**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By: Dr. Frank Cerniglia  
 Address: 626 Bernhardt Bldg.  
 Tel.: 3-4617  
 Station Rep.: MBS-KBS  
 General Mgr.: Dora-Clayton  
 Dr. Frank Cerniglia

**KMLB—Monroe—1930**

Frequency: 1440 Kc. Power: 5000 d.; 1000 n.  
 Owned-Operated By: WSTV, Inc.  
 Business Address: Box 1723  
 Tel.: FAirfax 2-7161  
 Representative: ABC, NBC  
 Representative: Pearson  
 President: Jack N. Berkman  
 General Manager: Raymond W. Baker  
 Program Dir.: James Plaisance  
 Chief Engineer: O. R. Morgan

**KNOE—Monroe—1944**

Frequency: 1390 Kc. Power: 5000 Watts  
 Owned-Operated By: James A. Noe  
 Business-Studio Address: Box 1472  
 Tel.: FA 2-8155  
 Representative: Independent  
 Representative: H.R. Reys  
 President: James A. Noe  
 V.P. & Gen. Mgr.: Ed Routt  
 Commercial Manager: James McDonough  
 Sales Prom. Mgr.: Mrs. Dixie Ware  
 Program Director: Lou Swanson  
 V.P. & Dir of Eng.: Ray Boyd

**KMRC—Morgan City—1954**

Frequency: 1430 Kc. Power: 500 Watts  
 Owned: Tri-City Bcstg. Inc.  
 Address: P. O. Box 889  
 Tel.: 9036  
 Representative: KBS  
 President: Warren J. Fortier  
 General Mgr.: Earl Wooton  
 Treasurer: Mortimer Silverman, Jr.  
 Secretary: Louise Bensabet

**KNOC—Natchitoches—1947**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By: Natchitoches Bcstg. Co.

Business-Studio Address: 5th & Sirod  
 Tel.: 2353  
 Representative: KBS-MBS  
 Pres., Gen. Mgr., Chief Eng.: B. H. Bailey, Jr.  
 Sta., Comm. Mgr.: Norman A. Fletcher  
 Sales Promotion Manager: James Thomasee  
 Program Director: Jim Elkins

**KANE—New Iberia—1946**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By: New Iberia Bcstg. Co.  
 Address: Box 383  
 Tel.: EMerson 9-6726  
 Representative: KBS  
 General Mgr.: George H. Thomas  
 Sta. Mgr.: Donald Bonin  
 Commercial Manager: Sherry A. Lopez  
 Program Dir.: June Stein  
 Publicity Director: Joseph A. Sikes  
 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  
 Tel.: 2-5825  
 Representative: Independent  
 General Manager: John H. Coco

**WBOK—New Orleans—1951**

Frequency: 800 Kc. Power: 1000 W., d.  
 Owned-Oper. By: WBOK, Inc.  
 Address: 505 Baronne St.  
 Tel.: TU 5363  
 Representative: Independent  
 Representative: Stars National  
 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.: Marion Owen  
 Publicity Director: Norman Duffour  
 Chief Engineer: Joan Rhodes

**WDSU—New Orleans—1923**

Frequency: 1280 Kc. Power: 5000 Watts  
 Owned-Operated By: WDSU Bcstg. Corp.  
 Business Address: 521 Royal St.  
 Tel.: TU 4371  
 Representative: NBC  
 Representative: John Blair  
 President: Edgar B. Stern, Jr.  
 Exec. V.P. & Gen. Mgr.: Robert Swezey  
 Station Manager: John F. Screen  
 Commercial Manager: Harold Whelahan  
 Program Dir.: Jim Dunbar  
 Publicity Director: Marion Annenberg  
 Chief Eng.: Lindsey Riddle

**WJBW—New Orleans—1926**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: Radio New Orleans, Inc.  
 Business-Studio Address: Cigall Bldg.  
 Tel.: MA 3488  
 Representative: Independent  
 Representative: Robert S. Keller  
 Mgr., Dir.: Charles Quillian  
 Commercial Manager: Ed Carlson  
 Program Director: Jerry Clark  
 Chief Engineer: John Rhode

# LOUISIANA

## WJMR—New Orleans—1946

Frequency: 990 Kc. Power: 250 Watts d.  
 Owned-Operated By... Supreme Bcstg Co., Inc.  
 Address ..... Jung Hotel  
 Tel.: EX 3131  
 Representative ..... Forjoe  
 President ..... Chester Owens  
 Exec. V.P. .... George A. Mayoral

## WYLD—New Orleans—1949

Frequency: 600 Kc. Power: 1000 Watts d.  
 Owned-Oper. By ..... Connie B. Gay  
 Address ..... 2906 Tulane Ave.  
 Tel.: GA 4112  
 Representative ..... Gill-Perna; Clayton  
 Station Manager ..... William Arthur Selley  
 Commercial Manager ..... Clay Morgan  
 Sales Promotion Manager ..... David Shaffer  
 Prog. Dir. .... Larry McKinley  
 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  
 Tel.: EX 2173  
 Representative ..... Avery-Knodel  
 President ..... James A. Noe  
 Gen., Sta. Mgr. .... James A. Noe, Jr.  
 Comm., Sales Prom. Mgr. .... Cleve J. Brien  
 Program Director ..... Bud Connell  
 Chief Engineer ..... A. J. Bourgeois

## WSMB—New Orleans—1925

Frequency: 1350 Kc. Power: 5 Kw.  
 Owned ..... WSMB, Inc.  
 Address ..... Maison Blanche Bldg.  
 Tel.: MA 5921  
 Representative ..... ABC  
 President ..... Hollingbery  
 General Mgr. .... Harold E. Anderson  
 Program, Asst. Mgr. .... M. Franklyn Warren  
 Sales Mgr. .... De Alton Neher  
 Chief Engineer ..... McLaws Kieffer  
 Harold Nebe

## WTIX—New Orleans—1951

Frequency: 690 Kc. Power: 5,000 Watts  
 Owned-Oper. By ..... Storz Broadcasting Co.  
 Address ..... 328 Chartres St.  
 Tel.: MA 3562  
 Station Representative ..... Young  
 President ..... Todd Storz  
 V.P., General Mgr. .... Fred Berthelson  
 Production Mgr. .... Ken Karlton  
 Program Dir. .... Larry Wilson  
 Promotion Mgr. .... Marshall Pearce  
 Traffic Mgr. .... Mary Lou DeRose  
 Chief Engineer ..... Carlos A. Schmid  
 Owners of: WHB, Kansas City, Mo.; WDGY,  
 Minneapolis; WQAM, Miami.

## WTPS—New Orleans—1947

Frequency: 940 Kc. Power: 1000 d.; 500 n.  
 Owned ..... Rounsaville of New Orleans, Inc.  
 Business Address ..... 615 Howard Ave.

Representative ..... Branham  
 General Mgr. .... H. F. Wehrmann  
 Prog. Dir. .... Carl J. Junker

## WWEZ—New Orleans—1947

Frequency: 690 Kc. Power: 5000 Watts  
 Owned-Operated By ..... WWEZ Radio Inc.  
 Bus.-Studio Address ..... 614 N. Rampart St.  
 Tel.: CA 3521  
 Representative ..... Independent  
 Grant Webb  
 President ..... A. L. Chilton  
 General Manager ..... Joe A. Oswald  
 Prog. Dir. .... Ken Elliott  
 Ch. Eng. .... Harrison C. Mondy

## WWL—New Orleans—1922

Frequency: 870 Kc. Power: 50,000 Watts  
 Owned-Operated By ..... Loyola U. of South  
 Tel.: Jackson 5-2194  
 Representative ..... CBS  
 Katz  
 President ..... Rev. Patrick J. Donnelly, S.J.  
 General Manager ..... W. H. Summerville  
 Manager ..... John L. Vath  
 Sales Promotion Manager ..... Owen Elliott  
 Program Director ..... W. J. Bengel  
 Publicity Director ..... Raymond Eberhardt  
 Chief Engineer ..... J. D. Bloom

## KREH—Oakdale—1953

Frequency: 900 Kc. Power: 250 Watts d.  
 Owned-Oper. By ..... Louisiana Bcstg. Service  
 Address ..... Ville Platt Hiway  
 Tel.: ..... KBS  
 Manager ..... R. M. Jernigan

## KWCL—Oak Grove—1958

Frequency: 1280 Kc. Power: 500 Watts, d.  
 Owned By ..... Carroll Bcstg. Co.  
 Tel.: GArden 8-3208  
 Gen., Comm. Mgr. .... Independent  
 W. O. Bauman  
 Chief Engineer ..... Chas. Farrell

## KSLO—Opelousas—1947

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By ..... KSLO Bcstg. Co.  
 Address ..... KSLO Building  
 Tel.: 2633  
 Representative ..... ABC-KBS  
 Sears & Ayer  
 General Mgr. .... W. Eugene Jones  
 Commercial Manager ..... A. B. Reed, Jr.  
 Prog. Dir. .... W. Allegood  
 Chief Engineer ..... Hoyt E. Ray

## KCLP—Rayville—1957

Frequency: 990 Kc. Power: 250 Watts, d.  
 Owned ..... Richland Bcstg. Co.  
 Address ..... Box 535  
 Tel.: 4855  
 Gen. Mgr. .... KBS  
 David E. Chapman  
 Prog. Dir. .... Marshall D. Peel, Jr.

## KRUS—Ruston—1947

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By ..... Ruston Bcstg. Co.  
 Address ..... 102 Park Ave. (Box 533)



Tel.: AL 5-2530.....KBS  
 Newspaper Affil.....Leader  
 President.....C. E. Faulk, Jr.  
 Gen. Manager.....William Carter  
 Chief Eng.....A. T. Moore

**KCIJ—Shreveport—1950**

Frequency: 1050 Kc.....Power: 250 Watts d.  
 Owned-Operated By...Southwest Bcstrs. Inc.  
 Business Address.....P.O. Box 197  
 Tel.: 3-6107.....CBS  
 Representative.....Gill-Perna  
 President.....Roy Fish  
 General Manager.....Johnnie K. Hill  
 Station Manager.....Merle Kilgore  
 Comm. Sales Prom. Mgr.....Haynie Hall  
 Prog., Pub. Dir.....Ed Hamilton  
 Chief Engineer.....Benny Culbertson

**KEEL—Shreveport—1923**

Frequency: 710 Kc..Power 10 Kw. d.; 5 Kw. n.  
 Owned-Oper. By.....Foster & Associates  
 Address.....1500 N. Market  
 Tel.: 5-8692.....Independent  
 Representative.....Blair  
 Pres.....Gordon B. McLendon  
 Gen. Mgr.....R. H. Wilcox  
 Comm. Promotion Manager...Marie Gifford  
 Prog. Dir.....Al Hart  
 Chief Engineer.....Rudy Johnson

**KENT—Shreveport—1947**

Frequency: 1550 Kc..Power: 1 Kw. d., 500 W. n.  
 Owned-Operated By...Radio Shreveport, Inc.  
 Business-Studio Address.....311 Milam Bldg.  
 Tel.: 3-3681.....MBS, NBC  
 Representative.....Walker-Rawalt  
 Pres., Gen. Mgr.....Troy A. Kaichen  
 Commercial Manager.....Ken Weaver  
 Prom., Pub. Dir.....Bill Monroe  
 Program Director.....Bill Jay  
 Chief Engineer.....L. J. Carlson

**KJOE—Shreveport—1954**

Frequency: 1480 Kc.....Power: 1 Kw. d.  
 Owned.....Audiocasting, Inc.  
 Address.....529½ Crockett St.  
 Tel.: 2-0732.....Independent  
 Station Representative...Forjoe, Clarke Brown  
 Pres., Gen. Mgr.....Joe Monroe  
 Sales Prom. Mgr.....Winnie Spruelli  
 Comm. Mgr.....Pat Stove  
 Program Dir.....Vern Stierman  
 Chief Eng.....N. L. Keys

**KLUE—Shreveport—1957**

Frequency: 1300 Kc.....Power: 1 Kw., d.  
 Owned By.....Kenwil, Inc.  
 Address.....850 Havens Rd.  
 Tel.: 2-4617.....Independent  
 Representative.....Breen & Ward  
 Pres., Gen. Mgr.....Charles E. Ray  
 Comm. Mgr.....Dollye Lloyd

**KOKA—Shreveport—1957**

Frequency: 980 Kc.....Power: 5000 Watts d.  
 Owned-Oper. By.....John McLendon & Assoc.

Business Address .205 Milam; P.O. Box 3605  
 Tel.: 2-3122.....Independent  
 Sta. Rep.....Pearson  
 General Manager.....John McLendon  
 Station Manager.....Charles Fletcher

**KRMD—Shreveport—1928**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated by...Radio Station KRMD  
 Business Address.....Jefferson Hotel Bldg.  
 Tel.: 3-6171.....ABC  
 Representative.....Weed  
 President.....T. B. Lanford  
 Gen., Comm. Mgr.....William L. Switzer  
 Sta. Mgr, Prog Dir.....Joseph H. Keith  
 Sales Promotion Manager...Elizabeth Roberts  
 Chief Engineer.....Dub Wilkinson

**KWKH—Shreveport—1925**

Frequency: 1130 Kc.....Power: 50,000 Watts  
 Owned-Operated By...International Bcstg. Corp.  
 Bus-Studio Address....Commercial Building  
 Tel.: 2-8711.....CBS  
 Newspaper Affiliation....Shreveport Times  
 Representative.....Christal Co.  
 President.....William H. Bronson  
 Exec. V.P., Gen. Mgr.....Henry B. Clay  
 Commercial Manager.....Jack Timmons  
 Prom. Mgr., Pub. Dir.....James T. Briggs  
 Prog. Director.....Frank Page  
 Tech. Dir.....W. E. Antony  
 Chief Engineer.....O. S. Droke

**KBSF—Springhill—1954**

Frequency: 1460 Kc.....Power: 1000 Watts  
 Owned.....Springhill Broadcasting Co.  
 Address.....Box 597  
 Tel.: LE 9-4616.....KBS  
 Representative.....Hil F. Best  
 President.....Roy M. Fish  
 General Mgr.....John K. Hill  
 Station Mgr.....Arthur Dickerson  
 Prog. Dir.....Howard Clark  
 Chief Engineer.....Robert Wainwright

**KIKS—Sulphur-Lake Charles  
 1955**

Frequency: 1310 Kc.....Power: 500 W. d.  
 Owned-Operated By.....Lake Bcstg. Co.  
 Address.....Box 895  
 Tel.: JA 7-5266.....KBS  
 Representative.....Clarke Brown  
 Manager.....Cecil E. Bland, Jr.  
 Commercial Manager.....Carroll A. Wynn

**KTLD—Tallulah—1954**

Frequency: 1360 Kc.....Power: 500 Watts  
 Owned-Operated By.....Griffith Electric Co.  
 Address.....Box 1360  
 Tel.: 1360.....KBS  
 Pres., Ch. Eng.....Howard E. Griffith  
 Comm., Sales Prom. Mgr...Chris C. Kimbell, Jr.  
 Program Director.....Mrs. Pearle C. Luckett

**KTIB—Thibodaux—1953**

Frequency: 630 Kc.....Power: 500 W., d.

# Let The Maine Broadcasting System help you to your share of the Northern New England market

The people who live within the service area of our stations have a combined effective buying income of 1 billion, 700 million. When it comes to reaching these people and attracting their dollars, the stations that serve them best will serve you best, too. See your Weed man for the complete story on the stations and the market.

## THE MAINE BROADCASTING SYSTEM STATIONS

### TV NETWORK

WCSH-TV (6) Portland  
WLBZ-TV (2) Bangor

### RADIO NETWORK

WCSH Portland  
WLBZ Bangor  
WRDO Augusta  
WLAM Lewiston (affiliate)

**LOUISIANA-MAINE**

Owner.....Delta Bcstrs., Inc.  
 Address.....701 W. 5th St.  
 Tel.: Hillcrest 7-9006.....Independent  
 President.....F. H. Block  
 General Mgr.....Ray Saadi  
 Commercial Manager.....James Eisner  
 Sales Promotion Manager.....Marie Bergeron  
 Program Director.....Wayne Carpenter  
 Publicity Director.....Walt Jenkins  
 Chief Engineer.....Lee Martin

**KVPI—Ville Platte—1953**

Frequency: 1050 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Ville Platte Bcstg. Co.  
 Address.....Box 566  
 Tel.: 5888.....KBS  
 President.....Lionel B. Deville  
 Gen., Comm. Mgr.....Chris Dupiechain  
 Chief Engineer.....J. L. Sylvester

**KLVI—Vivian—1957**

Frequency: 1600 Kc.....Power: 500 Watts, d.  
 Owned By.....Joel E. Wharton  
 Address.....P. O. Box 1069  
 Tel.: 9200.....Independent  
 Gen. Mgr., Chief Eng.....J. E. Wharton  
 Program Dir.....Mrs. J. E. Wharton

**KUZN—West Monroe**

Frequency: 1310 Kc.....Power: 1 Kw., d.  
 Owned.....Howard E. Griffith

Address.....218½ Trenton St.  
 Tel.: 2-1491.....Independent  
 Representative.....Best  
 Gen. Sales Prom. Mgr.....Ollie Bales

**KEVL—White Castle—1955**

Frequency: 1590 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Big League Bcstg. Co.  
 Address.....Box 483, Plaquemine, La.  
 Tel.: 5116(P).....KBS  
 Representative.....Best  
 President.....Bill Lee  
 Gen. Mgr.....Lou Millet

**KVCL—Winnfield—1955**

Frequency: 1270 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Winn Bcstg. Co.  
 Address.....Box 548  
 Tel.: 5822.....KBS  
 Gen. Mgr., Ch. Engr.....Edward R. Hall  
 Station Manager.....Betty Hall  
 Program Dir.....Charles Christie

**KMAR—Winnesboro—1957**

Frequency: 1570 Kc.....Power: 500 Watts, d.  
 Owned.....Franklin Bcstg. Co.  
 Address.....Box 312  
 Tel.: Winnesboro 5141.....Independent  
 Representative.....Continental Radio Sales  
 Gen. Mgr.....Si Willing  
 Prog. Mgr.....Buddy Martin

Pop.: 959,000  
 Families: 279,000  
 Radio Homes: 270,000

**Maine**

Stations in State: 23  
 TV Homes: 242,000  
 TV Stations: 7

**WFAU—Augusta—1946**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By...Twin City Bcstg. Co., Inc.  
 Business Address.....160 Bangor St.  
 Tel.: MA 3-3878.....MBS  
 Representative.....O'Connell, Wheeler  
 President.....Faust Couture  
 Gen., Sta. Mgr.....Norman C. Gallant  
 Sales Promotion Mgr.....Richard McLennan  
 Program Director.....Mona Toothaker  
 Publicity Director.....Louise Patterson  
 Supervisory Engineer.....Joseph Roy

**WRDO—Augusta—1932**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....WRDO, Inc.  
 Address.....175 Water Street  
 Tel.: MA 3-4735.....NBC  
 Representative.....Weed  
 President.....William H. Rines  
 Station Manager.....Leslie R. Hubley  
 Chief Engineer.....Harold T. Dinsmore  
 (See Page 462)

**WABI—Bangor—1924**

Frequency: 910 Kc.....Power: 5000 Watts  
 Owned-Oper. By...Community Bcstg. Service

Business-Studio Address.....57 State St.  
 Tel.: 6446.....ABC-MBS  
 Representative.....Hollingbery, Kettell-Carter  
 President.....Horace A. Hildreth  
 Exec. V.P., Gen. Mgr.....Leon Gorman, Jr.  
 V.P.-Operations.....Walter Dickson  
 Res. Station Mgr.....John F. MacRae  
 Comm., Sales Prom. Mgr...Charles M. Sias, Jr.  
 Prog., Pub. Dir.....John F. MacRae  
 Chief Engineer.....Ed Winchester

**WGUY—Bangor—1945**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By...Bangor Bcstg. Corp.  
 Address.....26 Central St.  
 Tel.: 7354.....Independent  
 Rep.....O'Connell, Wheeler  
 President.....Melvin Stone  
 General Manager.....James P. Hinchey  
 Commercial Manager.....John Walsh  
 Sales Promotion Mgr.....Joyce Silver  
 Program Director.....Robert Dow  
 Publicity Director.....Thomas Ryan  
 Chief Engineer.....James Golden

**WLBZ—Bangor—1926**

Frequency: 620 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Maine Bcstg. Co.

## MAINE

Business-Studio Address.....100 Main St.  
Tel.: BA 2-4656.....NBC  
President.....William H. Rines  
Station Mgr.....Edward E. Guernsey  
Program Dir.....Edward Owen  
Chief Engineer.....John H. Wibby

(See Page 462)

### WMMS—Bath—1957

Frequency: 730 Kc.....Power: 500 W., d.  
Owned By.....Winslow T. Porter  
Address.....195 Front St.  
Tel.: HI 3-5542.....Independent  
Pres., Gen. Comm. Mgr.....Winslow T. Porter  
Program Director.....Mark Roman  
Publicity Director.....Lewis Colby  
Chief Engineer.....Dr. Harry F. Hinckley

### WIDE—Biddeford—1948

Frequency: 1400 Kc.....Power: 250 Watts  
Owned By.....Biddeford-Saco Bcstg. Co.  
Address.....234 Main St.  
Tel.: 4-4566.....MBS  
Pres., Gen. Mgr.....J. Alan Jasper  
Station Mgr.....Louis J. Borgatti  
Commercial Mgr.....M. Chester Ball

### WCME—Brunswick—1955

Frequency: 900 Kc.....Power: 500 Watts  
Owned.....Westminster Broadcasting Co.  
Address.....River Road  
Tel.: PA 5-5507.....Independent  
Representative.....Walker-Rawalt  
Pres., Gen. Mgr.....Clifford B. Kemberling

Program Director.....Glenn H. Hilmer  
Sales Prom. Mgr.....Raymond B. Durgin  
Chief Engineer.....Melville Whitcomb

### WFST—Caribou—1956

Frequency: 600 Kc.....Power: 5 Kw., d.  
Owned.....Northern Bcstg. Co.  
Address.....Box 65  
Tel.: 3731.....Independent  
Representative.....O'Connell  
President.....F. S. Tibbetts  
Gen., Sta. Mgr.....Elby Stevens  
Commercial Manager.....Phyllis Belanger  
Sales Promotion Mgr.....A. Knight  
Program Director.....Ray Mosher  
Chief Engineer.....G. D. Johnson

### WABM—Houlton—1950

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....Aroostook Bcstg. Corp.  
Address.....1340 North Rd.  
Tel.: 2257.....NBC-ABC  
Representative.....Webb  
Exec. V.P.....Leon P. Gorman, Jr.  
Sta. Mgr.....Ted Coffin  
Sales Mgr.....Robert Young

### WCOU—Lewiston—1938

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....Twin City Bcstg. Co., Inc.  
Business-Studio Address.....223 Lisbon St.  
Tel.: 4-6921.....MBS  
Representative.....O'Connell, Wheeler  
Pres., Pub. Dir.....Faust Couture

*The Quality Station*

**WMMS** RADIO  
MAINE

**Operating Daily from  
Sunrise to Sunset at 730 Kc.**

*Studios and Offices:*

195 Front Street  
Bath, Maine

Phone: Hilltop 3-5542-3

Winslow T. Porter, *Gen. Mgr.*

*Portland Office:*

Graymore Hotel  
21 Preble Street

Phone: Spruce 3-5544

Ray Auger, *Mgr.*

**WHERE MOST OF MAINE IS SERVED**

Gen., Sta. Mgr.....John C. Libby  
 Commercial Manager.....Oscar J. Normand  
 Program Dir.....Annette Howanick  
 Chief Engineer.....Carl P. Rounds

**WLAM—Lewiston—1947**

Frequency: 1470 Kc.....Power: 5000 Watts  
 Owned-Oper. By Lewiston-Auburn Bcstg. Corp.  
 Business-Studio Address.....129 Lisbon St.  
 Tel.: 4-5401.....ABC  
 Representative.....Weed  
 Pres., Gen. Mgr.....F. Parker Hoy  
 Station Manager.....Harold Dutch  
 Commercial Manager.....Romeo E. Sansoucy  
 Program Director.....Frank Sweeney  
 Chief Engineer.....Herbert Wiles  
 (See Page 462)

**WCSH—Portland—1925**

Frequency: 970 Kc.....Power: 5000 Watts  
 Owned-Oper. By...Maine Radio & TV Co.  
 Business-Studio Address.....157 High St.  
 Tel.: SP 2-0181.....NBC  
 Representative.....Weed  
 President.....William H. Rines  
 Sta., Comm. Mgr.....Benjamin A. Huble  
 Program Director.....Kenneth A. Manley  
 Publicity Director.....Linwood T. Pitman  
 Chief Engineer.....Charles R. Brown  
 (See Page 462)

**WGAN—Portland—1938**

Frequency: 560 Kc.....Power: 5000 Watts  
 Owned-Oper. By...Guy Gannett Bcstg. Services  
 Business-Studio Address.....390 Congress St.  
 Tel.: SP 2-4661.....CBS  
 Newspaper Affil.....Gannet Publishing  
 Representative.....Avery-Knodel, Foster  
 President.....Jean Gannett Williams  
 Vice-Pres., Gen. Mgr.....Creighton E. Gatchell  
 Sta. Mgr.....Francis H. Farnum, Jr.  
 Publicity Director.....John M. Havey  
 Prog. Dir.....C. R. Sanford  
 Chief Engineer.....Roger W. Hodgkins

**WLOB—Portland—1956**

Frequency: 1310 Kc.....Power: 1 Kw., d.  
 Owned.....Casco Bcstrs. Corp.  
 Business Address.....212 Middle St.  
 Tel.: SP 5-2336.....Independent  
 Rep....O'Connell, Wheeler, McGavren-Quinn  
 President.....Sherwood J. Tarlow  
 General, Station Manager.....Melvin L. Stone  
 Commercial Manager.....David L. Royte  
 Sales Promotion Manager.....Robert Jordan  
 Program Director.....Howard Leonard  
 Publicity Director.....James Nields III  
 Chief Engineer.....T. Richard Dunn

**WPOR—Portland—1946**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Hildreth Bcstg. Co.  
 Business-Studio Address.....477 Congress St.  
 Tel.: SP 3-8111.....ABC-MBS  
 Rep. ....Kettel-Carter, Hollingbery  
 President.....Horace A. Hildreth  
 Ex V.P. Gen. Mgr.....Leon P. Gorman, Jr.  
 Station Manager.....Raymond G. Mercier  
 Nat'l Sales Mgr.....William J. Mullen

Chief Engineer.....Joseph Williams

**WAGM—Presque Isle—1931**

Frequency: 950 Kw.....Power: 5000 Watts  
 Owned-Operated By....Aroostook Bcstg. Corp.  
 Address.....489 Main St.  
 Tel.: 9-2461.....MBS-NBC  
 Representative.....Hollingbery, Kettel-Carter  
 President.....Horace A. Hildreth  
 General Mgr.....Leon P. Gorman, Jr.  
 Comm., Sta. Mgr.....Richard B. Marshall  
 Program Dir.....Wayne A. Knight  
 Chief Engineer.....Lester E. Hughes

**WRKD—Rockland—1952**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Knox Bcstg. Co.  
 Address.....493 Main St.  
 Tel.: RO 1600.....ABC  
 Representative.....Kettel-Carter  
 President.....Carleton D. Brown  
 Gen. Mgr., Prog. Dir.....Paul R. Huber  
 Station Manager.....Paul R. Huber  
 Commercial Manager.....Fred L. Perkins  
 Chief Engineer.....Miles Lamson

**WRUM—Rumford—1953**

Frequency: 790 Kc.....Power: 1 Kw. d.  
 Owned-Oper. By.....Rumford Bcstg. Co.  
 Address.....89 Congress St.  
 Tel.: 1057.....KBS  
 Rep....O'Connell, Wheeler; McGavren-Quinn  
 President.....Melvin L. Stone

Ap

News  
Is Preferred

... by Sponsors — because it  
insures a day-to-day association  
with quality.

Ap

Preferred

50 Rockefeller Plaza · New York 20, N. Y.

## MAINE-MARYLAND

General Manager.....Kenneth J. Ellis  
Commercial Manager.....Stanley Milton  
Chief Engineer.....William Spollen

### WSME—Sanford—1957

Frequency: 1220 Kc.....Power: 1 Kw., d.  
Owned.....York Bcstg. Co.  
Address.....Box 1220  
Tel.: 1574.....Independent  
Rep.....O'Connell, Wheeler; McGavren-Quinn  
President.....Melvin L. Stone  
Gen. Mgr.....John A. Carlson  
Chief Engineer.....Richard B. Parker

### WGHM—Skowhegan—1956

Frequency: 1150 Kc.....Power: 1 Kw. d.  
Owned By.....Pineland Broadcasting Co.  
Address.....61 Water St.  
Tel.: Greenwood 4-2727.....KBS  
Representative...Wheeler; McGavren-Quinn  
President.....Melvin L. Stone  
Gen. Comm. Mgr.....Harry K. Heustis  
Chief Engineer.....Lewellyn Greenlaw

### WKTD—South Paris—1955

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By.....Oxford Bcstg. Co.  
Business Address.....1450 Alpine St.  
Tel.: PI 3-2311.....Independent  
Pres., Comm. Mgr.....Gerald T. Higgins

Station Mgr.....Eldon H. Shute, Jr.  
Program Dir.....Dick Dean  
Publicity Director.....Joseph Quinn  
Chief Engineer.....R. Dean Seguin

### WGVM—Waterville—1956

Frequency: 1150 Kc...Power: 1000 Watts d.  
Owned.....Pineland Broadcasting Co.  
Address.....61 Water St., Skowhegan  
Tel.: 7-2727 (Skow.).....Independent  
Representative.....O'Connell  
President.....Melvin L. Stone  
Sta. Mgr.....Robert M. Benson  
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

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By....Kennebec Bcstg. Co.  
Business-Studio Address.....36 Silver St.  
Tel.: TR 3-3311.....ABC  
Representative....Hollingbery, Kettell-Carter  
Pres., Gen-Station Mgr....Carleton D. Brown  
Commercial Manager.....Harold L. Vique  
Pub. Dir.....Ken Chase  
Chief Engineer.....Don Sutherland

Pop.: 3,030,000  
Families: 842,030  
Radio Homes: 795,000

## Maryland

Stations in State: 35  
TV Homes: 731,000  
TV Stations: 6

### WAMD—Aberdeen—1957

Frequency: 970 Kc....Power: 500 Watts, d.  
Owned By.....Harford Cty. Bcstg. Co.  
Address.....P. O. Box 485  
Tel.: 2070.....Independent  
Pres., Gen. Mgr.....J. L. Allen  
Commercial Mgr.....C. H. Jarvis  
Program Dir.....R. H. Gray  
Chief Engineer.....J. A. McAulay

### WANN—Annapolis—1947

Frequency: 1190 Kc....Power: 10000 Watts d.  
Owned-Operated By...Annapolis Bcstg. Corp.  
Business-Studio Address.....Box 749  
Tel.: CO 3-2500.....Independent  
Representative.....Dora-Clayton, Walker  
Pres., Gen. Mgr.....Morris H. Blum  
Chief Engineer.....M. W. Pittman

### WIPA—Annapolis—1946

Frequency: 810 Kc.....Power: 250 Watts d.  
Owned-Oper. By.....WSAL Bcstg. Co.  
Business Address.....P. O. Box 1551  
Tel.: CO 3-9211.....Independent  
Pres., Gen. Mgr.....R. J. Kent  
Station Manager.....R. J. Bennett  
Chief Engineer.....J. D. Leyman

### WNAV—Annapolis—1948

Frequency: 1430 Kc.....Power: 1000 Watts  
Owned-Operated By.....Capital Bcstg. Co.  
Address.....Admiral's Drive  
Tel.: CO 3-2639.....Independent  
Representative.....Headley-Reed  
President.....Henry Rau  
General Manager.....Maxwell Marvin  
Station Manager.....Bill W. Fillingham  
Program Director.....Betty Straubel  
Chief Engineer.....Lloyd Smith

### WBAL—Baltimore—1925

Frequency: 1090 Kc....Power: 50,000 Watts  
Owned.....Hearst Corp. (Radio & TV. Div.)  
Address.....2610 North Charles St.  
Tel.: HO 7-3000.....NBC  
Representative.....Christal  
V.P., & Gen. Mgr.....D. L. Provost  
Station Mgr.....Thomas S. Carr  
Asst. Sta. Mgr.....Alfred E. Burke  
Sales Promotion Mgr.....Henry Hines  
Program Manager.....W. Robert McKinsey  
Publicity Director.....Kent Redgrave  
Chief Engineer.....W. D. Bareham

**WBMD—Baltimore—1947**

Frequency: 750 Kc. Power: 1000 Watts d.  
 Owned-Operated By.....Key Bcstg. Corp.  
 Business-Studio Address.....879 Park Ave.  
 Tel.: MU 5-7095.....Independent  
 Representative.....Charles Bernard  
 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.  
 Tel.: MU 5-0600.....Independent  
 Representative.....Radio-TV Reps.  
 President.....Harold R. Krelstein  
 V.P., Gen. Mgr.....Byron Millenson  
 Sales Manager.....C. Carroll Larkin  
 Program Director.....Lee Parker  
 Owners of: WMPS, Memphis, Tenn.; WJJD,  
 Chicago; WCOP, Boston.

**WCBM—Baltimore—1924**

Frequency: 680 Kc. Power: 10,000 d.; 5000 n.  
 Owned-Oper. By.....Baltimore Bcstg. Corp.  
 Bus.-Studio Address.....Community House  
 Tel.: BE 5-8400.....CBS  
 Representative.....Bolling  
 President.....John Elmer  
 Exec. V.P., Gen. Mgr.....G. H. Roeder  
 Sales Director.....John K. Healy  
 Asst. Mgr., Prog. Dir.....Charles A. Roeder  
 Chief Engineer.....G. Porter Houston

**WEBB—Baltimore—1955**

Frequency: 1360 Kc. Power: 5000 Watts  
 Owned-Operated By.....1360 Bdcstg Co., Inc.  
 Business Address.....3113 W. North Ave.  
 Tel.: WI 7-1245.....Independent  
 Representative.....Stars, National  
 General Manager.....Bentley A. Stecher  
 Chief Engineer.....Leroy Reckling

**WFBR—Baltimore—1922**

Frequency: 1300 Kc. Power: 5000 Watts  
 Owned-Oper. By...The Baltimore Radio Show  
 Address.....10 E. North Ave.  
 Tel.: MU 5-1300.....Independent  
 Representative.....John Blair & Co.  
 President.....Robert S. Maslin  
 General Manager.....Robert B. Jones, Jr.  
 Commercial Manager.....Dudley Tichenor  
 Sales Prom., Pub. Dir.....Mrs. Cleo Wright  
 Program Director.....Ralph Phillips  
 Chief Engineer.....William R. Hoos

**WITH—Baltimore—1941**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By...Maryland Bcstg. Corp.  
 Business-Studio Address.....7 E. Lexington St.  
 Tel.: LE 9-7808.....Independent  
 Rep.....Select Sta. Reps., Clarke Brown  
 Pres., Gen. Mgr.....Thomas G. Tinsley, Jr.  
 Station Manager.....Robert C. Embry

Program Director.....Ed Bryant  
 Gen. Sls. Mgr.....G. S. Shaffer  
 Chief Engineer.....Paul Custer

**WSID—Baltimore—1947**

Frequency: 1010 Kc. Power: 1000 Watts. d.  
 Owned-Operated By.....United Bcstg. Co.  
 Business-Studio Address.....912 N. Charles St.  
 Tel.: SA 7-8250.....Independent  
 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.  
 Tel.: SARatoga 7-3555.....ABC, MBS  
 Representative.....Dore  
 President.....Thomas F. McNulty  
 Gen., Sta. Mgr.....Dr. Victor King  
 Commercial Manager.....James A. Doyle  
 Publicity Director.....Frank Brown  
 Chief Engineer.....Clifford Inman

**WUST—Bethesda—1951**

(SEE WASHINGTON, D. C.)

**WCEM—Cambridge—1947**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By.....The Shore Bcstg Co.  
 Address.....Queen Anne Ave.  
 Tel.: 1580.....KBS  
 Pres., Gen. Mgr.....G. P. Richards  
 Sta., Commercial Mgr.....Sam Cannon, Jr.  
 Prog. Dir.....Bette B. Robbins

**WCUM—Cumberland—1948**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By.....The Tower Realty Co.  
 Business Address.....P.O. Box 360  
 Tel.: PARKview 4-5400.....CBS  
 Representative.....Thomas F. Clark  
 President.....Karl F. Steilmann  
 Gen., Comm. Mgr.....Eldred Steinmann  
 Program Director.....Barry Dean  
 Chief Engineer.....William Simpson

**WTBO—Cumberland—1928**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned.....Cumberland Valley Bcstg. Co.  
 Business Address.....430 Byrd Ave., Box 510  
 Tel.: PA 2-6666.....NBC  
 Representative.....Branham  
 Pres., Gen., Sta. Mgr.....A. William German  
 Prog. Mgr., Pub. Dir.....Les Ford  
 V.P., Comm. Mgr.....Floyd V. Cozad  
 Chief Engineer.....R. Wirgman

**WAYE—Dundalk—1955**

Frequency: 860 Kc. Power: 500 W. d.  
 Owned-Operated By.....Erway Bcstg. Co.  
 Address.....916 N. Charles, Baltimore  
 Tel.: PL 2-4008.....Independent

# MARYLAND

Representative.....Bcst. Time Sales  
 President, Gen. Mgr.....Guy S. Erway  
 Commercial Manager.....Bob Bennett  
 Program Director.....Ron Wilner  
 Chief Engineer.....Duane Cornett

Tel.: VO 2-1031.....KBS  
 Representative.....Burke-Stuart Co.  
 President.....James S. Beattie  
 Station Manager.....Edward P. Lenaway

## WFMD—Frederick—1936

Frequency: 930 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Monocacy Bcstg. Co.  
 Address.....1 West Seventh St.  
 Tel.: MO 3-4181.....CBS  
 Station Representative.....Gill-Perna  
 President.....Laurence Leonard  
 Sta., Comm. Mgr.....Roger A. Beane  
 Sales Promotion Manager.....John Speciale  
 Program Director.....Bill Howard  
 Publicity Director.....Pat Dean  
 Chief Engineer.....Russell Bassett

## WPGC—Morningside—1954

(See Washington, D C.)

## WDVM—Pocomoke City—1955

Frequency: 540 Kc.....Power: 500 W. d.  
 Owned-Operated By.....Eastern Shore Bcstg. Co.  
 Address.....Box 210  
 Tel.: EL 5-1515.....Independent  
 Representative.....Rollins  
 Owner.....G. Russell Chambers  
 Manager.....David Welbourne, Jr.  
 Prog. Dir.....Tom Grigsby  
 Chief Engineer.....Claude Jones

## WARK—Hagerstown—1947

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....United Bcstg. Co., Inc.  
 Address.....128 S. Prospect St.  
 Tel.: RE 3-4500.....CBS  
 Representative.....United, Devney  
 President.....Richard Eaton  
 Gen., Sta. Mgr.....S. E. Phillips  
 Prog. Dir.....Richard Collyer  
 Publicity Director.....Ed Wolfkill  
 Chief Engineer.....G. Harold Brewer

## WINX—Rockville—1951

Freq.: 1600 Kc..Power: 1 Kw. d., 500 Watts n.  
 Owned-Oper. By.....Montgomery Cty. Bcstg. Co.  
 Address.....8 Baltimore Rd.  
 Tel.: POplar 2-4357.....Independent  
 Representative.....Wittig  
 President.....Richard Eaton  
 General Mgr.....Pierce D. Eaton  
 Commercial Mgr.....John Panagos  
 Program Dir.....Richard Denham  
 Chief Engineer.....John Edwards

## WJEJ—Hagerstown—1932

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Hagerstown Bcstg. Co., Inc.  
 Business-Studio Address.....Franklin Court  
 Tel.: RE 9-2323.....MBS-ABC  
 Representative.....Burn-Smith  
 Pres., Gen. Mgr.....Grover C. Crilley  
 Sta., Comm., Sls., Prom. Mgr.....W. H. Paulsgrove  
 Prog., Pub. Dir.....Robert Leasher  
 Chief Engineer.....George McIntire

## WASA—Havre De Grace 1948

Frequency: 1330 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Chesapeake Bcstg. Corp.  
 Address.....P. O. Box 97  
 Tel.: 800.....Independent  
 President, General-Station Mgr...Jason T. Pate  
 Comm.-Sales Prom. Mgr.....Charles W. Irwin  
 Program Director.....John H. Little  
 Chief Engineer.....John Hartogensis

## WKIK—Leonardtown—1953

Frequency: 1370 Kc....Power: 1000 Watts d.  
 Owned-Oper. By.....Southern Md. Bcstrs. Inc.  
 Address.....Leonardtown  
 Tel.: GR 5-2211.....Independent  
 President.....J. L. Bittner  
 Comm., Sls. Prom. Mgr.....W. C. Redd

## WPTX—Lexington Park—1953

Frequency: 920 Kc.....Power: 500 Watts, d.  
 Owned.....Patuxent Radio Inc.  
 Address.....Daughterly Bldg.



**News  
Is Preferred**

... by Sponsors — because it  
 insures a day-to-day association  
 with quality.



**Preferred**

50 Rockefeller Plaza · New York 20, N. Y.



## MARYLAND-MASSACHUSETTS

### WBOC—Salisbury—1940

Frequency: 960 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By... The Peninsula Bcastg. Co.  
Bus.-Studio Address... Radio TV Park  
Tel.: Pioneer 9-6131... Independent  
Representative... Burn-Smith  
President... John W. Downing  
Gen., Sales Prom. Mgr... Charles J. Truitt  
Commercial Manager... H. Wendell Henry  
Program Director... John W. Downing, Jr.  
Chief Engineer... Jack W. Ward

### WICO—Salisbury—1956

Frequency: 1320 Kc. Power: 500 Watts, d.  
Owned... Beacon Broadcasting Corp.  
Address... 1180 Raymond Blvd., Newark, N. J.  
Tel.: Market 3-4972... KBS  
President... Sheldon Smerling  
General Manager... Bruno M. Kern  
Station Manager... William Schnaudt

### WJDY—Salisbury—1958

Frequency: 1470 Kc. Power: 5000 Watts d.  
Owned-Operated By... Salisbury Bcastg. Co.  
Business Address... 106 W. Circle Ave.  
Tel.: Pioneer 2-5191... Independent  
Representative... Clark  
Pres., Gen. Mgr... Norman Glenn  
Sales Promotion Mpr... Johnny Williams  
Program Director... Dick Ireland  
Publicity Director... Ed Vaughn  
Chief Engineer... Albert Edelenbos

### WGAY—Silver Spring—1946

Frequency: 1050 Kc. Power: 1000 Watts d.  
Owned-Oper. By... Tri-Suburban Bcastg. Corp.

Business Address... 11306 Kemp Mill Rd.  
Tel.: WH 6-1050... Independent  
Representation... Stars National  
President... John W. Kluge  
Sta., Comm. Mgr... Ted Dorf  
Publicity Director... Val Thomas  
Chief Engineer... Arthur McDougal

### WAQE—Towson—1955

Frequency: 1570 Kc. Power: 1000 W., d.  
Owned-Oper. By... WTOW, Inc.  
Address... 26 West Pennsylvania Ave.  
Tel.: VA 5-9660... Independent  
Pres., Gen. Mgr... John S. Booth  
Station Mgr... Robert Howard  
Chief Engineer... William Willis

### WTTR—Westminster—1953

Frequency: 1470 Kc. Power: 1000 Watts d.  
Owned-Oper. By... Carroll County Bcastg. Corp.  
Address... Box 28  
Tel.: TI 8-5511... KBS  
V.P., Gen., Comm. Mgr... Russell H. Morgan

### WDON—Wheaton—1953

Frequency: 1540 Kc. Power: 250 Watts d.  
Owned-Operated By... Everett L. Dillard  
Address... 1319 F St. N.W., Washington, D. C.  
Tel.: Lockwood 5-0747... KBS  
Pres., Gen. Mgr... Everett L. Dillard  
Station Manager... Jean M. Dillard  
Commercial Manager... Arlyn H. Robertson  
Sales Promotion Manager... Kathryn Epstein  
Program Director... Donald Dillard  
Publicity Director... Fred Drake  
Chief Engineer... Eugene Jaraskinske

Pop.: 5,125,000  
Families: 1,559,000  
Radio Homes: 1,529,000

## Massachusetts

Stations in State: 58  
TV Homes: 1,418,000  
TV Stations: 12

### WARA—Attleboro—1950

Frequency: 1320 Kc. Power: 1000 Watts  
Owned-Oper. By... Attleboro Radio Assn.  
Address... 8 N. Main St.  
Tel.: 1-1320... Independent  
Representative... Foster & Creed  
Station Manager... Keith S. Field  
Advertising Manager... William A. Dawson  
General Manager... J. Ottmar

### WBZ-WBZA

#### Boston-Springfield—1921 (Synchronous Operation)

Frequency: 1030 Kc. Power: WBZ, 50,000  
Watts; WBZA, 1000 Watts  
Owned... Westinghouse Bcastg. Co. Inc.  
Business-Studio Add... 1170 Soldiers Field Rd.  
Tel.: AL 4-5670... Independent  
Sta. Representative... Peters, Griffin, Woodward  
After July 1... AM Radio Sales  
President... D. H. McGannon

Station Manager... Paul G. O'Friel  
Commercial Manager... William J. Williamson  
Sales Promotion Manager... John L. Williams  
Program Director... Melvin M. Bailey  
Publicity Director... Edward L. Pearle  
Chief Engineer... W. H. Hauser  
Owners of: KYW, Cleveland, O.; KDKA,  
Pittsburgh, Pa.; WOWO, Fort Wayne, Ind.;  
KEX, Portland, Ore.; WIND, Chicago, Ill.

### WCOP—Boston—1935

Frequency: 1150 Kc. Power: 5000 Watts  
Owned-Oper. By... Plough Bcastg. Corp.  
Bus.-Studio Address... 234 Clarendon St.  
Tel.: CO 7-0123... Independent  
Representative... Radio-TV Reps.  
President... Harold Krelstein  
Gen., Sta. Mgr... Roy V. Whisnand  
Commercial Manager... Edward T. McCann, Jr.  
Prog. Dir... Irvin Dierdorff, Jr.  
Chief Engineer... Adelbert E. Watkins  
Owners of: WMPS, Memphis, Tenn.; WJJD,  
Chicago, WCAO, Baltimore, Md.

**MASSACHUSETTS** .....

**WCRB—Boston—1948**

Freq.: 1330 Kc.....Power: 5 Kw. d.; 1 Kw. n.  
Owned.....Charles River Bcstg. Co.  
Business Address.....Sheraton Plaza Hotel  
Tel.: COpley 7-7080.....Independent  
Station Rep.....Good Music Broadcasters  
Pres., Gen. Mgr.....Theodore Jones  
V.P. Sales Mgr.....Leonard V. Corwin  
Sta. Mgr.....Richard L. Kaye  
Program Director.....Robert Stuart Vail  
Publicity Director.....John Fisher  
Chief Engineer.....James Godfrey

**WEEI—Boston—1924**

Frequency: 590 Kc.....Power: 5000 Watts  
Owned-Oper. By.....CBS  
Business-Studio Address.....182 Tremont St.  
Tel.: HU 2-2323.....CBS  
Representative.....CBS Radio Spot Sales  
Gen. Mgr.....Thomas Y. Gorman  
Sales Mgr.....Robert Sinnett  
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.  
Tel.: HA 6-5500.....Independent  
Newspaper Affil.....Herald-Traveler

Representative .....John Blair  
President.....Robert B. Choate  
V.P., Managing Dir.....William B. McGrath  
V.P., Sales Dir.....Alexander M. Tanger  
Program Mgr.....John M. Day  
Sales Prom. Mgr.....Robert B. Cheyne  
Chief Engineer.....Phillip K. Baldwin

**WILD—Boston—1946**

Frequency: 1090 Kc....Power: 1000 Watts d.  
Owned-Oper. By....Bartell Broadcasters, Inc.  
Business Add....400 Commonwealth Ave.  
Tel.: CO 7-3005.....Independent  
Station Representative.....Adam Young  
President .....Gerald Bartell  
General Manager.....Peter P. Theg  
Commercial Manager.....Perry J. Brown  
Sales Prom. Mgr.....Phillip Morris  
Program Manager.....John Scott  
Publicity Director.....George Berkeley  
Chief Engineer.....Donald Snider

**WMEX—Boston—1934**

Frequency: 1510 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Richmond Brothers  
Business-Studio Address....70 Brookline Ave.  
Tel.: CO 6-3900.....Independent  
Representative .....ForJoe  
President.....Maxwell E. Richmond  
General Mgr.....Robert Richmond  
Program Dir.....Mel Miller  
Chief Engineer.....Morton L. Bardfield



**News Is Preferred...**

**... by Listeners . . because it is  
dependable as well as interesting.**

**Ap  
Preferred**

50 Rockefeller Plaza



New York 20, N. Y.

**WNAC—Boston—1922**

Frequency: 680 Kc.....Power: 50 Kw.  
 Owned...Yankee Div., RKO Teleradio Pictures  
 Bus.-Studio Address.....21 Brookline Ave.  
 Tel.: CO 6-0800.....MBS  
 Representative .....H-R Reprs.  
 President .....Norman Knight  
 Exec. V.P., Gen. Mgr.....George Steffy  
 Comm. Mgr.....Tom Bateson  
 Nat. Sales Mgr.....Proctor Jones  
 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.....WORL Bcstg. Co.  
 Address.....705 Beacon Street  
 Tel.: CO 7-3800.....Independent  
 Representative.....Headley Reed Co.  
 President.....Joseph A. Dunn  
 Gen., Sta., Comm. Mgr.....Arthur E. Haley  
 Sales Prom. Mgr., Pub. Dir....Polly E. Haddad  
 Program Dir.....Bill Givens  
 Chief Engineer.....John Parker

**WEZE—Boston—1953**

Frequency: 1260 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Air Trails Bcstg.  
 Bus. Address..Hotel Bradford, 275 Tremont St.  
 Tel.: Liberty 2-1717.....NBC  
 Representative .....Hollingbery  
 Exec. V.P.....J. P. "Pat" Williams  
 General Manager.....Norton Virgien, Jr.  
 Program Director.....Bud Lee  
 Publicity Director.....Eugene Klebenov  
 Chief Engineer.....George Jowdy

**WBOS—Boston—1947**

Frequency: 1800 Kc.....Power: 5000 Watts  
 Owned-Oper. By...Champion Bcstg. Sys., Inc.  
 Address.....790 Commonwealth Ave.  
 Tel.: BE 2-5650.....Independent  
 Station Rep.....Rambeau, Vance, Hopple  
 President .....Herbert Hoffman  
 Gen., Sta. Mgr.....Ralph Weinman  
 Commercial Mgr.....Harry Goodman  
 Program Director.....Arnold Ginsburg  
 Chief Engineer.....Frederick Keller

**WBET—Brockton—1946**

Frequency: 1460 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By...Enterprise Publishing Co.  
 Business-Studio Address.....80 Main St.  
 Tel.: JU 6-1460.....Independent  
 Newspaper Affiliation.....Enterprise Times  
 Representative .....Walker-Rawalt  
 General Manager.....Charles A. Fuller  
 Sta., Comm. Mgr.....Earle G. Clement  
 Program Director.....M. Sothern Abbott  
 Chief Eng.....Charles O. Nowell

**WTAO—Boston—1948**

Frequency: 740 Kc.....Power: 250 Watts d.  
 Owned-Oper. By....Middlesex Bcstg. Corp.  
 Address.....439 Concord Ave.  
 Tel.: Elliot 4-0500.....ABC  
 Representative .....O'Connell  
 President.....Frank J. Lyman, Jr.  
 Gen., Sta. Mgr.....Wallace Dunlap  
 Commercial Manager.....Harry D. Goodwin  
 Sales Promotion Manager.....Joe Galvin  
 Program Director.....Ed Penney  
 Chief Engineer.....Earl Ellsworth

**WACE—Chicopee-Springfield  
1946**

Frequency: 730 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Regional Bcstg. Co.  
 Bus. Address..Radio Center, 326 Chicopee St.  
 Tel.: LY 4-6654.....Independent  
 Station Representative...Dorsl; Foster-Creed  
 President.....John S. Begley  
 Gen. Mgr.....Ralph J. Robinson  
 Prog. Dir.....Sy Levy

**WALE—Fall River—1948**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Narragansett Bcstg. Co.  
 Address.....18 N. Main St.  
 Tel.: OS 4-3535.....MBS  
 Representative .....O'Connell, Wheeler  
 Manager.....George L. Sisson, Jr.  
 Commercial Mgr.....Markey Gosciminski

W T A O

at that nice

740

spot . . . where

BOSTON

enjoys programming for

ADULTS

of all ages

W T A O

REP: RICHARD O'CONNELL

ABC IN BOSTON

# MASSACHUSETTS

Prog. Dir. .... Ann Kenney  
Chief Eng. .... Larry Coyle

## WSAR—Fall River—1921

Frequency: 1480 Kc. .... Power: 5000 Watts  
Owned-Oper. By. .... Fall River Bcstg. Co., Inc.  
Bus.-Studio Address. .... Box 927  
Tel.: OS 7-9477. .... Independent  
Newspaper Affiliation. .... Herald News, Inc.  
Representative. .... Headley-Reed, Kettell-Carter  
President. .... Frank W. Miller  
Gen. Mgr., Treas. .... Lincoln W. N. Pratt  
Commercial Manager. .... Cornelius Sullivan  
Program Director. .... J. Joseph Welch  
Chief Engineer. .... Arnold Molloy

## WEIM—Fitchburg—1941

Frequency: 1280 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By. .... Newcomb Bcstg.  
Business-Studio Address. .... 717 Main St.  
Tel.: 3-3766. .... MBS  
Station Representative. .... Kirby; Walker-Rawalt  
President. .... Arthur A. Newcomb  
General Manager. .... Robert E. Berry  
Commercial Manager. .... Donald A. Bowen  
Publicity Director. .... Howard McKenney  
Chief Engineer. .... Ted Kalln

## WFGM—Fitchburg—1949

Frequency: 960 Kc. .... Power: 1000 Watts  
Owned-Oper. By. .... Wachusett Bcstg. Corp.  
Address. .... 455 Main Street  
Tel.: Diamond 3-4897. .... Independent  
Station Rep. .... Everett-McKinney; Foster, Creed  
Pres., Gen. Mgr. .... David M. Myers  
Commercial Manager. .... James W. Chalmers  
Sales Prom. Mgr. .... Dave McFee  
Publicity Director. .... Richard McLernon  
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.  
Tel.: TR 3-7409. .... Independent  
Representative. .... Kettell-Carter, Grant Webb  
Pres., Gen. Mgr. .... Albert A. Anderson  
Gen. Mgr. .... Richard E. Adams  
Program Dir. .... Carl B. Duncan  
Chief Engineer. .... Frank Bartel

## WGAW—Gardner—1946

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned. .... Gardner Bcstg. Co.  
Business Address. .... Green St.  
Tel.: 1490. .... Independent  
Representative. .... Nona Kirby, Webb  
Pres. & Gen. Mgr. .... Charles E. Asher  
Treasurer. .... James D. Asher  
Commercial Manager. .... Roland Dahir  
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.

Business Address. .... Stockbridge Rd., Rt. 7  
Tel.: Great Barrington 1567. .... Independent  
Station Representative. .... Webb  
Pres., Gen. Mgr. .... John T. Parsons  
Commercial Manager. .... George Meach  
Sales Promotion Manager. .... Betsy Thompson  
Prog., Pub. Dir. .... Alan D. Vaber  
Chief Engineer. .... Rogers B. Hoß

## WHA1—Greenfield—1938

Frequency: 1240 Kc. .... Power: 250 Watts  
Owned-Operated By. .... Haigis Bcstg. Corp.  
Business-Studio Address. .... 486 Main St.  
Tel.: PR 4-4301. .... MBS  
Representative. .... Walker  
Pres., Gen., Sta. Mgr. .... John W. Haigis, Jr.  
Commercial Mgr. .... Harry J. Frank  
Pub. Dir. .... June Greene  
Program Director. .... Ira I. Hewey  
Chief Engineer. .... Delwin D. Shattuck

## WHAV—Haverhill—1947

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned-Oper. By. .... WHAV, Inc.  
Business-Studio Address. .... 30 How St.  
Tel.: DR 4-4733. .... Independent  
Station Representative. .... Kettell-Carter; Webb  
Treasurer. .... E. I. Cetlin  
Station Manager. .... Robert I. Kimel  
Program Director. .... Bob Douglas  
Publicity Director. .... Al Carter  
Chief Engineer. .... David Cate

## WHYN—Holyoke-Springfield 1941

Frequency: 560 Kc. .... Power: 1000 Watts  
Owned-Oper. By. .... Hampden—Hamshire Corp.  
Address. .... 1300 Liberty St., Springfield  
Tel.: RE 4-1126. .... CBS  
Representative. .... Branham, Wheeler  
Gen. Mgr. .... Charles N. DeRose  
Business Manager. .... Patrick J. Montague

## WREB—Holyoke—1950

Frequency: 930 Kc. .... Power: 500 Watts d.  
Owned-Oper. By. .... Valley Bcstg. Corp.  
Address. .... 225 High St.  
Tel.: Jefferson 2-3296. .... KBS  
Representative. .... Breen & Ward  
General Manager. .... Edmund F. Wakelin  
Sta., Sales Manager. .... Robert H. Berger  
Program Director. .... David H. Foerster  
Chief Engineer. .... Wilfred W. Mank

## WCCM—Lawrence—1947

Frequency: 800 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By. .... Lawrence Bcstg. Co.  
Address. .... 9 Valley Street  
Tel.: MU 3-7171. .... Independent  
Pres., Gen. Mgr. .... Geo. H. Jaspert  
Sales Promotion Manager. .... John Cauty  
Program Director. .... Hugh Anthony  
Publicity Director. .... Tony Lupo  
Chief Eng. .... Norman Round

**WCAP—Lowell—1951**

Frequency: 980 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By.....Northeast Radio Inc.  
 Address.....243 Central St.  
 Tel.: Glenview 4-0404.....Independent  
 Representative.....Ketell-Carter, Webb  
 Pres., Gen. Mgr.....Israel Cohen  
 Commercial Manager.....Maurice Cohen  
 Program Director.....Dan Gillette  
 Chief Engineer.....Ted Cohen

**WLLH—Lowell-Lawrence  
 1934**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By.....Merrimac Bdcstg. Co.  
 Address.....39 Kearney Sq., Lowell  
 Tel.: GL 8-8715 (Lo).....MBS  
 Representative.....Bolling  
 President.....Gerald Harrison  
 Gen. Mgr.....A. N. Armstrong, Jr.  
 Program Director.....Tom Clayton  
 Chief Engineer.....C. Parker

**WLYN—Lynn—1946**

Frequency: 1360 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By....Purltan Bcst. Service, Inc.  
 Business Address.....156 Broad St.  
 Tel.: LY 5-6200.....Independent  
 Station Representative.....Walker-Rawalt  
 President.....Theodore Feinstein  
 General Manager.....Robert H. Acker, Jr.  
 Commercial Manager.....Milton Savitt

**WSRO—Marlborough—1958**

Frequency: 1470 Kc. .... Power: 1000 Watts  
 Owned By.....County Broadcasting Corp.  
 Address.....Curtis Ave.  
 Tel.: HU 5-3646.....Independent  
 Representative.....Nona Kirby  
 Pres., Sta. Mgr.....Lewis Sargent  
 Commercial Mgr.....Herman Rosen  
 Program Dir.....William F. Galvin  
 Chief Engineer.....Kenneth Rockwell

**WHIL—Medford-Boston—1952**

Frequency: 1430 Kc. .... Power: 5000 Watts d.  
 Owned-Operated By.....Conant Bcstg. Co.  
 Address.....99 Revere Beach Pkwy., Medford  
 Tel.: EXport 6-1430.....Independent  
 Representative.....Grant Webb  
 Pres., Gen. Mgr.....Sherwood J. Tarlow  
 Station Manager.....Joseph Kruger  
 Commercial Manager.....Edward O'Donnell  
 Prog. Director.....Bob Walsh  
 Chief Engineer.....Albert Fulchino

**WMRC—Milford—1956**

Frequency: 1490 Kc. .... Power: 100 Watts  
 Owned.....Milford Bcstg. Corp.  
 Address.....Opera House Bldg  
 Tel.: Greenleaf 3-1490.....KBS  
 Gen., Comm. Mgr.....Ted B. Sawyer  
 Chief Engineer.....Dave Cate

**WBSM—New Bedford—1949**

Frequency: 1420 Kc. .... Power: 1000 Watts

Owned.....Bay State Broadcasting Co.  
 Address.....Pope's Island  
 Tel.: WY 3-1767.....Independent  
 Representative.....Bolling Co.  
 President.....Joseph P. Duchaine  
 Gen. Mgr.....Otto F. A. Arnold  
 Comm. Mgr.....Richard G. Evans  
 Prog. Dir.....Hal Peterson  
 Continuity Director.....Henry S. Galus

**WNBH—New Bedford—1921**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By.....E. Anthony & Sons, Inc.  
 Business-Studio Address.....432 County St.  
 Tel.: Wyman 8-5228.....Independent  
 Newspaper Affiliation.....Standard-Times  
 Station Rep.....Walker-Rawalt; Foster, Creed  
 General Bus. Manager.....Don B. Gaylord  
 Commercial Manager.....Hal Carpenter  
 Program Director.....Stan Lipp  
 Chief Engineer.....Herve Leduc

**WNBP—Newburyport—1957**

Frequency: 1470 Kc. .... Power: 500 Watts, d.  
 Owned.....Tri-City Bcstg. Co.  
 Business Address.....Traffic Circle  
 Tel.: HO 2-6654.....Independent  
 Station Representative.....Walker-Rawalt  
 President.....Theodore Feinstein  
 Gen. Mgr.....J. Thomas Mathers  
 Assistant Manager.....Mary I. MacKenzie  
 Chief Engineer.....Edward Cranshaw

**WMNB—North Adams—1947**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By.....Northern Berkshire Bcstg. Co.  
 Bus.-Studio-Transmitter Address...466 Curran  
 Tel.: MO 3-6567.....Independent  
 Representative.....McGillyvra, Kirby  
 Pres., Gen. Mgr.....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.  
 Tel.: JU 4-4275.....Independent  
 Representative.....Nona Kirby, Webb  
 President.....John H. Williams  
 Gen., Sta., Comm. Mgr....Alexander W. Milne

**WCAT—Orange—1956**

Frequency: 1390 Kc. .... Power: 1000 W., d.  
 Owned-Oper. By.....Miller River Bcstg.  
 Address.....P. O. Box 334, Athol, Mass.  
 Tel.: KI 4-2825.....Independent  
 Representative.....Grant Webb  
 President.....James W. Miller  
 Gen., Sta. Mgr.....Theodore G. Converse  
 Comm. Prog. Dir.....Robert MacArthur  
 Sales Prom. Mgr.....William Thomas  
 Publicity Dir.....Richard Mahon  
 Chief Engineer.....Paramaz Baghdasarian

**WBEC—Pittsfield—1947**

Frequency: 1420 Kc. .... Power: 1000 Watts

# MASSACHUSETTS

Owned-Oper. By... Western Mass. Bcstg. Co.  
Business-Studio Address..... 33 Eagle St.  
Tel.: Hillcrest 8-8292..... ABC, KBS  
Newspaper Affiliation..... Berkshire Eagle  
Rep..... Everett-McKinney, Foster & Creed  
President..... L. K. Miller  
Gen., Sta. Mgr..... W. Wendell Budrow  
Comm., Sls. Prom. Mgr..... Lawrence Shane  
Prog., Pub. Dir..... Paul Edwards  
Chief Engineer..... Robert Johnson

## WBRK—Pittsfield—1938

Frequency: 1340 Kc..... Power: 250 Watts  
Owned-Operated By..... Greylock Bcstg. Co.  
Business-Studio Address..... 8 Bank Row  
Tel.: Hillcrest 2-1553..... MBS  
Representative..... Walker  
President..... Joseph K. Close  
Gen., Sta. Mgr..... Walter Kearsey  
Comm., Prom. Mgr..... Martin Schechter  
Program Dir..... William Nickum  
Chief Engineer..... Allan J. Smith

## WPLM—Plymouth—1955

Frequency: 1390 Kc..... Power: 1000 Watts d.  
Owned-Oper. By... Plymouth Rock Bcstg. Co.  
Address..... 294 Court St.  
Tel.: Pilgrim 6-1390..... Independent  
Station Representative... Kirby; Breen & Ward  
Pres., Gen. Mgr..... Jack Campbell  
Comm., Sales Prom. Mgr..... Arthur E. Pratt  
Program Director..... Bob Wells  
Publicity Director... Mrs. Phyllis B. Mulder  
Chief Engineer..... David W. Dunham

## WJDA—Quincy—1947

Frequency: 1300 Kc..... Power: 1000 Watts d.  
Owned-Oper. By... South Shore Bcstg. Co., Inc.  
Business-Studio Address..... Box 373  
Tel.: Granite 9-1300..... Independent  
Station Representative..... Kirby  
Pres., Gen., Sta. Mgr..... James D. Asher  
Commercial Manager... Kenneth P. Fallon, Jr.  
Program Director..... Winslow Bettinson  
Chief Engineer..... Arthur F. Lane

## WESX—Salem—1939

Frequency: 1230 Kc..... Power: 250 Watts  
Owned-Oper. By... North Shore Bcstg. Corp.  
Address..... Box 710  
Tel.: PI 4-5670..... Independent  
Station Rep..... Breen & Ward  
President..... James D. Asher  
Gen., Comm. Mgr..... George R. Eckels  
Prog., Pub. Dir..... Norman Durkee

## WESO—Southbridge-Webster 1955

Frequency: 870 Kc..... Power: 1000 Watts d.  
Owned..... WESO Broadcasting Corp.  
Address..... 291 Main Street  
Tel.: PO 4-4381..... Independent  
Representative..... Webb, Foster-Creed  
President..... Peter A. Bordes  
General Manager..... Hamilton S. Stewart

Sta., Prog. Mgr..... Robert Farson  
Commercial Manager..... William Richards  
Chief Engineer..... Ken Duquette

## WBZA-WBZ

### Springfield-Boston—1921 (Synchronous Operation)

(See Boston Listing)

## WHYN—Springfield—1941

Frequency: 560 Kc..... Power: 1000 Watts  
Owned-Oper. By... Hampden-Hampshire Corp.  
Address..... 1300 Liberty St.  
Tel.: RE 4-1126..... CBS  
News. Affil..... Holyoke Transcript-Telegram  
Representative..... Branham, Wheeler  
President..... William Dwight  
Gen., Sta. Mgr..... Charles N. De Rose  
Commercial Mgr..... Patrick J. Montague  
Sales Prom. Mgr..... Noah La Mountain  
Program Dir..... Murray Tesser

## WMAS—Springfield—1932

Frequency: 1450 Kc..... Power: 250 Watts  
Owned-Operated By..... WMAS, Inc.  
Business-Studio Address..... 101 West St.  
Tel.: RE 7-1414..... MBS  
Representative..... Bolling  
President..... Gerald Harrison  
Sta., Sales Prom. Mgr..... Robert Donahue  
Comm. Mgr..... Erwin Needles  
Prog. Dir..... Roland Dumas  
Chief Eng..... John Michnovetz

## WSPR—Springfield—1936

Frequency: 1270 Kc..... Power: 1000 Watts  
Owned-Operated By..... WSPR, Inc.  
Business Address..... 63 Chestnut St.  
Tel.: RE 2-4182..... Independent  
Representative... Hollingbery, Kettell-Carter  
Pres., Gen. Mgr..... Alan C. Tindal  
Commercial Manager..... Jack Sullivan  
Sta. Mgr., Prog. Dir..... Paul Monson  
Chief Engineer..... Valentino Partyka

## WTYM—Springfield—1949

Frequency: 1600 Kc..... Power: 5000 Watts d.  
Owned-Oper. By... Springfield Bcstg. Co.  
Business Address..... Box 898  
Tel.: RE 3-4187..... Independent  
Station Representative..... Avery-Knodel  
President..... Paul Perreault  
V.P., General Manager..... Art Tacker  
Commercial Mgr..... Jim Towle  
Program Director..... Bruce Farnsworth

## WTXL—West Springfield 1949

Frequency: 1490 Kc..... Power: 250 Watts  
Owned-Operated By..... Telecolor Corp.  
Address..... 34 Sylvan St.  
Tel.: RE 9-4768..... ABC  
Station Representative..... Walker-Rawalt

**MASSACHUSETTS-MICHIGAN**

Pres., Gen. Mgr. . . . . L. A. Reilly  
 Commercial Manager . . . . . Holland D. Cameron  
 Station Mgr., Chief Engineer . . . . . J. L. Spates

**WPEP—Taunton—1949**

Frequency: 1570 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Silver City Bcstg. Corp.  
 Address . . . . . 174 Broadway  
 Tel.: VA 4-7528 . . . . . Independent  
 Pres., Gen. Mgr. . . . . J. Marshall McGregor  
 Sta. Mgr., Prog. Dir. . . . . Joseph G. Quill  
 Comm. Mgr. . . . . Earle Blackwell  
 Chief Engineer . . . . . Lawrence Prado

**WARE—Ware—1947**

Frequency: 1250 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Central Bcstg. Corp.  
 Business-Studio Address . . . . . 56 Main St.  
 Tel.: WA 1250 . . . . . MBS  
 Representative . . . . . Breen & Ward; Wheeler  
 President . . . . . Sherwood J. Tarlow  
 Gen., Sta. Mgr. . . . . Richard H. Vaughan  
 Commercial Mgr. . . . . Steven J. Atanian  
 Program Dir. . . . . George Stephens  
 Sales Prom. Mgr. . . . . Herbert Vining  
 Publicity Dir. . . . . James K. Golden  
 Chief Engineer . . . . . William S. Brennan

**WDEW—Westfield—1957**

Frequency: 1570 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Westfield Bcstg. Co.  
 Business-Studio Address . . . . . 249 Union St.  
 Tel.: LO 2-2307 . . . . . Independent  
 Station Representative . . . . . Nona Kirby  
 President . . . . . Albert L. Capstaff  
 General Manager . . . . . Larry Jones  
 Commercial Manager . . . . . Paul Rogers  
 Program Director . . . . . Shirley Jones

**WOCB—West Yarmouth—1940**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . E. Anthony & Sons  
 Address . . . . . South Sea Ave.  
 Tel.: SPring 5-0500 . . . . . MBS  
 Newspaper Affil. . . . . Standard Times  
 Station Rep. . . . . Walker-Rawalt; Foster & Creed  
 President . . . . . Basil Brewer  
 Gen., Sta. Mgr. . . . . Paul Stiles

Prog. Dir. . . . . Joan S. Holbrook  
 Chief Engineer . . . . . Frank L. Lynch

**WAAB—Worcester—1931**

Frequency: 1440 Kc. . . . . Power: 5000 Watts  
 Owned By . . . . . Waterman Bcstg. Corp.  
 Bus. Address . . . . . 34 Mechanic St.  
 Tel.: PL 2-5611 . . . . . NBC  
 Representative . . . . . Eastman; Kettel-Carter  
 Pres., Gen. Mgr. . . . . Bernard E. Waterman  
 Comm. Mgr. . . . . C. Kaminski  
 Program Director . . . . . John Woods  
 Chief Engineer . . . . . George Capalbo

**WNEB—Worcester—1946**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . New England Bcstg. Co.  
 Address . . . . . 405 Main St.  
 Tel.: PL 6-4672 . . . . . Independent  
 Representative . . . . . Bolling  
 President . . . . . Paul C. Lytle  
 Gen. Mgr. . . . . John J. Hurley  
 Commercial Manager . . . . . Robert F. Nims  
 Merchandising Manager . . . . . Kenneth Burns  
 Chief Engineer . . . . . Bernard E. Berard

**WORC—Worcester—1925**

Freq.: 1310 Kc. . . . . Power: 5000 Wts. d., 1000 n.  
 Owned-Oper. By . . . . . WORC, Inc.  
 Bus.-Studio Address . . . . . 50 Franklin St.  
 Tel.: SW 9-0581 . . . . . Independent  
 Pres., Gen. Mgr. . . . . Robert F. Bryar  
 Sta., Comm. Mgr. . . . . A. Abbott Coblentz  
 Publicity Director . . . . . Jeanne Perkins  
 Chief Engineer . . . . . Herman A. Gruzin

**WTAG—Worcester—1924**

Frequency: 580 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . WTAG, Inc.  
 Business-Studio Address . . . . . 20 Franklin St.  
 Tel.: PL 5-4321 . . . . . Independent  
 Newspaper Affil. . . . . Telegram & Gazette  
 Representative . . . . . Henry L. Christal Co.  
 President . . . . . Robert W. Booth  
 Vice Pres., Gen. Mgr. . . . . Herbert L. Krueger  
 Nat. Sls. Mgr. . . . . Richard L. Gravel  
 Sales Prom. Head . . . . . Ben G. Oman, Jr.  
 Prod., Pgm. Dir. . . . . A. J. Brissette  
 Chief Engineer . . . . . E. A. Browning

Pop.: 8,099,000  
 Families: 2,329,000  
 Radio Homes: 2,289,000

**Michigan**

Stations in State: 95  
 TV Homes: 2,095,000  
 TV Stations: 19

**WABJ—Adrian—1946**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Gerity Bcstg. Co.  
 Address . . . . . 2982 Treat Rd.  
 Tel.: CO 5-7123 . . . . . Independent  
 Station Rep. . . . . Pearson  
 President . . . . . James Gerity, Jr.  
 Gen., Sta. Mgr. . . . . Donald J. Dean  
 Sales Promotion Manager . . . . . Ed Price  
 Program Director . . . . . Buddy Carr

Publicity Director . . . . . Jerry N. Keil  
 Chief Engineer . . . . . Robert Bassett

**WALM—Albion—1952**

Frequency: 1260 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Calhoun Bcstg. Co.  
 Business Address . . . . . 101½ N. Superior  
 Tel.: NAtional 9-3945 . . . . . KBS  
 General Manager . . . . . C. Wayne Wright  
 Program Director . . . . . Jim Beasley  
 Chief Engineer . . . . . Ken Griewahn



**News Is Preferred...**

... by **Stations** .. *because it adds both profits and prestige.*

... by **Sponsors** .. *because it insures a day-to-day association with quality.*

... by **Listeners** .. *because it is dependable as well as interesting.*



***Preferred***

50 Rockefeller Plaza

•

New York 20, N. Y.



**WFYC—Alma—1948**

Frequency: 1280 Kc. Power: 1000 Watts d.  
 Owned-Oper. By ..... WFYC, Inc.  
 Business Address ..... 5310 N. State Rd.  
 Tel.: 95 ..... Independent  
 Station Representative ..... Hollingbery; Hopwell  
 President ..... Wayne G. Harris  
 General Manager ..... Gilbert E. Thomas  
 Station Manager ..... David W. Sommerville  
 Sales Promotion Manager ..... Gilbert E. Thomas  
 Program Director ..... Richard Crowley  
 Chief Engineer ..... Bruce H. Rigg

**WATZ—Alpena—1946**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By ..... Midwestern Bcstg. Co.  
 Business Address ..... M-32 West  
 Tel.: 1049 ..... NBC  
 Representative ..... Holman  
 President ..... Les Biederman  
 Station Manager ..... Drew McClay  
 Chief Engineer ..... William Kiker

**WHRV—Ann Arbor—1946**

Frequency: 1600 Kc. Power: 1000 Watts  
 Owned-Operated By ..... Mayne Bcstg. Co.  
 Business Address ..... P.O. Box 608  
 Tel.: NORMANDY 2-4573 ..... Independent  
 Station Rep. .... Devney; Hutton, Gentile  
 President ..... Charles H. Mayne  
 Gen., Comm. Mgr. .... Larry Gentile  
 Station Manager ..... Richard Harner  
 Prog. Dir. .... Donald A. Herman  
 Chief Engineer ..... James Allen

**WPAG—Ann Arbor—1945**

Frequency: 1050 Kc. Power: 1,000 Watts d.  
 Owned-Operated By ..... Washtenaw Bcstg. Co.  
 Bus.-Studio Address ..... 3rd Floor, Hutzel Bldg.  
 Tel.: NO 2-5517 ..... Independent  
 Station Rep. .... Everett-McKinney; Weed  
 Pres., Gen. Mgr. .... Edward F. Baughn  
 Program Director ..... Albert Samborn  
 Chief Engineer ..... Bernard Ressler

**WLEW—Bad Axe—1950**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By ..... Stevens Wismer Bcstg. Co.  
 Address ..... 935 S. Van Dyke Rd.  
 Tel.: 1010 ..... KBS  
 Rep. .... Gill-Perna, Michigan Spot Sales  
 Gen. Mgr. .... John Wismer  
 Business Manager ..... Jim Muehlenbeck

**WBCK—Battle Creek—1948**

Frequency: 930 Kc. Power: 1000 Watts  
 Owned-Operated By ..... Michigan Bcstg. Co.  
 Address ..... Security Natl. Bank Bldg.  
 Tel.: WO 3-5555 ..... Independent  
 Representative ..... Hollingbery  
 President ..... Robert H. Holmes  
 General Mgr. .... E. F. Cahill  
 Chief Engineer ..... Harley Hammond

**WELL—Battle Creek—1925**

Frequency: 1400 Kc. Power: 250 Watts

Owned-Oper. By ..... Southern Mich. Bcstg.  
 Address ..... Michigan National Bank Bldg.  
 Tel.: WO 4-7173 ..... ABC  
 Station Rep. .... Headley-Reed  
 President ..... Fred A. Knorr  
 Sta., Comm. Mgr. .... P. J. Haller  
 Program Director ..... Ronald E. Mell  
 Chief Engineer ..... David M. Decker

**WBCM—Bay City—1925**

Freq.: 1440 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned-Operated By ..... Michigan Bcstg. Co.  
 Business-Studio Address ..... Wagonah Hotel  
 Tel.: TW 3-7551 ..... ABC-KBS  
 Representative ..... George P. Hollingbery  
 President ..... Robert H. Holmes  
 Gen., Sta., Comm. Mgr. .... Leo A. Jylha  
 Prog., Pub. Dir. .... Hal Shore  
 Chief Engineer ..... Wes Thompson

**WWBC—Bay City—1956**

Frequency: 1250 Kc. Power: 1000 Watts d.  
 Owned By ..... Water Wonderland Bcstg. Co.  
 Business Address ..... 306 Phoenix Bldg.  
 Tel.: TW 3-4588 ..... Independent  
 Station Representative ..... Masla  
 President ..... Patrick J. Trahan  
 Gen., Comm. Mgr. .... Charles E. Anthony  
 Program Dir. .... Robert E. Benkelman  
 Chief Engineer ..... Ralph H. Carpenter

**WHFB—Benton Harbor-  
St. Joseph—1947**

Frequency: 1060 Kc. Power: 1000 Watts d.  
 Owned-Oper. By ..... Palladium Publ. Co.  
 Business Address ..... Fairplain Ave.  
 Tel.: WA 5-2113 ..... Independent  
 Newspaper Affil. .... Palladium, Herald Press  
 Station Rep. .... Holman; Mich. Spot Sales  
 President ..... Stanley R. Banyon  
 Gen., Sta. Mgr. .... J. P. Scherer  
 Commercial Manager ..... Fred Randazzo  
 Sales Prom. Mgr. .... Dwight Edmunds  
 Program Director ..... Don Priest  
 Chief Engineer ..... M. U. Robinson

**WBRN—Big Rapids—1953**

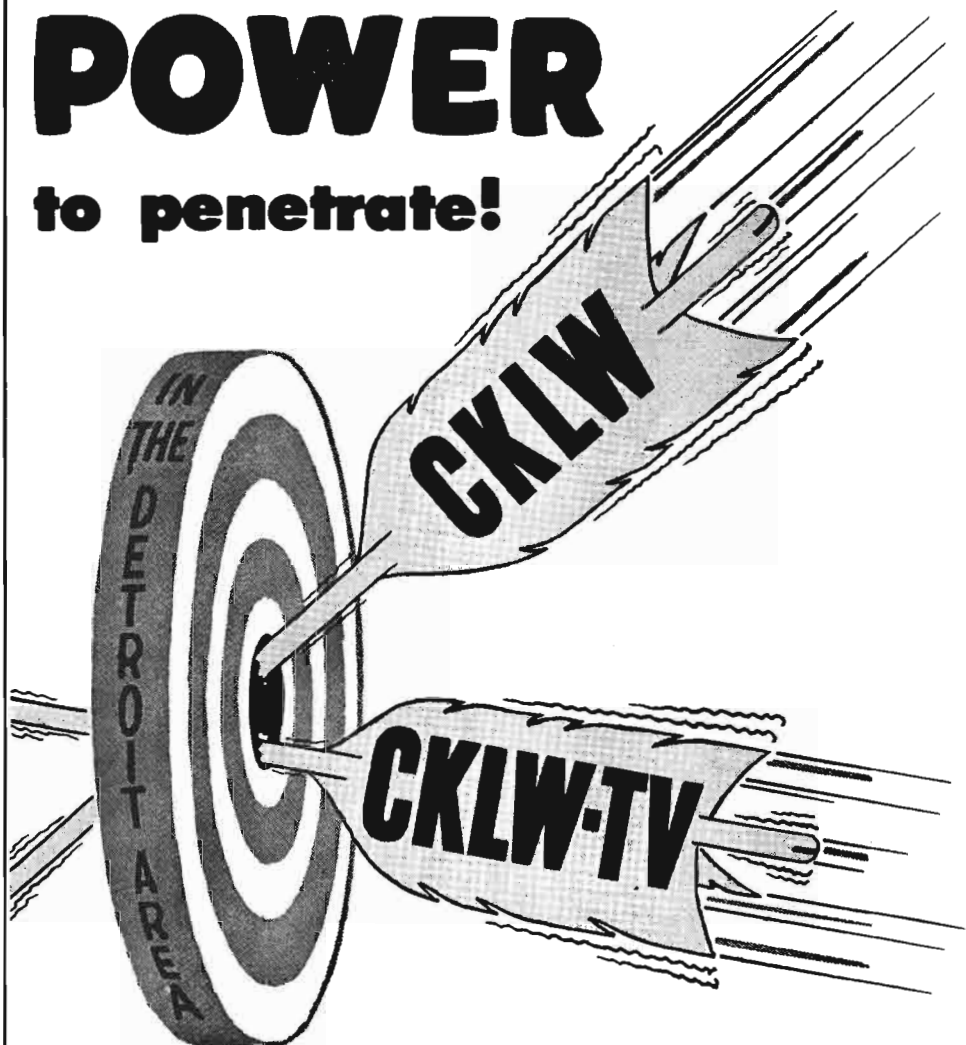
Frequency: 1460 Kc. Power: 1 Kw., d.  
 Owned-Oper. By ..... WBRN, Inc.  
 Address ..... P. O. Box 825  
 Tel.: 648 ..... KBS  
 Representative ..... Hil F. Best  
 Pres., Gen. Mgr. .... Spencer Denison  
 Chief Engineer ..... Garnet Zimmerman

**WATT—Cadillac—1945**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By ..... Midwestern Bcstg. Co.  
 Business-Studio Address ..... U. S. 131, South  
 Tel.: PR 5-7831 ..... NBC  
 Representative ..... Hal Holman  
 President ..... Les Biederman  
 Station Manager ..... Merritt L. Chandler  
 Commercial Manager ..... Fred Parkison  
 Sales Promotion Manager ..... Glen Gilbert  
 Program Director ..... M. L. Chandler  
 Chief Engineer ..... Bill Kiker

# POWER

to penetrate!



ROBERT E. EASTMAN & CO.  
National Radio Representative

**CKLW**  
50,000 WATTS

**CKLW-TV**  
325,000 WATTS

YOUNG TELEVISION CORP.  
National Television Representative

\* This powerful **RADIO** voice sends your message to a greater number of listeners . . . you get more for your promotion dollar.

\* This powerful **TV** signal is sent to a greater number of viewers . . . costs you less by exposing your product to a bigger audience.

J. E. Campeau  
President

GENERAL OFFICES GUARDIAN BLDG., DETROIT

**WCER—Charlotte—1956**

Frequency: 1390 Kc. Power: 1 Kw., d.  
Owned Eaton County Bcstg. Co.  
Address Box 269  
Tel.: 1390 Independent  
Pres., Gen. Mgr. Roy W. McLean  
Comm., Sta. Mgr. Brod Martindale  
Chief Engineer Gerald D. Adams

**WCBY—Cheboygan—1954**

Frequency: 1240 Kc. Power: 250 Watts  
Owned Straits Bcstg. Co.  
Address Mackinaw Ave.  
Tel.: MA 7-2341 Independent  
Representative Best  
Pres., Gen., Sta., Sls. Prom. Mgr. R. E. Hunt  
Commercial Mgr. Ben Morrow  
Program Director Richard Welch  
Chief Engineer Norbert C. Poeppelman

**WTVB—Coldwater—1949**

Freq.: 1590 Kc. Power: 5 Kw. d., 500 Watts n.  
Owned-Oper. By Twin Valley Bcstrs, Inc.  
Address Box 32  
Tel.: BRoadway 9-9119 Independent  
Representative Hil F. Best  
President E. Harold Munn, Sr.  
Station Manager E. Harold Munn, Jr.  
Commercial Manager Normand Moore  
Program Director Constance Bingham  
Chief Engineer Virgil Royer

**WKMH—Detroit-Dearborn  
1946**

Freq.: 1310 Kc. Power: 5 Kw.  
Owned-Oper. By Knorr Broadcasting Corp.  
Address 15001 Mich. Ave., Dearborn  
Tel.: TI 6-8500 Independent  
Representative Headley-Reed  
Pres., Gen. Mgr. F. A. Knorr  
Sta. Mgr. John J. Carroll  
Commercial Manager John O. Gilbert II  
Sales Prom. Mgr., Pub. Dir. Lee C. Hanson  
Chief Engineer Jerrold L. Martin

**CKLW—Detroit—1932**

Frequency: 800 Kc. Power: 50,000 Watts  
Owned-Oper. By Western Ontario Bcstg. Co.  
Address 3300 Guardian Bldg., Detroit 26  
Tel.: WO 1-7200 MBS, CBC  
Representative Eastman  
President, General Mgr. J. E. Campeau  
Dir., Oper. S. C. Ritchie  
Commercial Manager E. Wilson Wardell  
Sales Promotion Manager George Snyder  
Program Director John Gordon  
Publicity Director Art Gloster  
Chief Engineer Stewart Clark

**WCAR—Detroit—1939**

freq.: 1130 Kc. Power: 50 Kw., d., 10 Kw., n.  
Owned WCAR, Inc.  
Address 500 Temple Ave.  
Tel.: TE 3-8100 Independent  
Representative AM Radio Sales Co.

President H. Y. Levinson  
Exec. V.P. Wayne N. Cook  
Promotion Mgr. Bob Lyte  
Production Mgr. Larry Bova  
Chief Engineer James Balmer

**WJBK—Detroit—1925**

Freq.: 1500 Kc. Power: 10 Kw. d., 1 Kw. n.  
Owned-Operated By Storer Bcstg. Co.  
Bus-Studio Address 7441 Second Blvd.  
Tel.: TR 3-7400 Independent  
Representative Katz Agency  
President George B. Storer, Sr.  
Managing Director Harry Lipson  
Gen. Sales Mgr. Herbert J. Weber, Jr.  
Merchandising Manager Carol Hogshead  
Program Director Bob Martin  
Chief Engineer Joseph Haigh  
Owners of: WGBS, Miami, Fla.; WSPD,  
Toledo, O.; WAGA, Atlanta; WJW, Cleveland;  
WWVA, Wheeling, W. Va.; WIBG, Philadel-  
phia.

**WJLB—Detroit—1926**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By Booth Bcstg. Co.  
Business Address 700 Buhl Bldg.  
Tel.: WO 2-0220 Independent  
Representative ForJoe  
President John L. Booth  
Gen. Mgr. Thomas J. Warner  
Sta. Mgr. Edwin E. Nye  
Sales Prom. Mgr. Commodore Clark

**SPECIALIZED SELLING  
PAYS OFF —**

MORE THAN 500  
DIFFERENT NATIONAL  
ACCOUNTS ARE BUYING  
FROM **B. T. S.** . . . TODAY!

TAPE PLAYBACKS BRING  
OUR STATIONS 'IN PERSON'

**BROADCAST TIME  
SALES**

'DAZZLES  
'EM WITH  
FOOTWORK'



**WJR—Detroit—1926**

Frequency: 760 Kc....Power: 50,000 Watts  
Owned-Oper. By. WJR, The Goodwill Sta., Inc.  
Business Address.....Fisher Bldg.  
Tel.: TR 5-4440.....CBS  
Representative.....Christal  
President.....John F. Patt  
V.P., & Gen. Mgr.....Worth Kramer  
V.P., Operations Manager....F. Silbey Moore  
V.P., Radio Sales.....Elmer O. Wayne  
Sales Prom. Mgr.....Jack Brussel  
Oper. Mgr.....James H. Quello  
Program Mgr.....Reginald P. Merridew  
Publicity Director.....George Kendall  
Chief Engineer.....A. Frisidental

**WWJ—Detroit—1920**

Frequency: 950 Kc....Power: 5000 Watts  
Owned-Oper. By....The Evening News Assn.  
Address.....622 W. Lafayette  
Tel.: WO 2-2000.....NBC  
Rep...Peters, Griffin & Woodward, McDermott  
President.....Warren S. Booth  
General Manager.....Edwin K. Wheeler  
Station Mgr.....Robert J. McIntosh  
Asst. Gen. Mgr.....Don DeGroot  
Sales Prom. Mgr.....Glen Kyker  
Nat. Sales Mgr.....W. A. Schwartz  
Business Mgr.....Henry C. Rogers  
Prog. Development Mgr...Melvin C. Wissman  
Gen. Eng. Mgr.....E. J. Love

**WXYZ—Detroit—1925**

Frequency: 1270 Kc....Power: 5000 Watts d.  
Owned-Oper. By.....WXYZ, Inc.  
Business Address.....1700 Mutual Bldg.  
Tel.: WO 3-8321.....ABC  
Representative.....John Blair  
Vice President.....Harold L. Neal  
Sales Manager.....Robert Baldrica  
Sales Prom. Mgr., Pub. Dir.....Bud Kirvan  
Program Director.....Robert Baker  
Chief Engineer.....Charles Kocher

**WDBC—Escanaba—1941**

Frequency: 680 Kc....Power: 1000 Watts  
Owned-Operated By.....Delta Bcstg. Co.  
Business-Studio Address.....606 Lud St.  
Pres., Gen. Mgr.....George D. Lindenthal  
Station Manager.....F. J. Lindenthal  
Publicity Director.....Wm. J. Duchaine  
Chief Engineer.....Henry C. Olsen

**WEXL—Ferndale—1923**

Frequency: 1340 Kc....Power: 250 Watts  
Owned-Oper. By.....Sparks Bcstg. Co.  
Business Address...2201 Woodward Hts. Blvd.  
Tel.: LI 4-2200.....Independent  
Representative.....Bernard  
Pres., Gen. Mgr.....Jacob B. Sparks  
Manager.....Gordon A. Sparks  
Sales Manager.....Ernest Holder  
V.P., Chief Engineer.....Garnet G. Sparks

**WAMM—Flint—1955**

Frequency: 1420 Kc....Power: 500 W. d.  
Owned-Oper. By...Binder-Carter-Durham, Inc.

Business Address.....740 S. Saginaw St.  
Tel.: CEdar 9-8631.....Independent  
Representative.....Gil-Perma  
Pres., Sta. Mgr.....Richard Carter  
Gen., Comm. Mgr.....Ronald Craig  
Publicity Director.....Mareta Paltee  
Chief Engineer.....Walter Wierzbicki

**WBBC—Flint—1947**

Frequency: 1330 Kc....Power: 1000 Watts  
Owned-Operated By.....Booth Bcstg. Co.  
Bus.-Studio Address.....3076 E. Bristol Rd.  
Tel.: CE 9-8686.....MBS  
Representative.....Weed  
President.....John Lord Booth  
General Manager.....Joseph R. Fife  
Sales Prom. Mgr., Prog. Dir...Sam Somora, Jr.  
Publicity Director.....Dorothy Ratliff  
Chief Engineer.....Charles Wallace

**WDFD—Flint—1922**

Frequency: 910 Kc....Power: 5 Kw., d., 1 Kw., n.  
Owned-Operated By.....The Trebit Corp.  
Address.....Garland at First Ave.  
Tel.: CE 2-7158.....NBC  
Representative.....Katz  
President.....Harry M. Bitner, Jr.  
Act. Gen., Sta. Mgr.....Elmer A. Knopf  
Comm., Sales Prom. Mgr.....Marvin Levey  
Chief Engineer.....Gerald Wolpert

**WKMf—Flint—1953**

Frequency: 1470 Kc....Power: 1 Kw.  
Owned.....Knorr Bcstg. Corp.  
Address.....112 W. Water St.  
Tel.: 9-7608.....Independent  
Station Rep....Mich. Spot Sls., Headley-Reed  
President.....Fred A. Knorr  
Managing Director.....W. Eldon Garner  
Commercial Manager.....Philip R. Munson  
Program Director.....Oscar Huff  
Chief Engineer.....John C. Woodard

**WMRP—Flint—1946**

Frequency: 1570 Kc....Power: 1 Kw.  
Owned-Oper. By..Methodist Radio Parish, Inc.  
Address.....3217 Lapeer St.  
Tel.: CE 3-5112.....KBS  
Station Representative.....Sears & Ayer  
President.....Arthur Howard  
Gen. Mgr.....William H. Morford  
Program Director.....Everett Smith  
Chief Engineer.....Robert Swayze

**WTAC—Flint—1947**

Freq.: 600 Kc....Power: 1 Kw. d., 500 W. n.  
Owned By.....L. & P. Bcstg. Corp.  
Bus. Ad...66171 S. Center Rd., Grand Blanc  
Tel.: OW 4-4146.....ABC  
Station Representative.....Hollingbery  
President.....Harold E. Anderson  
General Manager.....David Mendelsohn  
Station Manager.....Andrew C. Edgerton  
Sales Promotion Manager.....Ruth Kekel  
Program Director.....Robert Halstead  
Chief Engineer.....Robert Garner

**WBFC—Fremont—1954**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: Paul A. Brandt  
 Address: Mt. Pleasant, Mich.  
 Tel.: 415  
 Representative: Hil F. Best  
 President: Paul A. Brandt  
 Station, Commercial Manager: Ben Tanus  
 Publicity Director: Jean McGowen

**WATC—Gaylord—1950**

Frequency: 900 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Midwestern Bcastg. Co.  
 Address: Paul Bunyan Bldg., Traverse City  
 Tel.: WI 7-7675  
 Representative: Independent  
 Holman, Mich. Spot Sales  
 Pres., Gen. Mgr.: Les Biederman  
 Commercial Mgr.: Robert E. Detwiler  
 Chief Engineer: William K. Kiker

**WGHN—Grand Haven—1956**

Frequency: 1370 Kc. Power: 500 Watts, d.  
 Owned: Grand Haven Broadcasting Co.  
 Address: 228 Washington St.  
 Tel.: 5397  
 Station Representative: Independent  
 Best  
 President: H. F. Wulf  
 Gen., Sta., Comm., Sls. Prom. Mgr.: Bob Kirby  
 Prog. Dir., Ch. Engr.: Robert T. Schmitt  
 Publicity Director: Gordon Huizenga

**WFUR—Grand Rapids—1947**

Frequency: 1570 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Furniture City Bcastg. Corp.  
 Address: 399 Garfield Ave., S.W.  
 Tel.: GL 6-9541  
 Independent  
 Pres., Gen., Sta. Mgr.: William Kuiper, Sr.  
 Commercial Manager: Peter Vanden Bosch  
 Sls. Prom., Pub. Dir.: William Kuiper, Jr.  
 Chief Engineer: Gilbert Waite

**WGRD—Grand Rapids—1947**

Frequency: 1410 Kc. Power: 1000 Watts  
 Owned-Operated By: Music Bcastg. Co.  
 Business-Studio Add.: 35 Lafayette Ave., N.E.  
 Tel.: GL 9-4111  
 Independent  
 Representative: Gill Perna  
 Pres., Gen. Mgr.: Paul F. Eichhorn  
 Sta., Comm. Mgr.: Glenn R. LePard  
 Publicity Dir.: Rudy Pessel  
 Chief Engineer: Richard Groenevelt

**WJEF—Grand Rapids—1945**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By: Fetzer Broadcasting Co.  
 Address: Pantlind Hotel  
 Tel.: GL 6-8512  
 CBS  
 Station Representative: Avery-Knodel  
 President: John E. Fetzer  
 Station Mgr.: Roger L. Hoffman  
 Chief Engineer: Bruce Glycadjis

**WTAC  
 RADIO**

**DOMINATES!**

**FLINT, MICHIGAN**

**1<sup>st</sup> in the Market**

All day average 42.6—Nearest competitor 16.0 (Hooper)  
 340 out of 360—¼ hours 1st.—20—¼ hours. 2nd (Pulse)  
 See our audience composition—Monday through Friday. (Pulse)

National representative — George P. Hollingbery Co.

**FOUNDERS CORP.**

One of the Founder's groups of Stations, including KPOA, Honolulu; WFBL, Syracuse, New York; WSMB New Orleans, Louisiana; KTVR-TV, Denver, Colorado



**MICHIGAN** ~~~~~

**WLAV—Grand Rapids—1940**

Frequency: 1340 Kc. Power: 250 Watts  
Owned Stevens-Wismer Bcstg., Inc.  
Address 6 Fountain St., N.E.  
Tel.: GL 6-5461  
Representative McGavren-Quinn  
President John Wismer  
General Manager John J. Shepard  
Program Dir. Joe L. O'Grady  
Publicity Dir. Carter Clements  
Chief Engineer Lee Stevens

**WMAX—Grand Rapids—1954**

Frequency: 1480 Kc. Power: 1000 Watts d.  
Owner WMAX, Inc.  
Address Keith Theater Bldg.  
Tel.: GL 6-8621  
Representative Independent  
Radio-TV Reps  
General Manager Chas. A. Sprague  
Commercial Mgr. Joe Hooker

**WOOD—Grand Rapids—1924**

Frequency: 1300 Kc. Power: 5000 Watts  
Owned-Oper. By Wood Bcstg., Inc.  
Address 120 College Ave., S.E.  
Tel.: GL 9-4125  
Representative NBC  
Katz Agency  
Pres., Gen. Mgr. Willard Schroeder  
Gen. Sales Mgr. Arthur M. Swift  
Radio Sales Mgr. Michael Lareau  
Prom. Mgr. Clark Grant  
Program Director John Shaw  
Publicity Director John Burpee  
Chief Engineer Charles Robison

**WMPL—Hancock—1957**

Frequency: 920 Kc. Power: 1 Kw., d.  
Owned Copper Country Bcstg. Co.  
Business Address Hotel Scott  
Tel.: 3155  
Station Rep. KBS  
Continental Radio Sales  
Pres., Ch. Eng. Francis Locatelli  
Station Manager John Oakvik  
Sales Promotion Manager Burton Ervast

**WAHL—Hastings—1957**

Frequency: 1220 Kc. Power: 250 Watts, d.  
Owned By Donald G. Carey  
Address 1901 S. Bedford Rd.  
Tel.: 5-2121  
General Mgr. D. G. Carey  
Station Mgr. Irving Grove

**WBSE—Hillsdale—1955**

Frequency: 1340 Kc. Power: 100 W.  
Owned-Operated By Keister & Holcomb  
Address 92½ Broad St.  
Tel.: HE 7-4444  
Rep. KBS  
Gill-Perna, Mich. Spot Sls.  
Gen., Sta. Mgr., Chief Eng. E. H. Munn, Jr.  
Comm. Mgr. Lincoln A. Mayo

**WHTC—Holland—1948**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By Holland Bcstg. Co.

Address 5 E. 8th St.  
Tel.: EX 2-3121  
Independent  
Representative Best  
President W. A. Butler  
Gen. Mgr. Sandy Meek  
Program Director Harold Franken  
Chief Engineer Juke Van Oss

**WJBL—Holland—1956**

Frequency: 1260 Kc. Power: 500 Watts  
Owned Ottawa Bcstg. Corp.  
Business Address James St.; Box 808  
Tel.: EX 6-5281  
Independent  
Station Representative Holman  
President Bernard Brookema  
Gen., Sta. Mgr. Jerome C. Grysen  
Sales Mgr. R. E. Smits  
Program Director Clarence Walters  
Chief Engineer John L. Klungie

**WHDF—Houghton—1929**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By Upper Michigan Bcstg. Co.  
Address Houghton  
Tel.: 1  
Representative NBC  
Walker  
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.  
Tel.: GR 8-3040  
Independent  
Representative Hil F. Best  
President J. B. Sparks  
General Mgr. Gordon A. Sparks  
Comm., Prog. Mgr. Robert D. Dittmer  
Chief Engineer Garnet G. Sparks

**WHMI—Howell—1957**

Frequency: 1350 Kc. Power: 500 Watts, d.  
Owned Livingston Bcstg. Co.  
Address 201½ W. Grand River Ave.  
Tel.: 1062  
Independent  
Representative Best  
Station Mgr. M. H. Wirth  
Commercial Mgr. L. Bekkering  
Program Dir. A. Ahlers  
Publicity Dir. J. Thiel

**WCHB—Inkster—1956**

Frequency: 1440 Kc. Power: 1 Kw. d.  
Owned Bell Bcstg. Corp.  
Address 32790 Henry Ruff Rd.  
Tel.: CR 8-1440  
Independent  
President Dr. Haley Bell  
Gen., Comm. Mgr. Frank M. Seymour  
Program Dir. George White  
Publicity Dir. Ofield Dukes  
Chief Engineer Clarence Ringo

**WION—Ionia—1952**

Frequency: 1430 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Ionia Bcstg. Co.  
 Address.....Box 143  
 Tel.: 2300.....Independent  
 Representative.....Best  
 Pres., Gen. Mgr.....Monroe MacPherson, Sr.  
 Sta. Mgr.....Monroe MacPherson, Jr.  
 Commercial Mgr.....D. L. Aldrich  
 Prog. Dir.....Jim Pegg  
 Chief Engineer.....J. Irving Grove

**WJMS—Ironwood—1931**

Frequency: 630 Kc.....Power: 1000 Watts  
 Owned-Oper. By..Upper Mich.-Wis. Bcstg. Co.  
 Bus.-Studio Address.....124 E. McLeod Ave.  
 Tel.: 20.....Independent  
 Representative.....Hil F. Best  
 President, Gen. Mgr.....William L. Johnson  
 Sales Prom Mgr.....Robert Olsen  
 Chief Engineer.....Arne Dahlbecka

**WMIQ—Iron Mountain—1947**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned...Iron Mountain-Kingsford Bcstg. Co.  
 Address.....211 East Ludington Street  
 Tel.: 2031.....ABC  
 President.....Frank J. Russell  
 Gen., Sta., Comm., Prom. Mgr. W. C. Johnson  
 Program. Pub. Dir.....Gil Heard  
 Chief Engineer.....Richard Gallup

**WJPD—Ishpeming—1947**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Ishpeming Bcstg. Co.  
 Business-Studio Address.....Jenks Block  
 Tel.: HU 6-9937.....KBS  
 President.....J. P. Deegan  
 Sta. Manager.....John Holm  
 Comm. Mgr.....Eldon Wallace  
 Prog. Dir.....Baker Urdan  
 Chief Engineer.....L. Roncoglione

**WIKB—Iron River—1949**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned By.....Iron Co. Bcstg.  
 Address.....Iron River Natl. Bank Bldg.  
 Tel.: 102.....KBS  
 Representative.....Hil F. Best  
 President.....Edwin Phelps, Sr.  
 Gen. Sta., Comm. Mgr.....Edwin Phelps, Jr.  
 Chief Engineer.....James Swanson

**WIBM—Jackson—1925**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned.....Booth Radio & TV Stations, Inc.  
 Address.....2511 Kibby Rd.  
 Tel.: 6121.....ABC  
 Station Representative.....Weed  
 President.....John L. Booth  
 Managing Director.....George P. Lasley

**WJPD**

**1240 Kc.**

**Ishpeming, Michigan**

**For Information on Rates**

**Call**

**JOHN HOLM — Station Manager**

**HU 6-9937**

**J. P. DEEGAN, President and General Manager**

## MICHIGAN

### WKHM—Jackson—1951

Frequency: 970 Kc. Power: 1000 Watts  
Owned..... Jackson Bcstg. & Tele. Corp.  
Address..... 441 Wildwood  
Tel.: ST 4-7181..... MBS  
Rep..... Headley-Reed, Mich. Spot Sales  
Pres., Gen. Mgr..... Fred A. Knorr  
Commercial Manager.... Nathan H. Alberstein

### WKLZ—Kalamazoo—1956

Frequency: 1470 Kc. Power: 500 W. d.  
Owned..... The Circle Corporation  
Bus. Address.... 2315 Schipper's La.; Box 663  
Tel.: FI 3-2541..... Independent  
Representative..... Gill-Perna  
Pres., Gen., Comm. Mgr..... Joseph F. Butler  
Sta. Mgr., Ch. Eng..... Ralph E. Patterson  
Sales Prom., Pub. Dir..... Ronald T. Hutson  
Program Director..... Ron Newhouse

### WKMI—Kalamazoo—1953

Freq.: 1360 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By..... Steere Bcstg. Co.  
Business-Studio Address... State Theatre Bldg.  
Tel.: FI 4-0111..... Independent  
Representative..... Broadcast Time Sales  
Pres., Gen. Mgr..... Howard D. Steere  
Station Manager..... Emil J. Popke, Jr.  
Commercial Manager..... F. K. Doyle  
Sales Promotion Manager..... Max H. Keyes  
Prog. Dir..... Dan Daniels  
Publicity Director..... Vince Ford  
Chief Engineer..... Kenneth Farrance

### WKZO—Kalamazoo—1923

Frequency: 590 Kc. Power: 5000 Watts  
Owned-Operated By..... Fetzer Bcstg. Co.  
Business Address..... 590 W. Maple St.  
Tel.: FI 5-2101..... CBS  
Representative..... Avery-Knodel  
President..... John E. Fetzer  
V. P. & Mgr. Dir..... Carl E. Lee  
Radio Sales Mgr..... Otis T. Gaston  
Program Director..... Charles T. Lynch  
Publicity Director..... W. J. Hunt  
Chief Engineer..... Arthur E. Covell

### WILS—Lansing—1947

Freq.: 1320 Kc. Power: 3 Kw. d., 1 Kw. n.  
Owned-Operated By..... Lansing Bcstg. Co.  
Bus. Address..... 407½ N. Washington Ave.  
Tel.: IV 2-1655..... Independent  
Station Rep..... Venard, Rintoul, McConnell  
Pres., Gen. Comm. Mgr..... John C. Pomeroy  
Sta. Mgr., Prog. Dir..... David Froh  
Sales Prom., Pub. Dir..... Richard M. Pomeroy  
Chief Engineer..... John Whitacre

### WJIM—Lansing—1934

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By..... Gross Telecasting, Inc.  
Address..... 2820 East Saginaw  
Tel.: IV 2-1333..... ABC  
Rep..... Peters, Griffin, Woodward, Inc.  
President, Gen. Mgr..... Harold F. Gross

Station Mgr..... Howard K. Finch  
Comm. Mgr..... Keith Oliver  
Sales Prom. Mgr..... Geoge Hancin  
Chief Eng..... Carl Musson

### WKLA—Ludington—1944

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By..... Ludington Bcstg. Co.  
Address..... East Ludington Ave.  
Tel.: VI 3-3438..... ABC  
Representative..... Best  
Pres., Gen. Mgr..... Ray A. Plank  
Commercial Mgr..... Donald M. Hack  
Program Dir..... Charles J. Hagerman  
Sales Prom. Mgr..... Gordon J. Anderson  
Publicity Dir..... Charles R. Engsbrecht

### WMTE—Manistee—1951

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By..... Manistee Radio Corp.  
Address..... Box 322  
Tel.: 1340..... KBS  
Representative..... Best  
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  
Business Address..... 5300 Marine City Hwy.  
Tel.: RO 2-1111..... Independent  
President..... Jerry Coughlin  
Gen., Sta. Mgr..... John S. Bell  
Sales Prom. Mgr., Prog. Dir.. George A. Lipper  
Publicity Director..... Chuck Marsh  
Chief Engineer..... Robert E. McIntosh

### WDMJ—Marquette—1931

Frequency: 1320 Kc. Power: 1000 Watts  
Owned-Oper. By..... Lake Superior Bcstg. Co., Inc.  
Bus.-Studio Address..... Mining Journal Bldg.  
Tel.: CA 6-3524..... MBS-KBS  
Newspaper Affil..... Mining Journal  
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.  
Business Address..... Glickman Bldg., 1st St.  
Tel.: UN 3-5551..... KBS  
Station Representative..... Marquette-Superior  
Pres., Gen. Sta. Mgr..... Vernon Uecker  
Program Director..... Barbara Johnson  
Chief Eng..... Loren B. Koesling

### WMDN—Midland—1948

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By..... Rich Publ. House, Inc.  
Address..... 2500 Swede Rd.  
Tel.: TE 9-9988..... Independent  
Station Rep..... Hll F. Best  
President..... Phillip T. Rich  
General Mgr..... Peter A. Wolf



**WMIC—Monroe—1956**

Frequency: 560 Kc. Power: 500 W. d.  
Owned. McIntyre Bcstg. Co.  
Address. Box 306  
Tel.: CH 1-5550. Independent  
Station Representative. Devney; Hulton  
President. B. D. McIntyre  
Gen., Comm. Mgr. Dale B. Hornung  
Program Director. Robert J. Norwood

**WBRB—Mount Clemens—1956**

Frequency: 1430 Kc. Power: 500 Watts, d.  
Owned. WBRB, Inc.  
Address. 234 S. Gratiot  
Tel.: HO 3-5876. Independent  
General Manager. Robert G. Wright  
Station Manager. Milton Maltz  
Publicity Director. Bud Parks  
Chief Engineer. Gerry Meir

**WCEN—Mt. Pleasant—1949**

Freq.: 1150 Kc. Power: 1 Kw. d., 500 W. n.  
Owned. Paul A. Brandt  
Address. Mt. Pleasant, Mich.  
Tel.: SP 3-3171. KBS  
Representative. Hill F. Best  
President. Paul A. Brandt  
Sta., Comm. Mgr. Dick Wood

**WMAB—Munising—1956**

Frequency: 1400 Kc. Power: 250 Watts  
Owned. Munising-Alger Bcstg. Co.  
Address. First Nat. Bank Bldg.  
Tel.: 518. KBS  
Representative. Best  
Gen. Mgr. Charles Symon  
Sta., Sales Prom. Mgr. Theodore H. Ouellette  
Program Director. Richard Gomuski  
Publicity Director. Wallace Ahlborn  
Chief Engineer. Donald Carlyon

**WKBZ—Muskegon—1926**

Frequency: 850 Kc. Power: 1000 Watts  
Owned-Oper. By. WKBZ Radio Corp.  
Business-Studio Address. 432 Apple Ave.  
Tel.: 2-6051. ABC  
Representative. Meeker  
President. F. L. Allman  
General Mgr. Harold W. Waddell  
Sta., Comm. Mgr. J. B. Gudelsky  
Pub. Dir., Sales Prom. Mgr. B. L. Bennett  
Program Director. William L. Trap  
Chief Engineer. George Krivitzky

**WMUS—Muskegon—1947**

Frequency: 1090 Kc. Power: 1000 Watts d.  
Owned-Oper. Greater Muskegon Bcstrs., Inc.  
Business-Studio Address. 517 W. Giles Rd.  
Tel.: 4-1672. KBS  
Station Rep. Hil-Best.  
V.P., Gen. Mgr. Dalton C. Hille

**WTRU—Muskegon—1949**

Frequency: 1600 Kc. Power: 5000 Watts  
Owned-Oper. By. Muskegon Bcstg.

Address. Summitt & Getty Sts.  
Representative. Gill-Perna  
President. Paul F. Eichhorn  
Manager. Kenneth Chapin  
Sales Prom. Mgr. Bill Musgrave

**WNIL—Niles—1956**

Frequency: 1290 Kc. Power: 500 Watts, d.  
Owned. Niles Bcstg. Co.  
Address. 416 Sycamore St.  
Tel.: MU 3-5432. KBS  
Station Representative. Continental  
General Manager. James H. Mitchell  
Chief Engineer. Mathew Pierzchala

**WOAP—Owosso—1948**

Frequency: 1080 Kc. Power: 250 Watts d.  
Owned-Operated By. Owosso Bcstg. Co.  
Address. Owosso  
Tel.: SA 5-8196. Independent  
Newspaper Affiliation. Argus Press  
Station Representative. Derney  
President. J. E. Campbell  
General Manager. Merrill Walker  
Chief Engineer. Mel Wirth

**WMBN—Petoskey—1946**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By. Midwestern Bcstg. Co.  
Address. Bunyan Bldg., Traverse City  
Tel.: WI 7-7675. NBC  
Station Rep. Holman, Mich. Spot Sales  
Pres., Gen. Mgr. Les Biederman  
Station Mgr. Ralph Pierson  
Commercial Mgr. Robert E. Petwiler  
Chief Engineer. William H. Kiker

**WPON—Pontiac—1954**

Frequency: 1460 Kc. Power: 500 Watts  
Owned-Operated By. Chief Pontiac Bcstg. Co.  
Business Address. 7 S. Perry St.  
Tel.: FE 8-0444. Independent  
Station Rep. Venard, Rintoul & McConnell  
President. Edward E. Wilson  
Gen. Sta. Mgr. William J. Hart  
Sales Promotion Manager. E. P. White  
Prog., Pub. Dir. Don MacKinnon  
Chief Engineer. Karl Kuck

**WHL S—Port Huron—1938**

Frequency: 1450 Kc. Power: 250 Watts d.  
Owned-Oper. By. Stevens-Wismer Bcstg. Co.  
Address. 932 Military St.  
Tel.: YU 2-8536. KBS  
Rep. Gill-Perna, Michigan Spot Sales  
General Manager. John F. Wismer  
Station Mgr. Thomas G. Sicklesteel  
Comm. Mgr. Arthur Aymen  
Chief Engineer. Harold Oliver

**WTHH—Port Huron—1947**

Frequency: 1380 Kc. Power: 1000 Watts  
Owned-Oper. By. The Times Herald Co.  
Address. 907 6th St.  
Tel.: YU 5-7171. ABC

## MICHIGAN-MINNESOTA

Newspaper Affil.....Times-Herald  
 Representative .....Weed  
 General Manager.....R. S. Sommerville  
 Sta. Mgr.....Kenneth Blevins  
 Commercial Manager.....Donald Collins  
 Program Director.....Lee Van Dam  
 Chief Engineer.....George Carroll

### WHAK—Rogers City—1949

Frequency: 960 Kc.....Power: 5000 Watts d.  
 Owned-Operated By...Rogers City Bcstg. Co.  
 Address .....Rogers City  
 Tel.: 7751.....Independent  
 Pres., Gen., Sta. Mgr.....Harvey A. Klann  
 Comm. Mgr.....Albert Klann

### WKNX—Saginaw—1947

Frequency: 1210 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By ...Lake Huron Bdcstg. Corp.  
 Address .....221 So. Wash. Ave.  
 Tel.: PL 3-4471.....Independent  
 Representative .....Gill-Perna  
 Pres., Gen. Mgr.....William J. Edwards  
 Vice-President.....Alvin M. Bentley  
 Station Manager.....Howard H. Wolfe  
 Commercial Mgr.....Frank Brogger  
 Business Manager.....L. L. Purvis  
 Program Director.....Dave Kushler  
 Chief Engineer.....Max W. Thomas

### WSAM—Saginaw—1940

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Knorr Bcstg. Corp.  
 Address .....2435 Holland Ave.  
 Tel.: PL 2-8161.....NBC  
 Rep.....Headley-Reed Co., Mich. Spot Sales  
 President.....Fred A. Knorr  
 Station Manager.....George M. Millar  
 Chief Eng.....O. A. Nordenskjold

### WSJM—Saint Joseph—1956

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....WSJM, Inc.  
 Address .....Box 66  
 Tel.: YU 3-5579.....Independent  
 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

### WSGW—Saginaw—1950

Frequency: 790 Kc.....Power: 1000 Watts  
 Owned-Oper. By...Booth Radio & TV Stations  
 Address .....400 Mason Bldg.  
 Tel.: PL 3-4456.....MBS

Representative .....Pearson  
 Pres., Mgng. Dir.....John L. Booth  
 V.P., Gen., Sta., Comm. Mgr..Robert W. Phillips  
 Program Director.....Fred Krell  
 Chief Engineer.....Harold Volz, Jr.

### WOIA—Saline—1958

Frequency: 1290 Kc.....Power: 500 Watts  
 Owned By.....Saline Broadcasting Co., Inc.  
 Address .....3000 Brassee Road  
 Tel.: HAZel 9-9881.....Independent  
 Pres., Gen. Mgr.....Meredith Bixby  
 Publicity Dir.....Thyra Bixby  
 Chief Engineer.....Lawrence Robinson

### WSOO—Sault Ste. Marie—1940

Freq.: 1230 Kc.....Power: 250 W.  
 Owned-Operated By...Hiawathaland Bcstg. Co.  
 Business-Studio Address.....208 Ashmun St.  
 Tel.: ME 2-2231.....Independent  
 Representative .....NBS  
 President.....Stanley R. Pratt  
 General Manager.....Russell Staffield

### WSTR—Sturgis—1951

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....WSTR, Inc.  
 Address .....P. O. Box 70  
 Tel.: 1199.....Independent  
 Representative.....Hil F. Best  
 President.....Hugh White  
 General Manager.....E. Harold Munn Jr.  
 Station Manager.....Frank B. Cummins  
 Program Dir.....Ray Wells  
 Chief Engineer.....John Greenwood

### WIOS—Tawas City—1958

Frequency: 1480 Kc.....Power: 1000 Watts  
 Owned By.....Roger S. Underhill  
 Address .....Box 627  
 Tel.: FOrest 2-3417.....Independent  
 President.....Roger S. Underhill  
 Gen., Sta. Mgr.....Ron Gamble  
 Commercial Mgr.....Don Watson  
 Chief Engineer.....David Bodley

### WTCM—Traverse City—1941

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By ...Midwestern Bdcstg. Co.  
 Address .....Paul Bunyan Bldg.  
 Tel.: WInsdor 7-7675.....NBC  
 Rep.....Hal Holman Co., Mich. Spot Sales  
 Pres., Gen. Mgr.....Les Biederman  
 Sta., Comm. Mgr.....Robert E. Detwiler  
 Chief Engineer.....William H. Kiker

Pop.: 3,325,000  
 Families: 969,000  
 Radio Homes: 946,000

## Minnesota

Stations in State: 63  
 TV Homes: 814,000  
 TV Stations: 11

### KASM—Albany—1950

Frequency: 1150 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Stearns Co. Bcstg. Co.

Address .....Albany  
 Tel.: 5-3005.....KBS  
 Station Representative .....Continental  
 President.....William Blattner

## MINNESOTA

General Manager.....Urban J. Keppers  
 Promotion Mgr.....Lewis Fisher  
 Commercial Manager.....Lee Krause  
 Program Director.....Celestine Fisher  
 Publicity Director.....Cliff Mitchell  
 Chief Engineer.....Charles Gilbert

### KATE—Albert Lea—1937

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned By.....Albert Lea Bcstg.  
 Address.....332 South Broadway  
 Tel.: 2338.....ABC  
 Representative.....Meeker  
 President.....Bennett O. Knudson  
 Gen. Mgr.....E. A. Van Alstyne  
 Commercial Manager.....Tom Golden  
 Program Director.....Art Bowers  
 Chief Engineer.....Donald Franz

### KXRA—Alexandria—1949

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By...Alexandria Bcstg. Co.  
 Address.....1315 Broadway  
 Tel.: RO 3-3131.....KBS-ABC  
 Representative.....Donald Cooke  
 Pres., Comm., Sales Prom. Mgr...E. Q. Walters  
 Station Manager.....Kenneth A. Tessmer  
 Publicity Director.....Ercel L. Aga  
 Chief Engineer.....Ron Wandmacher

### KANO—Anoka—1956

Frequency: 1470 Kc.....Power: 1000 Watts d.  
 Owned By.....Anoka Broadcasting Co.  
 Business Address.....Route 1  
 Tel.: HArrison 1-2600.....KBS  
 President.....John H. Lemme  
 Gen., Sta. Mgr.....Charles J. McCartney  
 Sales Prom. Mgr.....Solomon Siegel  
 Program Director.....Fred King  
 Commercial Mgr.....Nate Charles  
 Publicity Director.....Stanley M. Frost  
 Chief Engineer.....Rodney Person

### KAUS—Austin—1948

Frequency: 1480 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Black Hawk Bcstg. Co.  
 Business-Studio Address.....Hwy. 56, South  
 Tel.: HE 3-8836.....MBS  
 Representative.....Avery-Knodel  
 President.....Chet Weseman  
 General Manager.....Thomas Young  
 Commercial Mgr.....Ken Soderberg  
 Program Director.....Stan Styonicki  
 Publicity Director.....Marge Nelson  
 Chief Engineer.....Leo Chenier

### KBUN—Bemidji—1946

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned.....Paul Bunyan Broadcasting Co.  
 Business Address.....511 Beltrami Ave.  
 Tel.: PLaza 1-4120.....MBS  
 President.....Ben H. Potter Jr.  
 Gen., Sta. Mgr.....James R. Hambacher  
 Chief Engineer.....Robert D. Zellmer

### KBMO—Benson—1956

Frequency: 1290 Kc.....Power: 500 Watts, d.  
 Owned.....KEMO Bcstg. Co.

Address.....1205 Pacific Ave.  
 Tel.: VI 2-4601.....KBS  
 Representative.....E. T. Holmgren  
 President.....George J. McCarthy  
 Gen. Mgr.....B. J. Kinney  
 Sales Prom. Mgr.....G. B. McClellan  
 Ch. Eng.....Dale Schulz

### KLIZ—Brainerd—1946

Frequency: 1380 Kc.....Power: 1 Kw., d.  
 Owned-Operated By.....Brainerd Bcstg. Co.  
 Business Address.....2700 E. Oak  
 Tel.: 2853.....Independent  
 Representative.....Walker  
 Pres., Gen. Mgr.....E. Thomas O'Brien  
 Sta., Comm. Mgr.....Earl R. Johnson  
 Program, Publicity Dir.....Dave McDonald  
 Chief Engineer.....Don Koenig

### KBMW—Breckenridge—1948

Frequency: 1450 Kc.....Power: 250 Watts  
 Address...519 Dakota Ave., Wahpeton, N. D.  
 Owned-Oper. By.....Interstate Bdcstg. Corp.  
 Tel.: 2-4141.....KBS  
 Station Representative.....Continental  
 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.....Cloquet  
 Tel.: IR 9-6725.....KBS  
 General Manager.....Henry Newby  
 Station Manager.....Sidney Markusen  
 Commercial Manager.....Richard Johnson

### KROX—Crookston—1948

Freq.: 1260 Kc...Power: 1 Kw. d., 500 Watts n.  
 Owned-Operated By...Crookston Bcstg. Co.  
 Business Address.....Box 620  
 Tel.: AT 1-1140.....KBS  
 Rep.....Donald Cook, Tracy Moore  
 President, Prog. Dir.....Jerome A. Dahlberg  
 Station Manager.....William J. Kiewel  
 Sales Prom., Comm. Mgr.....E. R. Melbye  
 Chief Engineer.....Earl Handyside

### KDLM—Detroit Lakes—1951

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By...Detroit Lakes Bcstg. Corp.  
 Address.....1340 Richwood Rd.  
 Tel.: 1100.....KBS  
 Representative.....Continental Radio Sales  
 President.....Herbert Gross  
 General Manager.....Kenneth Light  
 Station Manager.....Al Leighton  
 Program Director.....Bob Barker  
 Chief Engineer.....W. Wilson

### KDAL—Duluth—1936

Frequency: 610 Kc.....Power: 5000 Watts  
 Owned Oper. By.....Red River Bcstg. Co., Inc.  
 Business-Studio Address.....218 Bradley Bldg.  
 Tel.: RA 2-2628.....CBS  
 Representative.....Avery-Knodel  
 Pres., Gen. Mgr.....Odin S. Ramsland

## MINNESOTA

Sales Manager.....Rex H. Hudson  
Exec. V.P. Chg. Engr.....Robert Dettman

### WEBC—Duluth—1924

Frequency: 560 Kc.....Power: 5000 Watts  
Owned-Oper. By.....George Clinton  
Business-Studio Address.....WEBC Bldg.  
Tel.: RA 2-2873.....NBC  
Representative.....Hollingbery  
President.....Morgan Murphy  
Vice Pres.....Walter Bridges  
General Manager.....Robert J. Rich  
Commercial Manager.....Richard W. Pearson  
Program Director.....Dennis Murphy  
Chief Engineer.....Norman Gill

### WELY—Ely—1954

Frequency: 1450 Kc.....Power: 250 Watts  
Owner.....Charles B. Persons  
Address.....Box 540  
Tel.: 744.....KBS  
Station Mgr., Chief Eng.....Charles B. Persons

### WEVE—Eveleth—1947

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....Carl Bloomquist  
Address.....WEVE Bldg.  
Tel.: 1340.....MBS-KBS  
Owner.....Carl Bloomquist  
General Manager.....Arthur F. Nelson

### KSUM—Fairmont—1948

Frequency: 1370 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....KSUM Broadcasting Co.  
Address.....306 North Park St.  
Tel.: 1370.....MBS  
Representative.....Rambeau, Vance, Hopple  
President.....John E. Hyde, Jr.  
Gen., Sta. Mgr.....Philip L. Solberg  
Chief Engineer.....Larry Lawson

### KDHL—Faribault—1947

Frequency: 920 Kc.....Power: 1000 Watts  
Owned-Oper. By.....KDHL Bdcstg. Co.  
Business-Studio Address.....213 Central Ave.  
Tel.: FA 4-4345.....Independent  
Station Rep.....Rambeau, Vance, Hopple  
General Mgr.....J. E. Hyde, Jr.  
Commercial Mgr.....Palmer Dragsten

### KGDE—Fergus Falls—1926

Freq.: 1250 Kc.....Power: 1 Kw. d., 500 W. n.  
Owned-Operated By.....Crawford & Murphy  
Business-Studio Address.....Fergus Falls  
Tel.: 6996.....MBS  
Representative.....Wayne-Evans  
Secy.-Treas., Gen. Mgr.....Harold L. Dell  
Sta., Comm. Mgr.....Frederic Dell  
Chief Engineer.....Ernest Olson

### KOZY—Grand Rapids—1948

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....Itasca Bcstg. Co.  
Address.....207 N. First Ave.  
Tel.: FA 6-3446.....MBS-KBS  
General Manager.....Robert D. Kennedy

### WMFG—Hibbing—1935

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....Hibbing Broadcasting Co.  
Address.....WMFG Bldg.  
Tel.: 3-7531.....NBC  
Representative.....Hollingbery  
Pres., Gen. Mgr.....Harold J. Parise  
Program Director.....Bob Aro  
Chief Engineer.....Fran Befera

### KDUZ—Hutchinson—1953

Frequency: 1260 Kc.....Power: 1000 Watts d.  
Owned.....North American Broadcasting Co.  
Address.....Box 32  
Tel.: 1555.....KBS  
Representative.....Best  
General Manager.....Albert Tedesco  
Commercial Mgr.....Dean Nolt  
Program Director.....Lorrain Lhotka  
Station Manager.....Heinz Fruck  
Chief Engineer.....Darrel Gander

### KLTF—Little Falls—1950

Frequency: 960 Kc.....Power: 500 Watts d.  
Owned-Oper. By.....Little Falls Bcstg. Co.  
Address.....105½ Broadway E.  
Tel.: 367.....KBS  
Pres., Gen. Sta. Mgr.....John H. Lemme  
Commercial Manager.....Richard J. Rudeck

### KTOE—Mankato—1950

Freq.: 1420 Kc.....Power: 5 Kw.  
Owned-Oper. By.....Minnesota Valley Bcstg. Co.  
Address.....East Highway 14  
Tel.: 4537.....ABC  
Representative.....Pearson  
President.....H. W. Linder  
Gen., Comm. Mgr.....D. O. Linder  
Program Director.....Wayne Will  
Chief Engineer.....Steve Wolf

### KYSM—Mankato—1938

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By.....F. B. Clements & Co.  
Address.....101 N. Second St.  
Tel.: 4673.....NBC  
Representative.....Meeker  
Gen., Sta., Comm. Mgr.....Robert E. DeHaven  
Program Director.....Charles F. Pasek  
Chief Engineer.....James J. Houts

### KMHL—Marshall—1946

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Harry W. Linder  
Business-Studio Address.....KMHL Bldg.  
Tel.: 2282.....ABC  
Representative.....John E. Pearson  
Owner.....Harry W. Linder  
General Manager.....Gilmore F. Frayseth

### WCCO—Minneapolis—1924

Frequency: 830 Kc.....Power: 50,000 Watts  
Owned By.....Midwest Radio-Television, Inc.  
Business-Studio Address.....625 Second Ave. S.  
Tel.: FE 2-1202.....CBS  
Representative.....CBS Radio Spot Sales  
President.....Robert B. Ridder

Gen., Sta. Mgr. .... Larry Haeg  
 Commercial Mgr. .... Phil Lewis  
 Prog. Prom. Mgr. .... Gordon Mikkelson  
 Sales Prom. Dir. .... C. Kaufman  
 Publicity Dir. .... Gordon Mikkelson  
 Chief Engineer. .... Kermit Sueker

**WDGY—Minneapolis—1923**

Freq.: 1130 Kc. .... Power: 50 Kw. d., 25 Kw. n.  
 Owned-Oper. By. .... The Storz Bcstg. Co.  
 Address. .... 609 Second Ave., S.  
 Tel.: FE 5-2271. .... Independent  
 Representative ..... John Blair  
 President ..... Todd Storz  
 General Manager. .... Jack Thayer  
 Commercial Mgr. .... C. B. Clarke  
 Program Dir. .... Don Kelly  
 Publicity Director. .... Rosemary Bialon  
 Owners of: WHB, Kansas City, Mo.; WTIX,  
 New Orleans; WQAM, Miami, Fla.

**KEVE—Minneapolis—1948**

Frequency: 1440 Kc. .... Power: 5000 Watts d.  
 Owned-Operated By. .... Western Bcstg.  
 Address. .... 917 N. Lilac Drive  
 Tel.: LI 5-5601. .... Independent  
 Representative ..... Weed  
 President ..... R. M. Purcell  
 V.P., Gen. Mgr. .... Ray Tenpenny  
 Sales Mgr. .... Bob Rock  
 Program Dir. .... Bob Kaye  
 Chief Engineer. .... Denvy Doty

**KRSI—Minneapolis—1958**

Frequency: 950 Kc. .... Power: 1000 Watts  
 Owned By. .... Radio Suburbia, Inc.  
 Address. .... 4500 Excelsior Blvd.  
 Tel.: WALnut 6-1677. .... Independent  
 Representative ..... Radio-TV Rep.  
 Pres., Gen. Mgr. .... William E. Schons  
 Comm., Sales Prom. Mgr. .... Jim McGuire  
 Program Dir. .... Marvin L. Schulz  
 Chief Engineer. .... Jim Eshelman

**WLOL—Minneapolis—1940**

Frequency: 1330 Kc. .... Power: 5000 Watts  
 Owned-Operated By. .... BFR Bcstg. Co.  
 Address. .... 870 Northwestern Bank Bldg.  
 Tel.: FE 3-0406. .... Independent  
 Representative ..... AM Radio Sales  
 President. .... Larry Bentson  
 Gen., Comm. Mgr. .... Wayne Williams  
 Program Director. .... Jim Boysen  
 Publicity Director. .... Bill Ficker  
 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.  
 Tel.: ST 9-4356. .... Independent  
 Representative ..... McGavren-Quinn  
 Pres., Gen., Sta. Mgr. .... W. V. Stewart  
 Sales Prom. Mgr. .... Jack L. Moore  
 Program Director. .... Becky Ann Stewart  
 Publicity Director. .... Elizabeth Gahre  
 Chief Engineer. .... Joe Coval

**WTCN—Minneapolis—1931**

Freq.: 1280 Kc. .... Power: 5 Kw. d.; 1 Kw. n.  
 Owned By. .... Twin State Bcstg.  
 Address. .... Calhoun Beach Hotel  
 Tel.: WA 7-8881. .... ABC  
 Station Representative ..... Katz  
 President. .... Weston C. Pullen, Jr.  
 Gen. Sta. Mgr. .... Phil Hoffman  
 Commercial Manager. .... Jack Cosgrove  
 Program Director ..... Sev Widman  
 Chief Engineer. .... Warren Fritze

**KDMA—Montevideo—1951**

Frequency: 1460 Kc. .... Power: 1000 Watts  
 Owned-Oper. By. .... Midwest Bcstg. Corp.  
 Address. .... Box 471  
 Tel.: AM 9-8815. .... ABC  
 Representative ..... Pearson  
 Pres. .... H. W. Linder  
 Gen. Mgr. .... Willard Linder  
 Sta. Mgr. .... Byron Zurn  
 Comm. Mgr. .... Fred Ehlen  
 Program Dir. .... Jim Wood  
 Chief Engineer. .... F. T. Peterson

**KVOX—Moorhead—1937**

Frequency: 1280 Kc. .... Power: 1 Kw.  
 Owned-Operated By. .... KVOX Bcstg. Co.  
 Address. .... P. O. Box 437  
 Tel.: CEDar 3-1522. .... MBS  
 Representative ..... Devney  
 Pres., Gen. Mgr. .... E. J. McKellar  
 Station Mgr. .... M. M. Marget

**KEVE**

**TOWN & COUNTRY**

1440KC **COLOR** 1440 KC

**MUTUAL BROADCASTING SYSTEM**

- **FIRST**  
with RADAR WEATHER
- **LARGE**  
Loyal — Unduplicated Audience
- **EXCLUSIVE**  
Country — Western — Pop Music  
exclusive Mutual News

Robert Purcell, Pres.  
 Ray Tenpenny, Gen. Mgr.  
 WEED Radio Corporation  
 Nat'l Representative

**NOW — FULL TIME!**  
 5 Kw. Non-Dir.—500W Night

# MINNESOTA

Comm., Sales Prom. Mgr. . . . . P. L. Owens  
Program Dir. . . . . T. P. Hannaher  
Pub. Dir. . . . . Arthur Selikoff  
Chief Engineer . . . . . Erwin Liefeldt

## KMRS—Morris—1956

Frequency: 1570 Kc. . . . . Power: 1 Kw., d.  
Owned. . . . . Western Minn. Bcstg. Co.  
Address . . . . . Morris, Minn.  
Tel.: 68 . . . . . Independent  
Representative . . . . . Donald Cooke  
President . . . . . Cliff Hedberg  
Gen., Comm. Mgr. . . . . George Brooks  
Prog. Dir. . . . . Jim Bollman  
Chief Eng. . . . . Ted Ferguson

## KNUJ—New Ulm—1949

Frequency: 860 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By . . . . . KNUJ, Inc.  
Address . . . . . 304½ N. Minn. St.  
Tel.: 905 . . . . . KBS  
General Manager . . . . . George E. Korenchen  
Program Director . . . . . Bill Parker

## KDIO—Ortonville—1956

Frequency: 1350 Kc. . . . . Power: 1 kw., d.  
Owned By . . . . . Tri-State Bcstg. Co.  
Address . . . . . Box 696  
Tel.: 680 . . . . . Independent  
Station Rep. . . . . Cooke  
Pres., Chief Eng. . . . . Richard Schultz  
Gen., Comm. Mgr. . . . . W. F. McCormick  
Program Dir. . . . . D. P. Egert

## KRFO—Owatonna—1950

Frequency: 1390 Kc. . . . . Power: 500 Watts d.  
Owned-Oper. By . . . . . Owatonna Bcstg. Co.  
Address . . . . . 301 N. Cedar St.  
Tel.: 5541 . . . . . KBS  
Pres., Gen. Mgr. . . . . Robert W. Behling  
Sta. Mgr., Chief Eng. . . . . Jerald J. Boos  
Comm. Mgr. . . . . Earle Gilbert  
Prog. Director . . . . . Duane Allen

## WCMP—Pine City—1957

Frequency: 1350 Kc. . . . . Power: 1 Kw., d.  
Owned. . . . . Pine County Bcstg. Co.  
Address . . . . . Box 578  
Tel.: 767 . . . . . KBS  
Station Representative . . . . . Continental  
President . . . . . Richard K. Power  
Gen. Mgr. . . . . Robert P. Schuller  
Program Director . . . . . Lyle R. Nelson  
Chief Engineer . . . . . Mitch Dupre

## KLOH—Pipestone—1955

Frequency: 1050 Kc. . . . . Power: 1000 Watts, d.  
Owned-Operated By . . . . . Pipestone Radio Corp.  
Address . . . . . 118 W. Main St.  
Tel.: 1050 . . . . . KBS  
Representative . . . . . Continental  
President . . . . . C. B. Thomas  
Gen. Sta. Mgr. . . . . Ron Overlander  
Program Director . . . . . R. J. Britch  
Chief Engineer . . . . . Clarence Aushan

## KCUE—Red Wing—1955

Frequency: 1250 Kc. . . . . Power: 1000 Watts, d.  
Owned. . . . . Hiawatha Valley Bcstg. Co., Inc.  
Address . . . . . RFD 3  
Tel.: DU 8-3511 . . . . . Independent  
Representative . . . . . Rambeau, Vance, Hopple  
Pres., Gen. Mgr. . . . . E. G. Elston  
Comm. Mgr. . . . . David Vonch  
Program Dir. . . . . Myron Heuer  
Sales Prom. Mgr. . . . . Larry Jaque  
Chief Engineer . . . . . Lawrence Dosedall

## KLGR—Redwood Falls—1954

Frequency: 1490 Kc. . . . . Power: 100 Watts  
Owned-Oper. By . . . . . Harry W. Linder  
Address . . . . . 209 S. Washington St.  
Tel.: ME 7-2989 . . . . . Independent  
Representative . . . . . Pearson  
General Manager . . . . . Gilmore F. Frayseth

## KROC—Rochester—1935

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned. . . . . Southern Minnesota Bcstg. Co.  
Address . . . . . 100 1st Avenue Bldg.  
Tel.: AT 9-3924 . . . . . NBC  
Representative . . . . . Meeker, Harry S. Hyett  
President . . . . . Mrs. Gregory P. Gentling  
General Manager . . . . . G. David Gentling  
Commercial Manager . . . . . Robert Fick  
Sales Prom. Publicity . . . . . Mrs. Gen. Holmes  
Program Director . . . . . Tom Bachrach  
Chief Engineer . . . . . Robert Gross

## KWEB—Rochester—1958

Frequency: 1270 Kc. . . . . Power: 500 Watts, d.  
Owned By . . . . . Olmsted Cty. Bcstg. Co.  
Address . . . . . Northwestern Nat. Bk. Bldg.  
Tel.: Atlas 2-9465 . . . . . Independent  
Station Rep. . . . . Bolling  
President . . . . . W. John Grandy  
General Mgr. . . . . Don Robey  
Commercial Mgr. . . . . T. Madison  
Program Dir. . . . . S. Burton  
Chief Engineer . . . . . V. Kohrs

## KFAM—St. Cloud—1938

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Times Publ. Co.  
Business Address . . . . . Highway 152  
Tel.: BLackburn 2-1551 . . . . . NBC  
Newspaper Affiliation . . . . . Times  
Representative . . . . . Pearson  
President . . . . . Frederick C. Schilplin  
Station Manager . . . . . John Murphy  
Comm., Prog. Dir. . . . . Marlin Dean Schlottman  
Chief Engineer . . . . . Robert Witschen

## WJON—St. Cloud—1950

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Granite City Bcstg. Co.  
Address . . . . . Box 270  
Tel.: BL 1-4422 . . . . . Independent  
Representative . . . . . Rambeau, Vance, Hopple  
Pres., Gen., Sta. Mgr. . . . . John Haerle

## MINNESOTA

Commercial Mgr. . . . . Van Vander Ark  
 Program Dir. . . . . Art Blaske  
 Chief Engineer. . . . . Guy LeMont

### KRBI—St. Peter—1957

Frequency: 1310 Kc. . . . . Power: 1 Kw., d.  
 Owned . . . . . David B. Ekberg  
 Address . . . . . 1031 Grace St.  
 Tel.: 1310 . . . . . Independent  
 President . . . . . Mavis L. Peterson  
 General Manager. . . . . Dean J. Johnson

### KSTP—St. Paul—Minneapolis 1928

Frequency: 1500 Kc. . . . . Power: 50,000 Watts  
 Owned By . . . . . KSTP, Inc.  
 Bus.-Studio Address . . . . . 3415 University Ave.  
 Tel.: MI 5-2717 . . . . . NBC  
 Representative . . . . . Edward Petry  
 President . . . . . Stanley E. Hubbard  
 General Manager. . . . . Stanley S. Hubbard  
 V.P., Sales . . . . . M. L. Rosene  
 Radio Sales Mgr. . . . . Byron Anderson  
 Sales Prom. Mgr. . . . . William Davey  
 Program Director . . . . . D. Brooks Henderson  
 Publicity Director . . . . . Wayne King  
 Chief Engineer . . . . . William S. Sadler

### WISK—St. Paul—1951

Frequency: 1590 Kc. . . . . Power: 5 Kw., d.  
 Owned . . . . . BVM Bcstg. Co.  
 Address . . . . . 158 N. White Bear Ave.  
 Tel.: PR 1-5588 . . . . . Independent  
 Representative . . . . . Rambeau  
 Gen. Mgr. . . . . Nicholas Tedesco  
 Sta. Mgr. . . . . Samuel H. Sabean

### WMIN—St. Paul—1936

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Franklin Bcstg. Co.  
 Address . . . . . 611 Frontenac Place  
 Tel.: MI 5-7757 . . . . . Independent  
 Representative . . . . . Gill-Perna  
 V.P., Gen. Mgr. . . . . Wm. F. Johns, Jr.  
 Sales Mgr. . . . . Merle Edwards  
 Program Director . . . . . Ralph R. Smith

### WAVN—Stillwater—1949

Frequency: 1220 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . St. Croix Bcstg. Co.  
 Address . . . . . 128½ S. Main St.  
 Tel.: 46 . . . . . KBS  
 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: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . KTRF Radio Corp.  
 Address . . . . . Box 69  
 Tel.: MURdock 1-1230 . . . . . Independent  
 Station Representative . . . . . Evans  
 Pres., Gen. Mgr. . . . . Don Olsen

Sales Promotion Manager. . Ormond E. Johnson  
 Chief Eng. . . . . Fred Franklin

### WHLB—Virginia—1936

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Virginia Bcstg. Co.  
 Address . . . . . WHLB Bldg.  
 Tel.: SH 1-2233 . . . . . NBC  
 Station Representative . . Hollingsbery; Hurley  
 Pres., Gen. Mgr. . . . . Harold J. Parise  
 Program Director . . . . . Bob Aro  
 Chief Engineer . . . . . Fran Befera

### KWAD—Wadena—1948

Frequency: 920 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . KWAD Broadcasting Co.  
 Bus.-Studio Address . . . . . First Natl. Bank Bldg.  
 Tel.: MEdford 1-1803 . . . . . MBS  
 Station Representative . . . . . Wayne Evans  
 President . . . . . Robert E. Ingstad  
 Gen., Sta. Mgr. . . . . Marlin T. Obie  
 Commercial Mgr. . . . . Harold O. Bakke  
 Chief Eng. . . . . Harold Allen

### KWLM—Willmar—1940

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Lakeland Bcstg. Co.  
 Address . . . . . Box 393  
 Tel.: BE 5-1340 . . . . . ABC  
 Representative . . . . . John E. Pearson  
 President . . . . . H. W. Linder  
 Sta. Mgr. . . . . Willard Linder  
 Commercial Manager . . . . . Jack Lynch  
 Chief Engineer . . . . . Francois Peterson

### KAGE—Winona—1957

Frequency: 1380 Kc. . . . . Power: 1000 Watts  
 Owned By . . . . . Winona Bcstg. Co.  
 Business Address . . . . . 118½ W. 4th St.  
 Tel.: 2867 . . . . . KBS  
 President . . . . . Albert S. Tedesco  
 Station Manager . . . . . Frank L. Haas  
 Sales Promotion Mgr. . . . . Jack Ortmann  
 Program Director . . . . . Joe Orlovski  
 Publicity Director . . . . . Charlotte Reidleburger  
 Chief Engineer . . . . . Vern Potvin

### KWNO—Winona—1938

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Winona Radio Service  
 Business-Studio Address . . . . . 216 Center St.  
 Tel.: 3313 . . . . . ABC  
 Newspaper Affiliation . . . . . Daily News  
 Representative . . . . . John E. Pearson  
 President . . . . . M. H. White  
 Station Manager . . . . . C. E. Williams  
 Commercial Manager . . . . . H. Rod Hurd  
 Chief Engineer . . . . . Gene Gappa

### KWOA—Worthington—1947

Frequency: 730 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Worthington Bcstg. Co., Inc.  
 Address . . . . . Hotel Thompson  
 Tel.: 2-7301 . . . . . Independent  
 Representative . . . . . Wayne-Evans  
 President . . . . . R. W. Olson  
 General Manager . . . . . R. E. Shepard  
 Comm. Mgr. . . . . Arne Karhu  
 Prog. Dir. . . . . Walt Jensen  
 Chief Engineer . . . . . Clint Knapp

Pop.: 2,259,000  
Families: 585,000  
Radio Homes: 569,000

# Mississippi

Stations in State: 72  
TV Homes: 334,000  
TV Stations: 11

## WMPA—Aberdeen—1952

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By... Radio Aberdeen  
Address... Box 402  
General Mgr... Ray Tolar  
Tel.: EM 9-4561... Independent  
Representative... Best  
Prog. Dir... Frances Tolar

## WAMY—Amory—1955

Frequency: 1580 Kc. Power: 5 Kw., d.  
Owned... Charles C. Boren, Jr.  
Address... Box 268  
Tel.: CL 6-5911... KBS  
Representative... Everett-McKinney  
Commercial Manager... Jimmy Wells  
Program Director... Elsie Sanderson  
Chief Engineer... A. D. Wiygul

## WBLE—Batesville—1953

Frequency: 1290 Kc. Power: 1000 Watts d.  
Owned-Oper. By... Panola Bcstg. Co.  
Address... Drawer No. 73  
Tel.: 7266... KBS  
Representative... Hil F. Best  
President... Harold B. McCarley  
Chief Engineer... Alfred E. Jennings

## WLOX—Biloxi—Gulfport 1948

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By... WLOX Bcstg. Co.  
Address... Buena Vista Hotel  
Tel.: ID 6-5581... MBS  
Representative... Holman  
General Manager... Ray Butterfield  
Commercial Manager... Thomas B. Majure  
Program Director... Mary Miques

## WVMI—Biloxi—1950

Frequency: 570 Kc. Power: 1000 Watts d.  
Owned-Oper. By... Radio Associates  
Address... P. O. Box 152  
Tel.: ID 2-7001... Independent  
Rep... Nat. Time Sales; Sears; Oakes  
Pres., Gen., Sta. Mgr... Odes E. Robinson  
Comm., Sales Prom. Mgr... Bud Jarvis  
Program, Publicity Dir... James F. Van Dee  
Chief Engineer... Charles Copper

## WBIP—Booneville—1950

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By... Booneville Bcstg. Co.  
Address... Highway No. 45-S  
Tel.: PA 8-5301... KBS  
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... Entrican Bldg.  
Tel.: 1076... Independent  
Partners... 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.  
Tel.: 1298... KBS  
Pres., Gen. Mgr... Tullius Brady

## WDOB—Canton—1953

Frequency: 1370 Kc. Power: 1 Kw. d.  
Owned-Oper. By... Madison County Bcstg. Co.  
Address... Box 182  
Tel.: 1370... KBS  
Representative... Indie  
Manager... Al Simmons  
Program Dir... Hazel Lewis

## WGLC—Centreville—1951

Frequency: 1580 Kc. Power: 250 Watts d.  
Owned-Oper. By... Davis & McCraine  
Business Address... P.O. Box 205  
Tel.: 4001... KBS  
Representative... Continental Radio Sales  
Pres., Gen. Mgr... Frederick A. W. Davis  
Sta. Mgr., Prog. Dir... Thelma McCraine  
Chief Engineer... Jim Wilson

## WKDL—Clarksdale—1955

Frequency: 1600 Kc. Power: 1000 Watts d.  
Owned-Operated By... Coahoma Bcstg. Co.  
Address... 1 State St.  
Tel.: MA 4-6200... Independent  
Pres., Gen. Mgr... John B. Craddock  
Program Director... Joseph Rachuba  
Chief Engineer... S. (Sonny) Jennings

## WROX—Clarksdale—1944

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By... Clarksdale Bcstg Co.  
Bus. Address... Alcazar Hotel Bldg., Box 939  
Tel.: MAIn 4-2795... MBS, KBS  
Station Rep... Everett-McKinney; Beaver  
President... Mrs. Eunice Tanner Imes  
General Manager... Bob Evans  
Sta., Comm. Mgr... Tom Reardon  
Sales Prom., Prog. Dir... Helen Sugg  
Publicity Director... Jean Cauthen  
Chief Engineer... C. D. Graves

## WCLD—Cleveland—1949

Frequency: 1490 Kc. Power: 250 Watts  
Owned... Voice of the Delta, Inc.  
Address... H'way 81 So.  
Tel.: VI 3-4091... KBS



# MISSISSIPPI

Station Representative ..... Walker  
President..... Joseph W. Carson  
V.P., Gen. Mgr..... George C. Shurden

## WDSK—Cleveland—1958

Frequency: 1410 Kc.....Power: 1000 Watts  
Owned By..... L. A. Feduccia  
Address ..... Box 869  
Tel.: Victor 3-5221.....Independent  
Sta. Mgr., Chief Eng..... L. A. Feduccia  
Commercial Mgr..... Ed Dunn  
Program Dir..... Billie Wolfe  
Publicity Dir..... James Wilson

## WCJU—Columbia—1946

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By..... WCJU, Inc.  
Address ..... P. O. Box 472  
Tel.: RE 6-2616.....MBS-KBS  
Newspaper Affiliation.....The Progress  
Pres., Gen. Manager..... Lester Williams  
Prog. Dir..... Clifford Chance  
Sta. Mgr., Chief Eng..... Ray Tolar

## WACR—Columbus—1950

Frequency: 1050 Kc.....Power: 1 Kw. d.  
Owned..... J. W. Eatherton  
Address ..... WACR Bldg.  
Tel.: FA 8-1050.....Independent  
Pres., Gen. Mgr..... James Eatherton  
Comm., Prom. Mgr..... Bill Drane  
Program, Pub. Dir..... Judith Atkins  
Chief Engineer..... L. J. Aldridge

## WCBI—Columbus—1940

Frequency: 550 Kc. Power: 1 Kw. d., 500 W. n.  
Owned..... Columbus Bcstg. Co., Inc.  
Address ..... Gilmer Hotel  
Tel.: FA 8-7271.....MBS-KBS  
Newspaper Affili..... Commercial Dispatch  
Representative ..... Everett-McKinney  
President..... B. Imes, Jr.  
General Mgr..... Bob Evans  
Asst. Mgr..... Mrs. Ruby J. Latham  
Station Mgr..... Ray Crummy  
Chief Engineer..... Tom McFerrin

## WCMA—Corinth—1945

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By..... Corinth Bcstg. Co., Inc.  
Business-Studio Address..... Ray Bldg.  
Tel.: 5575.....KBS  
Station Rep..... Venard, Rintoul & McConnell  
President ..... Aaron B. Robinson  
Gen. Sta., Sales Prom. Mgr..... John E. Bell  
Commercial Manager..... Carl Welch  
Program Director..... Mrs. Louise W. Berlin  
Chief Engineer..... James D. Anderson

## WCRR—Corinth—1958

Frequency: 1330 Kc.....Power: 500 Watts, d.  
Owned-Operated By..... Rebel Radio Inc.  
Business Address..... 614½ Waldron  
Tel.: 6691.....Independent  
Representative ..... Best  
President..... C. H. Quick

Gen., Sta. Mgr..... Glenn D. Carmichael  
Sales Promotion Manager..... W. H. Wright  
Program Director..... Quin Ivy  
Chief Engineer..... W. M. Essary

## WMAG—Forrest—1955

Frequency: 860 Kc.....Power: 500 Watts d.  
Owned-Operated By..... Scott County Bcstg. Co.  
Address..... P. O. Box 188  
Tel.: 7001.....KBS  
General Mgr..... Hugh Hughes  
Commercial Mgr..... Willie Weems

## WDDT—Greenville—1956

Frequency: 900 Kc.....Power: 1 Kw., d.  
Owned-Operated By..... WDDT Radio Co.  
Address ..... 207 Main Street  
Tel.: 2-0526.....Independent  
Station Representative ..... Everett-McKinney  
General Manager..... Ross Charles  
Station Manager..... W. H. Deans  
Commercial Manager..... Charles Tucker  
Program Director..... Tom Roane  
Chief Engineer..... Joe Gunter

## WGVM—Greenville—1948

Frequency: 1260 Kc.....Power: 1000 Watts d.  
Owned-Operated By..... Mid America Bcstg. Co.  
Bus.-Studio Address..... 118 So. B'way  
Tel.: 4559.....Independent  
Rep..... Devney, Melville, Dixieland, Crennan  
Pres., General Manager..... David M. Seegal  
Station Manager..... Edward M. Guss  
Commercial Manager..... Jack R. Stull  
Sales Prom. Mgr., Prog. Dir..... Wallace D. Hoy  
Chief Engineer..... Joseph C. Gunter

## WJPR—Greenville—1939

Freq.: 1330 Kc.....Power: 1 Kw. d., 500 W. n.  
Owned-Oper. By..... Radio Service Co.  
Business-Studio Address..... 120 So. Poplar St.  
Tel.: 9049.....MBS-KBS  
Representative ..... Bogner & Martin  
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—1949

Freq.: 960 Kw.....Power: 1 Kw. d., 500 w. n.  
Owned-Oper. By..... Greenwood Bcstg. Co.  
Business Address..... 206 W. Claiborne St.  
Tel.: Gladstone 3-5232.....Independent  
President, Gen. Mgr..... Cy Bahakel  
Sta., Comm. Mgr..... Don Neil  
Prog. Dir..... Erlene Leach  
Chief Engineer..... Billy Watkins

## WGRM—Greenwood—1937

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By..... Radio Station WGRM  
Address..... 600 Walnut St.  
Tel.: 1900.....NBC-KBS

# MISSISSIPPI

General Manager.....F. C. Ewing  
Commercial Mgr.....Lew Sadler  
Program Dir.....Charles Hester  
Chief Eng.....Louis Pierce

## WNAG—Grenada—1949

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Grenada Bcstg. Co.  
Business Address .....Grenada  
Tel.: 1400.....MBS-KBS  
Newspaper Affiliation...Commercial Dispatch  
Station Rep.....Everett-McKinney; Beaver  
President.....Birney Imes  
General Manager.....Bob Evans  
Sta., Comm. Mgr., Prog., Pub. Dir...M. Looney  
Chief Engineer.....Jimmie Pinnix

## WROA—Gulfport—1955

Frequency: 1390 Kc.....Power: 1 Kw., d.  
Owned-Operated By.....Electronics Research  
Address .....Box 115  
Tel.: UN 3-7133.....Independent  
Station Rep.....Rambeau, Vance, Hopple  
Pres., Gen. Mgr.....John B. Caraway  
Sta. Mgr., Prog. Dir.....Earl B. Blessey  
Commercial Manager.....Fred Beattie  
Sales Prom., Pub. Dir...Hammond H. Hinton  
Chief Engineer.....Bob Reach

## WGCM—Gulfport—1928

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....E. O. Roden & Assoc.  
Address .....15th Ave and 22nd St.  
Tel.: UN 3-3522.....ABC  
Station Representative .....Best  
President.....E. O. Roden  
General Mgr.....James E. Reese  
Program Dir.....Tommy Meek  
Chief Engineer.....Edward Holbrook

## WBKH—Hattiesburg—1954

Frequency: 950 Kc.....Power: 5 Kw. d.  
Owned.....Deep South Radio, Inc.  
Address .....305 Bay Street  
Tel.: JU 2-1986.....Independent  
Representative .....McGillvra  
Gen. Mgr.....F. M. Smith  
Comm. Mgr.....Walter L. Smith  
Prog. Director.....Terry R. Speights  
Chief Engineer.....B. B. McLemore

## WFOR—Hattiesburg—1925

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Sheridan, Inc.  
Address .....302 Hemphill St.  
Tel.: JU 4-5432.....NBC  
Station Rep.....Rambeau, Vance, Hopple  
President.....B. W. Curry, Jr.  
General Manager.....E. M. Jenkins  
Commercial Manager.....Bud Norval  
Program Director.....Keith Glatzer  
Chief Engineer.....J. N. Watson

## WHSY—Hattiesburg—1948

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By...Hub City Bcstg. Co. Inc.

Address.....Hwy. II, North  
Tel.: JU 3-1741.....ABC  
Representative .....Clark  
President.....Charles W. Holt  
Gen., Sta. Mgr.....Frank B. Zainoski  
Chief Engineer.....Charles Sharpling

## WXXX—Hattiesburg—1957

Frequency: 1310.....Power: 1 Kw., d.  
Owned.....Bcst. Development Co.  
Address .....Box 1492  
Tel.: JU 2-2591.....Independent  
Representative .....Indie Sales  
President.....Dave A. Matison, Jr.  
Manager.....J. C. Walker

## WMDC—Hazlehurst—1953

Frequency: 1220 Kc.....Power: 250 Watts d.  
Owned.....Southwestern Bcstg. Co. of Miss.  
Address .....P. O. Box 571  
Tel.: 869.....KBS  
Representative .....McGillvra  
General Manager.....Louis Alford  
Sta. Mgr., Chief Engr.....Mack Smith  
Comm. Mgr., Prog. Dir.....Malcolm Jones  
Publicity Director.....Bob Prather

## WCPC—Houston—1955

Frequency: 1320 Kc.....Power: 5 Kw. d.  
Owned-Oper. By.....WCPC Bcstg. Co.  
Address .....Box 552  
Tel.: GL 6-3528.....KBS  
Gen., Sta. Mgr.....Robin H. Mathis  
Comm. Mgr., Prog., Pub. Dir...Ralph C. Mathis  
Chief Engineer.....John B. Skelton, Jr.

## WNLA—Indianola—1953

Frequency: 1380 Kc.....Power: 500 watts d.  
Owned By.....Radio Cleveland, Inc.  
Address .....134 Baker St.  
Tel.: 500.....KBS  
Station Representative .....Best  
Pres., Gen. Mgr.....William R. Landman  
Program Director.....Gertrude Landman  
Chief Engineer.....Carl Rushing

## WJDX—Jackson—1929

Frequency: 620 Kc...Power: 5 Kw. d., 1 Kw. n.  
Owned.....Lamar Life Insurance Company  
Address .....715 S. Jefferson  
Tel.: Fleetwood 2-2691.....NBC  
Representative .....Hollingbery  
President.....P. K. Lutkin  
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

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By.....Milner Bcstg.  
Address .....King Edward Hotel  
Tel.: Fleetwood 4-5653.....CBS  
Representatives .....Devney; Ayers

President.....Howard S. Cohoon  
 Gen., Comm. Mgr.....Lewis Heilbroner  
 Program Director.....Bill Slaton  
 Chief Engineer.....E. E. Peterson

**WJXN—Jackson—1945**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned.....Jackson Bcstg. Co., Inc.  
 Address.....P. O. Box 786  
 Tel.: 2-6673.....Independent  
 Representative.....Webb  
 President.....James T. Ownby  
 General Manager.....Robert Statham

**WOKJ—Jackson—1954**

Frequency: 1590 Kc.....Power: 5 Kw.  
 Owned-Operated By.....Ebony Radio of Miss.  
 Business Address.....1017 Lynch St.  
 Tel.: Fleetwood 3-7830.....Independent  
 Station Representative.....Pearson  
 General Manager.....John M. McLendon  
 Station Manager.....Al Evans  
 Program Director.....Art Goudreau  
 Chief Engineer.....G. G. Benson

**WRBC—Jackson—1947**

Freq.: 1300 Kc.....Power: 5 Kw. d., 1 Kw., n.  
 Owned-Operated By.....Rebel Bcstg. Co., Inc.  
 Business-Studio Address.....125½ So. Lamar  
 Tel.: Fleetwood 5-1562.....Independent  
 Representative.....Rambau, Dixieland  
 President.....Tom Wright  
 General Mgr.....Charles A. Stewart  
 Sales Prom. Mgr.....Robert Smith  
 Publicity Dir.....Mike Hunter  
 Chief Engineer.....William K. Phillips

**WSLI—Jackson—1938**

Frequency: 930 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Capitol Bcstg. Co.  
 Address.....Box 8155  
 Tel.: FI 4-2512.....ABC  
 Newspaper Affil...Daily News, Clarion Ledger  
 Representative.....Weed  
 President.....T. M. Hederman, Jr.  
 General Manager.....L. M. Sepaugh  
 Station Manager.....Richard Voorhis  
 Commercial Manager.....Ed Wilkerson  
 Sales Promotion Mgr.....Maurice Wray  
 Program Director.....Al Simmons  
 Publicity Director.....Billie Wilbanks  
 Chief Engineer.....C. A. Perkins

**WKOZ—Kosciusko—1947**

Frequency: 1350 Kc.....Power: 5 Kc. d.  
 Owned-Oper. By.....Kosciusko Bcstg. Co.  
 Address.....109 W. Jefferson  
 Tel.: 782.....KBS  
 General Manager.....Cy N. Bahakel  
 Station Manager.....Mims Boswell, Jr.

**WAML—Laurel—1932**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....New Laurel Radio Station  
 Business-Studio Address.....Box 950  
 Tel.: 5601.....NBC

Representative.....George P. Hollingbery  
 President.....Harold Mattson  
 Gen., Sta. Mgr.....Frank W. Sumrall  
 Commercial Manager.....M. M. Cover  
 Sales Promotion Manager.....Ed Breland  
 Program Director.....Dave Kane  
 Publicity Director.....Len Maith  
 Chief Engineer.....Walter Hitt

**WLAU—Laurel—1946**

Frequency: 1600 Kc.....Power: 5000 Watts d.  
 Owned-Operated By.....Southland Bcstg. Co.  
 Address.....437 N. Magnolia St.  
 Tel.: 8-7227.....ABC  
 Station Representative.....Devney  
 President.....C. T. McCallum  
 Gen., Sta. Mgr.....Norma H. Leggett  
 Program Director.....Jim Gibbon  
 Chief Engineer.....W. B. Carter

**WNSL—Laurel—1957**

Frequency: 1260 Kc.....Power: 1 Kw., d.  
 Owned.....Voice of the New South, Inc.  
 Address.....160 Beacon St.  
 Representative.....Walker  
 Gen. Mgr.....Granville Walters  
 Comm. Mgr.....Teck Jones

**WESY—Leland-Greenville  
 1958**

Frequency: 1580 Kc.....Power: 1000 Watts  
 Owned By.....Miss.-Ark. Broadcasting Co.

**WJQS**

Jackson                      Mississippi

**MUSIC AND NEWS**

**GOOD MUSIC ONLY**

---

More Adult Listeners  
 Than Any Other  
 Mississippi Station

---

*Representatives:*  
 Devney, Inc. — James S. Ayers

---

LEW HEILBRONER, *Gen. Mgr.*

## MISSISSIPPI

Business Address . . . P.O. Box 5291, Greenville  
Tel: 1580 . . . . .Independent  
Station Representative . . . . .Forjoe  
Gen., Prog. Mgr. . . . .Paul Artman  
Commercial Manager . . . . .Miller Abraham  
Chief Engineer . . . . .Ottis W. Rushing

### WLSM—Louisville—1953

Frequency: 1270 Kc. . . . .Power: 1000 Watts d.  
Owned-Oper. By . . . . .Louisville Bcstg. Corp.  
Address . . . . .Louisville  
Tel.: 1000 . . . . .Independent  
Station Representative . . . . .Walker  
Station Manager . . . . .Herbert Guthrie  
Program Director . . . . .John W. Jenkins, Jr.

### WMBC—Macon—1947

Frequency: 1400 Kc. . . . .Power: 250 Watts  
Owned-Operated By . . . . .Confederate Bcstg. Co.  
Business Address . . . . .Piney Woods Rd.  
Tel.: 132 . . . . .KBS  
Station Rep. . . . .Hil Best  
Pres., Gen. Mgr. . . . .Ned Butler  
Sta. Mgr., Prog. Dir. . . . .Harold Shedd  
Commercial Manager . . . . .Emmett Hadaway  
Sales Promotion Manager . . . . .Roy York  
Publicity Director . . . . .Bill Brooks  
Chief Engineer . . . . .Bill White

### WSJC—Magee—1957

Frequency: 1280 Kc. . . . .Power: 500 Wd. d.  
Owned . . . . .SE Miss. Bcstg. Co.  
Business Address . . . . .Box 426  
Tel.: 3513 . . . . .KBS  
General Manager . . . . .Marvin L. Mathis  
Program Director . . . . .Jimmy Tugwell  
Chief Engineer . . . . .Hulon Mathis

### WAPF—McComb—1948

Frequency: 980 Kc. . . . .Power: 1000 Watts d.  
Owned-Operated By . . . . .S. W. Bcstg. Co. of Miss.  
Address . . . . .Pike Hotel  
Tel.: 1884 . . . . .KBS  
Station Rep. . . . .McGillvra  
Co-Owners . . . . .Phillip Brady, Louis Alford,  
Mack Smith

### WHNY—McComb—1939

Freq.: 1250 Kc. . . . .Power: 5 Kw. d., 500 W. n.  
Owned-Oper. By . . . . .Bcstrs. Service, Inc.  
Address . . . . .P. O. Box 111  
Tel: 2080 . . . . .Independent  
Representative . . . . .Thomas F. Clark Co.  
President . . . . .Charles W. Holt  
Gen. Mgr., Ch. Eng. . . . .Carroll Hines  
Commercial Manager . . . . .Travis Myers  
Sales Promotion Manager . . . . .Ed Yarborough  
Program Director . . . . .Dean Strickland

### WCOC—Meridian—1926

Frequency: 910 Kc. . . . .Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By . . . . .Mississippi Bcstg. Co., Inc.  
Business-Studio Address . . . . .Box 591  
Tel.: 2-7714 . . . . .CBS  
President, General Manager . . . . .Withers Gavin

### WDAL—Meridian—1958

Frequency: 1330 Kc. . . . .Power: 1 kw., d.  
Owned By . . . . .Southwestern Bcstg. Co.  
Address . . . . .P. O. Box 125  
Tel.: 3-4891 . . . . .Independent  
Station Rep. . . . .Indie Sales  
Program, Prom. Mgr. . . . .R. Hollingsworth  
Chief Engineer . . . . .Dan Hollingsworth

### WMOX—Meridian—1945

Frequency: 1240 Kc. . . . .Power: 250 Watts  
Owned-Operated By . . . . .Birney Imes, Jr.  
Address . . . . .P. O. Box 1511  
Tel.: 2-0171 . . . . .MBS  
Newspaper Affil. . . . .Commercial Dispatch  
Station Rep. . . . .Everett-McKinney; Beaver  
President . . . . .Birney Imes, Jr.  
General Manager . . . . .Bob Evans  
Station Manager . . . . .Kenneth Berryhill  
Chief Engineer . . . . .Steve Burkes

### WOKK—Meridian—1949

Frequency: 1450 Kc. . . . .Power: 250 Watts  
Owned-Oper. By . . . . .New South Bcstg.  
Address . . . . .Box 528  
Tel.: 2-6133 . . . . .Independent  
Station Representative . . . . .Webb  
President . . . . .Joseph W. Carsen  
Station Manager . . . . .Ed Holladay  
Program Director . . . . .Gary Smith  
Chief Engineer . . . . .R. K. Wall

### WQIC—Meridian—1957

Frequency: 1390 Kc. . . . .Power: 5000 Watts, d.  
Owned By . . . . .Alexander L. Royal  
Business Address . . . . .Box 1509  
Tel.: 23106 . . . . .Independent  
Station Representative . . . . .Forjoe  
Pres., Gen. Mgr. . . . .A. L. Royal, Sr.  
Station Manager . . . . .A. L. Royal, Jr.  
Commercial Manager . . . . .J. C. Harding  
Sales Prom. Mgr. . . . .John Barksdale  
Program Director . . . . .Sherman Johnson  
Chief Engineer . . . . .J. B. Griffith

### WMIS—Natchez—1941

Frequency: 1240 Kc. . . . .Power: 250 Watts  
Owned By . . . . .Natchez Broadcasting Co.  
Address . . . . .City Bank Building  
Tel.: 2-2522 . . . . .NBC-KBS  
Pres., Gen., Sta. Mgr. . . . .P. K. Ewing, Jr.  
Program Director . . . . .Gene Perry  
Sales Prom. Mgr. . . . .Bill Wall  
Chief Engineer . . . . .George Wilson

### WNAT—Natchez—1949

Frequency: 1450 Kc. . . . .Power: 250 Watts  
Owned-Oper. . . . .E. R. Lambert & W. S. Perkins  
Address . . . . .Eola Hotel  
Tel.: 4621 . . . . .MBS-ABC  
General Manager . . . . .Paul Schilling

### WNAU—New Albany—1955

Frequency: 1470 Kc. . . . .Power: 500 Watts, d.  
Owned-Oper. By . . . . .New Albany Bcstg. Co.

Address.....202 Bankhead St.  
Tel.: 4361.....KBS  
Gen., Sta. Mgr., Chief Eng....V. Keith Wroten  
Comm., Sls. Prom. Mgr.....Daniel L. Skilton  
Program Director .....Lee Elman

**WBKN—Newton—1958**

Frequency: 1410 Kc.....Power: 500 Watts  
Owned By.....East Central Broadcasting Co.  
Business Address.....110 Main St.  
Tel.: 70 .....Independent  
General Manager.....F. M. Smith  
Sta. Sales Prom. Mgr.....Gerald Howell  
Commercial Manager.....Charles Stringer  
Prog. Dir., Chief Eng.....Colon Johnston

**WSUH—Oxford—1955**

Frequency: 1420 Kc....Power: 1000 Watts, d.  
Owned-Oper. By.....Colonel Rebel Radio  
Address.....University Ave., East; Box 511  
Tel.: 1133 .....KBS  
Rep. ....Hil F. Best  
Gen., Comm. Mgr.....C. H. Quick  
Program Dir.....Frances Jacob  
Sales Prom., Publicity Dir.....Lou Landrum  
Chief Engineer.....Mitchell Self

**WPMP—Pascagoula—1951**

Frequency: 1580 Kc....Power: 1000 Watts d.  
Owned-Operated By.....Crest Bcstg. Co., Inc.  
Address.....P. O. Box 391  
Tel.: SO 2-3113.....KBS-ABC  
Representative .....Hil F. Best  
President.....William R. Guest, Jr.  
Gen., Sta. Mgr.....Walter L. Smith  
Sales Promotion Manager...William Collins  
Prog. Dir., Ch. Engr.....Edward D. Quave  
Publicity Director.....Iona W. Lott

**WHOC—Philadelphia—1948**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....William Howard Cole  
Address.....Box 26  
Tel.: 740 .....KBS  
Representative .....Hil F. Best  
President, Manager...William Howard Cole  
Chief Eng.....Paul M. Miller

**WRJW—Picayune—1949**

Frequency: 1320 Kc.....Power: 5000 d.  
Owned-Oper. By.....Tung Bcstg. Co.  
Business Address.....P.O. Box 358  
Tel.: SY 8-4835.....KBS  
Representative .....McGillvra  
President.....S. G. Thigpen, Sr.  
Gen., Sales Prom. Mgr.....Herb Witthauer  
Prog. Dir., Ch. Engr.....Arnold Taylor

**WSSO—Starkville—1948**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By.....Starkville Bcstg. Co.  
Business-Studio Address.....WSSO Bldg.  
Tel.: 1230.....KBS  
Pres., Gen., Comm. Mgr.....Joe Phillips  
Program Director.....Charlotte Myrick  
Chief Engineer.....Travis Palmer

**WELO—Tupelo—1944**

Freq.: 580 Kc.....Power: 1 Kw. d.; 500 W. n.  
Owned-Operated By.....Tupelo Bcstg. Co.  
Business Address.....S Spring St.  
Tel.: VI 2-7658.....MBS-KBS  
Newspaper Affiliation....Columbus Dispatch  
Representative .....Everett-McKinney  
President.....Burney Iimes, Jr.  
General Manager.....Bob Evans  
Sta., Comm. Mgr.....E. L. Bowen  
Program Director.....Jack Cristil  
Chief Engineer.....LeRoy Green Sr.

**WTUP—Tupelo—1953**

Frequency: 1380 Kc....Power: 1000 Watts d.  
Owned-Oper. By.....Lee Bcstg. Co.  
Address.....Box 362  
Tel.: VI 2-3301.....Independent  
Station Representative.....Hil F. Best  
General Mgr.....James E. Reese

**WQBC—Vicksburg—1931**

Freq.: 1420 Kc....Power: 1 Kw. d., 500 W. n.  
Owned-Operated By...Delta Bcstg. Co., Inc.  
Business-Studio Address....Post-Herald Bldg.  
Tel.: 312.....MBS-KBS  
Newspaper Affil.....Evening Post  
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.....906 Clay St.  
Tel.: 3901.....Independent  
Representative.Thomas F. Clark, Dora-Clayton  
General Mgr.....John F. Shea  
Station Mgr.....Charles P. Tucker

**WABO—Waynesboro—1954**

Frequency: 990 Kc.....Power: 250 Watts, d.  
Owner.....New Laurel Radio Sta., Inc.  
Address.....Box 95  
Tel.: 5-4700.....KBS  
Representative .....Hil F. Best  
President.....Harold Matison  
General Manager.....Frank Sumrall  
Station Manager.....Paul Carlisle  
Sales Prom. Mgr.....Martha King  
Program Director.....Larry Fowler  
Pub. Dir.....N. Shoemaker

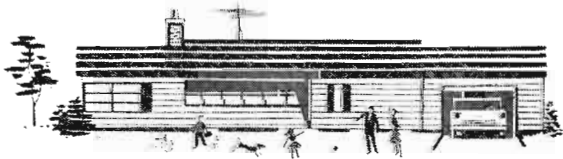
**WROB—West Point—1947**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Bob McRaney, Sr.  
Address.....West Point  
Tel.: 1250.....MBS  
Representative ..Everett-McKinney, Keystone  
Station Manager.....John E. King, Jr.



they buy as a family . . .

sell them on Meredith *family stations!*



KANSAS CITY  
 SYRACUSE  
 PHOENIX  
 OMAHA  
 TULSA

KCMO  
 WHEN  
 KPHO  
 WOW  
 KRMG

KCMO-TV  
 WHEN-TV  
 KPHO-TV  
 WOW-TV

The Katz Agency  
 The Katz Agency  
 The Katz Agency  
 John Blair & Co. — Blair-TV  
 John Blair & Co.

Meredith Stations Are Affiliated With **BETTER HOMES and GARDENS** and **SUCCESSFUL FARMING** Magazines

Chief Engineer.....Clyde McPherson  
**WAZF—Yazoo City—1947**  
 Frequency: 1230 Kc.....Power: 250 Watts  
 Owned By.....WAZF, Inc.  
 Business Address.....321½ S. Main St.

Tel.: 1300.....KBS  
 Representative.....Hil F. Best  
 Pres., Gen. Mgr.....David B. Highbaugh  
 Commercial Manager.....Frank Holifield  
 Program Director.....Joel Netherland  
 Chief Engineer.....Paul Miller

Pop.: 4,531,000  
 Families: 1,359,000  
 Radio Homes: 1,321,000

# Missouri

Stations in State: 77  
 TV Homes: 1,169,000  
 TV Stations: 17

## KWRT—Boonville—1953

Frequency: 1370 Kc.....Power: 1 Kw. d.  
 Owner.....Wm. R. Tedrick  
 Business Address.....KWRT Bldg.  
 Tel.: TUXedo 2-6505.....Independent  
 Representative.....Indie  
 Owner, Gen. Mgr.....W. R. Tedrick  
 Program Director.....Audrey M. Tedrick  
 Comm., Pub. Dir.....Richard A. Norris  
 Chief Engineer.....Donald E. Shepard

Address.....1201 E. Chestnut  
 Tel.: FLeetwood 8-2648.....KBS  
 Owner, Gen. Mgr.....J. J. Daly  
 Prog., Pub. Dir.....Leon H. Crocker  
 Chief Engineer.....George F. Province

## KCRV—Caruthersville—1950

Frequency: 1370 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Pemisacot Bcstg. Co.  
 Address.....106½ W. 3rd St.  
 Tel.: 965.....KBS  
 Station Representative.....Hopewell  
 President.....J. Eric Taylor  
 Gen., Sta., Comm. Mgr.....Ed Dyer, Jr.  
 Program Director.....Harry Moreland  
 Chief Engineer.....Al Lawrence

## KBHM—Branson—1956

Frequency: 1220 Kc.....Power: 1 Kw., d.  
 Owner.....Shepherd of the Hills Bcstg. Co.  
 Business Address.....111 W. Pacific  
 Tel.: EDison 4-3133.....KBS  
 Station Representative.....Best; Magic Circle  
 Sta. Mgr., Pub. Dir.....Orville Barton  
 Comm., Sales Prom. Mgr.....Clotis Barker  
 Program Director.....Gene Gideon  
 Chief Engineer.....Leland Ebert

## KCHR—Charleston—1953

Frequency: 1350 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....South Mo. Bcstg. Co.  
 Address.....South Main St.  
 Tel.: 2-4451.....KBS  
 Representative.....Continental Radio Sales  
 Pres., Gen. Mgr., Chief Eng.....Kermit Barker  
 Program Director.....James L. Byrd III

## KGHM—Brookfield—1955

Frequency: 1470 Kc.....Power: 500 Watts d.  
 Owned By.....Green Hills Bcstg. Co.  
 Address.....308 N. Main  
 Tel.: 1800.....KBS  
 Representative.....Indie Sales, Inc.  
 Gen. Mgr.....Keith Morris  
 Comm. Mgr.....Carole Williams

## KCHI—Chillicothe—1950

Frequency: 1010 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Cecil W. & Jane Roberts, Inc.  
 Address.....Farmington  
 Tel.: 2345.....KBS  
 Representative.....Hil F. Best  
 General Manager.....Cecil W. Roberts  
 Station Manager.....Howard G. Rlon

## KFVS—Cape Girardeau—1925

Freq.: 960 Kc.....Power: 1 Kw. d. 500 W. n.  
 Owned-Operated By.....Hirsch Bcstg. Co.  
 Business-Studio Address.....324 Broadway  
 Tel.: ED 5-5511.....Independent  
 Representative.....Headley-Reed  
 President, Gen. Mgr.....Oscar C. Hirsch  
 Sta. Mgr.....Ralph L. Hirsch

## KDKD—Clinton—1951

Frequency: 1280 Kc.....Power: 1000 Watts d.  
 Owned.....Osage Broadcasting Corp.  
 Address.....Box 113  
 Tel.: 233.....KBS  
 Representative.....Indie Sales  
 Gen. Mgr.....William R. Tedrick  
 Sta. Mgr.....Robert F. Morey  
 Program Director.....Kathleen Morey  
 Chief Engineer.....Stuart W. Underwood

## KGMO—Cape Girardeau—1952

Frequency: 1220 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....KGMO Radio-TV Inc.  
 Business Address.....Box 247  
 Tel.: EDgewater 5-8228.....KBS  
 Station Representative.....Webb  
 Pres., Gen. Mgr.....William C. Brandt  
 Sta., Comm. Mgr.....John J. Brandt  
 Sales Promotion Mgr.....Jack Kohrumel

## KBIA—Columbia—1955

Frequency: 1580 Kc.....Power: 250 Watts d.  
 Owned-Operated by.....Midwest Bdcstg. System  
 Business Address.....P.O. Box 412  
 Tel.: GI 2-4401.....KBS  
 Representative.....Best  
 Gen. Mgr., Ch. Eng.....R. H. Coddington  
 Commercial Manager.....Fred Morse

## KDMO—Carthage—1947

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Carthage Bcstg. Co.

# **Ap** News Is Preferred...

...by **Stations** .. *because it adds both profits and prestige.*

...by **Sponsors** .. *because it insures a day-to-day association with quality.*

...by **Listeners** .. *because it is dependable as well as interesting.*

**Ap**  
**Preferred**

50 Rockefeller Plaza

•

New York 20, N. Y.



**KFRU—Columbia—1925**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....KFRU, Inc.  
 Business Address.Hwy 40 & 63, Southbound  
 Tel.: GI 3-4141.....ABC  
 Newspaper Affiliation.....Daily Tribune  
 Station Rep. ....Webb  
 President.....H. J. Walters, Jr.  
 Gen., Sta. Mgr.....Mahlon R. Aldridge, Jr.  
 Commercial Manager.....Gregory Reeser  
 Sales Prom., Pub. Dir.....F. J. LeGrand  
 Program Director.....Lois Todd  
 Chief Engineer.....Robert Haigh

**KDEX—Dexter—1955**

Frequency: 1590 Kc.....Power: 1000 Watts d.  
 Owned-Operated By...Stoddard Ct. Bcstg. Co.  
 Address .....Box 232  
 Tel.: 1400 .....KBS  
 Representative .....Sears and Ayer  
 General Manager.....Jerome B. Zimmer  
 Sta. Mgr., Chief Eng.....L. D. Speidel  
 Program Director.....Glenn Cross

**KREI—Farmington—1947**

Frequency: 800 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Midwest Bcstg. System  
 Business Address.....Ozarks Federal Bldg.  
 Tel.: PLateau 6-5125.....KBS  
 Station Rep.....Hil F. Best  
 President.....Cecil W. Roberts  
 Gen. Mgr., Ch. Engr.....Robert D. Rapp  
 Comm. Mgr.....Ernest Jones  
 Program Director.....Maxine Bequette

**KJCF—Festus—1951—**

Frequency: 1010 Kc.....Power: 250 Watts d.  
 Owned....Jefferson County Radio & TV Co.  
 Address.....P. O. Box 192  
 Tel.: YE 7-3810.....KBS  
 General Manager.....Donald M. Donze  
 Chief Engineer.....Russell Seals, Jr.

**KFMO—Flat River—1947**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By...Lead Belt Bcstg. Corp.  
 Business-Studio Address.....Flat River  
 Tel.: GE 1-2000.....Independent  
 President.....Oscar C. Hirsch  
 Gen., Sta. Mgr.....James F Collins  
 Prom. Mgr.....James Strader  
 Prog., Pub. Dir.....Virginia Collins

**KFAL—Fulton—1950**

Frequency: 900 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....R. W. Nickles  
 Address.....5th and Market  
 Tel.: 1400.....Independent  
 Station Representative .....Pearson  
 Owner, Gen. Mgr.....R. W. Nickles  
 National Sales Mgr.....C. Warren Stout  
 Comm. Manager.....L. Reed Holt

**KHMO—Hannibal—1941**

Freq.: 1070 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....Mark Twain Bcstg.

Business-Studio Address.....Box 711  
 Tel.: 3450.....Independent  
 Representative .....Hollingbery  
 President .....Jerrell Shepard  
 General Manager.....A. E. Dahl  
 Station Manager.....James F. Jae, Jr  
 Commercial Manager...William Stephenson  
 Program Dir.....Kenneth Albridge  
 Chief Engineer.....Hiram Hood

**KIMO—Independence—1947**

Frequency: 1510 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....KIMO, Inc.  
 Business Address....310 N. Orange; Box 178  
 Tel.: CLifton 4-6300.....Independent  
 President .....Glenn Griswold  
 General Manager.....Leo R. Morris  
 Program Director.....Keith Kissee  
 Chief Engineer.....Dave Beall

**KLIK—Jefferson City—1954**

Frequency: 950 Kc.....Power: 5 Kw., d.  
 Owned .....Fine & Nelson  
 Address .....410 E. Capital  
 Tel.: 5-4136.....Independent  
 Station Representative .....Hollingbery  
 President.....J. A. Shepherd  
 V.P., Gen. Mgr.....A. E. Dahl  
 Station Manager.....Ed Dahl  
 Commercial Manager.....Stan Grieve  
 Sales Promotion Manager.....Don Steele  
 Program Director.....Bill Cannaday  
 Chief Engineer.....Ed Scarr

**KWOS—Jefferson City—1937**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Capital Bcstg. Co.  
 Bus.-Studio Address.....Monroe at Capitol  
 Tel.: 6-3137.....KBS-MBS  
 Station Representative .....Grant Webb  
 President.....Mrs. L. R. Goshorn  
 General Manager.....R. L. Rose  
 Commercial Manager.....William Natsch, Jr.  
 Chief Engineer.....Leroy S. Hackmann

**KFSB—Joplin—1948**

Freq. 1310 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....Four States Bcsters, Inc.  
 Business Address.....405 Schifferdecker  
 Tel.: May 4-1310.....Independent  
 Newspaper Affiliation.Southwestern Weekly  
 Representative .....Meeker  
 President .....Harry Easley  
 Gen. Sta., Mgr.....W. H. Clark  
 Comm. Mgr.....Robert A. Barry  
 Program Director.....Ed Johnson  
 Chief Engineer.....Lloyd Frazier

**KODE—Joplin—1946**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....WSTV, Inc.  
 Address.....1928 W. 13 St.  
 Tel.: MA 3-7260.....CBS  
 Station Rep.....Rambeau, Vance, Hopple  
 President .....Jack Berkman  
 General Manager.....Harry Burke

in Kansas City one  
good turn deserves  
another...to KCMO



50,000 watts by day,  
10,000 by night at  
810 on the dial.



channel 5 telecasting  
from America's tallest  
self-supported TV tower.



at 94.9 meg. Kansas  
City's only FINE  
MUSIC station.



**BASIC CBS  
RADIO & TV**

Commercial Manager..... Merle Dunn  
 Sales Prom., Pub. Dir..... William Harned  
 Prog. Dir., Ch. Engr..... Jay Corrington

**WMBH—Joplin—1928**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By..... Radio Joplin  
 Business Address..... Box 906  
 Tel.: MA 4-4330..... MBS  
 Representative..... Sears & Ayer  
 Pres., Gen. Sta. Mgr..... Don O'Brien  
 Commercial Manager..... Obed Borgen  
 Program Dir..... Bob McBride  
 Publicity Dir..... Anne Steverson  
 Chief Engineer..... Al Tour Tillott

**KBKC—Kansas City—1957**

Frequency: 1480 Kc.....Power: 500 Watts  
 Owned By..... Mission Broadcasters, Inc.  
 Address..... 5913 Woodson, Mission, Kan.  
 Tel.: HEdrick 2-1480..... Independent  
 Representative..... Hollingbery  
 Pres., Gen. Mgr..... Tom E. Beal  
 Sta., Program Mgr..... Roy Stanley  
 Commercial Mgr..... Don O'Malley  
 Sales Prom., Publicity Dir..... Bill Harmon  
 Chief Engineer..... Bob Artz

**KCKN—Kansas City—1925**

(See Kansas City, Kansas, listing)

**KCMO—Kansas City—1936**

Freq.: 810 Kc.....Power: 50 Kw. d., 10 Kw. n.  
 Owned-Operated By..... Meredith Pub. Co.  
 Address..... 125 E. 31st St.  
 Tel.: JE 1-6789..... CBS  
 Representative..... Katz  
 General Manager..... E. K. Hartenbower  
 Station Manager..... R. W. Evans  
 Sales Prom., Pub. Dir..... W. F. Slamin  
 Program Director..... George Stump  
 Chief Engineer..... Karl Troeglen  
 Owners of: KPHO, Phoenix, Ariz.; WOW,  
 Omaha, Neb.; WHEN, Syracuse, N. Y.; KRMG,  
 Tulsa, Okla.

(See page 498)

**KFRM—Kansas City—1947**

(See Concordia, Kansas)

**KMBC—Kansas City—1921**

Frequency: 980 Kc.....Power: 5000 Watts  
 Owned-Oper. By..... KMBC Bcstg. Co.  
 Address..... 11th and Central Sts.  
 Representative..... Peters, Griffin, Woodward  
 President..... Donald D. Davis  
 Ex V.P., Gen. Mgr..... John T. Schilling  
 V. P., Sales Manager..... George J. Higgins  
 Station Manager, Prog. Dir..... Dick Smith  
 Promotion Mgr..... Joe Redmond  
 Chief Engineer..... Henry E. Goldenberg

**KPRS—Kansas City—1949**

Frequency: 1590 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By..... Twin City Adv. Agency

Address..... 2814 E. 23rd St.  
 Tel: HU 3-3100..... Independent  
 Station Rep. .... John E. Pearson  
 General Manager..... Edward H. 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.  
 Address..... 1012 Baltimore  
 Tel: BA 1-0077..... Independent  
 Station Representative..... Adam Young  
 President..... H. Scott Killgore  
 V. P. Gen. Mgr..... Irving Schwartz  
 Chief Engineer..... Sam Bradley

**WDAF—Kansas City—1922**

Frequency: 610 Kc.....Power: 5000 Watts  
 Owned-Operated By... Natl.-Missouri TV Inc.  
 Business Address..... Signal Hill  
 Tel.: PL 3-4567..... NBC  
 Representative..... H. I. Christal  
 President..... Charles L. Glett  
 General Manager..... William A. Bates  
 Administrative Assistant..... Jay Barrington  
 Commercial Manager..... E. Manne Russo  
 Promotion Manager..... Jud Woods  
 Program Manager..... George Moore  
 Chief Engineer..... James Schmidt

**WHB—Kansas City—1922**

Freq.: 710 Kc.....Power: 10 Kw. d., 5 Kw. n.  
 Owned-Operated By..... Storz Bcstg. Co.

**In Kansas City**

it's the  
**MODERN**  
**SOUND**  
 for  
**SOUND**  
**SELLING**

**KUDL**  
 1380  
 RADIO

H. SCOTT KILLGORE, President    ADAM YOUNG  
 IRV SCHWARTZ, Vice President    INC.  
 & General Manager    National Rep.

# MISSOURI

Address.....10th & McGee Sts.  
Tel.: BA 1-8300.....Independent  
Station Representative.....John Blair Co.  
President.....Todd Storz  
V.P. Gen. Mgr.....George W. Armstrong  
Comm. Mgr.....Jack Sampson  
Sales Prom. Mgr.....Donald A. Loughnane  
Program Director.....C. E. Clark  
Publicity Dir.....A. A. Zimmerman  
Dir. of Eng.....Robert Tilton  
Owners of: WTIX, New Orleans; WDGY,  
Minneapolis; WQAM, Miami, Fla.

## KBOA—Kennett—1947

Frequency: 830 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Kennett Bcstg. Corp.  
Business Address.....Kennett  
Tel.: TUxedo 8-4616.....KBS  
Station Representative.....Beaver  
Pres., Gen. Mgr.....Paul C. Jones  
Station Manager.....John T. Reeder  
Comm. Mgr.....Joe Bankhead  
Chief Eng.....R. H. Conner

## KIRX—Kirksville—1947

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....North Mo. Bcstg. Co.  
Business Address.....KIRX Bldg.  
Tel.: MO 5-3781.....KBS-ABC  
Representative.....Bogner & Martin  
Pres., Gen. Mgr.....Samuel A. Burk  
Commercial Manager.....J. J. Dougherty  
Program Director.....Robert Carlson  
Chief Engineer.....Charles P. Porter

## KLWT—Lebanon—1947

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....Lebanon Bcstg. Co.  
Bus.-Studio Address.....221 E. Commercial St.  
Tel.: 1015.....MBS-KBS  
General Manager.....O. R. Wright  
Sales Mgr.....Tom Miller  
Program Director.....Jack A. Sellers  
Chief Eng.....Eugene Clay

## KLEX—Lexington—1956

Frequency: 1570 Kc.....Power: 250 Watts  
Owned-Oper. By.....Lexington Bcstg Co.  
Address.....P. O. Box 358  
Tel.: 1096.....Independent  
Station Representative.....Grant Webb  
Sta. Comm. Mgr.....Ralph E. Meador

## KTCB—Malden—1954

Frequency: 1470 Kc.....Power: 1 Kw., d.  
Owned.....Tri-County Bcstg. Co.  
Address.....N. Hwy. 25  
Tel.: 851.....KBS  
President.....J. D. Craft  
Gen., Comm. Mgr.....Dick Wiethan  
Chief Engineer.....George Longdo

## KMMO—Marshall—1949

Frequency: 1300 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....KMMO, Inc.

Address.....Marshall  
Tel.: 40.....Independent  
Rep.....Pearson  
General Manager.....J. M. Silvey  
Sta., Comm. Mgr.....Harold Douglas

## KNIM—Maryville—1953

Frequency: 1580 Kc.....Power: 250 W. d.  
Owned.....KNIM, Inc.  
Business Address.....S. Highway 71  
Tel.: 730.....KBS  
President.....Harold Eck  
Gen. Mgr., Ch. Engr.....Wayne J. Hatchett  
Program Director.....Russ Bauer  
Publicity Director.....Grace Hatchett

## KXEO—Mexico—1948

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....Audrain Bcstg. Corp.  
Address.....1705 E. Liberty  
Tel.: JU 1-2340.....MBS  
Gen., Comm. Mgr.....W. Earl Dougherty  
Chief Engineer.....P. J. Null, Jr.

## KNCM—Moberly—1950

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By.....Moberly Bcstg. Co.  
Address.....Box 396  
Tel.: 1600.....KBS  
President.....Jerrell A. Shepherd  
Station Manager.....Jim Lipsey  
Commercial Manager.....Bob Benedict

## KRMO—Monett—1950

Frequency: 990 Kc.....Power: 250 Watts d.  
Owned-Oper. By.....Monett Bcstg. Co.  
Address.....N. Central Ave.  
Tel.: BE 5-5220.....KBS  
Station Representative.....Magic Circle  
General Manager.....L. C. McKenney  
Station Manager.....Floyd Stewart  
Commercial Manager.....Marion Pilant  
Sales Promotion Manager.....Joe McCullah  
Program Director.....Noel Moody  
Publicity Director.....Carolyn Crane  
Chief Engineer.....Jack Allen

## KLRS—Mountain Grove—1954

Frequency: 1360 Kc.....Power: 1000 Watts d.  
Owner.....Kickapoo Prairie Bcstg. Co.  
Business Address.....Route 4  
Tel.: Mt. Grove.....KBS  
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

Frequency: 1420 Kc.....Power: 500 Watts d.  
Owned.....W. M. Harlow  
Address.....212½ E. Main St.  
Tel.: 1666.....KBS  
Representative.....Magic Circle Net.

Pres., Gen. Mgr. . . . . Roger Taylor  
 Commercial Manager . . . . . Jerry V. Tertzarkian  
 Chief Engineer . . . . . Albert Toullette

**KNEM—Nevada—1949**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Radio KNEM, Inc.  
 Address . . . . . P. O. Box 15  
 Tel.: 13. . . . . KBS  
 Pres., Ch. Engr. . . . . Kenneth E. White  
 Commercial Manager . . . . . Virgil Kachel

**KRMS—Osage Beach—1952**

Frequency: 1150 Kc. . . . . Power: 1 Kw. d.  
 Owned . . . . . Lawrence Bcstg. Co., Inc.  
 Address . . . . . Osage Beach  
 Tel.: FI 8-2411. . . . . Independent  
 General Manager . . . . . Arden Booth  
 Sta., Comm. Mgr. . . . . Jim Risner  
 Chief Engineer . . . . . Curtis Holt

**KWOC—Poplar Bluff—1938**

Frequency: 930 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By . . . . . Poplar Bluff Bcstg. Corp.  
 Address . . . . . 428 Vine St.  
 Tel.: SU 5-3922. . . . . KBS  
 Representative . . . . . John E. Pearson  
 General Manager . . . . . A. L. McCarthy  
 Sales Manager . . . . . D. W. Hoisington

**KTTR—Rolla—1947**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper By . . . . . "Show-Me" Bcstg. Co.  
 Address . . . . . P. O. Box 567  
 Tel.: EM 4-2525. . . . . KBS  
 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.  
 Business Address . . . . . 410 Merchant St., Box 352  
 Tel.: 880 . . . . . KBS  
 Newspaper Affil. . . . . Monitor  
 President, General Manager. . . . . Elmer L. Donze  
 Comm. Mgr., Prog. Dir. . . . . Betty Jane Donze  
 Publicity Director . . . . . Alex Schwent  
 Chief Engineer . . . . . Murel L. Rose

**KADY—St. Charles—1958**

Frequency: 1460 Kc. . . . . Power: 5000 Watts  
 Owned By . . . . . KADY, Inc.  
 Address . . . . . P. O. Box 6155, E. St. Louis  
 Tel.: RAndolph 4-1460. . . . . Independent  
 Representative . . . . . Broadcast Time Sales  
 Pres., Gen. Mgr. . . . . William R. Cudy, Jr.  
 Sta., Program Mgr. . . . . Don Levitan  
 Commercial Mgr. . . . . Donald Campagna  
 Sales Prom. Mgr. . . . . Mickey Else  
 Chief Engineer . . . . . Jack A. Chenoweth

**KFEQ—St. Joseph—1923**

Frequency: 680 Kc. . . . . Power: 5000 Watts

Owned-Oper. By . . . . . KFEQ Bcstg. Co.  
 Business Address . . . . . 40th & Farcon  
 Tel.: ADams 3-2528. . . . . Independent  
 Station Rep. . . . . Venard, Rintoul, McConnell  
 President . . . . . Jessie D. Fine  
 V.P., Gen. Mgr. . . . . Ted Nelson  
 Sales Manager . . . . . Ted Griffin  
 Program Director . . . . . Gene Milsteen  
 Chief Engineer . . . . . John Carroll

**KRES—St. Joseph—1946**

Frequency: 1550 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . McCray Radio & TV  
 Business Address . . . . . 404 S. 8th; Box 69  
 Tel.: AD 4-6346. . . . . MBS, KBS  
 Representative . . . . . Clark  
 President . . . . . Jock MacGregor  
 Commercial Manager . . . . . Dick Irving  
 Prog. Dir. . . . . Helen Neese  
 Publicity Director . . . . . LaVona Stepp  
 Chief Engineer . . . . . Don O'Brian

**KUSN—St. Joseph—1955**

Frequency: 1270 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Chas. H. Norman  
 Address . . . . . Robidoux Hotel  
 Tel.: ADams 3-2577. . . . . Independent  
 Station Representative . . . . . Pearson  
 Sta., Comm. Mgr. . . . . Fred Reynolds  
 Program Director . . . . . Joe Holcomb  
 Chief Engineer . . . . . Joe Kilgore

**KATZ—St. Louis—1955**

Freq.: 1600 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By . . . . . Rollins Bcstg. Co.  
 Business Address . . . . . 273 Arcade Bldg.  
 Tel.: CH 1-6000. . . . . Independent  
 Station Representative . . . . . Rollins; Grant  
 President . . . . . O. Wayne Rollins  
 Gen., Sta. Mgr. . . . . Robert Lyons  
 Commercial Manager . . . . . Ralph Petti  
 Chief Engineer . . . . . Charles O. Rick

**KMOX—St. Louis—1925**

Frequency: 1120 Kc. . . . . Power: 50,000 Watts  
 Owned By . . . . . Columbia Bcstg. System, Inc.  
 Business-Studio Address . . . . . 9th & Sidney Sts.  
 Tel.: PR 3-1120. . . . . CBS  
 Representative . . . . . CBS Radio Spot Sales  
 General Manager . . . . . Robert Hyland  
 Sales Mgr. . . . . Foster Brown  
 Operations Mgr. . . . . Bernard Fox  
 Program Dir. . . . . Paul Douglass  
 Publicity, Sales Prom. Mgr. . . . . Alice Koch  
 Production Dir. . . . . George Clare  
 Chief Engineer . . . . . Lawrence Burrows

**KSD—St. Louis—1922**

Frequency: 550 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . The Pulitzer Publishing Co.  
 Business-Studio Address . . . . . 1111 Olive St.  
 Tel.: MA 1-1111. . . . . NBC  
 Newspaper Affil. . . . . St. Louis Post Dispatch  
 Representative . . . . . NBC Spot Sales  
 President . . . . . Joseph Pulitzer, Jr.  
 General Manager . . . . . Harold Grams  
 Comm. Manager . . . . . Arthur J. Casey

**MISSOURI** .....

Promotion Mgr. .... Fred J. Mueller  
 Pub. Dir. .... Robt. Hannon  
 Chief Engineer .... J. E. Risk

**KSTL—St. Louis—1948**

Frequency: 690 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By .... Radio St. Louis, Inc.  
 Business Address .... P.O. Box 690  
 Tel.: BR 1-6090. .... Independent  
 Representative .... Forjoe  
 Pres., Gen., Sta. Mgr. .... Dick J. Kasten  
 Program Director .... Tony Glenn  
 Comm. Mgr. .... Art Ford  
 Publicity Director .... Doris Jennemann  
 Sales Prom. Mgr. .... Wm. L. Vietmeier  
 Chief Engineer .... Ralph Howard

**KWK—St. Louis—1927**

Frequency: 1380 Kc. .... Power: 5000 Watts d.  
 Owned-Operated By .... KWK, Inc.  
 Business Address .... 800 N. 12th  
 Tel.: MAin 1-1380. .... Independent  
 Station Representative .... Headley-Reed  
 President .... A. M. Spheeris  
 General Mgr. .... William L. Jones, Jr.  
 Program Director .... Gil Newsome  
 Chief Engineer .... Rudy Isenberg

**KXLW—St. Louis—1947**

Frequency: 1320 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ... St. Louis County Bcstg. Co.  
 Address .... 2735 Bonaparte Ave., Brentwood  
 Tel.: WO 1-1320. .... Independent

Station Representative .... Stars National  
 President .... John W. Kluge  
 Gen. Sta. Manager .... R. M. Hetherington  
 Commercial Manager .... W. D. Herman  
 Program Director .... Marshall Zwick  
 Chief Engineer .... James F. Mitchell

**KXOK—St. Louis—1938**

Frequency: 630 Kc. .... Power: 5000 Watts  
 Owned-Operated By .... KXOK Bcstg. Inc.  
 Business Address .... Radio Park  
 Tel.: FO 7-6000. .... Independent  
 Representative .... John Blair  
 President .... E. M. Roberts, Jr.  
 V.P., General Manager .... C. L. Thomas  
 Comm. Mgr. .... W. C. O'Donnell  
 Sales Prom. Mgr., Pub. Dir. .... John J. Corrigan  
 Program Director .... Larry Monroe  
 Chief Engineer .... Al Godron

**WEW—St. Louis—1921**

Frequency: 770 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By .... Barrington Co.  
 Address .... 220 N. 4th St.  
 Tel.: CH 1-1921. .... Independent  
 Representative .... Bolling Co.  
 Pres., Gen. Mgr. .... Bruce Barrington  
 Commercial Manager .... Sam Woodall  
 Sales Prom., Pub. Dir. .... Genie Collins  
 Program Director .... John Lepley  
 Chief Engineer .... Charles Casey

**WIL—St. Louis—1922**

Frequency: 1430 Kc. .... Power: 5 Kw.  
 Owned .... Radio Station WIL  
 Address .... 3715 Lindell Blvd.  
 Tel.: OL 2-4500. .... Independent  
 Representative .... Eastman  
 Exec. V.P. & Mng. Dir. .... John F. Box, Jr.  
 Asst. to V.P. .... W. McKibben, W. Armstrong  
 Commercial Manager .... Stanley N. Kaplan  
 Program Director .... John Carney, Jr.  
 Publicity Director .... Harriet Baker  
 Chief Engineer .... Mel Hart

Owners of: WRIT, Milwaukee; KBOX, Dal-  
 las, Tex.

(See Page 622)

**KSMO—Salem—1953**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By .... Zola Bcstg. Co.  
 Address .... P. O. Box 71  
 Tel.: 822. .... KBS  
 Gen., Comm. Mgr. .... William B. Smith  
 Program Director .... Irene Smith

**KDRO—Sedalia—1939**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By .... Sedalia Broadcasting  
 Bus. Studio Address .... 2100 W. Broadway  
 Tel.: TAYlor 6-5005. .... KBS  
 Representative .... Pearson  
 Pres., Comm. Mgr. .... James F. Glenn  
 Gen., Sta. Mgr. .... Herbert Brandes  
 Chief Engineer .... Garnett Bryan

**KWK**  
**RADIO**  
**ON THE GO**  
**IN**  
**ST. LOUIS**

With A  
**138%**

RATING INCREASE  
 IN THREE MONTHS\*  
**THE TALK**  
**OF THE TOWN**  
**IN ST. LOUIS**  
 \* DEC. '58-JAN. '59  
 HOOPER  
**NEW**  
 MANAGEMENT  
 WILLIAM L. JONES, JR., GEN'L. MGR.

**KWK**  
**5000 WATTS AT 1380**  
*the station with the personality*  
 HEADLEY-REED CO. • REPRESENTATIVES

**MISSOURI**

**KSIS—Sedalia—1953**

Frequency: 1050.....Power: 1 Kw. d.  
Owner.....Yates Bcstg. Co.  
Business Address.....P.O. Box 207  
Tel.: TA 6-1050.....Independent  
Representative.....Clark  
Pres., Gen., Comm. Mgr.....Carl W. Yates, Jr.  
Station Manager.....Mrs. Carl W. Yates, Jr.  
Program Director.....Bettie Baldwin  
Publicity Director.....Harlan B. Snow  
Chief Engineer.....Marion Pratt

**KSIM—Sikeston—1948**

Frequency: 1400 Kc.....Power: 250 Watts  
Owner-Oper.....Sikeston Community Bcstg. Co.  
Business Address...Highway 60 W.; Box 69  
Tel.: GRanite 1-1400.....Independent  
Station Representative.....Headley-Reed  
President.....Lyman R. Bowman, Jr.  
Gen. Sta. Mgr.....Richard L. Watkins, Jr.  
Comm. Mgr.....Nelson Wheeler  
Program Director.....William Moll  
Chief Engineer.....R. L. Hirsch

**KGBX—Springfield—1926**

Frequency: 1260 Kc.....Power: 5000 Watts  
Owned-Operated By....Springfield Bcstg. Co.  
Bus.-Studio Address.....605 Boonville Ave.  
Tel.: UNiversity 4-2822.....NBC  
Newspaper Affil..Springfield Newspapers, Inc.  
Rep.....Venard, Rintoul & McConnell

General Manager.....Don C. Dailey  
Sls. Prom. Mgr.....Dudley Morris  
Prog., Pub. Dir.....Sam McWhorter  
Chief Engineer.....Richard Bowman

**KICK—Springfield—1949**

Frequency 1340 Kc.....Power 250 Watts  
Owned-Oper. By...Kickapoo Prairie Bcstg. Co.  
Address.....610 College St.  
Tel.: UNiversity 4-1561.....KBS  
Representative.....Hil F. Best  
President.....Floyd W. Jones  
General Manager.....Robert Vinyard, Jr.  
Program Director.....John Martin  
Chief Engineer.....Clifford House

**KTTS—Springfield—1941**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By...Independent Bcstg. Co.  
Address.....P. O. Box 1716 S. S. S.  
Tel.: UNiversity 2-7474.....Independent  
Representative.....Weed  
President.....J H. G. Cooper  
Gen. Sta. Mgr.....G. Pearson Ward  
Sales Manager.....Jack Lloyd  
Program Director.....Wendel Smith  
Chief Engineer.....William F. Curry

**KWTO—Springfield—1933**

Frequency: 560 Kc.....Power: 5000 Watts  
Owned-Operated By.....Ozarks Bcstg. Co.

**WIL**  
ST. LOUIS, MO.

**FIRST in ALL Surveys**

38 years  
serving  
Mid-America

JOHN F. BOX  
Managing Director

*One of the Balaban Stations—in tempo with the times*

sold nationally by  **robert e. eastman & co., inc.**  
New York, Chicago, San Francisco, Dallas, St. Louis

## MISSOURI-MONTANA

Bus-Studio Address...1121 South Glenstone  
Tel.: UNiversity 2-4422.....ABC  
Representative.....John E. Pearson  
Pres., Gen. Mgr.....Ralph D. Foster  
V.P. & Asst. Gen. Mgr.....Leslie L. Kennon  
Commercial Manager.....Charles H. Harrison  
Program Director.....Jim Kendrick  
Prom., Pub. Dir.....Bill Bailey  
Chief Engineer.....Wallis Fender

### KALM—Thayer—1953

Frequency: 1290 Kc.....Power: 1 Kw. d.  
Owned By.....KALM  
Address.....Thayer  
Tel.: 165.....KBS  
Representative.....Best, Bradley  
Pres., Gen. Sta. Comm. Mgr.....R. F. Neathery

### KTTN—Trenton—1955

Frequency: 1600 Kc.....Power: 500 W. d.  
Owned-Oper. By.....Trenton Bcstg. Co.  
Address.....112 E. Ninth St.  
Tel.: 1600.....KBS  
Representative.....Bogner and Martin  
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 W. d.  
Owned.....Franklin County Bcstg. Co.  
Address.....P. O. Box 72  
Tel.: LUcerne 3-3355.....KBS  
President.....Leslie P. Ware  
Gen., Sta. Mgr.....Norb Moore  
Program Director.....Chuck Otte  
Chief Engineer.....Frank Lohmeyer

Pop.: 674,000

Families: 211,000

Radio Homes: 197,000

## Montana

Stations in State: 32

TV Homes: 122,000

TV Stations: 10

### KANA—Anaconda—1946

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By.....Tri-County Radio  
Address.....KANA Radio  
Tel.: LO 3-3443.....Independent  
Station Rep.....Grant Webb  
V.P., Gen., Sta. Mgr.....Mike Donovan  
Comm. Sales Prom. Mgr.....Bob Kaye  
Program Director.....Len Howard  
Publicity Director.....Tim Calman  
Chief Engineer.....Walt Dcizby

### KBMY—Billings—1946

Frequency: 1240 Kc.....Power: 250 Watts  
Owned.....Billings Bcstg. Co.  
Address.....Box 2544  
Tel.: 9-4586.....KBS-MBS  
Station Rep.....Avery-Knodel; Feltus  
General Manager.....Ken Nybo

### KOKO—Warrensburg—1953

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By.....Lee E. Baker  
Address.....Box 395  
Tel.: Warrensburg.....KBS  
Gen. Mgr.....C. L. Parks  
Program Dir.....Bruce Lee  
Chief Eng.....Charles Cunningham

### KWRE—Warrenton—1949

Frequency: 730 Kc.....Power: 500 Watts  
Owned By.....KWRE Radio, Inc.  
Address.....Warrenton  
Tel.: Warrenton.....KBS  
Representative.....Continental  
President.....Harry G. Kline  
Comm. Mgr.....Russell Benton  
Chief Eng.....Dick Cole

### KWPM—West Plains—1947

Frequency: 1450 Kc.....Power: 250 Watts  
Owned.....Robert F. Neathery  
Address.....Abe Taylor Blvd.  
Tel.: 700.....KBS  
Station Representative.....Magic Circle  
Pres., Gen. Mgr.....Robert F. Neathery  
Commercial Manager.....Fritz W. Dixon  
Program Director.....A. Woodside  
Chief Eng.....L. Thompson

### KUKU—Willow Springs—1957

Frequency: 1330 Kc.....Power: 500 Watts, d.  
Owned-Operated By.....Radio Station KUKU  
Address.....Willow Springs  
Tel.: 500.....Independent  
Station Representative.....Magic Circle  
Pres., Gen. Mgr.....Robert F. Neathery  
Program Director.....Louise Francisco

Commercial Manager.....Merlyn J. Hedin  
Chief Engineer.....T. A. Hildebrand

### KGHL—Billings—1928

Frequency: 790 Kc.....Power: 5 Kw.  
Owned.....Midland Empire Bcstg. Co.  
Address.....214 No. 30th St.  
Tel.: 2-4641.....NBC  
Station Representative.....Katz  
President.....P. N. Fortin  
General Manager.....Jeif Kiichli  
Commercial Manager.....Warren Marshall  
Program, Publicity Dir.....V. Braunberger  
Chief Engineer.....Fred Bartlett

### KOOK—Billings—1950

Frequency: 970 Kc.....Power: 5000 Watts  
Owned-Oper. By.....The Montana Network  
Address.....P. O. Box 2557



Tel.: 2-5611 ..... CBS  
 Station Rep. .... Walker-Rawalt; Art Moore  
 Pres., Gen. Mgr. .... Joseph S. Sample  
 Sta., Prog. Director. .... Cliff Ewing  
 Commercial Manager. .... Lee Fields  
 Sales Prom Mgr. .... Conna G. May  
 Publicity Director. .... G. Randall Phllmp  
 Chief Engineer. .... John Chyle

**KOYN—Billings—1955**

Frequency: 910 Kc. .... Power: 1000 Watts  
 Owned ..... Radio KOYN  
 Address ..... Riverside Drive, Box 956  
 Tel.: 4-4177 ..... Independent  
 Representative ..... Forjoe  
 Co-Partners. . D. Gene Williams-Delbert Berthof  
 General, Sta. Mgr. .... Bob Eubanks  
 Commercial Manager. .... Lew Theusen  
 Program Director. .... Jerry Fay  
 Publicity Director. .... Bob Manual  
 Chief Engineer. .... Bill Banks

**KBMN—Bozeman—1949**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned ..... Penn Engineering Co.  
 Address ..... Box 749  
 Tel.: JU 6-2394 ..... KBS  
 Representative ..... Gill-Perna  
 Pres., Gen. Mgr. .... Dale G. Moore  
 Station Manager. .... William A. Merrick  
 Comm. Sales Prom. Mgr. .... R. J. Churney  
 Prog. Public. Dir. .... H. E. Phelps  
 Chief Engineer. .... Thomas T. Weir

**KXLQ—Bozeman—1939**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned ..... XX Broadcasting Corp.  
 Address ..... Route No. 4  
 Tel.: UNiper 7-3188 ..... NBC  
 Representative ..... Walker  
 Pres., Gen., Sta. Mgr. .... Richard D. Smiley  
 Commercial Mgr. .... Thomas A. Sandemaw, Jr.  
 Program Dir. .... Beverly Coulston  
 Publicity Dir. .... Douglas Davies  
 Chief Engineer. .... Chas. Myrick

**KBOW—Butte—1947**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Copper City Radio Co.  
 Address ..... Box 1932  
 Tel.: 7429 ..... CBS  
 Representative ..... Cooke  
 President ..... Frank Reardon  
 Gen., Sta. Mgr. .... Stan Levitt  
 Program Director. .... Claude Moore  
 Chief Engineer. .... Al Morgan

**KOPR—Butte—1948**

Frequency: 550 Kc. .... Power: 1000 Watts  
 Owned-Operated By. .... Copper Bcstg. Co.  
 Business-Studio Address. .... Hotel Finlen  
 Tel.: 6546 ..... MBS  
 Representative ..... Avery-Knodell  
 President ..... George C. Hatch  
 Station Manager. .... Bruce K. Twerell  
 Program Director. .... Ric Webbs  
 Publicity Director. .... Don Evans  
 Chief Engineer. .... William Emerson

**KXLF—Butte—1929**

Frequency: 1370 Kc. .... Power: 5000 Watts  
 Owned-Operated By. .... KGIR, Inc.  
 Address ..... 1003 S. Mont St.  
 Tel.: 2-9111 ..... NBC  
 Representative. .... Walker, Pacific N.W. Bcstrs.  
 General Manager. .... E. B. Craney  
 Commercial Manager. .... Arne E. Anzjon  
 Program Director. .... Bob Lazich

**KDBM—Dillon—1956**

Frequency: 800 Kc. .... Power: 1000 Watts, d.  
 Owned ..... Burt H. Oliphant  
 Address ..... Box 950  
 Tel.: 703 ..... Independent  
 Station Representative ..... Grant Webb  
 Pres., Gen. Eng. .... Burt H. Oliphant

**KLTZ—Glasgow—1954**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owner ..... Willard L. Holter  
 Address ..... Bjorklund Bldg.  
 Tel.: ACademy 8-9336 ..... Independent  
 Representative ..... Holman  
 Station Manager. .... Loyd W. Melby  
 Prog. Public. Dir. .... Tom Ash  
 Chief Engineer. .... Norm Whisenant

**KXGN—Glendive—1948**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Glendive Bcstg. Co.  
 Address ..... Box 200  
 Tel.: EM 5-3377 ..... Independent  
 Representative ..... Grant Webb  
 President ..... Lewis W. Moore  
 General Manager. .... Danlel C. Palen  
 Program Director. .... Raymond F. Nicklay  
 Chief Eng. .... Donald J. Powers

**KUDI—Great Falls—1955**

Frequency: 1405 Kc. .... Power: 250 W.  
 Owned-Operated By. .... Community Broadcasters  
 Address ..... Box 1405  
 Tel.: Great Falls ..... KBS  
 Representative ..... Webb, Feltis  
 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—1922**

Frequency: 1310 Kc. .... Power: 5000 Watts  
 Owned-Oper. By. .... Wilkins Bcstg., Inc.  
 Business-Studio Address. .... Box 1139  
 Tel.: GL 3-4377 ..... CBS  
 Station Rep. .... Bolling  
 Pres., Gen. Mgr. .... J. P. Wilkins  
 Program Director. .... Leo Ellingson  
 Sta., Comm. Mgr. .... W. C. Blanchette  
 Chief Eng. .... Anthony Lopuch

**KMON—Great Falls—1947**

Frequency: 560 Kc. .... Power: 5000 Watts  
 Owned By. .... KMON, Inc.  
 Business Address. .... Tribune Bldg.  
 Tel.: GL 3-0336 ..... Independent

# MONTANA

Representative .....Avery-Knodel  
President.....George C. Hatch  
General Manager.....Robert H. Warner  
Commercial Manager.....F. W. Kaull  
Program Director.....Don Robinson  
Chief Engineer.....Eugene B. Bunker

## KXLK—Great Falls—1947

Frequency: 1400 Kc.....Power: 250 Watts  
Owned By.....Pat M. Goodover  
Business Address.....P.O. Box 2072  
Tel.: GL 2-2453.....NBC  
Station Reps.....Walker-Rawalt; Art Moore  
Pres., Gen. Mgr.....Pat M. Goodover  
Station Manager.....E. R. Kukkola

## KOJM—Havre—1947

Frequency: 610 Kc.....Power: 1000 Watts  
Owned-Operated By..No. Montana Bcstg. Co.  
Address.....426½ 1st St.  
Tel.: 1096.....NBC  
Representative.....Walker-Rawalt  
President.....Richard D. Rubie  
General Manager.....Charlotte H. Brader  
Comm. Mgr.....Carlyle D. Leeds  
Sales Prom., Pub. Dir.....S. G. Stephens  
Chief Eng.....Harold Bustard

## KCAP—Helena—1949

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....KCAP Broadcasters  
Address.....1705 Jerome Place  
Tel.: HI 2-4490.....Independent  
Representative.....Webb  
President.....Dale G. Moore  
Program Dir.....Dick Monaco  
Chief Engineer.....Tom Weir

## KXLJ—Helena—1937

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By....Peoples Forum of the Air  
Address.....Box 797  
Tel.: HI 2-6620.....MBS-NBC-KBS  
Representative.....Walker  
President.....E. B. Craney  
Gen., Sta. Mgr.....Barclay Craighead  
Commercial Mgr.....Walter Marshall  
Program Dir.....Dutch Meyers  
Sales Prom. Mgr.....Wes Hanger  
Publicity Dir.....Don Oliver  
Chief Engineer.....Don Hoffman

## KGEZ—Kalispell—1927

Frequency: 600 Kc.....Power: 1000 Watts  
Owned By.....Skyline Broadcasters, Inc.  
Business-Studio Address.....Box 439  
Tel.: SK 6-4331.....MBS-KBS  
Station Rep.....Cooke; Art Moore  
President.....M. A. Himsl  
Gen. Manager.....Richard V. Vick  
Prog. Director.....Robert S. Tompkins  
Chief Engineer.....Gene Davis

## KOFI—Kalispell—1955

Frequency: 930 Kc.....Power: 5000 Watts  
Owned-Oper. By....Flathead Valley Bcstrs.

Address.....Buffalo Bldg.  
Tel.: SK 6-6900.....Independent  
Station Representative.....Grant Webb  
Gen. Mgr., Ch. Eng.....W. H. Patterson  
Program Director.....L. L. Sterling

## KXLO—Lewistown—1947

Frequency: 1230 Kc.....Power: 250 Watts  
Owned By.....Asger Mikkelsen  
Address.....Box 620  
Tel.: KE 8-3441.....MBS-KBS  
Representative.....Grant Webb  
President.....William G. Kelly  
General Manager.....Donald C. Williams

## KLCB—Libby—1950

Frequency: 1230 Kc.....Power: 250 Watts  
Owned By.....Robert R. Rigler  
Address.....Box 636  
Tel.: 410X1.....KBS  
Representative.....Hopewell; Art Moore  
Pres., Gen. Mgr., Ch. Eng.....R. R. Rigler  
Program Director.....Max Wadsworth  
Publicity Director.....Coral Cummings

## KPRK—Livingston—1947

Frequency: 1340 Kc.....Power: 250 Watts  
Owned.....Yellowstone Amusement Co.  
Address.....Box 691  
Tel.: AC 2-2841.....MBS  
Representative.....Grant Webb  
Pres., Gen., Sta. Mgr.....Paul B. McAdam  
Comm. Sale Prom. Dir.....Jack Hinman  
Program Director.....Paul Bragg  
Publicity Dir.....Nikki Kolence  
Chief Engineer.....Larry Miller

## KATL—Miles City—1941

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....Star Printing Co.  
Address.....Box 720  
Tel.: CE 2-2280.....KBS-MBS  
Newspaper Affiliation.....Daily Star  
Representative.....Avery-Knodel  
Gen., Sta. Mgr.....Ian A. Elliot  
Commercial Manager.....Fred B. Hunnes  
Sales Promotion Mgr.....John Metropoulous  
Program Director.....T. J. Biedrzycki  
Publicity Director.....Harry Ivascoop  
Chief Engineer.....Wade P. Krizan

## KBTK—Missoula—1955

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....Montana Bcstg. Co.  
Address.....Box 1202  
Tel.: LI 9-3344.....MBS-KBS  
Rep.....Avery-Knodel, Intermountain  
Pres., Gen. Mgr.....Wm. J. Strothman  
Commercial Manager.....Grant Rice  
Program Director.....Richard Burley  
Publicity Director.....J. D. Coleman  
Chief Engineer.....Robert Scherpenseel

## KGVO—Missoula—1931

Frequency: 1290 Kc.....Power: 5000 Watts  
Owned-Operated By.....Mosby's, Inc.  
Bus.-Studio Address.....132 West Front

Tel.: 2-2155.....CBS  
 Pres., Gen. Mgr.....A. J. Mosby  
 Commercial Manager.....Fred Mossiman  
 Sales Prom. Mgr.....Cliff Hopkins  
 Program Director.....Albert Anderson  
 Publicity Director.....Mary Ken Welcome  
 Chief Engineer.....Leo Stewart

**KXLL—Missoula—1948**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Western Montana Assoc.  
 Address.....Box 1503  
 Tel.: 4-4114.....NBC  
 Representative.....Walker  
 Pres., Gen. Sta. Mgr.....Robert J. Gillis  
 Commercial Manager.....Frank Driscoll  
 Program Director.....Marjorie C. Pecarich  
 Chief Engineer.....Allen B. Smith

**KIYI—Shelby—1947**

Frequency: 1 Kc. 1150.....Power: 1000 d., 510 n.  
 Owned-Operated By.....Trl County Radio Corp.  
 Address.....131 Main St.  
 Tel.: HE 4-5541.....Independent  
 Representative.....Grant Webb  
 President.....John Lyon

General Manager.....Jerry Black  
 Chief Engineer.....George Potter

**KGCX—Sidney—1926**

Frequency: 1480 Kc.....Power: 5000 Watts  
 Owned-Operated By.....KGCX, Inc.  
 Address.....109 S. Central  
 Tel.: 408.....MBS  
 Newspaper Affil.....Herald  
 Station Representative.....Walker-Rawalt  
 President.....E. E. Krebsbach  
 General Manager.....E. Clair Krebsbach  
 Station Manager.....Keith Krebsbach  
 Commercial Manager.....Don Cole  
 Program Director.....Bud Bird  
 Sales Promotion Manager.....Dick Reilly  
 Chief Engineer.....Dale Wilson

**KVCK—Wolf Point—1957**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned.....Hi-Line Bcstg. Co.  
 Address.....Radio Block  
 Tel.: 615.....MBS  
 Gen., Sta. Mgr.....R. E. Coffey  
 Comm. Sales Prom. Mgr.....Dick Gehl  
 Program Director.....Clair Hekkel  
 Chief Engineer.....Ralph Main

Pop.: 1,519,000  
 Families: 461,000  
 Radio Homes: 450,000

**Nebraska**

Stations in State: 33  
 TV Homes: 373,000  
 TV Stations: 11

**KCOW—Alliance—1949**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Sandhills Bcstg. Corp.  
 Address.....1100 W. 10th St.  
 Tel.: 1400.....KBS  
 Representative.....Continental  
 President.....J. W. Cover  
 General Manager.....Jim Ballas  
 Program Director.....Larry Osterman  
 Commercial Manager.....Herb Manning  
 Chief Engineer.....Richard Bowman

**KWBE—Beatrice—1949**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....MIA Enterprises  
 Address.....Box 1450  
 Tel.: CA 3-2388.....KBS  
 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  
 Tel.: TR 2-5881.....News Service: UP  
 Representative.....Continental  
 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 110

Tel.: HE 2-5545.....KBS  
 Representative.....Continental  
 Pres., Chief Eng.....Bill Finch  
 Comm., Sales Prom. Mgr.....Duane Shupe  
 Program Dir.....Cliff Pike

**KJSK—Columbus—1948**

Frequency: 900 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....George Basil Anderson  
 Business Address.....Box 480  
 Tel.: LO 4-5154.....KBS  
 Representative.....Biddick, Best  
 President, Gen. Mgr.....George Basil Anderson  
 Sta., Comm. Mgr., Prog. Dir.....Milo Kincaid  
 Sales Prom. Mgr.....Mel Krehbiel  
 Chief Engineer.....Bob Miller

**KTNC—Falls City—1957**

Frequency: 1230 Kc.....Power: 100 Watts  
 Owned By.....Craig Siegfried  
 Address.....Falls City  
 Representative.....Best  
 Manager.....Craig Siegfried  
 Station Manager.....Tom Siegfried  
 Chief Engineer.....Robert Atkesson

**KHUB—Fremont—1939**

Frequency: 1340 Kc.....Power: 100 Watts  
 Owned-Oper. By.....Snyder Enterprises  
 Business-Studio Address.....118 E. 5 St.  
 Tel.: PA 1-5012.....KBS

# NEBRASKA

President.....H. C. Snyder  
Gen., Sta. Mgr.....V. J. Kaspar  
Comm. Mgr.....Donald Mundy  
Program Director.....Harry Gehrett  
Publicity Director.....E. Smizer

Program Director.....Jim Price  
Chief Engineer.....Bert Gallemore

## KMMJ—Grand Island—1925

Frequency: 750 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Town & Farm Co., Inc.  
Business-Studio Address.....Division at Cedar  
Tel.: DU 2-2800.....ABC  
Representative.....H-R  
President.....Don Searle  
Executive V.P.....Bill Martin  
Business Manager.....Willard Morton  
Sales Manager.....Bill Moore  
Prog. Dir.....Bill Delzell  
Chief Engineer.....U. L. Lynch

## KRVN—Lexington—1951

Frequency: 1010 Kc.....Power: 25,000 Watts d.  
Owned-Oper. By.....Nebraska Rural Radio  
Address.....104 W. 8th St.  
Tel.: 4-2371.....Independent  
Representative.....Raymer  
Gen., Comm. Mgr.....Max Brown  
Program. Asst. Mgr.....Gary Schroeder  
Chief Engineer.....Robert Bitner

## KRGI—Grand Island—1953

Frequency: 1430 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Stuart Investment  
Address.....814 Stuart Bldg., Lincoln  
Tel.: DU 2-5420.....Independent  
Representative.....Forjoe  
Station Manager.....Robert McKune  
General Manager.....Richard Chapin

## KFOR—Lincoln—1924

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....Cornbelt Bcstg. Corp.  
Bus.-Studio Address.....814 Stuart Bldg.  
Tel.: 2-6606.....ABC  
Representative.....Paul Raymer  
President.....James Stuart  
Gen., Sta. Mgr.....Richard Chapin  
Sales Manager.....Roger Larson  
Program Director.....Wayne Smith  
Chief Engineer.....Al Pugsley

## KHAS—Hastings—1940

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....Nebraska Bcstg. Co.  
Transmitter Address.....Tribune Bldg.  
Tel.: 2-5101.....KBS  
Representative.....Gill-Perna  
President.....Fred A. Serton  
General Mgr.....John W. Powell  
Sales Promotion Mgr.....John Meredith  
Chief Engineer.....Ervin Siemoneit

## KLIN—Lincoln—1947

Frequency: 1400 Kc.....Power: 250 W.  
Owned-Oper. By.....Fletcher-Mitchell Corp.  
Address.....410 Sharpe Building  
Tel.: 5-4377.....Independent  
Representative.....Devney  
Pres.....James I. Mitchell  
Gen., Sta. Mgr.....Kenneth C. Delp  
Comm. Mgr., Prog. Dir.....Casey A. Heckman  
Chief Eng.....Dale Adkins

## KUVR—Holdrege—1956

Frequency: 1380 Kc.....Power: 500 W., d.  
Owned.....W. W. Bcstg. Co.  
Address.....613 4th Ave.  
Tel.: WY 5-4122.....KBS  
Pres., Gen. Mgr.....William Whitlock  
Sales Dir.....Jack White

## KLMS—Lincoln—1949

Freq.: 1480 Kc.....Power: 1 Kw.  
Owned.....Lincoln Bcstg. Corp.  
Address.....130 N. 16th St.  
Tel.: 2-7579.....KBS, MBS  
President.....Howard A. Shuman  
Gen., Sta., Comm. Mgr.....Don Shoemaker  
Sales Promotion Mgr.....Sandra Peterson  
Program Director.....Larry Parker  
Chief Engineer.....Carl Lewis

## KGFW—Kearney—1927

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....Central Neb. Bcstg. Corp.  
Business-Studio Address.....Platte Valley Bldg.  
Tel.: CEdar 7-2131.....MBS-KBS  
Representative.....Hal Holman  
President.....John Mitchell  
Gen., Comm. Mgr.....Edward S. Knight  
Program Dir.....Gene Larsen  
Chief Engineer.....William Abbott

## KBRL—McCook—1947

Frequency: 1300 Kc.....Power: 1 Kw. d.  
Owned.....McCook Bcstg. Co.  
Address.....109½ E. C St.  
Tel.: 1450.....MBS-KBS  
Representative.....Gill-Perna, Inc.  
Pres., Gen. Sta. Mgr., Chief. Enq., L. W. Lenwell  
Program Director.....Leonard L. Craig  
Comm., Sales Prom. Mgr.....Don Hays  
Pub. Director.....John H. Holm

## KRNY—Kearney—1956

Frequency: 1460 Kc.....Power: 5 Kw., d.  
Owned.....E. M. Gallemore, Sr.  
Address.....2219 Second Ave.  
Tel.: 3-8301.....Independent  
Representative.....McGavren-Quinn  
Gen. Mgr.....Elbert M. Gallemore, Sr.  
Station Manager.....J. B. Lewis

## WJAG—Norfolk—1922

Frequency: 780 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Huse Pub. Co.  
Address.....120 North 4th  
Tel.: 432.....Independent  
Newspaper Affil.....Daily News  
Representative.....Walker  
President.....Gene Huse

Station Manager ..... Bob Thomas  
 Program, Publicity Dir. .... Don Broadstone  
 Comm. Manager ..... Evans Meier  
 Chief Engineer ..... W. Gettman

**KJLT—North Platte—1952**

Frequency: 970 Kc. .... Power: 5 Kw.  
 Owned-Oper. By ..... Tri-State Bcstg.  
 Address ..... P. O. Box 778  
 Tel.: 4060 ..... Independent  
 President ..... John Townsend  
 Manager ..... Will Baldrige

**KODY—North Platte—1930**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... KODY, Inc.  
 Bus.-Studio Trans. Add. .... 1521 W. 12th  
 Tel.: 382 ..... NBC-KBS  
 Representative ..... Forjoe  
 Gen., Sta. Mgr. .... Hendy D. Peck  
 Sales Prom. Mgr. .... Ed Launer  
 Program Director ..... Bill Wood  
 Commercial Manager ..... Joe di Natale  
 Publicity Director ..... Bob Riedy  
 Chief Engineer ..... Don Biskup

**KOGA—Ogallala—1954**

Frequency: 930 Kc. .... Power: 500 Watts  
 Owner ..... Ogallala Bcstg. Corp.  
 Address ..... 216 N. Spruce  
 Tel.: 930 ..... KBS  
 Representative ..... Indie Sales  
 Pres., General Manager. .... Newell Eastman  
 Commercial Manager ..... H. L. Harrington  
 Sales Prom. Mgr. .... Harold West

**KBON—Omaha—1942**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By .... Golden Broadcasters, Inc.  
 Business-Studio Address. 676 World Ins. Bldg.  
 Tel.: JA 8282 ..... Independent  
 Representative ..... McGavren-Quinn  
 Pres., V.P., Gen. Mgr. .... Joe Gratz  
 Program Dir. .... M. M. Fleischl  
 Chief Engineer ..... Dean H. Murray  
 Ed Shulman

**KFAB—Omaha—1924**

Frequency: 1110 Kc. .... Power: 50,000 Watts  
 Owned-Operated By ..... KFAB Bcstg. Co.  
 Bus.-Studio Address ..... 5010 Underwood  
 Tel.: RE 8000 ..... NBC  
 Representative ..... Petry  
 Newspaper Affil. .... Journal, Star  
 President ..... Joe Seacrest  
 V.P., Gen. Mgr. .... Lyell Bremser  
 Comm. Mgr. .... E. R. Morrison  
 Program Director ..... Ken Headrick  
 Chief Engineer ..... Ray Schroeder

**KOIL—Omaha—1925**

Frequency: 1290 Kc. .... Power: 5000 Watts  
 Owned-Oper. By .... Central States Bcstg. Co.  
 Business-Studio Address. .... 511 So. 17th St.  
 Tel.: JA 7826 ..... Independent  
 Representative ..... Avery-Knodel

Pres., Gen. Mgr. .... Don W. Burden  
 Station Manager ..... Steve Shepard  
 Sales Manager ..... Gerard J. Flesey  
 Program Director ..... George Cromwell  
 Chief Engineer ..... Gerald E. Weist

**KOOO—Omaha—1957**

Frequency: 1420 Kc. .... Power: 500 W., d.  
 Owned ..... Central Plains Bcstg.  
 Address ..... 2321 "M" St.  
 Tel.: OR 4400 ..... KBS  
 Representative ..... Forjoe  
 Gen. Mgr. .... Harold Soderlund  
 Sales Mgr. .... Edward Green

**KOWH—Omaha—1922**

Frequency: 660 Kc. .... Power: 500 Watts d.  
 Owned-Oper. By ..... National Weekly, Inc.  
 Business Address ..... Kilpatrick Bldg.  
 Tel.: AT 2228 ..... Independent  
 Representative ..... Adam Young  
 President ..... William J. Buckley, Jr.  
 V.P., Gen. Mgr. .... Virgil Sharpe  
 Commercial Mgr. .... Ed Morgan  
 Sales Prom. Mgr. .... Mel Straub  
 Program Director ..... Sandy Jackson  
 Publicity Director ..... James Ross  
 Chief Engineer ..... Charles Woodard

**WOW—Omaha—1923**

Frequency: 590 Kc. .... Power: 5000 Watts  
 Owned-Operated By .... Meredith WOW, Inc.  
 Bus.-Studio Address ..... Insurance Bldg.  
 Tel.: WE 3400 ..... CBS  
 Representative ..... John Blair  
 Vice Pres., Gen. Mgr. .... Frank P. Fogarty  
 Sales Manager ..... Bill Wiseman  
 Program Director ..... Ray Olson  
 Sales, Publicity Dir. .... Wm. Dunn  
 Chief Engineer ..... Glenn Flynn  
 Owner of: KCMO, Kansas City, Mo.; KPHO,  
 Phoenix, Ariz.; WHEN, Syracuse, N. Y.;  
 KRMC, Tulsa, Okla.

(See Page 498)

**KBRX—O'Neill—1955**

Frequency: 1350 Kc. .... Power: 1000 Watts d.  
 Owned ..... Sun Bcstrs., Inc.  
 Address ..... Box 150  
 Tel.: 120 ..... KBS  
 President ..... William C. Whitlock  
 Comm. Mgr., Pub. Dir. .... Bill Thomas  
 Gen. Mgr., Ch. Eng. .... Alvin Wood

**KNEB—Scottsbluff—1948**

Freq.: 960 Kc. .... Power: 1 Kw. d., 500 Wts. n.  
 Owned-Oper. By .... Platte Valley Bcstg. Corp.  
 Business-Studio Address. .... 2110 Broadway  
 Tel.: 1620 ..... MBS  
 Representative ..... Hal Holman  
 President ..... Russell M. Stewart  
 General-Station Mgr. .... George H. Haskell  
 Commercial Mgr. .... Byron Joachim  
 Program Director ..... Wayne McIntosh  
 Chief Engineer ..... Leslie A. Proctor

**KOLT—Scottsbluff—1930**

Freq.: 1320 Kc. .... Power: 5000 W. d. 1000 W. n.

## NEBRASKA-NEVADA

Owned-Operated By.....The Hilliard Co.  
Address.....Box 660  
Tel.: 856.....CBS  
Representative.....Gill-Perna  
Pres., Gen. Mgr.....L. L. Hilliard  
Comm., Program Mgr.....Virt Davis  
Sales Prom. Mgr.....Tony Kehl  
Publicity Dir.....Roland Moore  
Chief Engineer.....Harland Morrison

### KSID—Sidney—1952

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....Wm. C. Grove, Inc.  
Address.....Legion Park, Box 772  
Tel.: 5503.....ABC-KBS

Gen., Comm. Mgr.....David W. Young  
Program Director.....Edith Widstrand

### KAWL—York—1954

Frequency: 1370 Kc.....Power: 500 W. d.  
Owned-Operated By.....Prairie States Bcstg.  
Address.....KAWL Bldg.  
Tel.: 33.....KBS  
Representative.....Best  
President.....M. L. Gleason  
Secretary.....T. L. Gleason  
General Manager.....G. C. Bryan  
Sales Manager.....H. Hansen  
Commercial Manager.....G. Pfenning  
Program Director.....O. L. Tucker

Pop.: 286,000  
Families: 96,000  
Radio Homes: 87,000

## Nevada

Stations in State: 17  
TV Homes: 88,000  
TV Stations: 6

### KPTL—Carson City—1955

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....E. L. & A. Bullis  
Address.....Box 523  
Tel.: 940.....KBS  
Representative.....O'Connell  
General Manager.....Edwin L. Bullis  
Comm., Sales Mgr., Prog., Pub. Dir. R. Nelson  
Chief Engineer.....Dave Williams

### K-TOO—Henderson—1956

Frequency: 1280 Kc.....Power: 5000 Watts  
Owned.....Advertising Dynamics  
Address.....P. O. Box 1848, Las Vegas  
Tel.: DUdley 2-0277.....Independent  
Station Representative.....Pearson  
President.....Roland B. Vaile  
Vice President.....Robert A. James  
Chief Engineer.....James W. Blaine

### KELK—Elko—1948

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....Elko Bcstg. Co.  
Address.....P. O. Box 790  
Tel.: 260.....MBS  
President.....Chris Sheerin  
General Manager.....John J. Gammick

### KENO—Las Vegas—1941

Frequency: 1460 Kc.....Power: 1000 Watts  
Owned-Operated By.....Nevada Bcstg. Corp.  
Address.....810 Keno Lane  
Tel.: DU 2-1400.....ABC  
President.....Howard F. Anderson  
Gen., Sta. Mgr.....Gordon B. Sherwood  
Program Director.....Bob Salter  
Publicity Director.....Jerry Dexter  
Chief Engineer.....David B. Rogers

### KELY—Ely—1950

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By.....White Pine Bcstg. Co.  
Address.....Box 600  
Tel.: AM 4-2077.....Independent  
Gen. Mgr., Chief Eng.....David I. Hansen

### KLAS—Las Vegas—1948

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By.....Las Vegas Bctrs., Inc.  
Address.....Desert Inn, P. O. Box 1510  
Tel.: DU 4-4646.....CBS  
Representative.....Weed & Co.  
Pres., Gen. Mgr.....Reuben G. Jolley  
Comm., Sales Prom. Mgr.....Bill Pursel  
Program Director.....Sam Salerno  
Publicity Director.....Harriett Cook  
Chief Engineer.....Jim Blaine

### KVLV—Fallon—1957

Frequency: 1250 Kc.....Power: 1 Kw., d.  
Owned.....Lahontan Valley Bcstg. Co.  
Bus. Address.....KVLV Bldg., Gummow Dr.  
Tel.: HA 3-1242.....KBS  
Station Representative.....Continental  
Gen. Mgr., Ch. Engr.....Lester W Pearce  
Comm. Mgr., Prog. Dir.....Katherine Pearce  
Sales Promotion Manager.....Jim Shelton

### KORK—Las Vegas—1951

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....Southwestern Bcstg. Co.  
Address.....Hotel Thunderbird  
Tel.: DU 2-6445.....NBC-MBS  
Representative.....Avery-Knodel  
President.....Donald W. Reynolds  
General Manager.....King Harmon  
Commercial Mgr.....Stuart Oakes

### KBMI—Henderson—1954

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated.....KBMI  
Address.....Box 68  
Tel.: FR 2-1131.....Independent  
Representative.....Forjoe  
Pres., Gen. Manager.....Frank Oxarart

**KRAM—Las Vegas—1947**

Freq.: 920 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By.....KRAM, Inc.  
 Address .....Hotel Riviera  
 Tel.: DU 2-1920.....KBS  
 Representative.....O'Connell; Reilly; Hall  
 Pres., Gen. Mgr.....Larry Buskett  
 Commercial Manager.....Jay Cowen  
 Chief Engineer.....Fred Young

**KRBO—Las Vegas—1956**

Frequency: 1050 Kc. Power: 500 W., d.  
 Owned .....Rainbow, Inc.  
 Address .....Box 1049  
 Tel.: DU 4-9210.....Independent  
 Representative .....Moore, Holman  
 Pres., Gen. Mgr.....Joe Julian  
 Sales Promotion Manager.....Oscar Kurtz  
 Program Director.....Frank Smith  
 Chief Engineer.....Tom Morgan

**KATO—Reno—1946**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By.....Robert L. Stoddard  
 Business Address.....Mapes Hotel  
 Tel.: FA 2-4501.....MBS, KBS  
 Representative .....Walker, Broadcast Time  
 Pres., Gen. Mgr.....R. L. Stoddard  
 Comm. Mgr.....Walter States  
 Chief Engineer.....Irvin Carlsen

**KDOT—Reno—1948**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By.....John L. Breece  
 Business Address.....P.O. Box 76  
 Tel.: FA 3-6156.....Independent  
 Station Representative .....Pickins  
 Pres., Ch. Engr.....John L. Breece  
 Sales Promotion Manager.....Phillip G. Rose  
 Program Director.....George Carr  
 Publicity Director.....Robert Carroll

**KOH—Reno—1928**

Freq.: 630 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owner.....McClatchy Bcstg. Co.  
 Address.....143 Stevensen St.  
 Tel.: FA 3-5106.....NBC  
 Representative.....Paul H. Raymer  
 President.....Eleanor McClatchy  
 Station Manager.....Hewitt Kees  
 Chief Engineer.....Wesley Craig

**KOLO—Reno—1946**

Frequency: 920 Kc. Power: 1000 Watts  
 Owned-Operated By.....Western Bcstg. Co.  
 Business-Studio Address.....El Cortez Hotel  
 Tel.: FA 2-4516.....CBS  
 Representative .....Pearson  
 President.....Donald W. Reynolds  
 Gen., Sta., Comm., Sls. Prom. Mgr.. R. W. Colon  
 Program Director.....Doris Baldwin  
 Chief Engineer.....Jere Laird

**KONE—Reno—1955**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By.....Magowan & Jones  
 Address .....700 Forest St.  
 Tel.: FA 3-4493.....Independent  
 Representative .....McGavren-Quinn  
 General Manager.....Tom Magowan  
 Sta. Mgr.....Ken O'Connell  
 Commercial Manager.....George A. Carr  
 Chief Engineer.....W. Binford

**KWNA—Winnemucca—1955**

Frequency: 1400 Kc. Power: 250 Watts  
 Owner.....N. W. Radio & TV Corp.  
 Business Address.....Highland Drive  
 Tel.: MADison 3-2501.....Independent  
 President .....Olivier Curatchet  
 Station Manager.....P. M. Saxman, Jr.  
 Publicity Director.....Diane T. Queen  
 Chief Eng.....Whitelaw R. Ross



**News Is Preferred...**  
*... by Listeners .. because it is  
 dependable as well as interesting.*

**Ap**  
**Preferred**

50 Rockefeller Plaza

New York 20, N. Y.

Pop.: 584,000  
 Families: 174,000  
 Radio Homes: 170,000

# New Hampshire

Stations in State: 16  
 TV Homes: 155,000  
 TV Stations: 2

## WKCB—Berlin—1946

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. McKee Bcstg.  
 Business Address: 27 Green Square  
 Tel.: 1797 Independent  
 Station Representative: Breen & Ward  
 President: Richard P. McKee  
 General Manager: Lynn Smith  
 Commercial Manager: Robert T. Dale  
 Sales Promotion Manager: A. F. Hickey  
 Program Dir.: Charles Ross  
 Chief Eng.: Herschel Howe

## WTSV—Claremont—1948

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By: Grandview Inc.  
 Trans. Address: 221 Washington St.  
 Representative: A. Young, Wheeler  
 General Manager: Ralph Gottlieb  
 Station Mgr.: F. Richard Hill  
 Nat. Sales Mgr.: Jack King

## WKXL—Concord—1946

Frequency: 1450 Kc. Power: 250 W.  
 Owned-Operated By: Capitol Bcstg. Corp.  
 Address: 110 N. Main St.  
 Tel.: Capitol 5-5521 CBS, KBS  
 Station Rep.: Meeker; Foster & Creed  
 Pres., Gen. Mgr.: Frank B. Estes

Program Director: Harry Kroyer III  
 Publicity Director: Susan Miller  
 Chief Engineer: Frank Pingre

## WBNC—Conway—1955

Frequency: 1050 Kc. Power: 1000 Watts d.  
 Owned-Operated By: McKee Bcstg. Co.  
 Address: E. Main St.  
 Tel.: HI 7-5988 Independent  
 Station Representative: Breen & Ward  
 President: Richard P. McKee  
 General Manager: Fred Gardella  
 Commercial Manager: Esther Warren  
 Sales Promotion Manager: Ron Smith  
 Publicity Director: Helen Gardella  
 Chief Engineer: Herschel Howe

## WTSN—Dover—1956

Frequency: 1270 Kc. Power: 5000 Watts  
 Owned: WTSN, Inc.  
 Address: 155 Front St. (Manchester)  
 Tel.: NA 4-4077 Independent  
 Representative: Wheeler, Adam Young  
 General Mgr.: Ralph Gottlieb  
 Station Mgr.: Edward X. Callahan  
 Comm. Mgr.: Jack King  
 Prog. Director: Peter Johnson  
 Chief Engineer: Albert J. Davis

## WDCR—Hanover—1958

Frequency: 1340 Kc. Power: 250 Watts  
 Owned By: Trustees of Dartmouth College  
 Business Address: Robinson Hall  
 Tel. Hanover 1070 Independent  
 Station Rep.: Foster, Creed; Breen, Ward  
 General Manager: Ronald F. Kehoe  
 Commercial Manager: Ariel Halpern  
 Program Director: Jonathan L. Cohen  
 Sales Prom. Mgr.: C. Daniel Johnson  
 Publicity Director: Robinson B. Brown  
 Chief Engineer: Robert A. Johnson

## WTSL—Hanover—1950

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper.: Radio Hanover  
 Address: P. O. Box 1031  
 Tel.: HANover 1400 Independent  
 Station Representative: Wheeler  
 President: William Rust, Jr.  
 General Manager: Ralph Gottlieb  
 Comm., Sta. Mgr.: Howard L. Chase  
 Program Director: Joe Shaw  
 Chief Engineer: Al Davis

## WKNE—Keene—1926

Frequency: 1290 Kc. Power: 5000 Watts  
 Owned-Oper. By: WKNE Corp.  
 Address: 17 Dunbar St.  
 Tel.: EL 2-9230 CBS  
 Station Rep.: Meeker; Foster & Creed  
 President: Joseph K. Close  
 Gen., Sta., Comm. Mgr.: Howard E. Wheelock  
 Sales Prom., Prog. Dir.: John P. Foster  
 Chief Engineer: Ernest T. Robage

## LOOK! AT BERLIN, N. H.

- 1.) 10% increase in population 1950-57
- 2.) Largest industry in New Hampshire, Brown Co. — listed American Exchange
- 3.) Highest paid labor force in the State
- 4.) Most automobiles per capita of similar sized cities
- 5.) Thousands of summer and winter tourists

## HOW DO YOU REACH THIS MARKET?

- 1.) No daily newspaper
- 2.) Only a week(ly) newspaper with a small circulation
- 3.) No local or adequate TV signals
- 4.) Low magazine sales
- 5.) Only one audible radio signal

**THAT'S WKCB**  
 Low CPM Widest circulation  
 CALL BREEN & WARD



**WLNH—Laconia—1922**

Frequency: 1350 Kc. Power: 5000 Watts d.  
 Owned-Oper. By Northern Bcstg. Corp.  
 Business Address 653 Main St.  
 Tel.: LAconia 2300 KBS  
 Station Rep. Wheeler; Walker-Rawalt  
 President Genevieve Wingate  
 Gen., Sta. Mgr. Arthur Rothafel  
 Comm., Sales Prom. Mgr. William W. Visser  
 Chief Engineer Henry Gowing

**WFEA—Manchester—1932**

Frequency: 1370 Kc. Power 5 Kw.  
 Owned WFEA Broadcasting  
 Address P. O. Box 149  
 Tel.: NA 5-5491 Independent  
 Station Rep. Weed  
 President Farris E. Rahall  
 General Mgr. O. R. Davis  
 Station Manager Gene Morehouse  
 Commercial Manager James L. Morello  
 Sales Promotion Manager Norman Bailey  
 Program Director Chuck O'Neil  
 Chief Engineer Jay Kosik  
 Owners of: WKAP, Allentown, Pa.; WNAR,  
 Norristown, Pa.; WWNR, Beckley, W. Va.;  
 WTSP, St. Petersburg, Fla.

(See Page 584)

**WGIR—Manchester—1941**

Frequency: 610 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned Northeast Broadcasting Corp.  
 Address Box 487  
 Tel.: NA 5-6915 CBS  
 Rep. Kettell-Carter; O'Connell; Reilly  
 President Madeline M. Girolimon  
 Gen., Sta., Comm. Mgr. Bernie Mack  
 Program Director Donn Tibbetts  
 Chief Engineer Harry Handfield

**WKBR—Manchester—1946**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned Granite State Bcstg. Co.  
 Address 155 Front St.  
 Tel.: NAional 4-4075 Independent  
 Station Rep. Wheeler; Radio TV Reps.  
 President W. F. Rust, Jr.  
 Gen., Sta. Mgr. Ralph Gottlieb  
 Comm, Sales Prom. Mgr. James McCann  
 Program Director William Morrissey  
 Chief Engineer Roy Phillips

**WOTW—Nashua—1947**

Frequency: 900 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Gateway Bcstg. Corp.  
 Address Lund Road  
 Tel.: TU 2-2781 Independent  
 Representative Walker-Rawalt  
 President Theodore Feinstein  
 General Mgr. Armand E. Bedard  
 Commercial Mgr. Robert Trow  
 Program Director Merrill G. Smith  
 Publicity Director Marc Hall  
 Chief Engineer Harold Densmore

**WSMN—Nashua—1958**

Frequency: 1590 Kc. Power: 5000 Watts  
 Owned By Merrimack Valley Bcstg. Corp.  
 Business Address 502 W. Hollis St.  
 Tel.: TUx 2-5107 Independent  
 Station Representative Nona Kirby  
 Pres., Gen. Mgr. Roland P. Genest  
 Sta., Sale, Prom. Mgr. D. A. Rock  
 Commercial Manager Albert L. Auclair  
 Program Director Frank Teas  
 Chief Engineer P. Bagsdasarain

**WHEB—Portsmouth—1932**

Frequency: 750 Kc. Power: 1000 Watts d.  
 Owned-Operated By Knight Bcstg. of N. H.  
 Address N. H. National Bank Bldg.  
 Tel.: GE 6-2325 Independent  
 Representative Foster, Walker  
 Pres., Comm. Mgr. Charles M. Dale  
 General Mgr. Harold E. Segal  
 Station Manager Thomas M. Dale  
 Program Dir. George Pinkerton  
 Senior Engineer Anthony Vaccaro

**WWNH—Rochester—1948**

Frequency: 930 Kc. Power: 5000 Watts d.  
 Owned-Operated By Stafford Bcstg. Corp.  
 Business Address Rochester Hill Rd.  
 Tel.: RO 1400 Independent  
 Rep. Foster, Creed; Natl. Time Sls.; Reilly  
 Pres., Gen. Mgr. A. J. K. Malin  
 Station Mgr. H. Martin  
 Commercial Manager Wesley S. Burton  
 Sales Promotion Mgr. Margaret Tomrose  
 Program Director Edgar L. McHale  
 Publicity Director John Noyes  
 Chief Engineer Roger Butterfield

Pop.: 5,865,000  
 Families: 1,745,000  
 Radio Homes: 1,731,000

**New Jersey**

Stations in State: 26  
 TV Homes: 1,539,000  
 TV Stations: 5

**WHTG—Asbury Park—1957**

Frequency: 1410 Kc. Power: 500 W., d.  
 Owned Harold & Theo Gade  
 Address Route 1  
 Tel.: KE 1-1410 Independent  
 Gen. Mgr. Harold Gade

**WJLK—Asbury Park—1926**

Frequency: 1310 Kc. Power: 250 Watts

Owned-Operated By Asbury Park Press, Inc.  
 Address Press Plaza  
 Tel.: PR 4-7000 Independent  
 Newspaper Affiliation Press  
 Station Manager Everett Rudloff  
 Commercial Manager Margaret Curtis  
 Prog. Mgr. Charles F. Hill

**WFPG—Atlantic City—1940**

Frequency: 1450 Kc. Power: 250 Watts

## NEW JERSEY

Owned-Operated by.....WFGP, Inc.  
Business Address.....Steel Pier  
Tel.: Atlantic City 5-2188.....CBS  
Representative.....Walker  
President, Sta. Mgr.....Jerome Sill  
General Mgr.....Fred Haggerty  
Program Dir.....Ed Davis  
Chief Engineer.....Blair K. Thron

### WLDB—Atlantic City—1955

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....Atlantic City Bcstg. Co.  
Address.....Box 898  
Tel.: 4-6573.....MBS  
Representative.....Bernard  
Pres., Gen. Mgr., Ch. Eng.....Leroy Bremner  
Sales Prom. Mgr.....Dorothy Bremner  
Publicity Director.....Benny Bishop

### WMID—Atlantic City—1947

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....Mid-Atlantic Bcstg. Co., Inc.  
Address.....1710 Atlantic Ave.  
Tel.: 4-1340.....ABC  
Newspaper Affili.....Ventnor Crier  
Representative.....Stars Natl.  
Pres., Gen. Mgr.....David H. Freedman

### WSNJ—Bridgeton—1937

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....Eastern States Bcstg. Corp.  
Business Address.....Bridgeton, N. J.  
Tel.: BR 2930.....Independent  
Station Representative.....Clark  
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—1926

Frequency: 1310 Kc.....Power: 250 Watts  
Owned-Oper. By.....City of Camden  
Business Address.....6th & Market Sts.  
Tel.: EM 5-5600.....Independent  
Rep.....Bcst. Time Sales  
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.  
Tel.: EM 5-7200.....Independent  
Representative.....Rambeau, Vance, Hopple  
President.....Ranulf Compton  
General Manager.....Gordon Giffen  
Commercial Manager.....David Moss  
Program Director.....John Struckell  
Chief Engineer.....Robert Houston

### WMVB—Millville—1953

Frequency: 1440 Kc.....Power: 1000 Watts, d.  
Owner.....Union Lake Broadcasters, Inc.

Address.....P.O. Box 267  
Tel.: TA 5-2600.....Independent  
Pres., Gen. Mgr.....Fred M. Wood  
Program Director.....Dorothy H. Carlson  
Chief Engineer.....Harwood L. Knorr

### WMTR—Morristown—1948

Frequency: 1250 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Morristown Bcstg. Co.  
Address.....10 Park Place  
Tel.: JE 8-1250.....Independent  
General Manager.....Kenneth A. Croy  
Commercial Mgr.....Henry Behre  
Program Director.....Bob Vesel  
News Dir.....Robert Stoepker

### WNTA—Newark—1922

Frequency: 970 Kc.....Power: 5 Kw., d.; 1 Kw. n.  
Owned By.....NTA Broadcasting Co.  
Business Address.....1620 Broad St.  
Tel.: Mitchell 2-6400.....Independent  
Station Representative.....McGavren-Quinn  
Pres., Gen. Mgr.....Gerald O. Kaye  
Sta. Sales Mgr.....Sydney Kavaleer  
Business Manager.....Joseph Morris  
Program Director.....Art Ford  
Sales Prom. Dir.....Barbara Wilkens  
Chief Engineer.....H. L. Dabrowski

### WACK—Newark—1957

Frequency: 1420 Kc.....Power: 500 Watts  
Owned By.....Radio Wayne County Inc.  
Business Address.....110 E. Union St.  
Tel.: DEerfield 1-1420.....Independent  
President.....J. J. Kaufman  
Gen., Comm. Mgr.....J. Bud Sovo  
Program Director.....Bud Paxon  
Chief Engineer.....M. L. Cole

### WHBI—Newark—1922

Freq.: 1280 Kc.....Power: 2½ Kw. d. 1 Kw. n.  
Owned-Operated By.....May Radio Bcst. Corp.  
Business-Studio Address.....35 Warren St.  
Tel.: MI 2-7353.....Independent  
Station Representative.....Gospel Network  
Pres., Gen. Mgr.....James L. Shearer  
Station Mgr.....William Masi  
Program Dir.....Marie Masi  
Publicity Dir.....Jack Bilby  
Chief Engineer.....Harold Michaels

### WNJR—Newark—1947

Frequency: 1430 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Rollins Bcstg. Co.  
Business Address.....Box 1258  
Tel.: MU 8-3665.....Independent  
Station Rep.....Rollins; Bram  
President.....O. Wayne Rollins  
V.P., Sta. Mgr.....Hal Walton  
Chief Engineer.....G. R. Chambers

### WVNJ—Newark—1947

Frequency: 620 Kc.....Power: 5000 Watts  
Owned-Operated By.....Newark Bcstg. Corp.  
Address.....1225 Raymond Blvd.  
Tel.: MI 3-7600.....Independent  
General Manager.....Ivon B. Newman

**WCTC—New Brunswick—1946**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By... Raritan Valley Bcstg.  
 Business-Studio Address... 385 George St.  
 Tel.: CH 7-1450 Independent  
 President... J. L. Rosemiller  
 Vice President... Peter A. Bordes

**WNNJ—Newton—1953**

Frequency: 1360 Kc. Power: 500 Watts  
 Owned... Sussex County Bcstrs.  
 Address... Newton, N. J.  
 Tel.: NE 1616 KBS  
 Sta., Comm. Mgr., Ch. Eng... Robert C. Gessner  
 Program Director... John Bennett  
 Sales Prom. Mgr... Ronnie Hickman  
 Publicity Dir... Vic Aime

**WPAT—Paterson—1941**

Frequency: 930 Kc. Power: 5000 Watts  
 Owned-Operated By... WPAT, Inc.  
 Business-Studio Address... 66 Hamilton St.  
 Tel.: AR 4-3400 Independent  
 Exec. N. Y. Office... 60 E. 56th St.  
 Tel.: MUrray Hill 8-9300 N. Y.  
 Station Representative... Weed  
 President, General Manager... D. J. Wright  
 V.P. Sales... John F. Sloan  
 V.P.'s Charles W. Parker, William J. Calvert  
 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  
 Tel.: Pleasantville 3971 Independent  
 Newspaper Affil... Sentinel Ledger, Gazette  
 Representative... Forjoe  
 President... H. G. Murrelle  
 V.P., Gen. Mgr... Howard L. Green  
 Commercial Manager... Larry Carle  
 Sales Prom. Mgr... Allan Israel  
 Program Director... Lee Small  
 Publicity Director... Al Owen  
 Chief Engineer... Milton C. Thurlow

**WBUD—Trenton—1947**

Frequency: 1260 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By... WBUD, Inc.  
 Address... P. O. Box 158  
 Tel.: EX 4-7191 Independent  
 Station Representative... Bob Wittig  
 Pres., Gen. Mgr... Richard M. Hardin  
 Station Manager... Theresa Rose  
 Comm. Manager... William Garry  
 Program Director... Phil Allen  
 Publicity Director... Mike Faherty  
 Chief Engineer... Harry Conover

**WTNJ—Trenton—1923**

Frequency: 1300 Kc. Power: 250 Watts  
 Owned... WOAX, Inc.

Address... 416 Bellevue Ave.  
 Tel.: EX 3-4281 Independent  
 Representative... Bcst. Time Sales  
 President... William DeFreitas  
 Gen., Sta., Comm. Sales Mgr... R. McFadden  
 Program Director... Ron Polao  
 Sales Prom. Mgr... Bill Bircher  
 Publicity Director... Ronnie Sherwood  
 Chief Engineer... Nicholas Dalessandro

**WTTM—Trenton—1942**

Frequency: 920 Kc. Power: 1000 Watts  
 Owned-Operated By... Peoples Bcst. Corp.  
 Bus.-Stu. Add... Brunswick Ave., Lake Drive  
 Tel.: OW 5-8515 NBC  
 Representative... Hollingbery  
 President... M. D. Lincoln  
 V.P... Herbert E. Evans  
 V.P., Gen. Mgr... Fred E. Walker  
 Gen. Sales Mgr... Harry W Barnam  
 Prog. Dir... Tom Durand  
 Publicity Dir... K. M. Weber  
 Chief Engineer... Chester Sunderland

**WDVL—Vineland—1957**

Frequency: 1270 Kc. Power: 500 Watts, d.  
 Owned... Delsea Bcstrs.  
 Address... Radio Park  
 Tel.: OXford 1-7550 Independent  
 Partners... Mort and Vivian Hendrickson  
 Gen., Comm. Mgr... Mort Hendrickson  
 Sales Prom. Mgr... Bob MacFarland  
 Program Director... Henry Morey  
 Asst. Ch. Eng... Earl Godfrey

**WBBZ—Vineland—1946**

Frequency: 1360 Kc. Power: 1000 Watts  
 Owned-Operated By... Community Bcstg. Serv.  
 Address... S. Delsea Drive  
 Tel.: OX 2-6500 Independent  
 Representative... Gill-Perna  
 President... Joseph M. Bullock  
 General Manager... Randolph Gretes  
 Commercial Manager... John F. Serra  
 Chief Engineer... Andrew B. Benvenuti

**WCRV—Washington—1956**

Frequency: 1580 Kc. Power: 500 Watts d.  
 Owned... Warren Bcstg.  
 Address... 3 Belvidere Avenue  
 Tel.: MU 9-2060 Independent  
 President... Kenneth A. Croy  
 General Manager... George S. Croy  
 Commercial Mgr... Warner Rush

**WCMC—Wildwood—1951**

Frequency: 1230 Kc. Power: 100 Watts  
 Owned-Operated By... Francis J. Matrangola  
 Address... 3010 N. J. Ave.  
 Tel.: 2-7751 Independent  
 Owner, Gen. Mgr... Francis J. Matrangola  
 Comm. Mgr... Margaret Murphy  
 Prog. Dir... George Hart  
 Chief, Engineer... Carlton Owen

Pop.: 904,000  
Families: 249,000  
Radio Homes: 240,000

# New Mexico

Stations in State: 40  
TV Homes: 172,000  
TV Stations: 7

## KALG—Alamogordo—1950

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: William Wayne Phelps  
Address: Box 268  
Tel.: HEmlock 7-1505 MBS, KBS  
Pres., Gen. Mgr.: Wayne Phelps  
Chief Engineer: Jay Bundy

## KRAC—Alamogordo—1957

Frequency: 1270 Kc. Power: 1 Kw., d.  
Owned By: Lyman Brown Enter.  
Address: P. O. Box 1161  
Tel.: HEmlock 7-4440 Independent  
Pres., Gen. Mgr.: Lyman C. Brown  
Program Dir.: K. Skelton  
Chief Engineer: Lynn Rawls

## KABQ—Albuquerque—1955

Freq.: 1350 Kc. Power: 5000 Wts. d., 500 n.  
Owned-Oper. By: Duke City Bcstg. Corp.  
Business Address: 1309 Yale Blvd., S.E.  
Tel.: CHapel 3-1744 Independent  
Reps.: Harlan G. Oakes; Nat'l Time Sales  
Pres., Gen. Mgr.: Edward M. Sleighel  
Commercial Manager: V. B. Siman  
Program Dir.: Jose Gallegos  
Chief Engineer: Roderick Matthews

## KDEF—Albuquerque—1953

Frequency: 1150 Kc. Power: 1 Kw. d.  
Owned: KDEF Bcstg. Co.  
Address: 506 2nd St. N.W.  
Tel.: CH 3-7813 Independent  
Station Representative: McGavren-Quinn  
President, Gen. Mgr.: Frank Quinn  
Sta., Comm. Mgr.: Ben Caine  
Program Director: Bernard Thomas  
Chief Engineer: Louis Gemoets

## KGGM—Albuquerque—1927

Frequency: 610 Kc. Power: 5000 Watts  
Owned-Oper. By: New Mexico Bcstg. Co.  
Business Address: 1414 Coal St., S.W.  
Tel.: CH 3-2285 CBS  
Representative: Branham  
Pres., Gen. Mgr.: A. R. Hebenstreit  
Comm., Sls. Prom. Mgr.: R. C. Rhoads  
Program Director: Robert Van Driel  
Pub. Dir.: Jim Laramoor  
Chief Engineer: Leonard F. Dodds

## KHAM—Albuquerque—1956

Frequency: 1580 Kc. Power: 1 Kw., d.  
Owned: KHAM, Inc.  
Address: 202 Claremont Street, NE  
Tel.: DI 4-2394 ABC-MBS-KBS  
Representative: Continental  
President: J. W. Hedges  
V.P., Gen. Mgr.: J. L. Anderson  
Program Dir.: Joe T. Saffle  
Publicity Dir.: Harry Chapman  
Chief Engineer: H. T. Walton

## KLOS—Albuquerque—1957

Frequency: 1450 Kc. Power: 250 Watts  
Owned By: E. B. Whitney & Geo. Oliver  
Address: Box 1298  
Tel.: AL 6-9866 Independent  
Gen. Mgr.: Frank Redfield

## KOB—Albuquerque—1922

Freq.: 770 Kc. Power: 50 Kw. d., 25 Kw. n.  
Owned-Oper. By: KSTP, Inc.  
Address: 1430 Coal Ave. S.W.  
Tel.: CH 3-4411 NBC  
Representative: Petry  
President: Stanley E. Hubbard  
Gen. Mgr., Ch. Engr.: George S. Johnson  
Sta., Comm. Mgr.: A. E. Mickel  
Sales Prom., Pub. Dir.: Lowell Christianson  
Program Director: Michael Dillon

## KQEO—Albuquerque—1946

Freq.: 920 Kc. Power: 1 Kw. d., 500 W. n.  
Owned-Operated By: Dandy Bcstg. Corp.  
Bus. Address: 2000 Indian School Rd., N.W.  
Tel.: CHapel 7-8848 Independent  
Station Representative: Bolling  
President: Merritt Owens  
General Manager: Richard H. Harris  
Sales Promotion Manager: Dino Ianni  
Program Director: Ed Monracy  
Publicity Director: Norma Adams  
Chief Engineer: Bernie Koval

## KSVP—Artesia—1947

Freq.: 990 Kc. Power: 1 Kw. d., 250 Wts. n.  
Owned-Operated By: Artesia Bcstg. Corp.  
Business-Studio Address: 1450 Roselawn Ave.  
Tel.: SH 6-2751 KBS-MBS  
Station Representative: Melville  
President: Martin Yates III  
Station Manager: Bob Hess  
Comm. Mgr.: Jack Minter  
Chief Engineer: L. O. Wilcox

## KAVE—Carlsbad—1945

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By: Voice of the Caverns, Inc.  
Business Address: P.O. Box 631  
Tel.: TUxedo 5-4101 CBS, KBS  
Representative: Branham  
President: Edward Talbot  
Gen., Comm. Mgr.: Tom Wiseheart  
Sales Promotion Mgr.: Majorie Winfield  
Program Director: Neal Jones  
Publicity Director: Jerri Wright  
Chief Engineer: Bill Carnahan

## KPBM—Carlsbad—1950

Frequency: 740 Kc. Power: 1000 Watts d.  
Owned-Operated By: Coronado Bcstg. Co.  
Business Address: 313 W. Mermod; Box 70  
Tel.: TU 5-5373 Independent  
Station Representative: Devney; Melville  
Pres., Gen., Sta. Mgr.: D. A. Swayze

Commercial Manager.....J. M. Dustin  
 Chief Engineer.....Vic Daley

**KLMX—Clayton—1949**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Ari-Ne-Mix Bcstg. Corp.  
 Address.....Box 7, Fair Grounds  
 Tel.: 616.....KBS  
 President.....Arthur Jernigan  
 Gen., Comm., Prom. Mgr., Pub. Dir., Frank Vale  
 Program Director.....Dave Adams  
 Chief Engineer.....Robert D. Waters

**KCLV—Clovis—1952**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....New-Tex Bdcstg.  
 Address.....1221 Main  
 Tel.: 4401.....KBS  
 President.....Odis Echols, Sr.  
 Gen., Sta. Mgr., Prog. Dir.....Odis Echols, Jr.  
 Sales Prom. Mgr.....Albert Houpe  
 Chief Engineer.....Clayton Fuchs

**KICA—Clovis—1933**

Frequency: 980 Kc.....Power: 1000 Watts  
 Owned-Operated By.....KICA, Inc.  
 Business Address.....1000 Sycamore  
 Tel.: PO 3-5511.....Independent  
 President.....Frank Lesley  
 Gen., Sta. Mgr.....J. H. Morris  
 Commercial Manager.....Jim Wilkes  
 Program Director.....James Moreland  
 Chief Engineer.....M. S. O'Dell

**KOTS—Deming—1954**

Frequency: 1230 Kc.....Power: 250 Watts, d.  
 Owned.....Luna County Bcstg. Co.  
 Address.....P. O. Box 470  
 Tel.: 999.....KBS  
 General Manager.....Robert W. Tobey  
 Comm Mgr.....Jim Smith

**KENN—Farmington—1951**

Freq.: 1390 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By.....Radio Station KENN  
 Business Address.....212 W. Apache  
 Tel.: DA 5-3541.....Independent  
 Station Representative.....Devney; Melville  
 Pres., Gen. Mgr.....C.O. "Ken" Kendrick  
 Commercial Mgr.....Bob Williams  
 Sales Prom. Mgr.....John Dorman  
 Prog. Dir.....Bob Huston  
 Publicity Director.....Fred Finlay  
 Chief Eng.....Harold Furstenberg

**KWYK—Farmington—1957**

Frequency: 960 Kc.....Power: 1 Kw., d.  
 Owned.....Basin Bcstg. Co.  
 Address.....418 W. Broadway  
 Tel.: DA 5-6932.....Independent  
 Gen. Mgr.....Calvin W. Adams

**KZUM—Farmington—1958**

Frequency: 1280 Kc.....Power: 5000 Watts  
 Owned By.....KZUM Rcdio  
 Address.....1204 Hutton Road  
 Tel.: DAVIS 5-4141.....Independent

Gen., Sta. Mgr.....Bill D. Barbour  
 Commercial Mgr.....W. W. Barbour  
 Program Dir.....Stewart E. Chamberlain  
 Chief Engineer.....Joe Garcia

**KGAK—Gallup—1946**

Frequency: 1330 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....Thunderbird Bcstg. Co.  
 Address.....401 E. Coal Ave.  
 Tel.: UN 3-4444.....Independent  
 Station Rep.....O'Connell; Reilly; Moore  
 President.....Merle H. Tucker  
 General Manager.....Mrs. Mida Tucker  
 Sta. Comm. Mgr.....C. A. "Bill" Humbert  
 Chief Engineer.....R. E. Adamson

**KMIN—Grants—1956**

Frequency: 980 Kc.....Power: 1 Kw., d.  
 Owned By.....Grants Bcstg. Co.  
 Address.....980 San Rafael Road  
 Tel.: ATwater 7-4491.....KBS  
 Station Rep.....Holman  
 General Mgr.....D. Button  
 Commercial Mgr.....D. Miner  
 Chief Engineer.....Glen Mills

**KHOB—Hobbs—1954**

Frequency: 1280 Kc.....Power: 1 Kw. d.  
 Owned.....Permian Basin Radio Corp.  
 Address.....Box 247  
 Tel.: EX 3-5148.....Independent  
 Representative.....Clark, Melville  
 Pres., Gen. Mgr.....Charles R. Scott  
 Commercial Mgr.....Zeb Williams  
 Program Dir.....Ronald Ripley  
 Chief Engineer.....Pat H Walton

**KWEW—Hobbs—1938**

Frequency: 1480 Kc.....Power: 1000 Watts  
 Owned-Operated By.....KWEW, Inc.  
 Address.....Box 787  
 Tel.: EX 3-3137.....MBS-KBS  
 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

**KGRT—Las Cruces—1955**

Frequency: 570 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Taylor Enterprises, Inc.  
 Address.....Box 968  
 Tel.: JA 6-2496.....KBS  
 President.....W. C. Taylor  
 Station Manager.....William Lask  
 Commercial Manager.....R. S. "Dick" Fox  
 Program Director.....Frank Lynch

**KOBE—Las Cruces—1947**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Mesilla Valley Bcstg. Co.  
 Bus-Studio Address.....940 N. Main St.  
 Tel.: JA 6-2496.....KBS  
 President, Gen. Mgr.....Jim Gober  
 Comm. Mgr.....B. W. LeNoir

## NEW MEXICO

Sales Prom. Mgr.....Geraldine Sells  
Prog. Dir.....Jim Finlay  
Chief Engineer.....Jack Diehl

### **KFUN—Las Vegas—1941**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By...Southwest Bcsters, Inc.  
Business Address.....Box 710  
Tel.: GARfield 5-6766.....ABC  
President, Gen. Mgr.....Ernest N. Thwaites  
Program Director.....Dorothy G. Thwaites  
Chief Engineer.....Julian H. Lendy

### **KRSN—Los Alamos—1948**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By...Community Bcstg. Co.  
Business Address.....P.O. Box 749  
Tel.: 2-4343.....ABC, KBS  
Representative.....Bob Dore, Ayres  
Partner, Sta. Mgr.....Virgil A. Parker, III  
Partner, Ch. Engr.....Darrel K. Burns  
Program Director.....Priscilla Miller  
Publicity Director.....Judy Davis

### **KLEA—Lovington—1951**

Frequency: 630 Kc.....Power: 500 Watts d.  
Owned.....Lea County Broadcasting Co.  
Address.....1700 S. Main  
Tel.: 8911.....KBS  
President.....David R. Worley  
General, Comm. Mgr.....Hoyt Caldwell  
Asst. Mgr.....Gil Haugen  
Prog. Dir.....Robert Burt  
Publicity Director.....Hal Chestnut  
Chief Engineer.....Wilton Highfall

### **KENM—Portales—1950**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By...Plains Bcstg. Co.  
Address.....Drawer 540  
Tel.: RE 6-6681.....KBS  
Pres., Co-Owner.....John Burroughs  
Gen., Sta. Mgr.....Bob Hoffman  
Chief Engineer.....Joe Randolph

### **KRTN—Raton—1948**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned.....Colfax County Broadcasting Co.  
Business Address.....P.O. Box 350  
Tel.: 875.....ABC  
General Manager.....Lloyd Hawkins  
Comm. Mgr., Ch. Engr....James L. Littlejohn  
Program Director.....James Roper

### **KBIM—Roswell—1953**

Frequency: 910 Kc.....Power: 5 Kw., d.  
Owned.....Taylor Bcstg. Co.  
Address.....P. O. Box 525  
Tel.: MA 2-2120.....KBS  
Station Rep.....Clark  
President.....William C. Taylor  
General Manager.....G. F. "Jud" Roberts  
Comm. Manager.....Almarie Oldfield  
Prog. Dir.....John E. Davis  
Sales Prom. Mgr.....Bill Hight  
Chief Engineer.....Eugene Rader

### **KGFL—Roswell—1927**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....KGFL, Inc.  
Bus. Studio Address.....Box 1019  
Tel.: MA 2-5111.....MBS  
Representative.....Branham  
President.....Theresa P. Whitmore  
Gen. Manager.....W. E. Whitmore, Jr.  
Sta. Mgr.....Stan Gallup  
Comm. Manager.....Clifford "Buzz" Jackson  
Program Director.....Elizabeth Cotton  
Chief Engineer.....Bob Henske

### **KSWS—Roswell—1947**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By.....John A. Barnett  
Business-Studio Address.....Box 670  
Tel.: MA 2-6450.....NBC  
Representative.....Meeker, Melville  
Owner & Gen. Mgr.....John A. Barnett  
Station Mgr.....Robert E. Wagner  
Asst. Gen. Mgr.....W. L. Shackelford

### **KTRC—Santa Fe—1946**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Radio de Santa Fe  
Address.....210 E. Marcy St.  
Tel.: YUcca 2-2666.....ABC  
Station Representative.....Devney  
Pres., Gen. Mgr.....Garfield C. Packard  
Program Director.....Maggy Packard  
Chief Engineer.....Richard Erbe

### **KVSF—Santa Fe—1935**

Frequency: 1260 Kc.....Power: 1000 Watts  
Owned-Oper. By.....New Mexico Bcstg. Co.  
Business Address.....811 Cerrillos Rd.  
Tel.: YUcca 3-7319.....CBS  
Representative.....Branham  
President.....A. R. Hebenstreit  
Manager.....Ivan R. Head  
Prog. Dir.....Ada Zamora  
Chief Engineer.....E. J. Vanderwood

### **KSIL—Silver City—1946**

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....James H. Duncan  
Address.....1640 Cactus St.  
Tel.: 611.....CBS  
Representative.....Branham  
Owner, Manager.....J. H. Duncan  
Comm. Mgr., Prog. Dir.....Bob Fuller  
Chief Engineer.....Bynum R. Bailly

### **KSRC—Socorro—1958**

Frequency: 1290 Kc...Power: 1000 Watts, d.  
Owned By.....Socorro Broadcasting Co.  
Business Address.....P.O. Box 1277  
Tel.: Socorro 1-2-9-0.....KBS  
Station Representative.....Holman  
President.....John Blake  
Gen., Sta. Mgr.....John J. Tobola  
Sales Prom. Mgr.....Allen H. Gross  
Prog. Publicity Dir.....Ed Muscare  
Chief Engineer.....J. J. Tobola

**KCHS—Truth or Consequences  
1946**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned By.....Southwestern Bcstg. Co.  
Address.....P. O. Box 351  
Tel.: 1400.....KBS  
Representative.....Continental Radio Sales  
President.....Rex Tynes  
Manager.....Richard C. Erbe

**KTNM—Tucumcari—1941**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned.....Quay County Broadcasting Co.  
Address.....P. O. Box 668  
Tel.: 100.....MBS-KBS

Representative.....Clyde Melville  
Pres., Gen. Mgr.....Lloyd Hawkins  
Sta. Mgr., Chief Engineer....Howard Maudlin  
Comm. Mgr., Pub. Dir.....Bill Walls  
Program Director.....Mrs. Neil Mitchell

**KMAM—Tularosa—1957**

Frequency: 1590 Kc.....Power: 1000 Watts  
Owned By.....Tularosa Broadcasting Corp.  
Bus. Ad.....917 Maryland Ave., Alamogordo  
Tel. HE 7-6460.....Independent  
President.....Fred Goodrich  
Gen., Comm. Mgr.....Frank J. Lynch III  
Sta. Prog. Mgr.....Jack M. Redding  
Chief Engineer.....Max I. Rothman

Pop.: 17,125,000  
Families: 5,359,000  
Radio Homes: 5,285,000

**New York**

Stations in State: 125  
TV Homes 4,829,000  
TV Stations: 32

**WPTR—Albany—1948**

Frequency: 1540 Kc.....Power: 50,000 Watts  
Owned-Oper. By.....Patroon Brcdstg. Co., Inc.  
Address.....1820 Central Ave.  
Tel.: UN 9-9271.....Independent  
Sta. Rep.....Eastman  
President.....J. Myer Schine  
Gen. & Sta. Mgr.....Duncan Mounsey

Comm. Mgr.....Joseph A. Farrar  
Program Dir.....Marty Ross  
Publicity Dir.....Eric Strong  
Chief Engineer.....Russell David

**WROW—Albany—1947**

Freq.: 590 Kc.....Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By.....Capital Cities TV Corp.



rate



More Local Advertisers spend more money on PTR than the next **three** stations combined.

More Advertisers place more business on PTR than the next **two** stations combined.

You can't sell more with the next **4**

**WPTR**

ALBANY  
SCHENECTADY  
TROY

50,000 people watts  
Capital Station of the Empire State

**DUNCAN MOUNSEY**                      **JOSEPH A. FARRAR**  
Executive Vice-President & General Manager      Commercial Manager

represented nationally by  
**ROBERT E. EASTMAN & CO., INC.**

## NEW YORK

Address ..... Box 10  
Tel.: 3-2225 ..... CBS  
Station Representative ..... Avery-Knodel  
President ..... Frank M. Smith  
General Manager ..... T. S. Murphy  
Station Manager ..... George M. Perkins  
Comm. Manager ..... Albert M. Fiala  
Program Dir. .... Ralph Vartigian  
Sales Prom., Publicity Dir. .... Harry Goldman  
Chief Engineer ..... Charles Heisler

### WABY—Albany—1934

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned By ..... Eastern N. Y. Bcstg.  
Business-Studio ..... 80 Braintree St.  
Tel.: 2-3353 ..... Independent  
Representative ..... Forjoe  
Gen. Mgr. .... Ed. L. Trudeau  
Station Manager ..... Toni Brady  
Chief Engineer ..... Thomas McDermott

### WOKO—Albany—1924

Frequency: 1460 Kc. .... Power: 5000 Watts  
Owned-Oper. By ..... Gov. Dongan Bcstg. Corp.  
Business-Studio Address ..... P. O. Box 1520  
Tel.: DE 9957 ..... ABC-MBS  
President ..... Carl L. Lindberg  
General Manager ..... Howard B. Hayes  
Sta., Comm. Mgr. .... Charles L. Murn  
Chief Engineer ..... Lloyd Snowdeal

### WCSS—Amsterdam—1948

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned ..... Community Service Bcstg. Co.  
Address ..... Upper Locust Ave.  
Tel.: VI 3-2500 ..... Independent  
Station Representative ..... Devney  
President ..... Alphonse Di Mezza  
Gen., Comm. Mgr. .... Philip Spencer  
Chief Engineer ..... Roger Taylor

### WGAV—Amsterdam—1956

Frequency: 1570 Kc. .... Power: 1000 Watts d.  
Owned By ..... Walter T. Gaines  
Business Address ..... Amsterdam  
Tel.: Victor 3-2830 ..... Independent  
Station Representative ..... Hopewell  
Owner ..... Walter T. Gaines  
Program Director ..... Sam Surlo  
Chief Engineer ..... Barry Frank

### WAUB—Auburn—1958

Frequency: 1590 Kc. .... Power: 500 Watts. d.  
Owned By ..... Herbert P. Michels  
Business Address ..... 204 Texas Lane, Ithaca  
Owner ..... Herbert P. Michels

### WMBO—Auburn—1927

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned-Operated By ..... WMBO, Inc.  
Business-Studio Address ..... 141 Genesee St.  
Tel.: AU 2-3511 ..... MBS  
Representative ..... Thomas F. Clark  
President ..... William O. Dapping  
Gen., Sta. Mgr. .... Frederick L. Keesee  
Comm. Mgr., Prog. Dir. .... Robert Morgan  
Chief Engineer ..... Herbert House

### WBAB—Babylon—1957

Frequency: 1440 Kc. .... Power: 500 W. d.  
Owned By ..... Babylon-Bay Shore Bcstg. Corp.  
Business Address ..... Route 109  
Tel.: MO 1-4000 ..... Independent  
President ..... Sol Horenstein  
Gen. Mgr. .... Joe Horenstein  
Comm. Mgr. .... Bertine Fields  
Sales Promotion Manager ..... Don Emmett  
Program Director ..... Ray Adel  
Publicity Director ..... Carmen Eichel  
Chief Engineer ..... Edward Knapp

### WGII—Babylon—1958

Frequency: 1290 Kc. .... Power: 1 Kw.  
Owned By ..... WGII, Inc.  
Tel.: MOhawk 9-1290 ..... Independent  
Representative ..... Charles Bernard  
Pres., Chief Eng. .... William H. Reuman  
General Mgr. .... Edith Dick  
Sta., Comm. Mgr. .... Jerry Warren  
Program Dir. .... Fred Barr  
Sales Prom. Mgr. .... Bud Zaret  
Publicity Dir. .... Carl Meyers  
Production Mgr. .... Jerry Stevens

### WSEN—Baldwinsville—1958

Frequency: 1050 Kc. .... Power: 250 Watts  
Owned By ..... Century Radio Corp.  
Address ..... P. O. Box 1050  
Tel.: NEptune 5-3971 ..... Independent  
President ..... Donald C. Menapace  
Gen. Mgr., Publicity Dir. .... R. L. Stockdale  
Program Dir. .... James A. Lowery, Jr.  
Chief Engineer ..... Richard H. Pirong

### WBTA—Batavia—1941

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned-Operated By ..... Batavia Bcstg. Corp.  
Business-Studio Address ..... 22 Seaver Pl.  
Tel.: 715 ..... MBS  
Pres., Gen. Mgr. .... Edmund R. Gamble  
Commercial Manager ..... James Delbridge  
Program Director ..... Miss Winnie Legg  
Publicity Dir. .... Jack Derbyshire  
Chief Engineer ..... Alfred Callander

### WENE—Binghamton Endicott—1947

Frequency: 1430 Kc. .... Power: 5 Kw.  
Owned-Oper. By ..... Ottaway Stations, Inc.  
Address ..... 909 E. Main, Endicott  
Tel.: 5-3351 ..... Independent  
Representative ..... Radio Repts. Inc.  
President ..... James H. Ottaway  
Vice President ..... F. H. Brinkley  
General Manager ..... S. W. Ryder  
Asst. to Mgr. .... H. Johansen  
Chief Engineer ..... John Fischler

### WINR—Binghamton—1946

Freq.: 680 Kc. .... Power: 1 Kw. d., 500 W. n.  
Owned-Oper. By ..... The Binghamton Press  
Tel.: 3-8251 ..... NBC  
Station Representative ..... Everett-McKinney



General Manager.....David F. Milligan  
 Commercial Manager.....Ken Cable  
 Program Director.....Shirley Ricciardelli  
 Chief Engineer.....Gino Ricciardelli

**WKOP—Binghamton—1947**

Freq.: 1360 Kc....Power: 5 Kw. d., 500 W. n.  
 Owned-Oper. By..The Binghamton Bcstrs., Inc.  
 Business-Studio Address.....34 Chenango St.  
 Tel.: 2-3437.....MBS  
 Representative.....Bolling  
 Pres., Gen.-Sta. Mgr.....Andrew Jarema  
 Comm., Prom. Mgr., Prog. Dir...Wally Buman  
 Publicity Dir.....Bob Richards  
 Chief Engineer.....Charles Hallinan

**WBNF—Binghamton—1927**

Frequency: 1290 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Triangle Pubs. Inc.  
 Business Address.....1 Henry St.  
 Tel.: 3-7311.....CBS  
 Newspaper Affiliation.....Phila. Inquirer  
 Representative.....Blair & Co.  
 Gen. Mgr.....George R. Dunham  
 Sales Manager.....Kenneth Leslie  
 Merchandising Manager.....Ruth Hider  
 Oper. Mgr.....Russ Baker  
 Chief Engineer.....Lamar Cox

**WBRV—Boonville—1955**

Frequency: 900 Kc.....Power: 1000 Watts, d.  
 Owned-Oper. By.....Black River Radio, Inc.  
 Address.....WBRV Building  
 Tel.: 11.....KBS  
 Station Representative.....Indie Sales  
 Pres., Gen. Manager.....Livingston Leasing  
 Comm. Manager.....Leon Renodin  
 Publicity Director.....Joan Knollman  
 Chief Engineer.....John Knollman

**WBEN—Buffalo—1930**

Frequency: 930 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WBEN, Inc.  
 Address.....Hotel Statler-Hilton  
 Tel.: MO 0930.....CBS  
 Newspaper Affiliation..Buffalo Evening News  
 Representative.....Henry I. Christal  
 President.....A. H. Kirchhofer  
 General Manager.....C. Robert Thompson  
 Commercial Manager.....Chester E. Daly  
 Program Director.....William Peters  
 Promotion Manager.....Joseph A. Hæffner  
 Chief Engineer.....Ralph J. Kingsley

**WBNY—Buffalo—1935**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned.....Roy L. Albertson, Inc.  
 Address.....485 Main St.  
 Tel.: MO 1400.....Independent  
 Representative.....Masla  
 President.....Roy L. Albertson, Sr.  
 General Mgr.....Charles E. Deny  
 Commercial Mgr.....Gene White  
 Program, Sales Prom. Mgr.....Henry Brach  
 Chief Engineer.....Tom Vines

**WEBR—Buffalo—1924**

Frequency: 970 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WEBR, Inc.  
 Business-Studio Address.....23 North St.  
 Tel.: LI 7133.....MBS  
 Newspaper Affiliation.....Courier-Express  
 Representative.....Katz  
 President.....William J. Conners, III  
 Gen., Sta. Mgr.....David F. Leopold  
 Comm. Mgr.....George T. Staggy  
 Pgm., Prom. Mgr.....Wm. Schweitzer  
 Chief Engineer.....Frank B. Ridgeway

**WGR—Buffalo—1922**

Frequency: 550 Kc.....Power: 5 Kw.  
 Owned.....Transcontinent TV  
 Address.....Hotel Lafayette  
 Tel.: Washington 3100.....NBC  
 Rep.....Peters, Griffin, Woodward, Inc.  
 President.....David C. Moore  
 Manager.....Van Buren W. de Vries  
 Administrative Mgr.....Robert J. Strigl  
 General Sales Mgr.....Nat L. Cohen  
 Program Director.....Sidney Gaby  
 Pub. Dir.....Florence Ladler  
 Chief Engineer.....Fred M. Eames  
 Owners of: WSWA, Harrisonburg, Va.

**WINE—Buffalo—1957**

Frequency: 1080 Kc.....Power: 1 Kw  
 Owned By.....Western N. Y. Bcstg. Co.  
 Address.....13 S. Cayuga Rd.  
 Tel.: PLaza 1080.....Independent  
 Representative.....Stars, National  
 President.....John L. Kluge  
 Gen., Comm. Mgr.....A. E. Anscombe  
 Publicity Dir.....Lee Howe  
 Chief Engineer.....Ernie Bohr

**WKBW—Buffalo—1925**

Frequency: 1520 Kc.....Power 50,000 Watts  
 Owned-Operated By.....WKBW, Inc.  
 Business Address..Radio Center, 1430 Main St.  
 Tel.: GR 5101.....Independent  
 Representative.....Avery-Knodel  
 Pres., Gen. Mgr.....Clinton H. Churchill  
 Commercial Manager.....Anthony C. Rocco  
 Program Director.....Michael Joseph  
 Chief Engineer.....Leroy Fiedler

**WNIA—Buffalo—1956**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned.....Niagara Bcstg.  
 Business Address.....2900 Genessee St.  
 Tel.: FI 9600.....Independent  
 Station Representative.....Walker-Rawalt  
 Pres., Ch. Engr.....Gordon P. Brown  
 Prog., Pub. Dir.....Mary Lounsbury

**WWOL—Buffalo—1946**

Frequency: 1120 Kc.....Power: 1000 Watts d.  
 Owned-Operated By..Greater Erie Broad. Co.  
 Address.....315 Main St.  
 Tel.: MO 1200.....Independent  
 Representative.....Forjoe  
 President.....Leon Wyszatycki  
 General Mgr.....Ted Wyszatycki  
 Station Mgr.....Herb Resnick

## NEW YORK

Commercial Mgr. .... Allan Baer  
Program Dir. .... Rick Bennett  
Sales, Publicity Dir. .... Joe Bryan  
Chief Engineer. .... Walt Williams

### WCBA—Corning—1949

Frequency: 1350 Kc. .... Power: 1000Watts d.  
Owned. . . Wellsboro Corning Bcstg. Adv. Inc.  
Address . . . . . Box 117  
Tel.: 6-7000 . . . . . Independent  
Representative . . . . . McGillvra, Inc.  
V.P., Station Manager. . . . . Bob Shaddock  
Comm. Mgr. . . . . Paul E. Carpenter

### WCLI—Corning—1947

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned. .... Radio Corning, Inc.  
Address . . . . . 99 W. First St.  
Tel.: 6-5421 . . . . . ABC  
Station Representative . . . . . Donald Cooke, Inc.  
Pres., Gen. Mgr., Pub. Dir. . . . . Gordon M. Jenkins  
Sta. Mgr., Prog. Dir. . . . . George P. Droelle, Jr.  
Chief Engineer. .... Bernard Hamilton

### WKRT—Cortland—1947

Freq.: 920 Kc. .... Power: 1 Kw. d., 500 W. n.  
Owned-Operated By. .... Radio Cortland, Inc.  
Business-Studio Address. .... 27 N. Main St.  
Tel.: SK 6-2828 . . . . . Independent  
Representative . . . . . Gill-Perna  
President . . . . . Leighton A. Hope  
Gen., Sta., Comm. Mgr. .... W. L. Thompson  
Chief Engineer. .... Walter Chociay

### WFLR—Dundee—1956

Frequency: 1570 Kc. .... Power: 1 Kw., d.  
Owned-Operated By. .... Finger Broad Bcstg.  
Business Address. .... 110 E. Elm, Penn Yan  
Tel.: 158 . . . . . KBS  
President . . . . . Henry Valent  
Gen., Sta. Mgr. .... Bob Burnes  
Program Director. .... Bob Gordon  
Publicity Director. .... Via Fowler  
Chief Engineer. .... Harry Decker

### WDOE—Dunkirk—1949

Frequency: 1410 Kc. .... Power: 500 Watts  
Owned-Operated By. .... Lake Shore Bcstg.  
Address . . . . . Willow Rd.  
Tel.: 7756 . . . . . KBS  
Station Representative . . . . . Walker-Rawalt  
President . . . . . Simon Goldman  
Sta. Mgr. .... Richard H. Burt  
Commercial Manager. .... H. Brooks Dawson  
Chief Engineer. .... Charles Blohm

### WELM—Elmira—1947

Frequency: 1400 Kc. .... Power: 250 Watts  
Owner. .... Radio Elmira, Inc.  
Business-Studio Address. .... 222 E. Market St.  
Tel.: REgent 3-5626 . . . . . CBS  
Station Representative . . . . . Burn-Smith  
President . . . . . John S. Riggs  
General Manager. .... Keith W. Horton  
Commercial Manager. . . . . Richard Oppenheimer  
Program Director. .... Ruth E. Dibble  
Publicity Director. .... Ethel O. Parker  
Chief Engineer. .... Arthur French

### WENY—Elmira—1939

Frequency: 1230 Kc. .... Power: 250 Watts  
Owned-Operated By. . Elmira Star-Gazette, Inc.  
Bus.-Studio Address. .... Mark Twain Hotel  
Tel.: REgent 4-5181 . . . . . NBC  
Representative . . . . . Everett-McKinney  
Secretary . . . . . Thomas V. Taft  
Commercial Mgr. .... F. R. Gray  
Station Mgr. .... Dale Taylor  
Program Director. .... Ted Hodge  
Chief Engineer. .... Ed. L. Pettengill

### WEHH—Elmira Heights-Horseheads—1956

Frequency: 1590 Kc. .... Power: 500 W., d.  
Owned. .... Elmira Heights-Horseheads Bcstg.  
Bus. Ad. .... 107 W. Franklin, Horseheads  
Tel.: 9-5422 . . . . . MBS  
Station Representative . . . . . Devney  
Pres., Ch. Engr. .... Frank P. Saia  
Comm., Sales Prom. Mgr. .... Harry Keavin  
Prog. Dir. .... Norman Decker  
Publicity Director. .... Alan Anthony

### WBUZ—Fredonia—1957

Frequency: 1570 Kc. .... Power: 250 Watts, d.  
Owned By. .... Dunkirk-Fredonia Bcstg.  
Address . . . . . 15 E. Main St.  
Tel.: 2-2157 . . . . . Independent  
General Mgr. .... L. W. Skelly  
Commercial Mgr. .... Elmer Reed  
Program Dir. .... F. Michaels  
Promotion Mgr. .... Joe Bryan  
Chief Engineer. .... Ralph Bell

### WGBB—Freeport—1924

Frequency: 1240 Kc. .... Power: 250 Watts  
Owned. .... Long Island's First Station, Inc.  
Business-Studio Address. .... 44 So. Grove St.  
Tel.: MA 3-1240 . . . . . Independent  
Pres., Gen. Mgr. .... Edward J. Fitzgerald  
Asst. Station Manager. .... Michael Sands  
Commercial Manager. .... H. Robert Reinhard  
Program Director. .... A. V. Andersen  
Publicity Director. .... Mark Ritter  
Chief Engineer. .... Harvey Soper

### WOSC—Fulton—1949

Frequency. 1300 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By. .... Cassill Radio Corp.  
Address. .... W. Bridge & Water, Oswego  
Tel.: 3088 . . . . . KBS  
Representative . . . . . Hil F. Best  
President . . . . . Richard C. Mitchell  
General Manager. .... Jack Burgess

### WKIT—Garden City—1956

Frequency: 1520 Kc. .... Power: 250 Watts  
Owned-Operated By. .... VIP Radio  
Business Address. .... Roosevelt Field  
Tel.: Pioneer 6-6700 . . . . . Independent  
President . . . . . Sy Weintraub  
General Manager. .... Hy Finkelstein  
Sales Manager. .... Harry Greenberg  
Program Dir. .... Frank Costa

Publicity Director.....Jeanne Sands  
Chief Engineer.....Stan LoPresto

**WGVA—Geneva—1947**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....Star Bcstg. Co., Inc.  
Address.....Geneva Fed. Savings Bldg.  
Tel.: GE 6691.....ABC  
Representative.....Cooke  
President.....M. R. Forman  
V.P., Gen. Manager.....Thomas L. Brown  
Sta., Comm. Mgr.....Ernest F. Oliver

**WWSC—Glens Falls—1946**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Gt. Northern Radio Co.  
Address.....13 Warren St.  
Tel.: GL 2-6518.....ABC  
Pres., Gen Mgr.....Martin Karig  
Comm., Prom. Mgr.....Frank Costello  
Program Dir.....Charles Featherstone  
Chief Engineer.....Leroy Fuller, Jr.

**WENT—Gloversville—1944**

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....WENT Bcstg. Corp.  
Business-Studio Address.....8 W. Fulton St.  
Tel.: 4-7175.....CBS  
Representative.....Gill-Perna  
Pres., Gen., Sta. Mgr.....Joseph H. Tobin  
Program, Chief Eng.....Richard Stewart  
Sales Prom. Mgr., Pub. Dir.. George Hornidge

**WHLI—Hempstead—1947**

Frequency: 1100 Kc.....Power: 10 Kw., d.  
Owned-Oper. By.....FM Bcstg. Corp.  
Business-Studio Address.....384 Clinton St.  
Tel.: IV 1-8000.....Independent  
Representative.....Gill-Perna  
Pres., Gen. Mgr.....Paul Godofsky  
Comm. Manager.....Joseph A. Lenn  
Sales Promotion Manager...M. N. Godofsky  
Prog. Dir.....Jerry Carr  
Publicity Director.....John T. Clayton  
Chief Engineer.....Frank E. Knaack

**WALY—Herkimer-Ilion—1956**

Frequency: 1420 Kc.....Power: 1 Kw., d.  
Owned.....WALY, Inc.  
Address.....Palmer House Hotel  
Tel.: TO 6-4220.....Independent  
Representative.....Masla  
Gen. Mgr.....Melvin E. Whitmire

**WLEA—Hornell—1951**

Frequency: 1420 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Hornell Bcstg. Corp.  
Business-Studio Address.....97 Main St.  
Tel.: 1420.....MBS  
Representative.....Gill-Perna  
Pres., Gen. Mgr.....Charles D. Henderson  
Sta. Mgr.....G. W. Stidstone  
Comm. Mgr.....E. Barnes  
Prog. Dir.....Don Jones  
Pub. Dir.....Byron Emerson  
Chief Engineer.....Frederick Witter

**WWHG—Hornell—1946**

Frequency: 1320 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Ra-Tel Broadcasters, Inc.  
Address.....Radio Center  
Tel.: 2000.....Independent  
Station Rep.....Rambeau, Vance, Hopple  
Pres., Gen. Mgr.....Sy Dresner  
Comm. Mgr.....Sheff Davis  
Sales Mgr.....Treach White  
Program Director.....Robert Woodel  
Pub. Dir.....Cleora M. Carroll  
Chief Engineer.....Howard Huff

**WHUC—Hudson—1947**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By.....Orin Lehman, Et Al  
Address.....Union Turnpike  
Tel.: HU 8-3341.....Independent  
General Manager.....John Kearney  
Commercial Manager.....Robert Strakos  
Pub. Dir.....Jennie W. Weaver  
Prog. Dir.....J. P. Cranna  
Chief Engineer.....Victor J. Schuler

**WGSM—Huntington—1951**

Frequency: 740 Kc.....Power: 1000 Watts d.  
Owned...Huntington-Montauk Bcstg. Co., Inc.  
Address.....379 New York Ave.  
Tel.: HA 3-6740.....Independent  
Pres., Gen. Mgr.....Edward J. Fitzgerald  
Asst. Sta. Mgr., Ch. Engr.. William Naramore  
Sales Prom., Pub. Dir.....Ron Armstrong  
Program Director.....Joseph J. Moran

**WHCU—Ithaca—1921**

Frequency: 870 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Cornell University  
Business Address.....212 E. State St.  
Tel.: 4-6301.....CBS  
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

**WTKO—Ithaca—1956**

Frequency: 1470 Kc.....Power: 1 Kw., d.  
Owned.....Radio Ithaca, Inc.  
Business Address.....113 S. Cayuga St.  
Representative.....ForJoe  
President.....T. K. Cassel  
V.P., Gen. Mgr.....E. E. Erdman  
Asst., Comm. Mgr.....Joel Fleming  
Sales Promotion Manager...Robert Newman  
Program Director.....Ted Hackett  
Chief Eng.....Gerald Cushing

**WJOC—Jamestown—1948**

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....Air Waves, Inc.  
Trans.-Bus.-Studio Address...415 W. Fourth St.  
Tel.: 6-1555.....MBS-KBS  
Representative.....Burn-Smith  
President, Gen. Manager...Harold P. Kane  
Comm. Mgr.....Richard F. Rose  
Prog. Dir.....Edward J. McGrath  
Chief Eng.....B. O. Waterman

**NEW YORK** .....

**WJTN—Jamestown—1924**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....James Bcatg. Co., Inc.  
Bus.-Studio Address.....Hotel Jamestown  
Tel.: 7151.....ABC  
Representative..Venard, Rintoul & McConnell  
Pres., Gen. Sta. Mgr.....Simon Goldman  
Commercial Manager.....J. Carl Willems  
Program Director.....George Pileeger  
Publicity Director.....Asmon Hazzard  
Chief Engineer.....Herbert Niklaus

**WKNY—Kingston—1939**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....Kingston Bcastg. Corp.  
Business-Studio Address.....601 Broadway  
Tel.: FE 1-1490.....MBS  
Representative.....Meeker  
President.....Joseph K. Close  
V.P., Gen. Mgr.....Robert M. Peebles  
Commercial Mgr.....Howard M. Shultis  
Program Dir.....Tony Bell  
Prom., Publicity Dir.....Mike Bouche  
Chief Engineer.....John C. Bonse

**WVOS—Liberty—1947**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....Sullivan County Bcastg. Co.  
Address.....Liberty  
Tel.: LI 1680.....Independent  
General Manager.....S. D. Lubin  
Sec'y-Treas.....H. G. Borwick  
Sta., Comm. Mgr.....William B. Orr

**WLFH—Little Falls—1952**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By.....Walter Gaines  
Business Address.....WLFH Radio Bldg.  
Tel.: 654.....KBS  
Station Representative.....George Hopewell  
Owner.....Walter Gaines  
Ch. Eng.....Barry Frank

**WUSJ—Lockport—1948**

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....Union-Sun & Journal, Inc.  
Trans.-Address.....320 Michigan St.  
Tel.: 3-5944.....Independent  
Newspaper Affil.....Union Sun & Journal  
Representative.....Gili-Perna  
President.....Egbert D. Corson  
General Manager.....William J. Kemble  
Sta., Comm. Mgr.....Joseph A. Pinna  
Sales Prom. Manager.....Jerry Diamond  
Prog. Director.....Tony Allen  
Pub. Dir.....Tom Jolls  
Chief Engineer.....Tom Ceravolo

**WICY—Malone—1946**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper By.....North Country Bcastg. Co.  
Address.....WICY Bldg.  
Tel.: 1546.....MBS  
Station Representative.....Dore  
Pres., Gen. Mgr.....Mitchell C. Tackley  
Commercial Manager.....Alice M. Pelkey  
Program Director.....Don Paye  
Chief Engineer.....Adolf Stromer

**WMSA—Massena—1945**

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....The Brockway Co.  
Business Address.....Central Building  
Tel.: RO 9-3591.....ABC  
Newspaper Affil.....Watertown Times  
Representative.....Weed  
President.....John B. Johnson  
General Manager.....Louis Salfi, Jr.  
Station Manager.....Thomas R. McHugh  
Program Director.....James H. Nash  
Publicity Director.....Larry Boyer  
Chief Engineer.....A. Samuel Frazier

**WALL—Middletown—1942**

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....The Community Bcastg. Corp.  
Business-Studio Address.....62 North St.  
Tel.: DI 3-3119.....Independent  
Station Representative.....McGavren-Quinn  
Pres., Gen. Mgr.....James M. Patt  
Program Director.....Jerry Wax  
Chief Engineer.....Fred Schoelkopf

**WVIP—Mt. Kisco—1957**

Frequency: 1310 Kc.....Power: 1 Kw., d.  
Owned By.....VIP Radio, Inc.  
Address.....498 Lex. Ave., N. Y. C.  
Tel.: Mt. Kisco 6-5177.....Independent  
Station Rep.....Beckjorden  
President.....Marlin Stone  
Gen., Comm. Mgr.....N. A. Andrews  
Program Dir.....E. Robbins  
Promotion Dir.....R. K. Doan  
Chief Engineer.....E. Machanic

**WACK—Newark—1957**

Frequency: 1420 Kc.....Power: 500 Watts, d.  
Owned By.....Radio Wayne Cty.  
Address.....110 E. Union St.  
Tel.: DEerfield 1-1420.....Independent  
President.....J. J. Kaufman  
Gen., Comm. Mgr.....B. Sova  
Program Dir.....B. Paxson  
Promotion Mgr.....T. Barnes  
Chief Engineer.....M. L. Cole

**WGNY—Newburgh—1933**

Frequency: 1220 Kc.....Power: 1000 Watts d.  
Owned.....Orange County Bcastg. Co., Inc.  
Business-Studio Address.....161 Broadway  
Tel.: 4600.....Independent  
Pres.....George W. Bingham  
General Mgr.....Joseph Rake  
Program Dir.....Richard H. Raskin  
Comm. Mgr.....Campbell Thompson  
Chief Engineer.....Marvin Siemes

**WWES—New Rochelle—1950**

Frequency: 1460 Kc.....Power: 500 Watts d.  
Owned-Oper. By.....Radio Westchester  
Address.....200 North Ave.  
Tel.: NE 6-0800.....Independent  
President.....Martin Stone  
Gen. Comm. Mgr.....Nicholas A. Andrewe  
Program Dir.....Thomas C. Paris  
Chief Engineer.....Ernest Mechanic

 **News Is Preferred...**

... by **Listeners** .. *because it is  
dependable as well as interesting.*

***Ap  
Preferred***

50 Rockefeller Plaza

•

New York 20, N. Y.

# WHOM

**TOP-RATED STATION  
IN NEW YORK SPANISH HOMES**

**91%**\*\*\*

**OF THE TIME**

\*\*\* Pulse  
November 1958

# WHOM

**136 W. 52nd St., New York  
Circle 6-3900**

**WABC—New York—1921**

Frequency: 770 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....American Bcstg. Co., Inc.  
 Business Address.....7 West 66th St.  
 Tel.: SU 7-5000.....ABC  
 Representative.....John Blair  
 President.....Leonard H. Goldenson  
 Gen., Sta. Mgr.....Ben Hoberman  
 Prom. Mgr., Pub. Dir.....Paul Kasander  
 Merchandising Manager.....Jack Dunn  
 Program Director.....Myrtle Tower  
 Chief Engineer.....Frank Marx

**WHOM—New York—1930**

Frequency: 1480 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Progress Bcstg. Corp.  
 Business Address.....136 W. 52nd St.  
 Tel.: CI 6-3900.....Independent  
 News. Affil.....Il Progresso Italo-Americano  
 President, Gen. Manager.....Fortune Pope  
 V.P., Sales Mgr.....Charles Baitin  
 Program Director.....Ralph Costantino  
 Chief Engineer.....George Steiger

The Red Cross Needs



Your Unstinting Assistance

**GIVE!**

**the  
best  
way  
into  
NEW YORK**





**WINS—New York—1924**

Frequency: 1010 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Gotham Bcstg. Corp.  
 Address.....7 Central Park West  
 Tel.: JU 2-7000.....Independent  
 Reprs. ....Katz

President.....J. Elroy McCaw  
 General Manager.....H. G. Fearnhead  
 Vice-Pres. ....John Keating  
 Sales Mgr.....John D. Kelly  
 Prog. Dir.....Mel Leeds  
 Publicity Director.....Morty Katz  
 Chief Engineer.....P. Von Kunits

**SEE PAGE 100 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**

latest Negro  
Pulse\* Report  
again  
establishes

  
New York's

**NO. 1**  
**NEGRO RADIO STATION**

*\*Based on TOTAL 24 HOUR LISTENERSHIP  
to ALL Negro programs (Pulse, October 1958)*

## **1190 ON YOUR DIAL**

**WLIB** has more Negro listeners than any other New York station — network or independent (Pulse).

**WLIB** is the only radio station in New York City with studios in Harlem.

**WLIB** is the first New York station broadcasting Negro community news and special events on a regularly scheduled basis—every hour and every half-hour.

**WLIB**—only New York Negro station devoting 87% of its broadcast time to Negro programming.

**HARLEM RADIO CENTER** • Hotel Theresa • 2090 Seventh Ave. • New York 27 • MO 6-1800

*\*Pulse—October, 1958*

**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  
Tel.: ME 5-0333.....Independent  
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

**WLIB—New York—1942**

Frequency: 1190 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....New Bcstg. Co., Inc.  
Business-Studio Address.....2090 7th Ave.  
Tel.: MO 6-1800.....Independent  
Representative .....Forjoe  
Pres., Gen. Manager.....Harry Novik  
Program Director.....Nat Rudich  
Comm. Mgr.....Arthur Harrison  
Sales Prom. Mgr.....Don Pomeranz  
Publicity Dir.....Lou Frankel  
Chief Engineer.....Gordon A. Greenfield

**SEE PAGE 321**

**FOR U. S. RADIO STATION INDEX**

**SEE PAGE 33**

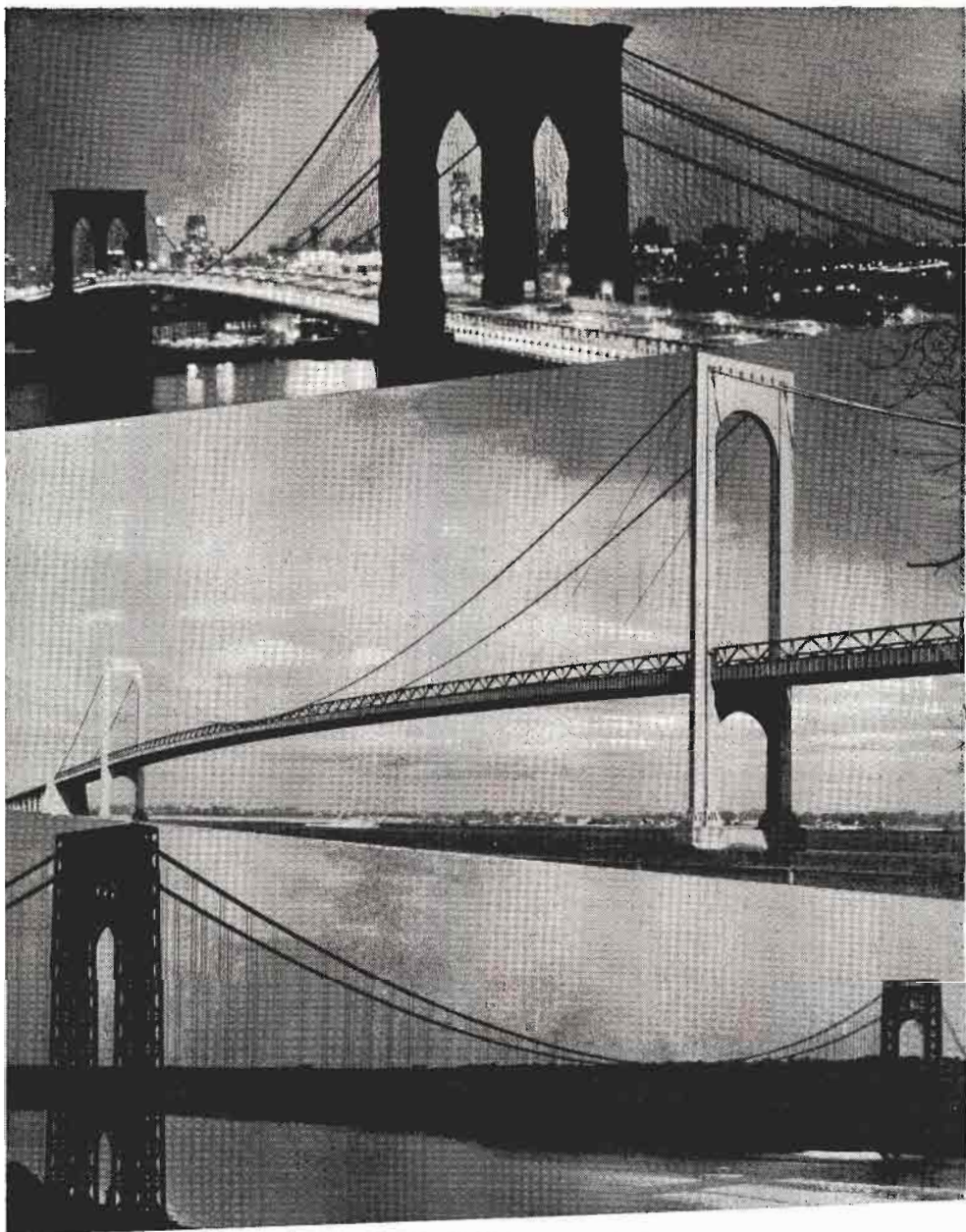
**FOR VITAL INDUSTRY STATISTICS**

**SEE PAGE 53**

**FOR FCC STATION EXPANSION REPORT**

**SEE PAGE 57**

**FOR ALL-AMERICAN FAVORITES OF 1958**



**NO MATTER HOW YOU STACK'EM...**

you'll find the best bridge to the  
huge New York audience is



**wmca 570** *First on 14,028,147 radio dials*

**It's unanimous! Check latest Pulse, Nielsen and Hooper!**

**No tolls when you call us collect, MUrray Hill 8-1500 or contact AM Radio Sales**

**WCBS—New York—1924**

Frequency: 880 Kc. . . . . Power: 50,000 Watts  
 Owned By . . . . . Columbia Bcstg. System, Inc.  
 General Studio Address . . . . . 485 Madison Ave.  
 Tel.: PL 1-2345 . . . . . CBS  
 Representative . . . . . CBS Radio Spot Sales  
 President of CBS . . . . . Frank Stanton  
 General Manager . . . . . Sam J. Slate  
 Sales Prom. Mgr. . . . . Richard L. Stahlberger  
 Program Director . . . . . Allen Ludden  
 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.  
 Tel.: MU 8-1500 . . . . . Independent  
 Representative . . . . . AM Radio Sales  
 President . . . . . Nathan Straus  
 General Manager . . . . . Stephen B. Labunski  
 V.P., Prog. Dir. . . . . R. Peter Straus  
 Station Superv. . . . . Ruth Musser  
 Sales Development . . . . . Rita L. Garner  
 Commercial Manager . . . . . John J. McSweeney  
 Publicity Director . . . . . Ruth Meyer  
 Chief Engineer . . . . . James McCafferty

To Broadcasters

**AP**

Means

**Added Profits**

**Added Prestige**

**The Associated Press**

**50 Rockefeller Plaza**

**New York 20, N. Y.**



# 2 for 1

WMGM is now the No. 2 station in the No. 1 market. (Sunday through Saturday, 6 a.m. to Midnight, Total Station Audience — Nielsen, Jan.-Feb. 1959)

Yes, and on any basis of measurable sales results, too, WMGM produces action at the lowest cost of any Radio Station in the Greater New York Metropolitan Area.

the liveliest station in town • 50,000 watts

**wmgm**  
RADIO NEW YORK CITY

The Loews Theatres, Inc. Radio Station in New York  
1050 kc

400 Park Avenue Phone Murray Hill 8-1000

Represented Nationally by  
George P. Hollingbery Co.

**WMGM—New York—1922**

Frequency: 1050 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By . . . . . WMGM Bcstg.  
 Business-Studio Address . . . . . 400 Park Ave.  
 Tel.: MU 8-1000 . . . . . Independent  
 Representative . . . . . Hollingbery  
 V.P., Director . . . . . Arthur M. Tolchin  
 Assoc. Dir., Prog. Mgr. . . . . Raymond Katz  
 Sales Manager . . . . . Samuel Faust  
 Asst. Sales Dir. . . . . Vern Hendrickson  
 Business Manager . . . . . Morris Sher  
 Controller . . . . . Frank Schwartz  
 Sales Promotion Director . . . . . John P. Newman  
 Dir. Publicity . . . . . Lester Dinoff

**WOR—New York—1922**

Frequency: 710 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By . . . . . RKO Teleradio Pictures  
 Business-Studio Address . . . . . 1440 Broadway  
 Tel.: LO 4-8000 . . . . . MBS  
 Representative . . . . . H-R Reps.  
 President . . . . . Thomas F. O'Neil  
 V.P., Gen. Mgr. . . . . Robert J. Leder  
 Adv. Mgr. . . . . J. A. Yergin  
 Sales Manager . . . . . William McCormick  
 Adv. Prom. Dir. . . . . Robert Sullivan  
 Program Director . . . . . Robert S. Smith  
 Program Manager . . . . . Slater Barkentin  
 Press & P.R. Dir. . . . . Marvin Camp  
 Director of Operations . . . . . Barney Boyle  
 (See Page 320)

**SEE PAGE 91  
 FOR NEWS-WIRE SERVICES**

**SEE PAGE 93  
 FOR RESEARCH ORGANIZATIONS**

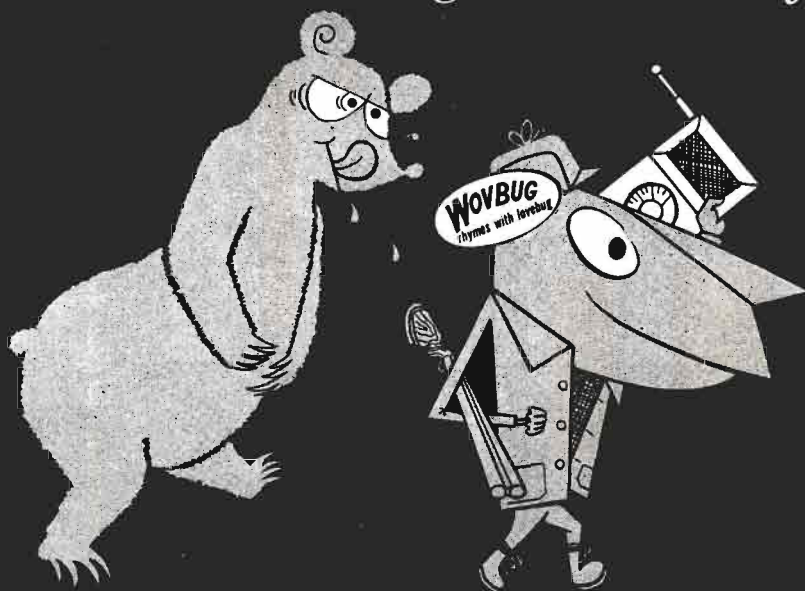
**SEE PAGE 65  
 FOR PRODUCTION OF RADIO SETS**

**SEE PAGE 85  
 FOR RADIO INDUSTRY FINANCIAL DATA**

wherever they be  
it's

**WOV**  
5000  
Watts  
IN N. Y. C. and VICINITY

first in the Negro Community



If you're hunting for sales in the 17-county metropolitan New York area, there's an enormous potential in the great Negro Community that resides in it.

Its growth speaks volumes — over 40% since 1951 alone. Its per capita income level, too, has risen almost 40% in that time. Today this community represents approximately a million and a half persons in New York, New Jersey and the Connecticut area — 427,054 families yearning for the better things in life and, more than ever, able to buy them.

Programming 11½ hours a day to the interests of

this vital community, WOV is the only radio station in New York that reaches this market in its entirety — and reaches it MORE on every survey made.

A complete factual booklet — "Maximum Sales in the Negro Market of New York" — just completed — is well worth your study. It's yours for the asking.

**WOV** NEW YORK  
Representatives: John I. Pearson Co.



**WOV—New York—1926**

Frequency: 1280 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . WOV Bcstg. Corp.  
 Business-Studio Address . . . . . 730 Fifth Ave.  
 Tel.: CI 5-7979 . . . . . Independent  
 Representative . . . . . Pearson  
 Exec. V. P., Gen. Manager . . . . . Ralph N. Weil  
 V. P., Prog. Director . . . . . Arnold Hartley  
 Publicity Director . . . . . R. E. Thompson  
 Chief Engineer . . . . . Emile Hill

**WEVD—New York—1927**

Frequency: 1330 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Debs Memorial Radio Fund  
 Business-Studio Address . . . . . 117 W. 46th St.  
 Tel.: PI 7-0880 . . . . . Independent  
 Managing Dir. . . . . Henry Greenfield  
 Prog. Dir. . . . . George Field

**WNEW—New York—1934**

Frequency: 1130 Kc. . . . . Power: 50 Kw.  
 Owned-Oper. By . . . . . Metropolitan Bcstg. Corp.  
 Business-Studio Address . . . . . 565 Fifth Ave.  
 Tel.: YU 6-7000 . . . . . Independent  
 Station Representative . . . . . Eastman  
 Pres. & Gen. Mgr. . . . . R. D. Buckley  
 Exec. V.P. . . . . John B. Jaeger

Sales V.P. . . . . J. V. B. Sullivan  
 Dir. Sales Dev. . . . . Henry W. Simmen

**WPOW—New York—1957**

Frequency: 1330 Kc. . . . . Power: 5 Kw.  
 Owned . . . . . Bcstrs. of N. Y.  
 Address . . . . . 41 East 42nd St.  
 Tel.: MU 7-8436 . . . . . Independent  
 Station Representative. Tele Bcstrs.; Crennan  
 President . . . . . H. Scott Killgore  
 Station Manager . . . . . Si Lewis  
 Chief Engineer . . . . . David R. Pryce

**WRCA—New York—1926**

Frequency: 660 Kc. . . . . Power: 50 Kw.  
 Owned . . . . . National Bcstg. Co.  
 Address . . . . . 30 Rockefeller Plaza  
 Tel.: CI 7-8300 . . . . . NBC  
 Station Rep. . . . . NBC Spot Sales  
 President . . . . . Robert Sarnoff  
 Gen. Manager . . . . . William N. Davidson  
 Station Mgr. . . . . Arthur Hamilton  
 Bus. Mgr. . . . . Frederick Acker  
 Dir. Sales . . . . . Herman Maxwell  
 Dir. Operations . . . . . Pete Afte  
 Dir. Sales, Market . . . . . Max E. Buck  
 Advertising Mgr. . . . . Michael Lannon  
 Program Dir. . . . . Steve White  
 Publicity-Exp. Mgr. . . . . Alvin J. Slep

**NEW YORK STATE ASSOCIATION  
 OF  
 RADIO and TELEVISION BROADCASTERS**

*President*—Robert J. Leder, WOR-AM-TV, N. Y. C.

*1st Vice-Pres.*—Paul Adanti, WHEN-AM-TV, Syracuse

*2nd Vice-Pres.*—H. Stillwell Brown, Rural Radio Network, Ithaca

*Secretary*—Elliot Stewart, WIBX, Utica

*Treasurer*—George Dunham, WNBF, Binghamton

**MEETINGS:—100 MEMBERS—ELECTIONS:**

**APRIL & FALL**

**FALL**

Address mail to: c/o President or Secretary

For nearly a million New York families, for hundreds of advertisers . . . **Nothing takes the place of good music, nothing takes the place of** **WQXR**

Radio Station of The New York Times **AM 50,000 watts, and FM**

**WQXR—New York—1936**

Frequency: 1560 Kc. Power: 50,000 Watts  
 Owned-Operated By: Interstate Bcstg. Co.  
 Business-Studio Address: 229 W. 43rd St.  
 Tel.: LA 4-1100 Independent  
 Newspaper Affiliation: Times  
 Representative: Paul H. Raymer  
 Chairman of Board: Arthur Hays Sulzberger  
 President: Orvil E. Dryfoos  
 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**

Frequency: 1600 Kc. Power: 5000 Watt.  
 Owned-Oper. By: Long Island Bcstg. Corp.  
 Business Address: 41-30 58th St., Queens  
 Tel.: DE 5-1600 Independent  
 President: W. H. Reuman  
 Gen. Sta. Mgr.: Edith Dick  
 Comm., Sales Prom. Mgr.: Selvin Donneson  
 Program Director: Fred Barr  
 Publicity Director: Leon Lewis  
 Chief Engineer: Benton R. Bartlett  
 (See Page 548)

**WHL D—Niagara Falls—1940**

Frequency: 1270 Kc. Power: 5000 Watts d.  
 Owned-Oper. By: Earl C. Hull  
 Business-Studio Address: United Building  
 Tel.: Butler 4-6464 Independent  
 Representative: Headley-Reed  
 Owner, Gen. Manager: Earl C. Hull  
 Business Manager: R. J. Manning  
 Commercial Mgr.: Earle A. Hamrick  
 Program, Sales Prom. Mgr.: Edward F. Joseph

**WJLL—Niagara Falls—1947**

Frequency: 1440 Kc. Power: 1000 Watts d.  
 Owned-Oper.: Niagara Frontier Bcstg. Corp.  
 Address: Hotel Niagara  
 Tel.: BU 5-5796 Independent  
 Representative: Burn-Smith  
 Pres., Gen. Mgr.: Tom W. Talbot  
 Program Dir.: Tom Kennedy  
 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.  
 Tel.: 4-2218 Independent  
 Station Representative: Devney  
 Pres., Gen. Mgr.: William J. Hall  
 Asst. Sta., Comm. Mgr.: Philip G. Penfold  
 Program Director: Ivan Hyer  
 Chief Engineer: Wiley R. Bates

**WSLB—Ogdensburg—1940**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: Seaway Radio  
 Address: 2315 Knox St.

Tel.: OG 500 MBS  
 President: George Bingham  
 Gen. Mgr., Ch. Engr.: Thomas E. Leighton  
 Prog. Dir.: Flo Beach Rowe

**WHDL—Olean—1929**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: WHDL, Inc.  
 Address: 3219 W. State Rd.  
 Tel.: 2-0161 ABC  
 Newspaper Affiliation: Times Herald  
 Representative: Everett-McKinney  
 Pres., Gen. Mgr.: John R. Henzel  
 Sta. Mgr.: John F. Hastings  
 Comm. Mgr.: Joseph K. Eade  
 Prog. Dir.: Donald McLean  
 Publicity Director: Betty Belleiste  
 Chief Engineer: Wallace D. Taylor

**WMNS—Olean—1957**

Frequency: 1360 Kc. Power: 1 Kw., d.  
 Owned: Olean Bcstg. Corp.  
 Address: 168½ N. Union St.  
 Tel.: 2-0157 Independent  
 Station Representative: Webb  
 Pres., Gen. Mgr.: Donald W. Merriman  
 Comm. Mgr.: Jim Gleason  
 Program Director: James Colston  
 Chief Engineer: William Potter

**WONG—Oneida—1956**

Frequency: 1600 Kc. Power: 1 Kw., d.  
 Owned-Oper. By: Madison County Bcstg. Co.  
 Address: 238 Main St.  
 Tel.: 1600 Independent  
 Representative: McGillvra  
 President: John J. Geiger  
 Station Manager: Willis A. Bradley  
 Comm. Mgr.: Joseph Trela  
 Program Director: Thomas E. Kirwan  
 Chief Engineer: H. B. Reynolds

**WDOS—Oneonta—1947**

Frequency: 730 Kc. Power: 500 Watts, d.  
 Owned-Oper. By: Ottaway Stations, Inc.  
 Bus.-Studio Address: 104 Chestnut St.  
 Tel.: 2470 Independent  
 Newspaper Affiliation: Oneonta Star  
 Representative: Radio-TV Reps.  
 President: James H. Ottaway  
 General Manager: Harold E. Graves  
 Managing Director: Francis H. Brinkley  
 Comm. Mgr.: Benjamin M. Turnbull  
 Program Director: Jerry Sanders  
 Chief Engineer: William J. Petit

**WEBO—Owego—1957**

Frequency: 1330 Kc. Power: 1 Kw., d.  
 Owned: Erdman Bcstg. Co.  
 Business Address: 61 North Ave.  
 Representative: Forloe  
 President: E. E. "Woody" Erdman  
 General Manager: Fred Haggerty  
 Commercial Manager: Matt Cordaro  
 Program Director: Alan Ostrander  
 Publicity Director: Merian Campbell  
 Ch. Eng.: Gerald Cushing

**WALK—Patchogue—1952**

Frequency: 1370 Kc. .... Power: 500 Watts d.  
 Owned-Oper. By.....Suffolk Bcstg. Corp.  
 Address.....P. O. Box 230  
 Tel.: GR 5-5200.....Independent  
 Newspaper Affiliation.....Suffolk Cons. Press  
 Representative.....Grant Webb  
 Pres., Gen. Mgr.....W. K. Macy, Jr.  
 Comm. Mgr., Prom. Mgr.....John Regan  
 Prog., Pub. Dir.....Jack Ellsworth  
 Chief Engineer.....Ed Becker

**WPAC—Patchogue—1951**

Frequency: 1580 Kc. .... Power: 5 Kw. d.  
 Owned-Oper. By.....Patchogue Bcstg. Co.  
 Business Address.....P.O. Box 651  
 Tel.: GR 5-4600.....Independent  
 Representative.....Clark  
 Pres., Gen. Mgr.....Lee Morrison  
 Station Mgr.....Stan Allan  
 Comm. Mgr.....Herbert Morrison  
 Program Director.....Dick Hodkin  
 Pub. Dir.....Donald Lombardy  
 Chief Engineer.....Morton Morrison

**WLNA—Peekskill—1948**

Frequency: 1420 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By.....Highland Bcstg. Corp.  
 Address.....Box 188  
 Tel.: 7-1124.....Independent  
 Station Rep.....Rambeau, Vance, Hopple  
 Pres., Gen. Mgr., Ch. Eng.....Irving E. Cottrell  
 Commercial Mgr.....Francis V. Lough  
 Program Dir.....George Birdas

**WEAV—Plattsburg—1934**

Frequency: 1960 Kc. .... Power: 5000 Watts  
 Owned-Oper. By.....Plattsburg Bcstg. Corp.  
 Studio Address.....38 Court St.  
 Tel.: 1600.....ABC  
 Representative.....Jack Masla  
 President.....George F. Bissell  
 Gen. Mgr.....A. E. Spokes  
 Commercial Manager.....L. J. Hare  
 Chief Engineer.....Larry La Panne

**WIRY—Plattsburg—1950**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..Clinton Cty. Bcstg. Corp.  
 Trans. Loca. Address.....301 Cornelia St.  
 Tel.: 2800.....MBS-KBS  
 Representative.....McGavren-Quinn  
 Pres., Gen., Comm. Mgr.....Joel H. Scheier  
 Asst. Gen. Mgr.....Donald L. Pelkey  
 Program Director.....Betty Kraus  
 Chief Engineer.....Joseph F. Missick

**WDLC—Port Jervis—1953**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By.....Port Jervis Bcstg. Co.  
 Address.....Box 920  
 Tel.: 3-2293.....Independent  
 Station Representative.....Hopewell  
 President.....Sidney Sakoisky

Gen. Mgr., Ch. Eng.....Oscar Wein  
 Publicity Director.....Norbert Ellerin

**WPDM—Potsdam—1955**

Frequency: 1470 Kc. .... Power: 1 Kw., d.  
 Owned-Oper. By.....St. Lawrence Radio, Inc.  
 Address.....Potsdam  
 Tel.: COlony 7-9464.....Independent  
 Station Representative.....Forjoe  
 General Manager.....Frederick G. Hartman  
 Station Manager.....Eric C. Fields  
 Sales Promotion Mgr.....James Rogers III  
 Program Director.....Wayne Parrish  
 Chief Engineer.....Lloyd G. Howe

**WEOK—Poughkeepsie—1948**

Frequency: 1390 Kc. .... Power: 1000 Watts, d.  
 Owned-Operated By...Mid-Hudson Bcsts, Inc.  
 Business-Studio Address.....Pendell Road  
 Tel.: GR 1-1500.....Independent  
 Representative.....Everett-McKinney  
 President.....Arthur J. Barry  
 Station Manager.....Frank Breslin  
 Chief Engineer.....John P. Burke

**WKIP—Poughkeepsie—1940**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned.....Dutchess County Bcstg. Corp.  
 Business Address.....Nelson House; Box 889  
 Tel.: GR 1-2300.....ABC  
 Pres.....George W. Bingham  
 V.P., Gen. Mgr.....Richard A. Dwelley  
 Commercial Manager.....Stanley D. Mitchell  
 Pub., Prog. Director.....John Kuhn  
 Chief Engineer.....Marvin S. Seimes

**WREM—Remsen—1957**

Frequency: 1480 Kc. .... Power: 1 Kw.  
 Owned By...Town & Country Bcstg. Co. Inc.  
 Business Address.....1 Pine St.  
 Tel.: 3333.....Independent  
 Station Representative.....Bernard  
 President.....Edwin L. Slusarczyk  
 Gen. Mgr., Ch. Eng.....Gerald W. Prouty  
 Commercial Manager.....John Perry  
 Program Director.....Alfred Liberatore  
 Sales Prom. Mgr.....John Moore

**WRIV—Riverhead—1955**

Frequency: 1390 Kc. .... Power: 1,000 Watts  
 Owned.....Suffolk Broadcasting Corp.  
 Address.....1 East Main  
 Tel.: PA 7-1200.....Independent  
 Newspaper Affil.....Suffolk Consolidated Press  
 Representative.....Grant Webb  
 Pres., Gen. Mgr.....William K. Macy, Jr.  
 Sta. Mgr., Prog. Dir.....John F. Mulcahy  
 Comm., Sales Prom. Mgr.....Laurance I. Nicoll  
 Chief Engineer.....Edward Becker

**WBBF—Rochester—1947**

Frequency: 950 Kc. .... Power: 1000 Watts  
 Owned-Oper. By.....WBBF, Inc.  
 Bus.-Studio Address.....339 East Ave.  
 Tel.: HAMlton 6-8920.....Independent

Representative.. Venard, Rintoul & McConnell  
 General Manager.....Thomas L. Brown  
 Chief Engineer.....Vincent Lopopolo

**WHAM—Rochester—1922**

Frequency: 1180 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Genesee Broadcasting  
 Business Address.....201 Humboldt Rd.  
 Tel.: HU 2-1160.....NBC  
 Representative.....Christal, McDermott  
 President.....John S. Riggs  
 General Manager.....F. Robert Greene  
 Sta., Comm. Mgr.....Arthur W. Kelly  
 Program Director.....Edward V. Bryant  
 Chief Engineer.....Raymond Lucia

**WHEC—Rochester—1925**

Frequency: 1460 Kc.....Power: 5000 Watts  
 Owned.....WHEC, Inc.  
 Bus. Studio Address.....191 East Ave.  
 Tel.: BA 5-3050.....CBS  
 Newspaper Affiliation.....Gannett Co.  
 Representative.....Everett-McKinney  
 President.....Paul Miller  
 Gen., Sta. Mgr.....L. H. MacMillan  
 Commercial Mgr.....Fred Pestorius  
 Program Dir.....Warren Doremus  
 Publicity Dir.....Dorothy Cotton  
 Chief Engineer.....Howard Mouatt

**WRVM—Rochester—1947**

Frequency: 680 Kc.....Power: 250 W. d.  
 Owner.....Rochester Bcstg. Co.  
 Address.....130 S. Clinton Ave.  
 Tel.: BA 5-2520.....Independent  
 Representative.....Forjoe  
 President.....Harry Trenner  
 Gen. Mgr.....Thomas H. O'Neill  
 Sales Manager.....Charles R. Milne  
 Sales Promotion Manager..Bill Weintraub, Jr.  
 Chief Engineer.....Al Rubin

**WSAY—Rochester—1936**

Frequency: 1370 Kc.....Power: 5 Kw.  
 Owned-Oper. By...Federal Bcstg. System, Inc.  
 Business-Studio Address.....250 E. Ave.  
 Tel.: BA 5-4870.....Independent  
 Station Representative.....Walker-Rawalt  
 Pres., Ch. Eng.....Gordon P. Brown  
 Station Director.....John Hill  
 Prog., Pub. Dir.....Sybilla A. Reber

**WVET—Rochester—1947**

Frequency: 1280 Kc.....Power: 5000 Watts  
 Owned-Oper. By...Veterans Bcstg. Co., Inc.  
 Address.....17 Clinton Ave So.  
 Tel.: HA 6-4820.....ABC  
 Representative.....Bolling Co., Inc.  
 Pres., Gen. Mgr.....Ervin F. Lyke  
 Station Manager.....Paul C. Louthier  
 Commercial Manager...Arthur Murrellwright  
 Program Director.....Jack Decker  
 Publicity Director.....Bill Schubert  
 Chief Engineer.....Raymond Jobs

**WKAL—Rome—1946**

Frequency: 1450 Kc.....Power: 250 Watts

Owned-Oper. By....Copper City Bcstg. Corp.  
 Business-Studio Address..Capitol Theatre Bldg.  
 Tel.: 3616.....MBS  
 Representative.....Cooke  
 President.....Myron J. Kallet  
 General Manager.....Joseph Kallet  
 Assistant Mgr.....Alberta Rossi  
 Station Mgr.....Richard W. Gessner

**WGGO—Salamanca—1957**

Frequency: 1590 Kc.....Power: 1 Kw., d.  
 Owned.....Alfred B. Smith  
 Address.....91 Main St.  
 Tel.: 1515.....KBS  
 Station Representative.....Continental  
 President.....Alfred B. Smith  
 General Manager.....Loren F. Bridges  
 Chief Engineer.....Dominic Pecora

**WNBZ—Saranac Lake—1927**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By....Upstate Bcstg. Corp.  
 Business-Studio Address.....88 Main St.  
 Tel.: 1320.....NBC  
 Station Rep.....Rambeau, Vance, Hopple  
 Pres., Gen. Mgr.....Jacques DeMattos  
 Comm. Mgr., Prog. Dir.....Jeanne DeMattos  
 Publicity Director.....John F. Delahant  
 Chief Engineer.....H. Berwind Williams

**WRSA—Saratoga Springs—1957**

Frequency: 1280 Kc.....Power: 1 Kw., d.  
 Owned-Operated By....Radio Station WRSA  
 Business Address.....Box 248  
 Tel.: 4300.....KBS  
 Station Representative.....Keller  
 President.....Lou Tobier  
 Gen., Sta. Mgr.....Jack Oranch  
 Commercial Manager.....A. F. DeBello  
 Program Director.....Jim Whaley  
 Chief Engineer.....Cas Miles

**WSPN—Saratoga Springs  
1954**

Frequency: 900 Kc.....Power: 250 Watts d.  
 Owned By.....Spa Broadcasters, Inc.  
 Business Address.....71 West Ave.  
 Tel.: 2180.....Independent  
 Representative.....Richard O'Connell  
 President.....Ken Freebren  
 Gen., Sta. Mgr.....Robert W. Dingman  
 Comm., Sales Prom. Mgr....Joseph D. Snyder  
 Prog., Pub. Dir.....Sheldon E. Bullock  
 Chief Engineer.....John Leib

**WSKN—Saugerties—1956**

Frequency: 920 Kc.....Power: 1000 Watts, d.  
 Owned.....VIP Radio, Inc.  
 Business Address.....Box 920  
 Tel.: CH 6-2822.....Independent  
 Representative.....Thomas F. Clark  
 Pres., Gen. Mgr.....John P. Lynker  
 Comm., Sales Prom. Mgr....W. Irving Rose  
 Program Dir.....Elliot Nevins  
 Chief Engineer.....Leroy F. Fuller

**WGY—Schenectady—1922**

Frequency: 810 Kc.....Power: 50,000 Watts

## NEW YORK

Owned-Oper. By.....General Electric Co.  
 Business-Studio Address....1400 Balltown Rd.  
 Tel.: FR 7-2261.....NBC  
 Representative.....Henry I. Christal  
 President.....Robert Paxton  
 General Manager.....J. Milton Lang  
 Station Manager.....Robert F. Reid  
 Sales Manager.....J. Schmulbach  
 Operations Mgr.....Merl L. Galuska  
 Sales Prom. Mgr.....Arthur R. Garland  
 Program Director.....Donn M. Chown  
 Chief Engineer.....W. J. Purcell

Mdsg. & Prom. Mgr.....Edward J. Hill  
 Pub. Rel. Dir.....C. F. Phillips  
 Chief Engineer.....Vincent Marlin

## WHEN—Syracuse—1954

Frequency: 620 Kc...Power: 5 Kw. d., 1 Kw. n.  
 Owned.....Meredith Syracuse Radio Corp.  
 Address.....511 Loew Bldg.  
 Tel.: HA 2-0277.....CBS  
 Representative.....Katz  
 V.P. & Gen. Mgr.....Paul Adanti  
 Station Manager.....William H. Bell  
 Prom. Mgr., Pub. Dir.....Robert Peel  
 Program Director.....John L. Scott  
 Comm. Mgr.....Louis Parmentier  
 Chief Engineer.....Robert Ardner  
 Owners of: KCMO, Kansas City, Mo.; KPHO,  
 Phoenix, Ariz.; WOW, Nebraska, Neb.;  
 KRMG, Tulsa, Okla.

(See Page 498)

## WSNY—Schenectady—1942

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By...Western Gateway Bcstg.  
 Business-Studio Address.....619 State St.  
 Tel.: EX 3-3622.....Independent  
 Representative.....Forjoe  
 Pres., Gen., Sta. Mgr.....Winslow Leighton  
 Comm. Manager.....Thomas Seeley

## WFBL—Syracuse—1922

Frequency: 1390 Kc.....Power: 5000 Watts  
 Owned.....First Broadcasting Corp.  
 Bus.-Studio Address.....P.O. Box 1390  
 Tel.: HA 2-1147.....ABC  
 Representative.....Hollingbery  
 General Mgr.....Henry P. Wilcox  
 Sales Mgr.....Richard F. Polgreen

## WNDR—Syracuse—1946

Frequency: 1260 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Syracuse Bcstg. Corp.  
 Address.....Box 1212  
 Tel.: KI 6-1515.....MBS  
 Station Rep.....Forjoe  
 General Manager.....Arthur C. Kyle, Jr.  
 Comm. Mgr.....James A. McKechnie

# WFBL

RADIO

# DOMINATES!

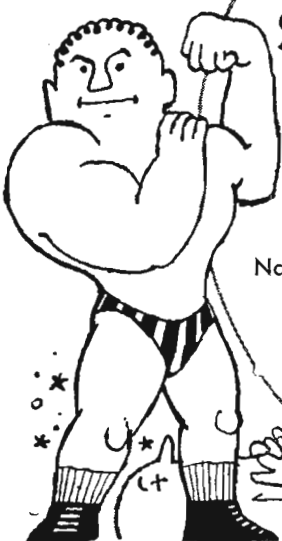
## SYRACUSE, NEW YORK

IMPRESSIVE RATINGS  
 FAMILY PROGRAMMING  
 OUTSTANDING EXPERIENCED AIR SALESMEN  
 CREATIVE SELLING  
 COMPLETE MERCHANDISING

National representative—George P. Hollingbery Co.

# FOUNDERS CORP.

One of the Founders' group of stations, including  
 KPOA, Honolulu, and the Inter-Island Networks; WTAC,  
 Flint, Michigan; and KTVR, Channel 2,  
 Denver, Colorado.



**WOLF—Syracuse—1940**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Civic Bcstg. Corp.  
 Address.....Kirkpatrick & Van Rensselaer Sts.  
 Tel.: HA 2-7211.....Independent  
 Representative.....Walker  
 President, General Mgr...T. Sherman Marshall  
 Comm. Mgr.....Al Webb  
 Program, Publicity Dir.....Charles A. Shaw  
 Chief Engineer.....Don Mulr

**WSYR—Syracuse—1922**

Frequency: 570 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Central N. Y. Bcstg.  
 Business Address.....1030 James St.  
 Tel.: GRanite 4-3911.....NBC  
 Newspaper Affil..Herald-Journal, Post Standard  
 Representative.....Henry I. Christal  
 Pres., Gen. Mgr.....E. R. Vadeboncoeur  
 V.P., Prog. Dir.....William V. Rothrum  
 Com. Mgr.....William R. Alford, Jr.  
 Prom. Mgr., Pub. Dir.....Lou Switzer  
 Chief Engineer.....A. J. Eichelzer

**WIPS—Ticonderoga—1955**

Frequency: 1250 Kc.....Power: 1 Kw., d.  
 Owned-Operated By.....Olean Bcstg. Corp.  
 Address.....Fort Road  
 Tel.: JU 2868.....Independent  
 Station Representative.....Webb  
 President.....Donald Merriman  
 General Manager.....Robert Roddy  
 Program Director.....Barry Stigers  
 Chief Engineer.....Wayne White

**WTRY—Troy—1940**

Frequency: 980 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....WTRY Bcstg.  
 Business-Studio Address.....92 Fourth St.  
 Tel.: AS 4-1100.....CBS  
 Representative.....John Blair  
 President.....Daniel Kops  
 Gen. Manager.....Allan Bengston  
 Commercial Mgr.....Lee Ehrlich  
 Program Director.....John Mounteer  
 Chief Engineer.....Frank Belaska

**WIBX—Utica—1925**

Frequency: 950 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....WIBX, Inc.  
 Business Address.....187 Genesee St.  
 Tel.: SWift 7-0220.....CBS  
 Reprs.....Meeker  
 President.....Margaret Bowen Shepard  
 Gen., Sales Prom. Mgr....Frederic C. Bowen  
 Sta. Mgr., Prog. Dir.....Elliott Stewart  
 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.  
 Tel.: SWift 7-1500.....Independent  
 Newspaper Affiliation....Rome Daily Sentinel  
 Representative.....Avery-Knodel  
 President.....Bradley C. Barnard  
 General Manager.....Fritz Updike

Sta., Comm. Mgr.....Richard A. Clark  
 Sales Prom., Pub. Dir.....Phil Cameron  
 Program Supervisor.....Alan E. Cole  
 Chief Engineers....G. S. Woods, C. F. Henry

**WTLB—Utica—1947**

Freq.: 1310 Kc.....Power: 1 Kw. d., 500 W. n.  
 Owned By.....Star Bcstg. Co.  
 Address.....New Hartford, N. Y.  
 Tel.: SWift 7-1330.....ABC  
 Station Rep.....Venard, Rintoul, McConnell  
 President.....Thomas L. Brown  
 General Manager.....Harry V. Barker  
 Sales Prom. Mgr.....Neil LaGrow  
 Program Director.....Dave Sennett  
 Chief Engineer.....Peter Narkon

**WFAS—White Plains—1932**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Westchester Bcstg. Corp.  
 Bus.-Studio Address.....Secor Rd., Hartsdale  
 Tel.: WH 9-6400.....Independent  
 Representative.....Headley-Reed  
 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

**WDLA—Walton—1951**

Frequency: 1270 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Delaware County Bcstg.

**WFAS — Dial 1-2-3**

**WFAS-FM 103.9 mc.**

**FIRST in Westchester-Rockland  
 audience loyalty**

**FIRST in Local News Coverage**

**FIRST in Good Music**

**FIRST in Public Service**

*and*

**TOPS in Results to Clients**

Ask for current brochure and  
 PULSE Listening Study.

**WFAS and WFAS-FM**

**White Plains, N. Y.**

The station for whirl-wind sales action!

**WWRL**

beamed to sell New York's

**2,455,000**

**Negroes & Puerto Ricans**



**FREE REPORT**

Negro Market in New York  
Population Study

**WWRL . . .** puts the act in action by speaking the language of New York's ever-expanding Negro and Puerto Rican market. Top personalities sell your product 24 hours a day. Get in the sales whirl . . . buy **WWRL**.

**MERCHANDISING PLUS:** Ask about our "geared-to-sell" merchandising plan.

**On the air 24 hours**

**DE 5-1600**



## NEW YORK-NORTH CAROLINA

**Business Address** .....Walton  
**Tel.:** UNderhill 5-4321.....KBS  
**Station Rep.:**.....Rambeau, Vance, Hopple  
**General Manager:**.....Michael J. Cuneen  
**Publicity 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.  
**Tel.:** SUNset 2-3320.....**Independent**  
**Representative** .....Devney  
**Pres., Gen. Mgr.:**.....G. Harry Righter  
**Chief Eng.:**.....D. Schryver, J. F. Sprague

### WWNY—Watertown—1941

**Frequency:** 790 Kc.....**Power:** 1000 Watts  
**Owned-Operated By:**.....The Brockway Co.  
**Address** .....Hotel Woodruff  
**Newspaper Affil.:**.....Daily Times

**Representative** .....Wood  
**President:**.....John B. Johnson  
**General Manager:**.....Louis Saff, Jr.  
**Station Manager:**.....Earl R. Kelly  
**Comm. Mgr.:**.....Harold Gore, Jr.  
**Dir. of Engineering:**.....M. B. Davis

### WLSV—Wellsville—1955

**Frequency:** 790 Kc.....**Power:** 500 Watts, d.  
**Owned-Oper. By:**.....Radio Services of Wellsville  
**Address** .....Main St.  
**Tel.:** 727.....**Independent**  
**Gen. Mgr.:**.....Joseph Mumma  
**Commercial Mgr.:**.....J. Craig Cummings  
**Station Mgr.:**.....Robert H. Elliott  
**Program Dir.:**.....Jay Mullen  
**Chief Engineer:**.....Clyde L. Shields

### WWRL—Woodside—1926

(See New York, N. Y., Page 543)

Pop. 4,740,000  
 Families: 1,224,000  
 Radio Homes: 1,198,000

## North Carolina

Stations in State: 135  
 TV Homes: 905,000  
 TV Stations: 17

### WRCS—Ahoskie—1947

**Frequency:** 970 Kc.....**Power:** 1000 Watts d.  
**Owned:**.....Roanoke-Chowan Bcstg. Co., Inc.  
**Business Address:**.....P. O. Box 89  
**Tel.:** 3101.....KBS  
**President:**.....Charles H. Jenkins  
**Manager:**.....P. G. Sewell

### WZKY—Ahoskie—1956

**Frequency:** 1580 Kc.....**Power:** 250 Watts, d.  
**Owned By:**.....Stanley Cty. Bcstg. Co.  
**Address** .....Box 365  
**Tel.:** YUkon 2-1111.....**Independent**  
**Pres., Gen. Mgr.:**.....J. Presson  
**Commercial Mgr.:**.....Nelson Russell  
**Program Dir.:**.....Irma Presson

### WABZ—Albemarle—1948

**Frequency:** 1010 Kc.....**Power:** 1000 Watts d.  
**Owned-Oper. By:**.....Radio Station WABZ, Inc.  
**Business-Studio Address:**.....Hotel Albemarle  
**Tel.:** YU 2-1020.....KBS  
**President:**.....Staton P. Williams  
**General Manager:**.....Mrs. R. G. Varner  
**Commercial Mgr.:**.....Marvin C. Coley  
**Program Director:**.....Chas. M. White  
**Chief Engineer:**.....John D. Brooks

### WGWR—Asheboro—1947

**Frequency:** 1260 Kc.....**Power:** 1000 Watts d.  
**Owned-Oper. By:**.....Asheboro Bcstg. Co., Inc.  
**Bus.-Studio Address:**.....303 E. Salisbury St.  
**Tel.:** 2187.....KBS  
**Newspaper Affil.:**.....Courier Tribune  
**President** .....Roy Cox  
**Gen., Sta., Comm. Mgr.:**.....J. R. Marlowe  
**Program Director:**.....A. R. Brown

**Sales Prom. Mgr.:**.....R. G. Sweeney  
**Chief Engineer:**.....Howard Miller

### WISE—Asheville—1939

**Freq.:** 1310 Kc.....**Power:** 5 Kw. d., 1 Kw. n.  
**Operated By:**.....Radio WISE, Inc.  
**Address** .....92 Haywood St.  
**Tel.:** ALpine 3-5381.....**Independent**  
**Representative** .....Bcst Time Sales  
**President:**.....Harold H. Thoms  
**Sta. Mgr.:**.....John Morris

### WLOS—Asheville—1947

**Freq.:** 1380 Kc.....**Power:** 5 Kw. d., 1 Kw. n.  
**Owned-Operated By:**.....Skyway Bcstg. Co.  
**Business-Studio Address:**.....288 Macon Ave.  
**Tel.:** ALpine 4-4321.....ABC-NBC  
**Station Representatives:**.....P. G. & W. Ayers  
**Pres., Gen. Mgr.:**.....T. A. Eiland  
**Sta., Comm. Mgr.:**.....Dewey Long  
**Sales Prom. Mgr.:**.....Jack Winters  
**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.  
**Tel.:** ALpine 3-4451.....**Independent**  
**Representative** .....Everett-McKinney  
**Pres., Gen., Sta., Comm. Mgr.:**.....Zeb Lee  
**Commercial Mgr.:**.....Bruce Barnes  
**Chief Engineer:**.....Bill Clements

### WWNC—Asheville—1927

**Frequency:** 570 Kc.....**Power:** 5000 Watts  
**Owned-Oper. By:**.....Asheville Citizen-Times Co.

## NORTH CAROLINA

Business-Studio Address...14 O. Henry Ave.  
Tel.: AL 2-5611.....CBS  
Newspaper Affili.....Citizen, Times  
Representative.....H-R  
President.....Charlie Peace  
Gen., Sta., Prom., Pub. Mgr.....Cecil B. Hoskins  
Comm. Mgr.....James A. Hagan  
Program Director.....William F. Melia  
Chief Engineer.....Harvey T. Nations

### WBMA—Beaufort—1954

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By...Richard Ray Cummins  
Address.....Box 156  
Tel.: 2-9401.....Independent  
Owner, Gen. Mgr., Ch. Eng....R. R. Cummins  
Promotion Mgr.....Hilda Cummins

### WCCG—Belmont—1954

Freq.: 1270 Kc...Power: 1 Kw., d.; 500 W., n.  
Owner.....Central Bcstg. Co.  
Address.....Box 629  
Tel.: TA 5-2812.....ABC-MBS  
Representative.....Rambeau, Vance, Hopple  
Pres., Gen., Sta., Eng.....Robert Hilker  
Comm. Mgr., Pub. Dir.....Frank Thomas  
Chief Engineer.....Roger Hovis

### WATA—Boone—1950

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By.....Wilkes Bcstg. Co.  
Address.....Depot St.  
Tel.: AM 4-8461.....Independent  
Manager.....Doris B. Brown  
Secretary-Treasurer.....Roland Potter  
Commercial Manager.....Ralph Tugman  
Program Director.....Jane Smith

### WPNF—Brevard—1950

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....Pisgah Bcstg. Co., Inc.  
Business Address.....North Broad St.  
Tel.: TU 3-3621.....Independent  
President.....Mrs. Ed. M. Anderson  
Sta., Comm. Mgr.....Bobby Hoyle  
Program Director.....Al Martin  
Publicity Director.....John Anderson  
Chief Engineer.....Baxter Morris, Jr.

### WBBB—Burlington—1941

Frequency: 920 Kc.....Power: 5000 Watts d.  
Owned-Operated By...Alamance Bcstg. Co., Inc.  
Business-Studio Address.....Box 1119  
Tel.: CA 6-6376.....MBS-KBS  
Rep.....Thomas F. Clark  
General Manager.....E. Z. Jones  
Comm. Mgr., Prog. Dir.....C. Robert Ray  
Chief Engineer.....Berry Tysor

### WFNS—Burlington—1946

Frequency: 1150.....Power: 1000 Watts d.  
Owned.....Burlington-Graham Bcstg. Co.  
Address.....Maple at Broad  
Tel.: CA 7-4261.....Independent  
Representative.....Walker  
Gen., Sta. Mgr.....G. C. Starnes  
Commercial Manager.....Harold Nall

Program Director.....William Diffee  
Sales Prom. Mgr.....Phil Eakin  
Chief Engineer.....Charles Stafford

### WWIT—Canton—1954

Frequency: 970 Kc.....Power: 1 Kw., d  
Owned By.....Barry Medlin, Jr.  
Address.....Box 391  
Tel.: MI 8-3588.....Independent  
Representative.....Best  
Gen. Mgr.....Kermit Edney  
Comm. Mgr.....V. Edgar Pressley

### WCHL—Chapel Hill—1953

Frequency: 1360 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Village Bcstg. Co.  
Address.....Durham Road  
Tel.: 8485.....Independent  
Pres., Gen. Mgr.....Sandy McClamroch  
Asst. to Gen. Mgr.....R. B. Boyd  
Chief Engineer.....Jim Botsford

### WAYS—Charlotte—1941

Frequency: 610 Kc.....Power: 5 Kw., 1 Kw. n.  
Owned.....Inter City Adv. Corp.  
Business-Studio Address.....3229 S. Blvd.  
Tel.: JA 3-0121.....Independent  
Representative.....Bcstg. Time Sales  
President.....George W. Dowdy  
Co-ord. Secretary.....H. H. Thoms  
General Mgr.....James P. Poston  
Commercial Mgr.....Ralph Little  
Sta., Publicity Dir.....Howard Mandel  
Program Dir.....Eric Dillon  
Chief Engineer.....E. R. Dekle

### WBT—Charlotte—1922

Frequency: 1110 Kc.....Power: 50,000 Watts  
Owned-Oper. By...Jefferson Standard Bdcstg.  
Address.....1 Jefferson Pl.  
Tel.: ED 3-8833.....CBS  
Representative.....CBS Radio Spot Sales  
President.....J. M. Bryan  
Gen. Mgr.....Charles H. Crutchfield  
Station Manager.....V. V. Evans, Jr.  
Comm. Manager.....Paul B. Marion  
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.  
Tel.: ED 3-2195.....Independent  
Representative.....ForJee  
Pres., Gen., Sta. Mgr.....Francis M. Fitzgerald  
Commercial Mgr.....Ray Ervin

### WIST—Charlotte—1951

Frequency: 930 Kc...Power: 5000 d; 1000 n.  
Owned-Oper. By.....Bcstg. Co. of South  
Address.....204 Liberty Life Bldg.  
Tel.: FR 6-3511.....Independent  
Representative...Peters, Griffin, Woodward, Inc.  
President.....B. C. Hipp  
General Manager.....G. R. Shafto

## NORTH CAROLINA

Station Manager.....Ray M. Stanfield  
 Commercial Manager.....James S. Pfaff  
 Program Director.....Jon A. Holiday  
 Chief Engineer.....A. O. Richardson

### WKTC—Charlotte—1958

Frequency: 1310 Kc.....Power: 1000 Watts  
 Owned By.....Queen City Bcstg. Co.  
 Address.....2001 Suttle Ave.  
 Tel.: EDison 3-1101.....Independent  
 Representative.....Masla  
 Pres., Gen. Mgr.....T. C. Wood, Jr.  
 Program, Chief Eng.....George Webb  
 Sales Prom. Mgr.....Joe Vale

### WSOC—Charlotte—1933

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Radio Station WSOC, Inc.  
 Address.....1925 N. Tryon St.  
 Tel.: FR 6-8401.....NBC  
 Station Representatives.....H-R; F-J  
 President.....Larry Walker  
 General Manager.....Henry Sullivan  
 Commercial Mgr.....Bryon Smith  
 Program Director.....Dewey Drum  
 Chief Engineer.....Carl Rust

### WWOK—Charlotte—1955

Frequency: 1480 Kc.....Power: 1 Kw., d.  
 Owned-Oper. By.....Radio Charlotte, Inc.  
 Address.....215 Greystone Rd.  
 Tel.: JACkson 3-1041.....Independent  
 Representative.....O'Connell; Reilly; Ayers  
 President.....Sherwood J. Tarlow  
 Vice Pres.....Allan W. Roberts  
 Asst. Gen. Mgr.....John W. Murray  
 Station Manager.....Herb Berg  
 Operations Mgr.....Art Lawrence  
 Sales Prom. Mgr.....Dick Brown  
 Commercial Mgr.....John Moore  
 Publicity Director.....Bob Jann  
 Chief Engineer.....Dave Eccensy

### WRRZ—Clinton—1946

Frequency: 880 Kc.....Power: 1000 Watts d.  
 Owned.....WRRZ Radio Co.  
 Tel.: 2165.....ABC  
 Station Rep.....Walker  
 Station Manager.....H. D. Stanley  
 Sales Prom. Manager.....E. D. Powell  
 Program Director.....Jim Ten  
 Chief Engineer.....J. L. Bowles

### WEGO—Concord—1943

Frequency: 1410 Kc.....Power: 1 Kw., d.  
 Owned By.....Concord Kannapolis Bcstg. Co.  
 Address.....Box 527  
 Tel.: ST 2-7115.....KBS  
 Station Reps.....Keystone, Southeastern  
 President.....Robert R. Hilker  
 Gen., Sta. Mgr.....J. Norman Young  
 Comm., Sales Prom. Mgr.....C. Claude Gibson  
 Program Director.....Nedith Lowry  
 Chief Engineer.....Kenneth R. Kennedy

### WCKB—Dunn—1946

Frequency: 780 Kc.....Power: 1000 Watts d.

Owned-Oper. By.....No. Car. Cent. Bcstrs.  
 Business Address.....Box 431  
 Tel.: 3133.....KBS  
 President.....Lofton A. Tart, Sr.  
 Sta., Gen. Mgr.....A. Lincoln Faulk  
 Commercial Manager.....Carl Lamm  
 Sales Prom. Mgr.....John Ciccone  
 Program Director.....Rudy Zurlo  
 Publicity Director.....John G. Thomas  
 Chief Engineer.....Joseph Kotlas

### WDNC—Durham—1934

Freq.: 620 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....The Durham Radio Corp.  
 Bus-Studio Address.....138½ E. Chapel Hill St.  
 Tel.: 6155.....CBS  
 News. Affil.....Herald Sun  
 Representative.....Paul H. Raymer  
 President.....C. C. Council  
 Gen. Mgr.....J. Frank Jarman  
 Comm. Mgr.....Woody Woodhouse  
 Prog. Dir.....E. R. Higgins, Jr.  
 Chief Eng.....C. Roy King

### WSRC—Durham—1954

Frequency: 1410 Kc.....Power: 1 Kw.  
 Owned.....Carolina Radio  
 Address.....P. O. Box 28  
 Tel.: 2-4681.....Independent  
 Station Rep.....Dore; Dora-Clayton  
 President.....Robert Monroe  
 Gen. Mgr.....James H. Mayes, Jr.  
 Comm. Mgr.....Call S. Smith  
 Prog. Dir.....Norflely Whitted  
 Chief Engineer.....Roy Fullen

### WSSB—Durham—1947

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Public Information Corp.  
 Address.....Box 1168  
 Tel.: 7-1179.....KBS  
 Station Rep.....Gill-Perna  
 President.....E. L. Clinton  
 Sales Mgr.....Coburn Gum

### WTIK—Durham—1946

Freq.: 1310 Kc.....Power: 1000 Watts d.; 5 n.  
 Owned-Oper. By.....W & W Bcstg. Co.  
 Address.....205½ W. Main St.  
 Tel.: 6101.....ABC  
 President.....C. H. Wentz  
 Gen., Sta. Mgr.....H. Tom Morris  
 Prog., Pub. Mgr.....Wally Ausley  
 Chief Engineer.....Charles Tart

### WCDJ—Edenton—1955

Frequency: 1260 Kc.....Power: 1 Kw. d.  
 Owned-Oper. By.....Colonial Bcstg. Co.  
 Address.....P. O. Box 509  
 Tel.: 2178.....KBS  
 President.....E. M. Schuman  
 Gen. Sta. Mgr.....R. W. Schuman  
 Commercial Manager.....R. P. Harrell  
 Program Director.....Boyce Williams  
 Publicity Director.....Nancy Carson  
 Chief Engineer.....Anthony Ostoppoff

**NORTH CAROLINA**

**WCNC—Elizabeth City—1939**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By... Albemarle Bcstg. Co., Inc.  
Address... Box 535  
Tel.: 4379... KBS  
Station Rep... Bogner & Martin  
President... J. L. Lamb, Sr.  
Gen. Mgr... J. L. Lamb, Jr.  
Sta. Mgr... Desmond Barclay  
Commercial Manager... C. E. Ferrell  
Program Director... Bill Diggs  
Chief Engineer... Joe Lamb, Jr.

**WGAI—Elizabeth City—1947**

Freq.: 560 Kc. Power: 1 Kw. d., 500 Watts n.  
Owned-Operated By... WGAI Radio Co.  
Business-Studio Address... Kramer Bldg.  
Tel.: 4371... Independent  
Pres., Gen., Sta. Mgr... C. Alden Baker

**WBLA—Elizabethtown—1956**

Frequency: 1440 Kc. Power: 1 Kw., d.  
Owned... Bladen Bcstg. Corp.  
Address... Box 327  
Tel.: UNION 2-3184... KBS  
Representative... Best  
President... E. Clayton Register  
General Mgr... Chatham C. Clark

**WIFM—Elkin—1951**

Frequency: 1540 Kc. Power: 250 Watts, d.  
Owned... Tri-County Bcstg. Co. Inc.  
Address... Elk Spur St.  
Tel.: 860... Independent  
President... H. F. Laffoon  
General Mgr... Will Erwin  
Sta. Mgr., Chief Eng... E. G. Smith, Jr.  
Program Director... Mrs. Ruth Smith

**WFMO—Fairmont—1953**

Frequency: 860 Kc. Power: 1000 Watts, d.  
Owned... Carolina's Broadcasting Co., Inc.  
Address... Box 492  
Tel.: MA 8-4781... Independent  
President... Cutlar Moore  
Gen., Comm. Mgr... Billy E. Peele  
Chief Engineer... Joseph F. Milazzo

**WFAI—Fayetteville—1948**

Frequency: 1230 Kc. Power: 250 Watts  
Owned By... Ralph E. Hess  
Bus.-Studio Address... Box 659  
Tel.: HU 4-6161... CBS-KBS  
Representative... Thomas F. Clark  
President, Gen. Mgr... Ralph E. Hess  
Program, Sta. Mgr... R. Allen Hess  
Comm. Mgr... Bob Smith  
Sales Prom., Publicity Dir... Jim Ratten  
Chief Engineer... Walter Lee Moring

**WFLB—Fayetteville—1947**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By... Fayetteville Bcstrs., Inc.  
Address... P. O. Box 512  
Tel.: 2-7136... ABC

Representative... Burn-Smith  
President... L. W. Allen  
Gen., Sta. Mgr... Jimmy Simpson  
Commercial Manager... Charles Cooper  
Program Director... Hugh Zachary  
Sales Prom. Mgr... John D. Ashford  
Publicity Director... Frances Zahran  
Chief Engineer... Thomas Sox

**WFNC—Fayetteville—1940**

Freq.: 1390 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By... Cape Fear Bcstg. Co.  
Address... 1009 William Clark Rd.  
Tel.: HU 4-4181... MBS  
Representative... Walker  
President... Victor W. Dawson  
General Mgr... Norman Suttles  
Comm. Mgr... Robert Nietman  
Program Director... Mack Stamps  
Chief Engineer... Robert Stamps

**WBBO—Forest City—1947**

Frequency: 780 Kc. Power: 1000 Watts d.  
Owned-Oper. By... Rutherford Co. Radio Co., Inc.  
Address... Forest City  
Tel.: CHerry 5-4205... KBS  
Newspaper Affil... Courier, Sun  
Pres., Gen., Sta. Mgr... Mrs. Ed. M. Anderson  
Comm. Manager... Fred Blanton  
Program Director... Charles Melton  
Chief Engineer... Merton Iwerks

**WFSC—Franklin—1957**

Frequency: 1050 Kc. Power: 500 Watts  
Owned By... Macon Cty. Broadcasting Co.  
Business Address... P.O. Box 470  
Tel.: 430... KBS  
President... Henry Bartol, Jr.  
Gen., Sta., Comm. Mgr... Edwin P. Healy  
Program Director... Harold Rogers  
Sales Prom. Mgr... Hugh Hines  
Publicity Director... Nettie Sue Pattillo  
Chief Engineer... F. P. Healy

**WFGV—Fuquay Springs—1949**

Frequency: 1460 Kc. Power: 1000 Watts a.  
Owned-Oper. By... James F. Flanagan  
Business-Studio Address... Box 588  
Tel.: 333... KBS  
Representative... Continental Radio Sales  
Gen., Sta. Mgr... Robert E. Stephenson  
Comm. Mgr... Walter P. Pearce  
Prog., Pub. Dir... Walter M. Pearson

**WGNC—Gastonia—1939**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By... Catherine T. McSwain  
Address... Box 737  
Tel.: UNIVERSITY 5-8501... ABC  
Representative... Continental Radio Sales  
Gen., Sta. Mgr... Pat McSwain  
Comm. Mgr... Carl S. Rhyne  
Program Dir... Fred Gray  
Chief Engineer... W. C. Groves, Jr.

**WLTC—Gastonia—1947**

Frequency: 1370 Kc. Power: 1000 Watts d.

Owned-Oper. By...Gastonla Bcstg. Serv., Inc.  
 Address.....P. O. Box 1010  
 Tel.: UN 5-1079.....KBS  
 Representative.....Thomas F. Clark  
 Pres., Gen. Sta. Mgr.....James B. Petty  
 Commercial Manager.....Boyce C. Morrow  
 Program Director.....Alan G. Phillips  
 Chief Engineer.....Don Voigt

**WFMC—Goldsboro—1951**

Frequency: 730 Kc.....Power: 1 Kw. d.  
 Owned.....Southern Radio & TV Corp.  
 Address.....P. O. Box 655  
 Tel.: RPublic 4-4211.....KBS  
 President.....Kenneth T. Marshall  
 Gen. Mgr., Ch. Eng....Henry W. Harrison, Jr.  
 Commercial Manager.....Robert Y. Wooten

**WGBR—Goldsboro—1938**

Freq.: 1150 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By .E. Carolina Bdcstg. Co., Inc.  
 Address.....P. O. Box 1024  
 Tel.: 3700.....ABC  
 Comm., Gen. Mgr., Pgm. Dir...V. G. Balkcum

**WGOL—Goldsboro—1955**

Frequency: 1300 Kc.....Power: 1000 Watts  
 Owned.....John Henderson  
 Address.....116 W. Mulberry St.  
 Tel.: 4900.....Independent  
 General Mgr.....John G. Britt  
 Comm. Mgr.....William Burwell  
 Program Dir.....Henry M. Best, Jr.

**WBIG—Greensboro—1926**

Frequency: 1470 Kc.....Power: 5000 Watts  
 Owned-Oper. By...North Carolina Bcstg. Co.  
 Studio Address.....2838 Battleground Rd.  
 Tel.: BR 2-6125.....CBS  
 Representative.....George P. Hollingbery  
 President.....Michaux H. Crocker  
 Gen., Prom., Sta. Mgr.....Allen Wannamaker  
 Commercial Mgr.....W. H. Henry  
 Publicity Director.....Alice Kale  
 Program Director.....Lloyd Gordon  
 Chief Engineer.....Ernest C. Pate, Jr.

**WCOG—Greensboro—1948**

Freq.: 1320 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned & Oper. By...Thomas Radio-TV Ent.  
 Business-Studio Address...708 W. Market St.  
 Tel.: BR 3-6925.....Independent  
 Representative.....Bcst. Time Sales  
 President.....Harold H. Thoms  
 Sta. Manager.....Terry Bane  
 Assistant Mgr.....Jim Batts  
 Comm. Mgr.....Jack Huband  
 Prod. Mgr.....Tom A. Wall  
 Pub. Dir.....Evelyn Jones  
 Chief Engineer.....Ansel Atkins

**WGBG—Greensboro—1942**

Frequency: 1400 Kc.....Power: 250 Wans  
 Owned-Oper. By...Greensboro Bcstg. Co., Inc.  
 Business-Studio Address.....P. O. Box 2280  
 Tel.: BR 3-3631.....MBS  
 Representative.....Burn-Smith  
 Pres., Gen., Sta. Mgr.....Ralph M. Lambeth

**WBIG**  
 IN GREENSBORO...IT'S

Greensboro Metropolitan Market Area  
 ranks —

**1st in the Carolinas**

- In Per Family Sales
- In Food Store Sales

**2nd in the Carolinas**

- In Retail Sales

BASED ON FIGURES FROM 1958  
 S. M. SURVEY OF BUYING POWER

One of the  
 South's Pioneer  
 Stations

(Broadcasting since 1926)



HOLLINGBERY, NATIONAL REPRESENTATIVE

# NORTH CAROLINA

Commercial Mgr. .... Jack Rimmer  
 Chief Engineer ..... Fred S. Smith

## WPET—Greensboro—1954

Frequency: 950 Kc. .... Power: 500 Watts  
 Owned ..... Guilford Advertising  
 Address ..... Box 3488  
 Tel.: BR 5-4464 ..... Independent  
 Representative ..... Simmons Assoc.  
 Pres., Gen. Mgr. .... William P. Mitchell  
 Prog. Dir. .... Robert L. Montgomery  
 Pub. Dir. .... Ruenell Stewart  
 Chief Engineer ..... Jim Stewart

## WGTC—Greenville—1940

Freq.: 1590 Kc. .... Power: 5000 Watts  
 Owned-Oper. By .... Greenville Radio Co., Inc.  
 Address ..... 5th & Evans St.  
 Tel.: PL 8-2174 ..... Independent  
 Representative ..... Devney  
 President ..... H. W. Anderson  
 Comm. Mgr. .... J. T. Snowden, Jr.  
 Gen. Mgr., Prog. Dir. .... Joel Lawhon  
 Publicity Dir. .... Kay Lewis  
 Chief Engineer ..... Bill Covington

## WKDX—Hamlet—1957

Frequency: 1400 Kc. .... Power: 250 W.  
 Owned ..... Richmond Bcstg. Co.  
 Address ..... Box 826  
 Tel.: 1482 ..... KBS  
 Gen. Mgr. .... W. P. Billingsley  
 Comm. Mgr. .... W. S. Taylor  
 Program Director ..... Alex Morrison  
 Pub. Dir. .... Lettys M. Brown  
 Sls. Prom. Mgr. .... W. S. Taylor

## WHNC—Henderson—1945

Frequency: 890 Kc. .... Power: 1000 Watts  
 Owned ..... Henderson Radio Corp.  
 Address ..... Norlina Road  
 Tel.: 7136 ..... KBS-MBS  
 Pres., Sales Prom. Mgr. .... Nathan Frank  
 Gen., Sta. Mgr., Pub. Dir. .... Dr. Claye Frank  
 Program Director ..... Mozello Moore  
 Chief Engineer ..... James H. Mayo

## WHVH—Henderson—1955

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... WHVH, Inc.  
 Address ..... P. O. Box 1011  
 Tel.: 3019 ..... Independent  
 Representative ..... Best  
 Pres., Gen., Sta. Mgr. .... Lawrence Brandon  
 Program Director ..... Mozelle Moore  
 Chief Engineer ..... Howard V. Harrell

## WHKP—Hendersonville—1946

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By .... Radio Hendersonville, Inc.  
 Address ..... Chimneyrock Rd.  
 Tel.: OX 3-9061 ..... KBS  
 President ..... Beverly Middleton  
 Gen Mgr. .... Kermit Edney  
 Sls. Prom. Mgr. .... Bob Staton  
 Comm. Mgr. .... Arthur V. Cooley  
 Program Director ..... Jimmy Northington  
 Chief Engineer ..... Charles Renfrow

## WHKY—Hickory—1939

Freq.: 1290 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By .... Catawba Valley Bcstg. Co.  
 Address ..... 415 1st Ave., N.W.  
 Tel.: DI 5-2294 ..... ABC  
 Representative ..... Dora Clayton  
 News. Affil. .... Daily Record  
 President ..... Carl V. Cline  
 Gen., Sta. Manager ..... Edmund S. Long  
 Prog., Pub. Dir. .... Laura Hall  
 Chief Engineer ..... Thomas E. Long

## WIRC—Hickory—1948

Frequency: 630 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Foothills Bcstg., Inc.  
 Tel.: DI 5-2124 ..... Independent  
 Representative ..... John E. Pearson  
 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

Frequency: 1070 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... High Point Bcstg. Co.  
 Business-Studio Address ..... 504½ N. Main St.  
 Tel.: 3466 ..... KBS  
 Pres., Prog. Dir., Chief Eng. .... Gary C. Davis  
 Comm. Mgr. .... Hal W. Hicks

## WMFR—High Point—1935

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By .... Radio Station WMFR, Inc.  
 Business Studio Address ..... 164 S. Main  
 Tel.: 4593 ..... ABC  
 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 By ..... Charles E. Doss  
 Address ..... Box 1448  
 Representative ..... Cont. Radio  
 Gen., Comm. Mgr. .... Barton Fellowes  
 Program Director ..... Tom A. Wall

## WJNC—Jacksonville—1945

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned ..... Onslow Bcstg. Corp.  
 Address ..... Box E, Route 24  
 Tel.: 6-7707 ..... MBS-KBS  
 Pres., Gen. Mgr. .... Robert P. Mendelson  
 Sta. Manager ..... Rodric L. Jones

## WLAS—Jacksonville—1954

Frequency: 910 Kc. .... Power: 1000 Watts  
 Owner ..... Seaboard Bcstg. Corp.  
 Address ..... P. O. Box 1197  
 Tel.: 3901 ..... Independent  
 Gen., Comm. Mgr. .... Paul Parker  
 Chief Eng. .... Tancil Horne

## NORTH CAROLINA

### WGTL—Kannapolis—1946

Frequency: 870 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Fred H. Whitley, Inc.  
 Address.....Cannon Blvd.  
 Tel.: 8700.....Independent  
 Pres., Gen. Mgr.....Fred H. Whitley  
 Chief Engineer.....Foy Hinson

### WKMT—Kings Mountain 1953

Frequency: 1220 Kc. Power: 1 Kw. d.  
 Owned-Oper. By.....Radio Sta. WKMT  
 Address.....Cleveland Ave. Ext.  
 Tel.: 999.....Independent  
 President.....R. H. Whitesides  
 Gen., Sta., Comm. Mgr.....Jonas R. Bridges  
 Sales Prom. Mgr.....Jim Willis  
 Prog., Pub. Dir.....Doris Bridges  
 Chief Engineer.....George Patterson

### WELS—Kinston—1950

Frequency: 1010 Kc. Power: 1000 Watts d.  
 Owned-Oper. By...Farmers Bstg. Service, Inc.  
 Address.....1312 W. Vernon Ave.  
 Tel.: 5151.....KBS  
 Representative.....Bogner & Martin  
 President.....William S. Page  
 Gen. Mgr.....Jack P. Hankins  
 Commercial Mgr.....Richard N. Bowman  
 Prog. Dir.....W. A. Kiker  
 Chief Engineer.....Harvey Mewborn

### WFTC—Kinston—1937

Frequency: 960 Kc. Power: 5000 d.; 1000 n.  
 Owned By....Town Country Worldwide Prod.  
 Address.....204 East King St.  
 Tel.: JAcKson 3-4111.....ABC  
 Representative.....Best  
 President.....Jane Trimmer  
 General Mgr.....Naseeb S. Tweel  
 Station Mgr.....J. B. Ham  
 Program Dir.....David Holliday  
 Comm., Sales Prom. Mgr....Olin D. Campbell  
 Chief Engineer.....David E. Hardison

### WISP—Kinston—1954

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By.....Diehl Bcstg. Co.  
 Address.....Oasis Bldg.  
 Tel.: 6161.....Independent  
 Representative.....Dora-Clayton  
 Pres., Gen. Mgr.....E. J. Schuffman

### WEWO—Laurinburg—1947

Frequency: 1080 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Scotland Bcstg. Co  
 Bus-Studio Address.....State Bank Bldg.  
 Tel.: CR 6-2911.....KBS  
 Sta. Rep.....Dora-Clayton  
 President.....Edwin Pate  
 General Manager.....J. R. Dalrymple, Jr.  
 Chief Engineer.....Truman N. Brock

### WLOE—Leaksville—1946

Frequency: 1490 Kc. Power: 250 Watts

Owned-Operated By.....WLOE, Inc.  
 Address.....Boulevard St.  
 Tel.: MA 3-3118.....MBS-KBS  
 Pres., Gen., Sta., Comm. Mgr....D. L. Craddock  
 Program Director.....Barbara Earles  
 Chief Engineer.....Eldred Winn

### WJRI—Lenoir—1947

Frequency: 1340 Kc. Power: 250 Watts  
 Owned.....John P. Rabb  
 Address.....107 West Avenue  
 Tel.: PL 4-5361.....MBS-KBS  
 President, Gen. Mgr.....John P. Rabb  
 Comm. Mgr., Prog. Dir.....F. Kent Atwater  
 Chief Engineer.....Joe Henderson

### WBUY—Lexington—1946

Frequency: 1400 Kc. Power: 5000 W., d.  
 Owned-Oper. By...Davidson County Bcstg.  
 Address.....Box 359  
 Tel.: CH 6-4110.....KBS  
 Station Rep.....Hopewell  
 Co-Owners.....O. G. Hilton-G. M. Hilton  
 Manager.....Greeley N. Hilton  
 Commercial Manager.....Dewey Hotchins  
 Program Director.....Don Matney  
 Publicity Director.....Iroell Sine  
 Chief Engineer.....Fred Honeycutt

### WLON—Lincolnton—1953

Frequency: 1050 Kc. Power: 1000 Watts, d.  
 Owned.....Lincoln County Bcstg. Co., Inc.  
 Address.....P. O. Box 430  
 Tel.: RE 5-8071.....Independent  
 Pres., Gen. Mgr.....W. Jack Brown  
 Chief Engineer.....Dennis C. Long

### WYRN—Louisburg—1958

Frequency: 1480 Kc. Power: 500 Watts  
 Owned By.....Franklin Broadcasting Co.  
 Business Address.....P.O. Box 66  
 Tel.: GYpsy 6-3105.....Independent  
 Co-Manager.....J. T. Lane-Geo. E. Peterson  
 Program Director.....Al Gregg  
 Publicity Director.....Geo. E. Peterson  
 Chief Engineer.....Joseph T. Lane

### WAGR—Lumberton—1954

Frequency: 1480 Kc. Power: 1000 Watts  
 Owner.....Southeastern Bcstg. Corp.  
 Address.....2106 N. Cedar St.  
 Tel.: REdfield 9-3394.....Independent  
 Representative.....Rambeau, Vance, Hopple  
 Pres., Gen. Mgr.....Denzel M. Shaver  
 Sta., Program Mgr.....Al Kahn  
 Chief Engineer.....Milton Newsome

### WTSB—Lumberton—1946

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By....Robeson Bcstg. Corp.  
 Address.....Box 393  
 Tel.: RE 9-6056.....MBS-KBS  
 Newspaper Affil.....The Robesonian  
 Representative.....Continental Radio Sales  
 President.....J. A. Sharpe, Jr.  
 Gen. Sta., Comm. Mgr.....A. G. Stanley  
 Chief Engineer.....William F. Rogers

**NORTH CAROLINA** .....

**WMYN—Madison—1957**

Frequency: 1420 Kc. Power: 500 Watts  
 Owned By.....Mayo Broadcasting Corp.  
 Business Address.....Box 311  
 Tel.: 9207.....Independent  
 President.....J. B. Shelton  
 Gen., Sta. Mgr.....B. F. Shelton  
 Chief Engineer.....C. L. Rhodes

**WBRM—Marion—1949**

Frequency: 1250 Kc. Power: 1000 Watts  
 Owned-Operated By.....Lake City Bcstg. Corp.  
 Address.....Box 229  
 Tel.: 7221.....Independent  
 President.....W. P. Erwin  
 Comm. Mgr.....J. C. Pleasamt  
 Gen., Sta. Mgr.....J. L. Reynolds  
 Chief Engineer.....Hubert C. Martin

**WMMH—Marshall—1956**

Frequency: 1460 Kc. Power: 500 W.  
 Owned.....Marshall Bcstg. Co.  
 Address.....Skyline Dr.  
 Tel.: 3521.....KBS  
 President.....C. O. Brazzill  
 Gen. Mgr.....Vernon C. McCarthy  
 Comm. Mgr.....Dean Shields  
 Prog. Dir.....Wanda Crowe  
 Chief Engineer.....V. C. McCarthy

**WMAP—Monroe—1947**

Frequency: 1060 Kc. Power: 250 Watts d.  
 Owned-Operated By.....Union Bcstg. Corp.  
 Business Address.....Box 590  
 Tel.: AT 3-6621.....KBS  
 Rep.....Continental  
 Gen. Manager.....J. A. Laney  
 Business Manager.....W. D. Benton  
 Program Director.....Frank Funderburk  
 Chief Engineer.....Robert I. Smith

**WHIP—Mooresville—1950**

Frequency: 1350 Kc. Power: 1000 Watts d.  
 Owned-Operated By.....Wayne M. Nelson  
 Address.....Mooresville, N. C.  
 Tel.: North 3-4301.....KBS  
 Pres., Gen., Sta. Mgr.....Wayne M. Nelson  
 Comm., Sls., Prom. Mgr.....Mrs. Leona Showmar  
 Prog., Pub. Dir.....Buck Mills  
 Chief Engineer.....Philip W. Nelson

**WMBL—Morehead City—1947**

Frequency: 740 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Carteret Bcstg. Co., Inc.  
 Address.....Morehead City  
 Tel.: PA 6-3188.....KBS  
 Representative.....Devney  
 Pres., Gen., Sta. Mgr.....Grover C. Munden  
 Program Dir.....Fay Merrell  
 Chief Engineer.....Walder Niemi

**WMNC—Morganton—1947**

Frequency: 1430 Kc. Power: 5000 Watts  
 Owned-Operated By.....Nathan J. Cooper  
 Address.....Morganton

Tel.: HE 7-0521.....KBS  
 General Mgr.....Nathan J. Cooper  
 Comm. Manager.....Hubert J. Powell  
 Program Director.....Madelyn Y. Patton  
 Chief Engineer.....Frank A. Ballew

**WPAQ—Mt. Airy—1948**

Frequency: 740 Kc. Power: 10,000 Watts d.  
 Owned-Operated By.....Ralph D. Epperson  
 Address.....Spring Road  
 Tel.: State 6-6111.....KBS  
 Representative.....Thomas Clark  
 Pres., Gen.-Sta. Mgr.....Ralph D. Epperson  
 Commercial Manager.....Lucy Bowman  
 Program Director.....Costin Lindsey  
 Sales Prom. Mgr.....Dale Gallimore  
 Publicity Director.....Jim Shelton  
 Chief Engineer.....R. D. Epperson

**WSYD—Mount Airy—1951**

Freq.: 1300 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....Mount Airy Bcstrs., Inc.  
 Address.....P. O. Box 209  
 Tel.: State 6-2147.....MBS  
 Representative.....Best  
 Pres., Gen. Mgr., Ch. Eng. Robert H. Epperson  
 Commercial Manager.....Erastus F. Poore  
 Program Dir.....Elbert Williams

**WCVP—Murphy—1958**

Frequency: 600 Kc. Power: 1 Kw.  
 Owned By.....Cherokee Broadcasting Co.  
 Address.....Townsend Bldg.  
 Tel.: VERNON 7-2151.....Independent  
 Sta. Mgr. Ch. Eng.....Max M. Blakemore  
 Comm. Sales Prom.....Glenn Ladd  
 Program Director.....Don Gibson

**WKRK—Murphy—1958**

Frequency: 1390 Kc. Power: 1 Kw.  
 Owned By.....J. B. Childress  
 Address.....P. O. Box 304  
 Tel.: VERNON 7-3210.....Independent  
 Gen., Comm. Mgr.....Paul Ridonhour  
 Chief Engineer.....Bill Stanley

**WHIT—New Bern—1942**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By.....Ray D. Williams  
 Address.....Highway 17, So.  
 Tel.: MELrose 7-4450.....MBS  
 Representative.....John E. Pearson  
 Gen., Sta. Manager.....Ray D. Williams  
 Prog. Dir.....Earl Lewis  
 Publicity Director.....Evelyn McDavitt  
 Chief Engineering.....Bill Dixon

**WRNB—New Bern—1953**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned.....Jefferay Bcstg. Corp.  
 Address.....Box 1573  
 Tel.: MELrose 7-6144.....KBS  
 Rep.....Star National  
 Pres., Gen. Mgr.....William W. Jefferay  
 Program Dir.....Grover Baker  
 Chief Engineer.....Charles Elson



**WNNC—Newton—1948**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By...Newton-Conover Bcstg. Co.  
 Business Address.....West "A" St.  
 Tel: IN 4-4041.....KBS  
 Pres., Gen. Sta. Mgr.....Earl Holder  
 Comm., Sls. Prom. Mgr.....Eugene Henry

**WKBC—North Wilkesboro  
 1947**

Frequency: 810 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Wilkes Bcstg. Co.  
 Address.....Radio Bldg.  
 Tel: 633.....KBS  
 Pres., Gen. Mgr.....Doris B. Brown  
 Comm.-Sales Prom. Mgr.....Roland B. Potter

**WOXF—Oxford—1949**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Oxford Bcstg. Corp.  
 Address.....P. O. Box 1111  
 Tel: 4167.....Independent  
 President.....A. N. Critcher  
 General Manager.....James F. Flanagan  
 Commercial Mgr.....Hart Curl

**WPNC—Plymouth—1958**

Frequency: 1470 Kc.....Power: 1000 Watts d.  
 Owned By.....Harry A. Epperson, Sr.  
 Business Address.....Highway 64 W.  
 General Manager.....Lewis R. Kurtz, Jr.

**WMSN—Raleigh—1954**

Frequency: 570 Kc.....Power: 500 Watts, d.  
 Owned.....Radio WMSN, Inc.  
 Address.....649 Maywood Avenue  
 Tel: TE 3-3874.....Independent  
 Pres., Gen. Mgr.....John C. Greene, Jr.  
 Commercial Mgr.....Jack Hammette  
 Program, Publicity Dir.....Helen Greene  
 Sales Prom. Mgr.....Charlie Hicks  
 Chief Engineer.....Robert Corn

**WKIX—Raleigh—1947**

Freq.: 850 Kc.....Power: 10 Kw. d., 5 Kw. n.  
 Owned By.....WKIX Bcstg. Co.  
 Address.....P. O. Box 868  
 Tel: TEmple 2-5512.....ABC  
 Representative.....Hollingbery  
 President.....Ralph Price  
 General Mgr.....Hugh Holder  
 Program Dir.....Alan Browning  
 Sales Prom., Publicity Dir.....Chas. Stegall  
 Chief Engineer.....Wayne Yelverton

**WPTF—Raleigh—1924**

Frequency: 680 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....WPTF Radio Co.  
 Business-Studio Address.....Insurance Bldg.  
 Tel: TE 2-8311.....NBC  
 Representative.....Peters, Griffin, Woodward, Inc.  
 Pres., Gen., Mgr.....Richard H. Mason  
 Commercial Mgr.....R. W. Youngsteadt  
 Program Manager.....Graham B. Poyner  
 Publicity Director.....Worth White  
 Chief Engineer.....Henry Hullick, Jr.

**WRAL—Raleigh—1939**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By...Capitol Bcstg. Co., Inc.  
 Bus.-Studio Address.....130 S. Salisbury St.  
 Tel: TE 4-6401.....Independent  
 Representative.....H.R.  
 President.....A. J. Fletcher  
 General Manager.....Fred Fletcher  
 Station Manager.....Bill Currie  
 Program Director.....Tom Tucker  
 Sales, Prom. Mgr.....R. L. Zealy  
 Chief Engineer.....Virgil Duncan

**WFRC—Reidsville—1947**

Frequency: 1600 Kc.....Power: 1000 Watts  
 Owned-Oper. By...Piedmont Carolina Bcstg.  
 Business-Studio Address.....Box 990  
 Tel: DI 9-4321.....ABC  
 Representative.....Bogne & Martin  
 President.....H. T. Williams  
 Gen., Sta., Comm. Mgr...Stephen F. Woodson  
 Prog. Dir.....Jerry Huskey  
 Chief Engineer.....W. Scarborough

**WREV—Reidsville—1948**

Frequency: 1220 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Reidsville Bcstg. Co.  
 Address.....Box 1349  
 Tel: DI 9-7051.....Independent  
 Pres., Gen. Mgr.....William M. Oliver, Sr.  
 Program Director.....Mrs. Katye P. Oliver  
 Sales, Prom. Mgr.....E. M. Hurd  
 V.P., Ch. Engineer.....William M. Oliver, Jr.

WKIX

10,000 Watts

850 Kc.

Raleigh, North Carolina

## NORTH CAROLINA

### WCBT—Roanoke Rapids—1939

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By: WCBT, Inc.  
Address: 251 Roanoke Ave.  
Tel.: 7-2545 MBS-KBS  
Station Rep. Continental  
Station Manager: J. Winfield Crew, Jr.  
Commercial Mgr.: Donald O. Collins  
Program Director: Dick Phillips

### WAYN—Rockingham—1946

Frequency: 900 Kc. Power: 1000 Watts d.  
Owned-Operated By: WAYN, Inc.  
Address: Rockingham  
Tel.: WHiting 5-4041 Independent  
Pres., Gen., Sta. Mgr.: Wayne M. Nelson  
Comm., Sls., Prom. Mgr.: William Fultner  
Chief Engineer: Carl M. Wilson

### WCEC—Rocky Mount—1947

Frequency: 810 Kc. Power: 1000 Watts d.  
Owned By: East Carolina Electronics  
Address: P. O. Box 1075  
Tel.: 2-3108 CBS  
Newspaper Affiliation: Telegram  
Representative: Continental  
President: Josh Horne  
Gen., Sta. Mgr.: Mel Warner  
Commercial Manager: Ray Thompson  
Program, Publicity Dir.: Ray Wulkinson  
Chief Engineer: Grover Taylor

### WEED—Rocky Mount—1933

Freq.: 1390 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By: W. A. Wynne  
Address: Box 752  
Tel.: 6-6736 ABC  
Representative: Burn-Smith  
President: W. A. Wayne  
Gen., Comm. 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  
Tel.: 6013 Independent  
General Manager: H. S. Taylor

### WSAT—Salisbury—1947

Frequency: 1280 Kc. Power: 1000 Watts  
Owned-Oper. By: Mid-Carolina Bcstg. Co.  
Business-Address: Drawer 99  
Tel.: MEIrose 3-0621 ABC  
President: Charles H. Wentz  
Sta. Mgr.: Harry L. Welch  
Comm. Mgr.: Catherine Murphy  
Program Director: Gales M. Adkins  
Vice President: E. L. Sherman

### WSTP—Salisbury—1938

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By: WSTP, Inc.  
Bus.-Studio Address: 1105 Statesville Rd.  
Tel.: MEIrose 6-3811 MBS-KBS

Representative: Walker  
President: Thomas D. Harrell, Jr.  
Prog. Dir.: Ted Austin  
Sales, Prom. Mgr.: Frank Andrews  
Publicity Director: Sylvia Wiseman  
Chief Engineer: Jack Ikner

### WEYE—Sanford—1952

Frequency: 1290 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Lee Bcstg. Corp.  
Address: 137 S. Steele St.  
Tel.: SP 4-5561 Independent  
President: Dallas L. Mackey  
Sta. Manager: Mrs. E. Keller  
Commercial Manager: Max Lee  
Program Director: Norris Mayberry  
Chief Engineer: Carey Olive  
Managing Dir.: Joe Morris

### WWGP—Sanford—1946

Frequency: 1050 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Sandhilla Bcstg. Corp.  
Address: P. O. Box 651  
Tel.: Sanford KBS  
Newspaper Affiliation: Herald  
Sec'y-Treas.: W. E. Horner  
Gen., Comm. Mgr.: Phil Peterson

### WADA—Shelby—1958

Frequency: 1390 Kc. Power: 500 Watts d.  
Owned By: Cleveland County Bcstg. Co. Inc.  
Business Address: Box 227  
Tel.: HUXley 2-1390 Independent  
Pres., Gen., Sta. Mgr.: Boyce J. Hanna  
Commercial Manager: Harold J. Noles  
Program Director: James Price  
Sales, Prom. Mgr.: Charles Moore  
Publicity Director: Fannie Bell Ledford  
Chief Engineer: Kenneth Vassey

### WOHS—Shelby—1946

Frequency: 730 Kc. Power: 1000 Watts  
Owned-Oper. By: Western Carolina Radio  
Business Address: 1511 W. Dixon Blvd.  
Tel.: HUXley 7-6313 MBS-KBS  
Pres., Gen. Manager: Robert M. Wallace  
Comm. Manager: Don McLain  
Program, Publicity Dir.: Harold Watson  
Chief Engineer: Edwin A. Patterson

### WNCA—Siler City—1952

Frequency: 1570 Kc. Power: 1000 Watts d.  
Owned-Operated By: Chatham Bcstg. Co.  
Address: Box 852  
Tel.: SH 2-2135 Independent  
Representative: Best  
Gen., Sta., Comm. Mgr.: L. C. Bruce

### WMPM—Smithfield—1950

Frequency: 1270 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Carolina Bcstg. Service  
Address: Box 238  
Tel.: WEBster 4-2434 Independent  
President: Ellis C. Barbour  
Gen., Comm. Mgr.: Nathan T. Lassiter  
Program Director: John A. Wall

## NORTH CAROLINA

Sales, Prom. Mgr. .... Martha E. Sanders  
 Publicity Director ..... Bill Kirby  
 Chief Engineer ..... Henry Best

### **WEEB—Southern Pines—1947**

Frequency: 990 Kc. .... Power: 1000 Watts d.  
 Owned. The Sandhill Community Bcstrs., Inc.  
 Address ..... 135 W. New Hampshire Ave.  
 Tel.: OX 2-2941 ..... ABC-KBS  
 Station Rep. .... Holman  
 Pres., Gen. Mgr. .... Jack S. Younts  
 Comm., Prom. Mgr., Ch. Eng. Joe A. Warren  
 Program, Publicity Dir. .... Chas. G. Clapp

### **WTOE—Spruce Pine—1955**

Frequency: 1470 Kc. .... Power: 1 Kw. d.  
 Owned-Oper. By. Toe River Valley Bcstg. Co.  
 Address ..... Radio Chalk Mt.  
 Tel.: P. 5-4296 ..... Independent  
 Pres., Gen. Mgr. .... Tom N. Cooper  
 Comm. Mgr. .... Jessie G. Sullins  
 Program, Chief Eng. .... Kenneth Woodard  
 Sales Prom. Mgr. .... Noland K. Cooper  
 Publicity Dir. .... William F. Pegg

### **WDBM—Statesville—1957**

Frequency: 550 Kc. .... Power: 500 W., d.  
 Owned. .... Iredell Bcstg. Co.  
 Address ..... Box 1027  
 Tel.: TR 2-2455 ..... Independent  
 President ..... Walter A. Duke  
 Gen. Mgr. .... Clay Cline  
 Comm. Mgr. .... Earl Carney  
 Program Director ..... Stan Sanders  
 Chief Engineer ..... Fred Ostwalt, Jr.

### **WSIC—Statesville—1947**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Statesville Bcstg. Co.  
 Address ..... Box 1189  
 Tel.: TR 3-9078 ..... Independent  
 President ..... A. F. Sams, Jr.  
 Gen., Sta. Mgr. .... G. M. Allen  
 Publicity Director ..... W. P. Wooten, Jr.  
 Program Director ..... James Melvin  
 Chief Engineer ..... T. K. Abernethy

### **WMSJ—Sylva—1957**

Frequency: 1480 Kc. .... Power: 5000 W., d.  
 Owned ..... WMSJ, Inc.  
 Address ..... Box 665  
 Tel.: JU 6-2221 ..... KBS  
 President ..... Harold H. Thoms  
 Gen., Comm. Mgr. .... James B. Childress  
 Chief Engineer ..... Franklin D. R. McClure

### **WTAB—Tabor City—1954**

Frequency: 1370 Kc. .... Power: 5000 Watts, d.  
 Owned-Oper. By. .... Tabor City Bcstg. Co.  
 Address ..... Box 605  
 Tel.: 3171 ..... Independent  
 President ..... John Soles  
 Station Manager ..... Troy McPherson  
 Prom. Director ..... John Soles, Jr.

### **WCPS—Tarboro—1947**

Frequency: 760 Kc. .... Power: 1000 Watts d.

Owned-Oper. .... Coastal Plains Bcstg. Co., Inc.  
 Bus. Studio Address ..... Edgecombe Bank Bldg.  
 Tel.: TALbot 3-2191 ..... Independent  
 President ..... V. E. Fountain  
 General Manager ..... G. Lee Hodges

### **WTNC—Thomasville—1947**

Frequency: 790 Kc. .... Power: 1000 Watts d.  
 Owned By. .... The Thomasville Bcstg. Co.  
 Address ..... P. O. Box 750  
 Tel.: 2701 ..... Independent  
 President ..... Mrs. George W. Lyles  
 Gen., Sta. Mgr. .... Harold Harrison  
 Chief Engineer ..... James McAden

### **WTYN—Tryon—1954**

Frequency: 1580 Kc. .... Power: 250 Watts, d.  
 Owned. .... Polk County Broadcasters  
 Address ..... Box 1317  
 Tel.: UL 6-6755 ..... KBS  
 Gen., Comm. Mgr. .... Henry G. Bartol, Jr.  
 Prog., Publicity Dir. .... Gertrude S. Taylor  
 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.  
 Tel.: MY 4-2175 ..... KBS  
 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.  
 Tel.: AT 5-2187 ..... KBS  
 General Manager ..... John T. Newman  
 Ch. Eng. .... Raymond Fields

### **WHED—Washington—1948**

Frequency 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Pamlico Bcstg. Co.  
 Address ..... Box 439  
 Tel.: WH 6-3252 ..... KBS  
 Pres., Gen., Sta. Mgr. .... W. W. Moore  
 Prog. Dir. .... George Shriver  
 Pub. Director ..... W. E. Knight  
 Chief Engineer ..... Richard Tripp

### **WRRF—Washington—1942**

Frequency: 930 Kc. .... Power: 5 Kw., 1 Kw. n.  
 Owned-Oper. By. .... Tar Heel Bcstg. System, Inc.  
 Bus. Studio Add. .... Bank of Washington Bldg.  
 Tel.: WH 6-2162 ..... ABC  
 Representative ..... Headley-Reed  
 President ..... W. R. Roberson, Jr.  
 Station Manager ..... William Abeyounis  
 Commercial Mgr. .... Bob Frowein  
 Program Director ..... Merrill Daniels  
 Chief Engineer ..... L. E. Hilland

### **WHCC—Waynesville—1947**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By. Kenneth D. & Margaret F. Fry

## NORTH CAROLINA

**Business-Studio Address**.....Main St.  
**Tel.:** GL 8-8661.....KBS  
**Pres., Gen. Mgr.**.....K. D. Fry  
**Treasurer**.....M. F. Fry

### WETC—Wendell-Zebulon 1959

**Frequency:** 540 Kc.....**Power:** 250 Watts, d.  
**Owned By**.....Wendell-Zebulon Radio Co.  
**Address**.....Wendell-Zebulon  
**Pres., Gen. Mgr.**.....Lewis V. Parrish  
**Program Dir.**.....Lottie P. Flowers  
**Sales Prom., Pub. Dir.**.....Marshall M. Johnson

### WENC—Whiteville—1946

**Frequency:** 1220.....**Power:** 1000 Watts  
**Owned**.....Whiteville Broadcasting Co., Inc.  
**Address**.....P. O. Box 700  
**Tel.:** MI 2-2133.....KBS  
**Representative**.....Thomas F. Clark  
**President**.....J. A. Maultsby, Sr.  
**Station Mgr.**.....Jerry Honeycutt  
**Prog. Dir.**.....Don Viets  
**Pub. Director**.....Edna E. Ripple  
**Chief Engineer**.....Robert F. Crandall

### WIAM—Williamston—1950

**Frequency:** 900 Kc.....**Power:** 1000 Watts d.  
**Owned-Oper. By**.....E. Carolina Bcstg. Co.  
**Address**.....E. Main St.  
**Tel.:** SW 2-4161.....Independent  
**Co.-O., Gen., Comm. Mgr.**.....Charles M. Gaylord  
**Co.-O., Sta. Manager**.....William H. Farrior

### WGNI—Wilmington—1946

**Frequency:** 1340 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....New Hanover Bcstg. Corp.  
**Business Address**.....211 N. Second St.  
**Tel.:** ROger 2-2493.....Independent  
**Representative**.....Walker  
**President**.....J. S. Brody  
**General Manager**.....Allen B. Jones  
**Prog. Dir., Chief Eng.**.....Arthur L. Madeley

### WMFD—Wilmington—1935

**Frequency:** 630 Kc.....**Power:** 1000 Watts  
**Owned-Operated By**.....R. A. Dunlea  
**Address**.....Front & Market Sts.  
**Tel.:** 3-4064.....ABC  
**Representatives**.....Burn-Smith, Ayers  
**President**.....R. A. Dunlea, Jr.  
**General Mgr.**.....George A. Curtis  
**Station Mgr.**.....Robert Hurley  
**Sales Prom. Mgr.**.....Clay McBride  
**Program Dir.**.....Eric Bruton

### WKLM—Wilmington—1956

**Frequency:** 980 Kc.....**Power:** 5000 Watts  
**Oper. By**.....Thoms Radio-TV Ent.  
**Address**.....Insurance Bldg.  
**Tel.:** ROger 2-4633.....Independent  
**Representative**.....Bcst. Time Sales  
**President**.....Harold H. Thoms  
**Station Mgr.**.....Sam Dodd  
**Chief Engineer**.....Robert Bowden

### WGTM—Wilson—1937

**Frequency:** 590 Kc.....**Power:** 5000 Watts  
**Owned-Oper. By**.....Watson Industries, Inc.  
**Bus.-Studio Address**.....Herring Ave.  
**Tel.:** 2188.....CBS  
**Representative**.....Clark Brown  
**President**.....Penn T. Watson, Sr.  
**Gen., Sta. Mgr.**.....Penn T. Watson, Jr.  
**Commercial Manager**.....Chas. B. Goodyear  
**Sls., Prom. Mgr.**.....Mrs. Boland Hodges  
**Program Director**.....Bill Bunn  
**Publicity Director**.....Shirley Morris  
**Chief Engineer**.....Roy Barron

### WVOT—Wilson—1948

**Freq.:** 1420 Kc.....**Power:** 1 Kw. d., 500 W. n.  
**Owned-Oper. By**.....Wilson Radio Co., Inc.  
**Address**.....Highway 301-A  
**Tel.:** 5157.....Independent  
**Representative**.....Devney  
**President**.....H. W. Anderson  
**Gen., Sta. Mgr.**.....Harry Severance  
**Comm., Sales Prom. Mgr.**.....P. O. Barnes  
**Program Dir.**.....Wister Moore, Jr.  
**Chief Engineer**.....Dan S. Williams

### WAAA—Winston-Salem—1950

**Frequency:** 980 Kc.....**Power:** 1000 Watts d.  
**Owned**.....Laury Assoc., Inc.  
**Address**.....Box 3119  
**Tel.:** PA 2-4121.....Independent  
**Representative**.....Bob Dore  
**President**.....Robert A. Monroe  
**General Manager**.....Ranny Daly  
**Program Director**.....Larry Williams  
**Chief Engineer**.....L. B. McLamb

### WAIR—Winston-Salem—1937

**Frequency:** 1340 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Forsyth Bcstg. Co.  
**Business Address**.....46 Miller St.  
**Tel.:** PA 2-1133.....Independent  
**Representative**.....Burn-Smith  
**President**.....J. F. Koons, III  
**General Manager**.....Harold Calvin  
**Commercial Mgr.**.....Ronald Barrington

### WSJS—Winston-Salem—1930

**Frequency:** 600 Kc.....**Power:** 5000 Watts  
**Owned-Oper. By**.....Piedmont Publishing Co.  
**Bus.-Studio Address**.....419-21 N. Spruce St.  
**Tel.:** PA 5-2311.....NBC  
**Newspaper Affil.**.....Journal, Twin City Sentinel  
**Representative**.....Headley-Reed  
**President**.....W. K. Hoyt  
**V.P., Gen. Mgr.**.....Harold Essex  
**Operations Manager**.....Phil Hedrick  
**Commercial Manager**.....Harry B. Shaw  
**Program Manager**.....John Comas  
**Publicity Director**.....Harold Carter  
**Promotion Mgr.**.....Richard Barron  
**Chief Engineer**.....Leon Lasley

### WTOB—Winston-Salem—1947

**Freq.:** 1380 Kc.....**Power:** 5 Kw. d., 1 Kw. n.  
**Owned-Op. By**.....Winston-Salem Bcstg. Co., Inc.  
**Address**.....300 S. Stratford

## \*\*\*\*\* NORTH CAROLINA-NORTH DAKOTA

Tel.: PA 3-4353.....CBS-MBS  
 Representative...Venard, Rintoul, McConnell  
 President, Pub. Dir.....James W. Coan

Gen., Comm. Manager.....Charles Brunt  
 Program Director.....Johnny Miller  
 Chief Engineer.....James Hoke

Pop.: 696,000  
 Families: 189,000  
 Radio Homes: 183,000

# North Dakota

Stations in State: 19  
 TV Homes: 128,000  
 TV Stations: 9

### **KBOM—Bismarck-Mandan 1925**

Freq.: 1270 Kc....Power: 1 Kw., d. 250 W., n.  
 Owned.....Mandan Radio Assoc.  
 Address.....Box 667, Bismarck  
 Tel.: CA 3-4116.....Independent  
 Representative.....Gill-Perna  
 President.....R. C. Johnson  
 Station, Prog. Dir.....Dick Johnson  
 Comm., Sales Prom. Mgr.....Bob Raser  
 Publicity Dir.....Larry Chambers  
 Chief Engineer.....Herb Leupp

### **KFYR—Bismarck—1925**

Frequency: 550 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Meyer Bcstg. Co.  
 Bus.-Studio Address.....202½ Fourth St.  
 Tel.: CA 3-0900.....NBC  
 Representative.....John Blair  
 Pres., General Manager.....W. A. Ekberg  
 Station Comm. Mgr.....R. W. MacLeod  
 Program Director.....Stanley Wilson  
 Sales Prom. Mgr.....Raymond Isaak  
 Chief Engineer.....Ivar Nelson

### **KQDI—Bismarck—1958**

Frequency: 1350 Kc.....Power: 500 Watts d.  
 Owned By.....Dakota Musicasters  
 Business Address.....117½ N. 5th St.  
 Tel.: CApital 3-4447.....Independent  
 Station Representative.....Forjoe  
 Gen. & Sta. Mgr.....Darrel W. Holt  
 Chief Engineer.....William Banks, Jr.

### **KDLR—Devils Lake—1925**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....KDLR, Inc.  
 Bhsiness-Studio Address.....400 12th Ave.  
 Tel.: 1090.....MBS-KBS  
 Representative.....Hal Holman  
 Pres., Gen. Manager.....Bert Wick  
 Comm., Mgr.....Paul R. Lange  
 Program Director.....Wilbur Clemenson  
 Chief Engineer.....Richard Moritz

### **KDIX—Dickinson—1947**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Dickinson Radio Assn.  
 Bus.-Studio Address.....119 2d Ave. W.  
 Tel.: 5133.....KBS  
 Representative.....Holman; Hurley  
 President.....Dr. P. J. Weir  
 Gen.-Sta. Mgr.....Orville F. Burda  
 Comm. Mgr.....Ken Gierke  
 Prog., Dir.....Lauren Haacke  
 Chief Engineer.....Benjamin G. Locherd

### **KFGO—Fargo—1948**

Frequency: 790 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....N. Dak. Bcstg. Co.  
 Business-Studio Address.....Box 1610  
 Tel.: 2-3291.....ABC  
 Representative.....Gill-Perna  
 President.....W. R. Haggart  
 Gen., Comm., Sales Mgr.....Charles G. Burke  
 Program Director.....Chuck Boone  
 Chief Eng.....G. Stenoien, N. Pederson

### **WDAY—Fargo—1922**

Frequency: 970 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WDAY, Inc.  
 Business-Studio Address.....207 North Fifth  
 Tel.: 2-3371.....NBC  
 Newspaper Affil.....Forum  
 Rep.....Peters, Griffin, Woodward, Inc.  
 President.....E. C. Reineke  
 Station Manager.....Jack Dunn  
 General Manager.....Tom Barnes  
 Sales Manager.....Bill Burn  
 Program Director.....Ernie Brevik  
 Promotion Mgr.....Roy Pedersen

### **KVOX—Fargo—1937**

(See Moorhead, Minn. Listing)

### **KGPC—Grafton—1958**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned By.....KGPC Co.  
 Address.....P. O. Box 306  
 Tel.: 105.....Independent  
 General Mgr.....C. G. Matheson  
 Station Mgr.....R. G. Biddick  
 Commercial Mgr.....R. Hunt

### **KILO—Grand Forks—1941**

Frequency 1440 Kc....Power: 1000 d.; 500n.  
 Owned-Oper. By...Grand Forks Herald, Inc.  
 Bus.-Studio Address...First Natl. Bank Bldg.  
 Tel.: 4-5321.....CBS  
 Newspaper Affiliation.....Herald  
 Representative...Everett-McKinney, O'Connell  
 President.....M. M. Oppegard  
 Sta., Comm. Mgr.....Herman Livingston  
 Adm. Exec.....Dorothy Ann Kirk  
 Chief Engineer.....A. F. Petrich

### **KNOX—Grand Forks—1947**

Frequency: 1310 Kc.....Power: 5000 Watts  
 Owned By.....Community Radio Corp.  
 Address.....P. O. Box 1110  
 Tel.: 4-4611.....MBS

## NORTH DAKOTA-OHIO

Representative.....Rambeau, Vance, Hopple  
 President.....Arthur Tweet  
 Program Director.....Dave Henley  
 Sales Manager.....Robert Lukkason  
 Chief Engineer.....David L. Chumley

### KNDC—Hettinger—1954

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned.....Hettinger Bcstg. Co.  
 Address.....Lambert Bldg.  
 Tel.: 547.....KBS  
 President.....Cecil R. Clark  
 Manager.....Tom E. Loughhead  
 Commercial Manager.....Louls Borreman  
 Program Director.....Allen McIntyre

### KEYJ—Jamestown—1954

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned.....James River Bcstg. Co.  
 Address.....Box 1170  
 Tel.: Clinton 2-2160.....KBS  
 Representative.....Devney  
 President, Gen. Mgr.....Robert E. Ingstad  
 Station Manager.....A. G. Berry  
 Comm. Manager.....R. L. Richardson  
 Publicity Director.....Tom Bergum  
 Program Director.....Bernard H. Langenfeld  
 Sales Prom. Mgr.....T. D. Soullis  
 Chief Engineer.....Kenneth L. Rich

### KSJB—Jamestown—1937

Frequency: 600 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....KSJB, Inc.  
 Address.....Box 1271  
 Tel.: 1600.....CBS  
 Representative.....Weed & Co.  
 President.....James M. Pryor, Jr.  
 Station Manager.....E. M. Hoge  
 Program Director.....James Zimmerman  
 Chief Engineer.....Harvey Van Erem

### KCJB—Minot—1950

Frequency: 910 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....KCJB, Inc.  
 Address.....Box 1712  
 Tel.: 51-161.....CBS

Representative.....Weed  
 Pres., Gen. Mgr.....James M. Pryor, Jr.  
 Comm. Mgr.....Hugo Furstenau  
 Program Dir.....Jim Johnson  
 Sales Prom. Mgr.....Charles Praitt  
 Chief Engineer.....Wes Bell

### KLPM—Minot—1929

Frequency: 1390 Kc..Power: 5000 d.; 1000 n.  
 Owned-Operated By.....Minot Bcstg. Co.  
 Business Address.....320 Third Ave., S.W.  
 Tel.: 4-1146.....MBS  
 Representative.....Walker-Rawalt  
 President.....Ethel H. Cooley  
 Gen. Mgr., Ch. Eng.....C. W. Baker  
 Comm. Dir., Prog. Dir.....Leslie E. Maupin

### KQDY—Minot—1957

Frequency: 1320 Kc.....Power: 1 Kw., d.  
 Owned.....Paul Crain et al  
 Address.....Box 1291  
 Tel.: 7-1124.....Independent  
 Representative.....Forjoe  
 Sta. Mgr.....H. T. "Pete" Searle

### KOVC—Valley City—1936

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....KOV, Inc.  
 Business Address.....135 Central Ave. S.  
 Tel.: 1490.....MBS-KBS  
 Representative.....Ed Devney  
 Pres., Gen. Mgr.....Robert E. Ingstad  
 Comm., Sta. Mgr.....Ed Weeks  
 Program Director.....Russ Kaber  
 Chief Engineer.....Glen Olson

### KEYZ—Williston—1948

Frequency: 1360 Kc.....Power: 5 Kw.  
 Owned-Oper. By.....Charles L. Scofield  
 Address.....1300 Second Ave. W.  
 Tel.: Greenfield 3-3911.....Independent  
 Representative.....Holman  
 Pres., Ch. Eng.....Chas. L. Scofield  
 General Manager.....W. L. Holter  
 Comm. Manager.....Bob Miller  
 Publicity Director.....J. McGeehan  
 Program Director.....Bob Gilbert

Pop.: 9,749,000  
 Families: 2,925,000  
 Radio Homes: 2,845,000

## Ohio

Stations in State: 88  
 TV Homes: 2,661,000  
 TV Stations: 28

### WADC—Akron—1925

Frequency: 1350 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Allen T. Simmons  
 Business Address.....40 E. Mill St.  
 Tel.: JE 5-6165.....CBS  
 Representative.....George P. Hollingbery  
 Pres., Gen., Sta. Mgr.....Allen T. Simmons  
 Commercial Manager.....Robert B. Wilson  
 Sales Promotion Manager.....Dolores Buehrle  
 Program Director.....Margaret Bevans  
 Publicity Director.....Roger Carter  
 Chief Engineer.....Arnold Bock

### WAKR—Akron—1940

Frequency: 1590 Kc.....Power: 5000 Watts  
 Owned By.....Summit Radio Corp.  
 Address.....853 Copley Rd.  
 Tel.: PO 2-8811.....ABC  
 Newspaper Affiliation.....Beacon Journal  
 Station Representative.....McGavren-Quinn  
 President.....S. Bernard Berk  
 Gen., Sta. Mgr.....Roger G. Berk  
 Comm., Sales Prom. Mgr.....Kenneth M. Keegan  
 Program Director.....Bob Wylie  
 Operations Manager.....Robert I. Bostian

Chief Engineer.....Irwin L. Knopp

### WCUE—Akron—1949

Frequency: 1150 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....T. Estabrook & J. Valdes  
Address.....41 S. Main St.  
Tel.: FR 6-7114.....Independent  
Representative.....Avery-Knodel  
President.....Ted Estabrook  
Sec. Treas.....Jack Valdes  
Station Mgr.....Harley Lucas  
Local Sales Mgr.....George Mamas  
Commercial Manager.....Jack Maurer  
Production Manager.....Rick Reighard  
Program Director.....Joe Mayer  
Advertising Manager.....Jean Elliot  
Chief Engineer.....Henry Niederkofler

### WHKK—Akron—1944

Frequency: 640 Kc.....Power: 1000 Watts  
Owned-Oper. By.....WHKK Bcstg. Co.  
Business-Studio Address.....51 W. State St.  
Tel.: BL 3-7101.....MBS  
Representative.....Bolling  
Pres., Gen. Mgr.....Philip R. Herbert  
Program Director.....Adrian (Bud) Cooper  
Sales Prom. Mgr.....Glenn Colerider  
Chief Engineer.....Andrew D. Smith

### WFAH—Alliance—1947

Frequency: 1310 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....The Review Pub. Co.  
Address.....2720 S. Union  
Tel.: TALbot 1-1111.....Independent  
Representative.....Grant Webb  
President.....Mrs. F. A. Hoiles  
Sta. Manager.....D. A. Peterson  
Commercial Mgr.....Robert A. Gates  
Program Director.....Edward D. Krahling  
Chief Engineer.....Gene Peterman

### WNCO—Ashland—1959

Frequency: 1340 Kc.....Power: 250 W.  
Owned.....Radio Ashland, Inc.  
Business Address.....Ashland Mansfield Rd.  
Tel.: 2-1572.....KBS  
Station Representative.....Ohio Stations  
Pres., Ch. Engr.....Charlie Calhoun  
Sta., Comm. Mgr.....Jim Baine  
Prog. Dir.....Walt Harrell  
Publicity Director.....Leola Barrington

### WICA—Ashtabula—1937

Freq.: 970 Kc.....Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By.....WICA, Inc.  
Address.....Ashtabula  
Tel.: WYman 32-126.....Independent  
Newspaper Affil.....Star Beacon  
Representative.....Clark  
President.....D. C. Rowley  
General Manager.....John Colin  
Station Manager.....D. W. Fassett  
Commercial Mgr.....I. H. Bleasdale  
Program Dir.....John Strasen  
Chief Engineer.....Frank Bernato

### WATH—Athens—1950

Frequency: 970 Kc.....Power: 1000 Watts d.  
Owned By.....Radio Athens  
Business Address.....Box 527  
Tel.: 3-1587.....Independent  
Station Representative.....Hopewell  
Gen. Mgr., Chief Engr.....Andrew Kovlan  
Comm. Manager.....John Kerr  
Sales Promotion Manager.....George Charles  
Program Director.....Claudia Bolin

### WTRX—Bellaire-Wheeling 1947

Frequency: 1290 Kc.....Power: 1000 Watts d.  
Owned By.....Ohio Valley Bcstg. Corp.  
Business Address.....Hotel McClure Wheeling  
Representative.....Burn-Smith  
President.....Walter Patterson  
Vice President.....Robert K. Richards  
Station Manager.....W. K. Greaver  
Program Director.....James L. Harper  
Chief Engineer.....George Cowen

### WOHP—Bellefontaine—1952

Frequency: 1390 Kc.....Power: 500 Watts  
Owned.....Lake Erie Radio & TV Corp.  
Address.....East Sandusky St.  
Tel.: 2-5796.....Independent  
President.....T. M. Nelson  
General Manager.....R. K. Wood  
Chief Engineer.....Ken Arnold

### WTLG—Bowling Green—1954

Frequency: 730 Kc.....Power: 250 Watts d.  
Owner.....Howard R. Ward  
Address.....P. O. Box 105  
Tel.: 3-8021.....Independent  
Rep.....Venard, Rintoul & McConnell  
Pres., Gen., Sta. Mgr.....Howard R. Ward  
Chief Eng.....Roy Gallagher

### WILE—Cambridge—1948

Frequency: 1270 Kc.....Power: 1000 Watts a.  
Owned-Oper.....Land o' The Lakes Bcstg. Corp.  
Business-Studio Address.....917 Beatty Ave.  
Tel.: 4-5606.....KBS  
Pres., Gen. Mgr.....Howard A. Donahoe  
Sta., Sales Prom. Mgr.....David C. Lorimer  
Commercial Manager.....William F. Robinson  
Program Director.....William Coffey  
Chief Engineer.....John Nagay

### WHOT—Campbell—1955

Frequency: 1570 Kc.....Power: 250 Watts d.  
Owned-Oper. By.....Myron Jones  
Address.....401 N. Blaine Ave., Youngstown  
Tel.: RI 6-8464.....Independent  
Owner.....Myron Jones  
General Manager.....William Fleckenstein  
Merchandising Manager.....Bill Aey

### WAND—Canton—1947

Frequency: 900 Kc.....Power: 500 Watts d.  
Owned-Oper. By.....Dover Bcstg.  
Business Address.....106 High Ave., N.W.



## **Gordon Stations— America's LIVELIEST Independents!**

### **WSAI Cincinnati**

Leading radio service in America's 17th market . . . 5000 powerful watts now 24 hours a day! Exciting new sound, fast-paced personality shows plus *Instant News* makes WSAI first in programming . . . first in cost efficiency! See Adam Young for the WSAI Story.

### **KBUZ Phoenix**

These fast-climbing Gordon stations cover 80% of all Arizona . . . an exciting, dynamic young region whose booming population already adds up to America's 19th market. Buy the Gordon Group Package and you get the Southwest's best radio buy. Adam Young has the facts!

### **KCUB Tucson**

WSAI—CINCINNATI • KBUZ—PHOENIX  
KCUB—TUCSON  
WSAI-FM—CINCINNATI • KTYL-FM—MESA

*Sold nationally by Adam Young Inc.*

**SHERWOOD R. GORDON, President**





Tel.: GL 6-8396.....MBS  
 Station Representative.....Breen & Ward  
 General Manager.....W. B. Steis  
 Asst. Mgr., Prog. Dir.....Richard L. Doll  
 Commercial Manager.....Ace Shaheen  
 Merchandising Manager.....Grace Whitmire  
 Chief Engineer.....Donald Graff

**WCMW—Canton—1946**

Frequency: 1060 Kc....Power: 1000 Watts d.  
 Owned-Operated By.....Stark Bcstg. Corp.  
 Business Address...4601 Hills & Dales Rd., NW  
 Tel.: GL 5-9475.....Independent  
 Station Representative.....Masla  
 President.....S. L. Huffman  
 General Manager.....Clark L. Dozer  
 Sta. Mgr., Prog. Dir.....Jack Hale  
 Commercial Manager.....Dick Bremkamp  
 Sales Prom., Pub. Dir.....Joe Saxon  
 Chief Engineer.....Al James

**WHBC—Canton—1925**

Frequency: 1480 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Ohio Bcstg. Co.  
 Business-Studio Address...550 S. Market St.  
 Tel.: GL 6-7166.....ABC  
 Newspaper Affil.....Brush-Moore  
 Representative...Venard, Rintoul, McConnell  
 President.....Eugene Carr  
 Station Manager.....Robert C. Fehlman  
 Commercial Manager.....Paul E. Gilmor  
 Sales Prlom. Mgr.....Nancy Rice  
 Program Director.....Lee Atwell  
 Publicity Director.....Nancy Jones  
 Chief Engineer.....John Schen

**WBEX—Chillicothe—1947**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned.....Shawnee Broadcasting Co.  
 Bus. Address.....Pohlman Rd., Carlisle Hill  
 Tel.: PRospect 3-2244.....MBS, KBS  
 Representative.....Thomas F. Clark  
 President.....Truman A. Morris  
 Comm. Mgr.....Alan Batteiger  
 Sales Promotion Mgr.....Don W. Hughes  
 Program Director.....Mary Morris  
 Chief Engineer.....Jerry Ashley

**WCHI—Chillicothe—1956**

Frequency: 1350 Kc.....Power: 500 Watts  
 Owned.....Chillicothe Bcstg. Co.  
 Address.....800 Eastern Avenue  
 Tel.: PR 4-3385.....Independent  
 Representative.....McGillvra  
 Co-Owners.....J. H. & A. I. McGillvra  
 Station Manager.....George J. Fox  
 Chief Engineer.....Carl J. Finger

**WSAI—Cincinnati—1923**

Frequency: 1360 Kc.....Power: 5000 Watts  
 Owned-Oper. By...Consolidated Sun Ray Bcstg.  
 Address.....Sinton Hotel  
 Tel.: MAIn 1-1068.....Independent  
 Station Representative.....Young  
 President.....William Sylk  
 V.P., Gen. Mgr.....Howard Eicher  
 Nat'l Sales Manager.....Lu Bassett

V.P., Local Sales Manager.....H. O. Parry  
 Sales Prom., Pub. Dir.....Marian E. Knight  
 Program Director.....Don McCarty  
 Chief Engineer.....Jonas Helser

**WCIN—Cincinnati—1953**

Frequency: 1480 Kc....Power: 1000 Watts d.  
 Owned-Oper. By.....Robert W. Rounsaville  
 Address.....3301 Beekman St.  
 Tel.: MU 1-7600.....Independent  
 Representative.....Gill-Perna, Dorá-Clayton  
 Owner, Gen. Mgr.....R. W. Rounsaville  
 Station Manager.....Ralph B. Johnson  
 Gen. Sls. Mgr.....John Fulton

**WCKY—Cincinnati—1929**

Frequency: 1530 Kc.....Power: 50,000 Watts  
 Owned-Operated By.....L. B. Wilson, Inc.  
 Bus-Studio Address...Hotel Sheraton Gibson  
 Tel.: CH 1-8565.....Independent  
 Representatives...Welstead, AM Radio Sales  
 Pres., Gen. Mgr., Eng....Chas. H. Topmiller  
 Sales Prom. Mgr., Pub. Dir.....R. M. Fleming  
 Sec.-Treas.....Jeanette Heinze  
 Prog. Dir.....Paul F. Miller

**WCPO—Cincinnati—1927**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By...Scripps-Howard Radio, Inc.  
 Business Address.....2345 Symmes St.  
 Tel.: CA 1-0777.....Independent  
 Newspaper Affiliation.....Post-Times Star  
 Representative.....John Blair  
 President.....Jack R. Howard  
 General Manager.....M. C. Watters  
 Station Director.....Patrick H. Crafton  
 Comm. Manager.....R. Rietman  
 Program Director.....Bill Dawes  
 Chief Engineer.....Paul Adams

**WKRC—Cincinnati—1922**

Frequency: 550 Kc...Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....Radio Cincinnati, Inc.  
 Address-Trans.....Hotel Alms  
 Tel.: WO 1-0550.....CBS  
 Representative.....Katz  
 President.....Hulbert Taft, Jr.  
 General Manager.....Hubbard Hood  
 Gen. Sales Mgr.....R. L. Bevington  
 Commercial Mgr.....H. M. Heilbrun  
 Program Director.....Ed Kennedy, Jr.  
 Sales Prom. Mgr.....John Walsh  
 Publicity Director.....Greg Olberding  
 Tech. Asst. to Pres.....W. H. Hansher

**WLW—Cincinnati—1922**

Frequency: 700 Kc.....Power: 50 Kw.  
 Owned.....Crosley Bcstg., Corp.  
 Address.....140 W. Ninth St.  
 Tel.: CH 1-1822.....NBC  
 Representative.....NBC Spot Sls.  
 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

**OHIO** .....

Sales Mgr. .... Scott McLean  
Program Director ..... Gene Dailey  
Chief Engineer ..... R. J. Rockwell

**WZIP—Cincinnati—1947**

Frequency: 1050 Kc. .... Power: 250 Watts d.  
Owned-Operated By. . . Greater Cinn. Radio, Inc.  
Business Address. . . . . Vernon Manor Hotel  
Tel.: UNiversity 1-6067. . . . . MBS  
Rep. . . . Venard, Rintoul, McConnell; Ohio Sta.  
President. . . . . Edward D. Skotch  
Commercial Manager. . . . . Len Goorian  
Sales Promo. Mgr. . . . . Gloria Glassmeyer  
Program Director. . . . . George Winters  
Publicity Director. . . . . Gittee Bortz  
Chief Engineer. . . . . Dick Stapleton

**WERE—Cleveland—1948**

Frequency: 1300 Kc. .... Power: 5000 Watts  
Owned-Operated By. . . Cleveland Bcstg. Inc.  
Address. . . . . 1501 Euclid Ave.  
Tel.: SU 1-9600. . . . . Independent  
Station Rep. . . . Venard, Rintoul & McConnell  
President. . . . . Ray T. Miller  
V.P., General Manager. . . . Richard M. Klaus  
Nat'l Sales Mgr. . . . . Ed Paul  
Sales Prom., Pub. Dir. . . . . Peter Roper  
Production Manager. . . . . Bob West  
Chief Engineer. . . . . Harry Dennis

**WDOK—Cleveland—1950**

Frequency: 1260 Kc. .... Power: 5000 Watts  
Owned-Operated By. . . . . Civic Bcstrs., Inc.

Address. . . . . 1515 Euclid Ave.  
Tel.: MA 1-2890. . . . . Independent  
Station Representative. . . Broadcast Time Sales  
Pres., Gen. Mgr. . . . . Frederick C. Wolf  
Sales Prom. Mgr. . . . . Jeanne M. Forney  
Prog., Publicity Dir. . . . . Norman Wain  
Chief Engineer. . . . . Ralph Ouay

**WGAR—Cleveland—1930**

Frequency: 1220 Kc. .... Power: 50,000 Watts  
Owned-Oper. By. . . . . Peoples Bcstg. Corp.  
Bus. Address. . . . . Hotel Staller  
Tel.: PR 1-0200. . . . . CBS  
Representative . . . . . Christal  
President. . . . . Murray D. Lincoln  
V. Pres., Gen. Mgr. . . . . Herbert Evans  
Station Manager. . . . . Carl E. George  
Commercial Mgr. . . . . Robert E. Forker  
Sales, Prom., Pub. Dir. . . Donald C. Mitrovitch  
Program Director. . . . . Robert Smiley  
Chief Engineer. . . . . Lloyd Wingard

**WHK—Cleveland—1922**

Frequency: 1420 Kc. .... Power: 5000 Watts  
Owned-Oper. By. . . . Metropolitan Bcstg. Corp.  
Business-Studio Address. . 5000 Euclid Avenue  
Tel.: EXpress 1-5000. . . . . Independent  
Station Representative . . . . Eastman  
President . . . . . Bernard Goodwin  
Gen., Sta. Mgr. . . . . Harvey L. Glascock  
Sales Prom., Pub. Dir. . . . . Gary Davis  
Program Director. . . . . Gerald Spinn  
Chief Engineer. . . . . Ralph H. DeLamy

a better "spin" for your money in northern Ohio:

**album merry-go-round**



Which audience has the real buying power? Adults, of course. Reach them with "their kind of music" on WDOK, Cleveland. Como, Miller, My Fair Lady, etc. . . . all the best, on ALBUMS. Call Fred Wolfe, Gen. Mgr.: MAin 1-2890, Cleveland.

**WDOK**

**1260 kc  
CLEVELAND**

**WJMO—Cleveland—1947**

Frequency: 1540 Kc.....Power: 1000 Watts d.  
Owned By.....Preston G. Tuschman  
Address.....2157 Euclid Ave.  
Tel.: SU 1-4424.....Independent  
Rep.....Dora-Clayton; Oakes, Wittig, Devney  
Gen. Mgr., Ch. Eng.....C. C. Courtney  
Program Director.....John Slade  
Publicity Director.....Ron Seman

**WJW—Cleveland—1943**

Frequency: 850 Kc.....Power: 5000 Watts  
Owned-Operated By.....Storer  
Business-Studio Address.....1630 Euclid Ave.  
Tel.: Tower 1-6080.....NBC  
Newspaper Affil.....Miami Sun  
Representative.....Katz  
President.....G. B. Storer  
Station Manager.....R. P. Merridew  
Program Director.....Bruce MacDonald  
Commercial Manager.....H. Mathews  
Sales Prom., Public. Dir.....J. A. Wyman  
Chief Engineer.....Harold Brinkman

Owners of: WGBS, Miami, Fla.; WJBK, Detroit;  
WSPD, Toledo; WAGA, Atlanta; WWVA,  
Wheeling, W. Va.; WIBG, Philadelphia

**KYW—Cleveland—1923**

Frequency: 1100 Kc.....Power: 50,000 Watts  
Owned-Oper. By.....Westinghouse Bcstg. Co.  
Business Address.....815 Superior Ave.

Tel.: CH 1-0942.....Independent  
Sta. Representative.....Peeters, Griffin, Woodward  
After July 1.....AM Radio Sales  
President.....Donald H. McGannon  
General Manager.....Gordon Davis  
Commercial Manager.....Ed Wallis  
Program Director.....Mark Olds  
Publicity Director.....Charles Getz  
Adv., Sls., Prom. Dir.....Janet K. Byers  
Chief Engineer.....Sid Stadig  
Owners of: WBZ-WBZA, Boston-Springfield,  
Mass.; KDKA, Pittsburgh, Pa.; WOWO, Fort  
Wayne, Ind.; KEX, Portland, Oreg.; WIND,  
Chicago, Ill.

**WSRS—Cleveland Heights  
1947**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....Friendly Bcstg. Co.  
Address.....2156 Lee Rd.  
Tel.: ER 1-2005.....ABC  
Representative.....Bob Dore  
President.....Richard Eaton  
Vice Pres.....B. W. Sague  
V.P., Bus. Mgr.....Myron T. Wille  
Sec.-Treas.....George P. Bickford

**WBNS—Columbus—1924**

Frequency: 1460 Kc..Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By.....RadiOhio, Inc.  
Business-Studio Address.....33 N. High St.

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 NBC  
850 KC



a Storer operation

1630 EUCLID AVE.  
TOWER 1-6080

represented nationally  
by the Katz Agency

## OHIO

Tel.: CA 4-9265.....CBS  
Representative ..... John Blair  
Station Manager ..... Richard A. Borei  
Commercial Manager ..... W. I. Orr  
Sales Prom. Director ..... Jim Yenon  
Program Director ..... Parke Blanton  
Publicity Director ..... M. Babington  
Chief Engineer ..... Lester H. Natzger

### WCOL—Columbus—1922

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By ..... Air Trails, Inc.  
Business-Studio Address ..... E. Broad & Young St.  
Tel.: CA 1-4581 ..... ABC  
Newspaper Affil. .... Lancaster Eagle-Gazette,  
Representative ..... H-R Repr., Inc.  
President ..... Charles Sawyer  
Exec. V.P., Gen. Mgr. .... J. P. Williams  
V. P. .... Alexander Buchan  
Manager ..... Collis A. Young

### WMNI—Columbus—1958

Frequency: 920 Kc.....Power: 500 Watts  
Owned By ..... North American Bcstg. Co.  
Address ..... Southern Hotel  
Tel.: CA 1-1354 ..... Independent  
Representative ..... Broadcast Time Sales  
Pres., Gen. Mgr. .... William R. Mnich  
Program, Publicity Dir. .... Harv Morgan  
Sales Prom. Mgr. .... Mrs. Georgia Bartoe  
Chief Engineer ..... John D. Brookbank

### WTVN—Columbus—1924

Frequency: 610 Kc.....Power: 5000 Watts  
Owned-Operated By ..... Radio Columbus  
Business-Studio Address ..... 22 East Gay St.  
Tel.: CA 4-1271 ..... MBS  
Representative ..... Katz  
President ..... Hulbert Taft, Jr.  
Gen., Sta., Comm. Mgr. .... Sam T. Johnston  
Sales Prom., Prog. Dir. .... Robert Adkins  
Publicity Director ..... Ruth Dillon  
Chief Engineer ..... Eugene Cafege

### WVKO—Columbus—1948

Frequency: 1580 Kc.....Power: 1000 Watts d.  
Owned-Oper. By ..... Sky Way Bcstg. Corp.  
Address ..... 274 S. 3rd St.  
Tel.: CA 1-5247 ..... Independent  
Representative ..... Venard, Rintoul & McConnell  
Gen., Sta. Manager ..... Bert Charles  
Comm. Manager ..... William Selander  
Sales Prom. Mgr. .... Roberta O. Nixon  
Publicity Dir. .... Betty J. Specks  
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.  
Tel.: MAin 2-5432 ..... Independent  
Station Representative ..... Webb  
Pres., Gen. Mgr. .... F. Bruce Wallace  
Comm., Sales Prom. Mgr. .... Arthur E. Jost  
Prog., Pub. Dir. .... Hugh G. Williams  
Chief Engineer ..... Hermen L. Philabaum

### WAVI—Dayton—1955

Frequency: 1210 Kc.....Power: 250 Watts d.  
Owned ..... WAVI Bcstg. Corp.  
Address ..... 1428 Cincinnati St.  
Tel.: BALdwin 4-1137 ..... Independent  
Station Rep. .... Bcst. Time Sales  
Pres., Gen. Mgr. .... Harry K. Crowl  
National Sales Director. .... Kenneth D. Caywood  
Commercial Manager ..... Guy Wadsworth  
Sales Prom., Prog. Dir. .... Dewitt Campbell  
Chief Engineer ..... Charles Dreher

### WHIO—Dayton—1935

Frequency: 1290 Kc.....Power: 5000 Watts  
Owned-Oper. By ..... Miami Valley Bcstg. Corp.  
Business-Studio Address. .... 1414 Wilmington Ave.  
Tel.: MA 6581 ..... CBS  
Representative ..... Hollingbery  
President ..... James M. Cox, Jr.  
General Manager ..... Robert H. Moody  
Merchandising Manager. .... W. E. Wolaver  
Nat. Sls. Mgr. .... Wade H. Alley  
Prom. Director ..... Chuck Gay  
Asst. to Gen. Mgr. .... Harvey R. Young

### WING—Dayton—1921

Frequency: 1410 Kc.....Power: 5000 Watts  
Owned-Oper. By ..... Great Trails Bcstg. Co.  
Business-Studio Address. .... 121 N. Main St.  
Tel.: BA 2-3773 ..... ABC  
News. Affil. .... Lancaster Eagle-Gazette  
Station Representative ..... Eastman  
President ..... Charles Sawyer  
General Manager ..... Dale Moudy  
Commercial Manager ..... O. Eugene Rahn  
Sales Prom. Mgr. .... Larry Marker  
Program Director ..... George Dunlevy  
Chief Engineer ..... Howard Ryan

### WONE—Dayton—1949

Frequency: 980 Kc.....Power: 5000 Watts  
Owned-Operated By ..... Skyland Bcstg. Corp.  
Address ..... 380 West First St.  
Tel.: BA 4-6501 ..... Independent  
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  
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  
Tel.: 3-2226 ..... Independent  
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  
Tel.: 4-2126 ..... KBS  
Station Representative ..... Breen & Ward

President.....Agnes J. Reeves Greer  
 Asst. Station Manager.....Sal Butera  
 General Manager.....W. B. Steis  
 Commercial Manager.....E. A. Barr  
 Sales Prom. Mgr.....Norm Witherspoon  
 Program Director.....Jim Shipley  
 Publicity Dir.....Grace Whitmire  
 Chief Engineer.....Donald Graff

**WOHI—East Liverpool—1949**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....East Liverpool Bcstg. Co.  
 Business Address.....P.O. Box 760  
 Tel.: FULTON 5-1490.....ABC  
 Representative.....Grant Webb  
 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-Lorain—1948**

Frequency: 930 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Elyria-Lorain Bcstg. Co.  
 Address.....Elyria Savings and Trust Bldg.  
 Tel.: FA 2-3761.....Independent  
 Newspaper Affil.....Chronicle-Telegram  
 President.....O. B. Schoepfle  
 General Mgr.....Paul Nakel  
 Program Dir.....Dick Barrett  
 Chief Engineer.....Hugh Coburn

**WFIN—Findlay—1941**

Frequency: 1330 Kc...Power: 1000 Watts, d.  
 Owned.....Findlay Publishing Co.  
 Address.....101½ West Sandusky St.  
 Tel.: GA 2-4545.....Independent  
 Representative.....Clark, Ohio Rep.  
 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—1952**

Frequency: 1430 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Seneca Radio Corp.  
 Business Address.....Box 589  
 Tel.: HE 5-5666.....Independent  
 Station Rep.....Webb; Ohio Stations  
 President.....Andrew Emerine  
 Gen., Sta. Mgr.....Melvin L. Murray  
 Commercial Mgr.....Roger V. Wise  
 Program Director.....Lowell Fiedler  
 Chief Engineer.....Carl Barry

**WFRO—Fremont—1949**

Frequency: 900 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Wolfe Bcstg. Corp.  
 Address.....905 W. State St.  
 Tel.: FE 2-3951.....Independent  
 Representative.....Hil F. Best  
 President.....Robert F. Wolfe  
 Managing Director.....R. C. Force

**WJEH—Gallipolis—1950**

Frequency: 990 Kc.....Power: 1 Kw., d.

Owned-Oper. By..Ohio Valley on the Air, Inc.  
 Business Address...Portsmouth Rd.; Box 244  
 Tel.: Gibson 6-3543.....KBS  
 Representative.....Sears & Ayer  
 President.....John E. Halliday  
 Gen., Comm. Mgr.....Marianne B. Campbell  
 Publicity Director.....J. Sherman Porter  
 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.  
 Representative.....Rambau  
 President.....Robert J. Briede  
 General Manager.....Robert L. Odson  
 Sta. Mgr., Prog. Director.....Norm Keller  
 Ass't Gen. Mgr., Comm. Mgr.....Ray Motley

**WSRW—Hillsboro—1956**

Frequency: 1590 Kc.....Power: 500 W., d.  
 Owned.....Highland Bcstg. Co.  
 Address.....Box 176  
 Tel.: HI 1590.....KBS  
 Representative.....Continental  
 Gen. Mgr.....Willard Parr, Sr.  
 Comm. Mgr.....Robert Martin  
 Prog. Dir.....Gene Brent

**WIRO—Ironton—1951**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owner.....Iron City Bcstg. Co.  
 Address.....Radio Plaza  
 Tel.: 360.....MBS  
 Station Representative.....Best  
 Pres., Ch. Eng.....C. A. Baker  
 Gen., Sta. Mgr.....C. E. McElroy  
 Commercial Manager.....Joe Klarke  
 Program Director.....Marlene Ferguson

**WLMJ—Jackson—1953**

Frequency: 1280 Kc.....Power: 1 Kw., d.  
 Owned.....Radio Jackson, Inc.  
 Address.....Court & Broadway  
 Tel.: 850.....KBS  
 Representative.....McGavren-Quinn  
 Pres., Gen. Mgr.....J. E. Willis  
 Program Director.....Bill Dawson  
 Chief Engineer.....William McCartney

**WHOK—Lancaster—1948**

Frequency: 1320 Kc.....Power: 1000 Watts  
 Owned-Oper. By..Hocking Valley Bcstg. Corp.  
 Address-Trans. Loc.....Memorial Dr.  
 Tel.: OL 3-4373.....Independent  
 Pres., Gen. Mgr.....Nelson Embrey  
 Comm. Manager.....Mark Lucas  
 Program Dir.....Eleanor J. Blazer  
 Chief Engineer.....Charles B. Houston

**WIMA—Lima—1948**

Frequency: 1150 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....N.W. Ohio Bcstg. Corp.  
 Business-Studio Address.....223 N. Main St.  
 Tel.: CA 3-2060.....ABC

**OHIO** .....

Representative ..... H.R.  
 President..... G. E. Hamilton  
 General Manager..... R. W. Mack  
 Sta., Comm. Mgr..... C. B. Heller  
 Program Director..... Charles Grady  
 Chief Engineer..... Bill Harrison

**WCLW—Mansfield—1957**

Frequency: 1570 Kc..... Power: 250 Watts, d.  
 Owned By..... Mansfield Bcstg. Co.  
 Address..... 791 McPherson St.  
 Station Rep..... Devney  
 Pres., Gen. Mgr..... F. Eckhardt  
 Commercial Mgr..... D. Holzapfel

**WMAN—Mansfield—1939**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Operated By..... Richland, Inc.  
 Business-Studio Address..... 144 1/2 Park Ave. W.  
 Tel.: LA 4-2211..... ABC  
 Representative..... Venard, Rintoul & McConnell  
 Pres., Gen., Sta., Sls., Comm. Mgr. J. M. O'Hara  
 Prog.-Pub. Dir..... Robert James  
 Chief Engineer..... William Morrison

**WMOA—Marietta—1946**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned..... Marietta Broadcasting Corp.  
 Address..... P. O. Box 594  
 Tel.: FR 3-7527..... MBS  
 Station Representative..... Devney  
 Gen., Sta. Mgr..... R. Sanford Guyer  
 Commercial Manager..... Robert L. Guyer  
 Sales Prom. Mgr..... John Cigna  
 Program Director..... Leah R. Thorla  
 Publicity Director..... Charles Weis  
 Chief Engineer..... Charles E. Clark

**WMRN—Marion—1940**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Oper. By..... The Marion Bcstg. Co.  
 Bus. Address..... 1490 N. Main St.; Box 518  
 Tel.: 3-1131..... ABC  
 Pres., Gen. Mgr..... Robert T. Mason  
 Commercial Manager..... Arthur L. Martin  
 Sales Prom. Mgr..... Virginia Lynch  
 Prog. Dir..... Madge Cooper  
 Chief Engineer..... Francis Joseph Peters

**WTIG—Massillon—1957**

Frequency: 990 Kc..... Power: 250 W., d.  
 Owned..... Massillon Bcstg. Co.  
 Address..... Box 573  
 Tel.: TE 2-5023..... KBS  
 President..... Joel W. Rosenblum  
 Station Mgr..... Nick Barry  
 Comm. Mgr..... Richard J. Scholem  
 Program Dir..... Ted Wesley  
 Chief Engineer..... Joseph Kish

**WPFB—Middletown—1947**

Freq.: 910 Kc..... Power: 1 Kw. d., 100 W. n.  
 Owned-Operated By..... Paul F. Braden  
 Business Address..... Coles Road  
 Tel.: GA 2-3625..... Independent  
 Station Representative..... Breen & Ward  
 General Manager..... Paul F. Braden  
 Sta. Mgr..... Tom Hogan

Commercial Manager..... J. H. LeMoyné  
 Sales Promotion Manager..... Charles Reeder  
 Program Director..... Ray Iglehart, Jr.  
 Publicity Director..... Gerry Iglehart  
 Chief Engineer..... Larry Beckwith

**WMVO—Mt. Vernon—1953**

Frequency: 1300 Kc..... Power: 500 Watts d.  
 Owned-Oper. By..... Mt. Vernon Bcstg. Co.  
 Business Address..... Coshocton Rd.; Box 390  
 Tel.: EX 2-0946..... Independent  
 Pres., Gen. Mgr..... Mrs. Charles M. Zelkowitz  
 Commercial Manager..... Lewis Wagener  
 Program Director..... Stephen Zelkowitz  
 Publicity Director..... George Bennett  
 Chief Engineer..... Rudy Maxwell

**WCLT—Newark—1947**

Frequency: 1430 Kc..... Power: 500 Watts d.  
 Owned-Operated By..... WCLT Radio Inc.  
 Address..... 25 West Main St.  
 Tel.: FA 4-0071..... Independent  
 Representative..... Meeker Associates  
 Pres., Gen. Mgr..... Thomas A. Rogers  
 Commercial Mgr..... Robert Pricer  
 Program Director..... Arnold Fleming  
 Chief Engineer..... Benjamin Windle

**WPVL—Painesville—1956**

Frequency: 1460 Kc..... Power: 500 Watts d.  
 Owned..... Somerset Broadcasting Co.  
 Address..... 102 S. Park Place  
 Tel.: EL 2-3155..... Independent  
 Representative..... Devney, Inc.  
 Gen., Sta. Mgr..... Carl R. Lee  
 Comm., Sales Prom. Mgr..... Harry Griffiths  
 Program Director..... Elwood Thompson  
 Publicity Director..... James Ahlstrom  
 Chief Engineer..... Carl R. Lee

**WPTW—Piqua—1947**

Frequency: 1570 Kc..... Power: 250 Watts d.  
 Owned-Oper..... Miami County Bcstg. Co., Inc.  
 Address-Trans..... 1625 Covington Ave.  
 Tel.: PR 3-3513..... KBS  
 Pres..... Richard E. Hunt  
 Gen. Mgr., Chief Eng..... Lewis M. Shroyer  
 Commercial Mgr..... Mrs. Eleanor Mills  
 Program Dir..... Frances Shroyer

**WNXT—Portsmouth—1951**

Frequency: 1260 Kc... Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By..... Portsmouth Bcstg. Co.  
 Address..... Masonic Temple Bldg.  
 Tel.: EL 3-1161..... ABC  
 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**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Paul F. Braden  
 Address..... 1009 Gallia St.  
 Tel.: EL 3-5176..... CBS  
 Station Rep..... Breen & Ward; Reilly  
 General Manager..... Paul F. Braden  
 Sta., Sales Prom. Mgr..... O. T. Dresbach

Commercial Manager..... J. H. LeMoyné  
 Program Director..... John T. Baker  
 Chief Engineer..... Maurice L. Myers

**WLEC—Sandusky—1947**

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Operated By..... Lake Erie Bcstg. Co.  
 Address..... Box 1209  
 Tel.: MA 6-2000..... MBS  
 Representative..... Hal Holman  
 Pres., General-Station Mgr..... Jay Wagner  
 Commercial Manager..... Louis Mahla  
 Sales Promotion Manager..... Bette Wohler  
 Program Director..... Robert Hinners  
 Chief Engineer..... Jay Leibach

**WBLY—Springfield—1947**

Frequency: 1600 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... Champion City Bcstg. Co.  
 Address..... Chamber of Commerce Bldg.  
 Tel.: FA 3-4676..... Independent  
 Representative..... Thomas F. Clark  
 President..... R. Stanley Lucas  
 General Manager..... R. L. Yontz  
 Commercial Manager..... Paul S. Kintzel  
 Program Director..... James W. Bissey  
 Chief Engineer..... Carl Egbert

**WIZE—Springfield—1940**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Radio Voice of Springfield  
 Trans. Address..... 117 W. High St.  
 Tel.: FA 3-4955..... ABC  
 Representative..... H. R. Representative, Inc.  
 President..... Charles Sawyer  
 Executive Vice-President..... J. P. Williams  
 Vice-President..... Alex Buchan  
 Station Mgr..... Ernest A. Gudridge  
 Program Director..... Frank Prater  
 Chief Engineer..... Victor L. Bushong

**WSTV—Steubenville—1940**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Oper. By..... WSTV, Inc.  
 Bus.-Studio Address..... Exchange Realty Bldg.  
 Tel.: AT 2-6265..... MBS  
 Representative..... Avery-Knodel  
 Pres..... Jack N. Berkman  
 Exec. V.P., Gen. Mgr..... John J. Laux  
 Vice President..... Fred Weber  
 Sta., Comm. Mgr..... Louis Shapiro  
 Chief Engineer..... Charles S. Shepherd

**WOHO—Toledo—1954**

Frequency: 1470 Kc..... Power: 1000 Watts  
 Owner..... Midwestern Bcstg. Co.  
 Address..... 2965 Pickle Road  
 Tel.: OX 3-6576..... Independent  
 Representative..... Pearson  
 Station Mgr..... Sam W. Sloan  
 Comm. Manager..... William C. Wester  
 Program Director..... George M. Mishler  
 Chief Engineer..... George D. Stearns

**WTOD—Toledo—1946**

Frequency: 1560 Kc..... Power: 1000 Watts d.  
 Owned-Operated By..... Booth Broadcasting Co.  
 Business Address..... 320 Davis Bldg.

Tel.: CH 2-4321..... MBS  
 Representative..... Weed  
 President..... John L. Booth  
 Gen., Comm. Mgr..... Sonne Miller  
 Program Director..... Ted Barbone  
 Chief Engineer..... Robert Sowers

**WSPD—Toledo—1921**

Frequency: 1370 Kc..... Power: 5000 Watts  
 Owned-Oper. By..... Storer Broadcasting Co.  
 Bus. Address..... 1177 Kane Concourse, Miami  
 Tel.: CH 8-6201..... NBC  
 Newspaper Affil..... Miami Beach Sun  
 Representative..... Katz  
 President..... George B. Storer  
 Managing Director..... Reggie Martin  
 Nat. Sales Manager..... Emerson Kimble  
 Sales Prom., Pub. Dir..... James W. Rowe  
 Program Director..... E. C. Kutz  
 Chief Engineer..... William M. Stringfellow  
 Owners of: WGBS, Miami, Fla.; WJBK, Detroit;  
 WAGA, Atlanta; WJW, Cleveland; WWVA,  
 Wheeling, W. Va.; WIBG, Philadelphia

**WTOL—Toledo—1938**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Operated By..... Community Bcstg. Co.  
 Trans.-Address..... Bell Bldg.  
 Tel.: CH 3-3291..... ABC  
 Station Representative..... Gill-Perna  
 President..... Frazier Reams  
 Gen.-Station Mgr..... Thomas S. Bretherton  
 Commercial Manager..... Douglas Tabner  
 Program Director..... Robert Kriehoff  
 Chief Engineer..... Harold Holmes

**WHHH—Warren—1941**

Frequency: 1440 Kc..... Power: 5000 Watts  
 Owned By..... Warren Tribune Radio Sta., Inc.  
 Business Address..... Second National Bldg.  
 Tel.: EXpress 2-2529..... Independent  
 Newspaper Affiliation..... Tribune Chronicle  
 Station Rep..... Rambeau, Vance, Hopple  
 President..... Helen Hart Hurlbert  
 Gen. Mgr., Ch. Engr..... Robert E. Hardy  
 Program Director..... John Peterson

**WCHO—Washington Court  
House—1952**

Frequency: 1250 Kc..... Power: 500 Watts d.  
 Owned By..... W. N. Nungesser  
 Address..... 113½ S. Main St.  
 Tel.: 5-6211..... KBS  
 Representative..... Hil F. Best  
 Pres., Gen. Mgr., Chief Eng..... W. N. Nungesser  
 Comm., Sales Prom. Mgr..... R. L. Anderson

**WPKO—Waverly—1954**

Frequency: 1380..... Power: 1000 W., d.  
 Owner..... Hi Kinco Bcstrs.  
 Address..... Box 67  
 Tel.: PI 2781..... Independent  
 Station Mgr..... Art Layne  
 Gen., Comm. Mgr..... Warren W. Cooper

**WKOV—Wellston—1953**

Frequency: 1330 Kc..... Power: 500 Watts d.

## OHIO-OKLAHOMA

Owned-Operated By..... Court House Bcstg.  
Address..... P. O. Bo. 190  
Tel.: WE 546..... KBS  
Representative..... Hil F. Best  
General Manager..... Parks Robinson  
Station Mgr..... Kenneth Williams

### WWST—Wooster—1947

Frequency: 960 Kc.....Power: 1000 Watts d.  
Owned-Oper. By. . . . . Wooster Republican Ptg. Co.  
Address..... Route 30  
Tel.: 3-5075..... KBS  
General Manager..... E. B. Evans  
Commercial Mgr..... Quentin W. Welty

### WRFD—Worthington—1947

Frequency: 880 Kc.....Power: 5000 Watts d.  
Owned..... Peoples Broadcasting Corp.  
Address..... Worthington  
Tel.: TU 5-5342..... Independent  
Representative..... Gill Perna  
General Manager..... Herbert E. Evans  
Sta., Mgr..... Joseph D. Bradshaw  
President..... Murray D. Lincoln  
Comm. Mgr..... Dale Lutz  
Program, Sales Prom. Mgr..... Phil Sheridan  
Publicity Dir..... Bill Pfeiffer  
Chief Engineer..... Harold Schaaß

### WBBW—Youngstown—1949

Frequency: 1240 Kc.....Power: 250 Watts  
Owner..... Mahoning Valley Bcstg. Corp.  
Address..... Warner Thea. Bldg.  
Tel.: RI 4-4421..... MBS  
Representative..... Weed  
President, Ch. Eng..... John Cherpack, Jr.  
V.P., Gen. Mgr..... Gene Trace  
Sales Prom. Mgr., Pub. Dir..... Isabel Meyer  
Program Director..... Anthony N. Ross

### WFMJ—Youngstown—1939

Frequency: 1390 Kc.....Power: 5000 Watts  
Owned-Operated By..... WFMJ Bcstg. Co.  
Business-Studio Address..... 101 W. Boardman  
Tel.: RI 4-8611..... NBC  
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

Frequency: 570 Kc.....Power: 5000 Watts  
Owned-Operated By..... WKBN Bcstg. Corp.  
Address..... 3930 Sunset Blvd.  
Tel.: ST 2-1145..... CBS  
Representative..... Paul H. Raymer  
Pres., Gen. Mgr..... Warren P. Williamson, Jr.  
Sta., Comm. Mgr..... J. Lothair Bowden  
Sales Prom., Pub. Dir..... W. P. Williamson III  
Program Director..... John Moses  
Chief Engineer..... B. T. Wilkins

### WHIZ—Zanesville—1924

Frequency: 1240 Kc.....Power: 250 Watts  
Owner... Southeastern Ohio Bcstg. System, Inc.  
Business-Studio Address... Lind Arcade Bldg.  
Tel.: GL 2-5431..... NBC  
Newspaper Affiliation... Zanesville Pub Co.  
Representative..... John E. Pearson  
President..... Clay Littick  
Gen., Station Manager..... Allan Land  
Comm. Mgr..... Nate Milder  
Sales Promotion Manager..... Naomi Lorton  
Program Director..... Stan Robinson  
Chief Engineer..... William A. Hunt, Sr.

Pop.: 2,378,000  
Families: 739,000  
Radio Homes: 718,000

## Oklahoma

Stations in State: 55  
TV Homes: 676,000  
TV Stations: 14

### KADA—Ada—1934

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By..... KADA Bcstg., Inc.  
Business Address..... Box 842  
Tel.: Federal 2-1212..... ABC, KBS  
Rep..... Venard, Rintoul & McConnell; Brown  
President..... Brown Morris  
General Manager..... Bill Hoover  
Station Manager..... Monte Bell  
Commercial Manager..... Jerry Spencer

### KHHW—Altus—1946

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By..... Altus Bcstg. Co., Inc.  
Business Address..... Box 551  
Tel.: HU 2-1450..... KBS  
Newspaper Affil..... Times-Democrat  
Representative..... Pearson  
Pres., Gen. Mgr..... Frank E. Wimberly

Commercial Manager..... Albert Houpe  
Chief Engineer..... Ernest Baucum

### KALV—Alva—1956

Frequency: 1430 Kc.....Power: 500 Watts  
Owned..... Alva Bcstg. Co.  
Business Address..... Box 328  
Tel.: 1663..... Independent  
Representative..... Best  
General Manager..... Robert L. Martin  
Program Directo..... Merle M. Johnson

### KVSO—Ardmore—1935

Frequency: 1240 Kc.....Power: 250 Watts  
Owned..... Ardmoreite Pub. Co.  
Address..... Ardmoreite Bldg.  
Tel.: Ardmore..... KBS  
Representative..... Devney  
General Manager..... Douglas C. Dillard



**KWON—Bartlesville—1942**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: Bartlesville Bcstg. Co.  
 Address: Box 69  
 Tel.: 1400 MBS  
 Pres., Gen., Sta. Mgr., Comm. Mgr.: J. Fred Case  
 Program Director: Jay Collins  
 Sales Prom. Manager: John Collins  
 Chief Engineer: C. R. Tanner

**KLTR—Blackwell—1952**

Frequency: 1580 Kc. Power: 250 Watts  
 Owned-Operated By: Star Bcstg. Co., Inc.  
 Address: Jens Morie Hotel  
 Tel.: RO 5-4698 KBS  
 Representative: Continental  
 President: Dr. F. G. Conley  
 Gen., Comm. Mgr.: Robert F. Pool  
 Program Dir.: Lawrence Eck  
 Sales Prom. Mgr.: Ray Bush  
 Chief Engineer: Heinz Powerleit

**KWCO—Chickasha—1946**

Freq.: 1560 Kc. Power: 1 Kw. d. 250 W. n.  
 Owned-Oper. By: Washita Valley Bcstg. Corp.  
 Business Address: Cor. 4th & Grand  
 Tel.: CAsTle 4-2890 KBS  
 Owner, Gen. Mgr.: Jack L. Pink  
 Station Manager: William S. Scott  
 Program Director: Marjorie Richards  
 Chief Engineer: W. K. Berry

**KWPR—Claremore—1958**

Frequency: 1270 Kc. Power: 500 Watts, d.  
 Owned By: Claremore Bcstg. Co.  
 Address: Will Rogers Hotel  
 Tel.: ROgers 3-1281 KBS  
 President: R. I. Hartley  
 General Mgr.: J. M. Mahoney  
 Sales Mgr.: J. Williams  
 Program, Chief Eng.: P. Gentry

**KWOE—Clinton—1949**

Frequency: 1320 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Western Okla. Bcstg. Co.  
 Address: Neptune Park  
 Tel.: 618 KBS  
 Station Representative: Hil F. Best  
 General Manager: V. M. Preston  
 Commercial Mgr.: Lew Preston  
 Publicity Dir.: Evelyn Preston

**KUSH—Cushing—1953**

Frequency: 1600 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Cimarron Broadcasters, Inc.  
 Address: Highway 33  
 Tel.: CA 5-0922 KBS  
 Representative: Hil F. Best  
 Pres., Gen. Mgr.: Gordon Rockett  
 Program, Publicity Dir.: Jerry Kunkel  
 Chief Engineer: Harold Kinkead

**KRHD—Duncan—1949**

Freq.: 1350 Kc. Power: 250 W. d. 100 W. n.  
 Owned-Operated By: Duncan Bcstg. Co.  
 Address: Box 1192

Tel.: 1350 KBS  
 President: R. H. Drury  
 Gen., Sta. Mgr.: W. M. Brubaker  
 Program Director: John Moen  
 Sales Prom. Mgr.: Morgan Duval  
 Publicity Director: Frank Hicks  
 Chief Engineer: Lee Agee

**KSEO—Durant—1947**

Frequency: 750 Kc. Power: 250 Watts d.  
 Owned-Operated By: Democrat Printing Co.  
 Address: 215-216 Democrat Bldg.  
 Gen., Comm. Mgr.: Leroy Moses

**KASA—Elk City—1932**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By: Webb & Stephens  
 Address: Box 189  
 Tel.: 730 MBS-ABC-KBS  
 Representative: Pearson  
 Manager: John P. Strength, Jr.

**KCRC—Enid—1928**

Frequency: 1390 Kc. Power: 1000 Watts  
 Owned-Oper. By: Enid Radiophone Co.  
 Bus. Studio Address: 318 E. Willow  
 Tel.: AD 7-1390 ABC  
 News, Affil.: Morning News, Daily Eagle  
 Representative: John E. Pearson Co.  
 President: Milton B. Garber  
 General Manager: Pat Murphy  
 Pub. Dir.: Gladys Williams  
 Sls. Prom. Mgr.: James Stacy  
 Prog. Dir. Ch. Eng.: Duane Hoisington

**KGWA—Enid—1950**

Frequency: 960 Kc. Power: 1000 Watts  
 Owned-Oper. By: Public Bcstg. Service, Inc.  
 Address: 115½ E. Broadway  
 Tel.: AD 4-4230 Independent  
 Representative: Venard, Rintoul & McConnell  
 Pres., Gen., Comm. Mgr.: Allan Page  
 Program Director: Lyle Gaston  
 Chief Engineer: Milton Wentworth

**KTAT—Frederick—1948**

Frequency: 1570 Kc. Power: 250 Watts d.  
 Owned-Operated By: Frederick Bcstg. Co.  
 Address: P.O. Drawer 920  
 Tel.: ED 5-2131 KBS  
 Representative: Hil F. Best  
 General Manager: Ron Wheeler  
 Program Director: Mary Wheeler

**KRRW—Guthrie—1955**

Frequency: 1490 Kc. Power: 100 Watts  
 Owned-Oper. By: Guthrie Bcstr.  
 Address: Ione Hotel  
 Tel.: BU 2-2321 KBS  
 Pres., Gen. Mgr.: Weldon Sledge  
 Sta. Mgr. Ch. Eng.: Calvin Clopton  
 Commercial Manager: Bob McVay  
 Program Director: Wally Seeds

**KGYN—Guymon—1948**

Frequency: 1220 Kc. Power: 1000 Watts d.

# OKLAHOMA

Owned-Operated By.....Plains Bcstg. Co.  
Business-Studio Address.....Box 130  
Tel.: 888.....KBS  
Representative.....Hil F. Best  
Pres., Sta. Mgr.....John B. Gray  
Comm. Mgr.....Ed Slater  
Chief Engineer.....Herb Noyes

## KHEN—Henryetta—1956

Frequency: 1590 Kc.....Power: 500 W., d.  
Owned.....Henryetta Radio Co.  
Address.....Box 930  
Tel.: Olive 2-3311.....Independent  
President.....Leland Gourley  
Gen. Mgr.....Marvin Hull  
Program Director.....Bill Simmons

## KTJS—Hobart—1947

Frequency: 1420 Kc.....Power: 250 Watts d.  
Owned-Operated By.....A. R. Fuchs  
Address.....Box 796  
Tel.: 1070.....KBS  
Manager.....A. Fuchs

## KIHN—Hugo—1947

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....D. & L. Brawner  
Tel.: 1140.....KBS  
General Mgr.....Calvin Miller  
Comm. Mgr.....Dewey Banta

## KBEL—Idabel—1953

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....Idabel Bcstg. Co.  
Tel.: 802.....Independent  
General Manager.....Winston O. Ward  
Sta., Comm. Manager.....J. P. Stanley

## KCCO—Lawton—1956

Frequency: 1050 Kc.....Power: 250 W., d.  
Owned.....Progressive Bcstg. Co.  
Address.....Box 2178  
Tel.: EL 5-1050.....Independent  
Gen. Mgr.....Morgan Roberts

## KSWO—Lawton—1941

Frequency: 1380 Kc.....Power: 1000 W.  
Owned.....Okla. Quality Bcstg. Co.  
Address.....Box 699  
Tel.: EL 5-1380.....ABC  
Representative.....Pearson  
President.....R. H. Drewry  
Gen. Mgr.....Emmett L. Keough  
Commercial Mgr.....Bob Franklin  
Program Dir.....Bill Miller  
Chief Engineer.....Jimmy Lockerd

## KNED—McAlester—1950

Frequency: 1150 Kc.....Power: 1 Kw. d.; 5, n.  
Owned-Operated By.....Pittsburg Bcstg. Co., Inc.  
Address.....Box 780  
Tel.: GA 3-1460.....Independent  
Representative.....Pearson  
Pres., Gen. Mgr.....Ray Van Hooser  
Commercial Manager.....Phil Reed

Station. Prog. Mgr.....Dud Stallings  
Sls. Promotion Mgr.....Frank Hopkins  
Chief Engineer.....Dexter Ferry

## KTMC—McAlester—1946

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....McAlester Bcstg. Co.  
Business-Studio Address.....Earle Hotel  
Tel.: GA 3-1400.....KBS  
Station Representative.....Continental; Weed  
President.....Irvin Gladstein  
Gen. Sta. Mgr.....Bob Baggett  
Commercial Manager.....Alston Hardin  
Publicity Director.....Larry Craft  
Program Director.....Sharon Sarrels  
Chief Engineer.....Harold Duncan

## KGLC—Miami—1947

Frequency: 910 Kc.....Power: 1000 Watts  
Owned-Operated By.....Miami Bcstg. Co.  
Business Address.....Miami Hotel Bldg.  
Tel.: KI 2-3303.....KBS  
Gen., Sta. Mgr.....William A. Searle  
Program Director.....Ross Jones  
Chief Engineer.....Louis E. Stone

## KBIX—Muskogee—1936

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....Okla. Pub. Co.  
Address.....Barnes Bldg.  
Tel.: MU 2-1331.....ABC-KBS  
Newspaper Affil.....Phoenix-Times Democrat  
Representative.....Burn-Smith  
President.....Tams Bixby, Jr.  
Gen., Sta., Comm. Mgr.....W. B. Parker  
Program. Pub. Dir.....O. Eversole, Jr.  
Chief Engineer.....Edsel Griffin

## KMUS—Muskogee—1948

Frequency: 1380 Kc.....Power: 1000 d., 500 n.  
Owned-Operated By.....Horace C. Boren  
Address.....P. O. Box 1588  
Tel.: MU 2-2488.....Independent  
Representative.....Pearson  
Pres., Gen. Mgr.....Horace C. Boren  
Sta. Mgr., Ch. Engr.....James E. Keitel, Sr.  
Program Director.....Lon Williams

## KNOR—Norman—1949

Frequency: 1400 Kc.....Power: 250 Watts  
Owned.....Cleveland County Bcstg. Co.  
Address.....P. O. Box 542  
Tel.: JE 4-8474.....KBS  
Gen. Manager.....William S. Morgan  
Comm. Mgr.....Tol Dickenson

## KBYE—Oklahoma City—1947

Frequency: 890 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Great Empire Bcstg.  
Business Address.....5508 N. Eastern; Box 671  
Tel.: GARfield 7-6524.....ABC  
General Manager.....F. F. Lynch  
Program Director.....Glenn Valentine  
Chief Engineer.....Charles Murphy

**KLPR—Oklahoma City—1947**

Frequency: 1140 Kc. Power: 1000 Watts d.  
 Owned-Oper. By..... Big Chief Bcstg Co. Inc.  
 Business Address..... 128½ West Commerce  
 Tel.: FOrest 5-6358..... Independent  
 Representative..... Weed  
 Pres., Sales Prom. Mgr..... Jack Peasley  
 Commercial Mgr..... Eddie Peak  
 Station Mgr..... Monty Wells  
 Program Dir..... Carolee Axtell  
 Publicity Dir..... Bob Allen  
 Chief Engineer..... Buzzy Brooks

**KOCY—Oklahoma City—1938**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By..... Plaza Court Bcstg. Co.  
 Business-Studio Address..... Plaza Court Bldg.  
 Tel.: FO 5-4333..... Independent  
 Representative..... Pearson  
 Pres., Gen. Mgr..... M. H. Bcnebrake  
 Commercial Manager..... Carlton Beck  
 Chief Engineer..... Elmo Black

**KOMA—Oklahoma City—1927**

Frequency: 1520 Kc. Power: 50,000 Watts  
 Owned-Operated By..... Storz Bcstg. Co.  
 Business-Studio Address..... 311 W. Grand  
 Tel.: FO 5-6653..... CBS  
 Representative..... Gill-Perna, Inc.  
 General-Station Mgr..... Raymond Ruff  
 Prog. Dir..... Bill Bailey  
 Chief Engineer..... George Berry

**KTOK—Oklahoma City—1927**

Frequency: 1000 Kc. Power: 5000 Watts  
 Owned-Operated By..... KTOK, Inc.  
 Business-Studio Address..... 1800 W. Main  
 Tel.: FOrest 5-8351..... CBS  
 Station Representative..... Eastman  
 President..... Wendell Mayes  
 Gen. Mgr..... Tom Johnson  
 Comm. Mgr..... George R. Collisson  
 Publicity Director..... Harvard Page  
 Prog. Dir..... Bill Bryan  
 Chief Engineer..... Clifford Easum

**KTOW—Oklahoma City—1948**

Frequency: 800 Kc. Power: 250 Watts d.  
 Owned-Operated By..... KTOW, Inc.  
 Business-Studio Address..... Fifth & Robinson  
 Tel.: CE 2-6367..... MBS  
 Station Representative..... Melville  
 President..... W. D. Schueler  
 Gen., Sta. Mgr..... R. N. "Mack" Lester  
 Prog., Pub. Dir..... Nick Reyes  
 Chief Eng..... Jim Treat

**WKY—Oklahoma City—1921**

Frequency: 930 Kc. Power: 5000 Watts  
 Owned-Oper. By..... WKY TV System, Inc.  
 Business-Studio Address..... 500 E. Britton  
 Tel.: TR 8-2161..... Independent  
 Newspaper Affil..... Oklahoman; City Times  
 Representative..... Katz  
 President..... E. K. Gaylord

General Manager..... Norman P. Bagwell  
 Sta., Comm. Mgr..... John C. Moler  
 Prog Dir..... W. J. Wheatley  
 Prom. Pub. Mgr..... Jim Willis  
 Chief Engineer..... Gene Lyons

**KHBC—Okmulgee—1937**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By..... Okmulgee Bcstg. Corp.  
 Business Address..... Box 1350  
 Tel.: 3646..... KBS  
 Representative..... Hil F. Best  
 President..... Don Reynolds  
 Station Manager..... Hal Cochran  
 Program Director..... Arline Milligan  
 Comm., Sales Prom. Mgr..... Marvin Hull  
 Publicity Director..... Betty Lee

**KVLH—Pauls Valley—1947**

Frequency: 1470 Kc. Power: 250 Watts  
 Owned-Operated By..... Garvin Bcstg.  
 Business Trans. Address..... P. O. Box 610  
 Tel.: 1470..... KBS  
 Representative..... Hil F. Best  
 President..... Warren J. Fortier  
 Gen., Sta. Mgr..... David Crockett  
 Prog. Dir..... Mike Stephens  
 Chief Engineer..... W. O. Todd

**WBBZ—Ponca City—1928**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By..... Ponca City Pub. Co.  
 Business Address..... P.O. Box 588  
 Tel.: RO 5-6607..... MBS  
 Newspaper Affiliation..... The News  
 Representative..... Pearson  
 General Manager..... Allan W. Muchmore  
 Station Manager..... William C. Maugans

**KLCO—Poteau—1953**

Frequency: 1280 Kc. Power: 1 Kw. d.  
 Owner..... R. B. & Bernice Bell  
 Address..... Box 511  
 Tel.: 660..... KBS  
 President, Gen. Manager..... R. B. Bell  
 Sales Prom..... Vic Nowlin

**KOLS—Pryor—1950**

Frequency: 1570 Kc. Power: 1000 Watts d.  
 Owned-Oper. By..... Lakes Area Bcstg. Co.  
 Address..... 5th & S. Mill Sts.  
 Tel.: VAlley 5-2763..... KBS  
 Representative..... H. F. Best  
 Gen. Mgr., Chief Eng..... L. L. Gaffaney  
 Commercial Manager..... Mrs. L. L. Gaffaney  
 Program Director..... Merle Caldwell

**KGFF—Shawnee—1930**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By..... KGFF Bcstg. Co., Inc.  
 Address..... P. O. Box 2059  
 Tel.: 4390..... MBS  
 Newspaper Affiliation..... Stauffer Publ. Inc.  
 Representative..... Avery-Knodel  
 Gen., Sta. Manager..... William A. Weaver

**OKLAHOMA** .....

Comm. Mgr. .... Jeral C. Ziegler

**KSPI—Stillwater—1947**

Frequency: 780 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By. .... Stillwater Publishing Co.  
 Business Address. .... P.O. Box 231  
 Tel.: FR 2-7800. .... Independent  
 Newspaper Affiliation. .... Daily News-Press  
 Representative. .... Clark  
 General Mgr. .... J. R. Bellatti  
 Station Manager. .... Lewis Pearce  
 Commercial Manager. .... Bill Platt  
 Chief Engineer. .... Paul A. McCollum

**KTLO—Tahlequah—1958**

Frequency: 1350 Kc. .... Power: 500 W., d.  
 Owned. .... Tahlequah Bcstg. Co.  
 Business Address. .... Box 126  
 Tel.: 1500. .... KBS  
 Station Representative. .... Continental  
 Pres., Ch. Eng. .... Galen O. Gilbert  
 Comm., Sales Prom. Mgr. .... Bill Bentley

**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  
 Tel.: LU 7-2401. .... Independent  
 Station Representative. .... Weed  
 V.P., Gen. Mgr. .... Robert J. Hoth  
 Program Director. .... Chris Lane  
 Chief Engineer. .... Charles Laughton

Ap News  
Is Preferred

... by Stations — because it  
adds both profits and prestige.

Ap

Preferred

50 Rockefeller Plaza New York 20, N. Y.

**KFMJ—Tulsa—1946**

Frequency: 1050 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By. .... Fred Jones Bcstg. Co.  
 Business-Studio Address. .... 1242 S. Boston  
 Tel.: LU 5-5555. .... Independent  
 Representative. .... Masla  
 General Manager. .... Lawson Taylor

**KOME—Tulsa—1938**

Freq.: 1300 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By. .... Charles W. Holt & Assoc.  
 Address. .... 8th & Main  
 Tel.: DI 3-4121. .... Independent  
 President. .... Charles W. Holt  
 General Manager. .... Stan Hagan  
 Program Director. .... Pete Dreyer  
 Chief Engineer. .... Roy Brown

**KRMG—Tulsa—1949**

Freq.: 740 Kc. .... Power: 50 Kw. d., 25 Kw. n.  
 Owned-Operated By. .... Meredith KRMG, Inc.  
 Business-Studio Address. .... 311 So. Denver Ave.  
 Tel.: LUther 4-4291. .... CBS  
 Representative. .... John Blair  
 President. .... Fred Bohlen  
 Gen., Comm. Manager. .... Frank S. Lane  
 Sales Prom., Prog. Dir. .... Keith Bretz  
 Chief Engineer. .... William H. Bradley  
 Owners of: KCMO, Kansas City, Mo.; KPHO,  
 Phoenix, Ariz.; WOW, Omaha, Neb.; WHEN,  
 Syracuse, N. Y.

(See Page 498)

**KTUL—Tulsa—1934**

Frequency: 1430 Kc. .... Power: 5000 Watts  
 Owned-Oper. .... Consol. Radio Enterprises Inc.  
 Business-Address. .... P. O. Box 8557  
 Tel.: FI 5-1311. .... Independent  
 Representative. .... Avery-Knodel  
 President. .... James C. Leake  
 Gen., Sta. Mgr. .... James H. Schoonover  
 Commercial Mgrs. .... Schoonover, J. P. Walker  
 Program Dir. .... Don Rose  
 Sales Prom. Mgr. .... Karl Janssen  
 Publicity Dir. .... Charles Larkins  
 Chief Engineer. .... Lloyd J. Cowan

**KVOO—Tulsa—1925**

Frequency: 1170 Kc. .... Power: 50,000 Watts  
 Owned-Oper. By. .... Southwestern Sales Corp.  
 Bus.-Studio Address. .... 3701 S. Peoria  
 Tel.: RI 2-5561. .... NBC  
 Representative. .... Edward Petry  
 President. .... H. C. Stuart  
 V.P., General Mgr. .... G. K. Brandborg  
 Program Director. .... J. O'Neill  
 Chief Engineer. .... J. Bushnell

**KVIN—Vinita—1954**

Frequency: 1470 Kc. .... Power: 500 Watts, d.  
 Owned-Oper. By. .... Vinita Broadcasting Co.  
 Business Address. .... Box 91  
 Tel.: 407. .... KBS  
 Station Manager. .... F. E. Stone  
 Prog. Dir., Chief Eng. .... Paul Gentry

**KWSH—Wewoka—1948**

Frequency: 1260 Kc. Power: 1,000 Watts  
 Owned-Oper. By... Tri Cities Bcstg. Co., Inc.  
 Address ..... Box 1260  
 Tel.: 1260 ..... ABC-KBS  
 Representative... Venard, Rintoul & McConnell  
 Pres., General Manager..... Bill Hoover  
 Sec'y-Treas. .... Brown Morris  
 Station Manager..... Ray Judge

**KSIW—Woodward—1947**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By..... Woodward Bcstg. Co.  
 Business Address ..... 22 & Cedar  
 Tel.: 1450 ..... Independent  
 Representative ..... Pearson  
 Pres., Gen. Mgr..... Edward A. Ryan  
 Program Director..... Lenora W. Ryan  
 Chief Engineer..... Harry McFarland

Pop.: 1,879,000  
 Families: 596,000  
 Radio Homes: 587,000

**Oregon**

Stations in State: 71  
 TV Homes: 447,000  
 TV Stations: 9

**KWIL—Albany—1941**

Frequency: 790 Kc. Power: 1000 Watts  
 Owned-Oper. By..... Albany Radio  
 Bus-Studio-Trans. Loc..... Box 485  
 Tel.: WA 6-2233..... MBS  
 Rep..... Art Moore, AYES  
 General Mgr..... Larry Gordon  
 Commercial Mgr..... Warren Stoffer

**KBND—Bend—1938**

Freq.: 1110 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By... Central Oregon Bcstg. Co.  
 Business Address ..... 5000 Studio Road  
 Tel.: EV 2-4821..... MBS-KBS  
 Representative ..... McGavren-Quinn  
 Pres., Gen. Mgr., Pub. Dir... Frank H. Loggan  
 Comm. Mgr..... Doug Gaines  
 Program Dir..... Kessler Cannon  
 Chief Engineer..... Robert Dickinson

**KWIN—Ashland—1946**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By.... Rogue Valley Bcstg. Co.  
 Business Address ..... P.O. Box 227  
 Tel.: MURdock 2-4381..... MBS-KBS  
 Station Representative ..... Pearson  
 President..... Douglas D. Kahle  
 Gen., Sta. Mgr..... Elliott Motschenbacher  
 Commercial Manager..... W. Henry Peck  
 Program Director..... William Lively

**KURY—Brookings—1958**

Frequency: 910 Kc. Power: 500 Watts d.  
 Owned By..... Joseph Sheridan  
 Business Address ..... P.O. Box 185  
 Tel.: 4911 ..... Independent  
 President ..... Joe Sheridan  
 General Manager..... Norm Oberst  
 Commercial Manager..... Harold Young  
 Program Director..... Glenn Bryan  
 Chief Engineer..... Vern Garvin

**KAST—Astoria—1925**

Frequency: 1370 Kc. Power: 1000 Watts  
 Owned..... Astoria Broadcasting Co.  
 Address ..... 1006 W. Marine Drive  
 Tel.: FA 5-2911..... MBS-KBS  
 Newspaper Affil..... Astorian Budget  
 Representative ..... Art Moore  
 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

**KRNS—Burns—1957**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By..... Radio Burns  
 Address ..... 544 N. B'way  
 Tel.: 7300 ..... KBS  
 Representative ..... Art Moore  
 Partners..... H. McDonald, J. Ward

**KVAS—Astoria—1950**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned..... Lower Columbia Bcstg. Co., Inc.  
 Address ..... 1418 Commercial St.  
 Tel.: FA 6-221..... Independent  
 Rep..... Moore, Holman, Feltis, Jacobson  
 Pres., Gen. Mgr..... W. T. Moore  
 Business Mgr..... T. R. Williams  
 Comm. Mgr..... Kent S. Freeman, Jr.

**KOOS—Coos Bay—1928**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By..... KOOS, Inc.  
 Address ..... Box 180  
 Tel.: CO 7-2121..... MBS  
 Representative..... Moore; Grant Webb  
 President..... Sheldon F. Sackett  
 General Manager..... Jack Irvine  
 Station Manager..... Robert Chopping  
 Comm. Mgr..... F. J. McDonough  
 Prog., Pub. Dir..... Margaret Chopping  
 Chief Engineer..... Bryce Johnston

**KBKR—Baker—1939**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By.... Oregon Trail Bcstg. Co.  
 Bus-Studio Address..... 2030 Auburn Ave.  
 Tel.: JA 3-4431..... KBS  
 Station Rep..... Grant, Art Moore  
 General Manager..... Kenneth B. Lockwood

**KYNG—Coos Bay—1956**

Frequency: 1420 Kc. Power: 1 Kc., d.  
 Owned By..... KYNG Radio  
 Address ..... Scoville Bldg.  
 Representative ..... H. S. Jacobson  
 Tel.: Congress 7-7055..... Independent

# OREGON

Pres. Gen. Mgr.....Phillip F. Waters  
Comm. Sales Prom. Mgr.....Bill Karl  
Publicity Director.....Faye Crabtree  
Chief Engineer.....Nathan Olson

## KWRO—Coquille—1949

Frequency: 630 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....KWRO, Inc.  
Address.....P. O. Box 396  
Tel.: 3961.....KBS  
Station Representative.....Moore, Ayres  
President.....William E. Walsh  
Gen., Sta. Mgr.....Leonard F. Epling  
Program Director.....Ted Thompson  
Chief Engineer.....Drew Walker

## K-FLY—Corvallis—1954

Frequency: 1240 Kc.....Power: 250 Watts  
Owned By.....David E. Hoss  
Address.....Box 689  
Tel.: PL 3-6633.....Independent  
Rep.....Everett-McKinney  
Pres., Gen. Mgr.....Dave Hoss  
Program Director.....Lee Boner  
Publicity Director.....Hal Wehmeier  
Chief Engineer.....Doug Whipple

## KLOO—Corvallis—1947

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....Benton Bcstrs.  
Address.....Box 731  
Tel.: PL 3-3322.....Independent  
Station Rep.....Joseph, Hersey, McGillvra  
Pres., Sta. Mgr.....Robert G. Beattie  
Vice President.....Donald C. Wilkinson  
Sales Prom. Mgr.....Jack Bressler  
Program Director.....Dale K. Allison  
Chief Engineer.....Larry Wilson

## KOMB—Cottage Grove—1953

Frequency: 1400 Kc.....Power: 250 Watts  
Owned.....Orlo M. Bagley  
Address.....P. O. Box 606  
Tel.: WH 2-2468.....Independent  
General Manager.....Orlo Bagley  
Sls. Prom. Manager.....Peter J. Ryan  
Sta. Mgr., Prog., Pub. Dir.....Dick Williams  
Commercial Manager.....Dorothy Grisham  
Chief Engineer.....Milton Viken

## KPLK—Dallas—1955

Frequency: 1460 Kc.....Power: 500 Watts d.  
Owned-Oper. By.....Polk County Bcstrs., Inc.  
Address.....P. O. Box 396  
Tel.: MAYfair 3-2342.....KBS  
Station Rep.....Webb; Moore; Siegner  
Pres., Gen. Mgr.....Ray L. Kozak  
Comm. Mgr.....E. C. McElroy Jr.  
Program Director.....Ron Manchak  
Chief Engineer.....George W. Morrison

## KASH—Eugene—1947

Frequency: 1600 Kc.....Power: 1000 Watts  
Owner.....Radio Air Ways, Inc.  
Address.....P. O. Box 1600  
Tel.: DI 5-3357.....ABC-KBS  
Representative.....Donald Cooke  
President, Gen., Sta. Mgr.....E. L. Kincaid

Commercial Manager.....Paul Plank  
Program Director.....Patricia Madden  
Publicity Director.....Clare Kincaid  
Chief Engineer.....Ralph Cooke

## KEED—Eugene—1954

(See Springfield Listing)

## KERG—Eugene—1949

Freq.: 1280 Kc.....Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By.....Guard Pub. Co.  
Address.....P. O. Box 506  
Tel.: DI 5-4304.....CBS  
Newspaper Affiliation.....Register-Guard  
Representative.....Weed & Co.  
President.....Alton F. Baker  
Gen., Sta. Mgr.....Robert C. LaBonte  
Commercial Manager.....C. S. Shulda  
Local Sales Mgr.....Bill Karl  
Publicity Director.....Jack Craig  
Prom. Mgr., Prog. Dir.....Clifton Cole  
Chief Engineer.....William Green

## KORE—Eugene—1927

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Lane Bcstg. Co.  
Business Address.....P. O. Box 1032  
Tel.: DI 4-4214.....MBS  
Rep.....Everett-McKinney, Headley-Reed  
Pres., Gen. Mgr.....Lee Bishop  
Comm. Mgr.....Herb Olson  
Sales Promotion Manager.....Bob Davis  
Program Director.....Buzz Florip  
Chief Engineer.....Floyd Viken

## KUGN—Eugene—1946

Freq.: 590 Kc.....Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By.....KUGN, Inc.  
Business Address.....P. O. Box 112  
Tel.: DI 4-6216.....NBC  
Representative.....Meeker, Art Moore  
Pres., Gen. Mgr.....C. O. Fisher  
Comm. Mgr.....John Tasnady  
Program Director.....Bob Houglum  
Chief Engineer.....George Hathaway

## KRWC—Forest Grove—1950

Frequency: 1570 Kc.....Power: 1 Kw. d.  
Owned-Oper. By.....Christian Bcstg. Co.  
Address.....P. O. Box 346  
Representative.....Continental  
Tel.: ELgin 7-2144.....Independent  
Pres., Gen. Mgr.....F. Demcy Mylar  
Comm. Station Mgr.....Robert W. Ball  
Program Director.....Jerry Johnson  
Chief Engineer.....Theodore Hamberg

## KAJO—Grants Pass—1957

Frequency: 1270 Kc.....Power: 1 Kw.  
Owned By.....Grants Pass Bcstg. Co.  
Business Address.....P.O. Box 230  
Tel.: GR 6-6608.....Independent  
Station Representative.....Grant  
General Manager.....Jim Wilson  
Commercial Manager.....Jim T. Jackson  
Program Director.....Elzie Parker  
Chief Engineer.....Keith Snodgrass

**KUIN—Grants Pass—1939**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By Southern Oregon Bcstg. Co.  
 Business Address P. O. Box 148  
 Tel.: GR 6-4477 MBS  
 Station Representative Moore  
 President A. E. Voorhies  
 Gen., Sta., Mgr. Myron Keith Ball  
 Comm. Mgr. Thomas Olsen  
 Program Director Margaret Nelson  
 Chief Engineer Del Cantrall

**KGRO—Gresham—1956**

Frequency: 1230 Kc. Power: 100 Watts  
 Owned Gresham Bcstg. Co.  
 Address Box 32  
 Tel.: MO 5-4143 Independent  
 President Tom B. Purcell  
 Gen. Mgr. Alex de Schweinitz

**KOHU—Hermiston—1956**

Frequency: 1570 Kc. Power: 250 Watts d.  
 Owned Carl F. and Sarah Knierim  
 Address Box 1  
 Tel.: JO 7-6500 Independent  
 General Manager Carl F. Knierim  
 Commercial Manager Sarah Knierim  
 Program Director Eleanor Davis

**KUIK—Hillsboro—1954**

Frequency: 1360 Kc. Power: 1000 Watts, d.  
 Owned By Greater Wash. Cty. Bcstg., Inc.  
 Address 155 S. Second  
 Tel.: MI 8-4181 KBS  
 Representative Art Moore; Scott  
 Pres. Gen. Mgr. Jerry B. Dennon  
 Commercial Manager John P. Gillis  
 Program Director Ray Horn  
 Chief Engineer Al Bishop

**KIHR—Hood River—1950**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By Ore. Wash. Bcstrs.  
 Business Address 22nd St.  
 Tel.: 8561 Independent  
 Representative Art Moore, Meeker  
 Pres., Gen. Mgr. C. J. McCredie  
 Program Director Mar Jean Stave  
 Chief Engineer James Bradley

**KFJI—Klamath Falls—1923**

Freq.: 1150 Kc. Power: 5 Kw. d.; 1 Kw. n.  
 Owned KFJI Broadcasters, Inc.  
 Address P. O. Box 692  
 Tel.: TU 2-2551 MBS-KBS  
 Representative Meeker, Art Moore  
 President W. Don Miller  
 Gen., Comm. Mgr. Robert H. Bartle<sup>14</sup>  
 Prog. Director Gordon Bambrick  
 Pub. Director Larry Jones  
 Chief Engineer Wayne Loerke

**KFLW—Klamath Falls—1946**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By Stulor Corp.

Business Address 327 Main St.  
 Tel.: TUXedo 2-4656 ABC, CBS  
 Representative Everett-McKinney  
 Pres., Gen. Mgr. Stuart "Stu" Wilson  
 Chief Engineer Bill Grimes

**KLAD—Klamath Falls—1955**

Frequency: 900 Kc. Power: 1000 Watts, d.  
 Owned-Operated By K-Lad Broadcasters  
 Address Midland Rd.  
 Rep. Jacobson, Headley-Reed  
 Gen., Comm. Manager Phil Jackson  
 Chief Engineer Doug Walker

**KLBM—La Grande—1928**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By Inland Radio, Inc.  
 Address Sacajawea Hotel  
 Tel.: LaGrande KBS  
 Representative Art Moore, Grant  
 Gen., Sta., Comm. Manager Ken Lillard

**KQIK—Lakeview—1956**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned Pacific Northwest Radio, Inc.  
 Business Address 411 N. 1st St.  
 Tel.: WH 7-2164 KBS  
 Representative Art Moore  
 President A. E. Freeman  
 Gen. Mgr., Ch. Engr. Don Anderson  
 Commercial Manager Wallace Lund  
 Program Director Buernice McCormick

**KGAL—Lebanon—1951**

Frequency: 920 Kc. Power: 1000 Watts  
 Owned-Oper. By Linn County Bcstrs., Inc.  
 Address P. O. Box 387  
 Tel.: ALpine 8-2134 KBS  
 Station Rep. Holman; Palmer; Jacobson  
 Pres. W. Gordon Allen  
 V.P., Sta. Mgr. Don Wellman  
 Commercial Manager Tom Boyd  
 Program Director Gordon Thompson  
 Chief Engineer Bob Weed

**KMCM—McMinnville—1949**

Frequency: 1260 Kc. Power: 1000 Watts  
 Owned-Oper. By Yamhill Bcstrs.  
 Address P. O. Box 207  
 Tel.: 3811 KBS  
 Newspaper Affil. Daily News-Register  
 Station Rep. Continental, Art Moore  
 President Philip N. Bladine  
 Gen., Sta., Comm. Mgr. G. Branson  
 Prog. Director Craig Singletary  
 Chief Engineer Edwin Nuhring

**KBOY—Medford—1954**

Frequency: 730 Kc. Power: 1000 Watts d.  
 Owned-Oper. By K-BOY Bcstrs.  
 Business Address Barnett Rd.; Box 1109  
 Tel.: SPring 3-5355 KBS  
 Station Representative Jacobson; Grant  
 Gen. Mgr., Prog. Dir. C. E. Wilson  
 Comm., Sales Prom. Mgr. Winston Marks  
 Chief Engineer Charles Field

**OREGON** .....

**KDOV—Medford—1958**

Frequency: 1300 Kc. .... Power: 5000 Watts  
Owned By ..... Medford Bcstg., Inc.  
Address ..... P. O. Box 869  
Tel.: SP 3-5000 ..... Independent  
Representative ..... McGavren-Quinn  
Pres. Comm. Mgr. .... K. C. Laurence  
Prog. Dir., Chief Eng. .... Jim Silkwood

**KMED—Medford—1922**

Freq.: 1440 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By ..... Radio Medford, Inc.  
Address ..... P. O. Box 1306  
Tel.: 3-7373 ..... NBC  
Representative .... Meeker Assoc., Art Moore  
President ..... Vern Robinson  
General Manager ..... Ray Johnson  
Commercial Manager ..... Gene Barlow  
Program Director ..... Ed Lewis  
Chief Engineer ..... Ellis Feinstein

**KYJC—Medford—1947**

Frequency: 1230 Kc. .... Power: 250 Watts  
Owned-Operated By ..... Medford Printing Co.  
Trans. Address ..... Barnett Rd.  
Tel.: 2-5277 ..... ABC-CBS  
Newspaper Affiliation ..... Mail Tribune  
Representative ..... Grant Webb, Q. Cox  
Gen. Mgr. .... Tom MacLeod  
Program Director ..... Monte Morris

**KNPT—Newport—1948**

Frequency: 1310 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By ..... Yaquina Radio, Inc.  
Business Address ..... 1940 N. Coast H'way  
Tel.: NEWport 560 ..... KBS  
Rep. .... Ayres, Art Moore, Continental  
Pres. Gen. Mgr. .... Tom Becker  
Commercial Manager ..... Don Newman  
Station Manager ..... Bob Spangler  
Program Director ..... Georgia McQuilliam  
Publicity Director ..... Mo Niemi  
Chief Engineer ..... Del Kruger

**KFIR—North Bend—1951**

Frequency: 1410 Kc. .... Power: 250 Watts  
Owned-Operated By ..... Bay Bcstg. Co.  
Business Address ..... 1956 Meade St.  
Tel.: SK 9-7351 ..... CBS  
Station Rep. .... Grant; Feltis; Cox  
President ..... Josephine Edwards  
Gen., Sta. Mgr. .... Jack Hampton  
Prog. Dir. .... Spencer Snow  
Chief Engineer ..... Arthur Schuldt

**KBCH—Oceanlake—1955**

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned ..... Lincoln Electronics Inc.  
Business Address ..... Box 358  
Tel.: WYman 4-2181 ..... KBS  
President ..... Clayton S. Comer  
Sta., Comm. Mgr. .... William B. Comer  
Chief Engineer ..... Ralph Keyser

**KSRV—Ontario—1946**

Frequency: 1380 Kc. .... Power: 1000 Watts  
Owned-Oper. By ..... Inland Radio, Inc.  
Address ..... Box 540  
Tel.: 212 ..... KBS  
Representative ..... Grant, Art Moore  
General Manager ..... Gordon L. Capps  
Comm. Mgr. .... John R. Humphreys

**KGON—Oregon City—1947**

Frequency: 1520 Kc. .... Power: 10,000 Watts  
Owned-Operated By ..... Clackamas Bcstrs.  
Business Address P.O. Box 5865, Portland, Ore.  
Tel.: OL 4-5475 ..... Independent  
Representative ..... Weed  
Gen., S'a., Comm. Mgr. .... Irwin S. Adams  
Program Director ..... Sonora B. Hoffman

**KUBE—Pendleton—1956**

Frequency: 1050 Kc. .... Power: 1 Kw., d.  
Owned ..... Umatilla Bcstg.  
Address ..... Box 301  
Tel.: CRestview 6-1961 ..... Independent  
Representative ..... Wagner; O'Connell  
President ..... John M. Carroll  
Sta. Mgr. .... R. E. Thomlinson  
Comm. Mgr. .... Jack Webb  
Chief Engineer ..... Paul Schumacher

**KUMA—Pendleton—1955**

Frequency: 1290 Kc. .... Power: 5000 Watts  
Owned ..... Pendleton Broadcasting Corp.  
Address ..... 1815 S.W. Emigrant Ave.  
Tel.: CR 6-1511 ..... Independent  
Representative ..... Meeker, Art Moore  
President ..... C. O. Fisher  
Vice Pres., Gen. Mgr. .... T. A. Smith  
Commercial Mgr. .... Robert Runion  
Program Dir. .... Howard G. Rhoads  
Chief Engineer ..... J. H. Platz

**KWRC—Pendleton—1941**

Frequency: 1240 Kc. .... Power: 250 Watts  
Owned By ..... WCS Bcstg. of Oregon  
Address ..... c/o KODL Radio Station, The Dalles  
Tel.: 1425 ..... ABC-KBS  
Representative ..... Feltis, Cox, Ayres  
Sta. Mgr. .... Bob White  
Prog. Director ..... Bob Maszk  
Chief Engineer ..... Jim Bergman

**KEX—Portland—1926**

Frequency: 1190 Kc. .... Power: 50,000 Watts  
Owned-Oper. By ..... Westinghouse Bcstg. Co.  
Address ..... 1230 SW Main St.  
Tel.: CA 2-1881 ..... Independent  
Sta. Representative ..... Peters, Griffin, Woodward  
After July 1, ..... AM Radio Sales  
President ..... D. H. McGannon  
Gen., Sta. Mgr. .... Herbert L. Bachman  
Commercial Manager ..... R. E. Rudolph  
Sls, Prom. Manager ..... Clark B. Kelsey, Jr.  
Program Director ..... D. F. Stellges  
Chief Engineer ..... Jack Erwin  
Owners of: WBZ - WBZA - Boston - Springfield,  
Mass.; KYW, Cleveland; KDKA, Pittsburgh;  
WOWO, Fort Wayne, Ind.; WIND, Chicago,  
Ill.



**KGW—Portland—1922**

Frequency: 620 Kc. Power: 5000 Watts  
 Owned-Oper. Pioneer Bcstrs, Inc.  
 Bus.-Studio Address 1139 S.W. 13th Ave.  
 Tel.: CA 3-6364 NBC  
 Representative John Blair  
 Pres., Gen. Mgr. Mrs. A. Scott Bullitt  
 Vice Pres., Bus. Mgr. Henry B. Owen  
 Comm. Mgr. Jackson Fleming  
 Station Manager Fred Von Hofen  
 Program Director Don Porter  
 Prom. Public Dir. Robert Franklin  
 Chief Engineer Clare Hanawalt

**KLIQ—Portland**

Frequency: 1290 Kc. Power: 1 Kw., d.  
 Owned J. Malloy & S. Greyer  
 Bus. Address Bcstg. Sq., Oaks Pk.  
 Tel.: BElmont 4-8448 KBS  
 Station Representative Pearson  
 President Robert E. Bollinger  
 Gen., Sta. Mgr. Richard S. Calendar  
 Commercial Manager Walt Kobek  
 Sales Prom. Mgr. Hank Bussey  
 Program Director Hank Henry  
 Publicity Director Joe Mitchell  
 Chief Engineer Loyal E. W. Conley

**KOIN—Portland—1924**

Frequency: 970 Kc. Power: 5000 Watts  
 Owned Mt. Hood Radio-TV Bcstg. Corp.  
 Business Address 140 S.W. Columbia  
 Tel.: CA 8-3333 CBS  
 Representative CBS Spot Sls.  
 Gen. Mgr. H. H. Buckendahl  
 Nat'l Adv. Mgr. Robert R. Whitely

**KPAM—Portland—1951**

Frequency: 1410 Kc. Power: 5000 Watts d.  
 Owned-Operated By Bcstrs. Oregon Ltd.  
 Address P. O. Box 1230  
 Tel.: CA 8-0106 Independent  
 Station Representative Meeker  
 Gen. Mgr., Ch. Engr. S. M. Goard  
 Comm., Sales Prom. Mgr. Jim McGuire  
 Program Director Donald Wirtz  
 Publicity Director Marilyn Martin

**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.  
 Tel.: AT 2-3232 Independent  
 Pres., Gen. Mgr. John W. Davis  
 Comm., Sales Prom. Mgr. Jim Hartman  
 Prog., Pub. Dir. Dan McDonald  
 Chief Engineer Dan McPeake

**KPOJ—Portland—1923**

Frequency: 1330 Kc. Power: 5000 Watts  
 Owned-Oper. By KPOJ, Inc.  
 Business Address 1019 S.W. 10th Ave.  
 Tel.: CA 7-3484 MBS  
 Newspaper Affiliation Oregon Journal  
 Station Representative Petry

President Wm. W. Knight  
 General Manager R. M. Brown  
 Commercial Manager Don Parr  
 Sales Promotion Manager Jack Wilbur  
 Program Director Vern Mueller  
 Chief Engineer Herbert A. Davidson

**KWJJ—Portland—1925**

Frequency: 1080 Kc. Power: 10,000 Watts  
 Owned-Oper. By Rodney F. Johnson  
 Bus.-Studio Address 931 S.W. King Ave.  
 Tel.: CA 8-4393 Independent  
 Representative Forjoe  
 Pres., Gen. Manager Rod F. Johnson  
 Comm. Mgr. Ben T. Crosby  
 Prog. Dir. Jerry Speerstra  
 Ch. Eng. Les Windes

**KXL—Portland—1926**

Frequency: 750 Kc. Power: 10,000 Watts  
 Owner Seattle, Portland, Spokane Radio  
 Business-Studio Address Box 5886  
 Tel.: Olive 4-3193 Independent  
 Station Representative McGavren-Quinn  
 General Manager Lester M. Smith  
 Station Manager H. G. Wells  
 Program Director Bob McCarl  
 Chief Engineer Ed Mundt

**KRCO—Prineville—1950**

Frequency: 690 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Radio Central Oregon  
 Address P. O. Box 188  
 Tel.: Hilcrest 7-6239 Independent  
 Station Rep. Best; Jacobson; Feltis  
 Pres., Co-Owner N. A. Miksche  
 Co-Managers Miksche, C. R. Matheny  
 Commercial Manager Les McKay  
 Program Director Elsie Miksche  
 Chief Engineer Dale F. Sundholm

**KPRB—Redmond—1958**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By Radio Station KPRB  
 Business Address P.O. Box 787  
 Tel.: LIncoln 8-3100 Independent  
 Station Representative Devney; Ayres  
 Owner Orlo Bagley  
 Station Manager Rod Walter  
 Commercial Manager Chuck Stauffacher  
 Publicity Director Bill Sanders  
 Chief Engineer Phil Hodapp

**KRRR—Roseburg—1935**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By James E. Doyle  
 Address Box 997  
 Tel.: OR 3-5551 CBS  
 Representative Art Moore, Meeker  
 Pres., Gen. Mgr. James E. Doyle  
 Comm., Sales Prom. Mgr. Doug Setterberg  
 Prog. Director John Doyle  
 Chief Engineer Milt Lindley

**KRXL—Roseburg—1950**

Frequency: 1240 Kc. Power: 250 Watts

A POWERFUL PENNSYLVANIA 3 STATION COVERAGE

**AT A SINGLE  
RATE CARD PRICE!**



**A Vic Diehm  
RADIO GROUP**

**WTAL**

TALLAHASSEE, FLA.

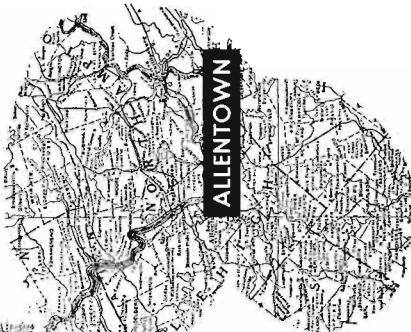
5000 Watts

1270 on the Dial

**"THE VOICE  
OF PROGRESS"**

Represented  
Nationally By  
**ROBERT MEEKER  
ASSOCIATES, INC.**

NBC - MBS  
**WAZL**  
HAZLETON, PA.  
1490kc 250wts



**ALLENTOWN**

INDEPENDENT  
**WHOL**  
ALLENTOWN, PA.  
1600kc 500wts



**HAZLETON**

MBS  
**WHLM**  
BLOOMSBURG, PA.  
550kc 500wts

**BLOOMSBURG**

Represented by PAUL H. RAYMER CO., INC.

Pennsylvania's  **JET NET** Radio Stations

## OREGON-PENNSYLVANIA

Owned-Oper. By.....Umpqua Bcstrs., Inc.  
Address.....P. O. Box 847  
Tel.: OR 3-4464.....MBS  
Representative.....Cox, Feltis, Tracy Moore  
President.....Donn W. Radabaugh  
Gen., Sta. Mgr.....Iris Rice Helliwell  
Comm. Prog. Mgr.....Don M. McCutcheon  
Chief Engineer.....Lon Hunt

### KYES—Roseburg—1955

Frequency: 950 Kc.....Power: 1 Kw. d.  
Owned-Oper. By.....Douglas Bcstrs., Inc.  
Business Address..762 S.E. Pine St.; Box 1138  
Tel.: OR 3-6678.....Independent  
Station Rep.....Grant; Jacobson; Wagner  
Pres., Gen. Mgr., Chief Eng.....Leroy Hiat  
Commercial Mgr.....Warren C. Ward

### KBZY—Salem—1957

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....Salem Bcstg. Co.  
Address Trans. Loca.....369 High Northeast  
Tel.: EM 4-6748.....NBC  
Representative.....Meeker, Art Moore  
Sta. Mgr.....Alvin D. Bauer  
Comm. Mgr.....Don M. McCutcheon  
Program Manager.....Don M. McCutcheon  
Chief Engineer.....R. E. Harrison

### KGAY—Salem—1950

Frequency: 1430 Kc.....Power: 5000 Watts d.  
Owned-Oper. By.....KGAY, Inc.  
Address.....Box 768  
Tel.: EM 3-7121.....Independent  
Station Rep.....Holman; Palmer; Wagner  
President.....W. Gordon Allen  
General Manager.....Arne G. Peterson  
Commercial Manager.....Ed Sullivan  
Program Director.....Jimmy Jones  
Chief Engineer.....Keith Samples

### KSLM—Salem—1934

Freq.: 1390 Kc....Power: 5000 Wis. d., 1000 n.  
Owned-Operated By.....Oregon Radio, Inc.  
Business Address.....P. O. Box 631  
Tel.: EM 4-8433.....MBS  
Sta. Rep.....Everett-McKinney; Feltis; Jacobson  
President.....Glenn McCormick  
Station Manager.....Ted G. Carlson, Jr.

Program Director.....Bob Morse  
Chief Engineer.....Clyde Carlton

### KEED—Springfield—1954

Frequency: 1050 Kc.....Power: 1 Kw., d.  
Owned.....KEED, Inc.  
Address.....P. O. Box 696  
Tel.: DI 5-0163.....Independent  
Station Representative.....Pearson  
Pres., Gen. Mgr.....Glen M. Stadler  
Commercial Manager.....Marion J. Redfean  
Station Manager.....Rodney V. Louden  
Program Director.....J. Robert Litten  
Sales Prom. Mgr.....Chas. A. Searl  
Publicity Director.....Helene N. Stadler  
Chief Engineer.....Robert Curtis

### KODL—The Dalles—1940

Frequency: 1440 Kc.....Power: 1000 Watts  
Owner.....Western Radio Corp.  
Address.....Scenic Dr.  
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 d.  
Owned By.....Inland Bcstg. Co.  
Business Address.....209 E. 2nd St.  
Tel.: CY 6-9661.....Independent  
Representative.....Best; Art Moore  
Comm., Sls. Prom. Mgr., Gerald K. Webb, Sr.  
Prog. Dir., Ch. Eng.....Chester J. Stuart

### KTIL—Tillamook—1947

Frequency: 1590 Kc.....Power: 250 Watts  
Owned-Oper. By...Tillamook Bcstg. Co., Inc.  
Business Address.....Box 1590  
Tel.: VI 2-4422.....Independent  
Rep.....Continental, W. A. Ayres, Art Moore  
Pres., Gen. Mgr.....F. H. Guyton  
Station Manager.....S. H. Guyton  
Commercial Manager.....John Waitkus  
Sales Prom. Mgr., Ch. Eng.....Larry Brunes  
Program Director.....Carl Karpstein  
Publicity Director.....Creighton Sanders

Pop.: 11,788,000  
Families: 3,829,000  
Radio Homes: 3,746,000

## Pennsylvania

Stations in State: 147  
TV Homes: 3,409,000  
TV Stations: 39

### WAEB—Allentown—1949

Freq: 790 Kc.....Power: 500 W. d., 1 Kw. n.  
Owned-Oper. By:.....WAEB, Inc.  
Address.....7th & Hamilton Sts.  
Tel.: HE 4-9364.....Independent  
Station Representative.....Radio-TV Reps.  
President.....William F. Rust, Jr.  
Gen. Mgr.....Ralph Gottlieb

Sta. Manager.....S. Robert Ackley  
Program Director.....Nedd Fleming  
Chief Engineer.....William Gottshall

### WHOL—Allentown—1948

Frequency: 1600 Kc.....Power: 500 Watts d.  
Owned.....Allentown Bcstg. Corp.  
Address.....Colorado & Poplar Sts.  
Tel.: HE 4-4801.....Independent

**PENNSYLVANIA**

Representative ..... Raymer  
 President..... Charles G. Helwig  
 Gen., Comm. Mgr..... Arthur A. Deters  
 Sta. Mgr., Prog. Dir.... Willard G. Camperson  
 Sales Promotion Manager..... Gene Kaye  
 Chief Engineer..... Gerald B. Werst  
 Owners of: WAZL, Hazelton, Pa.; WHLM,  
 Bloomburg, Pa. and WTAL, Tallahassee, Fla.

**WKAP—Allentown—1947**

Frequency: 1320 Kc..... Power: 1000 Watts  
 Owned-Operated By..... WKAP, Inc.  
 Bus.-Studio Address..... P. O. Box 689  
 Tel.: HE 3-3166..... Independent  
 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  
 Owners of: WNAR, Norristown, Pa.; WWNR,  
 Beckley, W. Va.; WFEA, Manchester, N. H.;  
 WSTP, St. Petersburg, Fla.

**WSAN—Allentown—1923**

Frequency: 1470 Kc..... Power: 5000 Watts  
 Owned-Oper. By.... Lehigh Valley Bcstg. Co.  
 Bus.-Studio Address..... 39-41 N. Tenth St.  
 Tel.: HE 4-9511..... NBC  
 Representative ..... H-R  
 Co-Partners.... Mrs. O. P. Barnes, Musselman  
 General Manager..... Reuel H. Musselman  
 Commercial Manager..... A. R. Dreisbach

Sales Prom. Mgr..... Charles R. Petrie  
 Program Director..... George Y. Snyder  
 Publicity Director..... John T. VanSant

**WFBC—Altoona—1924**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Operated By..... Triangle Pubs.  
 Address..... 1320 11th Ave.  
 Tel.: WI 4-2031..... NBC  
 News. Affil..... Phila. Inquirer  
 Station Representative ..... McGavren-Quinn  
 General Manager..... Frank Palmer  
 Station Manager..... Jack Snyder  
 Commercial Manager..... Robert E. Miller  
 Program Director..... William G. Mulvey  
 Chief Engineer..... K. R. Brubaker  
 Owners of: WFIL, Philadelphia; WNHC, New  
 Haven, Conn.

**WRTA—Altoona—1947**

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned..... Altoona Trans-Audio Corporation  
 Address..... Hotel Penn Alto  
 Tel.: WI 3-6112..... ABC  
 Station Representative ..... Clark  
 President..... Martin F. Malarkey, Jr.  
 General Manager..... Lou H. Murray  
 Station Manager..... David R. Wolf  
 Commercial Manager..... Carl Y. Coriell  
 Sales Prom. Mgr..... S. Carleton Ayers  
 Chief Engineer..... Al Merritts

**WVAM—Altoona—1948**

Frequency: 1430 Kc..... Power: 1000 Watts

*from New England to Florida . . .*  
**More Buyers Are Swinging**  
**to the RAHALL STATIONS**

•  
 WFEA . . . . . Manchester, N. H.    WNAR . . . . . Norristown, Pa.  
 WKAP . . . . . Allentown, Pa.    WWNR . . . . . Beckley, W. Va.  
 WTSP . . . . . St. Petersburg, Fla.

•  
 Get the facts from  
**WEED & CO.**

•  
**RAHALL GROUP**

JOE RAHALL, *President*

"OGGIE" DAVIES, *Gen. Manager*

**Owned-Oper. By**.....General Bcstg. Corp.  
**Address**.....2727 W. Albert Dr.  
**Tel:** WI 4-8127.....CBS  
**Representative**.....Weed & Co.  
**President**.....E. S. Leopold  
**Gen. Comm. Mgr.**.....Will Ketter  
**Publicity Director**.....Phil Short  
**Chief Engineer**.....John Schiele

**WMBA—Ambridge—1958**

**Frequency:** 1460 Kc.....**Power:** 500 Watts d.  
**Owned By**.....Miners Bcstg. Service, Inc.  
**Business Address**.....304 Merchant St.  
**Tel:** COngress 6-1110.....Independent  
**President**.....Joseph L. Maquire  
**General Manager**.....John W. Angst  
**Station Manager**.....Roy E. Angst, Jr.  
**Chief Engineer**.....Walter McCoy

**WAVL—Apollo—1947**

**Frequency:** 910 Kc.....**Power:** 1000 Watts, d.  
**Owned-Oper. By**.....Tri-Borough Bcstg. Co.  
**Address**.....Box 177  
**Tel:** GR 2-3921.....Independent  
**Gen., Comm. Manager**.....Cecil F. Clifton  
**Business Manager**.....A. J. West  
**Ch. Eng.**.....H. Edgar Smith

**WNCC—Barnsboro—1950**

**Frequency:** 950 Kc.....**Power:** 500 Watts d.  
**Owned-Oper. By**.....No. Cambria Bcstrs.  
**Address**.....Box 277  
**Tel:** 1010.....KBS  
**Sta. Mgr.**.....William R. Rathall

**WBVP—Beaver Falls—1948**

**Frequency:** 1230 Kc.....**Power:** 250 Watts  
**Owned-Operated By**.....WBVP, Inc.  
**Business Address**.....1216 7th Ave.; Box 719  
**Tel:** Tilden 6-4100.....Independent  
**Pres., Gen. Mgr.**.....Frank R. Smith  
**Sta., Comm. Mgr.**.....Thomas B. Price  
**Program Director**.....Charles H. Wilson  
**Sls. Prom., Pub. Dir.**.....E. A. Sekeres  
**Chief Engineer**.....Andy Sivak

**WBFD—Bedford—1955**

**Frequency:** 1310 Kc.....**Power:** 1 Kw. d.  
**Owned-Oper. By**.....The Inquirer Printing Co.  
**Address**.....130 S. Juliana St.  
**Tel:** BE 863.....KBS  
**President**.....John Biddle  
**General Manager**.....Hugo K. Frear  
**Station Manager**.....Robert S. Harrison, Jr.

**WBLF—Bellefonte—1958**

**Frequency:** 1330 Kc.....**Power:** 500 Watts d.  
**Owned By**.....Allegheny Mt. Network  
**Business Address**.....P.O. Box 88  
**Tel:** ELgin 5-4751.....ABC  
**Pres., Gen. Mgr.**.....Cary H. Simpson  
**Station Manager**.....Lee C. Ray  
**Commercial Manager**.....Sandy Cain  
**Program Director**.....John P. Knorr  
**Sales Prom. Mgr.**.....Hal Green  
**Publicity Director**.....Walfrid Lassila  
**Chief Engineer**.....Glenn Daugherty

**WBRX—Berwick—1957**

**Frequency:** 1280 Kc.....**Power:** 500 Watts  
**Owned**.....Columbia County Bcstrs., Inc.  
**Address**.....Jackson Bldg.  
**Tel:** 4546.....KBS  
**President**.....John S. Booth  
**Station Manager**.....Bob C. Wagner  
**Program Director**.....Charles Buffington

**WGPA—Bethlehem—1946**

**Frequency:** 1100 Kc.....**Power:** 250 Watts d.  
**Owned-Oper. By**.....Bethlehems' Globe Pub. Co.  
**Bus-Studio Address**.....426 Broadhead Ave.  
**Tel:** UN 6-8074.....Independent  
**Newspaper Affil.**.....Bethlehem Globe Times  
**President**.....Rolland L. Adams  
**General Manager**.....Ellis Service  
**Station Manager**.....Arthur C. McCracken  
**Comm., Sales Prom. Mgr.**.....Frank Collins  
**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.  
**Tel:** ST 4-1200.....Independent  
**Gen., Comm. Manager**.....Ed Darlington  
**Program Director**.....James Lehman  
**Chief Engineer**.....Robert Fulton

**WHLM—Bloomsburg—1948**

**Frequency:** 550 Kc.....**Power:** 500 Watts  
**Owned**.....Bloom Radio  
**Address**.....Square Bldg.  
**Tel:** STerling 4-5500.....MBS  
**Representative**.....Raymer  
**President**.....Harry L. Magee  
**General Manager**.....Robert R. Williams  
**Commercial Mgr.**.....Pat Campbell  
**Sales Prom. Mgr.**.....Ray Calabrese  
**Program Dir.**.....Dale Fulmer  
**Chief Engineer**.....Anthony Hogg  
**Owner of:** WAZL, Hazelton, Pa.; WHOL, Allentown, Pa.; and WTAL, Tallahassee, Fla.

**WLOA—Braddock—1947**

**Frequency:** 1550 Kc.....**Power:** 1000 Watts d.  
**Owned-Operated By**.....Matta Bcstg. Co.  
**Business-Studio Address**.....1233 Braddock Ave.  
**Tel:** EL 1-1100.....KBS  
**Pres., Gen., Sta. Mgr.**.....William G. Matta  
**Commercial Manager**.....George Matta  
**Sls. Prom. Mgr.**.....William W. Martin  
**Publicity Director**.....Ann Kelly  
**Chief Engineer**.....Frederick Sand

**WESB—Bradford—1947**

**Frequency:** 1490 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....WESB  
**Address**.....43 Main St.  
**Tel:** 2-4545.....Independent  
**Representative**.....Burn-Smith  
**Gen., Sls. Prom. Mgr.**.....J. M. Cleary  
**Comm. Mgr., Pub. Dir.**.....Lee D. Morehouse  
**Prog. Dir., Chief Eng.**.....William Winn

# PENNSYLVANIA

## WBUT—Butler—1947

Frequency: 1050 Kc. Power: 250 W., d.  
Owned-Operated By: WBUT, Inc.  
Address: Box 1048  
Tel.: 75-778 Independent  
Station Representative: Gill-Perna, Inc.  
Pres.: J. Patrick Beacom  
Sta., Comm. Mgr.: Rick Hanna  
Sales Promotion Manager: Paul Critchlow  
Prog. Director: Dick Kutan  
Publicity Director: Michael Acquaviva  
Chief Engineer: Norman Gour

## WISR—Butler—1941

Frequency: 680 Kc. Power: 250 Watts d.  
Owned-Oper. By: The Butler Bcstg. Co., Inc.  
Business Address: Box 151  
Tel.: 7-4701  
President: Joel W. Rosenblum  
Gen., Sta. Mgr.: Robert L. Kaufman  
Comm. Manager: J. Victor O'Brien  
Sales Prom. Mgr., Pub. Dir.: Jerry Coleman  
Program Director: Warren Ihlenfeld  
Chief Engineer: Paul Rex

## WCNG—Canonsburg—1957

Freq.: 540 Kc. Power: 250 W. d.  
Owned: Douglas & Assoc., Inc.  
Address: Box 480  
Tel.: SH 5-5400 Independent  
Station Representative: Indie Sales  
President: Ray Douglas  
General Manager: John K. Miller  
Station Manager: James D. Psihoulis  
Chief Engineer: George Jackovic

## WC DL—Carbondale—1950

Frequency: 1440 Kc. Power: 5 Kw., d.  
Owned-Oper. By: Carbondale Bdcstg., Co., Inc.  
Address: 127 Salem Rd.  
Tel.: 1230  
Representative: Donald Cooke, Inc.  
President: William H. Ware  
Gen., Sta. Manager: A. P. Perry  
Comm., Sls. Prom Mgr.: P. J. Oles  
Pub. Dir.: Robert Meredith  
Prog. Dir.: Joe Martin  
Chief Engineer: William Yakely

## WHYL—Carlisle—1948

Frequency: 960 Kc. Power: 5000 Watts d.  
Owned-Oper.: R. F. Lewis, Jr.  
Business Address: P. O. Drawer 520  
Tel.: 1785  
Representative: Forjoe  
President: Marion P. Lewis  
Gen., Sta. Mgr.: James B. Holder  
Prog. Dir.: C. H. Morse  
Publicity Director: Edward Maddon  
Chief Engineer: Jack Simmons

## WCBG—Chambersburg—1956

Frequency: 1590 Kc. Power: 5 Kw., d.  
Owned: James R. Reese, Jr.

Address: 944 Lincoln Way West  
Tel.: COlony 3-4131 Independent  
Representative: Charles Bernard  
Pres., Gen. Mgr.: James R. Reese, Jr.  
Comm. Sales Prom. Mgr.: N. E. Messner  
Program Director: Robert G. Walter  
Chief Engineer: George Jennings

## WCHA—Chambersburg—1946

Frequency: 880 Kc. Power: 1000 Watts  
Owned: Chambersburg Bcstg. Co.  
Address: Craft Press Bldg.  
Tel.: CO 4-7121 Independent  
Representative: Forjoe  
Pres., Gen. Mgr.: John S. Booth  
Sta., Comm. Mgr.: Earl P. Strine  
Sales Promotion Manager: David Myers  
Program Director: William Sullivan  
Publicity Director: Bob Keith  
Chief Engineer: James McCurdy

## WESA—Charleroi—1947

Frequency: 940 Kc. Power: 250 Watts d.  
Owned-Oper. By: Monongahela Valley Bcstg.  
Address: Box 584  
Tel.: HU 3-6551  
Representative: Clark  
President: Dr. A. S. Sickman  
Gen., Sta. Mgr.: George D. Gailey  
Prog., Pub. Dir.: William Richards  
Chief Engineer: Stanley Crawford

## WDRF—Chester—1947

Frequency: 1590 Kc. Power: 1000 Watts  
Owned-Oper. By: Eastern Bcstg. Co., Inc.  
Business Address: 3500 Edgmont Ave.  
Tel.: CH 4-4321 Independent  
President: L. Kapelski  
General Manager: Cy Swingle  
Commercial Manager: John M. Talley  
Program Director: Del Parks  
Publicity Director: Kay Kapelski  
Chief Engineer: William Dawson

## WVCH—Chester—1947

Frequency: 740 Kc. Power: 1 Kw.  
Owned-Operated By: James M. Tisdale  
Bus. Studio Address: Wolf Bldg., Market Sq.  
Tel.: CH 2-8861 Independent  
Station Rep.: Webb  
General Manager: James M. Tisdale  
Station Mgr.: Robert A. Hibbert, Jr.  
Comm. Manager: Martin Peltzman

## WCPA—Clearfield—1947

Frequency: 900 Kc. Power: 1000 Watts d  
Owned-Oper. By: Clearfield Bdcsters, Inc  
Address: 215 Church St.  
Tel.: CL 5-5541 Independent  
President: W. K. Ulerich  
General Manager: W. J. Thomas  
Sta. Mgr.: Joseph Milsoep  
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 E. Lincoln Hgh.  
Tel: 2100 Independent  
President, Chief Eng. Louis N. Seltzer  
General Manager William S. Halpern  
Comm., Sales Prom. Mgr. Donald Kimes

**WCOY—Columbia—1957**

Frequency: 1580 Kc. Power: 500 W. d.  
Owned Radio Columbia  
Address 343 Poplar St.  
Tel: MU 4-2591 Independent  
Representative Burn-Smith  
President Lester P. Etter  
Gen. Mgr., Ch. Engr. M. Leonard Savage  
Comm., Sales Prom. Mgr. John P. Weis  
Program Director Joseph T. Bortell

**WCVI—Connellsville—1947**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By Connellsville Bcstrs., Inc.  
Business-Studio Address WCVI Bldg.  
Tel: MA 8-4600 KBS  
Station Representative Hopewell  
President Dr. C. T. Troilo  
General Manager Charles T. Snowden  
Prog. Director Esther Blasey  
Chief Engineer Robert Ray

**WOTR—Corry—1955**

Freq: 1370 Kc. Power: 1000 Wts. d., 500 n.  
Owned-Operated By Olivia T. Rennekamp  
Business Address 25½ N. Center St.  
Tel: 3-6611 KBS  
President Olivia T. Rennekamp  
General Manager Kenneth E. Rennekamp  
Station Manager John Wellenhoffer  
Commercial Manager Guy R. Davis  
Sales Promotion Manager Mary Shannon  
Program Director Howard Bycroft  
Publicity Director James A. Stowe  
Chief Engineer Harry Coulter

**WFRM—Coudersport—1953**

Frequency: 600 Kc. Power: 1000 Watts d.  
Owned-Oper. By Farm & Home Bcstg. Co.  
Address 9 N. Main St.  
Tel: 611 Independent  
President C. H. Simpson  
General Manager John A. Fay  
Commercial Manager George Kuratomi  
Program Director Mary Rubar  
Publicity Dir. Ed Easton  
Chief Engineer Kenyon Reed

**WBUX—Doylestown—1948**

Frequency: 1570 Kc. Power: 1 Kw.  
Owned WBUX Broadcasting Co.  
Address 30 E. Oakland St.  
Tel: FI 8-3583 Independent  
President George Steiner  
General Mgr. James Stolcz  
Station Manager George Pleasants  
Sales Promotion Manager Jack Hamilton

Program Director Jim Wood  
Publicity Director Marion Granger  
Chief Engineer Dick Wright

**WCED—Dubois—1941**

Freq: 1420 Kc. Power: 5 Kw. d., 500 W. n.  
Owned By Tri County Broadcasting Co., Inc.  
Address 80 N. Park Place  
Tel: 1700 CBS  
Newspaper Affiliation Courier-Express  
Representative McGillvra  
President Harold T. Gray  
Gen. Mgr., Pub. Dir. Jason S. Gray  
Sta., Comm. Mgr. George Williams  
Sales Prom. Mgr., Prog. Dir. Ken Johnston  
Chief Engineer George Donahue

**WEEX—Easton—1948**

Frequency: 1230 Kc. Power: 250 Watts  
Owned Easton Publishing Co.  
Address Easton  
Tel: 6155 Independent  
Newspaper Affiliation Express  
Representative Headley-Reed  
President J. L. Stackhouse  
General Mgr. Charles R. Thon  
Chief Engineer Robert Francett

**WEST—Easton—1936**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By Associated Bcstrs., Inc.  
Bus. Studio Address 516 Northampton St.  
Tel: 6132 NBC  
Representative Meeker Co.  
Station Exec. Clair R. McCollough  
Station Manager Theodore W. Pierce  
Gen. Sales Manager J. Robert Gullick  
Nat'l Sales Mgr. Thomas R. Nunan, Jr.  
Owners of: WGAL, Lancaster; WKBO, Harrisburg; WORK, York; WRAW, Reading; WRAK, Williamsport, all Pa. and WDEL, Wilmington, Del.

**WEZN—Elizabethtown—1958**

Frequency: 1600 Kc. Power: 500 Watts  
Owned By Colonial Bcstg. Co. Inc.  
Business Address Box 192  
Tel: Empire 7-1511 Independent  
President Lowell W. Williams  
V.P., Gen. Mgr. Richard E. Burg  
Program Director Will Groff  
Chief Engineer William Lace

**WLEM—Emporium—1958**

Frequency: 1250 Kc. Power: 1000 Watts d.  
Owned By Emporium Broadcasting Co.  
Business Address P.O. Box 309  
Tel: EMporium 712 Independent  
President Bernard N. Erskine  
Gen., Sta. Mgr. James A. Spotts  
Program Director Dean L. Close  
Chief Engineer K. W. Coleman

**WGSA—Ephrata—1955**

Frequency: 1310 Kc. Power: 1000 Watts  
Owned Garden Spot Broadcaster, Inc.

# PENNSYLVANIA

Address ..... P. O. Box 419  
Tel.: RE 3-2226 ..... Independent  
Representative ..... Broadcast Time Sales  
President ..... Lester Grenewalt  
Gen., Sta. Mgr. .... Samuel R. Youse  
Prog. Dir. .... Edward Loder  
Comm. Mgr. .... Frank Short  
Chief Engineer. .... Ralph Haneman

## WERC—Erie—1941

Frequency: 1260 Kc. .... Power: 5 Kw.  
Owned By ..... WERC Bcstg. Co.  
Address ..... Robison Rd.  
Tel.: 9-9647 ..... ABC  
Station Representative ..... Weed  
President ..... Joseph L. Brechner  
Gen. Mgr. .... Gene Conrad  
Chief Eng. .... Ken Hestor

## WICU—Erie—1949

Frequency: 1330 Kc. .... Power: 5000 Watts  
Owned-Oper. By. Community Service Bcstg.  
Bus. Studio Address. .... 3514 State St.  
Tel.: 2-3248 ..... NBC  
Representative ..... Petry  
President ..... Edward Lamb  
General Manager. .... Ben McLaughlin  
Station Manager. .... Arthur Ingram  
Publicity Director. .... Bill Babcock  
Chief Engineer. .... Ken Husband

## WJET—Erie—1951

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned ..... Jet Broadcasting Co., Inc.  
Address ..... 18th & Ash Streets  
Tel.: 2-6741 ..... Independent  
Representative ..... Forjoe  
President, Gen. Mgr. .... Myron Jones  
Comm. Mgr. .... Peter Coticchia  
Sales Promotion Manager. .... Art Arkelian  
Chief Engineer. .... Richard Zahnhizer

## WLEU—Erie—1935

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned ..... Leu Bcstg.  
Address ..... 212 Commerce Bldg.  
Tel.: 22-129 ..... Independent  
Station Rep. .... Radio TV Reps  
President. .... J. Patt Wardlaw  
Gen., Comm. Mgr. .... Gene Kline  
Program Director. .... Robert Holmes  
Publicity Director. .... Audrey Arbuckle  
Chief Engineer. .... William Sebenick

## WFAR—Farrell—1953

Frequency: 1470 Kc. .... Power: 1000 Watts, d.  
Owned-Oper. By. .... Sanford A. Schafitz  
Address ..... P. O. Box 150  
Tel.: DI 6-5171 ..... KBS  
President, Gen. Mgr. .... Sanford A. Schafitz

## WFRA—Franklin—1957

Frequency: 1430 Kc. .... Power: 500 Watts, d.  
Owned ..... N.W. Penna. Bcstg. Co.  
Address ..... Oil City Franklin Rd.

Tel.: ID 2-2188 ..... Independent  
Pres., Sta. Mgr. .... Robert H. Sauber

## WGET—Gettysburg—1950

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned-Oper. By. .... Times & News Pub. Co.  
Business Address. .... Box 28  
Tel.: GE 850 ..... Independent  
Newspaper Affil. .... Times & News Pub. Co.  
Gen. Mgr. .... P. H. Cunningham  
Comm. Mgr. .... Marc Starkins  
Prog. Dir., Ch. Eng. .... Lester Blair

## WHJB—Greensburg—1934

Frequency: 620 Kc. .... Power: 1 Kw. d., 500 n.  
Owned ..... WHJB, Inc.  
Business-Studio Address. .... 128 N. Penn Ave.  
Tel.: 3740 ..... Independent  
President ..... H. Kenneth Brennen  
Gen., Sta., Comm. Mgr. .... H. J. Brennan  
Prog. Mgr. .... Glenn Grayson  
Chief Engineer. .... L. L. Allen

## WHVR—Hanover—1949

Freq.: 1280 Kc. .... Power: 5 Kw. d., 500 Watts n.  
Owned-Operated By. .... Radio Hanover, Inc.  
Address ..... Box 268  
Tel.: ME 7-3831 ..... Independent  
Pres., Sta., Comm. Mgr. .... John D. Bare  
Program Director. .... Daniel E. Rutledge  
Chief Engineer. .... Philip Rohrbaugh

## WCMB—Harrisburg—1948

Frequency: 1460 Kc. .... Power: 5000 Watts  
Owned-Oper. By. .... Rossmoyne Corp.  
Business-Studio Address. .... 228 Court St.  
Tel.: CE 4-3005 ..... MBS  
Representative ..... Gill-Perna  
General Manager. .... Ed K. Smith  
Comm. Manager. .... Henry Traugh  
Sales Promotion Manager. .... Ramon Musheno  
Program Director. .... Ed. Gonzales  
Chief Engineer. .... J. Howard Bair

## WHGB—Harrisburg—1945

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned-Oper. By. .... Kendrick Bcstg. Co., Inc.  
Bus.-Studio-Trans. Address. .... 112 Market St.  
Tel.: CE 4-4988 ..... ABC  
Station Representative ..... McGavren-Quinn  
Pres., Gen. Mgr. .... H. Kendrick  
Sta. Mgr., Prog. Dir. .... Jack Hooper  
Comm. Mgr. .... Ralph Hartman  
Chief Engineer. .... William Kuntz

## WHP—Harrisburg—1924

Frequency: 580 Kc. .... Power: 5 Kw.  
Owned ..... WHP, Inc.  
Address ..... 216 Locust St.  
Tel.: CE 4-3211 ..... CBS  
Representative ..... Bolling  
General Manager. .... Mrs. A. K. Redmond  
Program Manager. .... Harry Hinkley  
Sales, Promotion Director. .... John V. Gore  
Publicity Director. .... George Gottschalk  
Chief Engineer. .... E. Dan Leibensperger



**WKBO—Harrisburg—1922**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By.....Keystone Bcstg. Corp.  
 Bus.-Studio Address.....31 N. Second St.  
 Tel.: CE 4-0191.....NBC  
 Representative.....Robert Meeker  
 Station Executive.....Clair R. McCollough  
 Station Manager.....W. Eugene Gorman  
 Gen. Sales Mgr.....J. Robert Gulick  
 Nat'l Sls. Mgr.....Thomas R. Nunan, Jr.  
 Technical Director.....J. E. Mathiot  
 Owners of WGAL, Lancaster; WORK, Harris-  
 burg; WRAW, Reading; WEST, Easton;  
 WRAK, Williamsport, all Pa. and WDEL, Wil-  
 mington, Del.

**WAZL—Hazleton—1932**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By.....Hazleton Bcstg. Co.  
 Address.....Hazleton Nail Bank Bldg.  
 Tel.: GL 4-3531.....NBC-MBS  
 Representative.....Raymer  
 Pres., Gen., Mgr.....Victor C. D. ehm  
 Station Manager.....Kathryn E. Kahler  
 Commercial Manager.....Robert J. Sacco  
 Nat. Sales Mgr.....Thomas A. Tito  
 Program Director.....Don Murray  
 Publicity Director.....Paul Cerula  
 Chief Engineer.....Elwood Tito  
 Owners of: WHOL, Allentown; WHLM, Blooms-  
 burg, Pa. and WTAL, Tallahassee, Fla.

**WAMO—Homestead-  
Pittsburgh—1948**

Frequency: 860 Kc. Power: 250 Watts d.  
 Owned-Operated By.....Dynamic Bcstg.  
 Business Address.....105 E. 8th Ave.  
 Tel.: HO 2-6000.....Independent  
 Representative.....Forjoe  
 President, Gen. Mgr.....Leonard Walk  
 Commercial Manager.....Joe Bassett, Jr.  
 Program Director.....Carl Stuart  
 Chief Engineer.....James Herbert

**WHUN—Huntingdon—1946**

Frequency: 1150 Kc. Power: 1000 Watts  
 Owned-Oper. By.....Joseph F. Biddle Publ. Co.  
 Bus.-Studio Address.....400 Washington St.  
 Tel.: MI 3-3340.....KBS  
 President.....John H. Biddle  
 General Manager.....William E. Germann

**WDAD—Indiana—1945**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By.....WDAD Inc.  
 Address.....632 Philadelphia St.  
 Tel.: HO 5-5511.....CBS  
 Newspaper Affil.....The Progress  
 President.....W. K. Ulerich  
 Station Manager.....Jonas Termin  
 Program Director.....C. C. Porter  
 Chief Engineer.....Dyle Martin

**WARD—Johnstown—1946**

Frequency: 1490 Kc. Power: 250 Watts

Owned-Oper. By.....Central Bcstg. Co., Inc.  
 Address.....235 Franklin St.  
 Tel.: 8-1216.....CBS  
 Representative.....Weed  
 V.P., Gen. Manager.....G. D. Gartland  
 Station Manager.....Steward W. Phillips

**WCRO—Johnstown—1947**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By.....Century Bcstg. Corp.  
 Bus.-Studio Address.....Fort Stanwix Hotel  
 Tel.: 9-1187.....MBS  
 Representative.....Forjoe  
 President.....John J. Keel  
 General Manager.....John D. Reilly  
 Chief Engineer.....John Kersheskey

**WJAC—Johnstown—1925**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By.....WJAC, Inc.  
 Bus.-Studio Address.....329 Main St.  
 Tel.: 7-8711.....NBC  
 Newspaper Affil.....Tribune  
 Representative.....O'Connell  
 President.....W. W. Krebs  
 Station Mgr.....Park Claycomb  
 Chief Engineer.....Theodore E. Campbell

**WADP—Kane—1954**

Frequency: 960 Kc. Power: 500 Watts, d.  
 Owned.....Northern Allegheny Bcstg. Co.  
 Address.....Penn-Kane Hotel  
 Tel.: 1520.....KBS  
 President, Gen. Mgr.....David Potter  
 Sta., Comm. Mgr.....Richard E. Feit  
 Program Director.....David Sill  
 Chief Engineer.....John Nordine

**WACB—Kittanning—1948**

Frequency: 1380 Kc. Power: 1000 Watts d.  
 Owned By.....Joel W. Rosenblum  
 Bus.-Studio Address.....325 Market St.  
 Tel.: LI 3-1381.....KBS  
 Representative.....Rambeau, Vance, Hopple  
 V.P., Gen. Mgr.....Charles M. Erhard, Jr.  
 Sta. Mgr., Prog. Director.....H. H. Stoops  
 Chief Engineer.....Joseph A. Pelletier

**WGAL—Lancaster—1922**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By.....WGAL, Inc.  
 Business-Studio Address.....24 S. Queen St.  
 Tel.: EX 7-0333.....NBC  
 Representative.....Robert Meeker  
 President, Gen. Mgr.....Clair R. McCollough  
 Gen. Sls. Mgr.....J. Robert Gulick  
 Nat'l Sls. Mgr.....Thomas R. Nunan, Jr.  
 Station Mgr.....Kenneth Kreider  
 Program Dir.....Brian Kintzer  
 Promotion Dir.....Paul I. Woodland  
 Technical Director.....J. E. Mathiot  
 Owners of: WKBO, Harrisburg; WORK, York;  
 WRAW, Reading; WEST, Easton; WRAK,  
 Williamsport, all Pa. and WDEL, Wilming-  
 ton, Del.

**PENNSYLVANIA**

**WLAN—Lancaster—1946**

Frequency: 1390 Kc. Power: 1000 Watts  
Owned-Oper. By The Peoples Bcstg. Co.  
Bus. Studio Address 252 N. Queen St.  
Tel.: EX 4-7261. ABC-MBS-KBS  
Representative Headley-Reed  
President Frank H. Alldoerffer  
Gen., Sta. Mgr. Samuel M. Alldoerffer  
Comm., Sales Prom. Mgr. J. Stanley Baker  
Prog. Dir. Dick Sherbahn  
Chief Engineer Ramon Sherman

**WLSH—Lansford—1952**

Frequency: 1410 Kc. Power: 1000 Watts d.  
Owned-Oper. By Miners Bcstg. Service, Inc.  
Address P. O. Box D  
Tel.: 1440 Independent  
President Joseph L. Magulre  
Gen. Manager John W. Angst

**WAKU—Latrobe—1951**

Frequency: 1570 Kc. Power: 1000 Watts d.  
Owned-Oper. By WAKU, Inc.  
Address 200 Depot St.  
Tel.: KEystone 7-7744. MBS, KBS  
President Harry P. Reed  
Gen. Mgr., Prog. Dir. W. J. Thomas  
Comm. Mgr. Robert Johnson  
Chief Engineer Manuel Alvarez

**WTRA—Latrobe—1956**

Frequency: 1480 Kc. Power: 500 W., d.  
Owned Latrobe Bcstrs.  
Address 202 Main St.  
Tel.: KE 7-3338. Independent  
Representative McGillvra  
President Louis Rosenberg  
General Manager William Dymond  
Commercial Manager Mrs. Janet Mahady  
Chief Engineer Bernard Guidos

**WLBR—Lebanon—1946**

Frequency: 1270 Kc. Power: 1000 Watts  
Owned-Operated By Lebanon Bcstg. Co.  
Business Address Route 20  
Tel.: CRestview 2-7651  
Representative Burn-Smith  
President H. Raymond Stadium  
Managing Director Lester P. Etter  
Comm. Manager Philip J. Reilly  
Program Director H. P. Van Voorhis  
Chief Engineer William Zehring

**WITT—Lewisburg—1957**

Frequency: 1010 Kc. Power: 250 Watts, d.  
Owned Wireline Radio, Inc.  
Address 34 South 8th St.  
Tel.: JA 3-1222. KBS  
President Michael M. Fremont  
Commercial Manager Carl E. Miller  
Chief Engineer James A. Herb

**WBCB—Levittown-Fairless  
Hills—1957**

Frequency: 1490 Kc. Power: 250 W.  
Owned O'Keefe Bcstg. Co.

Business Address 200 Magnolia Dr.  
Tel.: Windsor 9-1490. Independent  
Pres., Gen. Mgr. Jack J. Dash  
V.P., Dir. Oper. William F. Waterbury

**WKVA—Lewistown—1949**

Frequency: 920 Kc. Power: 1000 Watts d.  
Owned-Operated By Central Pa. Bcstg. Co.  
Business Address 19 S. Wayne St.; Box 432  
Tel.: 8-6771. Independent  
Representative Gill-Perna  
Pres., Sta., Gen. Mgr. Robert L. Wilson  
Sales Promotion Manager Howard Z. Reed  
Program Director Bob Hyle  
Publicity Director Mary Bolich  
Chief Engineer Jack Sanders

**WMRF—Lewistown—1941**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By Lewistown Bcstg. Co.  
Business-Studio Address 5 W. Market St.  
Tel.: 8-6757. NBC  
Representative Burn-Smith  
President J. S. Woods  
Gen., Sta. Mgr. T. W. Metzger  
Commercial Manager Frank Trolani  
Program Dir. Miss Thekla Lesper  
Publicity Director Dale Smith  
Chief Engineer Kenneth Callahan

**WBPZ—Lock Haven—1947**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By Lock Haven Bcstg. Corp.  
Bus. Studio Address 132½ E. Main St.  
Tel.: 4038. MBS  
Representative Devney  
President Donald C. Welch  
Gen. Sta. Mgr. Harris Lipetz  
Commercial Manager Dick Yohe  
Program Director Dave King  
Chief Engineer Al Stratmoen

**WEDO—McKeesport—1945**

Frequency: 810 Kc. Power: 1000 Watts  
Owned-Operated By Tri-City Bcstg. Co.  
Business-Studio Address 547 5th Ave.  
Tel.: NOrth 4-7167. CBS  
Station Representative Weed  
President Edward J. Hirshberg  
Sta. Mgr. Robert E. Badger  
Comm. Mgr. Earl Buncher  
Sales Promotion Manager Selma Magrim  
Program Director Bill Brant  
Publicity Director Chris Underwood  
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.  
Tel.: OR 8-8888. MBS  
Station Representative Masla  
President Robert M. Cox  
Gen. Mgr. Sam Vidnovic  
Sales Promotion Manager Sally Mossman

Program Director.....Pat Haley  
 Publicity Director.....S. A. Chontos  
 Chief Engineer.....Charles White

**WMGW—Meadville—1947**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Regional Bcstrs.  
 Address.....1st National Bank Bldg.  
 Tel.: 6-1111.....KBS  
 Gen., Sta. Mgr.....James H. Strickler  
 Commercial Manager.....Frederick P. Tascone  
 Chief Engineer.....Maurice Sherman

**WJUN—Mexico—1955**

Frequency: 1220 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Lewistown Bcstg. Co.  
 Business Address.....Box 97, Millintown  
 Tel.: LEwistown 8-6757.....Independent  
 Newspaper Affiliation.....Sentinel, Lewistown  
 Representative.....Burn-Smith  
 President.....J. S. Woods  
 General Manager.....Thomas W. Metzger  
 Station Manager.....Ralph S. Parker  
 Commercial Manager.....Bob Horning  
 Sales Promotion Manager.....Tim Palm  
 Program Director.....Don Lorenz  
 Publicity Director.....Miles Heckendorn  
 Chief Engineer.....Kenneth Callahan

**WARC—Milton—1958**

Frequency: 1380 Kc.....Power: 1 Kw. d.  
 Owned By.....Williamsport Bcstg. Assoc. Inc.  
 Business Address.....YMCA Bldg.  
 President.....Harry J. W. Kiessling  
 Gen. Manager.....Woodrow W. Ott  
 Commercial Manager.....John Yingling

**WPFL—Montrose—1953**

Frequency: 1250 Kc.....Power: 1000 Watts d.  
 Owned By.....Montrose Bcstg Corp.  
 Address.....Locust St.  
 Tel. Montrose 397.....Independent  
 Pres. Gen. Mgr.....W. Douglas Roe  
 Program Director.....William Ohman  
 Publicity Director.....William Farley  
 Chief Engineer.....Richard Gage

**WKST—New Castle—1938**

Frequency: 1280 Kc.....Power: 1000 Watts  
 Owned-Operated By.....WKST Inc.  
 Address.....1st Federal Plaza  
 Tel.: OL 4-5501.....MBS  
 Station Representative.....Everett-McKinney  
 President, General Mgr.....S. W. Townsend  
 Sta., Comm. Mgr.....Harry Reith  
 Chief Engineer.....Ernest Retz

**WKPA—New Kensington  
 1940**

Frequency: 1150 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Allegheny-Kiski Bcstg. Co.  
 Business-Studio Address.....810 Fifth Ave.  
 Tel.: ED 7-3588.....Independent  
 President.....C. R. Cooper  
 Gen., Comm. Mgr.....Melvin A. Goldberg

Sales Promotion Manager.....Jim Gray  
 Program Director.....Phil Brooks  
 Chief Engineer.....W. W. Neely

**WNAR—Norristown—1946**

Frequency: 1110 Kc.....Power: 500 Watts d.  
 Owned-Operated By.....Norristown Bcstg. Co.  
 Bus.-Studio Address.....Old Arch Rd.  
 Tel.: BR 2-7600.....Independent  
 Representative.....Weed  
 President.....N. Joe Rahall  
 Gen. Mgr.....Ogden R. Davies  
 Sta. Manager.....John M. Banzhoff  
 Local Sales Mgr.....Donald L. Jones  
 Program Director.....Buddy Brode  
 Chief Engineer.....Anthony De Sola  
 Owners of: WKAP, Allentown, Pa.; WWNR,  
 Beckley, W. Va.; WFEA, Manchester, N. H.;  
 WTSP, St. Petersburg, Fla.

(See page 584)

**WKRZ—Oil City—1946**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....WKRZ, Inc.  
 Business Address.....Broadcast Hill; Box 868  
 Tel.: 8-0355.....KBS-NBC  
 Pres., Gen. Mgr.....Kenneth E. Rennekamp  
 Sta., Comm. Mgr.....Edward Erickson  
 Sales Promotion Manager.....Joan Firster  
 Program Director.....Honey Myers  
 Chief Engineer.....Robert Harmon

**WCAU—Philadelphia—1922**

Frequency: 1210 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....CBS Radio, Inc.  
 Address.....City & Monument Ave.  
 Tel.: GR 7-8300.....CBS  
 Representative.....CBS Radio Spot Sales  
 Manager Director.....Donald W. Thornburgh  
 General Manager.....Joseph T. Connolly  
 Sales Manager.....Jack De Russey  
 Sales Promotion Manager.....Fred Birnbaum  
 Program Director.....Fred Karch  
 Chief Engineer.....J. G. Leitch

**WDAS—Philadelphia—1922**

Frequency: 1480 Kc.....Power: 1 Kw.  
 Owned-Oper. By.....Max M. Leon, Inc.  
 Address.....Belmont Ave. & Edgely Rd.  
 Tel.: TR 8-2000.....Independent  
 Representative.....John E. Pearson  
 President.....Max M. Leon  
 V.P., Gen., Sta. Mgr.....Robert A. Klein  
 V. P. Operations Manager.....Jerry Grove  
 Program Director.....Eddie Newman  
 Comm. Mgr.....William H. Vogt  
 Sales Manager.....Alexander S. Klein  
 Publicity Director.....Art Newsham  
 Chief Engineer.....Frank W. Unterberger

**WFIL—Philadelphia—1922**

Frequency: 560 Kc.....Power: 5000 Watts  
 Owned.....Triangle Publications, Inc.  
 Business-Studio Address.....46th & Market  
 Tel.: EV 2-4700.....ABC  
 Newspaper Affil.....Inquirer  
 Representative.....Blair

In Philadelphia  
WIP radio is  
used exclusively  
by more  
advertisers than  
any other station

**WIP**

PHILADELPHIA'S PIONEER VOICE

**610**

For **MORE** Information—Ask Petry!

## PENNSYLVANIA

General Manager.....Roger W. Clipp  
 Station Manager.....George A. Koehler  
 Gen. Sales Manager...Kenneth W. Stowman  
 Dir. of Programming.....Clyde R. Spitzner  
 Chief Engineer.....Henry E. Rhea  
 Owners of: WFBG, Altoona, Pa.; WNHC, New Haven, Conn.

### WFLN—Philadelphia—1958

Frequency: 900 Kc.....Power: 1 Kw. d.  
 Owned By.....Franklin Bcstg. Co.  
 Address.....8200 Ridge Ave.  
 Tel.: Ivyridge 2-6000.....Independent  
 General Manager.....R. S. Green  
 Commercial Manager.....J. C. Winkler  
 Program Director.....M. O'Donnell  
 Chief Engineer.....F. Chassey

### WHAT—Philadelphia—1925

Frequency: 1340 Kc. ....Power: 250 Watts  
 Owned-Oper. By...Independence Bcstg. Co.  
 Address...Conshohocken & Windemere Aves.  
 Tel.: TRINITY 8-1500.....Independent  
 Representative .....Stars National  
 Pres., Gen. Mgr.....William A. Banks  
 Station Manager.....Dolly Banks  
 Commercial Manager.....Paul Abrams  
 Sales Prom. Manager.....Len Stevens  
 Prog. Director.....Robert Ardrey  
 Publicity Director.....Marsha Greenbaum  
 Chief Engineer.....Charles Lehmann

### WIP—Philadelphia—1922

Frequency: 610 Kc.....Power: 5000 Watts  
 Owned By.....Wip Broadcasting, Inc.  
 Business-Studio Address.....35 S. 9th St.  
 Tel.: WA 2-6800.....MBS  
 Representative .....Edward Petry  
 Pres., Gen. Mgr.....Benedict Gimbel, Jr.  
 V.P., Director of Sales.....Ralf Brent  
 Nat. Sales Mgr.....Paul B. Evans  
 Sales Promotion Director.....Mitchell Krauss  
 Program Director.....Verner Paulsen  
 Chief Engineer.....Clifford C. Harris

### WIBG—Philadelphia—1925

Freq.: 990 Kc...Power: 50,000 Wts. d., 10,000 n.  
 Owned.....Storer Bcstg. Co.  
 Address.....Suburban Sta. Bldg.  
 Tel.: RI 6-2300.....Independent  
 Representative .....Katz  
 President.....George Storer, Jr.  
 Man. Dir.....Lionel F. Baxter  
 Sta., Sales Mgr.....John R. Mahoney  
 Promotion Manager.....Roy M. Schwartz  
 Prog. Mgr.....Grady Edney  
 Publicity Director.....Genii Maccaulay  
 Chief Engineer.....John H. Henninger  
 Owners of: WGBS, Miami, Fla.; WJBK, Detroit;  
 WSPD, Toledo; WAGA, Atlanta; WJW,  
 Cleveland; WWVA, Wheeling, W. Va.

### WFLN—Philadelphia—1958

Frequency: 900 Kc.....Power: 1000 Watts d.  
 Owned By.....Franklin Broadcasting Co.  
 Business Address.....8200 Ridge Ave.  
 Tel.: IVYridge 2-6000.....Independent

Station Representative.....Good Music  
 President.....Lawrence M. C. Smith  
 General Manager.....Raymond S. Green  
 Comm. Mgr.....Joseph C. Winkler  
 Program Director.....Michael E. O'Donnell  
 Chief Engineer.....Frederick Chassey

### WJMJ—Philadelphia—1948

Frequency: 1540 Kc.....Power: 5000 Watts d.  
 Owned-Oper. By.....WJMJ Bcstg. Corp.  
 Business-Studio Address.....2043 Locust St.  
 Tel.: LO 4-2300.....Independent  
 Representative.....Broadcast Time Sales  
 Pres., Gen. Sta. Mgr.....Patrick J. Stanton  
 Commercial Mgr.....Charles Stahl  
 Sales Prom., Pub. Mgr.....James Rubenstone  
 Prog. Dir.....Michael Deegan  
 Chief Engineer.....Christopher McAteer

### WPEN—Philadelphia—1929

Frequency: 950 Kc.....Power: 5000 Watts  
 Owned-Oper. By...William Penn Bcstg. Co.  
 Business-Studio Address.....2212 Walnut St.  
 Tel.: LO 4-6000.....Independent  
 Representative .....Gill-Perna  
 President .....William Syk  
 V.P., Gen. Mgr.....William B. Caskey  
 Sta. Mgr., Prog. Dir.....Murray Arnold  
 Comm. Manager.....Erwin Rosner  
 Prom. Mgr., Pub. Director.....James M. Kiss  
 Director Public Service.....Sam Serota  
 Chief Engineer.....Charles W. Burtis

### WRCV—Philadelphia—1921

Frequency: 1060 Kc.....Power: 50,000 Watts  
 Owned-Oper. By...National Bcstg. Company  
 Business-Studio Address.....1619 Walnut St.  
 Tel.: LO 4-3700.....NBC  
 Representative.....NBC Spot Sales  
 President.....Robert E. Kintner  
 General Manager.....Raymond W. Welpott  
 Station Manager....Harold J. Pannepacker  
 Commercial Manager.....Lewis P. Johnson  
 Sales Promotion Manager..Robert A. Fillmore  
 Program Director.....Bob Benson  
 Chief Engineer.....William A. Howard

### WTEL—Philadelphia—1925

Frequency: 860 Kc.....Power: 250 Watts d.  
 Owned By.....WTEL, Inc.  
 Business-Studio Address...4312 N. Broad St.  
 Tel.: GL 5-1310.....Independent  
 Pres., Pgm. Dir.....E. Douglass Hibbs  
 Sec'y-Treas.....Henry N. Cocker

### WPBH—Philipsburg—1956

Frequency: 1260 Kc.....Power: 1 Kw. d.  
 Owned By.....Moshannon Valley Bcstg.  
 Address.....P. O. Box 361  
 Tel.: Dickens 2-2300.....Independent  
 Gen. Comm. Mgr.....William Emert  
 Program Director.....Mrs. Wm. Emert  
 Chief Engineer.....Dean Sharpless

### WAMP—Pittsburgh—1920

Frequency: 1320 Kc.....Power: 5000 Watts  
 Owned-Oper. By .....NBC

# PENNSYLVANIA

Address.....Chamber of Comm. Bldg.  
 Tel.: GR 1-8600.....NBC  
 Representative.....NBC Spot Sales  
 Gen. Mgr.....H. W. Shepard  
 Program Supv.....John C. Hierlihy  
 Sales Prom., Public Dir.....Thomas D. Tyson  
 Chief Engineer.....Matthew Bracic

## WCAE—Pittsburgh—1922

Frequency: 1250 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WCAE, Inc.  
 Bus. Address...530 Carlton Hs., 550 Grant St.  
 Tel.: AT 1-8900.....Independent  
 Newspaper Affil.....Sun-Telegraph  
 Representative.....Katz  
 Pres., General Manager.....Leonard Kapner  
 Station Manager.....F. Geor Parkinson  
 Program Director.....R. Clifton Daniel  
 Commercial Manager.....Roger O' Connor  
 Prom. Mgr., Pub. Dir.....William Thieman  
 Chief Engineer.....James Greenwood

## KDKA—Pittsburgh—1920

Frequency: 1020 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Westinghouse Bcstg. Co. Inc.  
 Business Address...122 E. 42nd St., N.Y.C.  
 Tel.: Murray Hill 7-0808.....Independent  
 Sta. Representative.....Peters, Griffin, Woodward  
 After July 1.....AM Radio Sales  
 President.....Donald H. McGannon  
 Asst. Gen. Mgr.....Donald Trageser  
 Station Manager.....L. R. Rawlins  
 Program Manager.....William H. Schwartz  
 Asst. Prog. Mgr.....James L. Snyder  
 Sales Prom. Mgr.....June L. Buzzelli  
 Publicity Manager.....Owen Simon  
 Chief Engineer.....Theodore C. Kenney  
 Owners of: WBZ-WBZA, Boston-Springfield,  
 Mass.; KYW, Cleveland; WOWO, Fort  
 Wayne, Ind.; KEX, Portland, Oreg.; WIND,  
 Chicago, Ill.

## WEPP—Pittsburgh—1957

Frequency: 1080 Kc.....Power: 1 Kw.  
 Owned By.....Pittsburgh Bcstg. Co.  
 Address.....220 N. Highland Ave.  
 Tel.: EM 1-5000.....Independent  
 Station Representative.....Stars Nat.  
 President.....John Kluge  
 Gen., Sta. Manager.....Ernie Tannen  
 Sales Prom. Mgr.....John Pieper  
 Prog. Dir.....William Powell  
 Chief Engineer.....Victor G. Klein

## WPIT—Pittsburgh—1947

Frequency: 730 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....WPIT, Inc.  
 Business-Studio Address...213 Smithfield St.  
 Tel.: AT 1-1900.....Independent  
 President.....John J. Laux  
 Gen., Comm. Mgr.....Don Ioset  
 Sales Mgr., Prog., Pub. Dir.....Clifford Charles  
 Chief Engineer.....Michael Komichak

## KQV—Pittsburgh—1919

Frequency: 1410 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Allegheny Bcstg. Corp.

Address.....411 7th Ave.  
 Tel.: AT 1-9100.....ABC  
 Station Representative.....Young  
 President.....Leonard H. Goldenson  
 Gen., Sta. Mgr.....Ralph Beaudin  
 Commercial Manager...Robert N. Thompson  
 Program Dir.....John Gibbs  
 Chief Engineer.....Fred L. Zellner, Jr.

## WWSW—Pittsburgh—1932

Frequency: 970 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....WWSW, Inc.  
 Bus-Studio Address.....Hotel Sherwy  
 Tel.: GR 1-5200.....Independent  
 Newspaper Affiliation.....Post Gazette  
 Representative.....John Blair  
 President.....O. M. Schloss  
 Gen. Mgr., Prog. Dir.....Ben W. Muros  
 Sales Prom. Mgr., Pub. Dir.....Phil Davis  
 Chief Engineer.....Henry R. Kaiser

## WPTS—Pittston—1953

Frequency: 1540 Kc.....Power: 1 Kw. d.  
 Owned-Oper. By.....Midway Bcstg. Co., Inc.  
 Address.....Main & Spring St.  
 Tel.: OL 4-3388.....Independent  
 Representative.....Cont. Radio Sales  
 Pres., Gen. Manager.....Angelo W. Fiorani  
 Commercial Mgr.....R. E. Florey  
 Program Director.....Joseph Tipton  
 Promotion Mgr.....Rosemary Gallagher  
 Publicity Director.....Betty Schriver  
 Chief Engineer.....John P. McGoldrick

## WP AZ—Pottstown—1951

Frequency: 1370 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Pottstown Bcstg. Co.  
 Address.....247 High St.  
 Tel.: 5000.....KBS  
 Representative.....Indie Sales  
 Pres., Gen. Mgr.....Herbert Scott

## WPAM—Pottsville—1947

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Miners Bcstg. Serv., Inc.  
 Business-Studio Address.....Box 829  
 Tel.: MA 2-1450.....Independent  
 President.....Joseph L. McGuire  
 Gen. Mgr., Ch. Eng.....John W. Angst  
 Station Manager.....Westley G. Kimble

## WPPA—Pottsville—1946

Freq.: 1360 Kc.....Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By.....Pottsville Bcstg. Co.  
 Bus-Studio Address.....212 S. Centre St.  
 Tel.: Market 2-1360.....MBS  
 General Manager.....A. V. Tidmore  
 Commercial Manager.....Ralph L. Price, Jr.  
 Sales Promotion Manager.....Walter Jones  
 Program Director.....Horace Richards  
 Chief Engineer.....William Penn Tidmore

## WPME—Punxsutawney—1953

Frequency: 1540 Kc.....Power: 1000 Watts d.

**Owned-Oper. By**.....Punxsutawney Bcstg Co.  
**Address**.....103 N. Gilpin St.  
**Tel.:** PU 1221.....Independent  
**Representative**.....Rambeau  
**General Manager**.....C. M. Erhard, Jr.  
**Comm. Mgr.**.....W. Clem Murray  
**Program Director**.....Gilbert Carney  
**Chief Engineer**.....Joseph A. Pelletier

**WEEU—Reading—1931**

**Frequency:** 850 Kc.....**Power:** 1000 Watts  
**Owned-Operated By**.....WEEU Bcstg. Co.  
**Business-Studio Address**.....433 Penn St.  
**Tel.:** FR 6-7335.....ABC  
**Newspaper Affiliation**.....Eagle Times  
**Representative**.....Headley-Reed  
**President**.....William J. Rohn  
**V.P., Gen., Sta. Mgr.**.....K. Richard Creitz  
**Program Director**.....Jack B. Gounder  
**Chief Engineer**.....Harold Schearer

**WHUM—Reading—1946**

**Frequency:** 1240 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Eastern Radio Corp.  
**Business-Studio Address**.....Berkshire Hotel  
**Tel.:** 6-3987.....CBS  
**Representative**.....Weed  
**Pres., Gen. Mgr.**.....Robert G. Magee  
**Commercial Manager**.....Warren C. Ruffner  
**Prog. Dir.**.....Alan Lane  
**Chief Engineer**.....Daniel Donohue

**WRAW—Reading—1922**

**Frequency:** 1340 Kc.....**Power:** 250 Watts  
**Owned-Oper By**.....WRAW, Inc.  
**Business-Studio Address**.....19 N. Fifth St.  
**Tel.:** FR 6-7173.....NBC  
**Representative**.....Robert Meeker  
**Station Executive**.....Clair R. McCollough  
**Station Manager**.....Robert S. Reider  
**Gen. Sales Mgr.**.....J. Robert Gulick  
**Nat'l Sls. Mgr.**.....Thomas Nunan, Jr.  
**Technical Director**.....J. E. Mathiot  
**Owners of:** WGAL, Lancaster; WKBO, Harrisburg; WORK, York; WEST, Easton; WRAX, Williamsport, all Pa. and WDEL, Wilmington, Del.

**WGCB—Red Lion—1950**

**Frequency:** 1440 Kc.....**Power:** 1000 Watts d.  
**Owned-Oper. By**.....Red Lion Bcstg. Co.  
**Address**.....Red Lion  
**President**.....John M. Norris  
**Gen., Sta. Mgr.**.....John H. Norris  
**Commercial Mgr.**.....Vincent A. Freeman

**WKMC—Roaring Spring—1955**

**Frequency:** 1370 Kc.....**Power:** 1000 Watts d.  
**Owned-Oper. By**.....Melvin H. Shaw  
**Address**.....Woodbury Pike  
**Tel.:** 690.....KBS  
**Representative**.....Geo. T. Hopewell  
**Comm. Sta. Mgr.**.....Shel Horton  
**Program Director**.....Merle Ebersole  
**Chief Engineer**.....C. Irvin Metzger

**WKBI—St. Marys—1950**

**Frequency:** 1400 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Elk Cameron Bcstg. Co.  
**Address**.....41 Erie Ave.  
**Tel.:** 4-2821.....MBS  
**Representative**.....Allegheny Mountain Network  
**General Manager**.....C. H. Simpson  
**Commercial Manager**.....John J. Kain  
**Prog. Director**.....Beatrice B. Smith  
**Nat. Sales Mgr.**.....W. Herbstritt  
**Pub. Dir.**.....A. Kuhn

**WATS—Sayre—1950**

**Frequency:** 960 Kc.....**Power:** 1000 Watts d.  
**Owned-Operated By**.....T. K. Cassel  
**Business Address**.....110 N. Elmer Ave.  
**Tel.:** TU 2-2401.....KBS  
**Representative**.....Indie Sales  
**President**.....T. K. Cassel  
**General Manager**.....Walter D. Knowles  
**Chief Engineer**.....Benjamin A. Franklin

**WARM—Scranton—1940**

**Frequency:** 590 Kc.....**Power:** 5000 Watts  
**Owned-Operated By**.....WARM Bcstg. Co.  
**Business Address**.....Bowman Bldg.  
**Tel.:** Diamond 6-4646.....Independent  
**Station Representative**.....Eastman  
**President**.....Louis J. Appell, Jr.  
**General Manager**.....Arthur W. Carlson  
**Commercial Manager**.....Jackson Gower  
**Sales Prom. Mgr.**.....William A. Musser  
**Program Director**.....Don Stevens  
**Publicity Director**.....Frances Seibert  
**Chief Engineer**.....Nicholas Hudak

**WGBI—Scranton—1925**

**Frequency:** 910 Kc.....**Power:** 1 Kw. d., 500 W. n.  
**Owned-Oper. By**.....WGBI Radio, Inc.  
**Address**.....1000 Wyoming Ave., Scranton  
**Tel.:** DI 2-7634.....CBS  
**Newspaper Affiliation**.....Phila. Bulletin  
**Representative**.....H-R Reps  
**President**.....Mrs. M. E. Megargue  
**Gen., Comm. Mgr.**.....Richard E. Nason  
**Station Manager**.....Robert E. McDowell  
**Prom. Dir., Pub. Dir.**.....Douq Holcomb  
**Program Director**.....Frank Monaghan  
**Chief Engineer**.....Kenneth R. Cooke

**WICK—Scranton—1954**

**Frequency:** 1400 Kc.....**Power:** 250 Watts  
**Owned**.....Scranton Radio Corp.  
**Address**.....717 Linden St.  
**Tel.:** DI 6-1202.....Independent  
**Station Rep.**.....Walker  
**Pres., Gen. Mgr.**.....Joe Dobbs  
**Station Manager**.....R. J. Lomma  
**Commercial Manager**.....Al Soma  
**Program Director**.....Ed Hugues  
**Chief Engineer**.....James D. Pettinato

**WEJL—Scranton—1950**

**Frequency:** 630 Kc.....**Power:** 500 Watts d.  
**Owned-Oper. By**.....Edward & Elizabeth Lynell  
**Business Address**.....129 Penn Ave.

# PENNSYLVANIA

Tel.: DI 2-9151.....Independent  
Newspaper Affil.....Times  
Station Rep.....Meeker  
Gen., Comm. Mgr.....Cecil Woodland  
Sales, Program Director.....Hugh J. Connor  
Pub. Dir.....B.II Pierce  
Chief Eng.....Guy Rauer

Business Address.....P. O. Box 888  
Tel.: AD 7-4959.....NBC-KBS  
President.....W. K. Ulerich  
Gen. Sta. Mgr.....M. J. Bergstein  
Commercial Manager.....Julie McCloskey  
Program Director.....Stephen Fiskhein  
Chief Engineer.....W. D. Files

## WSCR—Scranton—1947

Freq.: 1320 Kc...Power: 1 Kw. d., 500 Watts n.  
Owned By...Lackawanna Valley Bcstg. Co.  
Business-Studio Address...116 Adams Ave.  
Tel.: DI 7-3388.....NBC  
Representative.....Headley-Reed  
Pres., Gen. Mgr.....David M. Baltimore  
Comm. Mgr.....Joseph P. Kimble  
Program Dir.....David L. Griffiths  
Chief Engineer.....Willard Shimski

## WVPO—Stroudsburg—1947

Frequency: 840 Kc.....Power: 250 Watts d.  
Owned-Operated By.....Pocono Bcstg., Inc.  
Business Address.....22 S. Sixth St.  
Tel.: 1101.....Independent  
Newspaper Affiliation...Ottaway Newspapers  
Representative.....Radio-TV Reps.  
President.....James H. Ottaway  
General Manager.....Chester S. Miller  
Sales Prom. Mgr.....Edward J. Somers  
Program Director.....Joseph B. Whalen  
Chief Engineer.....Ernest Transue

## WISL—Shamokin—1958

Frequency: 1480 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Radio Anthracite, Inc.  
Business Address.....Rock & Sunbury Sts.  
Tel.: 8-5749.....Independent  
Representative.....Forjoe  
President.....Henry W. Lark  
Gen., Sta. Mgr.....Maurice E. Fidler  
Commercial Manager.....Bernard Saks  
Sales Prom. Mgr.....W. C. MacElwee  
Program Director.....Bernard Friedman  
Publicity Director.....James Reilly  
Chief Engineer.....Al Donovan

## WKOK—Sunbury—1933

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By...Sunbury Bcstg. Corp.  
Bus.-Studio-Transmitter.....1150 N. Front St.  
Tel.: AT 6-5838.....CBS  
Newspaper Affil.....Daily Item  
President.....Basse A. Beck  
General Manager.....Homer R. Smith  
Commercial Manager.....C. Donald Walther  
Program Director.....Michael J. Kane  
Publicity Director.....Malcolm Arter  
Chief Engineer.....John W. Keller, Jr.

## WPIC—Sharon—1938

Frequency: 790 Kc.....Power: 1000 Watts d.  
Owned-Oper. By...Sharon Herald Bcstg. Co.  
Business Address.....P.O. Box 211  
Tel.: Diamond 6-4113.....Independent  
Newspaper Affiliation.....Herald  
Station Representative.....Reilly; O'Connell  
Pres., Gen. Mgr.....John Fahline, Jr.  
Program Director.....Jack Sandstrom  
Chief Engineer.....A. C. Heck

## WTIV—Titusville—1955

Frequency: 1290 Kc.....Power: 500 Watts d.  
Owned-Oper. By...Crawford Cty. Bcstg. Corp.  
Address.....P. O. Box 184  
Tel.: 7-2265.....Independent  
President.....Robert T. Morrison  
Gen. Sta. Mgr.....Robert H. Sauber  
Comm. Sales Prom. Mgr.....Paul R. Ruttan  
Program Director.....Marlene Burchfield  
Publicity Director.....Jo Ann Wakefield

## WVSC—Somerset—1950

Frequency: 990 Kc.....Power: 250 Watts d.  
Owned-Operated By.....Somerset Bcstg. Co.  
Address.....P. O. Box 231  
Tel.: 4186.....Independent  
Gen., Sta. Mgr.....T. H. Oppegard  
Comm. Mgr.....C. R. Taylor  
Prog. Dir., Chief Engineer.....R. L. French

## WTRN—Tyrone—1954

Frequency: 1290 Kc.....Power: 1000 Watts, d.  
Owned.....Tyrone Bcstg. Co.  
Address.....8 W. 10th St.  
Tel.: MUtual 4-3200.....MBS  
President.....C. H. Simpson  
Station Manager.....Lee C. Ray  
Sales Manager.....William E. Moses  
Commercial Manager.....John J. McCarthy  
Sales Prom. Mgr.....William E. Duey  
Program Director.....John W. Eschbach  
Publicity Director.....Gretta Rorabaugh  
Chief Engineer.....Gilbert H. Wogan

## WMPT—S. Williamsport—1958

Frequency: 1450 Kc.....Power: 250 Watts  
Owned.....Will-Mont Bcstg. Co.  
Business Address.....301 Percy St.  
Tel.: 3-3608.....ABC  
Station Representative.....Hopewell; Best  
Pres., Ch. Eng.....Galen D. Castlebury, Jr.  
Comm., Sales Prom. Mgr.....Don Coleman  
Program Director.....Fred Plankenhorn  
Publicity Director.....Joanne M. Castlebury

## WMBS—Uniontown—1937

Frequency: 590 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Fayette Bdcstg. Corp.  
Address.....Fayette Nat. Bank Bldg.  
Tel.: GE 8-3900.....CBS

## WMAJ—State College—1945

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Centre Bcstrs., Inc.



# PENNSYLVANIA

Representative ..... Meeker  
Sta. Mgr., Prog. Dir. .... James Gismondi  
Chief Engineer ..... William Henzly

## WNAE—Warren—1946

Frequency: 1310 Kc. Power: 5000 Watts d.  
Owned-Oper. By .... N. Allegheny Bdcstg. Co.  
Business Address... 310 Second Ave.; Box 24  
Tel.: 3033 ..... Independent  
Pres., Gen. Mgr. .... David Potter  
Comm. Mgr. .... James Potter  
Prog. Dir. .... Leroy Schneck  
Chief Eng. .... Homer Haines

## WJPA—Washington—1942

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By .... Washington Bcstg. Co.  
Bus. Address ..... George Washington Hotel  
Tel.: BA 2-2110 ..... MBS  
Representative .... Joseph Hershey McGillvra  
Managing Director ..... A. Boyd Siegel  
Gen., Prom. Mgr. .... John L. Merdian  
Chief Eng. .... James Berkheimer

## WANB—Waynesburg—1956

Frequency: 1580 Kc. Power: 250 W., d.  
Owned ..... Commonwealth Bcstrs.  
Address ..... First Federal Bldg.  
Tel.: 981 ..... Independent  
Sta. Mgr. .... George E. McGary  
Prog. Dir. .... Edward J. Keon

## WAYZ—Waynesboro—1953

Frequency: 1380 Kc. Power: 1000 Watts d.  
Owned-Oper. By .... Richard Field Lewis Jr.  
Address ..... 21 W. Main St.  
Tel.: WA 1900 ..... KBS  
President ..... Richard Field Lewis Jr.  
General Manager ..... Sam Hanshaw

## WNBT—Wellsboro—1955

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By .... Farm & Home Bcstg. Co.  
Address ..... 89 Main St.  
Tel.: 2113 ..... MES  
President ..... C. H. Simpson  
V.P., Gen. Manager ..... John A. Fay  
Prog. Dir. .... Carol Makin  
Commercial Manager ..... John Zellner  
Chief Engineer ..... Richard E. Roeder

## WBAX—Wilkes-Barre—1922

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By .... Anna Stenger  
Business-Studio Address ..... 85 W. Union St.  
Tel.: VA 3-0196 ..... MBS  
Representative ..... Burn-Smith  
Gen. Mgr. .... John H. Stenger  
Program Director ..... Ed Kuzma  
Publicity Director ..... Dan Stenger  
Chief Engineer ..... Milan Krupa

## WBRE—Wilkes-Barre—1924

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By ..... WBRE-Radio, Inc.

Bus.-Studio Address ..... 62 S. Franklin St.  
Tel.: VA 3-3101 ..... NBC  
Representative ..... Headley-Reed  
Pres., Gen. Mgr. .... David M. Baltimore  
Operations Director ..... F. D. Coslett  
Program Director ..... Robert Schumacher  
Commercial Manager ..... Jos Gries  
Publicity Director ..... Richard Paul  
Chief Engineer ..... Charles Sakoski, Sr.

## WNAK—Wilkes-Barre—1946

Frequency: 730 Kc. Power: 1000 Watts  
Owned By ..... Wyoming Radio, Inc.  
Address ..... 70 S. Main St.  
Tel.: Valley 2-6108 ..... Independent  
Representative ..... Forjoe  
President ..... E. D. McWilliams  
General Manager ..... Milton Laughlin  
Assistant to Manager ..... Bill Jones  
Program Director ..... Bob Whitehead

## WILK—Wilkes-Barre—1947

Frequency: 980 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By .... Wyoming Valley Bcstg. Co.  
Bus.-Studio Address ..... 88 No. Franklin St.  
Tel.: VA 4-4666 ..... ABC  
Representative ..... Avery-Knodel  
President ..... Mitchell Jenkins  
Business Manager ..... Emerson H. Ramage  
Station Manager ..... Roy E. Morgan  
Commercial Manager ..... Lee Vincent  
Promotion Manager ..... Jim Ward  
Program Director ..... Tom Bigler  
Chief Engineer ..... Theodore French

## WLYC—Williamsport—1951

Frequency: 1050 Kc. Power: 1 Kw., d.  
Owned By ..... Lycoming Bcstg. Co.  
Address ..... 331 Pine St., Box 389  
Tel.: 2-4676 ..... KBS  
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 Director ..... Vernon Hester  
Publicity Director ..... Mrs. Sue Schreck  
Chief Engineer ..... Fred Hopkins

## WRAK—Williamsport—1929

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By ..... WRAK, Inc.  
Address ..... 1559 West 4th St.  
Tel.: 2-6116 ..... NBC  
Representative ..... Meeker  
Pres., Gen. Mgr. .... Clair R. McCollough  
Station Manager ..... J. Wright Mackey  
Gen. Sls. Mgr. .... J. Robert Gulick  
Nat'l Sls. Mgr. .... Thomas R. Nunan, Jr.  
Owners of: WGAL, Lancaster; WKBO, Harris-  
burg; WORK, York; WRAW, Reading;  
WEST, Easton; all Pa. and WDEL, Wilming-  
ton, Del.

## WWPA—Williamsport—1949

Frequency: 1340 Kc. Power: 250 Watts

# PENNSYLVANIA-RHODE ISLAND

Owned. Williamsport Radio Bcstg. Assoc., Inc.  
 Address.....330 Government Pl.  
 Tel.: 7119.....CBS  
 Representative.....Burn-Smith  
 President.....Harry J. W. Klessling  
 Gen. Sta. Manager.....Woodrow W. Ott  
 Program Director.....John H. Archer  
 Comm., Mgr.....Phil Lane  
 Sales Prom. Mgr.....Robert G. Schooley  
 Publicity Director.....Albert Decker  
 Chief Engineer.....Carl Steinbacher

## WNOW—York—1948

Frequency: 1250 Kc....Power: 1000 Watts d.  
 Owned-Operated By.....WNOW, Inc.  
 Business Address.....P.O. Box 1747  
 Tel.: 2-7821.....Independent  
 Station Rep.....Radio-TV Reps.  
 President.....W. F. Rust, Jr.  
 General Manager.....Ralph Gottlieb  
 Sta., Comm. Mgr.....F. Richard Hill  
 Program Director.....John F. O'Rourke  
 Chief Engineer.....Jack Schuster

## WORK—York—1932

Frequency: 1350 Kc....Power: 5000 d.; 1000 n.

Owned-Oper. By.....Associated Bcstrs.  
 Business-Studio Address.....13 S. Beaver St.  
 Tel.: 6629.....NBC  
 Representative.....Robert Meeker  
 Station Executive.....Clair R. McCollough  
 Station Manager.....Clare I. Miller  
 Nat'l Sis. Mgr.....Thomas R. Nunan, Jr.  
 Gen. Sales Mgr.....J. Robert Gulick  
 Chief Engineer.....J. E. Mathiot  
 Owners of: WGAL, Lancaster; WKBO, Harris-  
 burg; WRAW, Reading; WEST, Easton;  
 WRAC, Williamsport, all Pa. and WDEL,  
 Wilmington, Del.

## WSBA—York—1942

Frequency: 910 Kc.....Power: 1000 Watts  
 Owned-Oper. By...Susquehanna Bcstg. Co.  
 Address.....Box 910  
 Tel.: 2-5521.....ABC  
 Representative.....Headly-Reed  
 President.....Louis J. Appell, Jr.  
 Comm., Sales Prom. Mgr.....P. K. Eberly  
 Prog. Dir.....Robert Shipley  
 Chief Engineer.....Glenn Winter

Pop.: 881,000  
 Families: 267,000  
 Radio Homes: 249,000

# Rhode Island

Stations in State: 13  
 TV Homes: 243,000  
 TV Stations: 3

## WADK—Newport—1948

Frequency: 1540 Kc....Power: 1000 Watts d.  
 Owned-Oper. By..The Aquidneck Bcstg. Corp.  
 Address.....Box 367  
 Tel.: Viking 6-1540.....Independent  
 Representative.....Everett-McKinney  
 Pres., Gen. Mgr.....Milton E. Mitler  
 Comm. Mgr.....Frank Booth  
 Program Director.....Steve May  
 Sales Prom. Mgr.....George McNamara  
 Chief Engineer.....Allan Bowen

## WPAW—Pawtucket—1950

Frequency: 550 Kc....Power: 1000 Watts d.  
 Owned-Oper. By.....Roger Williams Bcstg.  
 Address.....P.O. Box 55, Cumberland  
 Tel.: PA 5-9000.....ABC  
 Station Representative.....Walker  
 Pres., Gen. Mgr.....Dominick A. Hysko  
 Commercial Manager.....Jeff Feinstein  
 Sales Prom. Mgr.....Donald Hysko  
 Program Director.....Rose Morris  
 Publicity Director.....Joseph Thomas  
 Chief Engineer.....James Bonney

## WEAN—Providence—1922

Frequency: 790 Kc.....Power: 5000 Watts  
 Owned.....Providence Journal Co.  
 Address.....75 Fountain St.  
 Tel.: DE 1-0600.....MBS

News. Affil.....Providence Journal  
 Station Rep.....Venard, Rintoul & McConnell  
 President.....Henry S. Chafee  
 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

Frequency: 630 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Lowell Thomas & Assoc.  
 Bus-Stud. Add. ....24 Mason St., WPRO Bldg.  
 Tel.: PL 1-9776.....CBS  
 Representative.....Blair  
 President.....William S. Cherry, Jr.  
 General Manager.....Arnold F. Schoen, Jr.  
 Commercial Mgr.....F. J. Boynton  
 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. Bcstg. Co.  
 Address.....Water St.  
 Tel.: GE 4-2223.....Independent  
 Representative.....Indie  
 President.....Frank Rao  
 Gen. Sta. Mgr.....Harold A. Pace  
 Comm., Sales Prom. Mgr.....Earl Castleman  
 Program Director.....Paul DeGaro  
 Chief Engineer.....Fred Weiss

## RHODE ISLAND-SOUTH CAROLINA

### WICE—Providence—1947

Frequency: 1290 Kc. Power: 500 Watts, d.  
 Owned Providence Radio, Inc.  
 Address Crown Hotel  
 Tel.: JA 1-6565. Independent  
 Rep. Avery-Knodel  
 President Tim Elliot  
 Gen. Mgr. John F. Crohan  
 Program Director Sherman A. Strickhouser  
 Sales Prom. Mgr. Gus Parmet  
 Chief Engineer Paul Garver

### WHIM—Providence—1947

Frequency: 1110 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Buckley-Jaeger Bcstg.  
 Business-Studio Address 144 Westminister St.  
 Tel.: UN 1-4211. Independent  
 Representative Headley-Reed, Kettel-Carter  
 Pres., Gen. Mgr. Richard Gerken  
 Comm. Mgr. E. James McEnaney, Jr.  
 Production Manager Jay Dunn  
 Chief Engineer Carroll A. Philbrook

### WJAR—Providence—1922

Frequency: 920 Kc. Power: 5000 Watts  
 Owned-Operated By The Outlet Co.  
 Business-Studio Address 176 Weybosset St.  
 Tel.: GA 1-8255. NBC  
 Representative Petry  
 Vice Pres., Treas. George O. Griffith  
 General Manager David Shurtleff  
 Program Director James Gleason  
 Chief Engineer Thomas C. J. Prior

### WERI—Westerly—1949

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By Radio Westerly  
 Address 11 Railroad Ave.

Pop.: 2,510,000

Families: 623,000

Radio Homes: 605,000

## South Carolina

Stations in State: 70

TV Homes: 454,000

TV Stations: 11

### WABV—Abbeville—1956

Frequency: 1590 Kc. Power: 1 Kw., d.  
 Owned By Abbeville Bcstg. Co.  
 Business Address 72 West  
 Tel.: Gladstone 7-3155. ABC-KBS  
 Representative Best  
 President J. A. Gallimore  
 Gen. Mgr., Ch. Eng. Geo. W. Sattles, Jr.

### WAKN—Aiken—1952

Frequency: 990 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Aiken Electronics Adv. Corp.  
 Business Address 343 Laurens N.W.  
 Tel.: Midway 8-5464. KBS  
 President John Mare  
 General Manager W. Randall Davidson  
 Commercial Mgr. Doyle Satterthwaite  
 Program Director Earl Brodie  
 Chief Engineer Allen Askins, Jr.

Tel.: LYric 6-2263. MBS  
 Representative Walker-Rowatt  
 Pres., Gen. Mgr. William R. Sweeney  
 Commercial Manager Sandra G. Drysdale  
 Chief Engineer Charles W. Austin

### WWRI—West Warwick—1956

Frequency: 1450 Kc. Power: 250 W.  
 Owned Grelin Bcstg. Inc.  
 Address 1501 Main St.  
 Tel.: VA 1-6200. Independent  
 Station Representative RTS-Nona Kirby  
 Pres., Gen. Mgr. Melvin C. Green  
 Comm. Mgr. Robert McDonald  
 Prog. Dir. Patrick Fallon  
 Chief Engineer Joseph M. Mattias, Jr.

### WNRI—Woonsocket—1954

Frequency: 1380 Kc. Power: 1000 Watts, d.  
 Owner Friendly Bcstg. Co., Inc.  
 Address 786 Diamond Hill Rd.  
 Tel.: PO 9-0600. Independent  
 President Gen. Manager Joseph Britt  
 Comm. Manager John Thomas  
 Program Director Richard Bouchard  
 Chief Engineer Joseph Britt

### WWON—Woonsocket—1946

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By Woonsocket Bcstg. Co.  
 Business-Studio Address 99 Main St.  
 Tel.: PO 2-1240. Independent  
 Station Rep. Nona Kirby  
 President Millicent S. Palmer  
 Gen. Mgr. Buell W. Hudson  
 Sta. Program Dir. Zel Levin  
 Commercial Manager Gene Mailloux  
 Chief Engineer Harold M. Belknap

### WAIM—Anderson—1935

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By Wilton E. Hall  
 Address Trans. Loca 321 Kingsley Road  
 Tel.: CA 6-1511. CBS-KBC  
 Newspaper Affil. Independent, Daily Mail  
 Representative Headley-Reed  
 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

Frequency: 1280 Kc. Power: 1000 Watts  
 Owned-Operated By Radio Anderson, Inc.  
 Address 3501 N. Main St.  
 Tel.: CA 4-3423. MBS  
 Representative Rambeau, Vance, Hopple

## **SOUTH CAROLINA** ~~~~~

Pres., Gen. Mgr. .... W. Ennis Bray  
Program Director ..... Dave McKee  
Sales Prom. Manager ..... John C. Amick  
Publicity Director ..... Beth Harris  
Chief Engineer ..... Ted R. Woodard

### **WWBD—Bamberg—1957**

Frequency: 790 Kc. .... Power: 1 Kw., d.  
Owned ..... Joe Speidel III  
Address ..... Rt. 601 South  
Tel.: CH 5-2411 ..... Independent  
Representative ..... Walker, Dora-Clayton  
President ..... Joe Speidel III  
Sta. Comm. Mgr. .... Frank B. Estes, Jr.  
Program Director ..... Glenn French  
Chief Engineer ..... H. D. Steedley

### **WBAW—Barnwell—1953**

Frequency: 740 Kc. .... Power: 500 Watts d.  
Owned-Oper. By ..... WBAW, Inc.  
Address ..... Jackson St.  
Tel.: 3507 ..... KBS  
Representative ..... Hil F. Best-Keystone  
President ..... J. A. Galimre  
General Mgr. .... Joe Wilder  
Comm. Mgr. .... Al Dunbar  
Program Director ..... Vic Whetstone  
Chief Engineer ..... Ernest Williams

### **WBLR—Batesburg—1956**

Frequency: 1430 Kc. .... Power: 5 Kw., d.  
Owned ..... Ridge Bcstg. Corp.  
Address ..... Batesburg  
Tel.: KE 2-4001 ..... KBS  
Gen. Mgr. .... James Olim Tice, Sr.  
Comm. Mgr. .... Red Reynolds

### **WBEU—Beaufort—1954**

Frequency: 960 Kc. .... Power: 1 Kw., d.  
Owned ..... Beaufort Bcstg. Co.  
Tel.: 812 ..... KBS  
General Manager ..... Louis M. Neale  
Program Director ..... Hugh Ward

### **WHPB—Belton—1955**

Frequency: 1390 Kc. .... Power: 500 Watts d.  
Owned-Oper. By ..... Community Bcstg. Co.  
Address ..... P. O. Box 426  
Tel. .... 2511  
General Mgr. .... Clyde W. Laughter  
Comm. Mgr. .... Charles Smith

### **WBSC—Bennettsville—1947**

Freq.: 1550 Kc. .... Power: 10 Kw. d.; 5 Kw. n.  
Owned-Oper. By ..... Atl. Coast Ins. Co.  
Business-Studio Address ..... Box 639  
Representative ..... Indie Sales  
Exec. Vice President ..... Y. W. Scarborough, Jr.  
General Manager ..... Neil Terrell  
Chief Engineer ..... John Gronert

### **WAGS—Bishopville—1953**

Frequency: 1380 Kc. .... Power: 1 Kw., d.  
Owned ..... Lee County Bcstg. Co.  
Address ..... P. O. Box 168  
Tel.: HU 4-4515 ..... KBS

Station Manager ..... Carl A. Vines, Jr.  
Program Director ..... Calbert W. Johnson  
Chief Engineer ..... Dan Mellette

### **WACA—Camden—1948**

Frequency: 1590 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By ..... Station WACA  
Address ..... Camden  
Tel.: 80 ..... KBS  
Rep. .... Continental  
President ..... Haygood S. Bowden  
General Manager ..... Tom Richards  
Commercial Manager ..... C. Ballard  
Program Director ..... A. A. Amodio

### **WCAY—Cayce—1958**

Frequency: 620 Kc. .... Power: 500 Watts  
Owned By ..... Lexington CTY Bcstg., Inc.  
Address ..... 1303 State St.  
Tel.: Alpine 6-2000 ..... Independent  
Pres. Gen. Mgr. .... J. Olin Tice, Jr.  
Commercial Manager ..... Ryan Shealy  
Program Director ..... J. Nagel, Jr.  
Publicity Director ..... Jim Seay  
Chief Engineer ..... Hoyt Lewis

### **WCSC—Charleston—1930**

Frequency: 1390 Kc. .... Power: 5000 Watts  
Owned-Oper. By ..... WCSC, Inc.  
Address ..... 485 East Bay St.  
Tel.: RAYmond 2-7611 ..... CBS  
Rep. .... Peters, Griffin, Woodward, Inc.  
President ..... John M. Rivers  
Gen., Comm. Mgr. .... John B. Hearne  
Program Director ..... Phil Sutterfield  
Publicity Director ..... Annie Lee Small  
Chief Engineer ..... Rudy Hughes

### **WHAN—Charleston—1946**

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Charleston Bcstg. Co.  
Business Address ..... 152-B Market St.  
Tel.: RA 3-1643 ..... ABC-MBS-KBS  
Representative ..... Clark  
Pres., Gen. Manager ..... H. C. Weaver  
Comm. Mgr., Ch. Eng. .... William P. Birchfield  
Program Director ..... Harry C. Weaver

### **WPAL—Charleston—1947**

Frequency: 730 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By ..... Speidel-Fisher Bcstg. Corp.  
Business-Studio Address ..... 149 Wentworth St.  
Tel.: 3-6428 ..... Independent  
Representative ..... Forjoe, Dora-Clayton  
Pres., Gen. Mgr. .... Albert T. Fisher, Jr.  
Sta., Comm. Mgr. .... Bob Chrystie  
Program Director ..... Louise Withrock  
Chief Engineer ..... Joe Sarko

### **WTMA—Charleston—1939**

Frequency: 1250 Kc. .... Power: 5000 d.; 1000 n.  
Owned-Oper. By ..... Atlantic Coast Bcstg. Co.  
Business Address ..... 133 Church St.  
Tel.: RA 2-2961 ..... NBC  
Representative ..... Hollingbery  
Pres., Gen. Mgr. .... Charles E. Smith

## SOUTH CAROLINA

Sta. Mgr. . . . . Ralph J. Shade  
 Sales Prom. Mgr. . . . . B. Spencer  
 Program Dir. . . . . Bill Walton

### WQSN—Charleston—1948

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Low Country Bcstg. Co.  
 Address. . . . . 42 10th Ave.  
 Tel.: 2-2652 . . . . . Independent  
 Representative . . . . . Radio-TV Reps.  
 President . . . . . Sol Panitz  
 Gen., Sta. Manager. . . . . E. H. Keown  
 Dir. Nat'l Sls. . . . . Barry Winton

### WCRE—Cheraw—1953

Frequency: 1420 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By. . . . . Radio Cheraw  
 Address . . . . . Box 631  
 Tel.: Cheraw . . . . . KBS  
 Representative . . . . . Best, Dora Clayton  
 General Manager. . . . . Ben Akerman  
 Program Director. . . . . Henly McElveen

### WGCD—Chester—1948

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Dispatch Pub. Co.  
 Address . . . . . Box 302  
 Tel.: Chester . . . . . KBS  
 Newspaper Affil. . . . . Dispatch Publ. Co.  
 President . . . . . C. V. Sink  
 Gen., Sta., Comm. Mgr. . . . . John T. Cashion  
 Sec'y-Treas. . . . . Joe Sink

### WPCC—Clinton—1957

Frequency: 1410 Kc. . . . . Power: 500 Watts  
 Owned By. . . . . WPCC, Inc.  
 Address . . . . . P. O. Box 565  
 Tel.: 1410 . . . . . ABC-KBS  
 President . . . . . J. D. Brinkley  
 General Manager. . . . . Ted Y. Prevatte  
 Program Director. . . . . Jean V. Cannon  
 Chief Engineer . . . . . Donald D. Williams

### WCOS—Columbia—1939

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By. . . . . WCOS, Inc.  
 Address. . . . . Cornel Arms Bldg.  
 Tel.: AL 2-2177 . . . . . ABC  
 Representative . . . . . Headley-Reed  
 Pres., Gen. Mgr. . . . . George H. Buck, Jr.  
 Commercial Manager. . . . . David B. Campbell  
 Prog. Dir. . . . . Bob Truere  
 Sales Prom. Manager. . . . . Robert Fulron, Jr.  
 Publicity Director. . . . . Celestre Gillan  
 Chief Engineer . . . . . Robert D. Lambert, Jr.

### WIS—Columbia—1930

Frequency: 560 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By. . . . . Bcstg. Co. of the South  
 Business-Studio Address . . . . . 1111 Bull St.  
 Tel.: AL 3-6431 . . . . . NBC  
 Representative. Peters, Griffin, Woodward, Inc.  
 President . . . . . B. Calhoun Hipp  
 Ex. V.P. . . . . G. Richard Shafto  
 Managing Director. . . . . W. Frank Harden

Dir. Admin. Services. . . . . J. D. Saumenig  
 Sales Mgr. . . . . J. K. Whitaker  
 Prog. Dir. . . . . John Wrisiey  
 Publicity Director. . . . . John Thorne  
 Chief Engineer. . . . . John W. Watts

### WMSC—Columbia—1945

Frequency: 1320 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By. . . . . WMSC Radio, Inc.  
 Business-Studio Address . . . . . 1127 Lady St.  
 Tel.: AL 2-8659 . . . . . CBS  
 Representative . . . . . H.R. Ayer  
 Pres., Gen., Sta., Comm. Mgr. . . . . C. W. Martin  
 Prog. Dir. . . . . Gray Olive

### WNOK—Columbia—1947

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Palmetto Radio Corp.  
 Address . . . . . 1811 Main St.  
 Tel.: AL 3-9401 . . . . . Independent  
 Representative . . . . . Raymer  
 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 Radio Corp.  
 Address . . . . . Box 565  
 Tel.: AL 6-1551 . . . . . Independent  
 Representative . . . . . Walker, Dora-Clayton  
 President. . . . . Joe Speidel III  
 Gen., Sta., Comm. Mgr. . . . . Russell George  
 Sales Prom. Mgr. . . . . Frankie Bridges  
 Prog. Dir. . . . . James Carter  
 Chief Engineer. . . . . William Bridges

### WLAT—Conway—1944

Frequency: 1330 Kc. . . . . Power: 1000 Watts, d.  
 Owned. . . . . Coastal Broadcasting Co.  
 Business Address. . . . . P.O. Box 799  
 Tel.: 340 . . . . . MBS  
 Representative . . . . . McGillvra  
 President. . . . . L. M. Hawley  
 Gen., Sta. Mgr. . . . . H. L. Hanks  
 Commercial Manager. . . . . P. W. Smith  
 Program Director. . . . . C. B. Brazzell  
 Ch. Eng. . . . . Jack E. Hawley

### WPDF—Darlington—1955

Frequency: 1350 Kc. . . . . Power: 1 Kw., d.  
 Owned . . . . . Community Bcstrs.  
 Address . . . . . Box 277  
 Tel.: 1398 . . . . . Independent  
 Gen. Mgr. . . . . Ralph W. Hoffman  
 Sta. Mgr. . . . . Emily G. Hoffman

### WDSC—Dillon—1946

Frequency: 800 Kc. . . . . Power: 1000 Watts a.  
 Owned-Oper. By. . . . . Border Bcstg. Co., Inc.  
 Address . . . . . U. S. Highway 301  
 Tel.: 470 . . . . . ABC-KBS  
 Station Representative . . . . . Gill-Perna

## SOUTH CAROLINA

Pres., Gen. Mgr. . . . . Joseph Martin  
Station Manager . . . . . John Quick  
Comm. Mgr. Prog. Director . . . . . Lee Lumpkin  
Sales Prom. Mgr. . . . . Dick Jones  
Chief Engineer . . . . . H. C. Sanford

### WELP—Easley—1951

Frequency: 1360 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . Pickens County Bcstg. Co.  
Address . . . . . Box 522  
Tel.: 9388 . . . . . KBS  
Representative . . . . . Indie Sales  
Pres., Gen. Mgr. . . . . Cleatus Brazzell  
Comm. Mgr. . . . . Jack Moore

### WJMX—Florence—1947

Frequency: 970 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By . . . . . Atlantic Bcstg. Co., Inc.  
Business Address . . . . . P. O. Box 1211  
Tel.: MO 9-6351 . . . . . ABC  
Representative . . . . . Walker, Dora-Clayton  
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.  
Tel.: MOhawk 2-3271 . . . . . KBS  
Representative . . . . . Bob Dore  
Pres. . . . . Melvin Purvis  
Gen. Mgr. . . . . A. P. Skinner

### WYNN—Florence—1958

Frequency: 540 Kc. . . . . Power: 250 Watts d.  
Owned By . . . . . Twin Carolina Bcstrs.  
Station Rep. . . . . Rambeau, Vance, Hopple  
Pres. Ch. Eng. . . . . V. H. Baker  
Gen. Comm. Mgr. . . . . D. Powell

### WFIS—Fountain Inn—1956

Frequency: 1600 Kc. . . . . Power: 1 Kw., d.  
Owned . . . . . Fountain Inn-Simpsonville Entp.  
Address . . . . . Box 271  
Tel.: WO 3-5991 . . . . . Independent  
Representative . . . . . Best  
President . . . . . L. Wayne Davis  
Commercial Manager . . . . . Charles A. Rush  
Sales Prom. Director . . . . . Louise M. Davis  
Publicity Director . . . . . J. Howard  
Chief Engineer . . . . . L. F. Simpson

### WFGN—Gaffney—1948

Frequency: 1570 Kc. . . . . Power: 250 Watts d.  
Owned-Oper. By . . . . . Cherokee Radio Co., Inc.  
Address . . . . . P. O. Box 759  
Tel.: IVanhoe 9-4795 . . . . . KBS  
President . . . . . A. Ray Godshall  
Gen. Mgr., Ch. Eng. . . . . M. E. Green  
Program Director . . . . . Billy Gibbons  
Commercial Manager . . . . . W. H. Kirby  
Sales Program Manager . . . . . Maky Hodge  
Publicity Director . . . . . Jo Hambricht

### WGTN—Georgetown—1949

Frequency: 1400 Kc. . . . . Power: 250 Watts

Owned-Operated By . . . . . Georgetown Bcstg. Co.  
Address, Trans. Loc. . . . . 216 Fraser St.  
Tel.: 3-3421 . . . . . MBS-KBS  
Station Rep. . . . . Donald Cooke  
Pres., Gen. Manager . . . . . J. B. Delzell  
Commercial Manager . . . . . Allen Wester  
Program Director . . . . . M. A. Delzell

### WQOK—Greenville—1950

Frequency: 1440 Kc. . . . . Power: 5 Kw.  
Owned-Oper. By . . . . . Dick Bcstg.  
Address . . . . . Box 298  
Representative . . . . . Stars; Dora Clayton  
President . . . . . James A. Dick  
General Manager . . . . . T. C. Hooper  
Commercial Manager . . . . . C. A. Dick

### WESC—Greenville—1947

Frequency: 660 Kc. . . . . Power: 5000 Watts d.  
Owned-Oper. By . . . . . Bcstg. Co. of Carolinas  
Business-Studio Address . . . . . 1 College St.  
Tel.: 2-8241 . . . . . Independent  
Representative . . . . . Rambeau, Vance, Hopple  
President . . . . . Robert A. Schmid  
General Mgr. . . . . J. Davenport  
Commercial Manager . . . . . William Ingram  
Program Director . . . . . Alan Riddle  
Publicity Director . . . . . Don Dudley  
Chief Engineer . . . . . J. Harold White

### WFBC—Greenville—1933

Frequency: 1330 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . WMRC, Inc.  
Bus-Studio Address . . . . . 505 Rutherford St.  
Tel.: CE 9-1321 . . . . . NBC  
Newspaper Affil. . . . . News-Piedmont  
Representative . . . . . Avery-Knodel  
President . . . . . R. A. Jolley  
Gen. Sta. Mgr. . . . . Bruce Buchanan  
Comm. Sales Prom. Mgr. . . . . Keener Garrett  
Publicity Director . . . . . Julie Ferguson  
Chief Engineer . . . . . Bill Garrison

### WMRB—Greenville—1954

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned . . . . . Paramount Bcstg. Co. Inc.  
Address . . . . . 400 Mayberry St.  
Tel.: CEdar 3-2751 . . . . . CBS-INS  
Station Representative . . . . . Burn-Smith  
Pres., Gen. Mgr. . . . . C. F. Cope  
Comm. Mgr. . . . . Ben Greer  
Prog. Dir. . . . . William Arrington  
Publicity Director . . . . . Susan B. Cope  
Chief Eng. . . . . Burt Anderson

### WMUU—Greenville—1949

Frequency: 1260 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By . . . . . Bob Jones Univ.  
Address . . . . . Greenville  
Tel.: CE 9-9001 . . . . . Independent  
President . . . . . Dr. Bob Jones, Jr.  
General Manager . . . . . R. K. Johnson  
Station Manager . . . . . Jim Ryerson  
Comm. Manager . . . . . David Yearick  
Program Director . . . . . Jack Buttram  
Chief Engineer . . . . . William Greaves

## SOUTH CAROLINA

### WCRS—Greenwood—1941

Frequency: 1450 Kc. Power: 250 Watts  
 Owned.....Grenco, Inc.  
 Address.....P. O. Box 868  
 Tel.: 9-1300.....NEC  
 Representative.....Clark  
 President.....Douglas Featherstone  
 Gen., Sta. Mgr.....Dan Crosland  
 Commercial Mgr.....Ralph Norman  
 Program Director.....Carroll Sexton  
 Chief Engineer.....C. M. Sparks

### WGSW—Greenwood—1953

Frequency: 1350 Kc. Power: 1000 Watts d.  
 Owned.....Radio Greenwood, Inc.  
 Address.....Edward Arms Bldg.  
 Tel.: Greenwood.....KBS  
 Representative.....Indie Sales; Dora-Clayton  
 President.....W. C. Woodall, Jr.  
 Manager.....George B. Cook, Jr.

### WCKI—Greer—1955

Frequency: 1300 Kc. Power: 1 Kw., d.  
 Owned.....Vernon T. Fox  
 Address.....Box 431  
 Tel.: 7-4451.....Independent  
 Gen. Mgr.....Vernon T. Fox  
 Station Manager.....James L. Massey

### WEAB—Greer—1949

Frequency: 800 Kc. Power: 250 Watts d.  
 Owned-Oper. By.....Greer Bcstg. Co.  
 Address.....Jones Rd.  
 Tel.: TR 7-3141.....KBS  
 Pres., Gen. Mgr.....E. A. Burch  
 Sales Mgr.....John Salter  
 Program Director.....Betty Beers  
 Chief Engineer.....Leon Southerland

### WBHC—Hampton—1957

Frequency: 1270 Kc. Power: 1 Kw., d.  
 Owned.....Hampton County Bcstg. Co.  
 Business Address.....Highway 601; Box 916  
 Tel.: 2831.....KBS  
 Station Representative.....Cannon  
 President.....J. A. Gallimore  
 Gen., Comm. Mgr.....Bill Hollingsworth  
 Chief Engineer.....Ernest Church

### WHSC—Hartsville—1946

Frequency: 1450 Kc. Power: 250 Watts  
 Owned.....Hartsville Bcstg. Co., Inc.  
 Address.....Bishopville Hgwy #15  
 Tel.: ED 2-8101.....MBS-KBS  
 V.P., Gen. Mgr.....Raymond Caddell  
 Commercial Mgr.....Oby B. Lyles  
 Program Director.....Eleanor Flowers  
 Publicity Director.....Lamar Caldwell  
 Chief Engineer.....J. E. Parker

### KDDW—Kingsree—1949

Frequency: 1310 Kc. Power: 5 Kw. d.  
 Owned By.....Palmetto Bcstg. Co.  
 Address.....P. O. Box 450  
 Tel.: 6761.....KBS

Gen. Comm. Mgr.....E. G. Robinson, Jr.  
 Program Dir.....D. Williams  
 Chief Engineer.....W. B. Turner

### WJOT—Lake City—1953

Frequency: 1260 Kc. Power: 1 Kw. d.  
 Owned.....Lake Bcstg. Corp.  
 Address.....10 S. Acline Ave.  
 Tel.: 7631.....Independent  
 Representative.....Donald Cooke, Inc.  
 President, Gen. Mgr.....J. Olin Tice, Jr.  
 Sta. Mgr.....Clarence Jackson  
 Comm. Mgr.....H. J. Paimer  
 Prog. Dir.....Frances M. Tice

### WLCM—Lancaster—1951

Frequency: 1360 Kc. Power: 1000 Wtts d.  
 Owned-Operated By.....Royal Bcstg. Co.  
 Address.....103 S. Catawba St.  
 Tel.: 2051.....KBS  
 Station Representative.....Cannon  
 President.....Charles Connelly, Jr.  
 Gen. Sta. Mgr.....A. Faris Giles, Jr.  
 Comm. Sales Prom. Mgr.....J. Paul Wade  
 Program Director.....Mrs. Joanne McManus  
 Chief Engineer.....Robert Shickenjanski

### WLBG—Laurens—1948

Frequency: 860 Kc. Power: 250 Watts d.  
 Owned-Oper. By.....Laurens-Clinton Bcstg. Co.  
 Business Address.....Laurens  
 Tel.: 2-5212.....Independent  
 Representative.....Indie Sales  
 Pres., Gen. Mgr.....C. W. Hogan  
 Commercial Manager.....Paul Wynn, Jr.  
 Chief Engineer.....O. P. Haynes

### WLSC—Leesville—1958

Frequency: 1570 Kc. Power: 1 Kw. d.  
 Owned By.....Loris Bcstg. Co.  
 Address.....P. O. Box 1677—Independent  
 Pres. Gen. Mgr.....T. J. Rozier  
 Comm. Mgr. Ch. Eng.....A. D. Nix

### WYMB—Manning—1957

Frequency: 1410 Kc. Power: 1 Kw.  
 Owned.....Clarendon County Bcstg. Co.  
 Address.....Box 262  
 Tel.: 7880.....KBS  
 Pres.....J. M. Soles, Jr.  
 Gen. Mgr.....Harry Hyman  
 Comm. Mgr.....Phil Rice  
 Prog. Dir.....Russ Mellette

### WATP—Marion—1957

Frequency: 1430 Kc. Power: 1 Kw. d.  
 Owned By.....Pee Dee Bcstg. Co.  
 Address.....P. O. Box 717  
 Tel.: 595.....Independent  
 President.....A. G. Stanley  
 Comm. Prom. Mgr.....R. L. East  
 Program Director.....Rosine Jones  
 Chief Engineer.....D. E. West

## SOUTH CAROLINA

### WJAY—Mullins—1949

Frequency: 1280 Kc. Power: 1000 Watts d.  
Owned-Oper. By Mullins & Marion Bcstg. Co.  
Address Highway 76, P. O. Box 41  
Tel.: 3901  
KBS  
President Mrs. W. G. Smith  
Gen. Mgr. James F. Ramsey  
Chief Engineer George Magera

### WMYB—Myrtle Beach—1954

Frequency: 1450 Kc. Power: 250 Watts  
Owned Coastal Carolina Bcstg. Corp.  
Address Oak St. at 28th Ave.  
Tel.: Hillcrest 8-3180  
KBS  
Representative Donald Cooke  
President James Olin Tice, Jr.  
Gen., Sta., Sls. Mgr. J. G. Kenworthy  
Chief Engineer Paul Epps

### WKDK—Newberry—1946

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By Newberry Bcstg. Co., Inc.  
Address, Trans. P. O. Box 211  
Tel.: 148-502  
KBS  
Station Representative Cannon  
Pres. Gen. Mgr. James F. Coggins  
Program Director Marcia P. Coggins  
Sales Prom. Mgr. Bill Fields  
Publicity Director Dot Sanders  
Chief Engineer E. D. Gilliang

### WGUS—N. Augusta—1958

Frequency: 1600 Kc. Power: 500 Watts d.  
Owned By Dixie Bcstg. Sys.  
Address 611 Georgia Ave.  
Tel.: Taylor 2-3576  
Independent  
President H. C. Gilreath  
Gen. Comm. Mgr. W. B. Hill  
Program Director R. H. Beale  
Promotion Manager B. Ritter  
Chief Engineer L. Dorough

### WBDP—Orangeburg—1958

Frequency: 1580 Kc. Power: 1000 Watts, d.  
Owned By Radio Orangeburg  
Business Address 144 Broughton, S.W.  
Tel.: JE 4-1580  
Independent  
Gen. Mgr., Pub. Dir. Clarence Jones  
Commercial Manager Joanne Browning  
Program Director Margaret Jones  
Sales Prom. Mgr. Reeves Cook  
Chief Engineer Gus Browning

### WDIX—Orangeburg—1946

Freq.: 1150 Kc. Power: 5 Kw. d., 500 W. n.  
Owned-Oper. By WDIX, Inc.  
Address Whitman St. Ext.  
Tel.: JE 4-4461  
ABC  
Station Rep. Devney, Forjoe  
President Charles S. Henery  
General Manager Frank B. Best  
Comm., Sls. Prom. Mgr. Norman M. Matthews  
Program Director Mrs. J. C. Hydrick, Jr.  
Chief Engineer William D. Sneed

### WTND—Orangeburg—1948

Frequency: 920 Kc. Power: 1000 Watts d.  
Owned-Oper. By WTND, Inc.  
Address I Memorial Plaza  
Tel.: JE 4-1301  
KBS  
Newspaper Affiliation Times & Democrat  
Representative Thos. F. Clark  
Pres., Gen. Manager J. L. Sims  
Sta. Mgr., Prog. Dir. L. Richard Rhame  
Commercial Manager Ed Paulling  
Sales Promotion Manager Harry Player  
Chief Engineer Larry Styles

### WRHI—Rock Hill—1944

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By York Co. Brcdg. Co.  
Business Address Natl. Bank Bldg.; Box 429  
Tel.: 2085  
MBS-KBS  
Gen. Mgr., Chief Eng. James S. Beaty, Jr.  
Sta. Mgr., Prog. Dir. Wm. C. Beaty  
Sls. Mgr., Pub. Dir. H. S. Gault

### WTYC—Rock Hill—1948

Frequency: 1150 Kc. Power: 1 Kw. d.  
Owned By Burwell & Whitesides  
Address P. O. Box 1091  
Tel.: 3175  
Independent  
Station Representative Cannon  
President T. Lamar Simmons  
General Manager E. L. Burwell  
Comm. Mgr. W. A. Warner, Sr.  
Program Director Larry Bumgardner  
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  
Tel.: Seneca  
KBS  
Representative Best  
Pres., Gen. Mgr. J. A. Gallimore  
Treasurer Virginia Gallimore

### WTHE—Spartanburg—1953

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By Spartanburg Bcstg. Co.  
Business Address P.O. Box 486  
Tel.: 3-2727  
MBS-KBS  
Station Representative Masla  
Pres., Gen. Mgr. John K. L. Peterson  
Station Manager Rik Rogers  
Commercial Manager Ralph Sklar  
Publicity Director Jack Evans  
Chief Engineer Clyde J. McClure

### WORD—Spartanburg—1940

Frequency: 910 Kc. Power: 1000 Watts  
Owned-Oper. By Word, Inc.  
Business-Studio Address 291 E. Main St.  
Tel.: 3-2711  
NBC  
Station Representative Avery-Knodel  
General Manager Tom Thuman  
Program Director Buddy Womick  
Chief Engineer James L. Tate



**..... SOUTH CAROLINA-SOUTH DAKOTA**

**WSPA—Spartanburg—1929**

Frequency: 950 Kc.....Power: 5000 Watts  
 Owned.....Spartan Radiocasting Co.  
 Business-Studio Address.....224 E. Main St.  
 Tel.: 3-3621.....CBS  
 Representative.....Hollingbery  
 President.....Walter J. Brown  
 Nat. Sales Mgr.....Roger A. Shaffer  
 Manager.....Ross M. Holmes  
 Program Director.....Henry Bussey  
 Chief Engineer.....H. R. Beckholt

**WFIG—Sumter—1940**

Frequency: 1290 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....WFIG, Inc.  
 Business-Studio Address.....20 N. Main St.  
 Tel.: Spruce 3-7305.....MBS  
 President.....F. B. Creech, Sr.  
 General Manager.....T. Doug Youngblood  
 Comm. Manager.....Fulton B. Creech, Jr.  
 Sales Promotion Manager.....Henri Merritt  
 Program Director.....Katheryn Gaillard  
 Chief Engineer.....Richard Elam

**WSSC—Sumter—1953**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Radio Sumter Inc.  
 Business Address.....Box 1342  
 Tel.: Spruce 3-7369.....ABC  
 Station Representative.....Clark; Best  
 President.....J. A. Gallimore  
 Gen., Sta. Mgr.....Ed Damron  
 Comm. Manager.....H. W. Fowler  
 Program Director.....Bob Miller

Publicity Director.....Betty Wattenberger  
 Chief Engineer.....Bill Beatty

**WBCU—Union—1949**

Frequency: 1460 Kc....Power: 1000 Watts  
 Owned-Oper. By....Bcstg. Co. of Union, Inc.  
 Address.....210 East Main St.  
 Tel.: 1200.....KBS  
 Pres., Gen. Mgr.....Edward L. B. Osborne  
 V.P., Sec'y.....James F. Coggins  
 Program Director.....Ernest Johnson  
 Chief Engineer.....Walker Carver

**WALD—Walterboro—1947**

Frequency: 1220 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Walterboro Bcstg. Co.  
 Address.....Box 833  
 Tel.: 3861.....MBS-KBS  
 Representative.....Don Cooke  
 President.....Robert S. Taylor  
 Sta. Mgr., Ch. Eng.....Klein B. Beach, Jr.  
 Program Director.....Bill Breland

**WYCL—York—1956**

Frequency: 1580 Kc.....Power: 250 Watts  
 Owned.....York-Clover Broadcasting Co.  
 Address.....U. S. 321 By Pass  
 Tel.: MU 4-4241.....Independent  
 President.....C. B. Sigmon  
 Vice President.....C. C. Sigmon  
 Gen. Mgr. Prog. Dir.....Harvey Laughter  
 Commercial Manager.....Alex Dare  
 Sales Prom. Mgr.....Curtis Sigmon  
 Chief Engineer.....Alonzo Miller

Pop.: 732,000  
 Families: 205,007  
 Radio Homes: 198,000

**South Dakota**

Stations in State: 20  
 TV Homes: 129,000  
 TV Stations: 9

**KABR—Aberdeen—1952**

Frequency: 1420 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....F. E. Fitzsimonds  
 Business Address.....Box 75  
 Tel.: BA 5-1420.....KBS  
 Representative.....Bob Dore  
 President.....Bill Smith  
 Sta. Mgr., Ch. Eng.....Neal Edwards  
 Sales Promotion Manager.....Jim Dafnis  
 Program Director.....Jeff Solem  
 Publicity Director.....Lynn Shishnia

Commercial Manager.....Stan Olson  
 Program Director.....Paul Rahders  
 Chief Engineer.....George Crocker

**KBRK—Brookings—1955**

Frequency: 1430 Kc.....Power: 500 Watts  
 Owned-Oper By.....Brookings Bcstg. Co.  
 Address.....Northwest Bank Bldg.  
 Tel.: MYrtle 2-6233.....KBS  
 Gen., Comm. Mgr.....E. C. Stangland  
 Prog. Dir., Chief Eng.....Robert Reimers

**KSDN—Aberdeen—1948**

Frequency: 930 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Aberdeen News Co.  
 Business Address.....12 Third Ave., S.E.  
 Tel.: Baldwin 5-5930.....ABC  
 Newspaper Affil.....American-News  
 Representative.....Weed  
 President.....Henry J. Schmitt  
 Gen., Sta. Mgr.....Byron J. McElligott

**KDSJ—Deadwood—1947**

Frequency. 980 Kc.....Power: 1000 Watts  
 Owned-Oper. By...John, Eli & Harry Daniels  
 Address.....745 Main  
 Tel.: 186.....Independent  
 Gen. Mgr., Ch. Eng.....Eli Daniels  
 Station Manager.....Harry Daniels

**KOBH—Hot Springs—1958**

Frequency: 580 Kc.....Power: 1000 Watts, d.

# SOUTH DAKOTA

Owned By.....Fall River Bcstg. Corp.  
Address.....Box 292  
Tel.: 698.....KBS  
Representative.....Holman  
President.....Russell M. Stewart  
Gen. Mgr. Ch. Eng.....Frederick M. Walgren  
Comm. Sales Prom. Mgr.....H. Del Brandt  
Program, Public Director.....Johnny Rowe

## KIJV—Huron—1947

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....James Valley Bcstg. Co., Inc.  
Bus.-Studio Address.....1726 Dakota St.  
Tel.: 765.....NBS-KBS  
Manager.....Max F. Staley  
Comm. Manager.....Dwight Coursey

## KORN—Mitchell—1947

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....Mitchell Bcstg. Assn.  
Bus.-Studio Address.....217-219 N. Main  
Tel.: 621.....MBS  
Pres., Gen., Sta. Mgr., Prog. Dir.....R. V. Eppel  
Comm., Sales Prom. Mgr.....M. Johnson  
Chief Engineer.....J. R. Doherty

## KOLY—Mobridge—1956

Frequency: 1300 Kc.....Power: 1 Kw., d.  
Owned.....Mobridge Bcstg. Corp.  
Address.....114 Third St. East  
Tel.: 654.....KBS  
Pres., Mgr.....L. L. Coleman

## KGFX—Pierre—1916

Frequency: 630 Kc.....Power: 200 Watts d.  
Owned-Oper. By.....Estate of Dana McNeil  
Bus.-Studio Address.....203 W. Summit Ave.  
Tel.: 2351.....KBS  
Pres., Gen. Mgr.....Ida A. McNeil  
Chief Engineer.....Hugo Conrath, Jr.

## KOTA—Rapid City—1936

Frequency: 1380 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Dubamel Ent., Inc.  
Business Address.....524½ 6th St.; Box 1752  
Tel.: FI 2-2000.....CBS  
Representative.....Headley-Reed  
President, Gen. Mgr.....Helen S. Duhamel  
Bus., Comm. Mgr.....William F. Turner  
Program Director.....Abner H. George  
Chief Engineer.....Elmer Nelson

## KRSD—Rapid City—1953

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....Heart of the Black Hills  
Address.....1438 Mountain View Rd.  
Tel.: FI 2-6050.....Independent  
Station Manager.....Eli Daniels  
Commercial Manager.....Stan Lieberman  
Program Director.....Paul Crouch  
Chief Engineer.....Lyle Benson

## KELO—Sioux Falls—1937

Frequency: 1320 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Midcontinent Bcstg. Co.  
Bus.-Studio Address.....Phillips Ave.—8th St.

Tel.: 4-5841.....NBC  
Station Representative.....H-R, Inc.; Evans  
President.....Joe Floyd  
Gen., Comm. Manager.....Evans Nord  
Sta. Mgr., Prog. Dir.....Jim Molohon  
Sales Prom. Mgr., Pub. Dir.....Jack Townsend  
Chief Engineer.....Lester Froke

## KIHO—Sioux Falls—1948

Frequency: 1270 Kc.....Power: 1000 Watts  
Owned By.....Sioux Empire Bcstg. Co.  
Address.....113 No. Main  
Tel.: 4-7736.....Independent  
Representative.....Gill-Perna  
President.....William Johns, Jr.  
Gen. Comm. Mgr.....James R. Duryea  
Sta. Sales Prom. Mgr.....Leroy Okerlund  
Program Director.....Don Birn  
Chief Eng.....Roman A. Kramer

## KISD—Sioux Falls—1948

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....KISD, Inc.  
Bus.-Studio Address.....3631 W. 12 St.  
Tel.: 4-5571.....KBS  
Station Representative.....Cooke  
Pres., Gen. Mgr., Prog. Dir.....Verl Thompson  
Comm. Manager.....Roland Phillip  
Sls. Prom. Manager.....Shirli Adams  
Chief Engineer.....Dick Perry

## KSOO—Sioux Falls—1927

Freq.: 1140 Kc.....Power: 10 Kw. d., 5 Kw. n.  
Owned-Oper. By.....Sioux Falls Bcstg. Assn., Inc.  
Address.....317 S. Phillips Ave.  
Tel.: 4-5601.....ABC  
Station Representative.....Avery-Knodel, Inc.  
President.....Morton Henkin  
V.P., Gen. Mgr.....George R. Hahn  
Comm. Mgr.....Orrin Melton  
Prog. Dir.....Ray Loftness  
Chief Engineer.....Max E. Pierce

## KWAT—Watertown—1940

Frequency: 950 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Midland Natl. Life Bcstg. Co.  
Business Address.....Box 827  
Tel.: Turner 6-8444.....MBS-KBS  
Representative.....Gill-Perna  
President.....Lee V. Williams  
Gen., Sta., Comm. Mgr.....Ross E. Case  
Program Director.....Gene Brantner  
Chief Engineer.....Francis Alwin

## KWYR—Winner—1957

Frequency: 1260 Kc.....Power: 5 Kw., d.  
Owned.....Midwest Radio Corp.  
Business Address.....Winner  
Tel.: 727.....KBS  
Station Representative.....Continental  
Pres., Gen. Mgr.....Al Clark  
Commercial Manager.....Norbert Ruhkamp  
Program Director.....Ben Viedt  
Chief Engineer.....Marvin Olson

## SOUTH DAKOTA-TENNESSEE

### KYNT—Yankton—1955

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By: Yankton Bcstg. Co.  
 Address: Box 105  
 Tel.: 3623  
 Representative: Bob Dore  
 President: William M. Smith  
 Gen. Mgr., Exec. V.P.: William E. Johnson  
 Chief Engineer: John C. Briggs

### WNAX—Yankton—1922

Frequency: 570 Kc. Power: 5000 Watts

Owned-Operated By: Peoples Bcstg.  
 Bus.-Studio Address: WNAX Bldg.  
 Tel.: No. 5-57442  
 Representative: Katz  
 V.P., General Manager: Herbert E. Evans  
 Res. V.P., Gen. Mgr.: D. D. Sullivan  
 Resident Manager: Clair W. Giles  
 Commercial Manager: Nick Bolton  
 Prom. Mgr., Pub. Dir.: Roland Peterson  
 Program Director: Jack Vaughn  
 Chief Engineer: Clifton M. Todd

Pop.: 3,695,000  
 Families: 1,009,000  
 Radio Homes: 976,000

## Tennessee

Stations in State: 105  
 TV Homes: 738,000  
 TV Stations: 15

### WEAG—Alcoa—1957

Frequency: 1470 Kc. Power: 1000 Watts d.  
 Owned By: Blount County Bcstg. Co.  
 Address: P.O. Box 127  
 Tel.: YUKon 3-0890  
 Station Representative: Keystone  
 Pres., Gen. Mgr.: Louis A. Chiles  
 Commercial Manager: Herman Petre  
 Sales Prom. Mgr.: Ken D. Kibbs  
 Publicity Director: Pollye D. Kribbs  
 Chief Engineer: Richard Madison

### WLAR—Athens—1946

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: Athens Bcstg. Co.  
 Business-Studio Address: N. Jackson St.  
 Tel.: 1450  
 Representative: KBS-MBS  
 Newspaper Affil.: Daily Post-Athenian  
 President: Lowell F. Arterburn  
 Gen. Mgr.: William P. Atkins  
 Chief Engineer: Andrew Bates

### WOPI—Bristol—1929

Frequency: 1490 Kc. Power: 250 Watts  
 Owned. Radiophone Bcstg. Station, WOPI, Inc.  
 Address: Easley-Wright Bldg., 310 State St.  
 Tel.: South 4-5131  
 Representative: NBC  
 Pres., Gen. Manager: Burn-Smith  
 Commercial Mgr.: W. A. Wilson  
 Chief Engineer: James C. Wilson  
 George E. Potter

### WHLP—Centerville—1955

Frequency: 1570 Kc. Power: 1000 Watts, d.  
 Owned By: Trans-Air Bcstg. Corp.  
 Representative: Hil F. Best  
 Gen., Sta., Prom. Mgr.: Earl Carney  
 Comm. Mgr., Prog. Dir.: John C. Kerr  
 Publicity Director: Louise McCaleb  
 Chief Engineer: J. W. Chessor

### WAGC—Chattanooga—1946

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: WAGC Bcstg. Co.  
 Address: Hotel Patten  
 Tel.: AM 7-1128  
 MBS

Station Rep.: Burn-Smith; Dora-Clayton  
 Pres.: P. F. Furlow  
 Gen., Comm. Mgr.: John Sanders  
 Assistant Manager: Polly Breen  
 Prog. Dir.: Gaylord A. McPherson  
 Chief Engineer: George McMurtrie

### WAPQ—Chattanooga—1934

Frequency: 1150 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By: WAPQ Bcstg. Service  
 Business-Studio Address: New Read House  
 Tel.: AM 6-6141  
 Representative: ABC  
 Pres.: H-R Reps.  
 Comm. Mgr.: Gordon Gambill  
 Waller Stamper

### WDEF—Chattanooga—1941

Frequency: 1370 Kc. Power: 5000 Watts  
 Owned-Oper. By: WDEF Bcstg. Co.  
 Business Address: 3300 Broad St.  
 Tel.: AM 7-3393  
 Representative: NBC  
 President: Carter M. Parham  
 General Manager: Ken Flenniken

### WDOD—Chattanooga—1925

Frequency: 1310 Kc. Power: 5000 Watts  
 Owned-Oper. By: WDOD Bcstg. Corp.  
 Address: Hamilton Natl. Bank Bldg.  
 Tel.: AM 6-5117  
 Representative: CBS  
 Gen. Mgr.: Paul H. Raymer  
 Comm. Mgr.: H. F. Wehrmann  
 Program Director: Bryan J. Bush  
 Chief Engineer: Earnest Feagans  
 Edward Walker

### WDXB—Chattanooga—1948

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By: French, Inc.  
 Address: Dome Bldg.  
 Tel.: AM 6-1114  
 Station Rep.: Venard, Rintoul, McConnell  
 Pres., Gen. Mgr.: Stephen C. French  
 Commercial Manager: Luke Wilson  
 Program Director: Lloyd Payne  
 Publicity Director: Dorothy Kehoe  
 Chief Engineer: Bill Robison

# TENNESSEE

## WMFS—Chattanooga—1951

Frequency: 1260 Kc. Power: 1000 Watts d.  
Owned-Operated By..... WMFS, Inc.  
Address..... 835 McCallie Ave.  
Tel.: AM 6-4146..... KBS  
Representative..... Pearson  
Gen., Comm. Mgr..... Fred J. Webb  
Chief Engineer..... Glenn Channels

## WMCH—Church Hill—1954

Frequency: 1260..... Power: 1000 Watts  
Owned-Oper. By..... Thales E. Wallace  
Address..... P. O. Box 148  
Tel.: EL 7-2601..... KBS  
President..... Thales E. Wallace  
Comm. Manager..... James M. Smith

## WDXN—Clarksville—1954

Frequency: 540 Kc. Power: 250 Watts, d.  
Owned..... Clarksville Bcstg. Co., Inc.  
Address..... Bailey Bldg.  
Tel.: MI 5-2411..... Independent  
Representative..... Venard, Rintoul & McConnell  
President..... Aaron B. Robinson  
Gen. Manager..... J. M. Cecil  
Sta., Comm. Mgr..... W. H. Hamby  
Chief Engineer..... Harold Baker

## WJZM—Clarksville—1941

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By..... Campbell & Sheftall  
Business-Studio Address..... 411 Madison St.  
Tel.: MI 5-6414..... KBS-MBS  
Representative..... Jack Masla  
Pres., Gen. Manager..... J. Parry Sheftall  
Sta. Mgr., Chief Eng..... John Bailey  
Program Director..... Ernest Simmons  
Publicity Director..... Jack Parrish  
Commercial Manager..... Charles Malone  
Sls. Prom. Mgr..... John Berwind

## WBAC—Cleveland—1945

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By..... Britt & Ayers  
Business Address..... Radio Center  
Tel.: GR 6-7593..... MBS  
President..... Walter F. Kile  
Gen. Sta. Mgr..... Joe T. Starr  
Commercial Mgr..... Reba B. Wilson  
Program Director..... Paul Kirksey  
Chief Engineer..... William D. Stuart

## WCLE—Cleveland—1957

Frequency: 1570 Kc. Power: 1 Kw., d.  
Owned..... Southeastern Entp.  
Address..... 33 Ocoee St.  
Tel.: GR 2-8511..... KBS  
Sta., Sls. Mgr..... Bill Stamps

## WCRM—Columbia—1946

Frequency: 1340 Kc. Power: 250 Watts  
Owned..... Middle Tenn. Bcstg. Co., Inc.  
Bus.-Studio-Transmitter Address..... P. O. Box 71  
Tel.: EV 8-3636..... KBS

Representative..... Walker-Rawalt  
Pres., Gen.-Sta. Mgr..... R. M. McKay, Jr.  
Commercial Manager..... Mel Dugger  
Program Director..... Jim Keiran  
Chief Engineer..... Cameron McKay

## WMCP—Columbia—1956

Frequency: 1280 Kc. Power: 1000 Watts  
Owned By..... Maury County Boosters Corp.  
Address..... 714 N. Main St.  
Tel.: Evengreen 8-3241..... Independent  
President..... James Dowling  
Gen. Sta. Mgr..... William J. Harris, Jr.  
Comm. Mgr. Ch. Eng..... J. W. Anderson

## WHUB—Cookeville—1940

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By..... WHUB, Inc.  
Bus.-Studio Address..... 315½ E. Spring  
Tel.: 789..... CBS-KBS  
Pres., General Manager..... M. L. Medley  
Sta. Mgr..... Stacey Mott  
Chief Engineer..... Claude Haston

## WKBL—Covington—1954

Frequency: 1250 Kc. Power: 1000 Watts d.  
Owned-Operated By..... Bob Whiteley  
Business Address..... Roper Bldg.  
Tel.: GR 6-9635..... KBS  
Station Representative..... Beaver  
Pres., Gen. Mgr..... Bob Whiteley  
Station Manager..... Katharine Whiteley  
Comm., Sales Prom. Mgr..... Maurice Turnage  
Program Director..... Dave Stewart  
Publicity Director..... Mary Nelle Thomas  
Chief Engineer..... O. V. Poindexter

## WZYX—Cowan—1957

Frequency: 1440 Kc. Power: 1 Kw., d.  
Owned..... Cumberland Bcstg. Co.  
Address..... Cowan  
Gen. Mgr..... A. D. Smith, Jr.  
Sta. Mgr..... James F. Spencer

## WAEW—Crossville—1952

Frequency: 1330 Kc. Power: 1000 Watts  
Owned-Oper. By..... WAEW, Inc.  
Address..... P. O. Box 278  
Tel.: Crossville..... KBS  
President, Gen. Mgr..... Arthur Wilkerson  
V.P., Secretary..... Evelyn Wynn  
Comm., Sta. Manager..... Clarence Stinnett

## WDNT—Dayton—1957

Frequency: 1280 Kc. Power: 1 Kw., d.  
Owned By..... Dayton Bcstg. Co.  
Address..... Dayton  
Tel.: 1540..... Independent  
Representative..... Raymer  
President..... Norman A. Thomas  
Gen. Sta. Mgr..... Jack S. Pullin  
Commercial Manager..... Vance A. Travis  
Chief Engineer..... N. A. Thomas, Jr.

**WDKN—Dickson—1955**

Frequency: 1260 Kc. Power: 1000 Watts d.  
Owned-Oper. By..... Dickson Co. Bcstg. Inc.  
Address ..... Box 71  
Tel.: HI 6-2852..... KBS  
Pres., Gen., Sta. Mgr..... W. Po'ts  
Commercial Manager..... Warren G. Medley  
Program Director..... William Phillips  
Chief Engineer..... Leslie D. Filson

**WDSG—Dyersburg—1946**

Frequency: 1450 Kc. Power: 250 Watts  
Owned..... State Gazette Bcstg.  
Business Address..... 208 N. Mill  
Tel.: AT 5-1294..... KBS  
President..... Russell M. D. Bruce  
Gen., Sta. Mgr..... Robert W. Ward  
Commercial Manager..... Charles Maxey  
Sales Promotion Manager..... Jo Ann Ward  
Program Director..... Shirley Jones  
Publicity Director..... William Bryant  
Chief Engineer..... James Stutts

**WTRO—Dyersburg—1957**

Frequency: 1330 Kc. Power: 500 W., d.  
Owned..... Southern Gen. Bcstg. Co.  
Address..... Cordell Hull Hotel  
Tel.: AT 5-4173..... Independent  
Representative..... Best  
Gen. Mgr. Ch. Eng..... John M. Latham  
Commercial Manager..... Pinkney B. Cole, Jr.  
Program Director..... Clara Y. Bradshaw  
Publicity Director..... Eddie Owens

**WBEJ—Elizabethton—1946**

Frequency: 1240 Kc. Power: 250 Watts  
Owned..... WBEJ, Inc.  
Business-Studio Address..... Box 829  
Representative..... Dora-Clayton, Gill-Perna  
Pres..... R. W. Turrentine, Jr.  
Gen., Sta. Mgr..... William E. Hale  
Comm. Mgr..... James P. Austin

**WEMB—Erwin—1956**

Frequency: 1420 Kc. Power: 1 Kw., d.  
Owned..... Max M. Blakemore  
Business Address..... Box 280  
Tel.: 2-2011..... KBS  
General Manager..... Delbert Evans  
Program Director..... Bruce Steinbicker  
Chief Engineer..... Bill Livesay

**WCPH—Etowah—1955**

Frequency: 1220 Kc. Power: 1 Kw., d.  
Owned-Oper. By..... Morgan Bcstg. Co.  
Address..... 109 9th St.  
Representative..... Hil F. Best  
President, Gen. Mgr..... H. J. Morgan

**WEKR—Fayetteville—1948**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By..... Fayetteville Bcstg. Co.  
Business-Studio Address..... Box 625

Tel.: 1240..... MBS-KBS  
President..... John R. Crowder  
General Manager..... James Porter Clark  
Station Manager..... Jim Tate  
Program Director..... Charles W. Shewry  
Chief Engineer..... Ernest Tucker

**WAGG—Franklin—1953**

Frequency: 950 Kc. Power: 1000 Watts d.  
Owned-Oper. By..... Williamson County Bcstg.  
Business Address..... 1000 Mallory Road  
Tel.: SWift 4-1594..... KBS  
Pres., Gen. Mgr..... William R. Ormes  
Sta. Mgr., Ch. Eng..... Ellis F. Jones, Jr.

**WHIN—Gallatin—1948**

Frequency: 1010 Kc. Power: 1000 Watts d.  
Owned-Oper. By..... Sumner County Bcstg. Co.  
Address..... Box 811  
Tel.: 1010..... KBS  
Gen. Mgr..... Charles W. Brewer  
Asst. Manager..... Lottie Shaw

**WGRV—Greeneville—1947**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By..... Radio Greeneville, Inc.  
Address..... Radio Bldg.  
Tel.: Greeneville..... KBS  
Manager..... Paul Metcalfe  
Commercial Manager..... Hugh Pickel

**WHBT—Harriman—1947**

Frequency: 1230 Kc. Power: 250 Watts  
Owned..... Folkways Bcstg. Co., Inc.  
Address..... Devonia & Crescent  
Tel.: 661..... KBS  
Representative..... Conlantal  
Pres., Gen. Mgr..... William R. McDaniel

**WIRJ—Humboldt—1949**

Frequency: 740 Kc. Power: 250 Watts d.  
Owned-Oper. By..... Gibson Co. Bcstg. Co., Inc.  
Address..... 210 N. 22nd Ave.  
Tel.: SU 4-1740..... KBS  
Newspaper Affil..... Courier-Chronicle  
President..... J. F. Warmath  
Gen., Sta. Mr..... Howard E. Byrum  
Comm. Sls. Prom. Mgr..... Carroll Wilson  
Prog. Director..... Bill Carter  
Chief Engineer..... Gerald Hicks

**WDXI—Jackson—1947**

Freq.: 1310 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By..... Dixie Bcstg. Co.  
Business-Studio Address..... Williams Bldg.  
Tel.: 7-9611..... KBS  
Representative..... Venard  
Pres..... Aaron B. Robinson  
Gen. Mgr..... Jack Cecil  
Comm. Scales Prom. Mgr..... Doris Freeman  
Publicity Director..... Marge Burg  
Chief Engineer..... James Thomas

**WJAK—Jackson—1954**

Frequency: 1460 Kc. Power: 1000 Watts, d.

# TENNESSEE

**Owned-Oper. By**... Jackson Broadcasting Co.  
**Address**.....416 Poplar St.  
**Tel.**: 7-7436 .....Independent  
**Rep.**.....Dora-Clayton  
**Pres.**.....Dr. Alexander Leech  
**Gen. Mgr.**.....Robert Blow  
**Comm. Mgr.**.....Bill Winsett  
**Program Director**.....A. T. McFadden  
**Chief Engineer**.....Charles J. Wingate

## WTJS—Jackson—1931

**Freq.**: 1390 Kc...**Power**: 5000 Wts. d., 1000 n.  
**Owned-Oper. By**.....The Sun Publishing Co.  
**Business Address**.....255 W. Lafayette St.  
**Tel.**: 7-3316 .....ABC  
**Newspaper Affil.**.....Jackson Sun  
**Representative**.....Bramham  
**V.P., Gen. Mgr.**.....A. A. Stone  
**Station Manager**.....Frank S. Proctor  
**Asst. Mgr.**.....L. R. B-ooks  
**Sales Promotion Mgr.**.....Robert W. Emerson  
**Program Director**.....Vince Tapler  
**Chief Engineer**.....James Ellzey

## WCLC—Jamestown—1957

**Frequency**: 1260 Kc.....**Power**: 1 Kw., d.  
**Owned**.....Jamestown Bcstg. Co.  
**Address**.....White Oak Road  
**Tel.**: TR 9-2825.....KBS  
**President**.....R. Gene Cravens  
**Station Manager**.....R. P. Wright  
**Commercial Manager**.....Bob Duford  
**Program, Public Director**.....Jerry Armes  
**Chief Engineer**.....Andrew T. Mitchell

## WETB—Johnson City—1947

**Frequency**: 790 Kc.....**Power**: 1000 Watts d.  
**Owned-Oper. By**.....Press, Inc.  
**Business Address**.....Box 927  
**Tel.**: 2993.....MBS  
**Newspaper Affil.**.....Press-Chronicle  
**Representative**.....Devney  
**President**.....Carl A. Jones  
**Gen. Sta. Mgr.**.....Arthur Kelsey  
**Program Director**.....Berney Burleson  
**Chief Engineer**.....E. B. Jones

## WJHL—Johnson City—1938

**Frequency**: 910 Kc.....**Power**: 1000 Watts  
**Owned-Operated By**.....WJHL, Inc.  
**Business-Studio Address**.....145 W. Main St.  
**Tel.**: 2780 .....CBS  
**Representative**.....John E. Pearson  
**Pres., Gen. Mgr.**.....W. H. Lancaster, Jr.  
**Commercial Manager**.....Ken Marsh  
**Program Director**.....Richard Ellis  
**Chief Engineer**.....Rolland Medlar

## WKIN—Kingsport—1951

**Frequency**: 1320 Kc.....**Power**: 5000 Watts, d.  
**Owned & Operated**.....WKIN, Inc.  
**Address**.....Market & Wexler Sts.  
**Tel.**: CI 6-8131.....Independent  
**Pres., Gen. Mgr.**.....Cy N. Bahakel  
**Station Manager**.....Frank Tirico  
**Commercial Manager**.....Les Tackett  
**Prog., Pub. Dir.**.....Miss Dia Bahakel  
**Chief Engineer**.....Roy Giles

## WKPT—Kingsport—1940

**Frequency**: 1400 Kc.....**Power**: 250 Watts  
**Owned-Oper. By**.....Kingsport Bcstg. Co., Inc.  
**Business-Studio Address**.....222 Commerce St.  
**Tel.**: CI 5-4161.....NBC  
**Representative**.....Burn-Smith  
**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

**Frequency**: 1240 Kc.....**Power**: 250 Watts  
**Owned-Oper. By**.....Radio Station WBIR, Inc.  
**Business-Studio Address**.....1513 Hutchison Ave.  
**Tel.**: 5-8101.....ABC  
**Station Representative**.....Gill-Perna  
**President, Manager**.....John P. Hart  
**Comm. Mgr.**.....Leon Ridings  
**Program Director**.....Robert Agee  
**Publicity Director**.....Robert Wilson  
**Chief Engineer**.....J. Rex Horton

## WIVK—Knoxville—1952

**Frequency**: 860 Kc.....**Power**: 1000 Watts d.  
**Owned-Oper. By**.....Dick Bcstg. Co.  
**Address**.....319 N. Gay Street  
**Tel.**: 4-3693 .....Independent  
**Station Representative**.....Stars National  
**President**.....James A. Dick  
**Gen., Sta. Mgr.**.....David Carpenter  
**Sales Prom. Mgr., Pub. Dir.**.....Ken Russell  
**Program Director**.....Claude Tomlinson  
**Chief Engineer**.....Milton Jones

## WKGK—Knoxville—1946

**Frequency**: 1340 Kc.....**Power**: 250 Watts  
**Owned-Operated By**.....WKGK Inc.  
**Business Address**.....2200 W. Cumberland Ave.  
**Tel.**: 4-0766 .....Independent  
**Station Rep.**.....O'Connell  
**Pres., Gen. Mgr.**.....George P. Mooney  
**Commercial Manager**.....Robert Crenshaw  
**Program Director**.....Marty Laker  
**Chief Engineer**.....Robert Goodman

## WKXV—Knoxville—1953

**Frequency**: 900 Kc.....**Power**: 1000 Watts, d.  
**Owner**.....Knoxville Ra-Tel  
**Address**.....411½ W. Main St.  
**Tel.**: 4-9866 .....KBS  
**President**.....B. L. Boring  
**Comm. Manager**.....Marvin Thompson

## WNOX—Knoxville—1921

**Frequency**: 990 Kc.....**Power**: 10,000 Watts  
**Owned-Oper. By**.....Scripps-Howard Radio, Inc.  
**Address**.....4400 Whittle Springs Rd. N. E.  
**Tel.**: 3-3171.....CBS  
**Newspaper Affiliation**.....News Sentinel  
**Representative**.....John Blair  
**President**.....Jack R. Howard  
**Gen., Sta. Manager**.....R. B. Westergaard

Publicity Director.....Gene Miller  
 Comm., Sales Prom. Mgr.....O. L. Smith  
 Prog. Director.....C. A. McMahon  
 Chief Engineer.....Ray Evans

**WATE—Knoxville—1927**

Frequency: 620 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....WATE, Inc.  
 Business-Studio Address.....612 Gay St.  
 Tel.: 2-7111.....NBC  
 Representative.....Avery-Knodel  
 V.P., Gen. Mgr.....W. H. Linebaugh  
 Commercial Manager.....J. T. McCloud  
 Program Dir.....Wayne Hudson  
 Sales Prom. Mgr., Pub. Dir.....Carl Huster  
 Chief Engineer.....Fred Andrews

**WLAF—LaFollette—1953**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owner.....LaFollette Bcstg. Co.  
 Business Address.....Fleet Oil Bldg.  
 Tel.: 1060.....KBS  
 President.....E. F. Wheeler  
 General Manager.....John H. Carr  
 Program Director.....Tony Gross  
 Chief Engineer.....Phil Perdue

**WDXE—Lawrenceburg—1951**

Frequency: 1370 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Lawrenceburg Bcstg. Co.  
 Bus. Address.....Locke Bldg., N. Military Ave.  
 Tel.: SO 2-4411.....KBS  
 Sta. Rep...Venard, Rintoul, McConnell; Beaver  
 President.....Aaron B. Robinson  
 Gen., Sales Prom. Mgr.....Ken Marston  
 Comm. Mgr.....Bud Sawyer  
 Program Director.....Bryan F. Bellar  
 Chief Engineer.....Phil Kemper

**WCOR—Lebanon—1949**

Frequency: 900 Kc.....Power: 250 Watts d.  
 Owned-Operated By...Lebanon Bcstg. Co., Inc.  
 Address.....Trousdale Ferry Road  
 Tel.: Hickory 4-0474.....KBS  
 Pres., Sta. Mgr.....Theo. F. Ezell, Jr.  
 Commercial Manager.....Jack Hendrickson  
 Program Director.....Walt Dillard  
 Chief Engineer.....William Johnston

**WLIL—Lenoir City—1950**

Frequency: 730 Kc.....Power: 1000 Watts d.  
 Owner.....WLIL, Inc.  
 Business Address.....Wilkerson Bldg.  
 Tel.: YU 6-7536.....KBS  
 Pres., Gen., Sta. Mgr.....Arthur Wilkerson  
 Commercial Manager.....Willis Chaney  
 Program Director.....Frances Hart  
 Chief Engineer.....Allen Breazeale

**WJJM—Lewisburg—1947**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Louis D. Lingner  
 Address.....East Hill  
 Tel.: 780.....MBS-KBS  
 Representative.....Hil F. Best

Station Manager.....Bob Davidson  
 Prog. Dir.....Barbara Matthews  
 Chief Engineer.....R. C. Wiley

**WDXL—Lexington—1954**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned By.....Lexington Bcstg. Service, Inc.  
 Address.....Broad & Church  
 Tel.: WO 8-3500.....KBS  
 Sta. Rep...Venard, Rintoul, McConnell; Ayers  
 General Manager.....Ben Enochs  
 Comm. Mgr.....Ann Flagg  
 Prog. Dir.....Ev Flagg

**WLIV—Livingston—1956**

Frequency: 920 Kc.....Power: 1 Kw. d.  
 Owned By.....Audio Bcsters  
 Address.....P. O. Box 131  
 Tel.: Talbot 3-4438.....MBS  
 General Manager.....R. H. McCain  
 Program Director.....W. A. Mann  
 Chief Engineer.....D. Norris

**WMSR—Manchester—1956**

Frequency: 1580 Kc.....Power: 1 Kw., d.  
 Owned.....Manchester Bcstg. Co.  
 Address.....611 McArthur St.  
 Tel.: PA 8-3526.....Independent  
 Representative.....Best  
 Gen. Mgr.....L. Murray Chumley  
 Comm. Mgr.....Jim Webb

**WCMT—Martin—1957**

Frequency: 1410 Kc.....Power: 1 Kw.  
 Owned By.....J. T. & H. Sudbury  
 Address.....Martin  
 Tel.: 460.....Independent  
 President.....J. T. Sudbury  
 General Managers.....J. T. & H. Sudbury  
 Sta. Mgr. Ch. Eng.....D. A. Drumm  
 Program Director.....Dorris Gill

**WGAP—Maryville—1947**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned By.....Aluminum Cities Bcstg. Co.  
 Business Address.....316 Court St.  
 Tel.: YU 3-4310.....Independent  
 Representative.....Hil F. Best  
 General Manager.....Frank H. Corbett  
 Commercial Manager.....Horace McGill  
 Program Director.....Ken Johnson  
 Chief Engineer.....Henry McDonald

**WHDM—McKenzie—1954**

Frequency: 1440 Kc.....Power: 500 Watts, d.  
 Owned.....Tri-County Bcstg. Co., Inc.  
 Address.....Hotel McKenzie  
 Tel.: EL 2-3371.....Independent  
 Station Rep.....Best  
 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

**TENNESSEE**

**WBMC—McMinnville—1955**

Frequency: 960 Kc. Power: 500 W., d.  
Owned-Oper. Cumberland Valley Bcstg. Co.  
Address Box 270  
Tel.: 2104 Independent  
President Harold Laws  
Gen., Sta. Mgr. Franklin H. Brown  
Program Director James R. Eastman  
Chief Engineer Alvin Byars

**WMMT—McMinnville—1947**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By McMinnville Bldg. Co., Inc.  
Address N. Chancery St.  
Tel.: McMinnville  
General Manager Royce E. Richards

**WHEY—Millington—1957**

Frequency: 1220 Kc. Power: 250 Watts, d.  
Owned By Millington Bcstg. Co., Inc.  
Address 4962 Navy Road  
Tel.: Canal 3-3000  
Representative Best  
Pres. Gen. Mgr. Early W. Daly  
Station Manager Chad Lassiter  
Program Director George Klein  
Chief Engineer Jasper Wilkinson

**KWEM—Memphis—1946**

Frequency: 990 Kc. Power: 1000 Watts, d.  
Owned-Operated By KWEM, Inc.  
Address Box 142  
Tel.: GL 8-3311  
Independent  
Representative Bernard  
Chairman, Board E. D. Rivers, Jr.  
Gen. Mgr. John R. Barlett  
Comm. Manager Kurt Alexander

**WLOK—Memphis—1956**

Frequency: 1480 Kc. Power: 5000 Watts d.  
Owned-Oper. By WLOK, Inc.  
Business Address 363 S. 2nd St.  
Tel.: JAcKson 7-9565  
Independent  
Station Representative Stars National  
Pres. Jules Paglin  
Gen., Comm. Mgr. Eugene P. Weil  
Asst. Sta. Mgr. Robert Bartusch  
Program Director Roland Porter  
Chief Engineer William Jones

**WDIA—Memphis—1947**

Freq.: 1070 Kc. Power: 50 Kw. d., 5 Kw. n.  
Owned By WDIA, Inc.  
Business-Studio Address 2074 Union Ave.  
Tel.: BR 6-2703  
Independent  
Representative Pearson  
President Egmont Sonderling  
V.P., Gen., Sta. Mgr. E. R. "Bert" Ferguson  
Commercial Manager Archie Grinalds  
Sales Promotion Manager Frank Armstrong  
Asst. Mgr., Prog. Dir. David J. Mattis  
Chief Engineer Henry N. Fones

**WHBQ—Memphis—1925**

Freq.: 560 Kc. Power: 5 Kw. d., 1 Kw. n.

Owned-Oper. By RKO Teleradio Pictures  
Bus.-Studio Address Hotel Chisca  
Tel.: Broadway 2-3441  
MBS  
Station Representative Eastman  
President Thomas F. O'Neil  
General Manager Boone Nevin  
Comm. Mgr. Max Michel, Jr.  
Sales Promotion Manager Bea Armistead  
Program Director Mark Forrester  
Publicity Director Charley Sullivan  
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.  
Tel.: JA 5-6831  
Independent  
President Sam C. Phillips  
Gen., Sta. Mgr. William S. Decker, Jr.  
Program Director Jeanne A. Bolto  
Chief Engineer Douglas Cousar

**WHHM—Memphis—1946**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By Cy Blumenthal Co.  
Business-Studio Address 930 Madison Ave.  
Tel.: JA 7-4422  
ABC  
Station Representative Webb  
President Cy Blumenthal  
Gen., Sta. Mgr. George Aubrey Crump  
Program Director John Carr  
Chief Engineer Jim Bray

**WMC—Memphis—1923**

Frequency: 790 Kc. Power: 5000 Watts  
Owned-Oper. By Memphis Publishing Co.  
Business-Studio Address Third & Madison  
Tel.: JA 6-7464  
NBC  
News, Affil. Memphis Pub. Co.  
Representative John Blair  
President Enoch Brown  
General Manager H. W. Slavick  
Station Manager Stan Torgerson  
Sales Mgr. Ray Gill  
Prod. Mgr. John McIntosh  
Comm. Mgr. Ray Gill  
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.  
Tel.: JA 5-2663  
Independent  
Representative Radio-TV Representatives  
Pres. Harold R. Krelstein  
Gen., Sta. Mgr. Charles T. DeVois  
Commercial Manager Rodger May  
Prom. Mgr., Pub. Dir. Dick McClary  
Program Dir. W. E. Crump  
Chief Engineer J. G. Deaderick  
Owners of: WJJD, Chicago; WCOP, Boston;  
WCAO, Baltimore.

**WREC—Memphis—1922**

Frequency: 600 Kc. Power: 5000 Watts



Owned-Oper. By.....WREC Bcstg. Service  
 Business-Studio Address.....Hotel Peabody  
 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 Hotel  
 Tel.: MU 6-2481.....Independent  
 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**

Frequency: 1150 Kc.....1 Kw., d.; 500 W., n.  
 Owned-Oper. By.....Cherokee Bcstg. Corp.  
 Bus-Studio-Transmitter Address..Radio Center  
 Tel.: 1450.....MBS-KBS  
 Representative.....Hal Holman  
 General Manager.....Howell Ashford

**WMTN—Morristown—1957**

Frequency: 1300 Kc.....Power: 5 Kw., d.  
 Owned-Operated By...E. Tenn. Bcstg. Corp.  
 Bus. Address....Box 2146 Radio Center Sta.  
 Tel.: JU 6-7993.....Independent  
 Pres., Ch. Eng.....George Guertin  
 General Manager.....Bill Holland  
 Program Director.....Jimmy Peoples

**WGNS—Murfreesboro—1946**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....WGNS, Inc.  
 Address.....P.O. Box 456  
 Tel.: TW 3-5373.....MBS-KBS  
 Representative.....Holman  
 President, Gen. Mgr.....Cec'l Elrod, Jr.  
 Comm. Mgr.....Don Howser  
 Program Director.....Rae Lane  
 Sales Prom. Mgr.....Jerry Brown  
 Publicity Director.....Marie Wilson  
 Chief Engineer.....William Montgomery

**WMTS—Murfreesboro—1953**

Frequency: 860 Kc.....Power: 250 Watts  
 Owned.....Arthur D. Smith, Jr.  
 Address.....112 N. W. Broad St.  
 Tel.: TW 3-6611.....Independent  
 Representative.....Best  
 President.....A. D. Smith, Jr.  
 Gen., Sta. Mgr.....Virgil Trimm  
 Comm. Sales Prom. Mgr.....Neil Lancaster  
 Program. Public Director.....John D. Hood  
 Chief Engineer.....Alfred W. Parsons

**WENO—Nashville—1957**

Frequency: 1430 Kc.....Power: 5 Kw., d.  
 Owned.....Central Bcstg. Corp.  
 Address.....Box 5236

Tel.: Madison 7-5401.....Independent  
 Representative.....Chas. Bernard  
 President.....H. C. Young, Jr.  
 Gen. Sta. Mgr.....Jerome Glaser  
 Program Director.....Wallie Beecham  
 Sales Prom. Mgr.....Johnny Talley  
 Publicity Director.....John Moore  
 Chief Engineer.....Andy Jones

**WKDA—Nashville—1947**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Townsend Invest. Co.  
 Address.....First American Natl. Bank Bldg.  
 Tel.: AL 4-0511.....Independent  
 Representative.....Stars National, Inc.  
 President.....Jack S. Stapp  
 Prog. Director.....Charles F. Walker  
 Sales Prom. Mgr.....Carl A. Babb  
 Publicity Director.....Roger Schutt  
 Chief Engineer.....Oscar C. Griffin

**WLAC—Nashville—1926**

Frequency: 1510 Kc.....Power: 50,000 Watts  
 Owned..Life & Casualty Insurance Co., Tenn.  
 Bus-Studio Address.....159 4th Ave. N.  
 Tel.: AL 6-0161.....CBS  
 Representative.....Katz  
 V. P., Gen. Mgr.....F. C. Sowell  
 Commercial Manager.....E. G. Blackman  
 Sales Prom. Mgr., Pub. Dir....Thrace Warren  
 Program Director.....Paul Oliphant  
 Chief Engineer.....F. D. Binns

**WMAK—Nashville—1948**

Frequency: 1300 Kc.....Power: 5000 Watts  
 Owned-Oper. By...Volunteer State Bcstg. Co.  
 Address.....Maxwell House Hotel  
 Tel.: AL 4-3411.....Independent  
 Station Rep.....Broadcast Time Sales  
 President.....Howard D. Steere  
 Gen. Mgr.....Emil J. Popke, Jr.  
 Sta. Mgr.....Robert Hamilton  
 Comm. Mgr.....John E. Karr  
 Program Director.....Chuck Mefford  
 Sales Prom. Mgr.....Roland Wolfe  
 Publicity Director.....Ed Schuffman  
 Chief Eng.....Homer Cole

**WNAH—Nashville—1949**

Frequency: 1360 Kc....Power: 1000 Watts d.  
 Owned-Oper. By.....Hermitage Bcstg. Corp.  
 Address.....James Robertson Hotel  
 Tel.: AL 4-7611.....MBS-KBS  
 Station Representative.....Best  
 Pres., Gen. Mgr.....Van T. Irwin, Jr.  
 Comm. Manager.....Herman Rippey  
 Executive Director.....Goldie G. Irwin  
 Program Director.....Jim Williams  
 Publicity Director.....Gene Farrell  
 Chief Engineer.....Howard Woodard

**WSIX—Nashville—1927**

Frequency: 980 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....WSIX, Inc.

# TENNESSEE

**Address** .....Nashville Trust Building  
**Tel.:** AL 5-5431.....ABC  
**Station Representative**.....H-R, Clarke-Brown  
**President**.....Louis R. Draughon  
**Sta., Gen. Mgr.**.....E. S. Tanner  
**Comm Mgr.**.....Clarence L. Waggoner  
**Prom. Mgr., Pub. Dir.**.....W. A. Jones  
**Program Director**.....Bob Larimer  
**Chief Engineer**.....Charles R. Duke

## WSM—Nashville—1925

**Frequency:** 850 Kc.....**Power:** 50,000 Watts  
**Owned By**.....Natl. Life & Accident Ins. Co.  
**Business Address**.....301 7th Ave., N.  
**Tel.:** AL 4-5656.....NBC  
**Representative**.....John Blair  
**President**.....John H. DeWitt, Jr.  
**Gen. Mgr.**.....Bob Cooper  
**Prom. Mgr.**.....Royal McCullough  
**Program Director**.....Oit Devine  
**Chief Engineer**.....Carl Jenkins

## WVOL—Nashville—1951

**Frequency:** 1470 Kc.....**Power:** 1000 Watts d.  
**Owned**.....Rounsaville of Nashville  
**Address**.....400 Davidson St.  
**Tel.:** CH 2-0489.....Independent  
**Representative**.....Gill-Perna, Dora-Clayton  
**Pres., Gen. Mgr.**.....Robert W. Rounsaville  
**Sta. Mgr., Pub. Dir.**.....Carter S. Jones  
**Comm., Sales Prom. Mgr.**.....William D. Salmon  
**Program Director**.....Morgan Babb  
**Chief Engineer**.....Wayne D. Robinson

## WLIK—Newport—1954

**Frequency:** 1270 Kc.....**Power:** 5 Kw., d.  
**Owned**.....WLIK, Inc.  
**Address**.....P. O. Box 270  
**Tel.:** 3095.....KBS  
**President, Gen. Mgr.**.....Arthur Wilkerson  
**V.P., Sta., Comm. Mgr.**.....Ira B. Crisp

## WATO—Oak Ridge—1948

**Frequency:** 1490 Kc.....**Power:** 250 Watts  
**Owned-Operated By**.....WATO, Inc.  
**Address**.....253 E. Main St.  
**Tel.:** 5-3535.....MBS  
**Representative**.....Bob Dore  
**Pres. Gen. Mgr.**.....Samuel P. Thrower  
**Comm. Manager**.....Leonard M. McCoig  
**Program Director**.....Bob Yongue III  
**Chief Engineer**.....Paul E. Lewis

## WOKE—Oak Ridge—1951

**Freq.:** 1290 Kc...**Power:** 1000 W. d., 500 W. n.  
**Owned-Oper. By**.....WATO, Inc.  
**Address**.....Box 2017  
**Tel.:** 5-1333.....KBS  
**Representative**.....Hil F. Best  
**General Manager**.....Virgil Trimm  
**Comm. Mgr.**.....Joe Brewer  
**Program Director**.....Wayne Hannah  
**Chief Engineer**.....Edward Troupe

## WTPR—Paris—1947

**Frequency:** 710 Kc.....**Power:** 250 Watts d.

**Owner**.....Paris Bcstg. Co.  
**Address**.....No. Poplar St.  
**Tel.:** 1700.....KBS  
**Representative**.....Venard, Rintoul & McConnell  
**President, Gen. Mgr.**.....A. B. Robinson  
**Sta. Mgr.**.....Joe P. Van Dyke  
**Commercial Manager**.....D. A. Drumm  
**Prog., Pub. Dir.**.....Verne A. Brooks  
**Chief Engineer**.....Don Somerville

## WKSR—Pulaski—1947

**Frequency:** 1420 Kc.....**Power:** 1000 Watts  
**Owned**.....Richland Broadcasting Co.  
**Address**.....Jones Bldg.  
**Tel.:** EMerson 3-2505.....ABC  
**Representative**.....John M. Clarke Co.  
**Pres., Gen., Sta. Mgr.**.....John R. Stephens  
**Commercial Manager**.....Mrs. Alene Cane  
**Sales Prom. Mgr.**.....Norris Hammond  
**Program Director**.....George Martin  
**Publicity Director**.....Jack Melby  
**Chief Engineer**.....N. G. Morgan

## WTRB—Ripley—1954

**Frequency:** 1570 Kc.....**Power:** 250 Watts  
**Owned**.....Lauderdale Bcstg.  
**Address**.....113 E. Washington St.  
**Tel.:** 1060.....KBS  
**Rep.**.....Hil F. Best  
**Gen. Mgr.**.....Colonel L. B. Fuqua  
**Comm. Mgr.**.....Charles Thompson  
**Program Director**.....Virginia Harrison  
**Chief Engr.**.....Jim Edwards

## WRKH—Rockwood—1957

**Frequency:** 580 Kc.....**Power:** 500 W., d.  
**Owned**.....Roane Bcstg. Co.  
**Business Address**.....P.O. Box 239  
**Tel.:** 347.....Independent  
**President**.....Herman Spivey  
**Gen., Sta. Mgr.**.....Willard W. Wilson  
**Prog. Dir.**.....Hugh L. Allen  
**Chief Engineer**.....Reggie Honey

## WRGS—Rogersville—1954

**Frequency:** 1370 Kc...**Power:** 1000 Watts, d.  
**Owned-Oper. By**.....Rogersville Bcstg. Co.  
**Address**.....Burem Road  
**Tel.:** 6491.....Independent  
**Rep.**.....Hil F. Best  
**President**.....John E. Beal  
**Gen. Sta. Mgr.**.....George B. Beal  
**Commercial Manager**.....Charles W. Beal  
**Sales Prom. Mgr.**.....Harry M. Beal  
**Program Director**.....Janelle D. Beal  
**Chief Engineer**.....Fred A. Berry

## WORM—Savannah—1956

**Frequency:** 1010 Kc.....**Power:** 250 W., d.  
**Owned**.....Savannah Bcstg. Service, Inc.  
**Business Address**.....Cravens Landing Rd.  
**Tel.:** 4981.....KBS  
**V.P., Gen. Mgr.**.....Neal B. Bunn  
**Commercial Manager**.....Albert Richter  
**Program Director**.....Chuck Foley  
**Chief Engineer**.....Wesley Jackson

**WSEV—Sevierville—1955**

Frequency: 930 Kc. Power: 5 Kw., d.  
 Owned-Oper. By. Smoky Mountain Bcstg. Co.  
 Business Address Sevierville  
 Tel.: 2844 Independent  
 President Norman Burchfiel  
 Station Manager Hugh E. Trotter  
 Sales Promotion Manager George Myers  
 Traffic Manager Malcolm Hodges  
 Publicity Director Mary Sue Poe  
 Chief Engineer A. T. Henderson

**WHAL—Shelbyville—1946**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By. Shelbyville Bcstg. Co., Inc.  
 Address P. O. Box 241  
 Tel.: 1400 MBS  
 V.P., Gen. Mgr. Charles Christian

**WEPG—So. Pittsburgh—1954**

Frequency: 910 Kc. Power: 500 Watts, d.  
 Owned. Marion County Broadcasting Service  
 Address Box 8  
 Tel.: TE 7-6185 KBS  
 President, Gen., Sta. Mgr. Eaton P. Govan, Jr.  
 Comm., Sales Prom. Mgr. Vnette B. Govan  
 Chief Engineer William H. Dunn

**WSMT—Sparta—1953**

Frequency: 1050 Kc. Power: 1000 Watts d.  
 Owned-Oper. By. Sparta Bcstg. Co. Inc.  
 Business Address Box 390  
 Tel.: 3751 Independent  
 Station Representative Best  
 President Sam J. Albritton  
 Gen., Sta. Mgr. Martha L. Albritton  
 Comm., Sales Prom. Mgr. Van L. Slack  
 Program Director Ivory O. Hillis  
 Publicity Director William T. Passons  
 Chief Engineer Gordon L. Moore

**WDBL—Springfield—1950**

Frequency: 1590 Kc. Power: 1000 Watts, d.  
 Owned-Oper. By. Springfield Bcstg. Co., Inc.

Address P. O. Box 464  
 Tel.: 1287 KBS  
 Gen. Mgr. W. N. Locke

**WDEH—Sweetwater—1955**

Frequency: 800 Kcs. Power: 1 Kw., d.  
 Owned By William M. Bryan  
 Address Highway 11  
 Tel.: Sweetwater KBS  
 Manager Lewis Penuel

**WJIG—Tullahoma—1947**

Frequency: 740 Kc. Power: 250 Watts d.  
 Owned-Oper. By. Radio Tullahoma  
 Business Address West Side Drive  
 Tel.: GL 5-2607 KBS  
 President M. Davidson Smith III  
 Gen. Comm. Mgr. Henry Beam  
 Prog. Dir. Joe Hathcock  
 Chief. Eng. W. C. Spraggins

**WENK—Union City—1946**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By. Union City Bcstg. Co.  
 Business Address W-E-N-K Bldg.  
 Tel.: Turner 5-1240 KBS  
 Station Rep. Venard, Rintoul, McConnell  
 President Aaron B. Robinson  
 Gen., Sta. Mgr. E. B. Fritts  
 Chief Engineer Charles Holland

**WTUC—Union City—1956**

Frequency: 1580 Kc. Power: 250 W., d.  
 Owned By Davy Crockett Bcstg. Co.  
 Address 227 S. 2nd St.  
 Representative Best  
 Gen. Mgr. Louis C. Wrathner  
 Comm. Mgr. David J. Capps

**WCDT—Winchester—1948**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned Franklin County Radio & Bcstg. Co.  
 Address P. O. Box 1103  
 Tel.: WO 2-2201 ABC-KBS  
 Manager Harry W. Sullivan

Pop.: 9,695,000  
 Families: 2,789,000  
 Radio Homes: 2,727,000

**Texas**

Stations in State: 238  
 TV Homes: 2,149,000  
 TV Stations: 49

**KNIT—Abilene—1957**

Frequency: 1280 Kc. Power: 500 W., d.  
 Owned Key City Bcstrs.  
 Address Windsor Hotel  
 Tel.: OR 4-7211 Independent  
 Representative Pearson  
 Pres. Gen. Mgr. Howard Barrett  
 Station Manager Bro Mings  
 Comm. Sales Prom. Mgr. Forest Lane  
 Program Director Virgil Terry  
 Chief Engineer John E. Turner

Owned-Oper. By. Abilene Radio & TV  
 Business Address 4510 S. 14th St.  
 Tel.: OWen 2-4242 ABC  
 Representative Paul H. Raymer  
 President, Gen. Mgr. Dale Ackers  
 Sta., Comm. Mgr. Bill Fox  
 Program Director Brett Allison  
 Chief Engineer Herman Ridgway

**KWKC—Abilene—1948**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By. Citizens Bcstg. Co.  
 Bus. Studio Address 2500 Butternut  
 Tel.: OR 3-2545 MBS  
 Rep. Venard, Rintoul & McConnell, Melville

**KRBC—Abilene—1936**

Freq.: 1470. Power: 5 Kw. d., 1 Kw. n.

# TEXAS

General Manager..... A. C. Etter

## KOPY—Alice—1947

Frequency: 1070 Kc..... Power: 1000 Watts  
Owned By..... Leon S. Walton  
Business Address..... 65 N. Johnson St.  
Tel.: MO 4-4324..... Independent  
Representative..... Stars National  
Pres. Gen. Mgr..... Leon S. Walton  
Sta. Comm. Mgr..... Eston R. Pace  
Chief Engineer..... O. J. Cunningham, Jr.

## KVLF—Alpine—1947

Frequency: 1240 Kc..... Power: 250 Watts  
Owned-Operated By..... Big Bend Bcstrs.  
Business Address..... Kokernot Field  
Tel.: TE 7-2144..... KBS-NBC  
Pres., Gen., Sta., Comm. Mgr.. Gene Hendryx  
Program Director..... Phil Wayne  
Chief Engineer..... Sherman Newsom

## KAMQ—Amarillo—1947

Frequency: 1010 Kc..... Power: 5000 Watts d.,  
500 Watts n.  
Owned... Top of Texas Broadcasting Co., Inc.  
Address..... 1301 Polk Street  
Tel.: DR 2-6543..... MBS  
Representative... Venard, Rintoul & McConnell  
President..... Hoyt Houck  
General Manager..... Robert Houck  
Sta., Comm., Prom. Mgr..... George Oliver  
Prog. Dir..... Webster Smith  
Chief Engineer..... Richard Hedgecock

## KFDA—Amarillo—1933

Frequency: 1440 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By..... Lone Star Bcstg. Corp.  
Bus.-Studio Address..... Box 128  
Tel.: DR 4-1637..... ABC  
Representative..... Raymer  
President..... Charlie Jordan  
Gen. Manager..... Bob Zellermyer  
Prog. Dir..... Bill Rogers  
Publicity Director..... Bill Vance  
Chief Engineer..... Bill Denny

## KLYN—Amarillo—1947

Frequency: 940 Kc..... Power: 1000 Watts  
Owned-Oper. By..... Radio KLYN, Inc.  
Address..... Box 2387  
Tel.: DR 2-6773..... Independent  
President..... Giles F. Miller  
Station Director..... Joe S. Ramay  
Chief Engineer..... Eugene Fennimore

## KGNC—Amarillo—1922

Frequency: 710 Kc..... Power: 10,000 Watts  
Owned-Oper. By... Plains Radio Bdcstg. Co.  
Address..... 2000 N. Polk St.  
Tel.: Evergreen 3-3321..... NBC  
Newspaper Affil..... Globe-News  
Representative..... Katz  
President..... B. E. Walker  
General Manager..... Jack D. Liston  
Comm. Manager..... Kin Raley  
Sta. Mgr., Prog. Dir..... Bill Lane  
Publicity Director..... Bill McReynolds  
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.  
Tel.: DR 4-5235..... Independent  
Representative..... Melville  
President..... R. D. Hollingsworth  
Comm. Mgr..... Don Hodges

## KZIP—Amarillo—1955

Frequency: 1310 Kc..... Power: 1 Kw. d.  
Owned-Oper. By..... Panhandle Bcstg. Co.  
Address..... 808 Charlotte St.  
Tel.: Amrillo..... KBS  
Reps..... Broadcast Time Sales, Dora-Clayton  
General Manager..... Ray Winkler

## KACTION—Andrews—1955

Frequency: 1360 Kc..... Power: 1 Kw., d.  
Owned-Oper. By..... Clint Formby  
Address..... P. O. Box 638  
Tel.: LA 3-2845..... KBS  
Promotion Manager..... Jacqueline Young  
Sales Promotion Manager..... Weldon Kidd

## KBUD—Athens—1948

Frequency: 1410 Kc..... Power: 250 Watts  
Owned..... Henderson Cty. Bcstg. Co.  
Address..... Box 309  
Tel.: 2277..... KBS  
Gen. Mgr., Chief Eng..... J. B. McNutt, Jr.

## KALT—Atlanta—1950

Frequency: 900 Kc..... Power: 1000 Watts d.  
Owned-Oper. By..... Ark-La-Tex Bcstg. Co.  
Address..... Box 289  
Tel.: 900..... KBS  
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. Wommack  
Publicity Director..... Jeane Wommack

## KNOW—Austin—1927

Frequency: 1490 Kc..... Power: 250 Watts  
Owned..... Pioneer Bcstg. Co., Inc.  
Address..... 520 Capital Nat. Bank Bldg.  
Tel.: GR 2-6213..... ABC  
Station Rep..... Pearson  
President..... Wendell Mayes  
Gen., Sta. Mgr..... Louis R. Cook  
Commercial Mgr..... M. H. Coleman  
Program Dir..... Lloyd Riddle  
Chief Engineer..... Willis Morter

## KTBC—Austin—1939

Freq.: 590 Kc.. Power: 5000 W. d., 1000 W. n.  
Owned-Oper. By..... The LBJ Company  
Bus.-Studio Address..... P. O. Box 1155  
Tel.: GR 2-2424..... CBS  
Representative..... Raymer  
Chairman of the Board... Claudia T. Johnson  
Pres., Gen. Mgr..... J. C. Kellam

Sales Manager.....O. P. (Bob) Bobblitt  
 Sales Prom. Mgr.....Elmo Brown  
 Program Director.....Cactus Pryor  
 Chief Engineer.....Ben Heara

**KOKE—Austin—1947**

Frequency 1370 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Radio KOKE Inc.  
 Address.....1211 E. 6th St.  
 Tel.: GR 6-6973.....Independent  
 Representative.....McGavren-Quinn, Melville  
 President.....Giles E. Miller  
 Exec. V.P., Gen. Mgr.....Joe Roddy, Jr.  
 V.P.....Jay J. G. Schatz  
 Program Director.....Dick Laine  
 Chief Engineer.....Buck C. Brown

**KVET—Austin—1946**

Frequency: 1300 Kc.....Power: 1 Kw.  
 Owned.....Austin Bcstg. Corp.  
 Address.....Box 1116  
 Tel.: GR 8-8521.....MBS  
 Representative.....Forjoe, Clarke Brown  
 Pres., Gen., Sta. Mgr.....Willard Deason  
 Commercial Mgr.....H. W. Dunlop  
 Nat. Reg. Sales.....Dave Smith  
 Chief Engineer.....Willis Morter

**KRUN—Ballinger—1947**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Central West Bcstg.  
 Address.....Box 351  
 Tel.: 3151.....KBS  
 Representative.....Best, Melville  
 General Manager.....R. F. McGarvey  
 Comm. Mgr.....Clayton Jay

**KIOX—Bay City—1947**

Frequency: 1270 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Bay City Bcstg. Co.  
 Business Address.....Box 1391  
 Tel.: CI 5-4642.....MBS-KBS  
 President.....J. G. Long  
 Gen., Station Manager.....Harry L. Becker  
 Program Director.....Chuck Farkas  
 Comm. Mgr.....Don Rhea  
 Chief Eng.....Robert H. Hemphill

**KREL—Baytown—1947**

Frequency: 1360 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....E. O. Roden & Assoc.  
 Business Address.....Box 419  
 Tel.: LOgan 6-5531.....KBS  
 Representative.....Hil F. Best  
 President.....E. O. Roden  
 Vice President.....W. I. Dove  
 Gen. Manager.....Zane D. Roden

**KFDM—Beaumont—1924**

Frequency: 560 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Beaumont Bdcstg. Corp.  
 Address.....P. O. Box 2950  
 Tel.: TE 8-4731.....ABC  
 Representative.....Peters, Griffin, Woodward, Inc.  
 President.....D. A. Cannon  
 Gen. Mgr.....C. B. Locke

Comm. Mgr.....Ed E. Carroll  
 Program Director.....Dick McAdoo  
 Publicity Director.....H. F. Caldwell  
 Chief Eng.....Harold W. Bartlett

**KJET—Beaumont—1947**

Frequency: 1380 Kc.....Power: 1 Kw., d.  
 Owned.....KPBX Bcstg. Corp.  
 Address.....P. O. Box 2673  
 Tel.: TE 2-0201.....Independent  
 Station Rep.....Forjoe  
 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  
 Tel.: TE 3-9421.....Independent  
 Newspaper Affiliation....."Enterprise", "Journal"  
 Representative.....Bramham  
 President.....E. C. Davis  
 General Manager.....Frank Dusenbury  
 Comm. Mgr.....Ed Dittert  
 Sls. Prom. Mgr.....Jay Elson  
 Prog. Dir.....Dave Livingston  
 Chief Engineer.....Jack Easterwood

**KTRM—Beaumont—1947**

Frequency: 990 Kc.....Power: 1000 Watts  
 Owned-Operated By.....KTRM, Inc.  
 Business-Studio Address.....230 Orleans St  
 Tel.: TE 2-8478.....Independent  
 Rep.....Clarke Brown; O'Connell; Reilly  
 Pres., Gen. Mgr.....Jack Neil  
 Sta., Comm. Manager.....Roy D. Shotte  
 Sales Prom., Pub. Dir.....Bonnie Cornwell  
 Chief Engineer.....Ben Hughes

**KIBL—Beeville—1949**

Frequency: 1480 Kc.....Power: 250 Wts.  
 Owned-Oper. By.....Bee Bdcstg. Co.  
 Address.....P. O. Box 650  
 Tel.: FL 8-2197.....Independent  
 General Manager.....John D. Rossi  
 Comm. Manager.....James M. Goodman  
 Program Director.....James V. Rossi  
 Chief Engineer.....H. E. Bertram

**KBLT—Big Lake—1958**

Frequency: 1290 Kc.....Power: 1 Kw.  
 Owned By.....Big Lake Broadcasting Co.  
 Business Address.....1st and Florida Sts.  
 Tel.: 129.....KBS  
 Station Representative.....Continental  
 Gen. Mgr., Ch. Eng.....Don Boston  
 Commercial Manager.....James J. Parr  
 Program Director.....Rickey Darling

**KBST—Big Spring—1936**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Big Spring Bcstg. Co.  
 Bus.-Studio Address.....702 Johnson St.  
 Tel.: 4-6391.....ABC

**TEXAS** .....

Representative ..... Pearson  
President ..... William J. Wallace  
Sls. Prom., Pgr. Dir., Pub. Dir. ... J. N. Young, Jr.  
Chief Engineer ..... Andrew M. Jones

**KHEM—Big Spring—1956**

Frequency: 1270 Kc. .... Power: 1 Kw., d.  
Owned By ..... T. Conner & R. Bradbury, Jr.  
Address ..... Box 1066  
Tel.: AM 4-2523 ..... Independent  
Representative ..... Thomas F. Clark  
President ..... J. Homer McKinley  
Gen., Sta. Mgr. .... Walt Lawson  
Program Director ..... Hank Harrell

**KBYG—Big Spring—1949**

Frequency: 1400 Kc. .... Power: 100 Watts  
Owned-Oper. By. .... Maples-McAlister Bcstg. Co.  
Address ..... P.O. Box 1366  
Tel.: AM 4-4326 ..... KBS  
Rep. .... Hil F. Best  
Partners ... Grady F. Maples, R. B. McAlister  
Gen. Comm. Mgr. .... Jim Richardson  
Chief Engineer ..... Marvin Williams

**KFYN—Bonham—1948**

Frequency: 1420 Kc. .... Power: 250 Watts d.  
Owned-Oper. .... Charles L. & Jessie Mae Cain  
Bus. Studio Address ..... 903 E. Fourth St.  
Tel.: JU 3-3151 ..... KBS  
President, Gen. Mgr. .... Charles Cain  
Assistant Manager ..... Jessie Mae Cain

**KBBB—Borger—1957**

Frequency: 1600 Kc. .... Power: 500 Watts, d.  
Owned By ..... R. L. McAlister  
Address ..... Box 1478  
Tel.: Broadway 3-7575 ..... KBS  
Representative ..... Pearson  
Owner, Gen. Mgr. .... R. L. McAlister  
Program Director ..... James C. Dixon  
Publicity Director ..... June M. Hoopes  
Sales Prom. Mgr. .... W. A. Koffroth

**KHUZ—Borger—1947**

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned-Operated By ..... KHUZ, Inc.  
Business Address ..... 1431 Clayton St.  
Tel.: BR 3-3744 ..... MBS  
President ..... R. G. Hughes  
Sta. Mgr., Prog., Pub. Dir. .... Jack Roberts  
Comm., Sls. Prom. Mgr. .... Louis W. Roberts  
Chief Engineer ..... Bostick Wester

**KNEL—Brady—1933**

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Gene M. Burns  
Business-Studio Address ..... 509 So. Bridge  
Tel.: LY 7-7777 ..... KBS  
Representative ..... Hil F. Best  
President ..... Gene M. Burns  
Program Director ..... Joe McMurry  
Chief Engineer ..... Frank Jones

**KSTB—Breckenridge—1947**

Frequency: 1430 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By ..... Hugh M. McBeath  
Business-Studio Address ..... Miller Bldg.  
Tel.: HI 9-3331 ..... KBS  
Station Rep. .... Best  
Gen., Comm. Mgr. .... Hugh M. McBeath  
Prog. Dir. .... Jay Thompson

**KWHI—Brenham—1947**

Frequency: 1280 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By ..... Tom S. Whitehead  
Business Address ..... 108½ Main St.  
Tel.: GR 6-3655 ..... KBS  
Manager ..... Tom S. Whitehead  
Sta., Comm. Mgr. .... Dick Chaney  
Sales Prom. Mgr. .... Jackie Prigge  
Pub. Dir. .... Randy Reets  
Chief Engineer ..... L. R. Schlotzman

**KTFY—Brownfield—1949**

Frequency: 1300 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By ..... Terry Cty. Bdcstg. Co.  
Address ..... Drawer 1032  
Tel.: 2111 ..... Independent  
Representative ..... Hil F. Best  
Pres., Sta., Gen., Comm. Mgr. .... Mike A. Barrett  
Assistant Manager ..... E. Crawford Taylor

**KBOR—Brownsville—1949**

Frequency: 1600 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By ..... Brownsville Bcstg. Co.  
Address ..... Box 472  
Tel.: LI 2-5677 ..... ABC  
Representative ..... Best; Weed  
Pres., Gen., Sta. Mgr. .... M. J. Wilson  
Commercial Manager ..... Vance C. Wilson  
Prog., Pub. Dir. .... Lula Ward  
Chief Engineer ..... Willis A. Wilson

**KBWD—Brownwood—1941**

Freq.: 1380 Kc. .... Power: 1 Kw., d.; 500 W., n.  
Owned-Oper. By ..... Brown County Bcstg. Co.  
Business-Studio Address ..... 800 Hawkins St.  
Tel.: MI 5-2401 ..... MBS-KBS  
Representative ..... Avery-Knodel  
Pres., Gen. Manager ..... Wendell Mayes  
Commercial Manager ..... Fred Perry  
Sta. Mgr. Prog. Dir. .... Bill Jamar  
Sales Prom. Mgr. .... Bob Duncan  
Publicity Director ..... Barbara Taylor  
Chief Engineer ..... Jim Bowen

**KEAN—Brownwood—1953**

Frequency: 1240 Kc. .... Power: 100 Watts  
Owned By ..... C. E. Farren-P. F. Davidson  
Address ..... 2220 Fisk Ave.  
Tel.: 4372 ..... Independent  
Representative ..... Best  
President ..... J. H. Childs  
Manager ..... Eddy Farren  
Program Director ..... Cile Farren

**KORA—Bryan—1947**

Frequency: 1240 Kc. .... Power: 250 Watts

**Owned-Oper. By**.....Bryan Bcstg. Co.  
**Bus.-Studio Address**.....310 E. 25th St.  
**Tel.:** TA 3-1240.....MBS  
**Station Rep.**.....Best  
**President**.....David C. Jones, Jr.  
**Sta. Mgr.**.....Roy Greer  
**Commercial Manager**.....J. B. Christian  
**Chief Eng.**.....James L. Harvey

**WTAW—Bryan—1922**

**Frequency:**1150 Kc.....**Power:** 1000 Watts d.  
**Owned-Oper. By**.....WTAW Bcstg.  
**Bus.-Studio Address**.....3703 S. College Ave.  
**Tel.:** VI 6-7788.....KBS  
**President**.....R. E. Lee Glasgow  
**Gen. Mgr.**.....Art Holt  
**Comm. Mgr.**.....Bill Hummel  
**Program Director**.....Ron Ruth  
**Chief Engineer**.....Burl Prueitt

**KMIL—Cameron—1955**

**Frequency:** 1330 Kc.....**Power:** 500 W., d.  
**Owned**.....Milam Bcstg, Ltd.  
**Address**.....Box 832  
**Tel.:** 456.....Independent  
**Gen. Mgr.**.....Milton F. Brown  
**Sta. Mgr.**.....Esther Belle White

**KBEN—Carrizo Springs—1955**

**Frequency:** 1450 Kc.....**Power:** 250 Watts  
**Owned-Operated By**..Walter and Roy Herbort  
**Address**.....104 S. 5th St.  
**Tel.:** TR 6-2210.....KBS  
**General Manager**.....Walter Herbort  
**Commercial Manager**.....Roy W. Herbort

**KGAS—Carthage—1955**

**Frequency:** 1590 Kc.....**Power:** 1 Kw., d.  
**Owned**.....Carthage B'casting  
**Address**.....Box 955  
**Tel.:** 876.....KBS  
**General Manager**.....Bev E. Brown  
**Comm. Mgr.**.....Joyce Ann Brown  
**Prog. Dir.**.....J. C. Kelly  
**Sales Prom. Mgr.**.....Frank Battles  
**Chief Engineer**.....Robt. E. Ranniger

**KDET—Center—1949**

**Frequency:** 930 Kc.....**Power:** 1000 Watts d.  
**Owned-Operated By**..Center Bcstg. Co., Inc.  
**Address**.....205 Austin St.  
**Tel.:** LY 8-3305.....Independent  
**Representative**.....Clarke Brown  
**Gen. Mgr.**.....Tom E. Foster  
**Chief Engineer**.....Morris Stagner

**KCTX—Childress—1947**

**Frequency:** 1510 Kc.....**Power:** 250 Watts d.  
**Owned By**.....Goldenwest Bcstg. Co., Inc.  
**Address**.....200 N. Main St.  
**Tel.:** WE 7-2563.....KBS  
**Representative**.....Hil F. Best  
**President**.....R. Malone Hagam  
**Gen. Comm. Mgr.**.....George Morey  
**Program Director**.....Dean Weatheray  
**Chief Engineer**.....Otto Moates

**KCAR—Clarksville—1955**

**Frequency:** 1350 Kc.....**Power:** 500 Watts d.  
**Owned-Operated By**.....KCAR, Inc.  
**Address**.....Box 609  
**Tel.:** 58.....KBS  
**Representative**.....Best  
**President**.....Maurice Wooley  
**Gen., Sta. Mgr.**.....Paul H. Daniels  
**Prog., Pub. Dir.**.....Jerry MacVarley

**KCLE—Cleburne—1947**

**Frequency:** 1120 Kc.....**Power:** 250 Watts d.  
**Owned-Oper. By**.....Martl, Inc.  
**Address**.....919 N. Main  
**Tel.:** 5-8643.....Independent  
**Representative**.....Hil F. Best  
**Pres., Gen., Sta. Mgr.**.....George W. Martl  
**Commercial Mgr.**.....John Martl  
**Sales Prom. Mgr.**.....Frank H. Hardgrove  
**Program Director**.....D'Voe Lee Smith  
**Pub. Dir.**.....John S. Butner  
**Chief Engineer**.....George W. Martl

**KVLB—Cleveland—1954**

**Frequency:** 1410 Kc.....**Power:** 500 Watts  
**Owned-Oper. By**.....Cleveland Bcstg. Co.  
**Address**.....Box 487  
**Tel.:** 692.....KBS  
**General Manager**.....Harvard C. Bailes  
**Program Director**.....Glen Dodson  
**Sales Manager**.....H. C. Bailes

**KSTA—Coleman—1947**

**Frequency:** 1000 Kc.....**Power:** 250 Watts d.  
**Owned-Oper. By**..Coleman County Bcstg. Co.  
**Business Address**.....Box 432  
**Tel.:** 8406.....KBS  
**Representative**.....Melville  
**Manager**.....Floyd Shelton  
**Comm. Manager**.....Paul Johnson

**KVMC—Colorado City—1950**

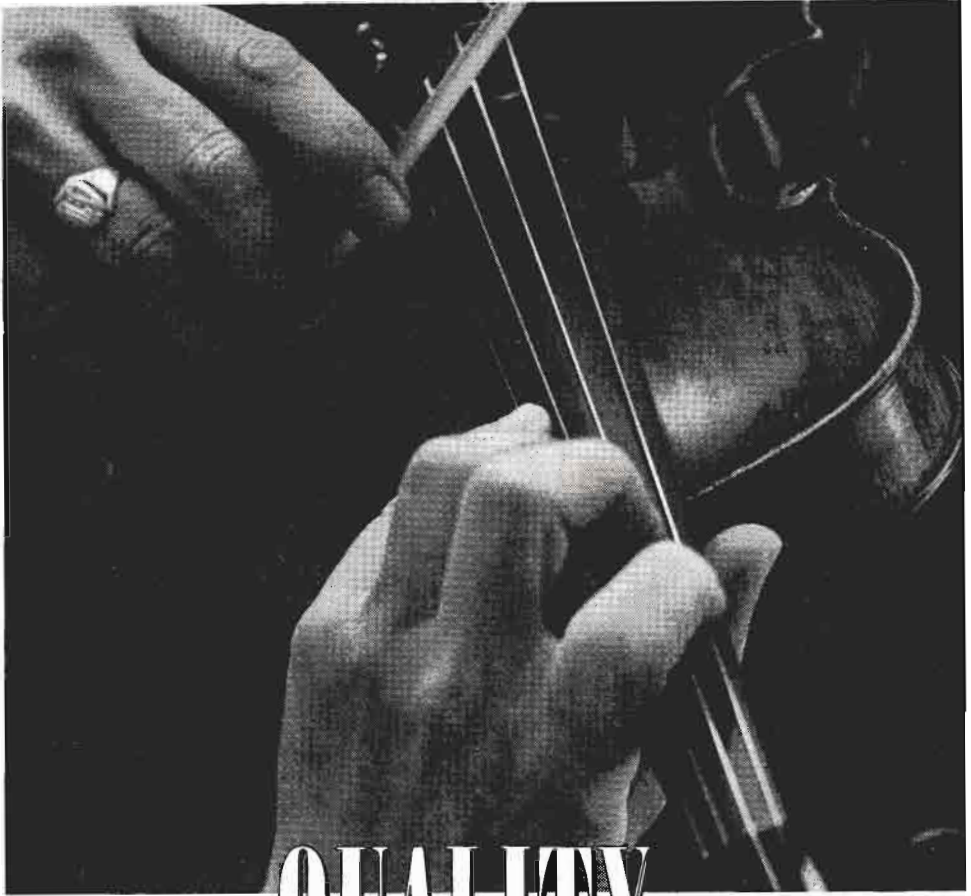
**Frequency:** 1320 Kc.....**Power:**1000 Watts d.  
**Owned**.....Colo. City Bcstg. Co.  
**Address**.....Box 990  
**Tel.:** Colorado City.....KBS  
**Representative**.....Best  
**Pres., General Manager**.....Eldon Mahon  
**Comm. Mgr.**.....Lyle Shuman  
**Prog. Dir.**.....Drew Ballard  
**Sta. Mgr., Chief Eng.**.....P. A. Richardson

**KMCO—Conroe—1951**

**Frequency:** 900 Kc.....**Power:** 500 Watts d.  
**Owned**.....Montgomery County Bcstg. Co.  
**Address**.....324½ N. Main  
**Tel.:** PL 6-4466.....Independent  
**President**.....Reagan Smith  
**Gen., Sta., Comm. Mgr.**.....David L. Oglesby  
**Program Director**.....Lee Meredith  
**Pub. Dir.**.....Hal Coley  
**Chief Engineer**.....John W. Neathery, Jr.

**KATR—Corpus Christi—1944**

**Frequency:** 1030 Kc.....**Power:** 50 Kw. d.



## THE QUALITY TOUCH

—to the trained ear it is quickly recognizable. Likewise, the quality atmosphere of a great radio and television station is just as instantly apparent and valued by quality advertisers!



radio & television dallas

EDWARD PETRY & CO., NATIONAL REPRESENTATIVES ■ RADIO AND TELEVISION SERVICES OF THE DALLAS MORNING NEWS



**Owned** ..... Broadcasters, Inc.  
**Address** ..... Box 898  
**Tel.:** TU 4-5258 ..... Independent  
**Representative** ..... Weed  
**Pres.** ..... Glenn E. Alexander  
**Gen., Sales Prom. Mgr.** ..... Harry H. Hayes  
**Sta. Mgr., Program Dir.** ..... Edward W. Dunn  
**Program Director** ..... Jimmy Kaye  
**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  
**Tel.:** TU 4-2426 ..... Independent  
**Representative** ..... O'Connell, Tracy Moore  
**President** ..... Dr. H. P. Garcia  
**Gen. Mgr., Chief Eng.** ..... Mike Ferdin

**KEYS—Corpus Christi—1941**

**Freq.:** 1440 Kc. .... **Power:** 1 Kw. d., 500 W. n.  
**Owned-Operated By** ..... Nueces Bcstg. Co.  
**Address** ..... P. O. Box 1460  
**Tel.:** TU 2-7411 ..... Independent  
**Representative** ..... Avery Knodel  
**General Manager** ..... E. C. Hughes  
**Sta., Ntl. Sls. Mgr.** ..... Allan Dale  
**Program Director** ..... Richard B. Lahm  
**Comm. Mgr.** ..... Marion B. Keck  
**Chief Engineer** ..... Harold Griffith

**KRYS—Corpus Christi—1927**

**Frequency:** 1360 Kc. .... **Power:** 1000 Watts  
**Owned-Oper. By** ..... South Texas Broadcasting  
**Address** ..... P. O. Box 6218  
**Tel.:** UL 2-7341 ..... NBC  
**Representative** ..... Peters, Griffin, Woodward, Inc.  
**Gen. Mgr.** ..... A. C. Lloyd, Jr.  
**Commercial Mgr.** ..... Harry H. Hays  
**Program Director** ..... Gordon Clark  
**Publicity Dir.** ..... Louise Boyd  
**Chief Engineer** ..... L. L. Stewart

**KSIX—Corpus Christi—1947**

**Frequency:** 1230 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By** ..... Corpus Christi Bdstg. Co., Inc.  
**Address** ..... Show Room Bldg.  
**Tel.:** TU 4-1616 ..... ABC-CBS-KBS  
**Pres., Gen. Mgr.** ..... Vann M. Kennedy  
**Commercial Mgr.** ..... Charles R. Manning  
**Program Director** ..... Eugene M. Looper  
**Pub. Dir.** ..... M. L. Kennedy  
**Chief Eng.** ..... Eric Beals

**KUNO—Corpus Christi—1950**

**Frequency:** 1400 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By** ..... KUNO Radio  
**Address-Trans. Loca.** ..... 406 19th St.  
**Tel.:** TU 4-5203 ..... Independent  
**Representative** ..... O'Connell, Brown  
**President** ..... McHenry Tichenor  
**V.P.** ..... Sterling Zimmerman  
**Station Mgr.** ..... Herb Garrett  
**Prog. Dir.** ..... Hector Barrera  
**Chief Engineer** ..... J. H. Mayberry

**KAND—Corsicana—1937**

**Owned-Operated By** ..... Alto, Inc.  
**Frequency:** 1340 Kc. .... **Power:** 250 Watts  
**Bus.-Studio Address** ..... 609 W. 7th Ave.  
**Tel.:** TR 4-7421 ..... KBS  
**Representative** ..... Branham  
**President** ..... R. E. Lee Glasgow  
**General Manager** ..... Luther A. Johnson, Jr.  
**Program Dir.** ..... Perry Taylor  
**Chief Engineer** ..... Gene Hellums

**KIVY—Crockett—1949**

**Frequency:** 1290 Kc. .... **Power:** 500 Watts d.  
**Owner-Oper. By** ..... Pioneer Bcstg. Co.  
**Address** ..... Box 670  
**Tel.:** 222 ..... KBS  
**Pres. Gen., Sta. Mgr., Prog. Dir.** ..... J. H. Gibbs  
**Comm., Prom. Mgr., Chief Eng.** ..... Bill Carter

**KCFH—Cuero—1949**

**Frequency:** 1600 Kc. .... **Power:** 500 Watts d  
**Owned-Oper. By** ..... DeWitt Cty. Bcstg. Co.  
**Tel.:** CU 5-3430 ..... Independent  
**Rep.** ..... Best  
**General Manager** ..... A. M. Respondek

**WFAA—Dallas—1922**

**Frequency** ..... 820 Kc., 570 Kc.  
**Power** ..... 50,000 W., 5000 W.  
**Owned-Oper. By** ..... A. H. Belo Corp.  
**Business-Studio Address** ..... 1122 Jackson St.  
**Tel.:** RI 1-9631 ..... NBC-ABC  
**Newspaper Affil.** ..... Morning News  
**Representative** ..... Edward M. Petry  
**President** ..... E. M. Dealey  
**Gen. & Sales Mgr.** ..... Norman H. Stewart  
**Director** ..... Alex Keese  
**Sta., Comm. Mgr.** ..... George K. Utley  
**Sls. Prom., Pub. Dir.** ..... Barbara Elam  
**Prog. Dir.** ..... William Crowds  
**Chief Engineer** ..... Jim Webb Cooper

**Ap News  
 Is Preferred**

... by Listeners — because it is  
 dependable as well as interesting.

**Ap**

**Preferred**

50 Rockefeller Plaza • New York 20, N. Y.

**TEXAS** .....

**KXIT—Dalhart—1948**

Frequency: 1410 Kc....Power: 500 Watts, d.  
 Owned-Oper. By.....Dalhart Broadcasters  
 Address .....Box 1350  
 Tel.: 740 .....KBS  
 Representative .....Best  
 Manager.....R. J. Beller

**KIXL—Dallas—1947**

Frequency: 1040 Kc....Power: 1000 Watts d.  
 Owned-Operated By...Variety Bcstg. Co., Inc.  
 Business-Studio Address...1401 S. Akard St.  
 Tel.: RI 1-5016.....Independent  
 Rep.....Clarke Brown, O'Connell, Reilly  
 Pres., Gen. Mgr.....Lee Segall  
 Prog. Dir.....Don Robinson  
 Chief Engineer.....Bob E. Tripp

**KLIF—Dallas—1947**

Freq.: 1190 Kc....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By..McLendon Investment Corp.  
 Business-Studio Address...2008A Jackson St.  
 Tel.: RI 2-7121.....Independent  
 Ch. of Bd.....B. R. McLendon  
 President.....Gordon B. McLendon  
 General Mgr.....W. S. Morgan, Jr.  
 Commercial Mgr.....Al Lurie  
 Sales Prom. Mgr.....Don Newbury  
 Program Director.....Ken Knox  
 Publicity Dir.....Cecil Hobbs  
 Chief Engineer.....Glenn Callison

**KBOX—Dallas—1952**

Frequency: 1480 Kc..Power: 5000 Watts, 500 wts  
 Owned By.....KBOX, Inc.  
 Address.....9900 McCree Rd.  
 Tel.: Diamond 8-3530.....Independent  
 Station Representative.....Eastman  
 Exec. V.P. & Mgr. Dir.....John F. Box, Jr.  
 General Manager.....Edward T. Hunt  
 General Sales Manager.....Richard Morrison  
 Program Director.....Robb Robbins  
 Publicity Director.....Harriet Baker  
 Chief Engineer.....Howard Immekus  
 Owners of: WRIT, Milwaukee; WIL, St.  
 Louis, Mo.

**KGKO—Dallas—1953**

Freq.: 1480 Kc...Power: 5 Kw. d., 500 Watts n.  
 Owned-Oper. By.....Lakewood Bcstg. Co.  
 Address.....P. O. Box 11747  
 Tel.: DA 1-6441.....Independent  
 Representative .....Forjoe  
 President.....W. L. Pickens  
 General Manager.....T. A. (Buddy) Harris  
 Prog. Dir.....Marion Hunter

**WRR—Dallas—1920**

Frequency: 1310 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....City of Dallas  
 Business Address.....Fair Park  
 Tel.: TA 3-6101.....MBS  
 Representative .....Avery-Knodel  
 Gen., Mgr., Chief Engr.....Durward Tucker

the number one sound in

**BIG "D"**



**KBOX**

DALLAS, TEXAS

JOHN F. BOX, Managing Director

*One of the Balaban Stations—in tempo with the times*

sold nationally by



**robert e. eastman & co., inc.**

New York, Chicago, San Francisco, Dallas, St. Louis

Comm. Mgr. .... Patricia Olson  
 Sales Prom. Mgr. .... Charles Frauman  
 Program Director. .... Richard Weeks

**KRLD—Dallas—1926**

Frequency: 1080 Kc. .... Power: 50,000 Watts  
 Owned. .... Dallas Times Herald Radio  
 Address ..... Herald Square  
 Tel.: RI 2-6811. .... CBS  
 Representative ..... Branham  
 Bd. Chairman. .... John W. Bunyon  
 President. .... Clyde W. Rembert  
 Sta. Mgr., Gen., Comm. Mgr. .... W. A. Roberts  
 Sales Prom. Mgr. .... Lloyd Price  
 Program Director. .... Ted Parrino  
 Chief Engineer. .... B B. Honeycutt

**KSKY—Dallas—1941**

Frequency: 660 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By. .... SKY Bcastg. Service  
 Address ..... Hotel Stoneleigh  
 Tel.: RI 2-6193. .... Independent  
 General Manager. .... A. L. Chilton  
 Comm., Prom. Manager. .... R. G. Terrill  
 Prog. Dir. .... Andy Bell  
 Chief Engineer. .... Morris M. Ming

**KDLK—Del Rio—1946**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By. .... Del Rio Bcastg. Co.  
 Business Address ..... P. O. Box 1162  
 Tel.: 5-2431 ..... KBS  
 Station Manager. .... Don R. Howard, Jr.

**KDSX—Denison-Sherman  
 1948**

Frequency: 950 Kc. .... Power: 500 Watts  
 Owned-Oper. By. .... KDSX, Inc.  
 Address ..... P. O. Box 263, Denison  
 Tel.: HO 5-1600. .... Independent  
 Sta. Rep. .... Melville  
 President, Gen. Mgr. .... B. V. Hammond, Jr.  
 V.P. Station Manager. .... L. L. Hendrick  
 Commercial Mgr. .... William A. Jaco  
 Station Director. .... William A. Duke  
 Chief Engineer. .... Joseph 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.  
 Tel.: DU 2-4144. .... KBS  
 Owner & Manager. .... Harwell V. Shepard

**KDDD—Dumas—1947**

Frequency: 800 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By. .... North Plains Bcastg. Corp.  
 Address ..... Box 337  
 Tel.: WE 5-4141. .... KBS  
 Representative ..... Hil F. Best  
 President. .... Lucian W. Spencer  
 Commercial Mgr. .... Al Tremble  
 Sls. Prom. Mgr. .... John James  
 Program Dir. .... Del Maurer  
 Gen., Sta. Mgr. .... Ken Duke  
 Chief Engineer. .... Granville Murphey

**MORE LISTENERS ARE TUNED TO**

**1080**



**KRLD Radio ... CBS ... Dallas**

**MAXIMUM  
 IMPACT**  
 At Less Cost  
 Per 1000

*than to any other full-time  
 radio station in Texas*

N.C.S. No. 2

KRLD, 50,000 watts, is the radio service of The Dallas Times Herald, owners and operators of KRLD-TV, telecasting with maximum power from atop Texas' tallest tower.  
 John W. Runyon, Chairman of the Board      Clyde W. Rembert, President

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

**KSPL—Diboll—1957**

Frequency: 1260 Kc.....Power: 1 Kw.  
 Owner.....Arthur Temple, Jr.  
 Address.....Box 336  
 Tel.: MY 8-5533.....Independent  
 Newspaper Affil.....Angelina Free Press  
 General Mgr.....Tommy Ward Lanyon  
 Assistant Mgr.....Don Wier  
 Comm. Mgr.....Evelyn Lanyon  
 Program Dir.....Ruth Ruby  
 Chief Engineer.....Billy Christine

**KEPS—Eagle Pass—1957**

Frequency: 1270 Kc.....Power: 1 Kw., d.  
 Owned.....E. J. & W. J. Harpole  
 Address.....209 Adams St.  
 Tel.: PR 3-3729.....KBS  
 Gen. Mgr.....E. J. Harpole  
 Station Manager.....Sidney King  
 Chief Engineer.....Johnny Young

**KERC—Eastland—1953**

Frequency: 1590 Kc.....Power: 500 Watts d.  
 Owned.....Tri-Cities Bcstg. Co., Eastland  
 Address.....P. O. Box 590  
 Tel.: 102.....KBS  
 Representative.....Hil F. Best  
 General Manager.....Hugh Neeld  
 Commercial Manager.....Ralph Ross  
 Chief Engineer.....Dale Chick

MUSIC — NEWS — WEATHER — TIME

1000 W. AM

**KSPL**

95.5 MGC. FM

WHERE MUSIC  
 HAS FOUND A HOME

Muzac Franchised  
 Programmatic Equipped

Friendliest  
 Fastest Growing  
 Finest

In All East Texas

**KURV—Edinburg—1947**

Frequency: 710 Kc.....Power: 250 Watts  
 Owned-Oper. By.....KURV, Inc.  
 Address.....Box 480  
 Tel.: DU 3-2777.....Independent  
 President.....Rogers Kelley  
 Gen. Mgr., Comm. Mgr.....J. M. McDonald  
 Program Director.....Hal Jeffcoat  
 Chief Engineer.....Edgar McBurney

**KULP—El Campo—1948**

Frequency: 1390 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Wharton County Bcstg. Co.  
 Business Address.....Box 1390  
 Tel.: LI 3-3303.....Independent  
 President.....Culp Krueger  
 Station, Comm. Manager.....V. Frank Jones  
 Sales Prom. Mgr.....Bob Harris  
 Chief Engineer.....Joe H. Miller

**KELP—El Paso—1947**

Freq.: 920 Kc.....Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By.....KELP Radio Corp.  
 Address.....4530 Delta St.  
 Tel.: KE 3-3658.....Independent  
 Representative.....Adam Young  
 President.....Joseph Harris  
 Sta. Mgr.....Herb Golombeck  
 Comm. Manager.....Donald W. Ripley  
 Program Director.....Jack Reynolds  
 Chief Eng.....Bill Bowen

**KHEY—El Paso—1957**

Frequency: 690 Kc.....Power: 10,000 Watts  
 Owned-Oper. By.....KEPO, Inc.  
 Address.....2419 N. Piedras St.  
 Tel.: LO 5-2731.....Independent  
 Representative.....Bolling  
 President.....Ray Odom  
 General Manager.....Joe Thompson  
 Program Director.....Virgil Bond  
 Chief Engineer.....Bill Hilbert

**KOYE—El Paso—1958**

Frequency: 1150 Kc.....Power: 1000 Watts, d.  
 Owned By.....Coronado Broadcasters  
 Address.....470 S. Glenwood St.  
 Tel.: Prospect 2-5211.....Independent  
 Representative.....Grant Webb  
 Gen. Comm. Mgr.....John S. Chavez  
 Program Director.....Mario Pschini  
 Sales Prom. Public Dir.....Tony Tinajero  
 Chief Engineer.....Ed Sullivan

**KROD—El Paso—1940**

Frequency: 600 Kc.....Power: 5000 Watts  
 Owned.....El Paso Times, Inc.  
 Address.....2201 Wyoming St.  
 Tel.: KE 2-6551.....CBS  
 Representative.....Branham  
 Pres.....D. D. Roderick  
 General Manager.....Val Lawrence  
 Station Mgr.....Bruce Barnard  
 Comm. Mgr.....Audian Paxson  
 Program Director.....Bob Rector  
 Sales Prom. Mgr.....Dick Amundson  
 Chief Eng.....Ed Talbott

**KSET—El Paso—1949**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Rio Grande Bcstg. Co.  
 Address .....904 Magoffin  
 Tel.: KE 2-4974.....MBS  
 Representative .....Melville, McGavren-Quinn  
 President .....Fred Hervey  
 General Manager .....Tom R. McKenna  
 Sta. Mgr., C.E., Prog. Dir.....Ed Sullivan

**KTSM—El Paso—1929**

Frequency: 1380 Kc. ....Power: 1000 d., 500 n.  
 Owned-Oper. By.....Tri-State Bcstg. Co., Inc.  
 Bus-Studio Address.....801 N. Oregon St.  
 Tel.: KE 2-5423.....NBC  
 Rep.....George P. Hollingbery  
 Pres., Gen. Mgr.....Karl O. Wylar  
 Sta., Comm. Mgr.....Jack B. Chapman  
 Prog. Dir.....Rudy Tellez  
 Chief Engineer.....Ray Watkins

**KPSO—Falfurrias—1953**

Frequency: 1260 Kc.....Power: 500 Watts d.  
 Owned & Oper. By.....KPSO, Ltd.  
 Address .....Box 307  
 Tel.: FA 5-2112.....KBS  
 Pres., Gen. Mgr.....Bob Hicks  
 Station Manager.....Paul Brown  
 Commercial Manager.....Marvin Propes  
 Program Director.....Lawrence Ray Smith  
 Chief Engineer.....H. Gomez

**KFLD—Floydada—1951**

Frequency: 900 Kc.....Power: 250 Watts d.  
 Owned-Operated By...West Texas Bcstrs. Inc.  
 Address .....P. O. Box 1006  
 Tel.: YU 3-2841.....KBS  
 Representative .....Continental  
 President .....B. A. Robertson  
 Gen. Man.....Glen Amburn  
 Program Director.....Pauline Webb  
 Chief Engineer.....B. K. Parker, Jr.

**KFST—Ft. Stockton—1954**

Frequency: 860 Kc.....Power: 250 Watts  
 Owned .....KFST, Inc.  
 Address .....Box 651  
 Tel.: ED 6-2228.....KBS  
 Representative .....Hil F. Best  
 Pres. ....George Baker  
 Gen., Sta. Mgr.....H. Dennis Fisher  
 Prog. Dir.....James Fromme, Jr.  
 Sales Prom. Mgr.....Frank Cummings  
 Publicity Director.....Billie McKenzie  
 Chief Eng.....Martin Baze, Jr.

**KCUL—Fort Worth—1949**

Frequency: 1540 Kc: Power: 10 Kw. d., 1 Kw. n.  
 Owned.....Dalworth Broadcasting Co.  
 Address .....Box 2049  
 Tel.: ED 6-5641.....Independent  
 Representative .....Charles Bernard  
 Pres., Gen. Mgr.....Kurt A. Meer  
 Sales Prom., Pub.....Diane Spiegel  
 Program Director.....Horace Logan  
 Chief Engineer.....Jack Lemons

**KFJZ—Fort Worth**

Frequency: 1270 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Tarrant Bcstg. Co.  
 Business-Studio Address...4801 W. Freeway  
 Tel.: PE 7-6631.....Independent  
 Representative .....John Blair  
 Pres., Gen. Mgr.....Gene L. Cagle  
 Nat'l Sales Mgr.....Dale Drake  
 Commercial Manager....Clyde D. Pemberton  
 Prog., Pub. Dir.....Dave Naugle  
 Chief Engineer.....James T. Peterson

**KJIM—Fort Worth—1947**

Frequency: 870 Kc.....Power: 250 Watts d.  
 Owned-Oper. By...Trinity Broadcasting Co.  
 Business Address.....P. O. Box 7321  
 Tel.: ED 6-7175.....Independent  
 Representative .....Brown, O'Connell, Reilly  
 Pres. Gen. Mgr.....William D. Schueler  
 Commercial Manager.....Dick Osburn  
 Prog. Dir.....Walt Jones  
 Chief Engineer.....Chester Grubbs

**KNOK—Fort Worth—1946**

Frequency: 970 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By...Townsend Investment Co.  
 Business-Studio Address.....P. O. Box 7116  
 Tel.: TE 1-1278.....Independent  
 Representative .....Stars National  
 President .....Stewart J. Hepburn  
 Commercial Manager.....Dean McClain

**KXOL—Fort Worth—1947**

Freq.: 1360 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....KKOL, Inc.  
 Bus-Studio Address...3004 W. Lancaster St.  
 Tel.: ED 5-9511.....Independent  
 Representative .....Eastman  
 President .....Wendell Mayes  
 Gen. Sales Prom. Mgr.....Earle Fletcher  
 Local Sales Mgr.....Hewel Jones  
 Prog. Dir.....Bill Enis  
 Chief Eng.....J. R. Crouse

**WBAP—Fort Worth—1922**

Frequency .....820 Kc., 570 Kc.  
 Power.....50,000 W., 5,000 W.  
 Owned-Oper. By...Carter Publications, Inc.  
 Business Address.....Box 1780  
 Tel.: JE 6-1981.....NBC-ABC  
 Newspaper Affiliation...Star Telegram  
 Representative.Peters, Griffin, Woodward, Inc.  
 Station Manager.....Roy Bacus  
 Commercial Manager.....Jack Rogers  
 Program, Sls. Dir.....Herman K. Clark  
 Chief Engineer.....Rupert Bogan

**KNAF—Fredericksburg—1947**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Gillespie Bcstg. Co., Inc.  
 Business-Studio Address.....P. O. Box 311  
 Tel.: 311.....KBS  
 Representative .....Hil F. Best

# TEXAS

Gen. Mgr. Ch. Eng. . . . . . Norbert Fritz  
Commercial Manager . . . . . Curtis Short  
Program Director . . . . . Alene Fritz

## KBRZ—Freeport—1952

Frequency: 1460 Kc. . . . . Power: 500 Watts d.  
Owned-Oper. By . . . . . Sta. KBRZ, Inc.  
Address . . . . . Box 1077  
Tel.: 3-2655 . . . . . KBS  
Representative . . . . . Best  
President . . . . . William D. Schueler  
Sta. Gen. Manager . . . . . Kenneth Ferguson

## KGAF—Gainesville—1947

Frequency: 1580 Kc. . . . . Power: 250 Watts d.  
Owned-Oper. By . . . . . Gainesville Bcstg. Co.  
Address . . . . . P. O. Box 222  
Tel.: HO 5-5546 . . . . . KBS  
President . . . . . Joe M. Leonard, Sr.  
General Manager . . . . . Joe M. Leonard, Jr.  
Comm. Mgr. . . . . Earl Leonard  
Program Director . . . . . Bob Couch  
Chief Eng. . . . . J. O. Miller

## KGBC—Galveston—1947

Frequency: 1540 Kc. . . . . Power: 1 Kw. d., 250 n.  
Owned-Oper. By . . . . . The Galveston Bcstg. Co.  
Business-Studio Address . . . . . 715 Marine Ave.  
Tel.: SO 3-4329 . . . . . Independent  
Station Representative . . . . . John E. Pearson  
Owner, Manager . . . . . James W. Bradner, Jr.  
Comm. Mgr. . . . . Louis F. Johnson  
Prog. Dir. . . . . Louis Jay  
Chief Engineer . . . . . Luke Stripling

## KLIE—Galveston—1922

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned . . . . . Island Bcstg. Co.  
Address . . . . . 6002 Broadway  
Tel.: 5-6676 . . . . . Independent  
Gen. Mgr. . . . . Robert L. McClellan  
Sales Mgr. . . . . M. E. Griffin

## KSIJ—Gladewater—1949

Frequency: 1430 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By . . . . . Gregg City Bcstg. Co.  
Address . . . . . T. W. Lee Bldg.  
Tel.: 2181 . . . . . Independent  
Representative . . . . . Hil F. Best  
Manager . . . . . C. A. Lee  
Program Director . . . . . Ted Williford  
Chief Engineer . . . . . Lloyd Johnson

## KCTI—Gonzales—1947

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Gonzales Bcstg. Co.  
Business Address . . . . . Box 158  
Tel.: 770 . . . . . KBS  
Representative . . . . . Cooke  
Gen. Mgr. . . . . Lawrence M. Walshak  
Comm. Mgr., Chief Eng. . . . . Frank Wilson, Jr.

## KSWA—Graham—1948

Frequency: 1330 Kc. . . . . Power: 500 Watts d.

Owned By . . . . . Jones & Gilligan  
Address . . . . . Box 1019  
Tel.: LI 9-1330 . . . . . KBS  
General Manager . . . . . Burney Jones  
Commercial Manager . . . . . Neil Gilligan, Jr.  
Chief Engineer . . . . . James Hazelton

## KBCS—Grand Prairie—1957

Frequency: 730 Kc. . . . . Power: 500 W., d.  
Owned By . . . . . C. R. Sargent, Sr.  
Address . . . . . 109 W. Main St.  
Tel.: AN 4-1515 . . . . . KBS  
Comm. Mgr. . . . . C. R. Sargent  
Prog. Dir. . . . . Byron Harrison  
Chief Engineer . . . . . Carl W. Bell

## KGVL—Greenville—1946

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . KGVL, Inc.  
Address . . . . . 1400 Wolfe City Drive  
Tel.: GL 5-1400 . . . . . KBS  
Representative . . . . . Pearson  
Pres., Gen. Manager . . . . . Leo Hackney  
Program Director . . . . . James D. Jones  
Chief Engineer . . . . . Raymond Sampson

## KCLW—Hamilton—1946

Frequency: 900 Kc. . . . . Power: 250 Watts, d.  
Owned . . . . . Coy Perry  
Address . . . . . Box 592  
Tel.: 500 . . . . . KBS  
President . . . . . Coy Perry  
Gen., Comm. Mgr. . . . . Dick Meehan  
Prog. Dir., Chief Eng. . . . . Carl Knelly

## KGBT—Harlingen—1940

Freq.: 1530 Kc. . . . . Power: 50 Kw d., 10 Kw. n.  
Owned-Oper. By . . . . . Harbenito Radio Co., Inc.  
Address . . . . . 1519 W. Harrison  
Tel.: GA 3-3910 . . . . . CBS  
Representative . . . . . H.R. Clarke Browne  
President . . . . . McHenry Tichenor  
Gen. Mgr. . . . . Troy McDaniel  
Sta. Mgr. . . . . Otis Shumate  
Commercial Manager . . . . . Harry Mooradian  
Program Director . . . . . Jim Williams  
Sales Prom. Public Director . . . . . Joel Yowell  
Chief Engineer . . . . . Al Beck

## KGRI—Henderson—1947

Frequency: 1000 Kc. . . . . Power: 250 Watts d.  
Owned-Oper. By . . . . . Henderson Bcstg. Co.  
Business-Studio Address . . . . . P. O. Box 311  
Representative . . . . . Best  
President . . . . . Roy B. Cannon  
General Manager . . . . . Cliff Crawford

## KWRD—Henderson—1956

Frequency: 1470 Kc. . . . . Power: 500 W., d.  
Owned . . . . . Wes Dean & Co.  
Address . . . . . Box 219  
Tel.: 2324 . . . . . KBS  
Representative . . . . . Continental  
Manager . . . . . Wes Dean

**KPAN—Hereford—1948**

Frequency: 860 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Hereford Broadcasters  
 Address .....Box 868  
 Tel.: Emerson 4-1860.....KBS  
 General Manager.....Clint Formby  
 Commercial Manager.....Chris Clark  
 Program Director.....John Callarman  
 Chief Engineer.....Clayton Fuchs

**KHBR—Hillsboro—1948**

Frequency: 1560 Kc.....Power: 250 Watts d.  
 Owned-Operated By....Hill County Bcstg. Co.  
 Station Rep.....Best, Melville  
 Tel.: 2-3431 .....KBS  
 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.  
 Tel.: CA 4-1888.....Independent  
 Representative.....John E. Pearson  
 Owner, Gen. Manager.....Robert C. Meeker  
 Comm. Manager.....Hal Wallace  
 Program Director.....Roger Wells

**KNUZ—Houston—1948**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Veterans Bcstg. Co.  
 Address.....Box 2135  
 Tel.: JA 3-2581.....Independent  
 Representative.....Forjoe  
 Gen., Sta. Mgr.....David Morris  
 Commercial Manager.....Forrest Patton  
 Program Director.....Ken Grant  
 Sales Prom Mgr.....Jack Crummett  
 Publicity Director.....Doris Berry  
 Chief Engineer.....Ed Martin

**KILT—Houston—1948**

Frequency: 610 Kc.....Power: 5 Kw.  
 Owned.....McLendon Corp.  
 Address.....902 Texas Ave.  
 Tel.: CA 7-1161.....Independent  
 Representative.....Blair  
 President.....Gordon B. McLendon  
 Gen. Mgr.....Bill Weaver  
 Comm., Sales Prom. Mgr.....Jack Lee  
 Program Director.....Joe Somerset  
 Publicity Director.....Red Jones  
 Chief Engineer.....Glenn Cook

**KPRC—Houston—1925**

Frequency: 950 Kc.....Power: 5000 Watts

**No. 1 AGAIN...**

Consistently, K-NUZ pulls top ratings! NIELSEN, Dec., 1958, shows K-NUZ leads in 237 out of 240 quarter-hours — 6 A.M.-6 P.M. Monday-Friday.

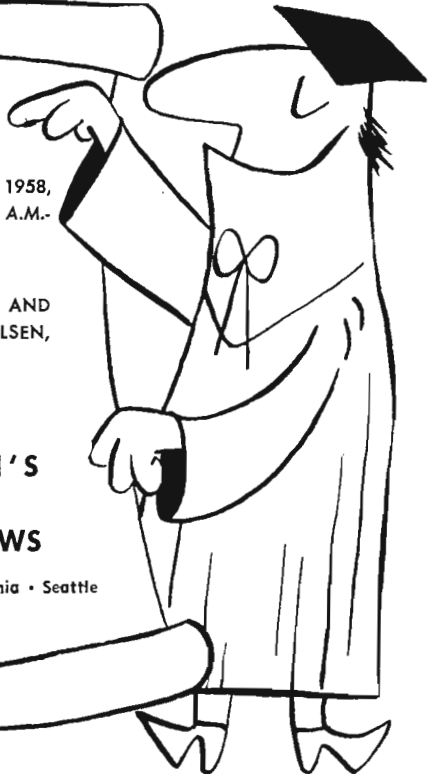
**PLUS**

K-NUZ is dominantly NO. 1 with the ADULT MIDDLE AND UPPER INCOME AUDIENCE (Pulse, April-May, 1958—NIELSEN, June, 1958).



**K-NUZ HOUSTON'S  
 24-HOUR  
 MUSIC & 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



## TEXAS

Owned-Oper. By ..... Taft Bcstg. Co.  
Address ..... P. O. Box 1234  
Tel.: MA 3-9271 ..... NBC  
Newspaper Affil. .... Post  
Representative ..... Edw. Petry & Co.  
Gen. Mgr. .... Jack Harris  
Station Manager ..... Frank Stewart  
Commercial Manager ..... Cleve Griffin  
Sales Prom. Mgr. .... Kirt Harriss  
Program Director ..... Lee Norton  
Publicity Director ..... Ednah Forester  
Chief Engineer ..... Harvey Wheeler

### **KTHT—Houston—1944**

Frequency: 790 Kc. .... Power: 5000 Watts  
Owned-Oper. By ..... Texas Radio Corp.  
Business Address ..... 4005 Travis St., Box 3011  
Tel.: JA 3-5535 ..... Independent  
Representative ..... Adam Young  
V.P., Gen. Mgr. .... Sam H. Bennett  
Asst. Manager ..... Grace M. Spanihel  
Station Manager ..... Hal Vester  
Program Director ..... Milt Willis  
Chief Engineer ..... O. B. Johnson

### **KTRH—Houston—1930**

Frequency: 740 Kc. .... Power: 50,000 Watts  
Owned-Operated By ..... KTRH Bdcstg. Co.  
Address ..... Rice Hotel  
Tel.: CA 7-4361 ..... CBS  
News, Affil. .... The Chronicle  
Representative ..... Peters, Griffin, Woodward  
President ..... B. F. Orr  
General Manager ..... W. C. Bryan  
Bus. Mgr. .... Tom Jacobs  
Sales Manager ..... Larry Rasco  
Sls. Prom. Mgr. .... Byron Beasley  
Program Director ..... Tim Osborne  
Chief Engineer ..... Lester Mullan

### **KXYZ—Houston—1930**

Frequency: 1320 Kc. .... Power: 5000 Watts  
Owned-Oper. By ..... Houston Bdcstg.  
Address ..... Gulf Bldg.  
Tel.: CA 2-6151 ..... ABC  
Representative ..... Avery-Knodel  
General Manager ..... Bill Rozan  
Station Manager ..... Ted Hills  
Program, Pub. Dir. .... Ken Collins  
Nat. Sales Mgr. .... Chris Robinson  
Chief Engineer ..... Gerald R. Chinski

### **KYOK—Houston—1947**

Frequency: 1590 Kc. .... Power: 5 Kw.  
Owned ..... KYOK, Inc.  
Address ..... 613 Preston St.  
Tel.: CA 7-3108 ..... Independent  
Rep. .... Stars National  
President ..... Jules J. Paglin  
General Manager ..... Stanley W. Ray, Jr.  
Station Manager ..... Bruno Leonardt

### **KSAM—Huntsville—1938**

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Huntsville Bcstg. Co.

Address ..... Box 312  
Tel.: GA 5-2651 ..... KBS  
General Manager ..... Jack Nichols

### **KEBE—Jacksonville—1946**

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned By ..... Wells & Waller  
Address ..... Box 1071  
Tel.: Jacksonville ..... KBS  
Commercial Manager ..... Jerry D. Spencer  
Prog., Pub. Dir. .... Ben Erle Laurie

### **KTXJ—Jasper—1948**

Frequency: 1350 Kc. .... Power: 1000 Watts  
Owned-Oper. By ..... Jasper Bcstg. Co.  
Address ..... P. O. Box 6090  
Tel.: Dudley 4-2544 ..... KBS  
Station Representative ..... Continental  
President ..... Joe J. Fisher  
Sta., Sales Prom. Mgr. .... Gene M. Heard  
Commercial Manager ..... Harold Pendergast  
Program Dir. .... James Brasher  
Chief Engineer ..... Fred B. Smith

### **KMBL—Junction—1950**

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned-Operated By ..... Kimble County Bcstg. Co.  
Address ..... Flat Rock Lane  
Tel.: 70 ..... KBS  
General Mgr. .... Farrell M. Brooks

### **KAML—Kenedy—1954**

Frequency: 990 Kc. .... Power: 250 W., d.  
Owned ..... The Camel Co.  
Address ..... Box 990, Kenedy  
Tel.: OL 9-2990 ..... KBS  
Representative ..... Avery-Knodel  
President ..... Charles W. Balthrope  
Station Manager ..... Ed C. Balthrope  
Sales Promotion Manager ..... Jim L. Buck  
Program Director ..... Chuck Martin  
Chief Engineer ..... Bill Porter

### **KERB—Kermit—1950**

Frequency: 600 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By ..... KERB, Inc.  
Address ..... Hwy. 302  
Tel.: 3481 ..... KBS  
Representative ..... Best, Melville  
President ..... E. S. Walden  
Sales Manager ..... Ernie Allen

### **KERV—Kerrville—1948**

Frequency: 1230 Kc. .... Power: 250 Watts  
Owned ..... Kerrville Bcstg. Co.  
Address ..... P. O. Box 791  
Tel.: CL 7-4903 ..... KBS  
Station Rep. .... Best  
Mgr. .... Albert F. Mason  
Sls. 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.  
 Business Address.....Box 989  
 Tel.: 2001 .....KBS  
 President.....Roy G. Terry  
 Gen., Sta. Mgr.....H. A. Degner  
 Comm., Sales Prom. Mgr.....Bob Braziel  
 Program Director.....J. Wes Jones  
 Publicity Director.....Tom Hedrick  
 Chief Engineer.....Karem Soule

**KLEN—Killeen—1955**

Frequency: 1050 Kc.....Power: 250 W., d.  
 Owned-Operated By.....Highlite Bcstg Co.  
 Address.....Box 935  
 Tel.: ME 4-3181.....MBS-KBS  
 Pres., Gen. Mgr.....A. W. Stewart  
 Comm., Sales Prom. Mgr.....G. M. Wilde  
 Program Director.....Judith Bell  
 Ch. Eng.....Billy Francis

**KINE—Kingsville—1948**

Frequency: 1330 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....KINE, Inc.  
 Business Address.....P.O. Box 846  
 Tel.: LYric 2-2822.....Independent  
 Representative.....Hil F. Best  
 Pres.....James H. Clement  
 General Manager.....Ben H. Glusing  
 Station Manager.....Jerry Fullerton  
 Commercial Manager.....Andy Cook

**KPET—Lamesa—1946**

Frequency: 690 Kc.....Power: 250 Watts  
 Owned.....Lamesa Broadcasting Co.  
 Address.....502 S. First  
 Tel.: 590 .....KBS  
 President.....R. O. Parker  
 General Manager.....Bob Bradbury

**KCYL—Lampasas—1948**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Lampasas Bcstg. Co.  
 Address.....H'way 281  
 Tel.: CH 2-3671.....Independent  
 Representative.....Best  
 Pres. Sta. Mgr.....V. Dean Turner

**KVOZ—Laredo—1952**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned.....Border Broadcasters, Inc.  
 Address.....P. O. Box 1498  
 Tel.: RA 3-4396.....MBS, KBS  
 President.....E. J. Harpole  
 General Manager.....Bill Harrell  
 Comm. Mgr.....Neil Gilligan, Jr.

**KLVT—Levelland—1949**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned.....Herald Broadcasting Co.  
 Address.....Box 866  
 Tel.: TW 4-3134.....KBS  
 Newspaper Affiliation.....Daily Sun News  
 President.....Forest Weimhold  
 Gen., Sta. Mgr.....Jeff Chandler  
 Commercial Manager.....Aubrey Mays

Sales Prom., Prog. Dir.....Bob Turrentine  
 Publicity Director.....Tom Spencer  
 Chief Engineer.....Gene Parkinson

**KVOW—Littlefield—1947**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Southwestern Bcstrs.  
 Business Address.....Box 192  
 Tel.: 400.....KBS  
 President.....J. C. Rohwell  
 Gen. Comm. Mgr.....J. B. McShan  
 Program Director.....Joan Saunders  
 Chief Engineer.....Alvie Ivey

**KETX—Livingston—1957**

Frequency: 1440 Kc.....Power: 1 Kw., d.  
 Owned.....Polk County Bcstng. Co.  
 Business Address.....Box 111  
 Tel.: FA 7-8916.....Independent  
 Pres., Ch. Eng.....Harold J. Haley  
 Sta. Mgr., Prog. Dir.....Wiley K. Poston  
 Comm., Sales Prom. Mgr.....Eugene Hanson

**KFRO—Longview—1934**

Frequency: 1370 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Voice of Longview  
 Address.....Curtis Bldg., P. O. Box 792  
 Tel.: PL 3-4461.....ABC-KBS  
 Representative.....Donald Cooke  
 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  
 Tel.: PL 8-4496.....Independent  
 Representative.....Pearson  
 President.....R. G. LeTourneau  
 Gen., Comm. Mgr.....Bob Geerdes  
 Chief Eng.....Brad Redfearr

**KDAV—Lubbock—1953**

Frequency: 580 Kc.....Power: 500 Watts d.  
 Owned.....Western Bcstg.  
 Address.....Box 270  
 Tel.: SH 4-4567.....Independent  
 Station Representative.....Bernard  
 Gen. Manager.....D. P. Pinkston  
 Comm. Mgr.....Hal Ragam  
 Program Director.....Wes Youngblood  
 Chief Engineer.....Clem Clements

**KDUB—Lubbock—1955**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned & Oper. By.....Texas Telecasting Inc.  
 Address.....7400 College Avenue  
 Tel.: SH 4-2345.....Independent  
 Representative.....Branham  
 President.....W. D. Rogers  
 Vice President.....W. H. Shipley  
 Gen. Sales Mgr.....R. S. Nielsen  
 Nat. Sales Mgr.....John Henry  
 Station Manager.....John Kreiger

# TEXAS

Program Director.....Jim Poteet  
Promotion Manager.....Ray Huffer  
Chief Engineer.....Rudy Starnes

## KCBD—Lubbock—1946

Frequency: 1590 Kc.....Power: 1000 Watts  
Owned.....Bryant Radio & Television, Inc.  
Address.....P. O. Box 1507  
Tel.: SH 4-1414.....NBC  
Representative.....Raymer  
Pres. Gen. Mgr.....Joe H. Bryant  
Assistant Manager.....Joe S. Bryant  
Station Manager.....Robert L. Snyder  
Nat. Sales Mgr.....Ray Poindexter  
Program Director.....Al Goodnight  
Chief Engineer.....Frank Lee

## KFYO—Lubbock—1927

Frequency: 790 Kc...Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By...Plains Radio Bcstg. Co., Inc.  
Business-Studio Address.....914 Ave. J  
Tel.: PO 5-5567.....CBS  
Newspaper Affil.....Avalanche Journal  
Representative.....Katz  
President.....B. W. Walker  
Gen., Sta. Mgr.....Gordon Thompson  
Commercial Manager.....Ernie Mark  
Sales Prom. Mgr.....Dan Tarpley  
Prog. Dir., Pub. Dir.....Robert A. Nash  
Chief Engineer.....W. S. Bledsoe

## KSEL—Lubbock—1946

Freq. 950 Kc.....Power: 1 Kw. d., 500 W. n.  
Owned-Operated By.....Lubbock Bcstg. Ltd.  
Business Address.....1916 Ave. Q; Box 1524  
Tel.: PO 3-0484.....ABC  
Representative.....Rambeau, Melville  
President.....Walter G. Russell  
Gen., Sta. Mgr.....M. M. Rochester  
Prog., Pub. Dir.....Max Mott  
Chief Engineer.....Roger V. Hively

## KLLL—Lubbock—1953

Frequency: 1460 Kc.....Power 1000 Watts d.  
Owned-Oper. By...R. B. McAllister, G. F. Mapes  
Address.....2001 Great Plains Life Bldg.  
Tel.: PE 3-1911.....KBS-MBS  
Representative.....Indie  
Pres., Gen. Manager.....R. B. McAllister  
Station Manager.....E. E. Mark  
Comm. Mgr.....Lowell Cato  
Sales Prom. Mgr.....Wendell Bagwell  
Chief Eng.....Alvis Woolam

## KRBA—Lufkin—1938

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....Darrell E. Yates  
Address.....Lufkin  
Tel.: Lufkin.....KBS  
Representative.....Continental Radio Sales  
Owner, Prom. Mgr.....Darrel E. Yates

## KTRE—Lufkin—1947

Frequency: 1420 Kc.....Power: 1000 Watts

Owned-Operated By...Forest Capitol Bcstg. Co.  
Address.....P. O. Box 701  
Tel.: NE 4-7771.....MBS  
Rep.....Venard, Rintoul & McConnell, Melville  
President.....R. W. Wortham, Jr.  
Gen., Sta. Mgr.....Richman G. Lewin  
Comm., Sales Prom. Mgr...Royce Christenson  
Program Director.....Mark Kennedy  
Publicity Director.....Veta Rowin  
Chief Engineer.....Fred C. Hill

## KMLW—Marlin—1953

Frequency: 1010 Kc.....Power: 250 W., d.  
Owned.....M.L. Radio, Inc.  
Address.....P. O. Box 335  
Tel.: WE 6-2551.....Independent  
Pres. Gen. Mgr.....L. F. Leurig  
Sales Prom. Mgr.....Steve Davison  
Chief Engineer.....Jay Navarro

## KADO—Marshall—1957

Frequency: 1410 Kc.....Power: 500 W., d.  
Owned-Operated By...Marshall Bcstg. Corp.  
Address.....Box 961  
Tel.: WE 5-6789.....Independent  
Station Representative.....Weed  
President.....William Sinkin  
General Manager.....Harvey J. Tate  
Commercial Mgr.....Thomas K. Hewlett  
Program Director.....Gene Marshall  
Chief Engineer.....Len Collins

## KMHT—Marshall—1947

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By...Harrison Cty. Bcstg. Co.  
Address...408 Marshall National Bank Building  
Tel.: WE 5-7826.....KBS  
Station Rep.....Sears & Ayer; Melville  
President.....E. W. Mahone, Jr.  
Gen., Sta. Mgr.....H. A. Bridge, Jr.  
Comm. Mgr.....Vinson Stevens  
Sales Prom. Mgr., Pub. Dir...Jo Ann Bridge  
Prog. Dir.....Sam Stringfellow  
Chief Engineer.....Pete Talmadge

## KIRT—McAllen-Mission—1957

Frequency: 1580 Kc.....Power: 1 Kw., d.  
Owned.....Pool Bcstg. Co.  
Address.....Box 708 (Mission)  
Tel.: JU 5-1629.....KBS  
Representative.....Melville  
Gen. Mgr.....Robert F. Pool  
Comm. Mgr.....Jim Chandler

## KRIO—McAllen—1947

Frequency: 910 Kc.....Power: 1000 Watts  
Owned-Oper. By...Valley Bdcstg Co.  
Business Address.....500 E. Beaumont St.  
Tel.: MU 6-5454.....MBS  
Station Representative.....Weed; Best  
President.....Gene L. Cagle  
General Manager....."Chuck" McKasson  
Sales Promotion Manager.....Charlie Morrill  
Program Director.....Ed Lionel

## KCMR—McCamey—1954

Frequency: 1450 Kc.....Power: 250 Watts

Owned By.....The Stuart Co.  
 Address.....Box 1175  
 Tel.: OL 2-4693.....KBS  
 Representative.....Hil F. Best  
 Gen., Comm. Mgr.....Donald Boston  
 Sta. Manager.....Buz Hudskins  
 Prog. Dir., Chief Eng.....Claud Barnett

**KMAE—McKinney—1946**

Frequency: 1600 Kc.....Power: 1000 Watts d.  
 Owned.....McKinney Air Enterprises, Inc.  
 Bus.-Studio Address.....218 E. Virginia St.  
 Tel.: LI 2-2651.....Independent  
 Owner.....George W. Smith, Jr.  
 Comm. Manager.....Melvin Belew  
 Prog. Dir.....Mrs. Denise Smith

**KBUS—Mexia—1956**

Frequency: 1590 Kc.....Power: 500 Watts, d.  
 Owned.....Bi-Stone Broadcasting Company  
 Business Address.....P.O. Box 227  
 Tel.: GYpsy 6-3874.....KBS  
 Pres., Ch. Eng.....J. B. McNutt, Jr.  
 Station Manager.....Ralph Weedon

**KCRS—Midland—1935**

Freq.: 550 Kc..Power: 5 Kw. d., 1 Kw. n.  
 Owned.....Midland Bcstg.  
 Business-Studio Address.....Box 1072  
 Tel.: MU 2-4383.....ABC  
 Station Representative.....Avery-Knodel  
 President.....Wendell Mayes  
 General Manager.....Wendell Mayes, Jr.  
 Commercial Manager.....Jerry Hahn  
 Program Director.....Dean Orton  
 Chief Engineer.....Tom Yates

**KJBC—Midland—1950**

Frequency: 1150 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Jack Cecil  
 Address.....S. Lamesa Rd.  
 Tel.: MU 4-5152.....KBS  
 Pres., Gen. Mgr., Chief Engr.....Jack Cecil  
 Commercial Manager.....William Keith Ward  
 Sales Prom. Mgr.....Naomi Boswell  
 Program Director.....Steve Drummond  
 Publicity Director.....Mildred Thomason

**KWEL—Midland—1957**

Frequency: 1600 Kc.....Power: 1 Kw., d.  
 Owned By.....Durwood Johnson  
 Address.....Petroleum Life Bldg.  
 Tel.: MU 2-4331.....Independent  
 President.....Durwood Johnson  
 Commercial Manager.....Bill Hight  
 Program Director.....John Alan Wolfe  
 Chief Engineer.....Jerry White

**KORC—Mineral Wells—1946**

Frequency: 1140 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Action Bcstg.  
 Business Address.....P.O. Box 31  
 Tel.: FA 5-3384.....KBS  
 Representative.....Melville  
 Gen., Sta. Mgr.....Bill Stinson

Comm. Mgr., Prog. Dir.....John Slaughter  
 Chief Engineer.....William McCreary

**KVKM—Monahans—1947**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Monahans Bcstrs., Inc.  
 Address.....Box 1118  
 Tel.: WI 3-4347.....MBS-KBS  
 Station Rep.....Melville; Everett-McKinney  
 Pres., Gen. Manager.....J. R. Rucker  
 Sta. Manager.....Ken Welch  
 Sales Prom. Mgr.....Bill Mitchell  
 Program Director.....Jean Welch

**KIMP—Mount Pleasant—1948**

Frequency: 960 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Mt. Pleasant Bcstg. Co.  
 Business Address.....Box 990  
 Tel.: PA 4-4726.....KBS  
 Pres., Sta. Mgr.....Winston O. Ward  
 Commercial Manager.....Charles Monk  
 Program Director.....Bobby Howell  
 Chief Engineer.....Clarence C. Taylor

**KZOL—Muleshoe—1958**

Frequency: 1570 Kc.....Power: 250 Watts d.  
 Owned By.....Partnership  
 Business Address.....P.O. Box 1295  
 Tel.: 3050.....KBS  
 Gen., Sta. Mgr.....Theodore Rozzell  
 Program Director.....Eddy Rutledge  
 Sales Prom. Mgr.....Jimmy Self  
 Publicity Director.....Jimmy Rozzell  
 Chief Engineer.....Bill McDonnell

**KOSF—Nacogdoches—1947**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned By.....J. C. Stallings  
 Address.....300 E. Main St.  
 Tel.: 4-4633.....ABC-KBS  
 President.....Kelly Bell  
 Gen., Sta. Mgr., Pub. Dir.....J. C. Stallings  
 Comm. Mgr., Program Dir.....R. C. A'her-ton  
 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.  
 Tel.: LO 4-3723.....Independent  
 Station Representative.....Dore  
 Pres., Gen. Manager.....Wilbur C. Fouts  
 Sales Promotion Manager.....Sarah Jane Moon  
 Program Director.....Diana Fouts  
 Chief Engineer.....Royce Smith

**KGNB—New Braunfels—1950**

Frequency: 1420 Kc.....Power: 1000 Watts d.  
 Owned.....Radio Sta. KGNB  
 Address.....184 Castell  
 Tel.: MA 5-3443.....KBS  
 Newspaper Affiliation.....Herald  
 Gen., Comm. Mgr.....F. T. Wilson  
 Chief Eng.....Bob Stewart

**TEXAS** .....

**KECK—Odessa—1946**

Freq.: 920 Kc. .... Power: 1 Kw. d., 500 W. n.  
Owned-Operated By... Ector County Bcstg. Co.  
Business Address ..... 120 W. 3d  
Tel.: FE 2-5791 ..... Independent  
Representative ..... For Joe  
General Manager ..... Ben Nedow  
Comm. Manager ..... Roy Elsner  
Program Director ..... Mike Edwards

**KOSA—Odessa—1947**

Frequency: 1230 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Odessa Bcstg. Corp.  
Business Address ..... Box 2529  
Tel.: FE 2-4301 ..... CBS  
Representative ..... Bolling  
President, Gen. Mgr. .... Cecil L. Trigg  
Station Manager ..... David G. Scribner  
Commercial Manager ..... Brunell Harvey  
Sales Prom. Mgr. .... Lou Lindsey  
Program Director ..... Don Kirkpatrick  
Chief Engineer ..... James Simpson

**KOYL—Odessa—1957**

Frequency: 1310 Kc. .... Power: 500 Watts, d.  
Owned By ..... Mid-Cities Bcstg. Co.  
Business Address ..... P. O. Box 2228  
Tel.: Emerson 6-2801 ..... Independent  
Station Rep. .... Rambeau, Vance, Hopple  
Gen. Mgr. Ch. Eng. .... Edward L. Roskelley  
Commercial Manager ..... James B. Miller  
Program Director ..... Johnny F. Salisbury

**KRIG—Odessa—1946**

Frequency: 1410 Kc. .... Power: 1000 Watts  
Owned-Oper. By ..... Radio Odessa, Inc.  
Address ..... Box 231  
Tel.: FEderal 2-6871 ..... NBC  
Station Representative ..... Melville  
Pres., Gen. Mgr. .... Carl S. Goodwin  
Station Manager ..... B. M. LaRue  
Commercial Manager ..... L. C. Boone  
Program Director ..... Jim Simon  
Chief Engineer ..... William R. Mettler

**KOGT—Orange—1947**

Frequency: 1600 Kc. .... Power: 1000 Watts  
Owned-Oper. By ... Sabine Area Brcstg. Corp.  
Address ..... Orange  
Tel.: TU 3-4381 ..... KBS  
Station Representative ..... Best; Weed  
President ..... M. L. Jacobs  
Exec. V.P., Gen. Manager ..... Ed Lovelace  
Comm. Mgr. .... John Derrick  
Chief Engineer ..... Hulan Smith

**KNET—Palestine—1936**

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned-Operated By ... Palestine Bcstg. Corp.  
Business Address ..... Box 649  
Tel.: 6077 ..... KBS  
Pres., Gen., Sta. Mgr. .... Allen E. Vinson  
Comm., Mgr. .... Milton M. Evans  
Sales Promotion Manager ... Austin Hotchkiss

Program Director ..... Marvin Crain  
Publicity Director ..... Tad Dunbar, Jr.  
Chief Engineer ..... James K. Richardson

**KHHH—Pampa—1951**

Frequency: 1230 Kc. .... Power: 250 Watts  
Owned By ..... Garrison-Huntley Enterprises  
Address ..... P. O. Box 1779  
Tel.: MO 4-2551 ..... KBS  
Station Representative ..... Melville  
Gen., Comm. Mgr. .... Bob Garrison  
Station Manager ..... Hank Huntley  
Sales Promotion Manager ..... Helen Doyle  
Program Director ..... Pat Winegeart  
Publicity Director ..... Jack Scott  
Chief Engineer ..... Joe Anthony

**KPDN—Pampa—1936**

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned-Oper. By ... Top O' Texas Bcstg. Co.  
Address ..... Hughes Bldg.  
Tel.: MO 4-7461 ..... MBS  
Station Rep. .... Best  
Gen., Comm. Mgr. .... Coy Palmer  
Sta. Mgr., Prog. Dir. .... Warren Hasse  
Chief Engineer ..... Dennis Dehn

**KFTV—Paris—1950**

Frequency: 1250 Kc. .... Power: 500 Watts d.  
Owned-Operated By ... Lamar Bcstg. Co., Inc.  
Business Address ... 210 1st Natl. Bank Bldg.  
Tel.: SU 4-6676 ..... KBS  
Pres., Gen. Mgr. .... James F. Hendrix

**POPULAR Music**

**650**

on your radio

**KRCT PASADENA, TEXAS**

Sales Prom., Prog. Dir. . . . . Thomas D. Seay  
 Publicity Director . . . . . Pee Wee Reid  
 Chief Engineer . . . . . Ross Babigan

**KPLT—Paris—1936**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned By . . . . . Ron Litteral  
 Address . . . . . Box 235  
 Tel.: SU 4-3311 . . . . . Independent  
 Representative . . . . . John E. Pearson  
 President, Gen., Sta. Mgr. . . . . Fred Kincaid  
 Comm. Mgr. . . . . Willard Marshall  
 Program Director . . . . . John Kunsak  
 Publicity Director . . . . . Margie Lou Hubbard  
 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

**KRCT—Pasadena—1947**

Frequency: 650 Kc. . . . . Power: 250 Watts d.  
 Address . . . . . Box 1009  
 Station Rep. . . . . Bernard  
 V. P., General Manager . . . . . J. H. Touchstone  
 Comm. Mgr. . . . . George I. Weinman, Jr.

**KIUN—Pecos—1935**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . KIUN, Inc.  
 Business Address . . . . . Pecos  
 Tel.: 5-2497 . . . . . NBC  
 Newspaper Affiliation . . . . . Enterprise  
 Representative . . . . . Hil F. Best  
 President . . . . . Barney Hubbs  
 Gen., Sales Prom. Mgr. . . . . Bill Hubbs  
 Station Manager . . . . . David Martin  
 Commercial Manager . . . . . Lynn Garrett  
 Prog. Dir., Ch. Engr. . . . . Harry Boehnemann

**KEYE—Perryton—1948**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned . . . . . Great Plains Bcstg. Co.  
 Address . . . . . P. O. Box 917  
 Tel.: 5771 . . . . . MBS  
 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**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . KVOP, Inc.  
 Address . . . . . 1100 W. 24th St.  
 Tel.: 4-2771 . . . . . MBS-KBS  
 Gen., Sta. Manager . . . . . Kermit Ashby  
 Comm. Manager . . . . . Tut Tawwater

**KBOP—Pleasanton—1951**

Frequency: 1380 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Atascosa Broadcasting Co.  
 Address . . . . . P. O. Box 247  
 Tel.: L0cst 9-4871 . . . . . KBS  
 Station Rep. . . . . Natl. Radio Reps.  
 Pres., Gen. Mgr. . . . . Ben L. Parker  
 Comm., Prom. Mgr. . . . . Tom Everit  
 Program Director . . . . . Jimmie Ray  
 Publicity Director . . . . . Mary E. Parker  
 Chief Eng. . . . . Mona Parker

**KOLE—Port Arthur—1947**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Port Arthur Bcstg. Co.  
 Address . . . . . Box 1126  
 Tel.: YU 2-9436 . . . . . Independent  
 General Manager . . . . . Socs Vratits  
 Sales Manager . . . . . Bob Tucker

**KPAC—Port Arthur—1934**

Freq. . . . . 1250 Kc. . . . . Power: 5 Kw. d. 1 Kw. n.  
 Owned-Oper. By . . . . . Port Arthur College  
 Business Address . . . . . 1515 Lakeshore Dr.  
 Tel.: YU 5-7458 . . . . . MBS  
 Representative . . . . . Pearson  
 President . . . . . W. M. Monroe  
 Sales Manager . . . . . George Crouchet, Jr.  
 Pub., Program Director . . . . . Corinne Enos  
 Chief Engineer . . . . . Charles Segrest

**KPOS—Post—1955**

Frequency: 1370 Kc. . . . . Power: 500 Wts. d.  
 Owned By . . . . . Maples-McAlister Bcstg. Co.  
 Address . . . . . 201 East Main St.  
 Tel.: 550 . . . . . KBS  
 Gen. Comm. Mgr. . . . . H. J. Porter  
 Chief Engineer . . . . . H. Callaway

**KOLJ—Quanoh—1952**

Frequency: 1150 Kc. . . . . Power: 500 Watts d.  
 Owned-Operated By . . . . . Orville L. Jenkins  
 Address . . . . . Quanoh  
 Tel.: MO 3-2572 . . . . . KBS  
 Station Rep. . . . . Best  
 Owner . . . . . Orville L. Jenkins

**KSOX—Raymondville—1957**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned . . . . . Hicks & Stewart  
 Address . . . . . Box 1238  
 Tel.: MU 9-3333 . . . . . Independent  
 Gen. Mgr. . . . . James Parr  
 Prog. Dir. . . . . Bob Dodson

**KFRD—Rosenberg—1948**

Frequency: 980 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Fort Bend Bcstg. Co.  
 Business Address . . . . . 1501 Radio Lane  
 Tel.: NO 2-3776 . . . . . Independent  
 General Manager . . . . . Jim Hairgrove

**TEXAS****KTLU—Rusk—1955**

Frequency: 1580 Kc. Power: 500 W., d.  
 Owned. E. H. Whitehead  
 Business Address Rusk  
 Tel.: MUtual 3-2259. Independent  
 Newspaper Affiliation Cherokeean  
 Pres., Gen. Mgr. E. H. Whitehead  
 Comm. Mgr., Prog. Dir. Jim Carroll  
 Chief Engineer. George E. Gunter

**KGKL—San Angelo—1928**

Frequency: 960 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned. Angelo Bcstg. Tcstg.  
 Business-Studio Address. Box 1878  
 Tel.: 6151 ABC  
 Representative. John E. Pearson  
 Pres., Gen. Mgr. Lewis O. Seibert  
 Commercial Manager. Tom Mullins  
 Program Director. Charles Gibson  
 Chief Engineer. Bill Poteet

**KTXL—San Angelo—1947**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned. San Angelo Bcstg. Co.  
 Address. Box 52  
 Tel.: 3131 MBS-KBS  
 Representative. Indie  
 General Manager. Neil R. Baird

**KWFR—San Angelo—1954**

Frequency: 1260 Kc. Power: 1000 Watts d.  
 Owned-Oper. By. Solar Broadcasting Co., Inc.  
 Address. 421 W. 26th St.  
 Tel.: 2-3388 MBS  
 Station Representative. Clark; Weed  
 President. Arthur Foster  
 Gen., Sta. Mgr. Walton Foster  
 Commercial Manager. Richard Dean  
 Sales Prom., Prog. Dir. Ray Bankston  
 Chief Engineer. R. L. Smith

**KPEP—San Angelo—1953**

Frequency: 1420 Kc. Power: 1000 Watts, d.  
 Owned. D. P. Pinkston  
 Address. Box 1350  
 Tel.: 8168 Independent  
 Representative. Broadcast Time Sales  
 General Manager. Joe Treadway  
 Comm., Sales Prom. Mgr. Richard Dean  
 Chief Engineer. Jerry Jackson

**KCOR—San Antonio—1946**

Freq.: 1350 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned. KCOR, Inc.  
 Address. 111 Martinez St.  
 Tel.: CA 5-2751. Independent  
 Rep. O'Connell  
 President. Raoul A. Cortez, Sr.  
 General Mgr. Nathan Saffir  
 Station Mgr. Emilio Nicolas  
 Sls. Prom. Mgr. Raoul A. Cortez, Jr.  
 Commercial Manager. Ben Tamborello  
 Program Dir. Guillermo Lozano  
 Publicity Dir. William Lamar  
 Chief Engineer. Marvin Fiedler

**KENS—San Antonio—1926**

Freq.: 680 Kc. Power: 50 Kw. d., 10 Kw. n.  
 Owned-Oper. By. Express Publishing Co.  
 Business-Studio Address. Ave. E & 4th St.  
 Tel.: CA 5-7411. CBS  
 Newspaper Affil. Express, News  
 Representative. Peters, Griffin, Woodward, Inc.  
 President. Frank Huntress, Jr.  
 Commercial Mgr. Albert D. Johnson  
 Manager. Herb Carl  
 Sales Prom. Pub. Dir. Ken McClure  
 Chief Engineer. William J. Jackson

**KARS—San Antonio—1953**

Frequency: 1250 Kc. Power: 500 Watts d.  
 Owned-Oper. By. Leal Bcstg. Co., Inc.  
 Address. 501 W. Quincy  
 Tel.: CA 7-6373. Independent  
 V.P., Gen. Mgr. Les Miller  
 Commercial Mgr. Don Mitchell  
 Asst. Gen. Manager. Harold Carr  
 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  
 Tel.: CA 6-0335. Independent  
 Representative. Avery-Knodel  
 Pres., Gen. Mgr. Charles W. Balthrope  
 Manager. Ed Winton  
 Station Mgr. Kelly Wofford  
 Prog. Mgr. Stanley Nelson  
 Chief Engineer. John Stercovich

**KIWW—San Antonio—1948**

Frequency: 1540 Kc. Power: 250 Watts d.  
 Owned-Oper. By. Radio KIWW, Inc.  
 Address. 518 W. Houston St.  
 Tel.: CA 6-5254. Independent  
 Station Rep. Natl. Time Sales; Oakes; Harry  
 President. Robert N. Pinkerton  
 General Manager. W. M. (Bill) Simpson  
 Prog. Dir. Juan Gattas  
 Chief Eng. William Ellis

**KONO—San Antonio—1927**

Frequency: 860 Kc. Power: 5000 d., 1000 n.  
 Owned-Operated By. Mission Bcstg. Co.  
 Address. 317 Arden Grove  
 Tel.: CA 6-5171. Independent  
 Representative. H.R. Clarke-Brown  
 Pres., Owner. Eugene J. Roth  
 General Manager. James M. Brown  
 Sta. Mgr., Pub. Dir. Jack Roth  
 Commercial Manager. Bob Roth  
 Sales Promotion Manager. Bill Miles  
 Program Director. Jerry Miller  
 Dir. Engineering. George Ing  
 Chief Engineer. Bill Kiley

**KAKI—San Antonio—1922**

Frequency: 550 Kc. Power: 5000 Watts  
 Owned-Oper. By. Sunshine Bcstg. Co.  
 Business-Studio Address. 1130 Broadway

Tel.: CA 7-1251.....Independent  
 Representative ..... Blair  
 Chairman of the Board..... B. R. McLendon  
 President..... Gordon B. McLendon  
 General Manager..... Jack Fiedler  
 Commercial Manager..... Jim Hamby  
 Program Director..... Larry Fischer

**KMAC—San Antonio—1926**

Frequency: 630 Kc.....Power: 5,000 Watts  
 Owned-Oper. By.....Howard W. Davis  
 Address.....KMAC Bldg.  
 Tel.: CA 3-6211.....ABC-MBS  
 Pres., Gen., Sta. Mgr.....Howard W. Davis  
 Program Director.....A. S. (Tony) Bessan  
 Sales Prom. Mgr.....M. G. McWhorter  
 Pub. Dir.....Ginger Hunt  
 Chief Eng.....Al Knight

**WOAI—San Antonio—1922**

Frequency: 1200 Kc.; Power: 50,000 Watts d.n.  
 Owned-Oper. By....Southland Industries, Inc.  
 Address .....1031 Navarro St.  
 Tel.: CA 7-4221.....NBC  
 Representative ..... Edward Petry & Co., Inc.  
 Chairman of the Board..... Hugh Half, Jr.  
 Pres., Gen. Mgr.....James M. Gaines  
 Sta. Manager.....Rex Preis  
 Sales Prom. Mgr.....Bill N. Yancy  
 Program Manager.....Barclay Russell  
 Publicity Director .....Imogene Stanley  
 Chief Engineer .....Charles L. Jeffers

**KCNY—San Marcos—1948**

Frequency: 1470 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Central Brctg. Co.  
 Address .....Box 32  
 Tel.: EX 2-3545.....KBS  
 Representative.....Hil F. Best  
 President.....Dr. Forest L. Whan  
 Gen., Sta. Mgr.....William Veidt  
 Sales Prom., Prog. Dir.....Clyde Butter  
 Publicity Director.....Jerri Veidt  
 Chief Engineer.....Don Whan

**KBAL—San Saba—1956**

Frequency: 1410 Kc.....Power: 500 Watts d.  
 Owned By.....San Saba City Bdcstg. Co.  
 Address.....P. O. Box 209  
 Tel.: 166.....KBS  
 Gen. Comm. Mgr.....H. A. Stephens  
 Chief Engineer.....J. Morgan

**KWED—Seguin—1948**

Frequency: 1580 Kc. ....Power: 1000 Watts d.  
 Owned-Oper. By.....Seguin Bdcstg. Co.  
 Business-Studio Address.....609 E. Court St.  
 Tel.: FR 9-2234.....Independent  
 Representative .....Hil F. Best  
 President, Gen. Mgr.....Garfield Kiel  
 Com., Sta. Mgr., Prom. Mgr....Stan McKenzie  
 Prog. Dir.....Henry Lehnhoff

**KSML—Seminole—1955**

Frequency: 1250 Kc.....Power: 1000 Watts d

**KMAC**

**KISS-FM**

**31 YEARS OF SERVICE**

**SAN ANTONIO'S  
 BIG INDEPENDENT**

HOWARD W. DAVIS

Owner

# TEXAS

Owned-Oper. By.....Seminole Bcstrs.  
Address.....402 South Main St.  
Tel.: Seminole.....KBS  
Owner.....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.  
Tel.: Seymour.....KBS  
Station Manager.....W. C. Moss, Jr.

## KEVA—Shamrock—1948

Frequency: 1580 Kc.....Power: 250 Watts d.  
Owned-Oper. By...Shamrock Tex. Bcstg. Co.  
Address.....Box 21  
Tel.: 620.....KBS  
Gen., Sta. Mgr.....Merita Bumpers  
Commercial Manager.....Charles Gibson  
Chief Engineer.....Robert G. Pennington

## KRRV—Sherman-Denison 1936

Frequency: 910 Kc.....Power: 1000 Watts  
Owned-Oper. By.Red River Valley Bcstg. Corp.  
Address..Box 94 (Denison), Box 665 (Sherman)  
Tel.: 201 (Sherman).....MBS  
Representative.....Pearson  
General Manager.....Tom E. Spellman

## KTXO—Sherman—1947

Frequency: 1500 Kc.....Power: 250 Watts d.  
Owned-Operated By...O'Connor Bcstg. Corp.  
Business Address.....Hwy. 75 North  
Tel.: Twinbrook 2-8188.....Independent  
Station Rep.....Bogner & Martin  
President.....K. M. Fisher  
Gen., Sta. Mgr.....Harry O'Connor  
Commercial Manager.....Ray Lewis  
Program Director.....Dick Carr  
Chief Engineer.....Raymond Tucker

## KANN—Sinton-Corpus Christi 1954

Frequency: 1590 Kc.....Power: 1 Kw. d.  
Owned.....San Patricio Bcstg. Co.  
Business Address.....Box 1366, Sinton  
Tel.: TU 4-1590.....Independent  
Station Representative.....Melville  
Pres., Gen. Mgr.....Tom C. Fleet, Jr.  
Commercial Manager.....Fred E. Mayhew  
Prog. Dir., Ch. Engr.....Ernie Wood

## KSNY—Snyder—1949

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By.....Snyder Bcstg. Co.  
Address.....Box 1468  
Tel.: HI 3-9322.....MBS-KBS  
Station Rep.....Continental  
President.....Mrs. Flora Hughes  
Gen. Sta. Mgr.....Mel Z. Gilbert  
Commercial Mgr.....Frank Taylor

Program Dir.....Mrs. Jewell Sumerlin  
Chief Engineer.....Coy Thompson

## KDWT—Stamford—1946

Frequency: 1400 Kc.....Power: 250 Watts  
Owned.....David W. Ratliff  
Address.....Box 1123  
Tel.: PR 3-3401.....MBS-KBS  
Pres., Gen., Sta. Mgr.....David Ratliff  
Comm., Sales Prom. Mgr.....Phil Keener  
Chief Engineer.....Charles Fade

## KSTV—Stephenville—1947

Frequency: 1510 Kc.....Power: 250 Watts d.  
Owned.....Dixie Bcstrs.  
Address.....P. O. Box 102  
Tel.: LI 3141.....KBS  
Representative.....Bess  
Comm. Mgr.....Mel Benneb

## KSST—Sulphur Springs—1947

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By...Hopkins County Bcstg. Co.  
Business Address.....Radio Road  
Tel.: TU 5-3111.....KBS  
Station Representative.....Melville  
Pres., Gen., Sta. Mgr.....William E. Bradford  
Comm. Mgr.....Clovis Pinion  
Sales Prom. Mgr.....Buddy Funderburk  
Program Director.....Mrs. Sandra Branch  
Publicity Director.....Margaret Thomas  
Chief Engineer.....Bill Bradford

## KXOX—Sweetwater—1939

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....KXOX  
Business Address.....Hwy. 70 N.; Box 570  
Tel.: Belmont 4-4655.....KBS  
Station Representative.....Melville  
President.....F. L. Ledbetter  
Gen. Mgr.....Myrl Stein  
Comm. Manager.....Elwood Fritsch  
Program Director.....Maxine Stein  
Chief Engineer.....Walter D. Tabler

## KTAE—Taylor—1948

Frequency: 1260 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....KTAE, Inc.  
Business Address.....121 E. 2nd St.  
Tel.: EL 2-3631.....KBS  
Representative.....Clarke Brown  
General Manager.....Gillis Conoley  
Prog. Dir.....Fred Switzer  
Commercial Manager.....John Webby  
Chief Engineer.....Robert Sitman

## KTEM—Temple—1936

Frequency: 1400 Kc.....Power: 250 Watts  
Owned.....Bell Broadcasting Co., Inc.  
Address.....17 South Third  
Tel.: PR 3-5252.....Independent  
Newspaper Affiliation.....Daily Telegram  
Representative.....Clarke Brown  
President.....Frank W. Mayborn  
General Manager.....Harry O'Connor



Program Director ..... Tom Matts  
 Chief Engineer ..... Edwin Roberts

**KTER—Terrell—1950**

Frequency: 1570 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By ..... Terrell Bcstg. Corp.  
 Bus. Address ..... Walnut & State Sts.; Box 431  
 Tel.: Jordan 3-4497 ..... Independent  
 Pres., Gen. Mgr. .... Paul A. Wnorowski  
 Sales Prom., Prog. Dir. .... Fred Wnorowski  
 Chief Engineer ..... Martin Pitts

**KCMC—Texarkana—1932**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... KCMC, Inc.  
 Business-Studio Address ..... 317 Pine St.  
 Representative ..... Venard, Melville  
 General Manager ..... Frank O. Myers  
 Chief Engineer ..... Harvey Robertson

**KTFS—Texarkana—1947**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... KTFS, Inc.  
 Business-Studio Address ..... 4305 N. State Line  
 Tel.: 3-5123 ..... KBS  
 Reprs. .... Walker  
 Pres., Gen. Manager ..... R. S. Bieloh  
 Commercial Mgr. .... Lynn Brantley  
 Program Director ..... Jim Waites  
 Promotion Manager ..... John Isbell  
 Chief Engineer ..... J. H. Crawford

**KTLW—Texas City—1947**

Frequency: 920 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Texas City Bcstg. Ser.  
 Business-Studio Address ..... Show Boat Bldg.  
 Tel.: Texas City ..... KBS  
 Sta. Rep. .... Best  
 Station Mgr. .... Roy E. Hanson  
 Comm. Mgr. .... Robert E. Tisdale

**KTUE—Tulia—1954**

Frequency: 1260 Kc. .... Power: 1 Kw. d.  
 Owned-Operated By ..... KTUE Bcstg. Co.  
 Address ..... 110 N. Armstrong  
 Tel.: Tulia ..... KBS  
 Representative ..... Best  
 Owners ..... Clint and Marshall Formby  
 Manager ..... D. L. McKinney

**KDOK—Tyler—1956**

Frequency: 1330 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... KDOK Bcstg. Co.  
 Address ..... 808 Peoples Bank Building  
 Tel.: LYric 3-2519 ..... Independent  
 Station Representative ..... Devney; Weed  
 President, General Manager ..... Dana W. Adams  
 Commercial Manager ..... Sam Matthews  
 Sales Promotion Manager ..... Lynn Williams  
 Program Director ..... Rusty Reynolds  
 Publicity Director ..... Bill Atkins  
 Chief Engineer ..... Robie Morgan

**KGKB—Tyler—1930**

Frequency: 1490 Kc. .... Power: 250 Watts

Owned-Oper. By ..... Ron Litteral Ent.  
 Address ..... Kilgore Hghwy  
 Tel.: LY 2-3873 ..... Independent  
 Representative ..... Reilly; Brown  
 Pres. Gen. Mgr. .... Ron Litteral  
 Station Mgr. .... Ed Smith  
 Program Dir. .... Tig Williford  
 Chief Engineer ..... Frank Bonner

**KTBB—Tyler—1947**

Freq.: 600 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... Blackstone Bcstg. Co.  
 Business-Studio Address ..... Blackstone Hotel  
 Tel.: LYric 4-7278 ..... ABC  
 News, Aftil. .... Courier Times Telegraph  
 Representative ..... Venard, Melville  
 President ..... Mrs. C. N. Clyde  
 Gen., Sta. Mgr. .... M. Danbom  
 Prog. Dir. .... Don Tausch  
 Publicity Director ..... David Bothwell  
 Chief Engineer ..... R. A. Wileman

**KZEY—Tyler—1958**

Frequency: 690 Kc. .... Power: 250 Watts, d  
 Owned By ..... E. E. McLemore  
 Address ..... Lake Park Drive  
 Tel.: LYric 3-1744 ..... Independent  
 General Mgr. .... R. T. Gibson  
 Commercial Mgr. .... M. Hinds  
 Program Dir. .... J. Dixon  
 Promotion Mgr. .... P. Thornton  
 Chief Engineer ..... L. Thigpen

**KVOU—Uvalde—1947**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned ..... E. J. & W. J. Harpole  
 Bus. Address ..... 1400 Batesville Rd.; Box 758  
 Tel.: BR 8-4555 ..... KBS  
 Gen. Mgr. .... Edward J. Harpole  
 Station Manager ..... Ed Williams  
 Commercial Manager ..... Bill Woods  
 Program Director ..... George Cooper  
 Chief Engineer ..... William Hensarling, Jr.

**KVWC—Vernon—1939**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Johnson-Garrison Co.  
 Address ..... 1813½ Wilbarger  
 Tel.: Vernon ..... KBS  
 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 718  
 Tel.: HI 3-9176 ..... Independent  
 Representative ..... Hil F. Best  
 President ..... A. B. Alkek  
 General Manager ..... James A. Traber  
 Commercial Manager ..... Bob Tharp  
 Sales Promotion Manager ..... Vernon Townsend  
 Program Director ..... Bob Nance  
 Chief Engineer ..... Douglas E. Smith

**TEXAS-UTAH** .....

**KVIC—Victoria—1939**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By.....KVIC Bcstg. Co.  
 Address.....Victoria Bank & Trust Bldg.  
 Tel.: Hillcrest 3-9171.....MBS-KBS  
 President.....J. G. Long  
 General Mgr.....Harry L. Becker  
 Business Mgr.....Wilburn Jackson  
 Commercial Mgr.....Dick Weaver  
 Program Dir.....Gene Feathers  
 Chief Engineer.....Victor Boldt

**KWTX—Waco—1946**

Frequency: 1230 Kc. Power: 250 Watts, d.  
 Owned-Operated By.....KWTX Bcstg. Co.  
 Business-Studio Address.....P. O. Box 3128  
 Tel.: PL 6-4451.....MBS  
 Representative.....Raymer  
 President.....W. W. Namaan  
 Gen. Mgr.....M. N. Bostick  
 Station Manager.....Chuck Hinkle  
 Commercial Manager.....Mack Brinegar  
 Sales Promotion Manager.....Oma Owens  
 Prog. Dir.....Frank Fallon  
 Publicity Director.....Chuck Hardin  
 Chief Engineer.....William Moore

**WACO—Waco—1922**

Frequency: 1460 Kc. Power: 1000 Watts  
 Owned-Operated By.....Waco Bcstg. Co.  
 Business Address.....3620 Franklin Ave.  
 Tel.: PL 2-6571.....ABC  
 Representative.....Weed, Brown  
 President.....Wendell Mayes  
 V. P., Gen. Mgr.....R. Lee Glasgow  
 Commercial Manager.....Wes Ninemise  
 Program Director.....Tom Dyeas  
 Chief Engineer.....Jack Vinson

**KBEC—Waxahachie—1955**

Frequency: 1390 Kc. Power: 500 W., d  
 Owned-Operated By.....Richard Tuck Enterprises  
 Address.....Box 731  
 Tel.: WE 7-2710.....KBS  
 Representative.....Melville  
 Pres., Gen. Mgr.....Richard Tuck  
 Commercial Manager.....Leon Joslin

**KZEE—Weatherford—1956**

Frequency: 1220 Kc. Power: 250 W., d.

Owned.....G-M Bcstg. Co.  
 Address.....Box 306  
 President.....R. Thomas Gibson  
 Sta. Mgr.....Gene Stanley

**KRGV—Weslaco—1927**

Frequency: 1290 Kc. Power: 5000 Watts  
 Owned-Operated By.....I B J Company  
 Business Address.....309 S. Missouri Ave.  
 Tel.: WO 8-3131.....NBC  
 Representative.....Raymer  
 Pres., Gen. Mgr.....J. C. Kellam  
 Station Manager.....Charles L. Brooks  
 Sales Prom. Mgr., Pub. Dir.....Hank Page  
 Program Director.....Dallas Wales  
 Chief Engineer.....Lewis Hartwig

**KSYD—Wichita Falls—1947**

Freq.: 990 Kc. Power: 10 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....Grayson Enterprises  
 Address.....825 Indiana Ave.  
 Tel.: 723-0791.....Independent  
 Rep.....Venard, Rintoul & McConnell  
 President.....Sydney A. Grayson  
 General Mgr.....Earl Burnom  
 Program Dir.....Jim Chase  
 Publicity Dir.....Billie Foreman  
 Chief Engineer.....Herb Wiley

**KTRN—Wichita Falls—1948**

Freq. 1290 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By.....Texoma Bcstg. Co.  
 Address.....917½ Scott St.  
 Tel.: 322-5214.....Independent  
 Representative.....Bolling  
 Pres. Gen. Mgr.....Boyd Kelley  
 Commercial Mgr.....Roger Stoner  
 Program, Pub. Dir.....Bill Gordon  
 Chief Engineer.....Robert A. Harmon

**KWFT—Wichita Falls—1939**

Frequency: 620 Kc. Power: 5000 Watts  
 Owned.....North Texas Radio, Inc.  
 Address.....P. O. Box 420  
 Tel.: 72-3-4181.....CBS  
 Representative.....H-R  
 Pres., Gen. Mgr.....Ben Ludy  
 Commercial Manager.....A. L. Pierce  
 Prog. Dir.....Homer Cunningham  
 Publicity Director.....Mrs. Owanah Shelton  
 Chief Engineer.....Melvin O. Harrison

Pop.: 861,000  
 Families: 239,000  
 Radio Homes: 232,000

**Utah**

Stations in State: 26  
 TV Homes: 206,000  
 TV Stations: 5

**KBUH—Brigham City—1948**

Frequency: 800 Kc. Power: 250 Watts d.  
 Owned.....Ravella M. Bone  
 Business Address.....948 W. Forrest St.  
 Tel.: 948.....KBS  
 Gen. Mgr., Ch. Eng.....Wade M. Ebeling  
 Sta., Comm. Mgr.....Arthur Fishler

Program Director.....Dorothy Knudson  
 Publicity Director.....Gary Evans

**KSUB—Cedar City—1937**

Frequency: 590 Kc. Power: 1000 Watts  
 Owned-Oper. By.....So. Utah Bcstg. Co.  
 Business Address.....Box 811

Tel.: 590 ..... CBS  
 Station Representative ..... Raymer  
 President ..... Samuel B. Nissley  
 General Manager ..... Louis T. Sayre  
 Commercial Manager ..... Walter V. Lowe  
 Prog. Dir. .... Donald Cartwright  
 Chief Engineer ..... Richard Gunn

**KBBC—Centerville—1957**

Frequency: 1600 Kc. .... Power: 1 Kw. d  
 Owned By ..... Davis Bcstg. Co.  
 Address ..... P.O. Box 44, Bountiful, Utah  
 Tel.: AXtell 5-5551 ..... Independent  
 President ..... J. F. Pingree  
 General Manager ..... H. W. Pingree  
 Program Director ..... M. Bailey  
 Chief Engineer ..... Ed McCleery

**KLGN—Logan—1954**

Frequency: 1390 Kc. .... Power: 1,000 Watts d.  
 Owned-Oper. By ..... KLG Radio, Inc.  
 Business Address ..... RR #1 Box 231  
 Tel.: 2600 ..... Independent  
 Station Representative ..... Hopewell  
 President ..... F. G. Ziser  
 Station Manager ..... Bruce R. Hymas  
 Commercial Manager ..... Dee F. Jensen  
 Program Director ..... Larry Hunsaker  
 Chief Engineer ..... O. C. Haycock

**KVNU—Logan—1938**

Frequency: 610 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... Cache Valley Bcstg. Co.  
 Business Address ..... 1393 N. Main St.; Box 269  
 Tel.: 1400 ..... MBS-KBS  
 Representative ..... Avery-Knodel  
 President ..... Herschel Bullen  
 Gen., Sta. Mgr. .... Reed Bullen  
 Commercial Manager ..... W. W. Kirkland  
 Program Director ..... Reid Andreasen  
 Chief Engineer ..... W. W. Jones

**KURA—Moab—1957**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned By ..... MOAB Bcstg. Corp.  
 Address ..... P.O. Box 368  
 Tel.: ALpine 3-5001 ..... MBS  
 Pres. Gen. Mgr. .... Forrest L. Simpson  
 Station Mgr. .... Mrs. Ellen Brock  
 Program Dir. .... Lester M. Erbes  
 Sales Prom. Mgr. .... Richard S. McDonald  
 Chief Engineer ..... Calvin H. Widows

**KMUR—Murray—1948**

Frequency: 1290 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... KMUR, Inc.  
 Address ..... 4546 S. State St.  
 Tel.: AM 6-4419 ..... Independent  
 President ..... O. J. Wilkinson  
 V.P. Gen. Mgr. .... George I. Norman, Jr.  
 Asst. Mgr. .... Bennie L. Williams  
 Program Dir. .... Ted Thomas  
 Publicity Dir. .... Pat Denner  
 Chief Engineer ..... James Gamble

**KLO—Ogden—1924**

Frequency: 1430 Kc. .... Power: 5000 Watts

Owned-Operated By ..... Interstate Corp.  
 Bus. Ad. .... Hotel Ben Lamond, 7th Floor  
 Tel.: EXport 4-5721 ..... Independent  
 Representative ..... Avery-Knodel  
 President ..... Edris Glassman  
 Gen. Mgr. .... Cecil Heftel  
 Sta., Sales Prom. Mgr. .... Kim Ward  
 Commercial Manager ..... Len Allen  
 Prog. Dir. .... Rex Wallgren  
 Chief Eng. .... Wayne Moss

**KKOG—Ogden—1956**

Frequency: 730 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... KOPP, Inc.  
 Address ..... W. 12th St.  
 Tel.: EX 4-3476 ..... KBS  
 Station Representative ..... Radio TV Rep.  
 President ..... William Lindsay  
 Station Manager ..... Robert K. Hansen  
 Commercial Manager ..... Roger D. Thomsen  
 Chief Engineer ..... Hirshel Urie

**KVOG—Ogden—1948**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... United Bcstg. Co.  
 Business Address ..... 1538 Gibson Ave.  
 Tel.: EX 2-7535 ..... Independent  
 Representative ..... Webb  
 Pres., Gen. Mgr. .... Arch G. Webb  
 Comm. Mgr. .... D. B. Affleck  
 Program Director ..... Jay Livingood  
 Chief Engineer ..... Carl Ruthstrom

**KOAL—Price—1936**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Eastern Utah Bcstg. Co.  
 Address ..... Price  
 Tel.: ME 7-0407 ..... MBS-KBS  
 Representative ..... Avery-Knodel  
 Commercial Manager ..... Jack Richards

**KEYY—Provo—1949**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Mid Utah Bcstg. Co.  
 Business Address ..... 307 S. 16th West  
 Tel.: FR 3-2174 ..... KBS  
 President ..... D. Spencer Grow  
 Gen. Mgr. .... E. A. Niehay  
 Station Manager ..... Joe Meler  
 Program Director ..... Hal Parkes  
 Chief Engineer ..... J. Lovell Killpack, Jr.

**KIXX—Provo—1947**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Central Utah Bcstg. Co. Inc.  
 Address ..... P. O. Box 550  
 Tel.: FR 3-3336 ..... ABC  
 Representative ..... Hollingbery, Webb  
 Pres., Comm. Mgr. .... F. A. Van Wagenen  
 Gen., Sta. Mgr. .... H. E. Van Wagenen  
 Chief Engineer ..... F. O. Boyer

**KOVO—Provo—1939**

Freq.: 960 Kc. .... Power: 5 Kw. d.; 1 Kw. n.  
 Owned-Operated By ..... KOVO Bcstg. Co.  
 Business Address ..... Box 99

## UTAH

Tel.: FRanklin 3-8550.....MBS  
 Station Representative .....Avery-Knodel  
 President.....Ashley L. Robison  
 Gen. Mgr.....Glenn Shaw  
 Comm. Mgr.....L. H. Curtis  
 Sales Promotion Manager.....Jim May  
 Program Director.....Don Spainhower  
 Publicity Director.....Devern Perry  
 Chief Engineer.....Leland Davies

### KSVC—Richfield—1947

Freq.: 980 Kc.....Power: 5000 Wts. d., 1000 n.  
 Owned-Operated By..Sevier Valley Bcstg. Co.  
 Tel.: TW 6-4457.....Independent  
 Representative.....Avery-Knodel  
 President.....Homer Bandley  
 Gen., Comm. Mgr.....Arthur Tucker  
 Prog. Dir., Ch. Engr.....Bill King

### KDXU—St. George—1957

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By....St. George Bcstg. Co.  
 Business Address.....P.O. Box 488  
 Tel.: ORchard 3-3579.....KBS  
 Gen., Comm. Mgr.....Roy C. Winkelmann  
 Program Director.....Ellen Winkelman  
 Chief Engineer.....Wendell Motter

### KALL—Salt Lake City—1945

Frequency: 910 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Salt Lake City Bcstg. Co.  
 Business-Studio Address.....146 S. Main St.  
 Tel.: EM 4-3561.....MBS  
 Newspaper Affil....Ogden Standard-Examiner  
 Representative.....Avery-Knodel, Inc.  
 Pres., Gen. Mgr.....George C. Hatch  
 Sta., Comm. Mgr.....Homer K. Peterson  
 Sales Manager.....Roger Barkley  
 Program Director.....Bob Whitney  
 Publicity Director.....Dick Broun  
 Chief Engineer.....W. D'Orr Cozzens

### KDYL—Salt Lake City—1922

Frequency: 1320 Kc.....Power: 5000 Watts  
 Owned ....Intermountain Bcstg & Telev. Corp.  
 Bus.-Studio Address.....130 Social Hall Ave.  
 Tel.: DA 2-5681.....NBC  
 Representative.....Katz  
 President, Gen. Mgr.....G. Bennett Larson  
 Sta. Comm. Mgr.....Del Leeson  
 Program Dir.....Ed Kemp  
 Sales Prom. Publicity.....Edward T. Himstreet  
 Chief Engineer.....A. L. Gunderson

### 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. 6th W.  
 Tel.: EM 4-3685.....Independent  
 Representative.....Forjoe  
 President, Chief Eng.....Howard D. Johnson  
 Gen., Comm. Mgr.....William Wright  
 Program Director.....Mildred Baker

### KSL—Salt Lake City—1922

Frequency: 1180 Kc.....Power: 50,000 Watts

Owned-Oper. By..Radio Service Corp. of Utah  
 Bus.-Studio Address.....145 Social Hall Ave.  
 Tel.: EL 5-4641.....CBS  
 Representative.....CBS Radio Spot Sales  
 President.....J. Reuben Clark  
 Exec. V.P.....Jay W. Wright  
 Commercial Manager.....Joseph A. Kjar  
 Pub. Dir.....Robert O. Pusey  
 Prom. Manager.....Robert G. Murdock  
 Chief Engineer.....Vincent Clayton

### KSOP—Salt Lake City—1955

Frequency: 1370 Kc.....Power: 1 Kw., d.  
 Owned-Oper. By....Seagull Broadcasting Co.  
 Address.....1300 West 2320 South  
 Tel.: HU 4-4435.....KBS  
 Representative.....Oaks & Assoc., Bernard  
 Gen. Comm. Mgr.....M. H. Hilton  
 Sta. Mgr.....Sam Moll  
 Program Director.....Gart Wheeler  
 Chief Engineer.....Lyle Wahlquist

### KLUB—Salt Lake City—1938

Frequency: 570 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....KLUB Bcstg. Co.  
 Business-Studio Address..165 Social Hall Ave.  
 Tel.: EL 9-7794.....ABC  
 Representative ..Hollingbery  
 President, General Mgr....Frank C. Carman  
 Commercial Mgr., Prom. Mgr....Allan Thomas  
 Program Dir.....Paul Droubay  
 Chief Eng.....Delbert Williams

*you can't "BUCK" it!*



In the Salt Lake Market  
**SURVEYS PROVE**  
 KSOP offers you more!  
 Costs less per thousand listeners.  
**GET THE FACTS!**  
 NEW COMBINATION  
 LOCAL — NATIONAL  
 RATE CARD

Contact  
 Harlan G. Oakes & Associates, West Coast  
 and Texas. Charles Bernard all other areas.

**KSOP**  
 Utah's Only Country and Western Music  
 Station

## UTAH-VERMONT

### KWHO—Salt Lake City—1955

Frequency: 860 Kc. Power: 1 Kw., d.  
Owned-Operated By: Reese C. Anderson  
Address: 510 E. Second South  
Tel.: DA 2-5819. Independent  
Station Representative: Grant  
Pres., Gen. Mgr.: Reese C. Anderson  
Prog. Dir.: Cherie Johnsen  
Chief Engineer: Marvin C. Zitting

### KWIC—Salt Lake City—1957

Frequency: 1570 Kc. Power: 500 Watts d.  
Owned By: Sugarhouse Broadcasting Co.  
Business Address: 1247 Wilmington Ave.  
Tel.: HUNter 4-8791. Independent  
Partners: Dale R. & Marvin R. Curtis  
Gen., Sta. Mgr.: Thomas M. Ivory  
Comm. Sale Prom. Mgr.: Starley D. Bush

Program Director: Gerald G. Steorts  
Chief Engineer: Kay D. Turner

### KTUT—Tooele City—1956

Frequency: 990 Kc. Power: 1 Kw., d.  
Owned: Tooele County Radio & TV Bcstg.  
Business Address: P.O. Box 449  
Tel.: 990  
President: Sam Gillette  
Gen., Sta. Mgr.: George L. Smith  
Program Director: F. William Houghtaling  
Chief Engineer: Eric Munro

### KVEL—Vernal—1947

Frequency: 1250 Kc. Power: 1 Kw., d.  
Owned-Oper. By: Uintah Bcstg. Co.  
Address: 120 E. Main St.  
Tel.: 494  
Manager: Lee Walker

Pop.: 390,000  
Families: 113,000  
Radio Homes: 109,000

## Vermont

Stations in State: 14  
TV Homes: 96,000  
TV Stations: 1

### WBTV—Bennington—1953

Frequency: 1370 Kc. Power: 500 Watts d.  
Owned-Oper. By: Catamount Bcstrs. Inc.  
Business Address: U. S. Rt. 7, Harwood Hill  
Tel.: 6321. Independent  
Station Representative: Devney; Kirby  
Pres., Ch. Engr.: J. Gordon Keyworth  
Station Manager: Mrs. J. Gordon Keyworth  
Commercial Manager: Roy M. Andersen

### WTSA—Brattleboro—1950

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By: Tri-State Area-Bcstg. Corp.  
Address: Box 819  
Tel.: AL 4-4567. Independent  
Station Representative: Walker-Rawalt  
President: Theodore Feinstein  
Gen., Sta., Comm. Mgr.: Phillips Terhune  
Program Director: Edwin Ellis  
Chief Engineer: Edward Somes

### WCAX—Burlington—1931

Frequency: 620 Kc. Power: 5000 Watts  
Owned-Oper. By: WCAX Radio, Inc.  
Business Address: 100 Market Sq., S.  
Tel.: UN 2-5761. CBS  
Representative: Weed  
President, Sta. Mgr.: C. P. Hasbrook  
Gen. Mgr.: Stuart T. Martin  
Comm., Sales Prom. Mgr.: John W. Millar  
Program Director: William C. Dow  
Publicity Director: Charles S. Lewis  
Chief Engineer: James W. Tierney

### WDOT—Burlington—1954

Frequency: 1400 Kc. Power: 250 Watts  
Owned: WDOT, Corp.  
Address: 109 S. Winooski Ave.  
Station Representatives: Walker

President, Gen., Sta.: Val Carter  
Comm. Mgr., Prom. Mgr.: V. J. D'Acuti  
Chief Engineer: Glendon Fleury

### WJOY—Burlington—1946

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By: Vermont Bcstg. Corp.  
Bus.-Studio-Transmitter Location: 633 Main St.  
Tel.: UN 4-5774. ABC  
Representative: Everett-McKinney, Kettel Carter  
President: David W. Howe  
Gen., Sta. Mgr.: Frank Balch  
Program Director: Dean Slack  
Publicity Director: Robert Leavitt  
Chief Eng.: Don Wheatley

### WSKI—Montpelier—1947

Frequency: 1240 Kc. Power: 250 Watts  
Owned By: Green Mt. Bcstg. Co.  
Bus. Address: Union Mutual Bldg.  
Tel.: C APitol 3-5275. ABC  
Station Representative: Walker-Rawalt  
President: Eben Parsons  
Gen., Sta. Mgr.: Daniel B. Ruggles III  
Program Director: Robert Bannon  
Chief Eng.: Gerald Marcott

### WIKE—Newport—1952

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By: Memphremagog Bcstg. Co.  
Business Address: Box 711  
Tel.: 832. Independent  
Sta. Rep.: Devney; Foster. Creed; Potts  
President: E. Dean Finney  
Gen. Mgr., Ch. Eng.: Donald A. Thurston

### WHWB—Rutland—1949

Frequency: 1000 Kc. Power: 1000 Watts  
Owned: Central Vermont Broadcasting Corp.  
Address: Box 591

**VERMONT-VIRGINIA**

Tel.: PR 3-3200.....Independent Representative Gill-Perna  
 General Manager.....John H. Bennett  
 Commercial Manager.....Francis McCormack  
 Chief Engineer.....Clair Castor

**WSYB—Rutland—1930**

Frequency: 1380 Kc. Power: 5 Kw. d., 1 Kw. n. Owned-Oper. By.....Philip Weiss Music Co.  
 Bus.-Studio Address.....35 Washington St.  
 Tel.: PR 3-8140.....KBS-MBS Representative McGillvra  
 Gen., Comm. Manager.....Philip Weiss  
 Business Manager.....J. H. Weiss

**WWSR—St. Albans—1941**

Frequency: 1420 Kc. Power: 1 Kw., d. Owned.....Vermont Radio Corp.  
 Address.....75 North Main Street  
 Tel.: LAkeview 4-2157.....Independent Station Representative Walker-Rawalt  
 Pres., Gen. Mgr.....Lloyd E. Squier  
 Sta., Comm. Mgr.....Cecil S. Fahl  
 Chief Engineer.....Ted Boisvert

**WTWN—St. Johnsbury—1949**

Frequency: 1340 Kc. Power: 250 Watts Owned-Operated By.....Twin State Bcstrs. Inc.

Address.....Concord Ave.  
 Tel.: PI 8-2344.....Independent Station Rep.....Devney; Foster, Creed  
 Pres., Gen. Mgr.....E. Dean Finney  
 Commercial Manager.....John Byrne  
 Program Director.....Stanley Douglas  
 Ch. Eng.....Ken Lare

**WCRF—Springfield—1954**

Frequency: 1480 Kc. Power: 1 Kw., d. Owned-Operated By.....Conn. Valley Bcstg. Co.  
 Address.....106 Park St.  
 Tel.: TURNer 5-4555.....Independent Station Rep.....Walker-Rawalt  
 President, Gen. Mgr.....Carlo F. Zezza  
 Commercial Manager.....Edwin A. Pancoast, Jr.  
 Program Director.....John F. McPadden  
 Chief Eng.....D. W. Churchill

**WDEV—Waterbury—1931**

Freq.: 550 Kc. Power: 5000 Wts. d., 1000 n. Owned-Oper. By.....Lloyd E. Squier  
 Address.....9 Stowe St.  
 Tel.: CH 4-7321.....MBS Station Rep.....Everett-McKinney; Kettell-Carter  
 General Manager.....Lloyd E. Squier  
 Comm. Mgr., Pgm. Dir.....Craig S. Parker  
 Chief Engineer.....Warren Chase

Pop.: 3,897,000	<h1>Virginia</h1>	Stations in State: 93
Families: 1,009,000		TV Homes: 787,000
Radio Homes: 959,000		TV Stations: 15

**WBBI—Abingdon—1956**

Frequency: 1230 Kc. Power: 250 Watts Owned By.....Burley Bcstg. Inc.  
 Address.....P. O. Box 509  
 Tel.: MARKET 8-2147.....Independent President Nelson T. Barker  
 Gen. Comm. Mgr.....L. M. Seamon  
 Program Director.....P. Doran  
 Promotion Mgr.....S. Thacker

**WPIK—Alexandria—1945**

Frequency: 730 Kc. Power: 1000 Watts d. Owned-Oper. By.....Potomac Bcstg. Corp.  
 Address.....Virginia Theatre Bldg.  
 Tel.: OV 3-3000.....Independent President Carl L. Lindberg  
 V.P., Gen. Mgr.....Howard B. Hayes  
 Commercial Manager.....John C. Moran  
 Program Director.....Bill Smith  
 Ch. Eng.....Charles E. Roudabush

**WARL—Arlington—1946**

Frequency: 780 Kc. Power: 1000 W., d. Owned.....Northern Virginia Broadcasters, Inc.  
 Address.....5232 Lee Highway  
 Tel.: KE 6-9000.....Independent Station Representative Webb  
 President.....Cv Blumenthal  
 Gen., Comm. Mgr.....Ray Armand  
 Program Director.....Warren M. Brill

Publicity Director.....John T. Cassidy  
 Chief Engineer.....James Petty

**WEAM—Arlington—1947**

Frequency: 1390 Kc. Power: 5000 Watts Owned-Oper. By.....Arlington-Dairfax Bcstg. Co.  
 Business Address.....1515 N. Courthouse Rd.  
 Tel.: JA 7-7100.....Independent Rep.....Bcst. Time Sales  
 President.....Harold H. Thoms  
 General Manager.....Kenneth L. Wood  
 Publicity Director.....Phyllis Van Alstine  
 Chief Engineer.....James Self

**WBLT—Bedford—1950**

Frequency: 1350 Kc. Power: 1 Kw. d. Owned-Oper. By.....Bedford Bcstg. Corp.  
 Address.....P. O. Box 406  
 Tel.: 8245.....Independent 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.  
 Business Address.....Box 224  
 Tel.: 960.....Independent Sta., Comm. Mgr.....W. H. Wren  
 Sales Prom. Mgr., Prog. Dir.....Jean Hensley  
 Chief Engineer.....Gene Hopkins

**WKLW—Blackstone—1947**

Frequency: 1440 Kc. Power: 5 Kw., d.  
Owned-Oper. By... Blackstone Bdcstg. Corp.  
Address ..... Drawer 192  
Tel.: 478 ..... MBS-KBS  
Representative ..... Hopewell  
President, Gen. Mgr..... H. L. Umstead  
Prog. Dir..... Johnny Clement

**WCYB—Bristol—1946**

Frequency: 690 Kc. Power: 10,000 Watts d.  
Owned-Oper. By... Appalachian Bcstg. Corp.  
Address ..... P. O. Box 1009  
Station Rep. .... Weed  
President, Gen. Mgr..... Robert H. Smith  
Tel.: North 9-4161 ..... ABC  
V.P. Gen. Sales Mgr..... Fey Rogers  
Program, Publicity Dir..... R. H. Smith, Jr.  
Operations Mgr..... Basil Saifer  
Chief Engineer..... R. V. Robinson

**WFHG—Bristol—1946**

Freq.: 980 Kc. Power: 5 Kw., d.; 1 Kw., n.  
Owned-Oper. By..... Bristol Bcstg. Co.  
Address ..... Valley Drive  
Tel.: 3620 ..... MBS-KBS  
Station Rep. .... Walker  
Pres..... W. C. Nininger  
Gen., Sta. Mgr..... W. L. Nininger  
Comm. Mgr., Sales Prom. Mgr.... Jack Martin  
Chief Eng..... John Hughlett, Jr.

**WCHV—Charlottesville—1933**

Frequency: 1260 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By... Barham & Barham  
Bus.-Studio-Transmitter Address... Rose Hill Dr.  
Tel.: 2-5121 ..... ABC-MBS  
Representative ..... Clark  
Owner..... Charles Barham, Jr.  
Gen., Sta., Comm. Mgr.... Robert C. Walker  
Sales Prom., Pub. Dir..... Charles Smith, Jr.  
Program Director..... R. G. Sketchbey  
Chief Engineer..... Dan Spitzer

**WELK—Charlottesville—1957**

Frequency: 1010 Kc. Power: 1 Kw., d.  
Owned ..... WELK  
Address ..... Harris Rd.  
Tel.: 2-8080 ..... Independent  
President ..... Lawrence Kennedy

**WINA—Charlottesville—1949**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By... Charlottesville Bcstg. Corp.  
Address ..... P. O. Box 1230  
Tel.: 2-6177 ..... ABC-KBS  
Station Representative..... Walker  
Pres., Gen. Mgr..... Donald G. Heyne  
Comm. Mgr..... Thomas M. Behrendt  
Prog. Dir..... Edward Desmond

**WCCR—Christianburg—1954**

Frequency: 1260 Kc. Power: 1000 Watts d.  
Owned-Oper. By..... Montgomery Bcstg. Co.

Address..... P. O. Box 96  
Tel.: EV 2-4063 ..... KBS  
Representative ..... Indie Sales  
President..... Dr. Vernon H. Baker  
Gen., Comm. Mgr., Sta. Mgr... Durwood Powell

**WCFV—Clifton Forge—1950**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By..... James R. Reese, Jr.  
Address ..... Box 48  
Tel.: 2147 ..... Independent  
General Manager..... Claude F. Jones  
Comm. Mgr..... T. V. Stevens

**WKEY—Covington—1941**

Frequency: 1340 Kc. Power: 250 Watts  
Owned ..... Earl M. Key  
Business Address..... Lexington & 3rd St.  
Tel.: 8351 ..... ABC-KBS  
Representative ..... Devney  
Pres., Gen. Mgr..... Earl M. Key  
Comm., Prom. Mgr., Pub. Dir. Kenneth L. Bryant  
Program Director..... John L. Davis  
Chief Engineer..... Donnell D. Dickson, Jr.

**WSVS—Crewe—1946**

Frequency: 800 Kc. Power: 1000 Watts d.  
Owned-Oper. By... So. Virginia Bcstg. Corp.  
Business Address..... 800 Melody Lane  
Tel.: 7811 ..... Independent  
President ..... Calvin S. Willis  
Gen. Manager..... Freeman H. Stewart  
Comm., Sales Prom. Mgr.... Harold F. Payne  
Prog. Director..... Tom Roland  
Chief Engineer..... C. E. Wilson

**WCVA—Culpeper—1949**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By... Culpeper Bcstg. Co.  
Business Address..... Radio Lane; Box 672  
Tel.: 8338 ..... KBS-MBS  
Representative ..... Indie  
President ..... Leonard T. Preston  
Gen., Sta. Mgr..... John T. Rogers  
Comm., Sales Prom. Mgr..... Tucker Butler  
Program Director..... Ed Gambos  
Publicity Director..... Ann W. Rogers  
Chief Engineer..... Gil Gildermann

**WBTM—Danville—1930**

Freq.: 1330 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By... Piedmont Bcstg. Corp.  
Bus.-Studio Address..... 710 Grove St.  
Tel.: SW 3-4411 ..... ABC  
Representative ..... Gill-Perna  
President..... W. E. Gardner, Jr.  
Manager ..... Milton Adams  
Comm., Sales Prom. Mgr.... Eddie Allgood  
Program Director..... Jim Crawford  
Chief Eng., Asst. Mgr..... L. C. Motley

**WILA—Danville—1957**

Frequency: 1580 Kc. Power: 500 Watts  
Owned By..... WILA, Inc.

# VIRGINIA

Business Address.....905 Main St.  
Tel.: SW 2-2133.....Independent  
Station Representative.....Clayton; Walker  
President.....S. L. Goodman  
Gen., Sta. Mgr.....James C. Clark  
Comm. Sales Prom. Mgr.....George Lund  
Program, Publicity Dir.....Earl Stogner  
Chief Engineer.....Bill Purcell

## WDVA—Danville—1947

Freq.: 1250 Kc.....Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By.....Va.-Carolina Bcstg. Corp.  
Address.....Lexington Ave.  
Tel.: SW 2-9311.....MBS  
Representative.....Robert S. Keller  
Pres., Gen. Mgr.....Emerson J. Pryor  
Commercial Mgr.....Stover Morris, Jr.  
Sales Prom. Mgr.....Jeff Waugh  
Program Director.....Richard Campbell  
Chief Engineer.....Howard Clendenen

## WEVA—Emporia—1952

Frequency: 860 Kc.....Power: 1000 Watts, d.  
Owned.....Stone Broadcasting Corp.  
Bus. Ad.....Wash. St. & Fla. Ave.; Box 792  
Tel.: 2133.....KBS  
Pres., Gen., Sta. Mgr.....Maxey E. Stone  
Comm., Sales Prom. Mgr.....Sallie J. Whitlock  
Program Dir.....Will Stone  
Publicity Director.....Dick Phillips  
Chief Engineer.....Elton A. Short

## WFCR—Fairfax—1955

Freq.: 1310 Kc.....Power: 1000 Wts. d., 500 n.  
Owned.....OK Broadcasting Corp.  
Address.....2nd & Oak Sts.  
Tel.: CR 3-4000.....Independent  
Representative.....Hil F. Best  
President.....George Oleson  
General Manager.....Arthur Keller  
Sales Promotion Manager.....Jim Larkin  
Program Director.....Jules Henry  
Chief Engineer.....Joe Terrian

## WFAX—Falls Church—1948

Frequency: 1220 Kc.....Power: 1 Kw., d.  
Owned-Operated By.....Lamar A. Newcomb  
Address.....Tower Square  
Tel.: JE 2-1220.....KBS  
General Manager.....Lamar A. Newcomb  
Comm. Sales Prom. Mgr.....Howard Gordon  
Program, Pub. Dir.....Genevieve Newcomb  
Chief Engineer.....Richard J. Fenning

## WFLO—Farmville—1947

Frequency: 870 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Colonial Bcstg. Co.  
Business Address.....Farmville, Va.  
Tel.: 870.....Independent  
General Manager.....Carla B. Keys  
Station Manager.....John D. Wilson

## WYSR—Franklin—1956

Frequency: 1250 Kc.....Power: 1 Kw., d.  
Address.....104 E. Fourth Ave.  
Tel.: LO 2-3135.....KBS

V. P., Gen. Mgr.....Howard H. Keller  
Sales Mgr.....A. L. Drew

## WFVA—Fredericksburg—1939

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By.....Fredericksburg Bcstg. Corp.  
Business Address.....P. O. Drawer 269  
Tel.: ESsex 3-7721.....ABC-KBS  
Station Representative.....Forjoe  
Exec. Vice-Pres.....Marion Park 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

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By.....Sky—Park Bcstg. Corp.  
Address.....P. O. Box 192  
Tel.: 750.....KBS-MBS  
General Manager.....Kenneth Gordon

## WBOB—Galax—1947

Frequency: 1360 Kc.....Power: 1000 Watts, d.  
Owned.....Carroll-Grayson Broadcasting Corp.  
Address.....Poplar Knob Road  
Tel.: BE 6-2921.....KBS  
Representative.....Continental Radio Sales  
President.....Robert V. Morris  
Gen., Sta. Mgr.....Joe P. Crockett  
Comm., Prom. Mgr.....Brice Parks  
Program Dir.....Muriel M. Bell  
Publicity Dir.....Marguerite Vass  
Chief Engineer.....Edward Boyer

## WDDY—Gloucester—1957

Frequency: 1420 Kc.....Power: 1 Kw., d.  
Owned-Operated By.....Cape Radio, Inc.  
Business Address.....P.O. Box 673  
Tel.: OXford 3-4302.....KBS  
Representative.....Best  
Pres., Gen. Mgr.....Arthur Lazarow  
Asst. Station Manager.....Joan R. Lazarow  
Commercial Manager.....Larry O'Toole  
Ch. Eng.....Kenneth S. Bradby

## WMNA—Gretna—1956

Frequency: 730 Kc.....Power: 1 Kw., d.  
Owned.....Central Virginia Bcstg. Co.  
Address.....Box 730  
Tel.: Gretna.....KBS  
V.P., Gen. Mgr.....G. W. Sandefur  
Adv. Mgr.....R C W

## 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., Chief Eng., Sta. Mgr.....D. B. Jordan  
Asst. Mgr.....Aubry Garber

## WVEC—Hampton—1948

Frequency: 1490 Kc.....Power: 250 Watts d.  
Owned-Operated By.....Peninsula Bcstg. Co.  
Studio-Trans. Address.....1930 Pembroke



Tel.: 6332 .....NBC  
 Representative .....Avery Knodel  
 Pres., Gen. Mgr. ....Thomas P. Chisman  
 V.P. & Dir. Sls. ....Harrol A. Brauer, Jr.  
 Sales Promotion Manager. Beverly W. Avery  
 Program Director .....Jerry Sandford  
 Oper. Mgr. ....L. W. Kliewer  
 Chief Engineer .....William C. King, Jr.

**WHBG—Harrisonburg—1956**

Frequency: 1360 Kc. ....Power: 5 Kw. d.  
 Owned By .....Radio Harrisonburg, Inc.  
 Address .....75 East Market St.  
 Tel.: 4-7394 .....Independent  
 Representative .....Pearson  
 Sta. Mgr. ....Larry O'Toole

**WSVA—Harrisonburg—1935**

Frequency: 550 Kc. ....Power: 5 Kw. d., 1 Kw. n.  
 Owned. Shenandoah Valley Broadcasting, Inc.  
 Address .....Rawley Pike  
 Tel.: 4-4431 .....NBC  
 Rep. ....Peters, Griffin, Woodward, Inc.  
 Pres., Gen. Mgr. ....Hamilton Shea  
 Comm. Mgr. ....Richard Johnson  
 Prom. Mgr., Pub. Director. ....Andy McCaskey  
 Program Director .....James MacNeil  
 Chief Engineer .....J. MacFoley  
 Owners of WGR, Buffalo, N. Y.

**WHAP—Hopewell—1948**

Frequency: 1340 Kc. ....Power: 250 Watts  
 Owned-Operated By. The Hopewell Bcstg. Co.  
 Bus. Address. City Point Rd. & Old River Rd.  
 Tel.: CEdar 9-7301 .....KBS  
 Pres. ....C. S. Willis  
 Sta. Mgr. ....William R. Craig  
 Commercial Manager. ....Mary Bogaerde  
 Sales Prom. Mgr. ....Robert B. Alvis  
 Publicity Director. ....Robert B. Peterson  
 Chief Engineer .....Everett Wilson

**WAGE—Leesburg—1958**

Frequency: 1290 Kc. ....Power: 1000 Watts  
 Owned By .....Marion P. Lewis  
 Business Address .....Leesburg  
 Tel.: SPring 7-1290 .....Independent  
 Station Representative .....Forjoe  
 Gen., Sta. Mgr. ....Wallace L. Hankin  
 Commercial Manager. ....Edwin Meyer  
 Program Director .....Edward Ivory  
 Chief Engineer .....John Gill

**WRLE—Lexington—1948**

Frequency: 1450 Kc. ....Power: 250 Watts  
 Owned-Operated By. Rockbridge Bcstg. Co.  
 Tel.: Lexington .....KBS  
 Representative .....Indie Sales  
 Gen., Comm. Manager. ....Milton B. Henson  
 Program Director .....Joseph E. Lynn, Jr.

**WBRG—Lynchburg—1956**

Frequency: 1050 Kc. ....Power: 1 Kw., d.  
 Owned. ....Harry A. Epperson, Sr.  
 Address .....Box 1079  
 Tel.: Victor 6-6541 .....KBS

Representative .....Thomas F. Clark  
 Gen., Comm. Mgr. ....Tom Buckley  
 Sales Promotion Manager. ....Donald W. Jarvis  
 Prog., Pub. Dir. ....Mrs. Eddie M. Raymond  
 Chief Engineer .....Frank K. Keller

**WLVA—Lynchburg—1930**

Frequency: 590 Kc. ....Power: 1000 Watts  
 Owned-Oper. By. ....Lynchburg Bcstg. Corp.  
 Address .....2320 Langhorne Rd.  
 Tel.: Victor 5-1242 .....ABC  
 Representative .....George P. Hollingbery  
 Pres., Gen. Mgr. ....Philip P. Allen  
 Comm., Sales Prom. Mgr. ....Thomas L. Turner  
 Prog., Pub. Dir. ....Warren Uttal  
 Chief Engineer .....John T. Orth

**WVOD—Lynchburg—1948**

Freq.: 1390 Kc. ....Power: 5 Kw. d., 1 Kw. n.  
 Owned. ....Lynchburg Independent Bcstrs., Inc.  
 Address .....P. O. Box 1300  
 Tel.: LY 2-3441 .....NBS  
 Representative .....Walker  
 Pres. ....Cy N. Bahakel  
 Sta. Mgr., Chief Eng. ....F. J. Pinkerton  
 General Manager. ....Henry Hughes

**WPRW—Manassas—1957**

Frequency: 1460 Kc. ....Power: 500 W., d.  
 Owned. ....Prince William Bcstg. Corp.  
 Address .....Box 151  
 Tel.: EMpire 8-3108 .....Independent  
 Station Representative .....Devney  
 Pres., Gen. Mgr. ....Harold H. Hersch  
 Sta., Comm. Mgr. ....Woody Merchant  
 Prog., Pub. Dir. ....C. A. Sinclair III  
 Chief Engineer .....Craig Stone

**WMEV—Marion—1948**

Frequency: 1010 Kc. ....Power: 1000 Watts d.  
 Owned-Oper. By. Mountain Empire Bcstg. Corp.  
 Address .....P. O. Box 470  
 Tel.: ST 3-9001 .....ABC-KBS  
 Representative .....Indie Sales  
 Pres., Gen., Mgr. ....Robert C. Wolfenden  
 Program Dir. ....Mrs. R. C. Wolfenden  
 Chief Engineer .....Edward Surface

**WHEE—Martinsville—1954**

Frequency: 1370 Kc. ....Power: 1000 Watts, d.  
 Owned-Oper. By. ....Patrick Henry Bcstg. Corp.  
 Business Address .....P.O. Drawer 552  
 Tel.: ME 2-9811 .....Independent  
 Pres., Sta., Gen. Mgr. ....John W. Shultz  
 Comm. Mgr. ....Charles F. Adams  
 Sales Prom. Mgr., Pub. Dir. ....T. W. Patterson  
 Program Director .....Mrs. Grace P. Uram  
 Chief Engineer .....T. E. Tatum

**WMVA—Martinsville—1941**

Frequency: 1450 Kc. ....Power: 250 Watts  
 Owned-Oper. By. ....Martinsville Bcstg. Co., Inc.  
 Address .....Chatham Heights  
 Tel.: MErcury 2-2152 .....NBC-KBS  
 Representative .....Bob Dore  
 Exec. V.P. & Gen. Mgr. ....Maynard E. Dillaber  
 Commercial Manager. ....Jack Bouldin

# VIRGINIA

## WSIG—Mount Jackson—1953

Frequency: 790 Kc.....Power: 1 Kw. d.  
Owned By.....WSIG, Inc.  
Address.....WSIG Bldg.  
Tel.: GRanite 7-3128.....KBS  
Station Rep.....For Joe  
President.....Marion P. Lewis  
Gen. Comm. Mgr.....Philip J. Potter  
Sales Promotion Mgr.....Melvin C. Bakner  
Chief Engineer.....John Gill

## WNRV—Narrows—1952

Frequency: 990 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Giles Bcstg. Co.  
Address.....Route 100  
Tel.: PA 6-2211.....Independent  
Representative.....Hopewell  
President.....H. J. Romanus  
General Manager.....John E. Holland II  
Commercial Manager.....L. P. Williams  
Chief Engineer.....Washington Elichko

## WYOU—Newport News—1947

Frequency: 1270 Kc.....Power: 1000 Watts d.  
Owned-Oper. By..United Bcstg. Co. of E. Va.  
Business Address.....114 24th St.  
Tel.: CHestnut 7-6664.....Independent  
Station Representative..Dora-Clayton; Devney  
Pres., Gen. Mgr.....Richard Eaton  
Station Manager.....Joseph Gathings  
Sales Prom. Mgr., Pub. Dir.....Pearl Harris  
Program Director.....Al Clarke  
Chief Engineer.....Ernest C. Hooper

## WGH—Norfolk-Newport News 1928

Frequency: 1310 Kc.....Power: 5000 Watts  
Owned-Oper. By..Hampton Roads Bcstg. Corp.  
Bus. Ad...739 Boush, Norfolk; Box 98 Newport  
Tel.: Norfolk: MAdison 2-3353...Independent  
News. Affil.....Daily Press, Times-Herald  
Station Representative.....Blair  
President.....Capt. W. R. Van Buren  
Gen. Manager, V.P.....Edward E. Bishop  
Station Manager.....Dan E. Hydrick  
Commercial Manager.....Sid Oman  
Sis. Prom. Mgr.....Ambert Dail  
Program Director.....Allan McLellan  
Publicity Directors.....B. Walker, P. Day  
Chief Engineer.....George Sokol

## WCMS—Norfolk—1954

Frequency: 1050 Kc.....Power: 1000 W. d.  
Owned-Oper. By..WCMS Radio Norfolk, Inc.  
Address.....Helena Building  
Tel.: MA 5-0525.....Independent  
Station Representative.....Grant Webb  
Pres., Gen. Mgr.....Roy La Merg  
Commercial Manager.....Al Lynn  
Program Director.....Joe Huppel  
Publicity Director.....Lon Backmon  
Chief Engineer.....Tom Conrad

## WLOW—Norfolk—1946

Frequency: 1400 Kc...Power: 280 Watts d.  
Owned By.....WCMS Radio Norfolk, Inc.  
Bus.-Studio Addr.....731 Boush St.  
Tel.: MAdison 7-5677.....MBS  
Station Representative.....Headley-Reed  
General Manager.....Michael Henry  
Commercial Manager.....Paul Enright  
Sales Prom. Mgr.....Mrs. Diane Creef  
Prog. Dir.....Bruce M. Miller  
Chief Engineer.....Joe Barlow

## WNOR—Norfolk—1949

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By.....Norfolk Bcstg. Co.  
Address.....1019 Boissevain Ave.  
Tel.: MAdison 2-7071.....Independent  
Representative.....Weed  
President.....Louis H. Peterson  
Gen., Sta. Mgr.....Earl Harper  
Commercial Manager.....Jack Harris  
Sales Prom. Mgr., Prog. Dir..Bill Montgomery  
Publicity Director.....Bob Story  
Chief Engineer.....George Hillier

## WRAP—Norfolk—1952

Frequency: 850 Kc.....Power: 5000 Watts, d  
Owned-Operated By.....Rollins Bcstg., Inc.  
Address.....300 Portlock Bldg.  
Tel.: MA 7-8307.....Independent  
Representative.....Rollins  
President.....O. Wayne Rollins  
V.P. Gen. Mgr.....Paul von Hagel  
Commercial Mgr.....Kush Walters  
Program Dir.....Sid Woods  
Publicity Dir.....Leola Dyson  
Chief Eng.....Glen Frazier

## WTAR—Norfolk—1923

Frequency: 790 Kc.....Power: 5000 Watts  
Owned-Oper. By.....WTAR Radio Corp.  
Bus.-Studio Address.....720 Boush St.  
Tel.: MA 5-6711.....CBS  
News Affil.....Norfolk Newspapers, Inc.  
Representative.....Edward Petry  
Pres., Gen. Mgr.....Campbell Arnoux  
V.P., Operations.....John C. Peffer  
V.P., Sales.....Robert M. Lambe  
Station Manager.....Ray Turner  
Commercial Manager...Harry W. Moore, Jr.  
Sales Promotion Manager.....Hal Powell  
Prog. Dir.....William Johnson  
Publicity Director.....Joel Carlson  
Chief Eng.....R. L. Lindell

## WNVA—Norton—1946

Frequency: 1350 Kc.....Power: 5000 Watts  
Owned.....Radio-Wise, Inc.  
Address.....Progress Bldg.  
Tel.: 700.....KBS  
President.....R. B. Helms  
Gen. Mgr.....Jack Helms  
Comm. Mgr.....Jack Darnell  
Chief Engineer.....Gene Tommerdahl

**WJMA—Orange—1949**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By... Charlottesville Bcstg. Co.  
 Address... Box 271  
 Tel.: 7263  
 President... Donald G. Heyne  
 Commercial Manager... John C. Mahaney, Jr.  
 Chief Engineer... E. V. Bossieux, Jr.

**WPVA—Petersburg—1955**

Frequency: 1280 Kc. Power: 5000 Watts d.  
 Owned-Operated By... Harry A. Epperson, Jr.  
 Business Address... Box 87  
 Tel.: RE 2-3478  
 Representative... Thomas F. Clark  
 Pres., Sta. Mgr... Harry E. Epperson, Jr.  
 Commercial Manager... Ray Frazier  
 Sales Promotion Manager... Bill Belton  
 Program Director... Olive P. Epperson  
 Publicity Director... Betty Smith  
 Chief Engineer... John Dicks

**WSSV—Petersburg—1946**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned By... Petersburg Bcstg Co., Inc.  
 Business-Studio Address... 112 W. Tabb St.  
 Tel.: RE 3-4567  
 Representative... Grant Webb  
 Pres., Gen. Mgr... Roger A. Beane  
 Comm. Sales Prom. Mgr... Cy Newman  
 Program Director... Betty Nunnally  
 Publicity Director... John Stevens  
 Chief Engineer... Jerome Dvorachek

**WAVY—Portsmouth—1941**

Frequency: 1350 Kc. Power: 5000 Watts  
 Owned-Oper. By... Tidewater Telradio, Inc.  
 Address... 709 Boush St., Norfolk  
 Tel.: MA 7-2345  
 Representative... NBC  
 President... H-R Reps., Inc.  
 Gen., Sta. Mgr... J. Glen Taylor  
 Sales Manager... Edward G. Sheridan  
 Program Director... Edward J. Hennessy  
 Prom., Pub. Dir... Lee Allan  
 Chief Engineer... Macey Schaffer  
 William Manrov

**WPUV—Pulaski—1946**

Frequency: 1580 Kc. Power: 5000 Watts, d.  
 Owned-Oper. By... WPUV, Inc.  
 Business Address... Dora Hi-Way  
 Tel.: 3-3931  
 Pres., Ch. Eng... John A. Columbus  
 Comm. Mgr., Pub. Dir... Larry Schoenfeld

**WRAD—Radford—1950**

Frequency: 1460 Kc. Power: 5 Kw. d., 500 W. n.  
 Owned-Oper. By... WRAD Bcstg.  
 Address... Radford & Christiansburg  
 Tel.: 2461  
 Representative... Independent  
 President... Robert S. Keller, Inc.  
 Manager... Dr. Perry E. Gresham  
 Dave Milligan

**WRIC—Richlands—1951**

Frequency: 540 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... Clinch Valley Bcstg. Corp.  
 Address... P. O. Box 218  
 Tel.: Wo 1-4066  
 Station Rep... Rambeau, Vance, Hopple  
 President... J. Powell Royall  
 Gen., Sta. Mgr... J. H. Lee  
 Prog., Pub. Dir... Shirley A. Lee  
 Chief Engineer... Earl Graham

**WANT—Richmond—1951**

Frequency: 990 Kc. Power: 1000 Watts, d.  
 Owned... United Broadcasting Co.  
 Address... 513 East Main Street  
 Tel.: Milton 3-8368  
 Representative... Independent  
 Pres., Gen. Mgr... Oakes; Dora-Clayton; Whittig; Devney  
 Richard Eaton  
 General Manager, Chief Eng... S. J. Bell  
 Commercial Manager... Robert M. Benson  
 Program Director... Wilbur D. Lewis

**WEZL—Richmond—1958**

Frequency: 1590 Kc. Power: 5 Kw, d.  
 Owned By... WEZL, Inc.  
 Address... 305 W. Grace St.  
 Tel.: Milton 4-4577  
 Station Rep... Independent  
 Radio-TV Rep  
 President... W. E. Bennis, Jr.  
 General Manager... William J. Page  
 Promotion Manager... J. Canyon

**WLLY—Richmond—1955**

Frequency: 1320 Kc. Power: 1000 Watts, d.  
 Owned... WLLY, Inc.  
 Address... Broad-Grace Arcade  
 Tel.: MI 9-1223  
 Station Representative... Independent  
 Masla  
 Pres., Gen. Mgr... Louis Adelman  
 Commercial Manager... Charles M. Quilliam  
 Program Dir... Gene Creasy  
 Chief Engineer... Kenneth Shelton

**WMBC—Richmond—1926**

Frequency: 1380 Kc. Power: 5000 Watts  
 Owned-Oper. By... Havens & Martin, Inc.  
 Bus. Studio Address... 3301 W. Broad St.  
 Tel.: EL 5-8611  
 Representative... ABC  
 Pres., Gen., Sta. Mgr... Bolting Co.  
 Wilbur M. Havens  
 Commercial Mgr... Walter A. Bowry, Jr.  
 Sales Prom. Mgr., Pub. Dir... W. J. Filer  
 Prog. Dir... Frank Wilson  
 Chief Engineer... James Kyle

**WRNL—Richmond—1937**

Frequency: 910 Kc. Power: 5000 Watts  
 Owned-Oper. By... Richmond Newspapers, Inc.  
 Business-Studio Address... 111 N. Fourth St.  
 Tel.: Milton 3-3436  
 Representative... MBS  
 News Leader; Times Dispatch  
 Representative... Edward Petry  
 President... D. Tennant Bryan  
 Gen. Station Mgr... E. S. Whitlock

# VIRGINIA

Sales Manager.....Frank Soden  
 Prog. Dir.....William Morrison  
 Pub., Prom. Director.....Mrs. Jane Creasy  
 Chief Engineer.....E. V. Wolstenholme

## WLEE—Richmond—1945

Frequency: 1480 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Lee Bcstg. Corp.  
 Business-Studio Address...6200 W. Broad St. Rd.  
 Tel.: Atlantic 8-2835.....NBC  
 Representative.....Brown, McGavern  
 President.....Thomas Tinsley  
 Gen. Mgr.....H. L. Hudson  
 Commercial Mgr.....Don P. Lee  
 Sales Prom. Mgr.....Thomas J. McCollum, Jr.  
 Program Director.....Robert Gilmore  
 Chief Engineer.....Thomas J. Kita

## WRVA—Richmond—1932

Frequency: 1140 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Larus & Brother Co.  
 Business Address.....22nd & Cary Sts.  
 Tel.: Milton 3-3511.....CBS  
 Representative.....CBS Radio Spot Sales  
 General Manager.....John B. Tamsey  
 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  
 Gen., Comm. Mgr.....David M. Wilburn

## WXGI—Richmond—1947

Frequency: 950 Kc.....Power: 1000 Watts d.

Owned-Operated By.....Radio Virginia, Inc.  
 Bus.-Studio Address...300 German School Rd.  
 Tel.: BE 3-7666.....Independent  
 Station Representative.....Webb  
 President.....Douglas H. Robertson  
 Gen. Comm. Mgr.....David M. Wilburn  
 Chief Engineer.....Charles Charnesky

## WDBJ—Roanoke—1924

Frequency: 960 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Times-World Corp.  
 Address.....201 Campbell Ave., S.W.  
 Tel.: DI 3-8031.....CBS  
 News. Affil.....Times, World News  
 Representative.Peters, Griffin, Woodward, Inc.  
 President.....M. W. Armistead, III  
 V.P., Managing Dir.....Ray P. Jordan  
 Sta., Comm. Mgr.....Frank E. Koehler  
 Sales Prom., Pub. Dir.....Katherine Griffey  
 Program Director.....J. Dexter Mills  
 Chief Engineer.....J. Robert Crowley

## WHYE—Roanoke—1957

Frequency: 910 Kc.....Power: 1 Kw., d.  
 Owned.....Jefferson Bcstg. Corp.  
 Business Address.....American Theater Bldg.  
 Tel.: Diamond 5-0988.....KBS  
 Sta. Rep.....O'Connell; Reilley; Brown  
 President.....Sherwood J. Tarlow  
 Exec. V.P., Gen. Mgr.....Allan W. Roberts  
 Commercial Manager.....Nick Bell  
 Sales Prom. Mgr.....Jim Gearheart

# 1<sup>ST</sup>

## IN RICHMOND!!!

### LISTENERS

PULSE — Jan-Feb. 1959

### MERCHANDISING

Drug  
 Grocery  
 Community Club Awards

### PROMOTIONS

WLEE expositions  
 Model Homes  
 Mobile Studios  
 Newsliners  
 European Trips  
 Prize Contests

1480

# WLEE

1480

President — TOM TINSLEY  
 Vice President — IRVIN G. ABELOFF

General Manager — HARVEY HUDSON

National Representatives  
 Select Station Representatives — New York  
 McGavran-Quinn — Chicago, Detroit, Los Angeles, San Francisco  
 Clarke Brown Company — Dallas, Houston, New Orleans, Atlanta

# VIRGINIA

Program Director.....Glen C. Lewis  
Publicity Director.....Jim Mac  
Chief Engineer.....Ray Mills

## WRIS—Roanoke—1953

Frequency: 1410 Kc....Power: 5000 Watts d.  
Owned.....Roanoke Independent Bcstrs. Inc.  
Address.....Box 702  
Tel.: 2-3131.....Independent  
Representative.....Walker  
General Mgr.....Cy Bahakel  
Asst. Gen. Mgr.....Frank Tirico

## WROV—Roanoke—1946

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....WROV Bcstrs., Inc.  
Bus. Studio Address...15th & Cleveland Ave.  
Tel.: DI 3-4444.....ABC  
Representative.....Burn-Smith  
Pres., Gen. Mgr.....Burton L. Levine  
Commercial Manager.....T. M. Aheron  
Pub. Dir.....Barbara Felton  
Chief Engineer.....A. T. Beckley

## WSLS—Roanoke—1940

Frequency: 610 Kc..Power: 5 Kw. d. 1 Kw. n.  
Owned.....Shenandoah Life Stations, Inc.  
Business-Studio Address....Radio-TV Center  
Tel.: DI 4-0226.....NBC  
Representative.....John Blair  
President.....Blake T. Newton, Jr.  
Exec. Vice President.....James H. Moore  
Station Mgr.....Horace Fitzpatrick  
Commercial Mgr.....A. S. Trevilian, Jr.  
Sls. Prom. Dir.....C. R. Garrison  
Asst. Oper. Mgr.....G. W. Chernault, Jr.  
Asst. Mgr. for Eng.....J. P. Briggs

## WYTI—Rocky Mount—1956

Frequency: 1570 Kc...Power: 1000 Watts d.  
Owned.....WYTI, Inc.  
Business Address.....P.O. Drawer 471  
Tel.: HU 3-9955.....KBS  
Station Representative.....Best  
President.....S. L. Goodman  
General Manager.....Lester L. Williams  
Commercial Manager.....William E. Jefferson  
Program Director.....Fred W. Vopper  
Chief Engineer.....William A. Farley

## WBLU—Salem—1956

Frequency: 1480 Kc.....Power: 1 Kw., d.  
Owned By.....Salem Bcstg. Co.  
Address.....P. O. Box 408  
Tel.: DUpont 9-5443.....Independent  
Gen. Mgr., Ch. Eng.....M. C. Bowers, Jr.  
Commercial Mgr.....R. Bentley

## WHLF—South Boston—1947

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Halifax Bcstg. Co.  
Address.....Webster St  
Tel.: 2-9888.....ABC-KBS  
Gen., Comm. Mgr.....John L. Cole, Jr.

Sta. Mgr.....H. Preston Young, Jr.  
Chief Engineer.....Arthur A. Moran, Jr.

## WJWS—South Hill—1953

Frequency: 1370 Kc....Power: 1000 Watts d.  
Owned-Operated By...Old Belt Bcstg. Corp.  
Address.....P. O. Box 216  
Tel.: HI 7-4007.....Independent  
President.....C. D. Pennington, Jr.  
Gen., Sta., Comm. Mgr.....W. Hofter  
Sales Prom. Mgr., Prog. Dir...A. W. Walthall  
Chief Engineer.....Charles E. Brown

## WAFB—Staunton—1954

Frequency: 900 Kc.....Power: 1 Kw. d.  
Owned.....Am. Home Bcstg. Corp.  
Address.....P. O. Box 448  
Tel.: TU 6-0100.....Independent  
Station Rep.....Clark  
Pres., Gen. Mgr.....Lloyd Gochenour  
Chief Engineer.....Glenn Thomas

## WTON—Staunton—1946

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....Charles P. Blackley  
Business-Studio Address.....Morrison Bldg.  
Tel.: TU 6-6666.....ABC  
Pres., Gen. Mgr.....Charles P. Blackley  
Sta., Comm. Mgr.....Charles E. Seebeck  
Program Director.....Ray H. Honaker, Jr.  
Chief Engineer.....Rex C. Houser

## WLPM—Suffolk—1940

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Suffolk Bcstg. Corp.  
Business Address.....Radio Bldg.; Box 626  
Tel.: 2394.....MBS-KBS  
Pres., General Mgr.....Fred L. Hart  
Comm. Mgr.....L. Earl Hundley  
Prog. Dir.....Ted Potter  
Chief Eng.....Veryl W. Rupp

## WESR—Tasley—1957

Frequency: 1330 Kc.....Power: 1 Kw.  
Owned.....Accomack-Northampton Bcstg. Co.  
Address.....Box 1330  
Tel.: SU 7-3200.....KBS  
President.....Vernon H. Baker  
Gen. Mgr.....Brooks Russell  
Ch. Eng.....Glenn Kellam

## WBOF—Virginia Beach—1954

Frequency: 1600 Kc.....Power: 1 Kw. d.  
Owned.....Va. Beach Bcstg. Corp.  
Business Address.....Box 536  
Tel.: GArden 8-3434.....KBS  
Station Representative.....Best  
Pres., Gen. Mgr.....Leo Hoarty  
Sta. Mgr., Prog. Dir.....Bob Gheza  
Comm. Mgr.....Ron Phillips  
Sales Promotion Manager.....Bill Rhyne  
Publicity Director.....Joe Burton  
Chief Engineer.....Jack Garrison

## VIRGINIA-WASHINGTON

### WNNT—Warsaw—1949

Frequency: 690 Kc. Power: 250 Watts d.  
Owned. Grayson Headley  
Address. Warsaw  
Tel.: ED 3-6900. KBS  
Pres., Gen. Mgr. Grayson Headley  
Commercial Mgr. Ruth R. Rouzie  
Sales Prom. Mgr. Bill Allison  
Prog. Dir. Chris Naumann  
Chief Engineer. W. Dean Loudy

### WEER—Warrenton—1957

Frequency: 1570 Kc. Power: 500 W., d.  
Owned. Radio Associates, Inc.  
Business Address. Box 817  
Tel.: 1500. KBS  
Representative. Best  
President. George Oleson  
Gen. Mgr. Arthur Kellar  
Sales Prom. Manager. Donald W. Herman  
Chief Engineer. Joe Terrien

### WKTF—Warrenton—1957

Frequency: 1420 Kc. Power: 5000 Watts  
Owned By. WKFT, Inc.  
Business Address. Warren Green Hotel  
Tel.: 1420. Independent  
Station Representative. Weed  
President. Harry Wismer  
Gen., Sta. Mgr. Bob Greiner  
Commercial Manager. Ed Falls  
Program Director. Jack Heaton  
Chief Engineer. Albert Moore

### WAYB—Waynesboro—1947

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By. Waynesboro Bcstg. Corp.  
Business Address. 526 W. Main St.  
Tel.: WH 3-6066. MBS-KBS  
Rep. Donald Cooke  
Pres., Gen., Sta. Mgr. N. Wilbur Kidd  
Comm., Sales Prom. Mgr. Al Charles  
Prog. Dir. Gene Daugherty  
Chief Engineer. William T. Gabbert

### WINC—Winchester—1941

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By. Marion P. Lewis  
Business Address. Kerr St.  
Tel.: MOhawk 2-4855. ABC-KBS  
Station Representative. For Joe  
President. Marion P. Lewis  
Program Director. Gordon Walsh  
Publicity Director. Roy Nester  
Sta. Mgr., Chief Engineer. Phil Whitney

### WYVE—Wytheville—1949

Frequency: 1280 Kc. Power: 1000 Watts d.  
Owned-Oper. By. Wythe County Bcstg. Co.  
Address. 195 S. 1st St.  
Tel.: CApitol 8-3185. KBS  
General Manager. Arthur M. Gates  
Commercial Manager. Edward A. Zuber  
Program Director. Frank Fox Lindamood  
Chief Engineer. W. Jack Fleming

Pop.: 2,872,000  
Families: 886,000  
Radio Homes: 866,000

## Washington

Stations in State: 80  
TV Homes: 716,000  
TV Stations: 14

### KBKW—Aberdeen—1949

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By. KBKW, Inc.  
Address. 701 E. Heron St.  
Tel.: 1015. Independent  
Station Rep. Devney; Feltis; Jacobson  
President. Archie Taft, Jr.  
Gen., Sta. Mgr. Mahlon R. Taft  
Program Director. Dale Gunderson  
Publicity Director. Fred Marinacci  
Chief Engineer. Bob Smading

### KXRO—Aberdeen—1927

Frequency: 1320 Kc. Power: 1000 Watts  
Owned-Oper. By. KXRO, Inc.  
Address. 207½ E. Market St.  
Tel.: AB 4098. MBS-KBS  
Rep. Walker, Ayres, Art Moore  
President. Harry R. Spence  
General Manager. Fred G. Goddard  
Comm. Mgr. Roy Johnson  
Sales Prom. Manager. Monte Cook  
Chief Engineer. Robert J. McNamara

### KAGT—Anacortes—1956

Frequency: 1340 Kc. Power: 250 Watts

Owned. Fidalgo Brcstg. Inc.  
Address. 2920 Commercial Ave.  
Tel.: CY 4-2345. KBS  
Representative. Art Moore  
Pres., Gen. Mgr. James C. Frits  
Chief Engineer. Donald Knuteson

### KASY—Auburn—1958

Frequency: 1220 Kc. Power: 250 Watts, d.  
Owned By. Auburn Broadcasters, Inc.  
Address. 122 S. Division St.  
Tel.: TEmple 3-5220. Independent  
Station Representative. Feltis  
President. Edward Garre  
Co-Owner, Prom. Mgr. Johnny Mowbray  
Program Director. Brian Calkins  
Chief Engineer. Charles Cook

### KFKF—Bellevue—1958

Frequency: 1330 Kc. Power: 1 Kw., d.  
Owned. Bellevue Bcstrs.  
Business Address. Pacific Natl. Bank Bldg.  
Tel.: GLencourt 4-1330. Independent  
President. Kemper Freeman  
Station Manager. Bill Coben  
Program Director. Dick Stokke  
Chief Engineer. Jim McGavick

**KENY—Bellingham—1958**

Frequency: 930 Kc. Power: 1000 Watts d.  
Owned By.....Whatcom County Bcstg. Inc.  
Business Address.....220-A Unity St.  
Tel.: REgent 3-2410.....Independent  
Station Representative.....Grant  
Pres., Gen., Sta. Mgr.....Tom Haveam  
Commercial Manager.....Edgar Marroy  
Program Director.....Clayton Holm  
Sales Prom., Pub. Dir.....James Bailey

**KPUG—Bellingham—1947**

Frequency: 1170 Kc. Power: 1000 Watts  
Owned-Operated By.....KPUG, Inc.  
Business Address.....2340 E. Sunset Dr.  
Tel.: REgent 4-1170.....MBS  
Newspaper Affil.....Othello (Wa.) Outlook  
Station Representative.....Pearson  
President.....Jessica L. Longston  
Ex. V.P.....Robert E. Pollock  
Gen. Manager.....John DiMeco  
Comm. Mgr.....Oscar Lundgren  
Sls. Prom. Mgr.....James Tincker  
Program Director.....William Anderson  
Publicity Director.....Bernie Veleke  
Chief Engineer.....Donald E. Pinney

**KVOS—Bellingham—1927**

Frequency: 790 Kc. Power: 1000 Watts  
Owned-Operated By.....KVOS, Inc.  
Bus. Studio Address.....1155 Ellis St.  
Tel.: 790.....ABN  
Representative.....Forjoe, Art Moore  
President.....Rogan Jones  
Gen. Mgr.....Hamilton Brosious  
Prog. Dir.....John Sherman  
Nat. Sales Manager.....Fred Elsethagen

**KBRO—Bremerton—1947**

Frequency: 1490 Kc. Power: 250 Watts  
Owned.....Bruce Bartley  
Business Address.....205 Washington Ave.  
Tel.: ESsex 7-3995.....Independent  
Station Representative.....Feltis; Palmer  
General Manager.....Linc Perry  
Office Manager.....Shirley Seid  
Sales Prom. Mgr.....Bruce Perry  
Program Director.....Bill Luckhurst  
Chief Engineer.....Bob Adams

**KPVA—Camas—1956**

Frequency: 1480 Kc. Power: 1 Kw., d.  
Owned By.....William B. & Cathryn C. Murphy  
Address.....714 NE 4th  
Tel.: 6431.....Independent  
Representatives.....Art Moore, Best  
President, Gen. Mgr.....Wm. B. Murphy  
Station Mgr.....Cathryn Murphy  
Sales Prom. Mgr.....Clarence Hagerty  
Assistant Mgr.....Sandy Rhodes  
Asst. Ch. Eng.....Vincent N. Ast.

**KELA—Centralia-Chehalis  
1937**

Frequency: 1470 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By.....Central Bcstg. Corp.

Business Address.....P.O. Box 720, Centralia  
Tel.: PE 6-3321.....MBS  
Rep., Walker, O'Connell, McGavren, Art Moore  
President.....J. Elroy McCaw  
Gen., Sta. Mgr.....Joe Chytil  
Sales Prom. Mgr.....Marty O'Toole  
Program Director.....Donald Youngmans  
Publicity Director.....Bryon Johnson  
Chief Engineer.....Bob De Lapp

**KITI—Chehalis-Centralia—1954**

Frequency: 1420 Kc. Power: 1 Kw. d.  
Owned-Operated By.....KITI Corp.  
Address.....804 Market St.  
Tel.: SH 8-3379.....Independent  
Representative.....Feltis, Grant  
Pres., Gen. Mgr.....Donald F. Whitman  
Sta., Comm. Mgr.....Phil Roewe  
Chief Engineer.....Harold C. Singleton

**KOZI—Chelan—1957**

Frequency: 1220 Kc. Power: 1 Kw., d.  
Owned.....Lake Chelan Bcstg. Corp.  
Address.....Morse Bldg.  
Tel.: 440.....Independent  
Representative.....McGillvra  
Pres., Gen. Mgr.....Stuart S. Maus  
Program Director.....Marjorie Grill  
Chief Engineer.....Dean Rhodes

**KCLX—Colfax—1950**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By.....Adrian De Vries  
Address.....Box 710  
Tel.: EXbrook 7-3441.....KBS  
Station Representative.....Best  
Owner, Gen., Sta. Mgr.....Adrian De Vries  
Program Director.....Betty DeVries  
Chief Engineer.....E. O. McVay

**KCVL—Colville—1955**

Frequency: 1270 Kc. Power: 1000 Watts d.  
Owned-Operated By.....Colville Bcstg. Co.  
Bus. Address.....Mantz & Ricky Rd.; Box 208  
Tel.: MU 4-6481.....KBS  
Station Representative.....Continental; Moore  
Pres., Ch. Eng.....Merle B. Peterson  
Commercial Manager.....Peggy J. Hull

**KGDN—Edmonds—1954**

Frequency: 630 Kc. Power: 1000 Watts  
Owned.....King's Garden, Inc.  
Address.....190th & Fremont  
Tel.: LI 3131.....Independent  
President.....A. B. Martin  
Manager.....A. Orville Helgerson  
Program Director.....Gerald Swanson  
Chief Eng.....Walter Jamison

**KXLE—Ellensburg—1946**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By.....Central Washington Bcstrs.  
Bus. Add. Trans. Loc.....Box 600

# WASHINGTON

Tel.: Ellensburg .....KBS  
Representative .....McGillvra  
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 By.....Coulee Bcstg. Corp.  
Tel.: SK 4-4686.....Independent  
President.....Donald R. Berry  
Gen., Sta., Comm., Prom. Mgr.....Bob Moore  
Program Director.....Dorothy McCue  
Chief Engineer.....Len Brown

## KRKO—Everett—1920

Frequency: 1380 Kc.....Power: 1000 Watts  
Address.....P. O. Box 916  
Tel.: Alpine 9-1144.....Independent  
Station Representative.....Devney; Moore  
Pres., Gen. Mgr.....W. R. Taft  
Sales Manager.....Tom Kelley  
Chief Engineer.....Dave Foley

## KQTY—Everett—1957

Frequency: 1230 Kc.....Power: 250 W.  
Owned.....W. Nelskog, P. Crain, A. Baker  
Address.....3021 Rockefeller  
Tel.: CE 6111.....Independent  
Representative.....Grant  
President.....Wally Nelskog  
Gen. Mgr.....Paul Crain  
Sta. Mgr.....Earle Gerdon  
Prog. Dir.....Ray Courtmanch

## KFDR—Grand Coulee—1950

Frequency: 1360 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Ralph A. Nachtmann  
Address.....Box 395  
Tel.: 140.....Independent  
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.....KLOG, Inc.  
Address.....P. O. Box 90  
Tel.: EX 3-4900.....Independent  
Station Rep.....Moore; Walker-Rawalt; Oakes  
President.....J. J. Flanigan  
Gen., Sta. Mgr.....John F. Carlson  
Commercial Manager.....Warren Peterson  
Program Director.....Robert Van Roy  
Chief Engineer.....Robert Meers

## KEPR—Kennewick—1949

Frequency: 610.....Power: 5000 Watts  
Owned-Oper. By.....KWIE, Inc.  
Address.....11 S. Cascade St.  
Tel.: JU 2-5151.....CBS  
Representative.....Art Moore, Robert Meeker  
President.....Thomas C. Bostic

Sta., Comm. Mgr.....Monte Strohl  
Program Director.....Bill Moody

## KNBX—Kirkland—1947

Frequency: 1050 Kc.....Power: 1 Kw. d.  
Owned-Oper. By.....Eastside Bdcstg. Co.  
Business Address.....Civic Center; Box 338  
Tel.: VAndyke 2-1201.....KBS  
Representative.....Art Moore  
General Manager.....G. A. Wilson  
Program Director.....R. Anita Busek  
Chief Engineer.....A. W. Lehnhoff

## KFHA—Lakewood—1959

Frequency: 1480 Kc.....Power: 1000 Watts  
Owned By.....Ferguson & Hall  
Address.....KFHA, Tacoma 99  
Tel.: Juniper 8-1811.....Independent  
Partner.....Adlai C. Ferguson, Jr.  
Partner, Gen. Mgr.....Robert E. Hall  
Program Director.....Greg Martin  
Chief Engineer.....Herman Hughes

## KBAM—Longview—1955

Frequency: 1220 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....K-BAM Bcstg. Co.  
Business Address...1451 Alaska St.; Box 31  
Tel.: HA 3-1210.....Independent  
Station Rep.....Holman; Grant; Wagner  
President.....Paul D. Wickre  
Gen., Sta. Mgr.....William Hoftzyer  
Commercial Manager.....Al Weeks  
Program Director.....Charles Nelson  
Chief Engineer.....Byron Swanson

## KEDO—Longview—1938

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By.....Triad Bcstg. Corp.  
Address.....P. O. Box 779  
Tel.: HA 5-1500.....MBS  
Representative.....Feltis; Pearson  
Pres., Gen. Mgr.....William Boeing, Jr.  
Comm. Prog. Mgr.....Don L. Veith  
Chief Engineer.....Mac Davis

## KSEM—Moses Lake—1947

Freq.: 1470 Kc.....Power: 5 Kw., d.; 1 Kw., n.  
Owned-Operated By.....KSEM, Inc.  
Business Address.....Box 276  
Tel.: RO 5-3441.....KBS  
Station Representative.....Day; O'Connell  
President.....Jessica L. Longston  
Gen. Manager.....John R. DiMeo  
Station Manager.....Roy Robinson  
Commercial Manager.....Gene Wagner  
Sales Promotion Manager.....Bill Berry  
Program Director.....Neil Burmester  
Chief Engineer.....Ken Hansen

## KWIQ—Moses Lake—1956

Frequency: 1260 Kc.....Power: 1000 Watts, d.  
Owned.....Central Basin Broadcasting Co.  
Business Address.....815 W. Broadway  
Tel.: ROkwell 5-7843.....Independent  
Station Representative.....Weed; Moore  
President.....Tomas Bostic  
General Manager.....James Schroeder  
Commercial Manager.....Ed Dahlin



Sales Promotion Manager.....Jack Dillon  
 Program Director.....Francis King  
 Publicity Director.....Ed Morrissey  
 Chief Engineer.....Howard Hammond

**KBRC—Mount Vernon—1946**

Freq.: 1430 Kc....Power: 5 Kw., D; 1 Kw., N  
 Owned-Operated By.....Beckley Radio Co.  
 Bus.-Studio Address.....P.O. Box 240  
 Tel.: GARfield 4-2430.....Independent  
 Representative.....Art Moore  
 Pres., Gen. Sta. Mgr.....Leo H. Beckley  
 Comm.-Sales, Prom. Mgr.....Ted Frayling  
 Prog., Pub. Director.....Glenn Brooke  
 Chief Engineer.....Burt McAllister

**KGY—Olympia—1922**

Frequency: 1240 Kc....Power: 250 Watts  
 Owned-Oper. By.....Tom Olsen  
 Address Trans. Loca.....P. O. Box 710  
 Tel.: WHitehall 3-1240.....MBS-KBS  
 Representative.....Art Moore, Walker  
 Pres., Gen. Mgr.....Tom Olsen  
 Sta., Comm. Mgr.....Herb Anderson  
 Program, Ch. Eng.....Don Jones  
 Publicity Director.....Robert Cummings

**KITN—Olympia—1956**

Frequency: 1440 Kc....Power: 500 Watts d.  
 Owned.....KITN Corp.  
 Address.....810 Columbia Street  
 Tel.: FL 7-7718.....Independent  
 Representative.....Feltis, Grant  
 Pres., Gen. Mgr.....D. Whitman  
 Chief Engineer.....Harold C. Singleton

**KOMW—Omak—1947**

Frequency: 680 Kc....Power: 1000 Watts d.  
 Owned-Operated By.....KOMW, Inc.  
 Business-Studio Address.....Box 151  
 Tel.: 20.....Independent  
 Representative.....Feltis; Ayres  
 President.....R. L. McNett  
 General Manager.....Dean Nichols  
 Comm. Mgr.....Jerry Weaver  
 Program Director.....Mrs. Betty Uht

**KRSC—Othello—1958**

Frequency: 1450 Kc....Power: 100 Watts  
 Owned By.....Othello Radio  
 Address.....Othello  
 Tel.: Othello.....KBS  
 General Mgr.....R. E. Pollock  
 Station Mgr.....C. Sheppard  
 Chief Engineer.....W. Dru

**KORD—Pasco—1956**

Frequency: 910 Kc....Power: 1 Kw., d.  
 Owned.....Music Bcstrs.  
 Address.....Box 485  
 Tel.: LI 7-9791.....Independent  
 Representative.....W. S. Grant  
 Gen. Mgr.....Wally Reid

**KPKW—Pasco—1945**

Frequency: 1340 Kc....Power: 250 Watts  
 Owned By.....Hill & Wages

Address.....Pasco  
 Tel.: Pasco.....KBS  
 Representative.....Feltis  
 Pres., Gen. Mgr.....V. B. Kenworthy  
 Comm. Mgr.....Shirley Wallen  
 Prog. Dir., Chief Engineer.....Robert Rockne

**KONP—Port Angeles—1945**

Frequency: 1450 Kc....Power: 250 Watts  
 Owned.....Radio Pacific Inc.  
 Address.....313 West First Street  
 Tel.: GL 7-4200.....KBS  
 Newspaper Affiliation.....Evening News  
 Representative.....Art Moore  
 President.....Charles Webster  
 Gen. Mgr.....George Buck  
 Sta. Mgr., Prog. Dir.....Jack Keith Proctor  
 Sales Promotion Manager.....Robert French  
 Publicity Director.....Rachel Gallagher  
 Chief Engineer.....Frederick F. Fields

**KARY—Prosser—1956**

Frequency: 1310 Kc....Power: 1 Kw., d.  
 Owned By.....Prosser-Grandview Bcstrs.  
 Address.....P. O. Box 1310  
 Tel.: YUKon 4-7310.....KBS  
 Station Rep.....Best  
 President.....Ray Rockstrom  
 General Mgr.....J. L. Quinn  
 Comm. Prom. Mgr.....R. Wilson  
 Chief Engineer.....D. Trostel

**KOFE—Pullman—1950**

Frequency: 1150 Kc....Power: 1000 Watts d.  
 Owned-Oper. By.....Bayton & Hicks  
 Address.....Pullman-Colfax Hy.  
 Tel.: 1-5251.....Independent  
 Representative.....Ayres, Best  
 Station Mgr.....J. Ronald Bayton  
 Promotion Mgr.....B. J. Bayton

**KAYE—Puyallup—1951**

Frequency: 1450 Kc....Power: 250 Watts  
 Owned-Operated By.....Henry Perozzo  
 Address.....P. O. Box 271  
 Tel.: THornwall 5-1711.....KBS  
 Station Representative.....Moore  
 Gen. Mgr., Ch. Eng.....Henry Perozzo  
 Commercial Manager.....Marvin A. Young  
 Program Director.....Janet Lee Kelly

**KPOR—Quincy—1957**

Frequency: 1370 Kc....Power: 1 Kw., d.  
 Owned.....Quincy Valley Bcstrs.  
 Address.....1st & B St.  
 Tel.: SUNset 7-6731.....Independent  
 Pres., Gen. Mgr.....Donald R. Nelson  
 Chief Engineer.....Jerry Leathers

**KAPA—Raymond—1950**

Frequency: 1340 Kc....Power: 250 Watts  
 Owned-Oper. By.....Seattle Musicasters  
 Address.....P. O. Box 826  
 Tel.: 1010.....KBS  
 Station Rep.....Moore; Walker; Continental  
 Sta. Mgr.....R. E. Claunch  
 Comm. Mgr.....J. W. Reavley  
 Chief Engineer.....Robert Sheetz

**WASHINGTON**

**KLAN—Renton—1946**

Frequency: 910 Kc. Power: 1000 Watts  
Owned-Oper. By Seattle Musicasters  
Address Trans. Loca. 615 Third Ave.  
Tel: ALpine 5-8245 Independent  
President Ralph J. Sander, Jr.  
General Manager Chas. E. Sullivan

**KALE—Richland—1950**

Frequency: 960 Kc. Power: 1000 Watts  
Owned-Oper. By KALE, Inc.  
Address P. O. Box 367  
Tel: 4-3180 Independent  
Representative Walker  
President R. S. McCaw  
Gen., Comm. Mgr. Don Huber

**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.  
Tel: MAin 3-2480 Independent  
Station Representative Young  
President Jessica L. Longston  
Gen. Mgr. R. E. Pollock  
Sta. Mgr. Jim Hamstreet  
Comm. Mgr. Gilbert C. Bond  
Prog. Dir. Ted Bell  
Chief Engineer Verle Jones

**KING—Seattle—1927**

Frequency: 1090 Kc. Power: 50,000 Watts  
Owned-Oper. By KING Bcstg. Co.  
Address 320 Aurora Ave.  
Tel: MUtual 2-3555 ABC-NBC  
Station Rep. Blair  
Pres., Gen. Mgr. Mrs. A. Scott Bullitt  
V.P. Business Henry B. Owen  
Station Mgr. Gibbs Lincoln  
Program Mgr. Jack Link  
Pub. & Prom. Mgr. Mel Anderson  
Chief Engineer A. A. Shultz

**KIRO—Seattle—1927**

Frequency: 710 Kc. Power: 50,000 Watts  
Owned-Oper. By Queen City Bcstg. Co.  
Bus. Studio Address 1530 Queen Anne Ave.  
Tel: AL 9800 CBS  
Representative Peters, Griffin, Woodward, Inc.  
President Saul Haas  
Comm. Manager William F. Tucker  
Station Manager Lincoln W. Miller  
Program Director Clair Weidenaar

**KJR—Seattle—1923**

Frequency: 950 Kc. Power: 5000 Watts  
Owned-Oper. Mt. Rainier Radio & TV Bcstg.  
Business-Studio Address 2600 26 Ave. S.W.  
Tel: HO 5100 Independent  
Representative Branham, McGavren, Jacobson  
Pres., Gen Mgr. Lester M. Smith  
Commercial Manager Gaylen S. Blackford  
Pgm. Director Homer Pope  
Chief Engineer George Newton

*"The Album Sound"*

*(the ones who buy!)*



MUSIC FOR ADULTS AND MATURE YOUNG PEOPLE

5000 WATTS — TOP OF YOUR DIAL

**KOL—Seattle—1922**

Frequency: 1300 Kc. Power: 5000 Watts  
 Owned-Oper. By... Seattle Bcstg. Co.  
 Bus.-Studio Address... 1100 W. Florida St.  
 Tel.: MA 2-2312... Independent  
 Representative... Bolling  
 President... Marie S. Taft  
 Gen., Sta. Mgr... Archie Taft, Jr.  
 Commercial Manager... W. L. Simpson  
 Program Director... Howard Hall  
 Publicity Director... Robert Ward  
 Chief Engineer... Dallas Barnard

**KOMO—Seattle—1926**

Frequency: 1000 Kc. Power: 50,000 Watts  
 Owned-Oper. By... Fisher's Blend Station, Inc.  
 Bus.-Studio Address... 100 4th Ave. No.  
 Tel.: MA 4-6000... NBC  
 Representative... NBC Spot Sales  
 President... O. W. Fisher  
 Gen. Mgr., Exec. V. P... W. W. Warren  
 Comm. Manager... James McLoughlin  
 Station Manager... Maitland Jordan  
 Sls. Prom. Mgr... Bob Ryan  
 Program Manager... F. J. Patterson  
 Pub. Rel. Mgr... Margaret Frey  
 Chief Engineer... C. E. Miller

**KTIK—Seattle—1956**

Frequency: 1590 Kc. Power: 5000 Watts  
 Owned-Operated By... KTIK, Inc.  
 Business Address... 101 Bellevue Ave. North  
 Tel.: EAst 3-1590... Independent  
 Station Representative... Webb, Lucas  
 Pres., Gen. Mgr... Hugh Ben LaRue  
 Comm. Mgr... Bill Rickard  
 Publicity Director... Doris Holman  
 Chief Engineer... Jack Hemingway

**KTW—Seattle—1920**

Frequency: 1250 Kc. Power: 1000 Watts  
 Owned... The First Presbyterian Church  
 Business Address... 710 Madison  
 Tel.: MUtual 2-1250... Independent  
 Station Representative... Pickens  
 Gen., Sta. Mgr... Don J. Bevilacqua  
 Comm., Sales Prom. Mgr... George W. Boucher  
 Program Director... William McMillen  
 Ch. Eng... James S. Ross

**KVI—Seattle—1926**

Frequency: 570 Kc. Power: 5000 Watts  
 Owned-Oper. By... Puget Sound Bcstg. Co., Inc.  
 Bus. Address... Camlin Hotel, 1619 9th Ave.  
 Tel.: MAin 4-4848... MBS  
 Representative... H-R Reprs.  
 President, Gen. Mgr... Mrs. Vernice Irwin  
 Commercial Mgr... Earl T. Irwin  
 Program Dir... Harry Long  
 Chief Engineer... D. M. McDonough

**KXA—Seattle—1926**

Frequency: 770 Kc. Power: 1000 Watts d.  
 Owned-Operated By... KXA, Inc.  
 Bus.-Studio Address... 320 Second Ave., W.

Tel.: AL 8600... Independent  
 Representative... Meeker  
 President... Wesley I. Dumm  
 Comm. Mgr... G. A. Wellington  
 Gen. Mgr., Chief Eng... John Dubuque

**KGA—Spokane—1926**

Frequency: 1510 Kc. Power: 50,000 Watts  
 Owned-Oper. By... Bankers Life & Casualty  
 Bus.-Studio Address... Moran Prairie, Box 141  
 Tel.: KE 4-0631... ABC  
 Representative... Everett-McKinney, O'Connell  
 General Manager... Len Greenword  
 Managing Director... John P. Cannaven, Jr.

**KHQ—Spokane—1922**

Frequency: 590 Kc. Power: 5000 Watts  
 Owned-Operated By... KHQ, Inc.  
 Bus.-Studio Address... 700 Radio Central Bldg.  
 Tel.: MA 4-5131... NBC  
 Representative... Katz  
 Pres., Gen. Sta. Mgr... Richard O. Dunning  
 Comm. Mgr... William Merrill  
 Prog. Dir... John Fahey  
 Sls. Prom., Pub. Dir... Rex Gerlach  
 Chief Engineer... Dee Waymire

**KNEW—Spokane—1947**

Frequency: 790 Kc. Power: 5000 Watts  
 Owned-Operated By... Seattle-Portland Radio  
 Business Address... P.O. Box 8033  
 Tel.: KE 4-9363... Independent  
 Station Representative... McGavren-Quinn  
 General Manager... Lester M. Smith  
 Program Director... Bill Gratton  
 Chief Engineer... Vince Hoffant

**KPEG—Spokane—1957**

Frequency: 1380 Kc. Power: 5 Kw. d.  
 Owned... Bellevue Bcstrs.  
 Bus. Ad... 1527 W. 2nd Ave.; Box 838  
 Tel.: MADison 4-0454... Independent  
 President... H. Kemper Freeman  
 Gen. Mgr., Ch. Engr... Larry Lester  
 Program Director... Mrs. Frances M. St. Dennis

**KREM—Spokane—1947**

Freq.: 970 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By... KREM Bcstg. Co.  
 Address... 4103 South Regal  
 Tel.: KE 4-0466... Independent  
 Representative... Forjoe  
 Pres., Gen. Mgr... Louis Wasmer  
 Sta., Comm. Mgr... Robert Temple  
 Sales Prom. Mgr., Pub. Dir... Ted Richeson  
 Program Director... E. A. Moseley  
 Chief Engineer... Hommer W. Mead

**KLYK—Spokane—1921**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By... KLYK, Inc.  
 Address, Trans. Loca... Realty Bldg.  
 Tel.: Riverside 7-8033... MBS  
 Station Representative... Moore

# WASHINGTON

President ..... Harold Lampel  
Gen., Comm. Mgr. .... William B. Murphy  
Sales Promotion Manager. .... Cathryn Murphy  
Program Director. .... Glenn Huston  
Publicity Director. .... Hal Thomas  
Chief Engineer. .... Ryder Chronic

Representative ..... Weed  
Station Manager. .... Max H. Bice  
Commercial Mgr. .... John Upham  
Sales Prom. Mgr. .... Robert Lyte  
Program Director. .... Don St. Thomas  
Chief Engineer. .... Max H. Bice

## KXLY—Spokane—1922

Frequency: 920 Kc. .... Power: 5,000 Watts  
Owned-Oper. By. .... No. Pacific Radio Corp.  
Address ..... W. 315 Sprague Ave.  
Tel.: MA 4-1218. .... CBS  
Station Rep. .... Avery-Knodel; Day; Jacobson  
Pres. .... Norman Alexander  
General Manager. .... James R. Agostardo  
Station Manager. .... George Anthony

## KENE—Toppenish—1954

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned. .... Radio Broadcasters Inc.  
Address ..... P. O. Box 350  
Tel.: TO 5-7272. .... KBS  
Representative ..... Hil F. Best  
President ..... Jack R. Woodrooffe  
Gen., Sta. Manager. .... Robert A. Sumbardo  
Program Director. .... Don Downing  
Chief Engineer. .... Charles Peterson

## KZUN—Spokane—1955

Frequency: 630 Kc. .... Power: 500 Watts, d.  
Owned. .... Voice of Spokane Valley  
Address ..... Box 123  
Tel.: WA 4-2400. .... Independent  
Representative ..... W. S. Grant  
General Manager. .... Robert L. Swartz  
Co-Manager. .... Arthur R. MacKelvie  
Sales Manager. .... Richard White

## KKEY—Vancouver—1954

Frequency: 1150 Kc. .... Power: 1,000 Watts d.  
Owned-Oper. By. .... Western Bcstg. Co.  
Address ..... 5500 Fourth Plain Road  
Tel.: OX 3-2565. .... KBS  
Representative ..... Bernard  
President ..... Ralph C. Weagant  
General Mgr. .... Ernest Crater  
Commercial Mgr. .... Al Picinni  
Program Dir. .... Ken Debord  
Chief Engineer. .... Bryce Howard

## KREW—Sunnyside—1950

Frequency: 1230 Kc. .... Power: 250 Watts  
Owned-Oper. By. .... Cole E. Wylie  
Business Address ..... Box 209  
Tel.: TEmple 7-2277. .... Independent  
Representative ..... Tracy Moore  
Pres., Gen. Mgr. .... Cole E. Wylie  
Sta., Comm. Mgr. .... Don G. Bennett  
Program Director. .... Jean Runyan  
Chief Engineer. .... John Berg

## KVAN—Vancouver—1939

Frequency: 910 Kc. .... Power: 1000 Watts  
Owned-Oper. By. .... KVAN, Inc.  
Studio Address ..... 707 Main St.  
Newspaper Affil. .... Coos Bay Times  
Representative. .... Grant Webb, Tracy Moore  
President. .... Sheldon F. Sackett  
General Mgr. .... Larry H. Lau  
Station Mgr. .... James Gunn  
Nat. Sales Mgr. .... Isabelle Hoyt  
Chief Engineer. .... Leo Erickson

## KMO—Tacoma—1926

Frequency: 1360 Kc. .... Power: 5 Kw.  
Owned. .... Tacoma Radio Corp.  
Address ..... P. O. Box 1651  
Tel.: WA 2-8733. .... Independent  
Station Representative. .... Avery-Knodel; Moore  
Pres., Gen. Sta. Mgr. .... J. Archie Morton  
Prom., Pub. Dir. .... Win McCracken  
Chief Engineer. .... Duane White

## KHIT—Walla Walla—1956

Frequency: 1320 Kc. .... Power: 1000 Watts d.  
Owned By. .... Leader Broadcasting Co.  
Business Address ..... Denny Bldg.  
Tel.: JAcKson 5-1390. .... Independent  
Station Representative. .... Grant; Feltus.  
Pres., Gen., Sta. Mgr. .... Arch Le Roux  
Program Director. .... Herb Kennedy  
Chief Engineer. .... Less Ashworth

## KTAC—Tacoma—1942

Frequency: 850 Kc. .... Power: 1000 Watts  
Owned-Operated By. .... Tacoma Bcstrs., Inc.  
Address ..... Winthrop Hotel  
Tel.: BR 2-2241. .... Independent  
Representative. .... Gill-Perna, Scott; Feltus  
President, Gen. Mgr. .... Jerry Geehan  
Assistant Manager. .... John Condon  
Prog. Dir., Pub. Dir. .... Dick Weeks  
Chief Engineer. .... R. C. Velo

## KTEL—Walla Walla—1946

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned-Oper. By. .... Walla Walla Bdcstg. Co.  
Address ..... Box 1028  
Tel.: JAcKson 5-4103. .... ABC-KBS  
Sta. Rep. .... Rambeau, Vance, Hopple; Cox  
Pres., Gen. Mgr. .... Jack Keating  
Sales Prom. Mgr., Prog. Dir. .... Adaline Bussard  
Chief Engineer. .... Beven Roth

## KTNT—Tacoma—1952

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned-Operated By. .... Tribune Publ. Co.  
Address ..... So. 11th & Grant Sts.  
Tel.: FU 3-2561. .... Independent  
Newspaper Affil. .... News Tribune

## KUJ—Walla Walla—1929

Freq.: 1420 Kc. .... Power: 5000 Wts. d., 1000 n.  
Owned-Operated By. .... KUJ, Inc.  
Business Address. .... Route 2

## WASHINGTON-WEST VIRGINIA

Tel.: JA 9-1230.....Independent  
 Representative.....Forjoe, Art Moore  
 President, Gen. Mgr.....H. E. Studebaker  
 Comm. Mgr.....Norval Armes  
 Sales Prom. Mgr., Prog. Dir.....Ken Brooks  
 Chief Eng.....Glenn Dubbe

### KPQ—Wenatchee—1929

Frequency: 560 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Wescoast Bcstg. Co., Inc.  
 Bus.-Studio Address.....32 N. Mission  
 Phone: NO 3-5121.....News Service: UP  
 Representative.....Forjoe  
 Pres., Sta., Gen. Mgr.....James W. Wallace  
 V. P., Comm. Mgr.....Pat O'Halloran  
 Program Director.....Marc Bowman  
 Chief Engineer.....Doug Whipple

### KMEL—Wenatchee—1948

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Wenatchee Broadcasters  
 Address.....P. O. Box 1510  
 Tel.: NO 2-7135.....MBS  
 Representatives.....McGillvra, Feltis, Cox  
 Co-Owners.....S. Maus, M. Sorley  
 Sales Manager.....Mark Sorley

### KUEN—Wenatchee—1956

Frequency: 900 Kc.....Power: 500 Watts d.  
 Owned.....Queens Bcstg. Co.  
 Address.....209 Orondo Ave.  
 Tel.: NORmandy 3-5186.....KBS  
 Station Representative.....Grant; Feltis  
 Gen., Sta. Mgr.....Dale R. Woods  
 Comm. Mgr.....W. G. Cannon  
 Sales Prom. Mgr.....James Johnson  
 Prog. Dir.....William Moeller  
 Chief Engineer.....George Frese

### KIMA—Yakima—1944

Frequency: 1460 Kc.....Power: 5000 Watts

Owned-Oper. By.....Cascade Bdcstg. Co.  
 Address.....P. O. Box 702  
 Tel.: GLencourt 2-9111.....ABC-CBS-NBC  
 Rep.....Weed & Co., Art Moore  
 President.....A. W. Talbot  
 Gen. Manager.....Thomas C. Bostic  
 Station Mgr.....W. B. Hansen  
 Sales Manager.....Gene Grischow  
 Program Director.....Rex Heninger  
 Chief Engineer.....Dovel DeVon

### KIT—Yakima—1929

Freq.: 1280 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By.....KIT, Inc.  
 Bus. Ad.....414½ E. Yakima Ave.; Box 1222  
 Tel.: GL 7-8115.....Independent  
 Station Representative.....McGavren-Quinn  
 President.....Carl E. Haymond  
 Gen., Sta. Mgr.....Jack H. Goetz  
 Prog. Dir.....John Puckett  
 Publicity Director.....Pete Wick  
 Chief Engineer.....Dave Hubert

### KUTI—Yakima—1954

Frequency: 980 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....H. A. Roddick  
 Address.....316 Butterfield Rd.  
 Tel.: CH 8-0990.....Independent  
 Station Representative.....Forjoe; Day  
 Pres., Gen. Mgr.....H. A. Roddick  
 Commercial Manager.....Jack McMahan  
 Sales Promotion Manager.....Bill Bainter  
 Program Director.....Kay Arnold  
 Chief Engineer.....Lee Hurley

### KLOQ—Yakima—1947

Freq.: 1390 Kc.....Power: 1 Kw. d., 500 W. n.  
 Owned By.....Shela & Durham  
 Address.....P. O. Box 172  
 Tel.: GL 2-7143.....MBS  
 Representative.....Headley-Reed, Walker  
 Gen., Sta., Comm. Mgr.....Warren J. Durham

Pop.: 2,095,000  
 Families: 563,000  
 Radio Homes: 537,000

## West Virginia

Stations in State: 48  
 TV Homes: 416,000  
 TV Stations: 11

### WJLS—Beckley—1939

Freq.: 560 Kc.....Power: 5 Kw. d., 500 W. n.  
 Owned-Oper. By.....Joe L. Smith, Jr., Inc.  
 Bus.-Studio Address.....WJLS Building  
 Tel.: CL 3-7311.....CBS  
 Representative.....Burke—Stuart  
 President, Gen. Mgr.....Joe L. Smith, Jr.

### WWR—Beckley—1947

Freq.: 620 Kc.....Power: 1 Kw. d., 500 W. n.  
 Owned-Operated By.....Rahall Bcstg. Co.  
 Address.....1708 Harper Road  
 Tel.: CL 3-8309.....Independent  
 Representative.....Weed  
 President.....N. Joe Rahall  
 Gen., Sta. Mgr.....R. H. Booth  
 Comm. Mgr.....Margaret A. Jenkins

Sls. Prom. Mgr.....Paul Harless  
 Prog. Dir.....William G. Dancy  
 Publicity Dir.....Robert Harvit  
 Chief Eng.....Anthony P. Gonzalez  
 Owners of: WKAP, Allentown, Pa.; WNAR,  
 Norristown, Pa.; WFEA, Manchester, N. H.;  
 WTSP, St. Petersburg, Fla.

(See Page 584)

### WCST—Berkeley Springs—1958

Frequency: 1010 Kc.....Power: 250 Watts d.  
 Owned By.....Berkeley Springs Radio St. Corp.  
 Business Address.....Berkeley Springs  
 Tel.: 771.....Independent  
 Gen., Sta. Mgr.....Thomas Butscher  
 Commercial Manager.....James Merrill  
 Program Director.....Kenneth Robertson  
 Chief Engineer.....Gary Daniels

## WEST VIRGINIA

### WHIS—Bluefield—1929

Freq.: 1440 Kc. Power: 5 Kw., d.; 500 W., n.  
Owned-Oper. By... Daily Telegraph Prtg. Co.  
Business Address... Municipal Bldg.; Box 10  
Tel.: DA 7-7115 NBC  
Newspaper Affil. Telegraph; News Observer  
Representative... Katz  
Pres., Gen. Mgr. Hugh Ike Shott  
Sta. Mgr. Melvin Barnett  
Commercial Manager... George Hendricks  
Pub. Director... Janie Marie Lambert  
Chief Engineer... P. T. Flanagan

### WKOY—Bluefield—1948

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By... WKOY, Inc.  
Address... Box 248  
Tel.: DA 7-6124 MBS  
Rep. Devney & Co., Holman, Dora-Clayton  
Pres., Gen. Mgr., Comm. Mgr. J. Lindsley Alley  
Sta. Mgr., Prog. Dir. Ed Erb

### WCAW—Charleston—1946

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By... Capitol Bcstg. Corp.  
Address... Kanawha Hotel Bldg.  
Tel.: DI 3-7503 Independent  
Representative... Dore  
President... E. M. Johnson  
General Mgr. A. J. Files  
Comm. Mgr. Elaine Johnson  
Program Dir. Al Walker  
Sales Prom. Mgr. Gloria Best  
Publicity Dir. Adele Durr  
Chief Engineer Frank Allender

### WCHS—Charleston—1927

Frequency: 580 Kc. Power: 5000 Watts  
Owned-Oper. By... The Tierney Co.  
Address... 1111 Virginia St.  
Tel.: DI 2-8131 CBS  
Representative... Branham  
President... Hawthorne T. Battle  
V.P., Gen. Mgr. John T. Gelder, Jr.  
Station Manager... Robert M. Sinclair  
Commercial Manager... Carl Cook  
Sales Prom., Pub. Dir. Harry Brawley  
Program Director... Joe Farris  
Chief Engineer... William E. Doxon

### WHMS—Charleston—1939

Frequency: 1490 Kc. Power: 250 W.  
Owned... Charleston Bcstg. Co.  
Business Address... 315 Professional Bldg.  
Tel.: DI 3-9544 ABC  
Station Representative... Stars Natl.; Ayers  
President... Joseph L. Brechner  
General Manager... Norman L. Posen  
Commercial Manager... Carl B. Margin  
Sales Promotion Manager... Jean Jespersen  
Program Director... Bill Miller  
Chief Engineer... Vernon Hutchinson

### WKAZ—Charleston—1957

Frequency: 950 Kc. Power: 5 Kw., d.; 1 Kw., n.  
Owned By... Kanawha Valley Bcstg Co., Inc.

Address... 210 Dickinson St.  
Tel.: Dickens 3-7541 NBC  
Station Rep. Katz  
President... Lawrence H. Rogers, II  
General Mgr. Tom J. Murray  
Comm., Program Dir. Don O. Hays  
Sales, Prom. Mgr. Jack Williams  
Publicity Dir. Nell McMillan Frazier  
Chief Engineer... William Ford

### WTIP—Charleston—1946

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By... Chemical City Bcstg. Co.  
Bus. Address... Capitol & Fife Sts.; Box 3032  
Tel.: Dickens 2-3166 MBS-KBS  
Station Rep. Rambeau, Vance, Hopple  
Pres., Ch. Eng. Gus Zaharis  
General Manager... Mel S. Burka  
Commercial Manager... Bud A. Burka  
Sales Promotion Manager... Bob Bower  
Prog., Pub. Dir. Fred Griffith

### WBOY—Clarksburg—1937

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By... WSTV, Inc.  
Business Address... 912 W. Pike St.  
Tel.: MA 4-7571 NBC  
Representative... Branham  
President... Jack Berkman  
Gen. Mgr. George H. Clinton  
Sta., Comm. Mgr. Anthony Corvello  
Prom. Mgr., Pub. Dir. Carl Loose  
Program Director... Robert Toothman  
Chief Engineer... V. G. Brooks

### WHAR—Clarksburg—1947

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By... Harrison Corp.  
Address Trans. Loca... 1200 E. Pike St.  
Tel.: MAIn 3-1171 ABC-MBS-KBS  
Rep. Burn-Smith  
Pres., Sta. Mgr. Mason C. Deaver  
General Manager... Charles Gaylord  
Commercial Manager... F. T. Gregg  
Sales Promotion Manager... Jennings Randolph  
Program Director... Paul Ellison  
Chief Engineer... Beryle Snyder

### WPDX—Clarksburg—1947

Frequency: 750 Kc. Power: 1000 Watts d.  
Owned-Oper. By... Clarksburg Bcstg. Corp.  
Business-Studio Address... 339 W. Main St.  
Tel.: MA 4-6425 Independent  
Station Representative... Pearson  
Gen., Comm. Mgr. Joseph M. Larosa  
Sta. Mgr., Prog. Dir. Dewitt H. Wyatt  
Chief Engineer... Robert D. Hough

### WDNE—Elkins—1948

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By... Marja Bcstg. Corp.  
Address... Davis & Wash. Sts.  
Tel.: Elkins... KBS  
Pres., Gen. Mgr. John Carr  
Vice-Pres. Howard A. Donahoe  
Program Director... John O'Brien  
Comm. Manager... Grady F. Guye

**WMMN—Fairmont—1928**

Frequency: 920 Kc. Power: 5000 Watts  
 Owned-Oper. By: Peoples Bcstg. Co.  
 Business Address: 246 N. High St.  
 Tel.: 3100 CBS  
 Representative: Hollingbery  
 President: Murray D. Lincoln  
 General Manager: Herbert E. Evans  
 Program Director: Frank Lee  
 Chief Engineer: Harry W. Jackson

**WTCS—Fairmont—1947**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned: Fairmont Broadcasting Co.  
 Address: Box 1549  
 Tel.: 5000 ABN-KBS  
 Representative: Gill-Perna, Keystone  
 President: Paul Pitrolo  
 V.P., Gen. Mgr.: Nick Fantasia  
 Comm. Mgr.: Nuna Fabre, Jr.  
 Program Director: Josephine Trotta  
 Chief Engineer: Richard L. McBride

**WELD—Fisher—1956**

Frequency: 690 Kc. Power: 500 W., d.  
 Owned-Oper. By: Marion P. Lewis  
 Address: Fisher  
 Tel.: LE 8-6062 ABC  
 President: Marian Park Lewis  
 Station Manager: Kimberley Johnson  
 Program Director: G. Gust Boyd, Jr.

**WVW—Grafton-Fairmont  
1947**

Frequency: 1260 Kc. Power: 1 Kw. d.  
 Owned: Beacom Bcstg. Enterprises  
 Address: 400 Quincy Street  
 Tel.: GR 2000 MBS  
 Representative: Gill-Perna, Inc.  
 President: J. Patrick Beacom  
 Sta. Mgr.: Robert B. Frazier  
 Comm. Mgr.: William Cotrell

**WHTN—Huntington—1947**

Frequency: 800 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Cowles Bcstg. Co.  
 Business-Studio Address: 625 Fourth Ave.  
 Tel.: JA 5-7661 MBS  
 Rep.: Meeker  
 General Manager: Robert R. Tinchler

**WPLH—Huntington—1946**

Frequency: 1470 Kc. Power: 5000 Watts, d.  
 Owned-Oper. By: The Tierney Co.  
 Business Address: 1046½ Third Ave.  
 Tel.: JA 3-3421 MBS  
 Representative: Branham  
 President: Hawthorne D. Battle  
 V.P., Gen. Mgr.: Jack Gelder  
 Station Mgr.: James F. McDonald, Jr.  
 Chief Engineer: Louis Rowan

**WSAZ—Huntington—1923**

Freq.: 930 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By: WSAZ, Inc.

Business-Studio Address: 301 Ninth St.  
 Tel.: JA 3-8401 NBC  
 Newspaper Affil.: Huntington Pub. Co.  
 Representative: Katz  
 President: Lawrence H. Rogers  
 Station Manager: George Andrick  
 Sales Promotion Manager: George Greenwood  
 Program Director: C. Bosworth Johnson  
 Chief Engineer: Carroll Kessel

**WKYR—Keyser—1953**

Freq.: 1270 Kc. Power: 5000 Kw. d.  
 Owned: WKYR Inc.  
 Business Address: P.O. Box 231  
 Tel.: SUNset 8-3211 KBS  
 Station Rep.: Burn-Smith  
 President: Walter Patterson  
 Gen., Comm. Mgr.: William W. Robinson  
 Publicity Director: Jack R. Husson  
 Chief Engineer: Lee Bruner

**WLOG—Logan—1940**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By: C. H. Frey, R. O. Greover  
 Address: 445 Stratton St.  
 Tel.: 540 MBS  
 Newspaper Affil.: Banner  
 Partner: Clarence H. Frey  
 Partner: Robert O. Greover  
 Comm. Mgr.: C. H. Murphey  
 Program Director: Lucille Gallion  
 Chief Engineer: Lewis H. Frye

**WVOW—Logan—1952**

Freq.: 1290 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By: Logan Bcstg. Co.  
 Address: Box 1921  
 Tel.: 2358 KBS  
 General Manager: William P. Becker  
 Commercial Manager: Martha J. Becker  
 Program Director: Audie Albright  
 Chief Engineer: John Lamont

**WPEM—Martinsburg—1946**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By: Martinsburg Bcstg. Co.  
 Business Address: Peoples Trust Co. Bldg.  
 Tel.: AM 3-5252 CBS  
 Representative: McGillvra  
 Co-Owner, Gen. Mgr.: C. Leslie Golliday  
 Program Director: John E. Taylor  
 Sta., Comm. Manager: George N. O'Brien  
 Chief Engineer: Sheridan Campbell

**WHJC—Matewan—1951**

Frequency: 1360 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Three States Bcstg. Co.  
 Tel.: 4771 KBS  
 Representative: Continental  
 President, Gen. Mgr.: Fred Morningstar

**WMON—Montgomery—1946**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned: Fayette Associates, Inc.  
 Address: 1028 First Ave.

# WEST VIRGINIA

Tel.: HI 2-4620.....MBS  
President.....Arnold M. Vickers  
Station Manager.....Robert L. Marsh  
Program Director.....Richard A. Rhodes  
Chief Engineer.....J. C. Craver

## WAJR—Morgantown—1941

Freq.: 1440 Kc. Power: 5 Kw. d., 500 Watts, n.  
Owned-Oper. By...West Virginia Radio Corp.  
Business-Studio Address.....446 Spruce St.  
Tel.: 9488.....NBC  
Newspaper Affil. W. Va. Newspaper Pub. Co.  
Rep.....Tom C. Clark  
President.....Agnes J. Reeves Greer  
Gen., Sta. Mgr.....Malcolm A. Campbell, Jr.  
Comm., Sales Prom. Mgr.....James Redmond  
Program Director.....Jack Tennant  
Chief Engineer.....Al Novak

## WCLG—Morgantown—1954

Frequency: 1300 Kc. Power: 1000 Watts, d.  
Owned.....Morgantown Broadcasting Co.  
Address.....P. O. Box 885  
Tel.: 2-2222.....Independent  
Station Representative.....Devney  
Pres., Gen. Mgr.....C. Leslie Golliday  
Sta., Comm. Mgr.....Charlie Arnett  
Prog. Dir., Ch. Eng.....Jim McEweun

## WMOD—Moundsville—1950

Frequency: 1370 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....Taylor & Gall  
Address.....505 Seventh St.  
Tel.: Tilden 5-1230.....KBS  
Pres., Gen. Mgr.....John T. Taylor  
Comm., Sales Prom. Mgr.....Alice Shein  
Program Director.....Jim Herink  
Publicity Director.....Marly McCoy  
Chief Engineer.....Felice Regoli

## WETZ—New Martinsville 1952

Frequency: 1330 Kc. Power: 1000 Watts d.  
Owned-Oper. By...Magnolia Broadcasting Co.  
Bus. Address...Radio Park, 3rd St., N.; Box 391  
Tel.: GLadstone 5-3030.....KBS  
Station Representative.....Johnson  
President, Gen. Mgr.....Harry G. Bright  
Comm. Manager.....George K. Eubanks  
Sales Promotion Manager.....Don Hartline  
Program Director.....T. L. Anderson  
Publicity Director.....Lorraine Espy  
Chief Engineer.....J. L. Jones

## WOAY—Oak Hill—1947

Frequency: 860 Kc. Power: 10 Kw. d.  
Owned-Oper. By.....Robert R. Thomas, Jr.  
Business Address.....Box 251  
Tel.: HO 9-3361.....Independent  
Representative.....Pearson  
Pres., Gen. Mgr.....Robert R. Thomas, Jr.  
Commercial Manager.....A. W. Vickers  
Chief Engineer.....Curtis Horton

## WCEF—Parkersburg—1954

Frequency: 1050 Kc. Power: 1000 Watts

Owned.....Franklin Broadcasting Co.  
Address.....P. O. Box 228  
Tel.: GA 2-1844.....KBS  
Representative.....Bcst. Time Sales  
Gen. Mgr., Ch. Eng.....C. E. Franklin  
Commercial Mgr.....Mike Morris  
Sales Prom. Mgr.....Dorothy Leon  
Publicity Director.....Harvey Kaye

## WCOM—Parkersburg—1947

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By.....Valley Broadcasters Inc.  
Address.....317 Ninth St.  
Tel.: HU 5-4491.....ABC  
Representative.....Devney  
President.....Joseph M. Hamdian  
Gen. Mgr., Ch. Eng.....William E. Collins  
Commercial Manager.....A. N. Archer  
Program Director.....John A. See  
Sales Prom. Mgr.....Lee Hawk

## WPAR—Parkersburg—1935

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By.....WSTV, Inc.  
Business-Studio Address.....211 5th St.  
Tel.: HUDson 5-5475.....CBS  
Representative.....Branham  
President.....Jack N. Berkman  
General Manager.....George H. Clinton  
Sta., Comm. Mgr.....Bert L. Walter  
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  
Tel.: 2711.....Independent  
President.....R. D. Bailey  
Gen., Sta., Comm. Mgr.....Edward Hawley  
Program Director.....Elaine Taylor  
Chief Engineer.....William D. Stone

## WLOH—Princeton—1947

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By.....Mountain Bcstg. Co.  
Address.....Princeton, W. Va.  
Representative.....Hopewell  
Pres., Sta. Mgr.....Robert L. Harrison  
Commercial Manager.....Bill Waldorf  
Prog. Dir.....Bob Woodburn  
Chief Engineer.....Earl Graham

## WMOV—Ravenswood—1957

Frequency: 1360 Kc. Power: 1000 Watts  
Owned By.....Valley Broadcasters, Inc.  
Address.....Gibbs & Gallatine Sts.  
Tel.: BRowning 3-2544.....Independent  
President.....Joseph M. Hamdian  
General Mgr.....William Collins  
Station Mgr.....Lloyd R. Daugherty  
Commercial Mgr.....A. N. Archer  
Program Dir.....Bill Watterson  
Chief Engineer.....J. G. Caplinger

## WMNF—Richwood—1957

Frequency: 1280 Kc. Power: 1000 Watts



## WEST VIRGINIA-WISCONSIN

Owned By.....W. Courtney Evans  
 Business Address.....P.O. Box 608  
 Tel.: Viking 6-0411.....Independent  
 Station Representative.....Kentucky Radio Sales  
 President.....Herman Dotson  
 Gen., Comm. Mgr.....Art Grunewald  
 Program Director.....Red Mullens  
 Chief Engineer.....Ed Travis

### WRON—Ronceverte—1947

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Blake Bcstg. Co.  
 Business Address.....Ronceverte  
 Tel.: Midway 5-1327.....KBS  
 Pres., Gen. Mgr.....James Venable  
 Commercial Manager.....Hollis L. Imes

### WKLC—St. Albans—1956

Frequency: 1300 Kc.....Power: 1 Kw., d.  
 Business Address.....109 6th Ave.  
 Tel.: PA 7-1300.....Independent  
 General Manager.....Raymond I. Kandel  
 Chief Engineer.....Harry Bowen

### WEIR—Weirton—1950

Frequency: 1430 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Tri-State Bcstg. Co.  
 Address.....3992 Main St.  
 Tel.: 2814.....NBC  
 Station Representative.....Weed  
 President.....Thomas E. Millsop  
 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  
 Tel.: 1140.....KBS  
 President, General Manager.....Sam Sidote  
 Comm., Prom. Mgr.....James French, Jr.  
 Program Director.....Marilyn Sturgill  
 Chief Engineer.....Howard R. King

### WMCD—Welch—1955

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned.....Williamson Broadcasting Corp.  
 Address.....Rhodes Realty Building  
 President.....Alice Shein  
 Gen., Sta. Mgr.....John Blair  
 Chief Engineer.....Clifton Branham

### WHAW—Weston—1948

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By...Central W. Va. Serv. Corp.  
 Address.....P. O. Box 431  
 Tel.: 1555.....KBS-MBS

President.....R. H. Ralston  
 Vice Pres.....Francis Andrew  
 Station Manager.....Edwin L. Doyle  
 Sales Prom. Mgr.....L. C. McMaster  
 Prog. Dir., Ch. Eng.....D. L. Beard, Jr.

### WHLL—Wheeling—1949

Frequency: 1600 Kc.....Power: 5000 Watts d.  
 Owned-Operated By.....Wheeling Bcstg. Co.  
 Address.....Box 989  
 Tel.: CE 3-1300.....Independent  
 Representative.....Gill-Perna  
 President.....Kenneth Forney  
 Gen., Sta. Mgr.....Fred A. Grewe, Jr.  
 Commercial Mgr.....Jim Smith  
 Program Dir.....Donn Caldwell  
 Publicity Dir.....Helen Gaynor  
 Chief Engineer.....Fred Baker

### WKWK—Wheeling—1941

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Community Bcstg., Inc.  
 Business Address.....16th & Market Sts.  
 Tel.: CE 2-2250.....ABC  
 Station Representative.....Walker-Rawalt  
 Pres., Gen. Manager.....John B. Reynolds  
 Commercial Manager.....Elsie M. Cook  
 Sales Prom. Mgr., Pub. Dir.....Charles Brand  
 Program Director.....Dale M. Schussler  
 Chief Engineer.....James Jones

### WWVA—Wheeling—1926

Frequency: 1170 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Storer Broadcasting Co.  
 Address.....Hawley Bldg.  
 Tel.: CEdar 2-1170.....CBS  
 Newspaper Affiliation.....Miami Beach Sun  
 Representative.....John Blair  
 President.....George B. Storer  
 Gen., Sta. Mgr.....Paul J. Miller  
 Commercial Manager.....Andrew F. Hofmann  
 Sales Prom. Mgr.....Howard W. Meagle  
 Program Director.....Paul A. Myers  
 Publicity Director.....Edward Pollock  
 Chief Engineer.....Edwin L. Keim  
 Owners of: WGBS, Miami, Fla.; WJBK, Detroit; WSPD, Toledo; WAGA, Atlanta; WJW, Cleveland; WIBG, Philadelphia.

### WBTH—Williamson—1939

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Williamson Bcstg. Corp.  
 Business Address.....2nd Ave. at Court St.  
 Tel.: BELmont 5-3600.....MBS  
 President.....Phil Beinhorn  
 Gen., Comm. Mgr.....John Blair  
 Prog., Sales Prom. Dir.....S. Rubenstein  
 Chief Engineer.....Clifton Branham

Pop.: 4,015,000  
 Families: 1,156,000  
 Radio Homes: 1,147,000

## Wisconsin

Stations in State: 75  
 TV Homes: 1,004,000  
 TV Stations: 16

### WATK—Antigo—1947

Frequency: 900 Kc.....Power: 250 Watts d.

Owned-Oper. By.....Antigo Bcstg. Co.  
 Address.....Journal Bldg.  
 Tel.: 90.....Independent  
 President, Gen. Mgr.....A. F. Berner

# WISCONSIN

## WAPL—Appleton—1952

Frequency: 1570 Kw. Power: 1000 Watts d.  
Owned-Oper. By.....WAPL Radio  
Address.....Balliet Hotel, 124 W. Wash. St.  
Tel.: RE 4-9226.....Independent  
Station Representative.....Walker-Rawalt  
Pres., General Manager.....Connie Forster  
Commercial Manager.....Ray Verstegen  
Sales Promotion Manager.....Jerry Luedtke  
Program Director.....Val Sherman  
Technical Engineer.....Ralph Evans  
Chief Engineer.....James Markham

## WHBY—Appleton—1924

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By.....WHBY, Inc.  
Bus.-Studio Address.....600 So. Law St.  
Tel.: 3-6639.....MBS-KBS  
Gen., Comm. Mgr.....Lewis J. Process  
Program Director.....Raymond Brock  
Chief Engineer.....George Merkl

## WATW—Ashland—1940

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By.....WATW, Inc.  
Business Address.....321 W. 2nd St.  
Tel.: MURdock 2-2727.....KBS  
Representative.....Thomas F. Clark  
President, Gen. Mgr.....Gene Halker  
Comm. Mgr.....J. E. Huber  
Sales Prom. Mgr.....Robert Murphy  
Program Director.....Arnold Peterson  
Chief Engineer.....Russ Johnston

## WBEV—Beaver Dam—1950

Frequency: 1430 Kc. Power: 1000 Watts d.  
Owned-Operated By.....Beaver Dam Bcstg. Co.  
Address.....109½ Front St.  
Tel.: TU 5-4442.....Independent  
Representative.....Hal Holman  
President.....W. E. Walker  
General Mgr.....Thomas H. Faile  
Business Mgr.....Duane R. Wendt  
Chief Engineer.....Kenneth Morgan

## WBEL—Beloit—1948

Frequency: 1380 Kc. Power: 5000 Watts  
Owned-Oper. By.....Beloit Bcstrs., Inc.  
Business-Studio Address.....430 State St.  
Tel.: EMerson 5-5525.....KBS  
Representative.....Gill-Perna  
President.....Russ Salter  
General Mgr.....Robert O. Moran  
Sta., Comm. Mgr.....Joe Moen  
Program Director.....Bill Greener  
Chief Engineer.....Leo Wilson

## WGEZ—Beloit—1948

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By.....Beloit Bcstg. Co.  
Business-Studio Address.....Hotel Hilton  
Tel.: EM 5-8865.....MBS  
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

## WWIS—Black River Falls 1958

Frequency: 1260 Kc. Power: 1000 Watts d.  
Owned By.....Clarkwood Broadcasting Corp.  
Business Address.....P.O. Box 32  
Tel.: 4645.....KBS  
Station Representative.....Grant Webb  
President.....Hartley Samuels  
Gen. Mgr., Ch. Eng.....Walter Boller  
Program Director.....Arlie Davison

## WAXX—Chippewa Falls—1958

Frequency: 1150 Kc. Power: 5 Kw. d.  
Owned.....Radio Chippewa  
Address.....Box 41  
Tel.: PARk 3-2242.....Independent  
Station Representative.....Pearson  
General Manager.....Stephen Bellinger  
Commercial Manager.....Paul Jones  
Station Manager.....Keith Coleman  
Program Director.....Don Shafer  
Chief Engineer.....Everett Burrows

## WBIZ—Eau Claire—1947

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By.....WBIZ, Inc.  
Address.....609 Cameron St.  
Tel.: TE 5-5111.....Independent  
Representative.....Pearson  
President, General Mgr.....Howard G. Bill  
Commercial Manager.....Jack Kelly  
Chief Eng., Prog. Dir.....Harold Jahnke

## WEAU—Eau Claire—1936

Frequency: 790 Kc. Power: 5000 Watts  
Owned-Operated By.....Central Bcstg. Co.  
Business-Studio Address.....2415 Hastings Way  
Tel.: TEMple 2-3474.....NBC  
Representative.....Hollingberry  
President.....W. C. Bridges  
General Mgr.....Leo Howard  
Commercial Mgr.....Norm Haagenson  
Chief Engineer.....T. O. Jorgenson

## WECL—Eau Claire—1948

Frequency: 1050 Kc. Power: 1000 Watts d.  
Owned.....Chippewa Valley Radio & TV Corp.  
Business Address.....Rudolph Road  
Tel.: TEMple 2-1629.....KBS  
Station Representative.....Avery-Knodel  
President.....Harry S. Hyett  
General Manager.....Robert Nelson  
Commercial Manager.....Donald Smith  
Program Director.....Steve Henry  
Chief Engineer.....Everett Burrows

## KFIZ—Fond Du Lac—1922

Frequency: 1450 Kc. Power: 250 Watts

**WISCONSIN**

Owned-Operated By.....KFIZ Bcstg. Co.  
 Bus.-Studio-Transmitter Address...18 W. First St.  
 Tel.: WA 1-3770.....MBS  
 Representative.....Holman  
 Exec. Vice Pres.....Emery W. Martin

**WBAY—Green Bay—1922**

Frequency: 1360 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Norbertine Fathers  
 Address.....115 South Jefferson  
 Tel.: HE 2-3333.....CBS  
 Representative.....Wood  
 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**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Green Bay Bcstg. Co.  
 Business-Studio Address.....225 N. Adams St.  
 Tel.: HEMlock 5-5331.....ABC-KBS  
 Station Representative.....McGavren-Quinn  
 Pres., Gen. Mgr.....Ben A. Laird  
 Sta., Prom. Mgr.....Allen H. Embury  
 Comm. Mgr.....Kenneth Sorensen  
 Program Director.....Robert Sanders  
 Chief Engineer.....Clifford Graff

**WJPG—Green Bay—1947**

Freq.: 1440 Kc.....Power: 5 Kw. d., 500 W. n.  
 Owned-Oper. By....Green Bay Newspaper Co.  
 Business Address.....Box 766  
 Tel.: HE 57575.....Independent  
 Newspaper Affiliation.....Press-Gazette  
 Station Representative.....Gill-Perna  
 Station Manager.....John M. Walter  
 Commercial Manager.....Glen R. Holznecht  
 Sales Prom. Mgr.....William McCarthy  
 Program Director.....Clair Stone  
 Chief Engineer.....Elmo Reed

**WTKM—Hartford—1954**

Frequency: 1540 Kc.....Power: 500 Watts d.  
 Owned-Operated By.Kettle Moraine Bcstg. Co.  
 Address.....Town of Erin, Hartford  
 Tel.: 600.....KBS  
 General Mgr.....Walter Zastrow  
 Station Mgr., Prog. Dir.....Don Zastrow  
 Chief Engineer, Sales Mgr....George Dodge

**WHSM—Hayward—1957**

Frequency: 910 Kc.....Power: 1000 Watts, d.  
 Owned By.....WJMC, Inc.  
 Address.....Hayward, Wisc.  
 Tel.: 303.....MBS-KBS  
 Station Rep.....Hollingbery  
 President.....W. C. Bridges  
 General Mgr.....Russell J. Brown  
 Station Mgr.....George Palo  
 Program Dir.....Allen Caraway  
 Chief Engineer.....Robert P. Kolsky

**WCLO—Janesville—1930**

Frequency: 1230 Kc.....Power: 250 Watts

Owned.....Southern Wisconsin Radio, Inc.  
 Business-Studio Address...200 E. Milwaukee St.  
 Tel.: PL 4-3316.....MBS  
 Newspaper Affiliation.....Daily Gazette  
 Representative.....Everett-McKinney  
 President.....Sidney H. Bliss  
 General Manager.....V. W. Williams  
 Commercial Manager....Charles W. Bessie  
 Program Director.....William Gargano  
 Chief Engineer.....Wayne Clay

**WLIP—Kenosha—1947**

Frequency: 1050 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Kenosha Bcstg., Inc.  
 Business Address.....625 57th St.  
 Tel.: OL 7-6162.....Independent  
 Representative.....Everett-McKinney  
 Pres., Gen. Mgr.....William L. Lipman  
 V.P., Sta. Mgr.....Hugh L. Gately  
 Chief Engineer.....Casimer Lubinski

**WKBH—La Crosse—1923**

Frequency: 1410 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WKBH, Inc.  
 Business-Studio Address.....141 So. 6th St.  
 Tel.: 2-4678.....Independent  
 Representative.....H-R  
 President, Station Mgr.....Howard Dahl  
 Program Director.....Bernice Callaway  
 Sales Manager.....Robert Z. Morrison, Jr.  
 Chief Engineer.....Al Leeman

**WKTY—La Crosse—1948**

Frequency: 580 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Lee & Associates, Inc.  
 Business-Studio Address.....Box 751  
 Tel.: 2-6042.....ABC  
 Rep.....Everett-McKinney; Evans  
 President, Gen. Mgr.....Herbert H. Lee  
 Prog. Dir.....Marilyn J. Bahwell  
 Comm. Mgr.....Phillip A. Dyer  
 Publicity Dir.....Charlie Kearns  
 Chief Engineer.....Phil Vehling

**WL CX—La Crosse—1947**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned.....La Crosse Radio Inc.  
 Address.....306 Rivoli Bldg.  
 Tel.: 4-4521.....KBS  
 Representative.....Masla  
 Pres., Gen. Mgr.....Joe Rohrer  
 Program Dir.....Jean Gitz  
 Sales Prom., Pub. Dir.....Bob Gaumer

**WLDY—Ladysmith—1948**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By....Flambeau Bcstg. Co.  
 Address.....Hwy. 8  
 Tel.: 585.....MBS-KBS  
 Representative.....Thomas Clark  
 President.....Ruth B. Nelson  
 Sec'y Treas., Gen. Mgr.....Chas. H. Nelson

**WIBA—Madison—1925**

Frequency: 1310 Kc.....Power: 5000 Watts

## WISCONSIN

Owned-Operated By.....Badger Bcastg. Co.  
Business-Studio Address.....3800 Regent St.  
Tel.: CE 3-5311.....NBC  
News. Affil.....Capital Times, Wis. St. Journ.  
Representative.....Avery-Knodel  
President.....William T. Evjue  
General Manager.....Kenneth F. Schmitt  
Commercial Manager.....Howard A. Johnson  
Chief Engineer.....Norman Hahn

### WISC—Madison—1948

Frequency: 1480 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Radio Wisconsin, Inc.  
Address.....4801 W. Beltline Hwy.  
Tel.: CE 3-9791.....MBS-ABC  
Newspaper Affil., Superior Evening Telegram  
Representative, Peters, Griffin, Woodward, Inc.  
President.....Ralph M. Immell  
General Manager.....Ralph O'Connor  
Commercial Manager.....Lewis J. Bassett  
Prog., Pub. Dir.....Phebe Rogers  
Chief Engineer.....Walter Hariu

### WKOW—Madison—1948

Freq.: 1070 Kc..Power: 10 Kw. d., 5 Kw. n.  
Owned-Oper. By.....Monona Bcastg. Co.  
Address.....215 W. Washington Ave.  
Tel.: AL 7-2261.....CBS  
Representative.....Headley-Reed  
President.....Stewart Watson  
General Manager.....Ben Hovel  
Station Manager.....Thomas A. Riggs  
Prom. Mgr., Pub. Dir.....James Ray Miller  
Chief Engineer.....Robert Wickham

### WOMT—Manitowoc—1926

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....Francis M. Kadow  
Business-Studio Address. 1118 Washington St.  
Tel.: MU 4-6015.....MBS  
Representative.....Hal Holman  
Station Mgr.....Francis M. Kadow  
Commercial Mgr.....Geo H. Erdman  
Program Dir.....Ralph Norman  
Chief Eng.....H. E. Willis

### WCUB—Manitowoc—1951

Frequency: 980 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Business Mgt., Inc.  
Address.....2500 N. Mirro Dr.  
Tel.: MURray 2-2481.....Independent  
Representative.....Radio-TV Repts.  
Gen. Mgr.....Christian Schneider  
Program Director.....Bob Irish  
Publicity Director.....Al McGough  
Chief Engineer.....Oren Bushman

### WMAM—Marinette—1939

Freq.: 570 Kc.....Power: 250 W. d., 100 W. n.  
Owned-Oper. By.....M. & M. Bcastg. Co., Inc.  
Bus. Studio Address.....400 Wells St.  
Tel.: RE 5-6631.....NBC  
Newspaper Affil.....Superior Wis. Telegram  
Station Representative.....Hollingbery  
President.....William E. Walker

General Manager.....Joseph D. Mackin  
Sta., Comm. Mgr.....John H. Borgen  
Program Director.....Howard L. Emich  
Publicity Director.....Yvonne Fransee  
Chief Engineer.....Al Alexander

### WDLB—Marshfield—1946

Frequency: 1450 Kc.....Power: 250 Watts  
Owned.....Clarkwood Broadcasting Corp.  
Address.....Box 512  
Tel.: FULTon 4-2191.....Independent  
Representative.....Grant-Webb  
President, Gen. Mgr.....Hartley L. Samuels  
Station Manager.....John R. Thornton  
Program Director.....John Kal  
Publicity Director.....Glenn Brown  
Chief Engineer.....Richard Hanneman

### WIGM—Medford—1941

Frequency: 1490 Kc.....Power: 250 Watts  
Owned.....WIGM, Inc.  
Business Address.....Box 59  
Tel.: 5147.....KBS  
Representative.....Clark  
Pres., Gen. Mgr.....Paul Allman  
Comm., Sales Prom. Mgr.....Joe Dahlvig  
Prog., Pub. Dir.....Don Seehafer  
Chief Engineer.....Roy Bohnert

### WMNE—Menomonie—1951

Frequency: 1360 Kc.....Power: 1 Kw. d.  
Owned-Oper. By.....Menomonie Bcastg. Co.  
Address.....603½ Broadway  
Tel.: 1156.....KBS  
Station Representative.....Hopewell  
President.....C. A. Whitford  
General Manager.....Don Mortwedt  
Sales Promotion Manager....Thor Edgeberg  
Program Director.....LaVern Galton  
Chief Engineer.....Joe Dzikowski

### WEMP—Milwaukee—1935

Frequency: 1250 Kc.....Power: 5 Kw.  
Owned-Oper. By.....Milwaukee Bcastg. Co.  
Bus. Address.....1701 W. Wisconsin Ave.  
Tel.: DI 2-4040.....Independent  
Representative.....Headley-Reed  
President.....A. M. Sphaeris  
V.P., Gen. Mgr.....Hugh K. Boice, Jr.  
Commercial Manager.....John Gagliano  
Publicity Director.....Mary Lou Burg  
Program Director.....Tom Shanahan  
Chief Engineer.....Roland Paske

### WFOX—Milwaukee—1946

Frequency: 860 Kc.....Power: 250 Watts d.  
Owned-Operated By.....Wisconsin Bcstrs. Inc.  
Address.....208 E. Wisconsin Ave.  
Tel.: BRoadway 2-1272.....Independent  
Station Representative.....Pearson  
Pres., Gen. Mgr.....Howard Miller  
Commercial Manager.....Viola E. Wilson  
Program Director.....Jim Lewis  
Chief Engineer.....Robert Mayer

**WISN—Milwaukee—1923**

Frequency: 1150 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Hearst Corporation  
 Address.....759 N. 19th St.  
 Tel.: Division 2-3000.....ABC  
 Newspaper Affiliation.....Sentinel  
 Representative.....Petry  
 President.....D. L. Provost  
 Station Manager.....James T. Butler  
 Commercial Manager.....Herman Schneider  
 Sales Prom. Mgr.....Arthur H. Barnes  
 Program Director.....Melvin Quinn  
 Chief Eng.....Donald Weller

**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.  
 Tel.: WE 3-1290.....Independent  
 Station Representative.....Gill-Perna  
 Pres., Gen. Mgr.....Gene Posner  
 Station Manager.....Sol Rodoff  
 Commercial Manager.....Oliver West  
 Program Director.....Norman Morgraif  
 Publicity Director.....Jacqueline Kowalski  
 Chief Engineer.....Gino Monaco

**WOKY—Milwaukee—1947**

Frequency: 920 Kc.....Power: 1 Kw.  
 Owned.....Bartell Broadcasters, Inc.  
 Address.....522 W. Wisc. Ave.  
 Tel.: BR 1-8480.....Independent  
 Station Representative.....Young  
 President.....Gerald A. Bartell  
 General Mgr.....Mel Bartell

Commercial Manager.....James Jordan  
 Sales Prom., Pub. Dir.....Miss Edith Hanson  
 Program Dir.....J. A. Reddy  
 Chief Engineer.....Conrad Mangrum  
 Owners of: WAKE, Atlanta; KCBQ, San Diego, Calif.; WYDE, Birmingham, Ala.; KYA, San Francisco.

**WRIT—Milwaukee—1955**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By... Radio Milwaukee, Inc.  
 Address.....5407 W. Martin Dr.  
 Tel.: SPring 1-1140.....Independent  
 Representative.....Eastman  
 Exec. V.P. & Mgr. Dir.....John F. Box, Jr.  
 Gen. Mgr.....Bernie Strachota  
 Program Dir.....Leland C. Rothman  
 Publicity Dir.....Harriet Baker  
 Chief Engineer.....Ralph Ingraham  
 Owners of: WIL, St. Louis; KBOX, Dallas, Texas.

(See Page 622)

**WTMJ—Milwaukee—1927**

Frequency: 620 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....The Journal Co.  
 Business Address.....333 W. State  
 Tel.: BR 1-6000.....NBC  
 Newspaper Affil.....Journal  
 Representative.....Christal  
 General Manager.....George Comte  
 Station Manager.....R. J. Heiss  
 Sales Mgr.....Joseph Killen  
 Prog. Mgr.....Don Loose

survey-proved  
 ... dominant  
 in Milwaukee

**WRIT**

MILWAUKEE, WISCONSIN

JOHN F. BOX, Managing Director



*One of the Balaban Stations—in tempo with the times*

sold nationally by



**robert e. eastman & co., inc.**

New York, Chicago, San Francisco, Dallas, St. Louis

## WISCONSIN

Mgr., Engineering..... Philip B. Laeser  
Prom. Mgr..... R. Bruce Wallace

### WEKZ—Monroe—1951

Frequency: 1260 Kc.....Power: 1 Kw. d.  
Owned-Operated By...Green County Bcstg. Co.  
Business Address.....Schuetze Bldg.  
Tel.: 1260 .....Independent  
President.....Kenneth Stuart  
General Manager.....Joseph Urban  
Commercial Manager.....Stanley Neuberger  
Chief Engineer.....Rex Eyler

### WNAM—Neenah—1947

Frequency: 1280 Kc.....Power: 1 Kw.  
Owned.....Neenah-Menasha Bcstg. Co.  
Address.....Radio Park  
Tel.: PA 2-6471.....Independent  
Station Rep.....Everett-McKinney  
V.P., Gen. Mgr.....Don C. Wirth  
Commercial Mgr.....Don Harrington  
Program Dir.....Tom Collins  
Chief Engineer.....Gordon Daily

### WCCN—Neillsville—1957

Frequency: 1370 Kc.....Power: 1000 Watts  
Owned.....Central Wisconsin Bcstg.  
Business Address.....140 W. 5th St.  
Tel.: 333 .....Independent  
President.....Herman North  
Gen., Sta. Mgr.....Howie Sturtz, Jr.  
Comm., Sales Prom. Mgr.....Wayne Grap  
Prog. Dir., Ch. Eng.....Charles Marvin  
Publicity Director.....Robert Luloff

### WOSH—Oshkosh—1941

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....Oshkosh Bcstg. Co.  
Business Address.....2333 Bowen St.  
Tel.: Oshkosh .....KBS  
Representative.....Burn-Smith  
General Manager.....Wm. L. McDonald

### WFPF—Park Falls—1953

Frequency: 1450 Kc.....Power: 250 Watts  
Owned.....Northland Bcstg. Co., Inc.  
Address.....Hwy. 13  
Tel.: 369 .....KBS  
Representative.....Clark  
Pres., Gen., Comm. Mgr.....Gordon Schluter

### WSWW—Platteville—1955

Frequency: 1590 Kc.....Power: 1 Kw. d.  
Owned-Operated By...Southwest Wisc. Co.  
Address.....P. O. Box 1  
Tel.: 2775 .....KBS  
General, Comm. Mgr.....R. J. Borden  
Chief Engineer.....Lloyd Nowak

### WPLY—Plymouth—1954

Frequencies: 1420 Kc..Power: 500 Watts d.  
Owned-Oper. By.....WPLY, Inc.  
Address.....Box 222  
Tel.: TWinbrook 3-2661.....KBS

President.....R. Bunker Rogoski  
Gen., Sta. Mgr.....Dalton C. Hille  
Chief Eng.....Chris P. Markworth

### WPDR—Portage—1952

Frequency: 1350 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Portage Bcstg. Co.  
Address.....Box 142  
Tel.: RI 2-2350.....Independent  
President.....W. T. Comstock  
Manager.....Robert D. Hutchings  
Comm. Mgr.....Carol Mork

### WIBU—Poynette—1925

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By...Radio Station WIBU  
Bus-Transmitter Address.....Poynette  
Tel.: 98 .....MBS-KBS  
Pres., Gen. Mgr.....William C. Forrest  
Program Director.....Sarah Forrest  
Chief Engineer.....Leonard Dosee

### WPRE—Prarie Du Chien—1952

Frequency: 980 Kc.....Power: 500 Watts. d.  
Owned.....Prarie Bcstg. Co., Inc.  
Address.....P. O. Box 36  
Tel.: 637 .....Independent  
Representative.....Holman  
Gen., Sta. Mgr.....W. C. Schlaugat, Jr.  
Comm., Sales Prom. Mgr.....Thomas Multerer

### WRAC—Racine—1951

Frequency: 1460 Kc.....Power: 500 Watts d.  
Owned-Oper. By.....WRAC, Inc.  
Business Address.....423 Main St.  
Tel.: ME 2-1627.....Independent  
Station Representative.....Devney  
Pres., Gen. Mgr.....William J. Prialux  
Comm., Sales Prom. Mgr..Raymond J. Pawzun  
Program Director.....Edward J. Ruetz  
Chief Engineer.....Ronald Liedick

### WRJN—Racine—1926

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By.....Racine Bcstg. Corp.  
Business Address.....4201 Victory Ave.  
Tel.: ME 4-3311.....ABC  
Newspaper Affiliation.....Journal-Times  
Station Representative.....Walker-Rawalt  
President.....J. D. McMurray  
General Manager.....H. R. LePoidevin  
Station Manager.....Harold J. Newcomb  
Commercial Manager.....Gerald D. Nelson  
Program Director.....Lyman Merens  
Publicity Director.....Amelia French  
Chief Engineer.....Stanley D. Fisher

### WRDB—Reedsburg—1953

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....William C. Forrest  
Address.....Box 207, Reedsburg  
Tel.: 400 .....MBS, KBS  
President.....William C. Forrest  
Gen., Sta. Mgr.....Michael J. Flaherty

Commercial Manager.....Lee Olson  
 Prog. Dir.....Robert Sands  
 Chief Engineer.....Douglas W. Beaudoin

**WOBT—Rhineland—1947**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Onsida Bcstg. Co.  
 Business Address.....P.O. Box 498  
 Tel.: FO 2-6140.....Independent  
 Station Representative.....Devney  
 President.....James Cleary  
 General Manager.....Howad Koenitzer  
 Chief Engineer.....William Anderson

**WJMC—Rice Lake—1939**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....WJMC, Inc.  
 Address Trans. Loca.....Box 352  
 Tel.: 550.....MBS-KBS  
 Representative.....Hollingbery  
 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  
 Tel.: MI 7-2111.....KBS  
 Pres., Gen. Mgr.....H. D. Pebbles  
 Comm. Manager.....Gerald W. Cook  
 Chief Engineer.....Pete Athanas

**WCWC—Ripon—1957**

Frequency: 1600 Kc.....Power: 5 Kw. d.  
 Owned.....Central Wisconsin Co., Inc.  
 Address.....Radio Road  
 Tel.: BL 818.....Independent  
 Representative.....Walker  
 President.....Miriam Monroe  
 Gen., Sta. Mgr.....Francis J. Stratman  
 Sales Prom. Mgr.....Roger Westlund  
 Prog. Dir.....James Densmoor  
 Publicity Dir.....Henrietta Butzin  
 Chief Engineer.....Gordon Alsum

**WTCH—Shawano—1948**

Frequency: 960 Kc.....Power: 1,000 Watts d.  
 Owner.....Shawano County Leader Pub. Co.  
 Business-Studio Address..107 E. Green Bay St.  
 Tel.: 668.....KBS  
 Representative.....Hil F. Best  
 General Manager.....J. P. Donald  
 Station Manager.....Ray Gruetzmacher

**WHBL—Sheboygan—1926**

Freq.: 1330 Kc.....Power: 1 Kw. d., 250 W. n.  
 Owned-Operated By.....WHBL, Inc.  
 Bus.-Studio Address.....Box 27  
 Tel.: GL 8-2107.....ABC  
 Sta. Rep.....Burn-Smith  
 Pres., General Manager.....Paul F. Skinner  
 Comm. Manager.....Ray Wittuhnn  
 Comm. Traffic Mgr.....Doris Domnie  
 Chief Engineer.....Christ Bauer

**WKTL—Sheboygan—1955**

Frequency: 950 Kc.....Power 500 Watts, d.  
 Owned By.....Central States Bcstg Co.  
 Address.....507 N. 8th St.  
 Tel.: GLencourt 7-9481.....Independent  
 Representative.....Holman  
 President.....W. E. Walker  
 General Mgr.....John D. Harvey  
 Station Mgr.....Peter Murphy  
 Chief Engineer.....Ray Falle

**WCOW—Sparta—1951**

Frequency: 1290 Kc.....Power: 1000 Watts  
 Owned.....Sparta-Tomah Broadcasting Co.  
 Address.....124½ S. Water Street  
 Tel.: 3307.....KBS  
 Station Rep.....Rambeau, Vance, Hopple  
 Pres., Gen. Mgr.....John D. Rice  
 Commercial Manager.....Charles Sullivan  
 Program Director.....Thomas J. Dorsey  
 Publicity Director.....Bill S. Lahm  
 Chief Engineer.....Thomas P. Heffernan

**WSPT—Stevens Point—1948**

Frequency: 1010 Kc.....Power: 250 Watts d.,  
 Owned-Oper. By.....Stevens Pt. Bcstg. Co.  
 Business Address.....414½ Main St.  
 Tel.: Diamond 4-9778.....KBS  
 Representative.....Hal Holman  
 President.....William F. Johns, Sr.  
 V.P., Gen. Mgr.....Peter A. Barnard  
 Commercial Manager.....David Silverman  
 Program Director.....Dick Canney  
 Chief Engineer.....Don Du Chene

**WDOR—Sturgeon Bay—1951**

Frequency: 910 Kc.....Power: 500 Watts d.  
 Owned-Oper. By...Doer County Bcstg. Co. Inc.  
 Address.....15th & Utah St.  
 Tel.: Pioneer 3-4411.....KBS  
 Pres., Gen., Comm. Mgr.....Edward Allen, Jr.  
 Prog., Sales Prom. Mgr.....Dolores Allen  
 Chief Engineer.....Robert Egeland

**WDSM—Superior—1939**

Frequency: 710 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Northwest Pub., Inc.  
 Busl. Address..230 E. Superior St., Duluth, Minn.  
 Tel.: RA 7-8484.....Independent  
 News. Affil....Duluth Herald & News Tribune  
 Representative.Peters, Griffin, Woodward, Inc.  
 General Manager.....Tom Gavin  
 Commercial Mgr.....Mike Daley  
 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  
 Tel.: 324.....KBS  
 Station Representative.....Webb  
 Pres., Sales Prom. Mgr.....Ken A. Daum  
 Gen., Sta. Mgr.....Ray F. Kessenich  
 Prog. Dir.....Alvin Anderson  
 Publicity.....Eleanore Daum

## WISCONSIN-WYOMING

### WISV—Viroqua—1958

Frequency: 1360 Kc. Power: 500 Watts d.  
Owned By.....Parks Robinson  
Business Address.....Box 147  
Tel.: 5200.....Independent  
Gen. Mgr., Ch. Eng.....Parks Robinson  
Program Director.....Dwain Munyon  
Publicity Director.....Dorothy Geddes

### WTTN—Watertown—1950

Frequency: 1580 Kc. Power: 250 Watts d.  
Owned-Oper. By.....Watertown Radio, Inc.  
Address.....104 W. Main St.  
Tel.: 2215.....KBS  
Station Rep.....Hopewell  
Pres., Gen. Mgr.....Carl V. Kolata  
Sta. Mgr.....Willard James  
Comm. Mgr.....Clifford Scott  
Program Dir.....Ernie Siegrist  
Chief Engineer.....Richard Haskey

### WAUX—Waukesha—1947

Frequency: 1510 Kc. Power: 250 Watts d.  
Owned-Operated By.....Waukesha Bcstg. Co.  
Business-Studio Address.....319 W. Main St.  
Tel.: Liberty 2-6636.....Independent  
Representative.....Holman  
Gen. Mgr., Prog. Dir.....Mig Figi  
Commercial Manager.....Charles E. Williams  
Chief Engineer.....Adin Randall

### WDX—Waupaca—1956

Frequency: 800 Kc. Power: 1000 Watts d.  
Owned.....Laird Broadcasting Co.  
Address.....204½ S. Main  
Tel.: 83.....KBS  
Representative.....Grant Webb  
President.....Ben A. Laird  
General Mgr.....Garfield L. Fox  
Comm. Mgr.....Tom Karavakis

### WHVF—Wausau—1953

Freq.: 1230 Kc. Power: 250 Watts  
Owned.....Lakeland Bcstg. Corp.  
Address.....1110 Wausau Ave.  
Tel.: Wausau.....KBS  
President.....Hilding V. Forseen  
General Manager.....Harold Golding

### WOSA—Wausau—1948

Frequency: 550 Kc. Power: 5000 Watts  
Owned-Operated By.....Alvin E. O'Konski  
Address.....4th & Scott Sts.  
Tel.: 2-2111.....ABN-KBS  
Rep.....H-R, Bulmer & Johnson

Owner.....Alvin O'Konski  
Mgr.....Art N. Lynn  
Comm. Mgr.....Dan Turner

### WRIG—Wausau—1958

Frequency: 1400 Kc. Power: 250 Watts  
Owned By.....WRIG, Inc.  
Address.....529 Third St.  
Tel.: 2-1921.....Independent  
President.....Duey Wright, Sr.  
General Mgr.....Duey Wright, Jr.  
Comm., Sta. Mgr.....Jack Gardiner  
Program Dir.....Marv Nelles  
Chief Engineer.....Norm Walker

### WSAU—Wausau—1937

Frequency: 550 Kc. Power: 5000 Watts  
Owned-Oper. By.....Wisc. Valley TV Corp.  
Business Address.....427 4th St.  
Tel.: 2-2111.....NBC  
Newspaper Affil.....Record Herald  
Representative.....Meeker  
Gen. Mgr.....Richard D. Dudley  
Station Manager.....George Bundner  
Comemrcial Manager.....James Frey  
Sales Prom., Pub. Dir.....Thomas E. Bolger  
Prog. Dir.....Don De Byle  
Chief Engineer.....Roland W. Richardt

### WBKV—West Bend—1950

Frequency: 1470 Kc. Power: 500 Watts d.  
Owned-Oper. By.....West Bend Bcstg. Co.  
Business Address.....P.O. Box 60  
Tel.: FE 4-2344.....Independent  
Representative.....Clark  
Pres., Gen. Mgr.....August C. Berkholtz  
Station Manager.....Harold H. Berkholtz  
Comm. Mgr., Chief Eng.....Paul J. Mueller  
Sales Promotion Manager.....Jack Skidmore  
Program Director.....Robert Becker

### WFHR—Wisconsin Rapids 1940

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By.....William F. Huffman Radio  
Business Address.....230 First Ave. South  
Tel.: 723.....MBS  
Newspaper Affil.....Daily Tribune  
Representative.....Devney & Co.  
President.....Louise F. Huffman  
Gen., Sta. Mgr.....George T. Frechette  
Commercial Manager.....L. J. Zurawski  
Program Director.....Arnie Strope  
Chief Engineer.....Gordon Miller

Pop.: 341,000  
Families: 100,000  
Radio Homes: 96,000

## Wyoming

Stations in State: 22  
TV Homes: 54,000  
TV Stations: 5

### KBBS—Buffalo—1956

Frequency: 1450 Kc. Power: 250 Watts  
Owned.....Northern Wyoming Bcstg. Corp.

Address.....98 S. Main Street  
Tel.: MU 4-7169.....KBS  
Gen. Mgr.....Jack Rosenthal  
Comm. Mgr.....Lance W. Vanderhoef



**KATI—Casper—1956**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned .....KATI Corp.  
 Address.....P. O. Box 2006  
 Tel.: 2-2200 .....KBS  
 Station Representative .....Pearson  
 Pres., Gen. Mgr.....Kenneth G. Prather  
 Commercial Manager.....Francis E. Medley  
 Sales Prom. Mgr.....Misha S. Prather  
 Program Director.....James Lewis  
 Chief Engineer.....Joan Cheatham

**KSPR—Casper—1930**

Freq.: 1470 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By.....Donald L. Hathaway  
 Business Address.....Box 930  
 Tel.: 3-5777 .....CBS  
 Station Representative .....Walker-Rawalt  
 Gen. Mgr.....Donald L. Hathaway  
 Chief Eng.....C. L. Brandt

**KVOC—Casper—1946**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....KVOC Bcstg. Co.  
 Bus.-Studio-Transmitter Address.....Box 2090  
 Tel.: 2-4511 .....ABC-MBS-IMN  
 Station Representative .....Devney  
 Sta., Sales Prom. Mgr.....William F. Shutts  
 Comm. Mgr., Ch. Eng.....Duane W. Simons  
 Program Director.....Robert P. Turner

**KFBC—Cheyenne—1940**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Frontier Bcstg. Co.  
 Bus.-Studio Address...2923 East Lincoln Way  
 Tel.: 4-4461 .....ABC-CBS-NBC  
 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 Promotion Manager...John J. McKinney  
 Program Director.....Betty Willis  
 Publicity Director.....Margaret O'Brien

**KVWO—Cheyenne—1952**

Frequency: 1370 Kc....Power: 1000 Watts d.  
 Owned-Operated By.....Great West Co.  
 Address.....Box 926  
 Tel.: 2-6433 .....CBS, KBS  
 Rep. ....McGillvra  
 President.....W. T. Wright  
 Gen. Mgr.....A. C. Etter  
 Commercial Mgr.....William T. Brack  
 Sales Prom. Mgr.....R. Dorr Aubuchon  
 Program Director.....J. Cameron Shustar  
 Chief Engineer.....Harold M. Roberts

**KODI—Cody—1947**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Park Broadcasters  
 Address.....P. O. Box 762  
 Tel.: 1400 .....Independent  
 Station Representative .....Devney

President.....R. B. Croft  
 General Manager.....R. B. Beall  
 Comm. Manager.....W. E. Killmer  
 Chief Engineer.....Phil Barnhart

**KWIV—Douglas—1957**

Frequency: 1050 Kc....Power: 250 Watts d.  
 Owned By.....Douglas Broadcasting, Inc.  
 Business Address.....Box 114  
 Tel.: 800 .....KBS  
 Pres., Gen. Sta. Mgr.....J. Howard Jones  
 Chief Engineer.....James R. Wheeler

**KLUK—Evanston—1953**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....BBH Enterprises  
 Address.....P. O. Box 198  
 Tel.: 700 .....MBS-IMN-KBS  
 Representative .....Avery-Knodel  
 President.....M. D. Buchen  
 General Manager.....Al Pyatt  
 Chief Engineer.....Harry Albers

**KMIL—Gillette—1957**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned By.....Gillette Bcstg Co.  
 Address.....405 Lakeside Ave.  
 Tel.: Mutual 2-4747 .....KBS  
 President.....B. Ostlund  
 General Mgr.....J. Lambros  
 Program Dir.....R. Allen  
 Chief Engineer.....A. D. Gaddis

**KOVE—Lander—1948**

Frequency: 1330 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Fremont Bcstg.  
 Business Address.....P. O. Box 436  
 Tel.: 488 .....KBS-MBS  
 Representative .....Continental  
 Sta., Gen. Mgr.....Dan Breece  
 Comm. Manager.....Dorothy L. Reed  
 Sales Prom. Mgr.....James Fitzgerald

**KOWB—Laramie—1948**

Frequency: 1340 Kc.....Power: 250 Watts  
 Own.-Oper. By.....Kowboy Bcstg.  
 Address.....Box 972  
 Tel.: Franklin 5-4888 .....KBS  
 Representative .....Gill-Perna  
 President.....John C. Hunter  
 Gen., Sales Prom. Mgr.....Charles R. Bell  
 Station Manager.....W. Britt Davis  
 Program Director.....Robert J. Scott  
 Commercial Manager.....Colleen Ralston  
 Publicity Director.....Larry Cobb  
 Chief Engineer.....Lee Kaser

**KASL—Newcastle—1953**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned .....Northeast Wyoming Bcstrs. Inc.  
 Address.....Masonic Bldg.  
 Tel.: SH 6-2721.....KBS  
 Representative .....Devney  
 President.....Stella Sue Parrott  
 Gen., Comm. Mgr.....Roy Marsh  
 Prog. Dir.....Dorothy Accola  
 Sales., Prom., Pub. Dir.....Denny Hawkins  
 Chief Engineer.....Ben Rinehardt

## WYOMING-GUAM

### KPOW—Powell—1941

Freq. . . . . 1260 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By . . . . . A. J. Meyer  
Tel.: 222 . . . . . MBS-KBS  
Representative . . . . . Avery-Knodel  
President, Sta. Manager . . . . . Al Meyer  
Comm. Manager . . . . . K. Meyer  
Program Director . . . . . Agnes Fields  
Chief Engineer . . . . . J. S. Kilness

### KRAL—Rawlins—1947

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Rawlins Bcstg. Co.  
Business Address . . . . . Box 385  
Tel.: EA 4-2711 . . . . . MBS, KBS  
Gen. Mgr. . . . . W. C. Grove  
Sta. Manager . . . . . Donald D. Stanczyk  
Program Director . . . . . Juvana Wheeler  
Chief Engineer . . . . . R. E. Williams

### KWRL—Riverton—1948

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned . . . . . Joseph P. Ernst  
Business Address . . . . . Box 393  
Tel.: UL 6-2251 . . . . . Independent  
Station Representative . . . . . Devney  
President . . . . . Joseph P. Ernst  
General Manager . . . . . William G. Stewart  
Comm., Sales Prom. Mgr. . . . . John Hickok  
Program Director . . . . . Fred Crimmel  
Publicity Director . . . . . Shirley Ekman  
Chief Engineer . . . . . Dave Griesel

### KVRS—Rock Springs—1938

Freq.: 1360 Kc. . . . . Power: 1 Kw. d., 500 Watts n.  
Owned . . . . . Wyoming Broadcasting Co.  
Address . . . . . Box 1067  
Tel.: 93-94 . . . . . MBS-IMN-KBS  
Representative . . . . . Avery-Knodel  
President . . . . . D. G. Richardson  
Gen., Sta. Mgr. . . . . Dwight A. Fisher  
Comm., Sales Prom. Mgr. . . . . Laurel H. Mosbey

### KWYO—Sheridan—1934

Frequency: 1410 Kc. . . . . Power: 1000 d., 500 n.  
Owned-Operated By . . . . . Blighorn Bcstg. Co.

Business-Studio Address . . . . . 21 N. Main  
Tel.: ORchard 4-4461 . . . . . MBS-KBS  
Representative . . . . . Avery-Knodel  
Pres., Gen. Mgr. . . . . Jim Carroll  
Commercial Mgr. . . . . Zeke Taggart  
Sales Prom. Mgr. . . . . Don Tannehill  
Program Director . . . . . Don Hargis  
Chief Engineer . . . . . Bob Crosthwaite

### KRTR—Thermopolis—1955

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned . . . . . Mildred V. Ernst  
Address . . . . . 500 Broadway  
Tel.: 500 . . . . . MBS-IMN-KBS  
Gen., Comm. Mgr. . . . . Mildred V. Ernst  
Sta. Mgr. . . . . Karl V. Kerstan  
Chief Engineer . . . . . Joseph P. Ernst

### KTHE—Thermopolis—1958

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Big Horn Basin Bcstg. Co.  
Business Address . . . . . P.O. Box 591  
Tel.: 386 . . . . . Independent  
Pres., Gen. Mgr. . . . . Hugh R. Graham  
Comm., Sales Prom. Mgr. . . . . Bill Dee Peterson  
Program Director . . . . . Sharon Liesch  
Chief Engineer . . . . . Joe Henry

### KGOS—Torrington—1950

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned . . . . . Kermit G. Kath  
Address . . . . . Box 271  
Tel.: Jefferson 2-2158 . . . . . KBS  
Gen., Sta. Mgr. . . . . Kerm Kath  
Sales Promotion Manager . . . . . Bob Kath  
Program Director . . . . . Al Anderson  
Publicity Director . . . . . Jack Jolly  
Chief Engineer . . . . . Wayne McFarland

### KWOR—Worland—1946

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Joseph P. Ernst  
Tel.: Worland . . . . . KBS  
Comm. Manager . . . . . Mildred V. Ernst

## TERRITORIES and POSSESSIONS

### GUAM

### KUAM—Agana—1954

Frequency: 610 Kc. . . . . Power: 1000 Watts  
Owned By . . . . . Radio Guam, Inc.  
Address . . . . . Box 68  
Tel.: 7961 . . . . . ABC-NBC  
Station Rep. . . . . Intercont. Services Ltd.

Pres., Gen. Mgr. . . . . Harry M. Engel  
Station Mgr. . . . . John P. Barton  
Commercial Mgr. . . . . Mary Chapelle  
Sales Prom. Mgr. . . . . Len Stein  
Program Dir. . . . . Gil Bahr  
Publicity Dir. . . . . Dick Williams  
Chief Engineer . . . . . Stuart Rider

# Puerto Rico

## WABA—Aguadilla—1951

Frequency: 850 Kc. Power: 500 Watts  
 Owned-Operated By L. Hector Reichard  
 Address Box 188  
 Tel: 241 Independent  
 General Manager F. Bonnet Velez

## WCMN—Arecibo—1947

Frequency: 1280 Kc. Power: 1000 Watts  
 Owned-Oper. By Caribbean Bdcstg Corp.  
 Address P. O. Box 7  
 President Antonio E. Vidal  
 General Manager Nabal Barreto

## WMIA—Arecibo—1957

Frequency: 1070 Kc. Power: 500 Watts  
 Owned Abacoa Radio Corp.  
 Address Box 125  
 Tel: 463 Independent  
 Station Representative Pan-American  
 Pres., Gen. Mgr. Carlos M. Pirallo-Lopez  
 Comm. Manager Epifanio Rodriguez-Velez  
 Program Director Enid Gomez  
 Chief Engineer Jose E. Medina

## WENA—Bayamon—1947

Frequency: 1560 Kc. Power: 250 Watts  
 Owned-Operated By Gustavo Diaz Atiles  
 Business Address Box 157  
 Tel: 539 Independent  
 President Gustavo Diaz Atiles  
 General Manager Grimaldi G. Graw  
 Commercial Manager Lidia Velez de Diaz  
 Chief Engineer Fernando Salazar

## WNEL—Caguas—1947

Frequency: 1450 Kc. Power: 250 Watts  
 Owner Inter-American Radio Corp.  
 Address Box 487  
 Tel: 677 Independent  
 Pres., Gen. Mgr., C. E. Eduardo Biascochea  
 Station Mgr. Emilia P. Biascochea  
 Program Director Charles Miner  
 Comm. Mgr. Alberto Flores-Blandino

## WVJP—Caguas—1947

Frequency: 1110 Kc. Power: 250 Watts  
 Owned-Oper. By Borinquen Bdcstg. Co.  
 Address P. O. Box 207  
 Tel: 789 Independent  
 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-Oper. By Guayama Bcstg. Co. Inc.  
 Business Address P.O. Box 615  
 Tel: 243 Independent  
 Pres., Gen. Mgr. Rafael Fuster, Jr.  
 Sta., Comm. Mgr. Gumersindo Cordero, Jr.  
 Program Director Maria Belen Rivera  
 Publicity Director Jose Gilberto Morales  
 Chief Engineer Johnny Ortiz

## WAEL—Mayaguez—1948

Frequency: 600 Kc. Power: 1000 Watts  
 Owned-Operated By Mario Acosta  
 Business Address 12 Iglesia St.  
 Tel: 600 Independent  
 Rep. Pan-American Bcstg.  
 Gen. Manager Mario Acosta  
 Comm. Mgr. Manuel Pirallo

## WKJB—Mayaguez—1946

Frequency: 710 Kc. Power: 1000 Watts  
 Owned-Operated By Jose A. Bechara, Jr.  
 Address Box 1293  
 Tel: 983 Independent  
 Pres., Gen. Mgr. Jose A. Bechara, Jr.  
 Manager Arturo Cortes

## WORA—Mayaguez—1947

Frequency: 1150 Kc. Power: 1000 Watts  
 Owned-Oper. By Radio Americas Corp.  
 Studio Address P. O. Box 43  
 Tel: 1150 Independent  
 Station Representative Interamerican  
 Pres., Gen. Mgr. Alfredo R. DeArellano  
 Sta., Comm. Mgr. Reinaldo M. Dupont  
 Sales Prom., Pub. Dir. Carlos Vizcarrondo  
 Program Director Nelson Del Valle  
 Chief Engineer John Prather

## WPRA—Mayaguez—1937

Frequency: 990 Kc. Power: 10,000 Watts  
 Owned-Oper. By WPRA, Inc.  
 Address Box 869  
 President Andres Camara  
 Gen. Mgr. E. Camara de Ramos

## WTIL—Mayaguez—1950

Frequency: 1300 Kc. Power: 1000 Watts  
 Owned-Operated By Mayaguez Radio Corp.  
 Address Post & Palmer Sts.  
 Tel: 1290 Independent  
 President William G. Mamary  
 Gen., Comm. Mgr. Gilbert Mamcry  
 Station Mgr. P. R. Fermaint  
 Program Dir. Rafael Colon Diaz  
 Chief Engineer Aristides Zapata

## WISO—Ponce—1953

Frequency: 1260 Kc. Power: 1000 Watts  
 Owned-Oper. By South P. R. Bcstg. Corp.  
 Tel: 2-1257 Independent  
 President Andres Grillasca  
 Gen. Mgr., Ch. Eng. Luis E. Freyre  
 Program Dir. A. L. Ramos

**IN**

**Puerto Rico**

**WAPA**

680 Kcs                      10 Kws

IS

**TOPS**

to deliver

your

message

U. S. Sales Office:  
**CARIBBEAN NETWORKS, INC.**  
 200 West 57th Street  
 New York 19, N. Y.  
 Circle 7-8224

Sta. Manager..... Nilda P. Freyre  
 Sls. Prom. Mgr..... Manuel Pirallo

**WLEO—Ponce—1956**

Frequency: 1170 Kc.....Power: 250 Watts  
 Owned By.....Ponce Broadcasting Corp.  
 Business Address.....Torres Esq Villa Sts.  
 Tel.: 2-0136.....Independent  
 Pres., Gen. Mgr.....Charles Cordero  
 Program Director.....Felix Irizarry  
 Chief Engineer.....J. H. Conesa

**WPAB—Ponce—1939**

Frequency: 550 Kc...Power: 5 kw.; 1 Kw n.  
 Owned By...Portorican Am. Bcstg. Co., Inc.  
 Bus-Studio Address.....164 Villa St.  
 Tel.: 783.....Independent  
 Representative.....Inter-American Pub'l., Inc.  
 Pres., Gen. Mgr.....A. Gimenez-Aguayo

**WPRP—Ponce—1936**

Frequency: 910 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Voice of Porto Rico  
 Address.....P. O. Box 430  
 Tel.: 2-0166.....Independent  
 Representative.....Inter-Amer. Pub.  
 President, Gen. Mgr... Alfredo R. de Arellano  
 Station, Comm. Mgr..... Antonio Miro  
 Program Director.....Vicente Lianza  
 Chief Engineer.....Pedro M. Conesa

**WRIO—Rio Piedras—1949**

Frequency: 1320 Kc...Power: 5 Kw. d. 1 Kw. n.  
 Owned-Oper. By...The Master Bdcstg. Corp.  
 Address.....Box 335, Hato Rey, Rio Piedras  
 Tel.: 6-2450.....Independent  
 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.  
 Tel.: 3-3000.....Independent  
 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**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned.....Continental Broadcasting Corp.  
 Address.....Box 168 Hato Rey  
 Tel.: 2-3187.....KBS  
 Representative...Pan-American Broadcasting  
 Pres., Gen. Mgr.....William R. Anthony  
 Commercial Mgr.....Richard Ledesma  
 Program Dir.....Vic Miles  
 Chief Engineer.....Hans Perl

PUERTO RICO-VIRGIN ISLANDS

**WIAC—San Juan—1947**

Frequency: 740 Kc.....Power: 10 Kw.  
Owned-Oper. By...Radio Station WBS, Inc.  
Address.....Box 4504  
General Manager.....Tomas Muniz  
Asst. Mgr.....B. P. Rios

**WITA—San Juan—1947**

Frequency: 1140 Kc.....Power: 500 Watts  
Owned-Oper. By...Electronic Enterprises, Inc.  
Address.....Calle Comercio 450  
Newspaper Affiliation.....El Imparcial  
Tel.: 3-3594.....Independent  
President.....Antonio A. Valdivieso  
General Mgr.....Mariano A. Suarez  
Station Mgr.....Osvaldo T. Velazquez  
Chief Engineer.....Luis Prado Martorell

**WKAQ—Santurce—1922**

Frequency: 580 Kc.....Power: 5000 Watts  
Owned-Oper. By.....El Mundo Bcstg. Corp.  
Business Address...Box 9007, Santurce, P. R.  
Tel.: 2-2023.....Independent  
Newspaper Affiliation.....El Mundo  
Representatives...Inter-American Pub'l., Inc.  
President.....Angel Ramos  
General Mgr.....V. Lamas, Jr.  
Program Director...Esther Pales de Rodriguez  
Chief Eng.....Jose A. Fernandez

**WKVM—San Juan—1945**

Frequency: 810 Kc.....Power: 5000 Watts  
Owned-Oper...American Colonial Bcstg. Corp.  
Address.....1000 Ponce de Leon Ave.  
Tel.: 3-0840.....Independent  
Representative.....Pan American Bcstg. Co.  
Pres., Gen. Mgr.....R. P. Perry

**Virgin Islands**

**WSTA—St. Thomas—1950**

Frequency: 1340 Kc.....Power: 250 Kc.  
Owned-Oper. By.....William N. Greer  
Address.....Box 538  
Tel.: 489.....Independent  
Representative.....Young  
Gen. Mgr., Chief Eng.....William N. Greer  
Commercial Mgr.....Nellie Greer

**WIVI—Christiansted—1952**

Frequency: 1040 Kc.....Power: 250 Watts  
Owned-Oper..Radio American West Indies, Inc.  
Address.....Christiansted, St. Croix, V. I.  
Tel.: 28.....KBS  
Station Rep.....Pan American  
Pres., Gen. Mgr.....Mrs. Hazel M. Higdon  
Station Manager.....Mrs. Mavis Lang



**News Is Preferred...**

**... by Stations . . because it adds both profits and prestige.**

**Ap Preferred**

50 Rockefeller Plaza

New York 20, N. Y.

# PROGRESS MADE BY CBC IN 1958:

## ... A Year of Many Changes

By J. ALPHONSE OUIMET

President, Canadian Broadcasting Corporation



It has been an eventful year for the Canadian Broadcasting Corporation, as, it seems, every year is. In August, the Canadian Parliament passed a broadcasting act which resulted in overall changes in Canada's broadcasting system. Since 1936 the CBC had been responsible for providing a national radio and television program service, and for regulating all broadcasting of publicly-owned and privately-owned stations in Canada. On Nov. 10 when the new Act was proclaimed, a Board of Broadcast Governors, a Board independent of either the CBC or the private stations, assumed the latter responsibility. At that time too, a new Board of Directors for the CBC was appointed.

\* \* \*

Since July 1, our microwave television network (the longest in the world) has extended from Sydney, Nova Scotia, on the east coast to Victoria, British Columbia, on the west coast. The continent-spanning network, built and operated by the Trans-Canada Telephone System, and the CNR and CPR, provides simultaneous television to three million homes through French and English stations. It links both CBC and private stations across the country, in every province except Newfoundland. In a few months Newfoundland too, will be connected.

\* \* \*

Video tape came into use by the CBC on July 1. At the relay center in Calgary, Alberta, television network programs are recorded on video tape for retelecast at more appropriate

times over stations in the western time zones.

A plan to develop CBC northern broadcasting service went into operation on Nov. 10. At that time the CBC assumed control of radio station CFWH at Whitehorse, the capital of the Yukon. This means that our radio programs are now being broadcast in seven time zones. CFWH was operated for the past 12 years by Canadian Army and Air Force volunteers.

An FM radio network has been planned between Toronto, Ottawa and Montreal, and will soon go into operation.

This Fall we entered the television network market in the United States. Five of our dramas appeared simultaneously on the CBC network in Canada in the "General Motors Presents" series, and on the ABC network in the United States under the series title "Encounter."

\* \* \*

The CBC, in 1958, won seven first awards and seven honorable mention awards at the 22nd Annual American Exhibition of Educational Radio and Television Programs at Ohio State University. No other network in North America received as many awards.

The CBC, during 1958, provided several special broadcasts that made extraordinary demands — the March 31 Federal Election (a record audience of 7,860,000 persons witnessed the live CBC television and radio, French and English coverage of the election results), the Springhill, Nova Scotia mining disaster, and Princess Margaret's tour in Canada.

**RDIO DAILY**  
**TELEVISION DAILY**

presents

***CANADA***

**KEY PERSONNEL OF  
CBC  
CARTB  
AM STATIONS LISTED  
BY PROVINCES**

**1959**

# THE FINEST OF TELEVISION AT REASONABLE COST



Produced by CBC-TV, using the finest of talent, writers and the most modern production techniques, Canadian television programs are now available to sponsors in the United States.

These prestige properties offer exciting sales possibilities for sponsors—in fact, a unique opportunity to obtain a very fine commercial vehicle—at surprisingly low cost.

Whether you're in the market for a special program or a series, sixty minutes or half-hour, live or recorded, contact the CBC.

## **CBC TELEVISION**

NETWORK SALES · TORONTO · CANADA



# CANADIAN BROADCASTING CORP.

## OFFICES

Head Office—140 Wellington St., Ottawa, Ont.

Phone: CE 6-7331

## EXECUTIVES and STAFF

### BOARD OF DIRECTORS

J. Alphonse Ouimet, President  
E. L. Bushnell, Vice President  
Mrs. G. Alixe Carter, Salmon Arm  
Mrs. Ellen Armstrong, Calgary  
Dr. W. L. Morton, Winnipeg  
Mrs. Kate Aitken, Streetsville  
R. Dupuis, Montreal  
C. Leeson, Stratford  
R. L. Dunsmore, Westmount  
R. W. Ganong, St. Stephen  
Dr. C. E. Lumsden, Wolfville

### EXECUTIVE OFFICERS AND ASSISTANTS

J. A. Ouimet, General Manager  
E. L. Bushnell, Ass't Gen. Mgr.  
Col. R. P. Landry, Controller of Administration  
Charles Jennings, Cont. of Bcstg.  
A. K. Morrow, Ass't Cont. of Opera., Develop-  
ment  
Marcel Carter, Controller, Mgt. Planning  
A. M. Henderson, Comptroller  
J. P. Gilmore, Cont. of Operations  
G. W. Richardson, Executive Ass't  
W. G. Richardson, Dir. of Engineering  
R. C. Fraser, Dir. of Public Relations

### NATIONAL OPERATIONS

Charles Jennings, Director of Programs  
W. G. Richardson, Director of Engineering  
W. E. Powell, Commercial Manager  
Harry Bramah, Treasurer  
C. E. Stiles, Dir. of Personnel and Admin. Serv.  
George Young, Dir. of Sta. Relations  
N. M. Morrison, Dir. of Audience Research  
C. R. Delafield, Dir. of CBS Intern. Services

### REGIONAL OFFICES BRITISH COLUMBIA REGION

701 Hornby St., Vancouver, B. C.  
Director, K. P. Cople  
Regional Program Dir., Peter Garvie

### PRAIRIE REGION

541 Portage Ave., Winnipeg, Manitoba  
Director, J. R. Finlay  
Regional Program Dir., D. E. Cameron

### ONTARIO REGION

354 Jarvis St., Toronto, Ontario  
Director, H. G. Walker

### QUEBEC REGION

1425 Dorchester St. West, Montreal, Quebec  
Director, Gerard Lamarche  
Regional Program Dir., Roger Rolland

### MARITIME REGION

100 Sackville St., Halifax, Nova Scotia  
Director, Capt. W. E. S. Briggs  
Regional Program Dir., S. R. Kennedy

### NEWFOUNDLAND REGION

T. A. Bulding, St. John's, Newfoundland  
Director, William F. Galgay  
Area Engineer, E. D. Witherstone

# ARE YOU USING THE RIGHT TOOLS IN CANADA TO GET BUSINESS?

A good question to answer early in 1959, the year expected to set an all-time record of \$21 billion consumer spending in Canada and push the Gross National Product to a new high of \$33 billion.

To sell all you can, you must *reach* all you can. And nothing reaches the Canadian market like the broadcast media. Virtually 100% of Canada's households have radio and 75% have television. In nine of Canada's top fifteen cities over 90% of the homes have TV.

Here are some reasons why business leaders believe Canada's viewers and listeners will be good *buyers* in 1959 . . . and on a level above that of 1958:

- Savings are at an all-time high
- Consumer credit is in good shape
- A substantial increase in housing is boosting sales of major appliances
- There's been a sharp recovery in new car sales
- The number of two-car families is growing steadily
- Department store sales reached an all-time high in 1958

Whatever *you* wish to sell, investigate the advantages of using some of the 148 independent radio stations and 37 independent TV stations that reach all Canadians. Give your sales message impact and the warmth of the *spoken* word.

## Canadian Association of Broadcasters

108 Sparks St.,  
Ottawa 4, Canada

• 200 St. Clair West,  
Toronto, Ontario

# CANADIAN ASSOCIATION OF RADIO-TELEVISION BROADCASTERS

## 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



## Officers

President .....	D. M. Neill
Immediate Past President.....	V. Dallin
Executive Vice-President.....	T. J. Allard
Vice-President, Radio.....	P. LaLonde
Vice-President, TV.....	G. Stirling
Secretary-Treasurer .....	Flora Love
Director of Sales and Research, Radio.....	C. W. Fenton
Director of Sales and Research, TV.....	K. Steeves



## Directors

D. M. Neill, Fredericton, N. B.; J. A. Manning, Truro, N. S.; G. Stirling, St. John's, Nfld.; D. A. Gourd, Rouyn, P. Q.; P. LaLonde, Montreal; R. Couture, St. Boniface, Man.; T. Burham, Jonquiere, P. Q.; J. A. Dupont, Montreal; M. Brown, London, Ont.; R. T. Snelgrove, Barrie, Ont.; W. H. Stovin, Belleville, Ont.; W. N. Hawkins, Owen Sound, Ont.; R. J. Buss, Medicine Hat, Alta.; D. Dawson, Regina, Sask.; J. O. Blick, Winnipeg, Man.; N. Botterill, Lethbridge, Alta.; J. L. Sayers, Vancouver, B. C.; A. G. Seabrook, Vernon, B. C.; D. M. Armstrong, Victoria, B. C.



## Functions

The Canadian Association of Radio and Television Broadcasters is a voluntary trade organization of 149 privately owned (independent) radio broadcasting stations, and 37 television stations in Canada.

# CANADA'S PRIVATE BROADCASTERS

## ... See A Better Outlook For Regulation

By T. J. ALLARD

Executive Vice-President, CARTB



**T**HE high point of 1958 for Canadian private broadcasters was the late-in-the-year appointment of a 15-member Board of Broadcast Governors, under the leadership of Dr. Andrew Stewart, an economist and President of the University of Alberta.

Private broadcasters had pressed for the appointment of such a board before two royal commissions and several parliamentary radio committees. Establishment of the BBG (the Canadian Broadcasting Corporation, Canada's government-owned broadcasting system, now has its own separate board) takes the private stations out of the former situation in which they were regulated by, at the same time that they were competing with the CBC.

The new Board of Broadcast Governors will be concerned only with regulation, and private broadcasters are now hoping for action on two more of their requests before the royal commissions: (1) the immediate licensing of non-government television stations in main metropolitan centres which are now reserved exclusively for government-owned television and, (2) permission to form private networks.

Four new private radio stations and four new TV stations came on the air last year and at year's end there were 30 applications in the hands of the Department of Transport awaiting reference to the new Board of Broadcast Governors in 1959. As soon as applications for second TV stations are accepted there will be a flood of new applications. Second station applications have not been accepted in order to prevent applicants assuming

a favoured position by filing an application on an if as and when basis.

The membership of the Canadian Association of Broadcasters now stands at 149 radio members, 37 television members and 59 associates. Both the Radio and Television Sales and Research offices in Toronto expanded the research and statistical studies supplied to agencies, advertisers, reps and stations this year. Separate radio and television weeks were held (radio week in the spring and TV week in the fall) to inform the public on the informative and entertaining qualities of the media.

The Toronto offices sent out promotion kits featuring spots; fact sheets; idea books; dramatized announcements (including a series of announcements by top Canadian sports stars); display promotional material, etc.

The Canadian Association of Broadcasters annual meeting (held in May this year because of the federal election in March) again featured separate radio and TV workshops.

Radio stations have been encouraged this year by the fact that radio sales have led TV set sales (446,417 radio sets were sold compared to 273,765 TV sets as of September 30).

Most of these new radio sales seem to have gone to multiple radio homes, and car radio sales have also boomed. This has meant an increasing emphasis of diversified radio programs, especially for night time radio.

The trend in television has been toward still more daytime television since network option time swallows much of the Class "A", 8 to 11 p.m. period.

# CANADIAN AM STATIONS

## LISTED ALPHABETICALLY BY CALL LETTERS

Call Letters	City	Page	Call Letters	City	Page
CBA	Sackville, N. B.	688	CFRG	Gravelbourg, Sask.	699
CBAF	Moncton, N. B.	688	CFRN	Edmonton, Alta.	684
CBE	Windsor, Ont.	695	CFRS	Simcoe, Ont.	694
CBF	Montreal, Que.	697	CFRY	Portage La Prairie, Man.	687
CBG	Gander, Nfld.	689	CFSL	Weyburn, Sask.	700
CBH	Halifax, N. S.	689	CFTJ	Galt, Ont.	691
CBI	Sydney, N. S.	690	CFUN	Vancouver, B. C.	686
CBJ	Chicoutimi, Que.	696	CHAB	Moose Jaw, Sask.	699
CBK	Regina, Sask.	700	CHAD	Amos, Que.	696
CBL	Toronto, Ont.	695	CHAT	Medicine Hat, Alta.	685
CBM	Montreal, Que.	697	CHED	Edmonton, Alta.	684
CBN	St. John's, Nfld.	689	CHEF	Granby, Que.	696
CBO	Ottawa, Ont.	693	CHEX	Petersborough, Ont.	693
CBT	Grand Falls, Nfld.	689	CHFA	Edmonton, Alta.	684
CBU	Vancouver, B. C.	686	CHGB	Ste. Anne de La Poc. Que.	698
CBV	Quebec City, Que.	697	CHLN	Three Rivers, Que.	699
CBW	Winnipeg, Man.	687	CHLO	St. Thomas, Ont.	694
CBX	Edmonton, Alta.	684	CHLT	Sherbrooke, Que.	698
CBY	Corner Brook, Nfld.	689	CHML	Hamilton, Ont.	691
CFAB	Windsor, N. S.	690	CHNC	New Carlisle, Que.	697
CFAC	Calgary, Alta.	684	CHNO	Sudbury, Ont.	694
CFAM	Altona, Man.	687	CHNS	Halifax, N. S.	689
CFAR	Flin Flon, Man.	687	CHOK	Sarnia, Ont.	694
CFBC	Saint John, N. B.	688	CHOV	Pembroke, Ont.	693
CFBR	Sudbury, Ont.	694	CHRC	Quebec City, Que.	697
CFCF	Montreal, Que.	697	CHRD	Drummondville, Que.	696
CFCH	North Bay, Ont.	692	CHRL	Roberval, Que.	698
CFCL	Timmins, Ont.	695	CHSJ	Saint John, N. B.	688
CFCN	Calgary, Alta.	684	CHUB	Nanaimo, B. C.	685
CFCO	Chatham, Ont.	691	CHUM	Toronto, Ont.	695
CFCW	Camrose, Alta.	684	CHVC	Niagara Falls, Ont.	692
CFCY	Charlottetown, P. E. I.	696	CHWK	Chilliwack, B. C.	685
CFDA	Victoriaville, Que.	699	CHWO	Oakville, Ont.	693
CFGP	Grande Prairie, Alta.	684	CJAD	Montreal, Que.	697
CFGT	Alma, Que.	696	CJAT	Trail, B. C.	686
CFJB	Brampton, Ont.	691	CJAV	Port Alberni, B. C.	686
CFJC	Kamloops, B. C.	685	CJBC	Toronto, Ont.	695
CFJR	Brockville, Ont.	691	CJBQ	Bellefille, Ont.	690
CFNB	Fredericton, N. B.	688	CJBR	Rimouski, Que.	698
CFNS	Saskatoon, Sask.	700	CJCA	Edmonton, Alta.	684
CFOB	Fort Frances, Ont.	691	CJCB	Sydney, N. S.	690
CFOR	Orillia, Ont.	693	CJCH	Halifax, N. S.	690
CFOS	Owen Sound, Ont.	693	CJCS	Stratford, Ont.	694
CFPA	Port Arthur, Ont.	693	CJDC	Dawson Creek, B. C.	685
CFPL	London, Ont.	692	CJEM	Edmundston, N. B.	688
CFPR	Prince Rupert, B. C.	686	CJET	Smith Falls, Ont.	694
CFQC	Saskatoon, Sask.	700	CJFP	Riviere-Du-Loup, Que.	698
CFRA	Ottawa, Ont.	693	CJFX	Antigonish, N. S.	689
CFRB	Toronto, Ont.	695	CJGX	Yorkton, Sask.	700

(Continued on Next Page)

# CANADIAN AM STATIONS

## LISTED ALPHABETICALLY BY CALL LETTERS

Call Letters	City	Page	Call Letters	City	Page
CJIB . . .	Vernon, B. C. . . . .	686	CKLD . . .	Thetford Mines, Que. . . . .	699
CJIC . . .	Sault Ste. Marie, Ont. . . . .	694	CKLG . . .	North Vancouver, B. C. . . . .	686
CJKL . . .	Kirkland Lake, Ont. . . . .	692	CKLN . . .	Nelson, B. C. . . . .	685
CJLS . . .	Yarmouth, N. S. . . . .	690	CKLS . . .	La Sarre, Que. . . . .	696
CJMS . . .	Montreal, Que. . . . .	697	CKLY . . .	Lindsay, Ont. . . . .	692
CJMT . . .	Chicoutimi, Que. . . . .	696	CKMR . . .	New Castle, N. B. . . . .	688
CJNB . . .	North Battleford, Sask. . . . .	700	CKNB . . .	Campbellton, N. B. . . . .	688
CJNR . . .	Blind River, Ont. . . . .	690	CKNW . . .	New Westminster, B. C. . . . .	685
CJOB . . .	Winnipeg, Man. . . . .	687	CKNX . . .	Wingham, Ont. . . . .	695
CJOC . . .	Lethbridge, Alta. . . . .	684	CKOC . . .	Hamilton, Ont. . . . .	691
CJON . . .	St. John's, Nfld. . . . .	689	CKOK . . .	Penticton, B. C. . . . .	685
CJOR . . .	Vancouver, B. C. . . . .	686	CKOM . . .	Saskatoon, Sask. . . . .	700
CJOY . . .	Guelph, Ont. . . . .	691	CKOT . . .	Tillsonburg, Ont. . . . .	694
CJQC . . .	Quebec City, Que. . . . .	698	CKOV . . .	Kelowna, B. C. . . . .	685
CJRH . . .	Richmond Hill, Ont. . . . .	693	CKOX . . .	Woodstock, Ont. . . . .	695
CJRL . . .	Kenora, Ont. . . . .	691	CKOY . . .	Ottawa, Ont. . . . .	693
CJRW . . .	Summerside, P. E. I. . . . .	696	CKPC . . .	Brantford, Ont. . . . .	691
CJSO . . .	Sorel, Que. . . . .	699	CKPG . . .	Prince George, B. C. . . . .	686
CJSP . . .	Leamington, Ont. . . . .	692	CKPR . . .	Fort William, Ont. . . . .	691
CJVI . . .	Victoria, B. C. . . . .	687	CKRB . . .	St. George De Beauce, Que. . . . .	698
CKAC . . .	Montreal, Que. . . . .	697	CKRC . . .	Winnipeg, Man. . . . .	687
CKBB . . .	Barrie, Ont. . . . .	690	CKRD . . .	Red Deer, Alta. . . . .	685
CKBC . . .	Bathurst, N. B. . . . .	688	CKRM . . .	Regina, Sask. . . . .	700
CKBI . . .	Prince Albert, Sask. . . . .	700	CKRN . . .	Rouyn, Que. . . . .	698
CKBL . . .	Matane, Que. . . . .	697	CKRS . . .	Jonquiere, Que. . . . .	696
CKBM . . .	Montmagny, Que. . . . .	697	CKSB . . .	St. Boniface, Man. . . . .	687
CKBW . . .	Bridgewater, N. S. . . . .	689	CKSF . . .	Cornwall, Ont. . . . .	691
CKCH . . .	Hull, Que. . . . .	696	CKSL . . .	London, Ont. . . . .	692
CKCK . . .	Regina, Sask. . . . .	700	CKSM . . .	Shawinigan Falls, Que. . . . .	698
CKCL . . .	Truro, N. S. . . . .	690	CKSO . . .	Sudbury, Ont. . . . .	694
CKCQ . . .	Quesnel, B. C. . . . .	686	CKSW . . .	Swift Current, Sask. . . . .	700
CKCR . . .	Kitchener, Ont. . . . .	692	CKTB . . .	St. Catharines, Ont. . . . .	693
CKCV . . .	Quebec City, Que. . . . .	698	CKTR . . .	Trois-Rivieres, Que. . . . .	699
CKCW . . .	Moncton, N. B. . . . .	688	CKTS . . .	Sherbrooke, Que. . . . .	699
CKCY . . .	Sault Ste. Marie, Ont. . . . .	694	CKVD . . .	Val D'Or, Que. . . . .	699
CKDA . . .	Victoria, B. C. . . . .	687	CKVL . . .	Montreal, Que. . . . .	697
CKDM . . .	Dauphin, Man. . . . .	687	CKVM . . .	Ville-Marie, Que. . . . .	699
CKEC . . .	New Glasgow, N. S. . . . .	690	CKWS . . .	Kingston, Ont. . . . .	692
CKEN . . .	Kentville, N. S. . . . .	690	CKWX . . .	Vancouver, B. C. . . . .	686
CKEY . . .	Toronto, Ont. . . . .	695	CKX . . .	Brandon, Man. . . . .	687
CKFH . . .	Toronto, Ont. . . . .	695	CKXL . . .	Calgary, Alta. . . . .	684
CKGB . . .	Timmins, Ont. . . . .	695	CKY . . .	Winnipeg, Man. . . . .	688
CKJL . . .	St. Jerome, Que. . . . .	698	CKYL . . .	Peace River, Alta. . . . .	685
CKLB . . .	Oshawa, Ont. . . . .	693	VOAR . . .	St. John's, Nfld. . . . .	689
CKLC . . .	Kingston, Ont. . . . .	692	VOCM . . .	St. John's, Nfld. . . . .	689

# "CUSTOMER-SLANTING" The Television Buy

## ... New Dimensions in Buying Time, Programs, Films

By Sydney Roslow, Ph. D

Director of Pulse, Inc. Founded 1941



**T**HE demand for qualitative information about audiences literally put us into the ratings business as our most conspicuous product, market by market and network. Yet, twenty years ago if I had been shown the crystal ball, no one would have been more surprised. For, engrossed in consumer-attitude studies for governmental agencies, and some ten years with a foremost group of psychologists, my work revolved around special surveying.

Today while we meet the keen competition of ratings-only firms established after ours in 1941, we have kept our qualitative perspective uppermost. And through mass subscription for our data, servicing the most markets and the most subscribers, we have been able to reduce subscription costs materially.

So, briefly, using face-to-face interviewing in the homes of the nation, our trained interview specialists visit an entirely new sample of 100,000 different families monthly. Five thousand different families are interviewed for each once-a-week television program, and the particular characteristics and purchases of each are recorded. Twenty thousand different families are similarly interviewed for multi-broadcast programs, and spectaculars and specials are duly entered. Each month a new category is analyzed. We are now interviewing in all our major markets 365 days of the year. And for all other markets interviewed less than monthly we also use daily interviewing instituted several years ago for the smaller markets.

The value of this information be-

comes obvious when we look at situations such as illustrated in typical situations. Interpreting the percentages in terms of the industry's figure of 45,000,000 television homes for Spring, 1959, the differences are impressive. Let us take just one category:

### WEEKLY EXPENDITURE FOR DRUGS, TOILETRIES, COSMETICS

Nighttime	No. Of Programs	Avg. Pulse Network	None Bought	Under \$3.00	Over \$3.00
Musical Programs	10	11.9	25.5%	29.7%	44.8%
Quiz, Panel & Audience Participation	12	16.1	25.5	29.8	44.7
Mysteries, Crime, Melodramas	14	15.6	27.1	29.1	43.8
Dramas	8	20.6	23.3	32.4	44.3
Westerns	23	21.2	26.8	28.2	45.0
Situation Comedy	14	20.2	26.3	26.8	46.9
"Live" Comedy & Variety	14	21.1	26.4	30.0	43.6
Adventure	5	13.5	26.5	29.3	44.2

The above are norms for each kind of program. The individual program, therefore, can be measured against the norm, and its value appraised accordingly. Our data in this and other categories indicate that certain advertisers' programs attract millions of customers and prospects above the norm, or millions below the norm. It behooves an advertiser of a low-customer's show to know when a competitor is out-hitting him with a program attracting more customers and prospects. Plainly the conventional focus on big ratings becomes questionable.

It is our belief that this new concept of customer-slanting (from samples so large that quibbling is impossible), will become a widely recognized and positive contribution to the mechanics of today's demands for lower-cost, more effective product-selling.

# Alberta

## CFAC—Calgary—1922

Frequency: 960 Kc. Power: 10,000 Watts  
 Owned-Oper. By... Calgary Bcstg. Co., Ltd.  
 Business Address... Greyhound Bldg.  
 Tel.: AM 6-1036... CBC  
 President... Basil Dean  
 Sta. Manager... A. M. Cairns  
 Commercial Manager... D. H. Hartford  
 Sales Promotion Manager... G. B. Mannix  
 Program Director... George Brown  
 Chief Engineer... E. C. Connor

## CFCN—Calgary—1922

Frequency: 1060 Kc. Power: 10,000 Watts  
 Owned-Oper. By... The Voice of the Prairies, Ltd.  
 Bus.-Studio Address... 712 Twelfth Ave., E.  
 Tel.: AM 2-1161... CBC  
 Representative... Cam. Sta. Rep., Oakes  
 President, Sta. Manager... H. G. Love  
 V. P., Sls. Prom. Mgr... James A. Love  
 Operations Mgr... Gordon L. Carter  
 Prod. Manager... Ned B. Corrigan  
 Chief Engineer... Robert W. Lamb

## CKXL—Calgary—1950

Frequency: 1140 Kc. Power: 1000 Watts  
 Owned-Oper. By... CKXL Ltd.  
 Address... 210 9th Ave. S.W.  
 Tel.: AM 6-3026... Independent  
 Representative... H. C. Stovin Forjoe  
 President, Gen. Mgr... A. R. Mackenzie  
 Gen. Sales Mgr... Allan J. Barker  
 B'cast. Mgr... Peter J. Edwards

## CFCW—Camrose—1954

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By... Camrose Bcstg. Co.  
 Address... Smith Bldg.  
 Tel.: 3044... Independent  
 Representative... Lorrie Potts  
 Pres., Gen. Mgr... H. J. Yerxa  
 Sta. Mgr., Pub. Dir... Gene Ross  
 Chief Engineer... Kenneth Anholt

## CBX—Edmonton—1948

Frequency: 1010 Kc. Power: 50,000 Watts  
 Owned-Oper. By... Canadian Bcstg. Corp.  
 Bus.-Studio Address... 713 MacDonalld Hotel  
 Tel.: Edmonton... Independent  
 General Manager... J. Alphonse Oulmet  
 Sta. Mgr... D. C. Claringbull  
 Commercial Manager... W. E. Powell

## CFRN—Edmonton—1934

Frequency: 1260 Kc. Power: 5000 Watts  
 Owned-Oper. By... Sunwapta Bcstg. Co., Ltd.  
 Business-Studio Address... 109 CPR Bldg.  
 Tel.: GARDen 2-2101... CBC  
 Radio Reps... Young Canadian; Oakes Assoc.  
 Pres., Gen Mgr... G. R. A. Rice  
 Station Manager... A. J. Hopps

Commercial Manager... Tom A. Shandro  
 Sales Prom., Pub. Dir... Mrs. Corinne Noonan  
 Program Director... Harry Farmer  
 Chief Engineer... Frank G. Makepeace

## CHED—Edmonton—1954

Freq.: 1080 Kc. Power: 10,000 Wts. d., 1000 n.  
 Owned-Oper. By... CHED, Ltd.  
 Address... 10006—107th St.  
 Tel.: 4-2111... Independent  
 Representative... Stephens & Towndrow  
 Gen. Commercial Mgr... M. D. Dyck  
 Prog. Dir... Jerry Forbes  
 Chief Engineer... Clint Nichol

## CHFA—Edmonton—1949

Frequency: 680 Kc. Power: 5000 Watts  
 Owned-Operated By... Radio Edmonton, Ltd.  
 Business Address... 10012—109th St.  
 Tel.: 4-2157... CBC  
 Station Rep... Interprovincial; Hunt; Devney  
 President... Andre M. Dechene  
 Sta. Mgr... B. J. Gagnon  
 Program Director... Marcel Couture  
 Chief Engineer... Larry Leclair

## CJCA—Edmonton—1922

Frequency: 930 Kc. Power: 10 Kw. d., 5 n.  
 Owned-Oper. By... Edmonton Bcstg. Co., Ltd.  
 Business Address... 413 Birks Bldg.  
 Tel.: 4-4131... CBC  
 Representative... All-Canada, Weed  
 Sta. Manager... Gerry Gaetz  
 Commercial Manager... Rolfe Barnes  
 Sales Promotion Manager... W. E. McNabb  
 Program Director... Dalt Elton  
 Chief Engineer... Frank Hollingworth

## CFGP—Grande Prairie—1937

Frequency: 1050 Kc. Power: 10 Kw.  
 Owned By... Northern Bcstg. Corp., Ltd.  
 Business Address... 9910 99th St.  
 Tel.: 2311... CBC  
 Representative... All-Canada, Weed  
 President... Hugh E. Pearson  
 Asst. Mgr., Prog. Dir... Jack E. Soars  
 Station Manager... Cameron A. Perry  
 Local Comm. Mgr... G. Percy  
 Sales Promotion Manager... Alice Lorenz  
 Chief Engineer... Jim de Roaldes

## CJOC—Lethbridge—1926

Freq.: 1220 Kc. Power: 10 Kw. d., 5 Kw. n.  
 Owned-Oper. By... Lethbridge Bcstg., Ltd.  
 Address... 1015 Third Ave. S.  
 Tel.: FA 7-3161... CBC  
 Station Representative... All-Canada; Weed  
 President... H. R. Carson  
 Station Manager... A. J. Balfour  
 Commercial Manager... B. J. O'Grady  
 Promotion Manager... Mrs. Mary Pleschuk  
 Program Director... Wally Stambuck  
 Chief Engineer... Doug Card



## ALBERTA-BRITISH COLUMBIA

### CHAT—Medicine Hat—1946

Frequency: 1270 Kc. Power: 1000 Watts  
Owned-Oper. By... Monarch Bcstg. Co., Ltd.  
Address ..... 520 First St.  
Tel.: JAcKson 6-2821 ..... CBC  
Representative ..... Weed, All-Canada  
President ..... J. H. Yuill  
Gen., Sta. Mgr. .... R. J. Buss  
Commercial. Prom. Mgr. .... Orv Kope  
Program Director ..... Bill Saviak  
Publicity Director ..... June Duncan  
Chief Engineer ..... Sid Galfney

### CKYL—Peace River—1954

Frequency: 630 Kc. Power: 1000 Watts  
Owned-Oper. By... Peace River Bcstg. Co.

Address ..... Radio Bldg.  
Representative ..... Hunt, Lorrie Potts  
Manager ..... W. C. Gliege  
Sls. Prom. Mgr. .... Dave Lilwall  
Engineer ..... Bob Guy

### CKRD—Red Deer—1949

Freq.: 850 Kc. Power: 1000 Watts  
Owned-Oper. By... Central Alberta Bcstg. Co.  
Bus. Address... 5203 Gaetz Ave., Foster Block  
Tel.: 2083 ..... CBC  
Reps. .... Bcst. Sales; Radio Reps.; Messner  
Pres., Gen. Mgr. .... G. S. Henry  
Comm. Mgr. .... W. R. Scott  
Prog., Pub. Dir. .... J. M. Younie  
Chief Engineer ..... Bob Sears

## British Columbia

### CHWK—Chilliwack—1927

Frequency: 1270 Kc. Power: 1000 Watts  
Owned-Oper. By... Fraser Valley Bcstrs., Ltd.  
Address ..... 50 Yale Rd., E.  
Tel.: 3200 ..... CBC  
Representative ..... All-Canada, Weed  
Pres., Gen. Mgr. .... Jack Pilling  
Comm. Mgr., Prom. Mgr. .... W. G. Teetzel  
Prod. Mgr. .... J. M. MacLachlan  
Chief Eng. .... R. Cartmell

### CJDC—Dawson Creek—1948

Frequency: 1350 Kc. Power: 1000 Watts  
Owned-Operated By... Radio Station CJDC, Ltd.  
Business Address ..... 902 - 102nd Ave.  
Tel.: STerling 2-3838 ..... CBS  
Representative .... Radio Representative, Cooke  
President ..... H. Michaud  
Gen. Mgr., Comm. Mgr. .... Mike Lavern  
Program Director ..... Chuck Mudrak  
Chief Engineer ..... Mel Lang

### CFJC—Kamloops—1927

Frequency: 910 Kc. Power: 1 Kw.  
Owned ..... Inland Bcstrs., Ltd.  
Address ..... 387—Fourth Ave.  
Tel.: 1021 ..... CBC  
Sta. Rep. .... All-Canada, Weed  
President ..... Ronald White  
General Manager ..... Ian G. Clark  
Comm. Sales Prom. Mgr. .... Walter Harwood  
Program Director ..... Norman McDonald  
Chief Engineer ..... Fred Webber

### CKOV—Kelowna—1931

Frequency: 630 Kc. Power: 1000 Watts  
Owned-Oper. By... Okanagan Bcstrs., Ltd.  
Address ..... Box 1481  
Tel.: 3331 ..... CBC  
Representative ..... All-Canada, Weed  
President ..... Mrs. J. W. B. Browne  
Gen. Mgr. .... J. H. Browne  
Comm. Manager ..... J. D. Bews  
Chief Engineer ..... A. Vipond

### CHUB—Nanaimo—1949

Frequency: 1570 Kc. Power: 10,000 Watts  
Owned-Operated By... Standard Bcstg. Co.  
Business Address ..... Malaspina Hotel  
Tel.: 2630 ..... Independent  
Newspaper Affil. .... Vancouver Sun  
Representative ..... Stephens & Towndrow  
Sta. Mgr., Prog. Dir. .... C. J. Rudd  
Nat. Sales Dir. .... Sheila Hassell  
Prom., Pub. Mgr. .... Catherine Sanders  
Chief Engineer ..... Lew Fox

### CKLN—Nelson—1939

Frequency: 1390 Kc. Power: 1000 Watts  
Owned-Oper. By... News Publishing Co., Ltd.  
Address ..... P. O. Box 250  
Tel.: 10 ..... CBS  
Newspaper Affiliation .... Nelson Daily News  
Rep. .... Stovin & Byles; Adam Young  
Sta. Mgr., Ch. Eng. .... Alan R. Ramsden

### CKNW—New Westminster 1944

Frequency: 1320 Kc. Power: 5000 Watts  
Owned By... Radio NW, Ltd.  
Business-Studio Address ..... 227 Columbia St.  
Tel.: LA 2-2711 ..... Independent  
Representative... Forjoe, R.Reps., B'cast. Reps.  
President ..... Frank A. Griffiths  
Gen., Station Mgr. .... W. J. Hughes  
Prog. Dir. .... Hal Davis  
Nat. Sales Mgr. .... Mel Cooper  
Chief Engineer ..... Jack Gordon

### CKOK—Penticton—1948

Freq.: 800 Kc. Power: 1 Kw. d., 500 Wis. n.  
Owned-Operated By... CKOK, Ltd.  
Business-Studio Address... 125 Nanaimo Ave.  
Tel.: 2800 ..... CBC  
Representative ..... All Canada; Weed  
Pres., Gen., Mgr. .... Maurice P. Finnerly  
Station Manager ..... Ralph J. Robinson  
Sales Mgr. .... Ken Compton

**BRITISH COLUMBIA**.....

Program Director.....Leland H. Faebish  
 Sales Prom., Pub. Dir.....Ed Boyd  
 Chief Engr.....George Cameron

**CJAV—Port Alberni—1946**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....CJAV, Ltd.  
 Address.....735 Third Ave., N.  
 Tel.: 604.....Independent  
 Rep.....Hunt, Cooke, Stephens & Towndrow  
 Pres., Gen. Mgr.....Kenneth Hutcheson  
 Commercial Mgr.....Ray Jordan  
 Prog., Sta. Mgr.....Andy Marquis  
 Publicity Dir.....Sherwin Shragge  
 Chief Engineer.....J. McFegan

**CKPG—Prince George—1954**

Frequency: 550 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Radio Station CKPG, Ltd.  
 Address.....1220 Sixth Ave.  
 Tel.: LO 4-2626.....CBC  
 Representative.....All-Canada, Weed  
 President.....Frank H. Elphicke  
 Managing Dir.....Cecil G. Elphicke  
 Comm. Manager.....R. T. Harkins  
 Prog. Director.....Ronald A. East  
 Chief Engineer.....L. Fraser

**CFPR—Prince Rupert—1938**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned By.....Canadian Broadcasting Corp.  
 Address.....343 W. 2nd Ave.  
 Sta. Mgr.....W. C. Hankinson  
 Sls. Rep.....H. W. Paulson (Vancouver)

**CKCQ—Quesnel—1957**

Frequency: 570 Kc.....Power: 1 Kw.  
 Owned.....Cariboo Bcstrs. Ltd.  
 Address.....Box 699  
 Tel.: 485.....Independent  
 Representative.....Radio Rep., Cooke  
 President.....James H. Ritchie  
 Gen. Mgr., Ch. Eng.....J. Fred Weber  
 Station Manager.....Dennis Reed  
 Comm. Prom. Mgr.....John V. Boates  
 Program Director.....Robert R. Leckie

**CJAT—Trail—1931**

Frequency: 610 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Kootenay Bcstg. Co., Ltd.  
 Business-Studio Address.....Radio Centre  
 Tel.: 1840.....CBC  
 Rep.....Weed, All-Canada Radio Facilities  
 President.....A. S. Mawdsley  
 General Manager.....John W. Loader  
 Comm. Mgr.....J. P. Kobluk  
 Prog. Dir.....Ken Hughes  
 Chief Engineer.....Jack Molyneux

**CBU—Vancouver—1947**

Frequency: 690 Kc.....Power: 10,000 Watts  
 Owned-Oper. By.....Canadian Bcstg. Corp.  
 Address.....701 Hornby St.  
 Tel.: MA 6121.....CBC  
 Dir. for Brit. Col.....Kenneth Caples  
 Comm. Mgr. (Toronto).....Walter E. Powell

**CJOR—Vancouver—1926**

Frequency: 600 Kc.....Power: 5000 Watts  
 Owned-Operated By.....CJOR, Ltd.  
 Business-Studio Address.....846 Howe St.  
 Tel.: Mutual 5-6464.....CBC  
 Representative.....Stovin & Byles, Ltd.  
 Pres., Sta. Mgr., Gen. Mgr. George C. Chandler  
 Prog. Director.....Vic Waters  
 Commercial Mgr.....Don Laws  
 Publicity Director.....Hudson W. Olson  
 Chief Engineer.....Art Chandler

**CFUN—Vancouver—1922**

Frequency: 1410 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Radio CFUN Ltd.  
 Address.....1900 W. 4th Ave.  
 Tel.: REgent 1-6511.....Independent  
 Rep.....Nat. Broadcast Sales; Devney  
 President.....R. R. Keay  
 Gen. Mgr.....J. L. Sayers  
 Comm. Manager.....Fin Anthony  
 Program Director.....T. J. Garner  
 Sales Prom., Pub. Dir.....Doug Reid  
 Chief Engineer.....Dave Rogers

**CKWX—Vancouver—1923**

Frequency: 1130 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....CKWX Radio, Ltd.  
 Business-Studio Address.....1275 Burrard St.  
 Tel.: MU 4-5131.....MBS  
 Representative.....All-Canada, Weed  
 President.....Arthur Holstead  
 General Manager.....Frank H. Elphicke  
 National Sls. Manager.....Clare Copeland  
 Program Manager.....John Ansell  
 Plng., Res. Director.....Macintosh MacDonald  
 Chief Engineer.....Charles Smith

**CKLG—North Vancouver  
1955**

Frequency: 730 Kc.....Power: 10,000 Watts  
 Owned-Oper. By.....Lions Gate B'casting., Ltd.  
 Address.....143 E. 11th, North Vancouver  
 Tel.: YUKon 8-1101.....Independent  
 Reps.....Stephens-Towndrow; Donald Cook  
 President.....A. Earson Gibson  
 Station Mgr.....John N. Hunt  
 Comm. Manager.....F. W. Mantell  
 Prog. Director.....Rudy Hartman  
 Prom., Pub. Mgr.....R. H. Smith  
 Chief Engineer.....Peter Mackintosh

**CJIB—Vernon—1947**

Frequency: 940 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Interior Bcstrs., Ltd.  
 Business Address.....3330 Barnard Ave.  
 Tel.: 3900.....CBC  
 Rep.....All Canada; Weed  
 President.....Richard Peters  
 Sta. Manager.....A. G. Seabrook  
 Commercial Mgr.....Ann Gaustin  
 Program Director.....Jack Pollard  
 Sales Prom. Mgr.....Ed Boyd  
 Publicity Director.....George Leek  
 Chief Engineer.....Laurie Wright

## BRITISH COLUMBIA-MANITOBA

### CJVI—Victoria—1925

Frequency: 900 Kc. Power: 10,000 Watts  
Owned-Oper. By..... Island Bcstg. Co., Ltd.  
Business-Studio Address..... 817 Fort Street  
Tel.: EV 2-8221..... CBC  
Representative..... All-Canada  
Sta. Gen. Mgr..... W. M. Guild  
Sls. Prom. Mgr..... Ralph S. Jamison  
Prog. Dir..... Walter Cownden  
Publicity Dir..... William S. Allen  
Chief Engineer..... Joe Sommers

### CKDA—Victoria—1950

Frequency: 1280 Kc. Power: 10 Kw.  
Owned-Oper. By..... Capital Bcstg. System  
Address..... 1450 Douglas St.  
Tel.: Evergreen 4-9311..... Independent  
Representative..... Radio Reps., Forjoe  
President..... David M. Armstrong  
Gen., Comm. Mgr..... David B. Hill  
Program Director..... Andy Stephen  
Publicity Director..... Geo. Glover  
Chief Engineer..... Norman Berbquist

## Manitoba

### CFAM—Altona—1957

Frequency: 1290 Kc. Power: 5000 Watts  
Owned..... Southern Manitoba Bcstg. Co.  
Business Address..... P.O. Box 1000  
Tel.: 285..... Independent  
Reps.... Cooke; Hunt; Messner; Natl. Bcst. Sales  
President..... Walter E. Kroeker  
Station Manager..... Dave K. Friesen  
Chief Engineer..... John J. Pauls

### CKX—Brandon—1928

Freq.: 1150 Kc. Power: 5 Kw. d.; 1 Kw. n.  
Owned-Oper. By.... Western Manitoba Bcstrs.  
Address..... 2940 Victoria Ave.  
Tel.: Parkway 6-5393..... CBC  
Station Representative  
Radio Reps.; Hunt; Messner; Young Canadian  
Pres., Gen. Manager..... J. B. Craig  
Commercial Manager..... E. D. Holland  
Prog. Dir..... Frank Bird  
Publicity Director..... Marvin Freeman  
Chief Engineer..... E. Humphrey Davies

### CKDM—Dauphin—1950

Frequency: 730 Kc. Power: 1000 d.; 250 n.  
Owned..... Dauphin Bcstg. Co., Ltd.  
Address..... 3rd Ave., N. E.  
Tel.: 3230..... Independent  
Reps.... Messner; Hunt; Young Canadian  
President..... A. T. Warnock  
Station Manager..... Michael Hopkins  
Sales Promotion Manager..... Lorne G. Bignell  
Program Director..... Brian Skinner  
Chief Engineer..... Alan Watson

### CFAR—Flin Flon—1937

Frequency: 590 Kc. Power: 1000 Watts  
Owned-Oper. By..... Arctic Radio Corp., Ltd.  
Business Address..... 75 Callinan St.  
Tel.: 4422..... CBC  
President..... Grey Mundie  
Station Manager..... C. H. Whitney  
Comm. Sales Prom. Mgr..... Alec D. Cobban  
Program Director..... E. Smallwood

### CFRY—Portage La Prairie 1956

Frequency: 1570 Kc. Power: 250 Watts

Owned..... Portage-Delta Bcstg. Co.  
Address..... Hotel Portage  
Representative..... Lorrie Poitts  
Pres., Mgr..... R. D. Hughes  
Comm. Mgr..... Dolores Kustra

### CKSB—St. Boniface—1946

Frequency: 1050 Kc. Power: 10,000 Watts d.  
Owned..... Radio-St. Boniface Ltd.  
Address..... 607 Langevin St.  
Tel.: CH 7-4865..... CBC  
Reps.... Devney; Hunt; Interprovincial Sales  
President..... Auguste Dansereau  
Gen., Sta. Mgr..... Roland Couture  
Commercial Mgr..... Raoul Normandeau  
Program Dir..... Denis Belair  
Chief Engineer..... Yves Savignac

### CBW—Winnipeg—1948

Frequency: 990 Kc. Power: 50,000 Watts  
Owned-Operated By.... Canadian Bcstg. Corp.  
Business Address..... 541 Portage Ave.  
Tel.: SP 4-2541..... CBC  
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

Freq.: 680 Kc. Power: 5 Kw. d.; 2500 W., n.  
Business Address..... 10th Fl., Lindsay Bldg.  
Tel.: WH 2-6374..... Independent  
Sta. Rep..... Radio Reps.; Young Canadian  
Pres., Gen. Mgr..... John O. Blick  
Commercial Manager..... R. M. MacLennan  
Sales Prom. Mgr..... R. Moody  
Prog. Director..... George C. Davies  
Chief Engineer..... R. V. Durlie

### CKRC—Winnipeg—1927

Frequency: 630 Kc. Power: 5000 Watts  
Owned.... Transcanada Communications, Ltd.  
Bus.-Studio Address..... 300 Carlton St.  
Tel.: WH 2-2201..... CBC  
Representative..... Weed, All-Canada  
Gen., Sta. Mgr..... William A. Speers

# MANITOBA-NEW BRUNSWICK

Commercial Manager.....R. F. Tait  
Sales Promotion Manager.....Gordon Walker  
Program Director.....Robert Bye  
Chief Engineer.....Burt Hooper

## CKY—Winnipeg—1949

Frequency: 580 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Station CKY, Ltd.

Business Address.....432 Main St., N.  
Tel.: Whitehall 3-1531.....Independent  
Representative.....Stovin, Forjoe  
President.....Lloyd E. Moffat  
Station Manager.....Jack M. Davidson  
Comm. Manager.....D. McDermid  
Program Director.....Jack R. Stewart  
Chief Engineer.....Andy Malowanchuk

# New Brunswick

## CKBC—Bathurst—1955

Frequency: 1400 Kc.....Power: 250 Watts  
Owned.....Bathurst Broadcasting Co., Ltd.  
Business Address.....455 Golf St.  
Tel.: LI 6-4461.....Independent  
Station Representative.....Potts  
President.....J. Leo Hachey  
Station Manager.....W. A. Winton  
Comm., Sales Prom. Mgr.....R. J. Gallagher  
Prog., Pub. Dir.....Ray Bourque  
Chief Engineer.....Phil Paquet

## CKNB—Campbellton—1939

Frequency: 950 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Restigouche Bcstg. Co., Ltd.  
Business Address.....110 Water St.  
Tel.: Plaza 3-4415.....CBS  
Representative.....Hardy, Weed  
President.....John Alexander  
Sta., Comm. Mgr.....Robert D. Richards  
Chief Engineer.....Phil Paquet

## CJEM—Edmundston—1944

Frequency: 570 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Edmundston Radio, Ltd.  
Address.....91 Canada Rd.  
Tel.: RE 5-3351.....CBS  
Representative.....Stovin, Young  
Gen. Mgr.....Jack Brilliant  
Station, Comm. Mgr.....Georges Guerrette

## CFNB—Fredericton—1923

Frequency: 550 Kc.....Power: 5000 Watts  
Owned.....James S. Neill & Son, Ltd.  
Address.....York St.  
Tel.: GR 5-5501.....CBS  
Representative.....All-Canada, Weed  
President.....J. Stewart Neill  
General Manager.....D. Malcolm Neill  
Prog. Director.....H. L. McFee  
Sta., Comm. Manager.....J. T. H. Fenety  
Chief Engineer.....Glenn D. Love

## CBAF—Moncton—1953

Frequency: 1300 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Canadian Bcstg. Corp.  
Address.....Georges & Archibald Sts.  
General Manager.....Alphonse Ouimet  
Sta. Mgr.....J. E. R. Teasdale  
Commercial Mgr.....W. E. Powell  
Prog. Dir.....C. Jennings

## CKCW—Moncton—1934

Frequency: 1220 Kc.....Power: 10,000 Watts  
Owned-Oper. By.....Moncton Bcstg., Ltd.  
Address.....K of P Bldg.  
Tel.: EV 4-9111.....CBC  
Station Rep.....Young Canadian; Stovin-Byles  
Pres., Gen. Mgr.....F. A. Lynds  
Sta., Comm. Mgr.....Tom H. Tonner  
Sales Prom. Mgr., Prog. Dir.....Bob Reid  
Chief Engineer.....Keith MacConnell

## CKMR—New Castle—1949

Frequency: 790 Kc.....Power: 1000 Watts  
Owned.....Miramichi Bcstg. Co., Ltd.  
Business Address.....New Castle  
Tel.: 690.....CBC  
Sta. Rep.....Radio Time Sales; Hunt  
President.....L. W. Flett  
Sta., Comm. Mgr.....R. J. Wallace  
Sales Prom. Mgr., Pub. Dir.....Fred Haining

## CBA—Sackville—1939

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

## CFBC—Saint John—1946

Frequency: 930 Kc.....Power: 5000 Watts  
Owned-Operated By.....Fundy Bcstg. Co., Ltd.  
Business Address.....68 Carleton St.; Box 930  
Tel.: OX 2-3301.....CBC  
Station Rep.....Radio Reps.; Young Canadian  
President.....A. M. A. McLean  
General Manager.....R. T. Bowman  
Sales Manager.....Vincent Saunders  
Program Supervisor.....D. H. Armstrong  
Publicity Director.....Marita McNulty  
Chief Engineer.....H. M. Stout

## CHSJ—Saint John—1947

Frequency: 1150 Kc.....Power: 5000 Watts  
Owned-Oper. By.....New Brunswick Bcstg. Co.  
Business-Studio Address.....14 Church St.  
Newspaper Affil.....Journal, Globe  
Representative.....All Canada, Weed & Co.  
General Manager.....George A. Cromwell  
Comm. Mgr.....James Morrow  
Station Manager.....Earl McCarron

# Newfoundland

## CBY—Corner Brook—1949

Frequency: 790 Kc. Power: 1000 Watts  
 Owned-Operated By... Canadian Bcstg. Corp.  
 Representative... C. V. Hierlihy  
 Gen. Mgr. (CBC)... J. Alphonse Oulmet  
 Comm. Mgr.... W. E. Powell  
 Prog. Dir.... Charles Jennings

## CBG—Gander—1949

Frequency: 1450 Kc. Power: 1000 Watts  
 Owned-Operated By... Canadian Bcstg. Corp.  
 Address... Gander  
 General Manager... J. A. Oulmet  
 Sta. Mgr.... A. W. Barrett  
 Comm. Mgr.... W. E. Powell  
 Prog. Dir.... Charles Jennings

## CBT—Grand Falls—1949

Frequency: 990 Kc. Power: 1000 Watts  
 Owned-Operated By... Canadian Bcstg. Corp.  
 Business Address... Mill Road  
 Tel.: 2102... CBC  
 Gen. Mgr.... J. Alphonse Oulmet  
 Station Manager... John J. Grace  
 Press & Info. Dept., Prom. Mgr... Ron C. Fraser  
 Comm. Manager... G. D. Halley  
 Prog. Director... R. G. O'Brien  
 Chief Engineer... E. D. Witherstone

## CBN—St. John's—1949

Frequency: 640 Kc. Power: 10,000 Watts  
 Owned-Operated By... Canadian Bcstg. Corp.  
 Address... Box E 5372  
 Telephone... 7181  
 General Manager (CBC)... J. Alphonse Oulmet  
 Commercial Mgr. (CBC)... W. E. Powell  
 Dir. for NFLD... W. F. Galgay  
 Prog. Director... Charles Jennings

## CJON—St. John's—1951

Frequency: 930 Kc. Power: 10,000 Watts  
 Owned-Oper. By... Nfld. Bcstg. Co., Ltd.  
 Address... Prince of Wales St.  
 Tel.: 7105... Independent  
 Station Rep.... Stovin-Byles; Weed  
 Pres.... Geoffrey W. Stirling  
 General Manager... Don Jamieson  
 Sta. Mgr.... George MacDonald  
 Commercial Manager... Jack Baird  
 Sales Promotion Manager... Mary Brennan  
 Program Director... G. A. Wiggins  
 Publicity Director... Judith A. Curtis  
 Chief Engineer... Oscar Hierlihy

## VOAR—St. John's—1929

Frequency: 1230 Kc. Power: 100 Watts d.  
 Owned... Seventh-day Adventists Corp.  
 Address... 106 Freshwater Rd.  
 Tel.: 6760... Independent  
 President... W. A. Nelson  
 General Manager... G. O. Adams  
 Chief Engineer... George Rabbitts

## VOCM—St. Johns—1936

Frequency: 590 Kc. Power: 1000 Watts  
 Owned-Operated By... Colonial Bcstg. System  
 Address... McBride's Hill & Water Sts.  
 Tel.: 3140... Independent  
 Rep.... Radio TV Sales; Young Canadian  
 Pres., Ch. Eng... W. B. Williams  
 Managing Director... H. N. Butler  
 Station Mgr.... J. V. Butler  
 Commercial Mgr... Denys Ferry  
 Program Director... J. M. Murdoch  
 Sales Prom. Mgr... Bill Squires  
 Publicity Dir... Bob Lockhart

# Nova Scotia

## CJFX—Antigonish—1943

Frequency: 580 Kc. Power: 5000 Watts  
 Owned-Operated By... Atlantic Bcstrs., Ltd.  
 Address... St. Ninian St.  
 Tel.: 580... CBC  
 Station Rep.... Young Canadians; Mulvihill  
 President... Rev. Dr. F. Giniven  
 Gen. Sta. Mgr.... J. Clyde Nunn  
 Commercial Manager... Bruce Rafuse  
 Sales Prom. Mgr... Charles O'Brien  
 Chief Eng... Gordon MacDougall

## CKBW—Bridgewater—1947

Frequency: 1000 Kc. Power: 1000 Watts  
 Owned-Oper. By... Acadia Bcstg. Co., Ltd.  
 Business Address... 399 King St.  
 Tel.: LI 3-2401... CBC  
 Representative... Radio Reps., Don Cooke

President... C. J. Morrow  
 General Manager... John F. Hirtle  
 Sta. Mgr., Comm. Mgr... James A. MacLeod  
 Sales Prom. Mgr., Pub. Dir... David Flack  
 Program Director... A. Maxwell Ramey  
 Chief Engineer... Douglas B. Hirtle

## CBH—Halifax—1947

Frequency: 1330 Kc. Power: 100 Watts  
 Owned-Operated By... Canadian Bcstg. Corp.  
 Business-Studio Address... 100 Sackville St.  
 Regional Director... W. E. S. Briggs  
 Reg. Prog. Dir... J. A. MacEwen  
 Comm. Rep... Don LeBlanc  
 Press & Infor. Rep... A. W. Wilson

## CHNS—Halifax—1926

Frequency: 960 Kc. Power: 5000 Watts  
 Owned-Oper. By... Maritime Bcstg. Corp., Ltd.

## NOVA SCOTIA-ONTARIO

**Bus-Studio Address**.....10 Tobin St.  
**Tel.**: 3-8318 .....CBC  
**Representative**.....All-Canada, Weed  
**Gen., Station Manager**.....Gerald Redmond  
**Commercial Manager**.....Douglas Grant  
**Program Manager**.....John A. Funston  
**Chief Engineer**.....Arthur H. Greig

### CJCH—Halifax—1944

**Freq.**: 920 Kc...Power: 10,000 Wts. d., 5000 n.  
**Owned-Operated By**.....CJCH Limited  
**Bus-Studio Address**.....741 Robie St.  
**Tel.**: 5-5443 .....Independent  
**Representative**.....Mulvihill, Young Can.  
**President**.....D. Pearson McCurdy  
**Station Manager**.....E. Finlay MacDonald  
**Comm. Manager**.....Howard E. Gerard  
**Sls. Prom. Manager**.....Clair Chambers  
**Program Director**.....Leonard J. Chapple  
**Chief Engineer**.....A. Reginald MacWilliams

### CKEN—Kentville—1947

(See CFAB, Windsor)

### CKEC—New Glasgow—1953

**Frequency**: 1230 Kc.....Power: 250 Watts  
**Owned-Oper. By**.....Hector Bcstg. Co.  
**Address**.....130 George St.  
**Tel.**: 2-4200 .....CBC  
**Representative**.....Donald Cooke  
**Pres., Gen. Mgr.**.....James M. Cameron  
**Prog. Dir.**.....W. Ellis  
**Chief Engineer**.....Lew Wright

### CBI—Sydney—1948

**Freq.**: 1140 Kc.....Power: 5000 Watts  
**Owned-Operated By**.....Canadian Bcstg. Corp.  
**Address**.....P. O. Box 700  
**Tel.**: 4495 .....CBC  
**President**.....J. A. Ouimet  
**Station Manager**.....F. G. Cooke  
**Comm. Mgr.**.....Don LeBlanc  
**Publicity Dir.**.....Bert Wilson  
**Chief Engineer**.....G. R. Oulton

### CJCB—Sydney—1929

**Freq.**: 1270 Kc.....Power: 5 Kw. d., 1 Kw. n.  
**Owned-Oper. By**.....Cape Breton Bcstrs., Ltd.  
**Business Address**.....Charlotte St.  
**Tel.**: 5596 .....CBC  
**Station Rep.**.....All Canada; Weed; Reynolds  
**President**.....Nathaniel Nathanson  
**Station Manager**.....Norris L. Nathanson  
**Commercial Manager**.....M. Grant  
**Sales Promotion Manager**.....Lloyd W. Taylor  
**Program Director**.....T. C. Robertson  
**Publicity Director**.....Florence MacLeod  
**Chief Engineer**.....A. E. Vernon

### CKCL—Truro—1947

**Frequency**: 600 Kc.....Power: 1,000 Watts  
**Owned-Operated By**.....Colchester Bcstg. Co. Ltd.  
**Business Address**.....7 Pleasant St.  
**Tel.**: 4491 .....Independent  
**Representative**.....Radio Time Sales  
**President, General Mgr.**.....J. Arthur Manning  
**Comm. Mgr., Pub. Dir.**.....H. C. Deryk Upton  
**Program Director**.....Jack Armstrong  
**Chief Engineer**.....E. S. Bernasconi

### CFAB—Windsor—1944

**Frequency**: 1450 Kc.....Power: 250 Watts  
**Owned-Oper. By**.....Evangeline Bcstg. Co., Ltd.  
**Address**.....Radio Centre  
**Tel.**: 2111 .....Independent  
**Representative**.....Lorrie Potts  
**President**.....F. J. Burns  
**General Manager**.....J. A. C. Lewis  
**Comm. Mgr.**.....Mrs. E. J. MacMillan  
**Promotion Mgr.**.....J. F. Crossan  
**Program Director**.....Willard Bishop  
**Chief Engineer**.....A. M. Bishop

### CJLS—Yarmouth—1934

**Frequency**: 1340 Kc.....Power: 250 Watts  
**Owned-Oper. By**.....Gateway Bcstg. Co., Ltd.  
**Address**.....222 W. Main St.  
**Tel.**: 500 .....CBC  
**Representative**.....All-Canada, Weed  
**Gen., Comm. Mgr.**.....D. L. Smith

## Ontario

### CKBB—Barrie—1949

**Freq.**: 950 Kc...Power: 5000 Wts. d., 2500 n.  
**Owned-Oper. By**.....Barrie Bcstg. Co. Ltd.  
**Business Address**.....Box 519  
**Tel.**: PA 6-6466 .....Independent  
**Representative**.....Young, Mulvihill  
**Pres.**.....Ralph T. Snelgrove  
**Sta. Mgr.**.....Robert Hunter  
**Comm. Mgr.**.....Edward Delaney  
**Program Director**.....Jack Ruttle  
**Chief Engr.**.....Jack Mattenley

### CJBQ—Belleville—1946

**Frequency**: 800 Kc.....Power: 1000 Watts  
**Owned-Operated By**.....Quinte Bcstg. Co., Ltd.

**Business Address**.....11 Victoria Ave.; Box 399  
**Tel.**: Woodland 8-5555 .....CBC  
**Representative**.....Young, Stovin  
**President**.....A. MacLean Haig  
**Station Manager**.....W. H. Stovin  
**Commercial Manager**.....J. H. MacDonald  
**Program Director**.....L. Jourard  
**Sls. Prom. Manager**.....T. Hookings  
**Chief Engineer**.....J. B. Buchanan

### CJNR—Blind River—1958

**Frequency**: 730 Kc.....Power: 1000 Watts  
**Owned By**.....Nash Radio-TV Bcstg. Co.  
**Address**.....Lawton St.  
**Tel.**: ELgin 6-2209 .....CBC  
**Representative**.....Radio-TV Sales

President.....Thomas C. Nash  
Sta., Comm. Mgr.....C. McKnight  
Program Dir.....Jack Reid

**CFJB—Brampton—1953**

Frequency: 1090 Kc.....Power: 250 W. d.  
Owned-Oper. By.....CFJB, Ltd.  
Address.....2 Ellen St.  
Tel.: GL 1-3110.....Independent  
Rep.....Radio Time Sales  
President.....Emerson McKinney  
Sta. Mgr.....John Fox  
Chief Eng.....Robert McBean

**CKPC—Brantford—1923**

Frequency: 1380 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Telephone City Bcst., Ltd.  
Address.....525 Colborne St.  
Tel.: Plaza 3-2664.....CBC  
Station Representative.....Poits; Hunt  
President.....Mrs. Florence M. Buchanan  
Station Manager.....R. Buchanan  
Comm. Prom. Mgr.....Russ Waters  
Prog. Dir.....Arnold Anderson  
Chief Engineer.....J. Featherston

**CFJR—Brockville—1926**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned By.....Eastern Ontario Bcstg. Co., Ltd.  
Business-Studio Address.....Revere Hotel Bldg.  
Tel.: Diamond 2-4628.....CBC  
Station Rep.....Stovin-Byles; Young Canadian  
Pres., Gen. Mgr.....Jack R. Radford  
Asst. Sta. Mgr.....Thomas Starham  
Comm. Mgr.....Keith Pelton  
Prog., Pub. Dir.....Jim Chapman  
Chief Engineer.....Sid Penstone

**CFCO—Chatham—1926**

Frequency: 630 Kc.....Power: 1000 Watts  
Owned-Operated By.....John Beardall  
Business Address.....Box 550  
Tel.: EL 2-3000.....CBC  
Manager.....John Beardall  
Chief Engineer.....Gordon Brooks

**CKSF—Cornwall—1945**

Frequency: 1220 Kc.....Power: 1000 Watts  
Owned-Operated By.....Standard-Freeholder, Ltd.  
Business-Studio Address.....36 Pitt St.  
Tel.: Wellington 3-2030.....CBC  
Newspaper Affil.....Dly. Standard-Freeholder  
Station Rep.....Stovin-Byles; Devney  
President.....G. D. Fleming  
Sta., Comm. Mgr.....Fred H. Pemberton  
Sales Prom. Mgr.....Alma Larocque  
Program Director.....John Larocque  
Chief Engineer.....Mahlon Clark

**CFOB—Fort Frances—1944**

Frequency: 800 Kc.....Power: 1000 Watts  
Owned By.....Border Bcstg., Ltd.  
Business-Studio Address.....242 Scott St.  
Tel.: 200.....CBC  
Rep.....Cooke. Radio Reps., Bcst. Reps.  
Manager.....Don Fawcett

**CKPR—Fort William—1931**

Freq.: 580 Kc.....Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By.....H. F. Dougall Co., Ltd.  
Bus.-Studio Address.....Radio Hall, Victoria Ave.  
Tel.: 3-3477.....CBC  
Station Reps.....Radio Reps.; All Canada  
Pres., Gen. Mgr.....H. F. Dougall  
Sta., Comm. Mgr.....George Jeffrey  
Sales Prom. Mgr.....Jack Masters  
Prog., Pub. Dir.....J. P. Friesan  
Chief Engineer.....W. T. Ross

**CFTJ—Galt—1954**

Frequency: 1110 Kc.....Power: 250 Watts  
Owned-Oper. By.....Galt B'casting Co., Ltd.  
Address.....3 Ainslie St.  
Tel.: 4318.....Independent  
Representative.....Radio Time Sales  
Pres., Gen. Mgr.....John V. Evans  
Chief Eng.....Paul Kemper

**CJOY—Guelph—1948**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....CJOY, Ltd.  
Business Address.....Bond Bldg.  
Tel.: TA 4-0670.....Independent  
Representative.....Radio Reps., Cooke  
Pres., Sta. Mgr.....Wallace Slatter  
General Mgr.....Frederick T. Metcalf  
Program Director.....J. D. LeBlanc  
Commercial Mgr.....J. Jackson  
Chief Engineer.....J. Milligan

**CHML—Hamilton—1926**

Frequency: 900 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Maple Leaf Bcstg. Co., Ltd.  
Business-Studio Address.....848 Main St., E.  
Tel.: LI 9-2411.....CBC  
Program Director.....William E. Hall  
Rep.....Stephens & Towndrow  
President.....Kenneth D. Soble  
General Manager.....Tom Darling  
Commercial Manager.....W. D. Whitaker  
Prog. Dir.....William E. Hall  
Sales Prom. Mgr., Pub. Dir.....Babs Corbett  
Chief Engineer.....Hugh Potter

**CKOC—Hamilton—1922**

Frequency: 1150 Kc.....Power: 5000 Watts  
Owned.....Wentworth Radio Bcstg. Co., Ltd.  
Business-Studio Address.....32 John St., N.  
Tel.: JA 7-4483.....CBC  
Representative.....All-Canada. Weed  
President.....Clifford Sifton  
V. P., General Manager.....W. T. Cranston  
Comm. Mgr., Asst. Mgr.....J. N. Inkster  
Sales Promotion Manager.....Lyn Cooper  
Program Director.....John M. Hill  
Chief Engineer.....Leslie Horton

**CJRL—Kenora—1938**

Frequency: 1220 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Lake of Woods B'cast. Ltd.  
Business Address.....Johnson Block Main St.  
Tel.: 7850.....CBC  
Newspaper Affiliation.....Miner & News

## ONTARIO

Representative .....Stovin-Byles  
President .....Stuart King  
Station Manager.....William Wylie  
Program Director.....Jack Thomson

### CKLC—Kingston—1953

Frequency: 1380 Kc.....Power: 5 Kw.  
Owned-Oper. By...St. Lawrence Bcstg. Co., Ltd.  
Address.....99 Brock St.  
Tel.: LI 2-4927.....Independent  
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

Frequency: 960 Kc.....Power: 5000 Watts  
Owned-Oper. By...Frontenac Bcstg. Co., Ltd.  
Address.....170 Queen St.  
Tel.: LI 2-4877.....CBC-NBC  
Newspaper Affil.....Kingston Whig Standard  
Rep.....Natl. Bcst. Sales, Weed  
President.....Senator W. R. Davies  
Gen. Manager.....Harvey Freeman  
Station Manager.....Wally Rewegan  
Commercial Manager.....Bill Kins  
Prog. Director.....Allan Brooks  
Sales Prom. Mgr.....Mrs. Rita Lloyd  
Pub. Director.....Carl Cogan  
Chief Engineer.....Bert Cobb

### CJKL—Kirkland Lake—1934

Frequency: 560 Kc.....Power: 5000 Watts  
Owned.....Kirkland Lake Bcstg., Ltd.  
Address.....22 Govt. Rd. West  
Tel.: 27.....CBC  
Reps.....Natl. Bcst Sales; All Canada; Weed  
President.....Irma Brydson  
General Manager.....H. C. Freeman  
Station Manager.....K. C. Billings  
Commercial Manager.....Dave Clark  
Prog. Dir.....Don O'Neil  
Chief Engineer.....C. L. Spence

### CKCR—Kitchener—1929

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Opera. By...K-W. Bcstg. Co., Ltd.  
Business-Studio Address.....125 King St. W.  
Tel.: SH 3-3628.....CBC  
Rep.....Natl. Bcst. Sales; Devney  
Pres., Gen. Mgr.....James C. Mitchell  
Comm. Mgr.....Jack G. Liddle  
Sales Prom. Mgr.....G. J. Schus  
Program Dir.....Gordon Ross  
Publicity Dir.....John Hodges  
Chief Engineer.....Ion Hartman

### CJSP—Leamington—1954

Frequency: 710 Kc.....Power: 250 Watts  
Owned-Operated By...Sun Parlor Bcstrs., Ltd.  
Address.....23 Erie St., N.  
Tel.: 2780.....Independent  
Representative .....Radio-TV Sales; Best  
Pres., Comm. Mgr.....A. A. Bruner  
Sales Manager.....J. L. Moore

Program Dir.....Lou Tomasi  
Sales Prom. Mgr.....Mrs. Eleanor Carper  
Chief Engineer.....Ed Derkach

### CKLY—Lindsay—1955

Frequency: 910 Kc.....Power: 1 Kw.  
Owned-Operated By...Greg-May Bcstg. Ltd.  
Business Address.....249 Kent St.  
Tel.: FA 4-3585.....Independent  
Sta. Rep.....Radio Time Sales; Hunt  
Pres., Sta. Mgr.....E. N. Gregory  
Gen. Mgr., Ch. Engr.....C. A. Gregory

### CFPL—London—1922

Frequency: 980 Kc.....Power: 5000 Watts  
Owned-Oper....London Free Press Printing Co.  
Address.....442 Richmond St.  
Tel.: GEneral 8-8391.....CBC  
Newspaper Affil.....London Free Press  
Representative .....Weed, All-Canada  
President.....Walter J. Blackburn  
Gen. Mgr.....Murray T. Brown  
Comm., Station Mgr.....Douglas C. Trowell  
Prog. Dir.....Ward M. Cornell  
Sls. Prom. Mgr., Pub. Dir.....Harvey M. Clarke  
Chief Engineer.....Glen A. Robitaille

### CKSL—London—1956

Frequency: 1290 Kc.....Power: 5 Kw.  
Owned.....London Bcstrs.  
Address.....343 Richmond St.  
Tel.: GEneral 2-4181.....Independent  
Representative .....Young Canadian  
President.....F. Vincent Regan  
Gen., Sta. Mgr.....William E. Robinson  
Comm. Mgr.....Fred Ursel  
Sales Prom. Mgr., Pub. Dir.....Pat Dorey  
Program Director.....Vaughn Bjerre  
Chief Engineer.....Ron Turmpenny

### CHVC—Niagara Falls—1947

Frequency: 1600 Kc.....Power: 5,000 Watts  
Owned-Oper. By...Radio Station CHVC, Ltd.  
Business Address.....Rainbow Bridge  
Tel.: EL 8-7151.....Independent  
Station Rep.....Potts; Cooke; Hunt  
President.....B. Howard Bedford  
Asst., Comm. Mgr.....A. W. Blakely  
Program Director.....J. Ross Kenzie  
Publicity Director.....Crawford Douglas  
Chief Engineer.....Les Rooke

### CFCH—North Bay—1931

Frequency: 600 Kc.....Power: 1000 Watts  
Owned-Oper. By...Northern Bcstg.  
Address.....Frazer Ave. & 1st St.  
Tel.: GR 4-2000.....CBC  
Sta. Rep.....Natl. Bcst. Sls.; All Canada; Weed  
President.....Mrs. A. P. Campbell  
Gen., Sta. Mgr.....Harry M. Edgar  
Commercial Manager.....Clarence Houston  
Sales Promotion Manager.....George Barr  
Program Director.....Bill O'Halloran  
Chief Engineer.....Jack Barnaby



**CHWO—Oakville—1956**

Freq.: 1250 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned ..... CHWO Radio  
 Address ..... Radio Bldg.  
 Tel.: VI 5-2821 ..... Independent  
 Representative ..... Radio & TV Sales Inc.  
 Pres., Gen. Mgr. .... Howard C. Caine  
 Commercial Manager ..... Victor Tipple  
 Program Director ..... Robert McLaughlin  
 Chief Engineer ..... Hans J. Wecke

**CFOR—Orillia—1945**

Freq.: 1570 Kc. Power: 10 Kw. d.; 1 Kw. n.  
 Owned-Oper. By ..... Radio Station CFOR  
 Bus.-Studio Address ..... 241 West St., N.  
 Tel.: FA 4-3511 ..... CBC  
 Rep. .... Stephens & Towndrow  
 Pres., Gen. Mgr. .... Gordon E. Smith  
 Comm., Sales Prom. Mgr. .... William J. Pratt  
 Program Director ..... Pete McGarvey  
 Chief Engineer ..... George Slinn

**CKLB—Oshawa—1946**

Frequency: 1350 Kc. Power: 5000 Watts  
 Owned-Oper. By... Lakeland Bcstg. Co., Ltd.  
 Business-Studio Address ..... 16 Centre St.  
 Tel.: RA 3-3415 ..... Independent  
 Rep. .... Lorrie Potts, John N. Hunt, Devney  
 General Mgr. .... A. H. Collins  
 Station Mgr. .... Gordon G. Garrison  
 Commercial Mgr. .... R. P. MacGowan  
 Program Director ..... Fred M. Oliver  
 Chief Engineer ..... W. C. Marchand

**CBO—Ottawa—1924**

Frequency: 910 Kc. Power: 5000 Watts  
 Owned-Oper. By ..... Canadian Bcstg. Corp.  
 Bus.-Studio Address ..... Chateau Laurier Hotel  
 Tel.: (Toronto) WA 3-5461 ..... CBC  
 Gen. Mgr. .... J. A. Ouimet  
 Station Manager ..... Charles P. Wright  
 Comm. Mgr. .... W. E. Powell  
 Prog. Dir. .... Charles Jennings

**CFRA—Ottawa—1947**

Frequency: 560 Kc. Power: 5000 Watts  
 Owned ..... CFRA, Ltd.  
 Address ..... 150 Isabella St.  
 Tel.: CE 3-6241 ..... Independent  
 Representative ..... Stephens & Towndrow, Weed  
 Pres., Gen., Sta. Mgr. .... Frank Ryan  
 Comm. Mgr. .... George M. Gowling  
 Program Director ..... Terry Kiely  
 Program Manager ..... Tom Foley  
 Publicity Director ..... Don MacKinnon  
 Chief Engineer ..... Harold Peerenboom

**CKOY—Ottawa—1924**

Freq.: 1310 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By ..... CKOY, Ltd.  
 Address ..... 635 Richmond Rd.  
 Tel.: PA 2-2650 ..... CBC  
 Station Rep. .... Cooke, Natl. Bcst. Sales  
 President ..... Irving Cameron

Station Mgr. .... Jack Daly  
 Commercial Manager ..... Don Hamilton  
 Prog. Dir. .... Keith Sterling  
 Pub. Dir. .... Ann Hammell  
 Chief Engineer ..... Ken Puttock

**CFOS—Owen Sound—1940**

Frequency: 560 Kc. Power: 1000 Watts  
 Owned ..... Grey & Bruce Bcstg. Co., Ltd.  
 Address ..... 270 9th St. E.  
 Tel.: 1940 ..... CBC  
 Station Rep. .... Stovin-Byles; Young Canadian  
 President ..... C. J. McTavish  
 Station Manager ..... William N. Hawkins  
 Commercial Manager ..... Russ Tomlinson  
 Program Director ..... D. Danard  
 Publicity Director ..... Ron Boyd  
 Chief Engineer ..... R. Speck

**CHOV—Pembroke—1942**

Frequency: 1350 Kc. Power: 1000 Watts  
 Owned-Oper. By... Ottawa Valley Bcstg. Co.  
 Business Address ..... 319 Pembroke St. E.  
 Tel.: RE 2-3657 ..... CBC  
 Representative ..... Stovin  
 President ..... E. Gordon Archibald  
 Commercial Manager ..... Ramsay F. Garrow  
 Sales Promotion Manager ..... J. B. Scott  
 Program Director ..... William K. Kutschke  
 Chief Engineer ..... W. Edwin Schmidt

**CHEX—Peterborough—1942**

Frequency: 980 ..... Power: 5000 Watts  
 Owned ..... Kawartha Bcstg. Co., Ltd.  
 Business-Studio Address ..... Box 627  
 Tel.: RI 2-7708 ..... CBC  
 News. Afil. .... The Examiner  
 Representative ..... Natl. Bcst. Sales, Weed  
 President ..... W. R. Davies  
 Gen. Mgr. .... H. C. Freeman  
 Station Manager ..... N. J. Weatherwax  
 Chief Engineer ..... A. Crump

**CFPA—Port Arthur—1944**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By ..... Ralph H. Parker  
 Bus. Address ..... 87 N. Hill St.; Box 747  
 Tel.: 4-2404 ..... CBC  
 Sta. Rep. .... Mulvihill; Messner; Hunt; Weed  
 President, Gen. Mgr. .... Ralph H. Parker  
 Commercial Manager ..... Don Willis  
 Program Director ..... Doug Phillips

**CJRH—Richmond Hill—1957**

Freq.: 1310 Kc. Power: 1000 Wts. d., 250 n.  
 Owned ..... Radio Richmond Hill  
 Business Address ..... 50 Yonge St., N.  
 Tel.: AVenue 5-4915 ..... Independent  
 Station Representative ..... Radio Reps. Ltd.  
 Pres., Gen. Mgr. .... John O. Graham  
 Station Manager ..... Stewart H. Coxford  
 Commercial Manager ..... Stanley L. Larke  
 Program Director ..... Stephen K. Appleby  
 Chief Engineer ..... William McDougall

**CKTB—St. Catharines—1930**

Frequency: 610 Kc. Power: 5000 Watts

## ONTARIO

**Owned**.....Niagara District Bcstg. Co., Ltd.  
**Business-Studio Address**.....12 Yates St.  
**Tel.**: MU 4-1174.....CBC  
**Station Representative**.....Mulvihill; Devney  
**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 Dawson  
**Chief Engineer**.....W. H. Allen

### CHLO—St. Thomas—1948

**Frequency**: 680 Kc.....**Power**: 1000 Watts  
**Owned-Oper. By**.....Station CHLO, Ltd.  
**Address**.....133 Curtis St.  
**Tel.**: ME 1-3910.....CBC  
**Representative**.....Radio-TV Sales; Cooke  
**President**.....G. C. Nicholas  
**Gen., Sta. Mgr.**.....John L. Moore  
**Comm. Mgr.**.....George Harper  
**Sales Prom., Pub. Dir.**.....Don Lumley  
**Program Director**.....W. G. Moyer  
**Chief Engineer**.....W. R. Onn

### CHOK—Sarnia—1946

**Freq.**: 1070 Kc.....**Power**: 5 Kw. d., 1 Kw. n.  
**Owned-Oper. By**.....Sarnia Bcstg., Ltd.  
**Address**.....148½ Front St. N.  
**Tel.**: DI 4-1121.....CBC  
**Representative**.....Cooke, Mulvihill  
**Pres., Gen. Mgr.**.....Claude R. Irvine  
**Station Manager**.....Karl E. Monk  
**Commercial Manager**.....Arthur H. J. O'Hagan  
**Program Director**.....George Ludgate  
**Chief Engineer**.....Robert F. Cooke

### CJIC—Sault Ste. Marie—1934

**Frequency**: 1050 Kc.....**Power**: 250 Watts  
**Owned-Oper. By**.....Hyland Radio-TV Ltd.  
**Address**.....119 East St.  
**Tel.**: 3-1121.....CBC  
**Representative**.....Lorrie Potts, McGillvra  
**President**.....J. G. Hyland  
**Gen. Manager**.....E. Vance  
**Comm. Mgr.**.....Will Belec

### CKCY—Sault Ste. Marie—1955

**Frequency**: 1400 Kc.....**Power**: 250 Watts  
**Owned**.....Algonquin Radio & TV  
**Address**.....254 Queen St., E.  
**Tel.**: AL 3-2393.....Independent  
**Representative**.....Young Canadian  
**President**.....C. P. Greco  
**Manager**.....F. A. Bestall

### CFRS—Simcoe—1956

**Frequency**: 1560 Kc.....**Power**: 250 W., d.  
**Owned**.....Simcoe Bcstg. Co.  
**Business Address**.....228 John St.  
**Tel.**: GA 6-3240.....Independent  
**Representative**.....Radio & TV Sales  
**Pres., Gen. Mgr.**.....Ted M. Fielder  
**Sta., Comm. Mgr.**.....Fred G. Sherratt  
**Sales Prom. Mgr.**.....Richard T. Maxwell  
**Publicity Director**.....Phil Clayton  
**Chief Engineer**.....Robert Watmough

### CJET—Smith Falls—1955

**Frequency**: 1070 Kc.....**Power**: 1000 Watts  
**Owned**.....Rideau Broadcasting Ltd.  
**Address**.....Box 1070  
**Tel.**: 1070.....Independent  
**Representative**.....Lorrie Potts, McGillvra  
**President, Gen. Mgr.**.....Jark Pollie  
**Comm. Mgr.**.....Don Slater  
**Chief Engineer**.....Fred Roney

### CJCS—Stratford—1924

**Frequency**: 1240 Kc.....**Power**: 250 Watts  
**Owned-Operated By**.....CJCS, Ltd.  
**Address**.....125 Ontario St.  
**Tel.**: 1675.....CBC  
**Station Rep.**.....Radio Reps.; Weed  
**Pres., Gen. Manager**.....Frank M. Squires  
**Sta., Comm. Mgr.**.....S. E. Tapley  
**Program Director**.....William Inkol  
**Chief Engineer**.....John Grigg

### CFBR—Sudbury—1957

**Frequency**: 550 Kc.....**Power**: 1000 Watts  
**Owned**.....Sudbury Bcstg. Co.  
**Bus. Address**.....166 Elm St., W.; Box 700  
**Tel.**: OSborne 4-6401.....CBC  
**Sta. Rep.**.....Interprovincial; Hunt; Young  
**Pres., Gen. Mgr.**.....F. Baxter Ricard  
**Sta., Comm. Mgr.**.....Rene Riel  
**Program Director**.....Jean Pierre Coallier  
**Publicity Director**.....Robert Grandmaison  
**Chief Engineer**.....Henry Albert

### CHNO—Sudbury—1947

**Frequency**: 900 Kc.....**Power**: 1000 Watts  
**Owned-Oper. By**.....Sudbury Bcstg. Co., Ltd.  
**Business Address**.....166 Elm St., W.  
**Tel.**: OS 4-6401.....CBC  
**Sta. Rep.**.....Hunt; Young Canadian  
**President, General Mgr.**.....F. B. Ricard  
**Station, Commercial Manager**.....Peter Scott  
**Chief Engineer**.....Henry Albert

### CKSO—Sudbury—1935

**Frequency**: 790 Kc.....**Power**: 5000 Watts  
**Owned-Operated By**.....CKSO, Radio, Ltd.  
**Business Address**.....336 Ash St.; Box 400  
**Tel.**: OS 4-1711.....CBC  
**Representative**.....All-Canada, Weed  
**President**.....G. M. Miller, Q.C.  
**Gen., Sta. Mgr.**.....W. J. Woodill  
**Nat. Comm. Mgr.**.....Ralph Connor  
**Program Director**.....Robert Station  
**Chief Engineer**.....James McRae

### CKOT—Tillsonburg—1955

**Frequency**: 1510 Kc.....**Power**: 1 Kw., d.  
**Owned-Oper. By**.....Tillsonburg Bcstg. Co., Ltd.  
**Address**.....20 Baldwin St.  
**Tel.**: 1500.....Independent  
**Representative**.....Radio Reps.  
**General Manager**.....John Lamers  
**Comm. Mgr.**.....Jack Campbell  
**Prog. Dir., Chief Eng.**.....A. Ken Orton

**CFCL—Timmins—1951**

Frequency: 580 Kc. Power: 1 Kw. d n.  
Owned. J. Conrad Lavigne Ent. Ltd.  
Address Box 620  
Tel.: 577  
Representative. Mulvihill; Hunt; Devney  
President J. Conrad Lavigne  
Gen. Mgr. Rene Barrette  
Comm. Mgr. Ted Meunier  
Station Mgr. Albert Aube  
Program Dir. Gerald Lefebvre  
Chief Engineer Roch Demers

**CKGB—Timmins—1933**

Freq.: 680 Kc. Power: 5000 Watts  
Owned-Oper. By Timmins Bcstg. Ltd.  
Bus.-Studio Address Cedar St., South  
Tel.: 680  
Newspaper Affiliation Daily Press  
Rep. Natl. Bcst. Sales, Weed, All-Canada  
President K. R. Thomson  
Dir. of Bcstg. H. C. Freeman  
Station Manager W. G. Hall  
Comm. Mgr. Gino Cicci  
Program Director B. Nadeau  
Publicity Director D. Kelly  
Chief Engineer E. Mott

**CBL—Toronto—1927**

Frequency: 740 Kc. Power: 50,000 Watts  
Owned-Oper. By Canadian Bcstg. Corp.  
Business-Studio Address 354 Jarvis St.  
General Manager (CBC) J. Alphonse Outmet  
Dir. of Radio J. M. Kannawin  
Commercial Manager (CBC) W. E. Powell  
Program Director (CBC) Charles Jennings

**CFRB—Toronto—1927**

Frequency: 1010 Kc. Power: 50,000 Watts  
Owned-Oper. By Rogers Radio Bcstg. Co., Ltd.  
Address 37 Bloor St. W.  
Tel.: WAlnut 4-5711  
Sta. Rep. All Canada; Young Canadian  
President J. Elsworth Rogers  
V.P. E. W. Bickle  
V.P. Sales Waldo Holden  
Station Mgr. Wes McKnight  
Sls. Prom. Mgr., Pub. Dir. Ken Marsden  
Chief Engineer Clive Eastwood

**CHUM—Toronto—1945**

Freq.: 1050 Kc. Power: 5000 Wts. d. 2500 n.  
Owned-Oper. By York Bcstrs., Ltd.  
Address 250 Adelaide St. W.  
Tel.: UN 1-4441  
Station Rep. Stephens & Townsend  
President, Gen. Mgr. Allan F. Waters  
Pub. Dir. Phil Stone  
Comm. Mgr. Wes Armstrong  
Program Director Allan Slaughter  
Chief Engineer George Jones

**CJBC—Toronto—1943**

Frequency: 860 Kc. Power: 50 Kw.  
Owned Canadian Broadcasting Corp.  
Address 354 Jarvis Street  
Tel.: WA 3-5461  
CBC

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 Frybrook Ltd.  
Bus. Address 1262 Don Mills Rd.  
Tel.: Hickory 4-2580  
Independent  
Representative Natl. Bcst. Sales, Cooke  
President Jack K. Cooke  
Gen., Sta. Mgr. Hal Cooke  
Commercial Mgr. James Armstrong  
Program Director Don Inslay  
Publicity Dir. Bas Foster  
Chief Engineer Allan Taylor

**CKFH—Toronto—1951**

Frequency: 1400 Kc. Power: 250 Watts  
Owned Foster Hewitt Bcstg., Ltd.  
Address 1 Grenville St.  
Tel.: WA 3-0921  
Independent  
President Foster Hewitt  
Commercial Mgr. Keith Dawey  
Prog., Pub. Dir. Barry Nesbitt  
Chief Engineer Gerald Wilson

**CBE—Windsor—1950**

Frequency: 1550 Kc. Power: 10,000 Watts  
Owned-Oper. By Canadian Bcstg. Corp.  
Address Security Bldg.  
Tel.: CL 4-5116  
General Manager J. A. Oulmet  
Station Manager K. A. Murray  
Commercial Manager W. E. Powell  
Sales Prom. Mgr. R. S. Joynt  
Program Director M. W. Robinson  
Publicity Director J. S. Brickenden  
Chief Engineer R. A. Clark

**CKLW—Windsor**

(See U. S. Listing, Detroit, Mich.)

**CKNX—Wingham—1926**

Frequency: 920 Kc. Power: 2500 Watts  
Owned CKNX, Ltd.  
Address Carling Terrace  
Tel.: Wingham 158  
Station Rep. Potts; Young Canadian  
Pres. W. T. Cruickshank  
General Manager G. W. Cruickshank  
Sta. Manager J. J. Cruickshank  
Program Dir. John Langridge  
Publicity Director Roger West  
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.  
Tel.: LE 7-3414  
Independent  
Representative Lorrie Potts, Hunt  
President, Gen.-Station Mgr. Monty J. Werry  
Program Director William Tooner  
Chief Engineer Paul Hunter

# Prince Edward Island

## CFCY—Charlottetown—1924

Frequency: 630 Kc. Power: 5 Kw.  
 Owned-Oper. By... Island Radio Bcstg. Co.  
 Business-Studio Address... 85 Kent St.  
 Tel.: 7347 CBC  
 Representative... All-Canada, Weed  
 President... Mrs. K. S. Rogers  
 Sta. Mgr., Comm. Mgr... R. F. Large  
 Promotion Manager... M. E. Large

## CJRW—Summerside—1948

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By... Gulf Bcstg. Co., Ltd.  
 Business-Studio Address... 218 Water St.  
 Tel.: 2201 Independent  
 Representative... Radio Reps.  
 Pres., General Manager... R. C. Schurman  
 Program Director... L. E. Huestis  
 Chief Engineer... Angus MacKie

# Quebec

## CFGT—Alma—1953

Frequency: 1270 Kc. Power: 1 Kw.  
 Owned-Oper. By... Radio Lac. St. Jean, Ltee.  
 Address... 200 DuPont Ave.  
 Tel.: NO 2-3461 Independent  
 General Manager... Jean Jacques Fortin  
 Commercial Mgr... Jacques Cote  
 Program Dir... Rosaire Pelletier  
 Chief Engineer... Claude Collard

Tel.: 2-5458 Independent  
 Representative... Renaud  
 Mgr., Comm. Dir... Benoit Vanier

## CHEF—Granby—1946

## CHAD—Amos—1942

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By... Northern Radio Inc.  
 Business Address... P. O. Box 70  
 Tel.: RO 2-7741 CBC  
 Rep... Weed  
 Pres., Gen. Mgr... David A. Gourd  
 Sta., Comm. Mgr... Yvon Martel  
 Chief Eng... Jean G. Langevin

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By... La Voix de l'Est Ltee.  
 Business Address... Granby  
 Tel.: 2-3301 Independent  
 Newspaper Affil... La Voix de l'Est  
 Station Representative... RTS; Hardy  
 Pres., Gen. Mgr... Aime Laurion  
 Station Manager... Constant Brodeur  
 Comm. Mgr., Pub. Dir... R. M. Dube  
 Sales Prom. Mgr... Andre Lague  
 Chief Engineer... Gerard Laliberte

## CBJ—Chicoutimi—1933

Frequency: 1580 Kc. Power: 10,000 Watts  
 Owned-Oper. By... Canadian Bcstg. Corp.  
 Tel... CBC  
 Address... Ottawa  
 General Manager... J. A. Ouimet  
 Station Manager... V. Fortin  
 Chief Engineer... J. Roberts

## CKCH—Hull—1933

Frequency: 970 Kc. Power: 5000 Watts  
 Owned... Syndicat D'Oeuvres Soc. Limit.  
 Business Studio Address... 121 Notre-Dame St.  
 Tel... PR 7-2771  
 News. Affil... Le Droi  
 Representative... Weed  
 President... Wilfrid Carr  
 Sta. Manager... J. P. Lemire  
 Comm. Manager... Henry Allard  
 Publicity Dir... S. Lanctot  
 Chief Engineer... J. L. Guerette

## CJMT—Chicoutimi—1954

Frequency: 1420 Kc. Power: 1000 Watts  
 Owned... CJMT Ltd.  
 Business Address... 365 Racine St.  
 Tel.: LI 3-1517 Independent  
 Station Rep... Interprovincial; Weed  
 President... J. O. Masse  
 Sta. Mgr... J. Marcel Houle  
 Commercial Manager... Pierre Tremblay  
 Sales Prom. Mgr... Francois Ranger  
 Program Director... Andre Jean  
 Chief Engineer... Lucien Simard

## CKRS—Jonquiere—1947

Frequency: 590 Kc. Power: 1000 Watts  
 Owned... Radio-Saguenay Ltd.  
 Address... 735 St-Hubert St.  
 Tel.: LI 2-4551 Independent  
 Representative... Hardy, Young  
 President... Henri Lepage  
 Gen., Comm. Mgr... Tom Burham  
 Sta. Mgr., Prog. Dir... Guy Bolvin  
 Chief Engineer... Gerard Lemieux

## CHR D—Drummondville—1954

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By... Radio Drummond Ltee.  
 Address... 248 Lindsay St.

## CKLS—La Sarre—1950

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By... Radio LaSarre, Inc.  
 Business Address... P.O. Box 70, Rouyn  
 Tel.: ROger 2-7741, Rouyn CBC  
 Sta. Rep... Weed; Trans-Ocean; Hunt

Pres., Gen. Mgr. . . . . David Armand Gourd  
Comm., Sales Prom. Mgr. . . . . Y. Martel  
Program Director . . . . . B. Valiquette  
Chief Engineer . . . . . J. G. Langevin

**CKBL—Matane—1948**

Frequency: 1250 Kc. . . . . Power: 5000 Watts  
Owned By

La Compagnie De Radiodiffusion De Matane  
Address . . . . . 4 Rue St. Sacrement  
Tel.: 1100 . . . . . CBC  
Representative . . . . . Hardy, Young  
Pres., Gen. Mgr. . . . . Rene Lapointe  
Station Mgr. . . . . Octave Lapointe  
Comm., Sales Prom. Mgr. . . . . J. Paul Cote  
Prog., Pub. Dir. . . . . Claude Guenette  
Chief Engineer . . . . . Yvan Fortier

**CKBM—Montmagny—1954**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Radio Alleghans, Inc.  
Address . . . . . 8, Rue St. Thomas  
Tel.: 801 . . . . . Independent  
Representative . . . . . Radio & TV Sales  
President, Prog. Dir. . . . . Henri Deschenes  
Gen., Comm., Sls. Prom. Mgr. . . . . Andre Mercier  
Chief Engineer . . . . . Marcel Coulombe

**CBF—Montreal—1937**

Frequency: 690 Kc. . . . . Power: 50,000 Watts  
Owned-Oper. By . . . . . Canadian Bcstg. Corp.  
Address . . . . . 1425 Dorchester St., W.  
Tel.: UN 6-2571 . . . . . CBC-ABC-MBS-NBC  
General Mgr. . . . . J. A. Ouimet  
Dir., Sound Bcstng. . . . . Benoit Lafleur  
Commercial Mgr. . . . . W. E. Powell  
Program Dir. . . . . Jean-Marie Dugas

**CBM—Montreal—1936**

Frequency: 940 Kc. . . . . Power: 50,000 Watts  
Owned-Oper. By . . . . . Canadian Bcstg. Corp.  
Business Address . . . . . P.O. Box 6000  
Tel.: UNiversity 6-2571 . . . . . NBC  
Gen. Mgr. . . . . J. Alphonse Ouimet  
Dir., Sound Bcstng. . . . . Benoit Lafleur  
Commercial Manager . . . . . Maurice Valiquette  
Program Director . . . . . Kenneth Withers  
Publicity Director . . . . . J. J. Trudeau  
Chief Engineer . . . . . Etienne Dubreuil

**CFCF—Montreal—1919**

Frequency: 600 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . Canadian Marconi Co.  
Bus.-Studio Address 4824 Cote des Neiges Rd.  
Tel.: RE 1-1101 . . . . . ABC-CBC  
Representative . . . . . Weed, All-Canada  
General Manager . . . . . R. E. Misener  
Comm. Mgr. . . . . Keith Dancy  
Program Director . . . . . Vin Dittmer  
Chief Engineer . . . . . J. Creighton Douglas

**CJAD—Montreal—1945**

Frequency: 800 Kc. . . . . Power: 10,000 Watts  
Owned-Operated By . . . . . CJAD, Ltd.  
Business-Studio Address . . . . . 1191 Mountain St.  
Tel.: UNiversity 6-6821 . . . . . CBS

Sta. Rep., Radio Time Sales; Young Canadian  
Pres., Gen. Mgr. . . . . J. Art Dupont  
Sta. Mgr. . . . . H. T. McCurdy  
Comm. Mgr. . . . . Berthe Poulet  
Prog. Dir. . . . . Ned Conlon  
Sales Prom. Manager . . . . . R. L. Laurion  
Publicity Director . . . . . Miss Gerry Brown  
Chief Engineer . . . . . Aurele Boisvert

**CJMS—Montreal—1954**

Frequency: 1280 Kc. . . . . Power: 5000 Watts  
Owned . . . . . CJMS Radio, Inc.  
Address . . . . . 188 Dorchester St., E.  
Tel.: UN 1-3456 . . . . . Independent  
Station Representative . . . . . Stephens; Towndrow  
President . . . . . Fernand Guay  
Station Manager . . . . . J. "Johnny" Nadon  
Program Director . . . . . Jean Lajoie  
Chief Engineer . . . . . Jean Garceau

**CKAC—Montreal—1922**

Frequency: 730 Kc. . . . . Power: 50,000 Watts  
Owned . . . . . Publication La Presse  
Studio Address . . . . . 980 St. Catherine St., W.  
Tel.: UNiversity 6-7301 . . . . . CBS  
Representative . . . . . Weed, I.B.S. Canada  
News, Affil. . . . . La Presse  
Pres. . . . . Mrs. A. Du Tremblay  
Sta. Manager . . . . . Phil Lalonde  
Program Director . . . . . Ferdinand Biondi  
Comm. Mgr. . . . . G. Bourassa  
Sales Prom. Mgr., Pub. Dir. . . . . Paul Gelinas  
Chief Engineer . . . . . Leonard Spencer

**CKVL—Montreal—1946**

Frequency: 850 Kc. . . . . Power: 10,000 Watts  
Address . . . . . 211 Gordon Ave.  
Tel.: PO 6-2311 . . . . . Independent  
Newspaper Affil. . . . . Radiomonde Ltd.  
Rep. . . . . Radio & TV Sls., Inc., Cooke  
President . . . . . Jack Tietelman  
Station Manager . . . . . Corey Thomson

**CHNC—New Carlisle—1933**

Frequency: 610 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . Gaspesia Radio Bcstg. Co.  
Tel.: 63 & 64 . . . . . CBC  
Representative . . . . . Hardy, Young  
President . . . . . Dr. Charles A. Dumont  
General Mgr. . . . . Dr. Charles Houde  
Sta., Comm. Manager . . . . . J. R. Peloquin  
Chief Engineer . . . . . Bruce MacDonald

**CBV—Quebec City—1934**

Frequency: 980 Kc. . . . . Power: 5,000 Watts  
Owned . . . . . Canadian Bcstg. Corp.  
Bus. Address . . . . . Palais Montcalm, St. John St.  
Tel.: LA 5-8155 . . . . . CBC  
General Manager . . . . . J. A. Ouimet  
Station Manager . . . . . Rene Dussault  
Commercial Manager . . . . . Maurice Valiquette

**CHRC—Quebec City—1926**

Frequency: 800 Kc. . . . . Power: 10,000 Watts  
Owned-Operated By . . . . . CHRC, Limitée

# QUEBEC

Business Address.....1149, rue St. Jean  
 Tel.: LA 2-8177.....Independent  
 Station Rep.....Hardy; Young Canadian  
**President**.....Herve Baribeau  
**General Manager**.....Henri Lepage  
**Station Manager**.....Aurele Pelletier  
 Comm. Sls. Prom. Mgr... F. Richard Thibodeau  
 Program Director.....Magella Alain  
**Chief Engineer**.....Arsene Nadeau

Owned.....Northern Radio Nord, Inc.  
 Address.....P. O. Box 70  
 Tel.: RO 2-7741.....CBC  
 Representative.....Weed  
 Pres., Gen. Mgr.....David A. Gourd  
 Station Mgr.....Guy Lauzon  
 Comm. Mgr.....G. Chartrand  
 Chief Engineer.....Guy Langevin

## CJQC—Quebec City—1949

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned.....The Goodwill Bcstrs. of Quebec  
 Address.....405 Blvd. Hamel  
 Tel.: MU 3-4931.....CBC  
 Station Representative.....Radio & TV Sales  
 President.....Paul Lepage  
 Gen., Sta. Mgr.....H. Burnside  
 Program Director.....Richard Drew  
 Chief Engineer.....Fernand Guilmette

## CHGB—Ste. Anne de La Poc 1938

Freq.: 1350 Kc.....Power: 1 Kw. d., 250 W. n.  
 Owned.....CHGB, Ltd.  
 Tel.:.....CBC  
 Representative.....Renaud, McGillivra  
 General Mgr.....G. Thomas Desjardins  
 Station Mgr.....P. E. Hudon  
 Sales Prom. Mgr.....A. Freve

## CKCV—Quebec City—1926

Frequency: 1280 Kc.....Power: 5 Kw.  
 Owned-Operated By.....CKCV, Ltd.  
 Bus-Studio Address.....978 St. John St.  
 Tel.: LA 2-1585.....CBC  
 Rep.....Weed, Interprq.  
**President**.....Gaston Proulx  
 Gen. Mgr.....Paul Lepage  
 Sta., Comm. Mgr.....Marcel Leboeuf  
 Sales Prom., Pub. Dir.....Jean-Gay Bernier  
 Prog. Dir.....Michel Garlepy  
 Chief Engineer.....Lucien Gobeil

## CKRB—St. George De Beauce 1953

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Radio-Beauce, Inc.  
 Tel.: 751.....Independent  
 Station Rep.....Renaud; I.B.S., Ltd.  
 Managing. Comm. Dir. Charles A. Thibaudeau

## CKJL—St. Jerome—1956

Frequency: 900 Kc.....Power: 1 Kw.  
 Owned.....Radio Laurentides  
 Address.....Hotel Lapointe  
 Tel.: GE 8-8383.....Independent  
 Representative.....Lorrie Potts  
 Pres., Gen. Mgr.....Jean Lalonde  
 Commercial Mgr.....Marcel Cadieux  
 Program Dir.....Hank Bastior  
 Sales Prom. Mgr.....Blaise Gouin  
 Publicity Dir.....Claude Gratton  
 Chief Engineer.....Jean Senecal

## CJBR—Rimouski—1937

Frequency: 900 Kc.....Power: 10,000 Watts  
 Owned.....Cen. Pub. Service Corp., Ltd.  
 Business Address.....6 St. Jean St.  
 Tel.: RA 3-2217.....CBC  
 Newspaper Affil.....Le Progres Du Golfe  
 Station Representative.....IBS, Ltd.; Weed  
 President.....Jacques Brillant  
 Gen., Sta. Mgr.....Andre Lecomte  
 Sls. Prom., Prog. Dir.....S. Burgess  
 Publicity Director.....Harry A. Willsie  
 Chief Eng.....Ronald Tennett, Marcel Vallee

## CKSM—Shawinigan Falls 1951

Frequency: 1220 Kc.....Power: 1000 Watts  
 Owned.....Shawinigan Falls Bcstg.  
 Address.....Box 69  
 Tel.: LE 6-4494.....Independent  
 Representative.....Hardy  
 Gen. Mgr., Pub. Dir.....Allen Rogerson  
 Comm. Mgr.....Emilien Beaulieu  
 Prog. Dir.....Alain Chartier  
 Chief Engineer.....Ernest Brunelle

## CJFP—Riviere-Du-Loup—1947

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Radio-Temiscouata Ltee  
 Address.....322 rue Lafontaine  
 Tel.: 2727.....CBC  
 Representative.....IBS, Young  
 Pres., Gen. Mgr.....Armand Belle  
 Sta. Mgr., Pub. Dir.....Henri Bourdeau

## CHLT—Sherbrooke—1947

Frequency: 630 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....La Tribune Ltee.  
 Business-Studio Address.....221 Dufferin St.  
 Tel.: LO 9-2525.....CBC  
 Representative.....Trans. Ocean; Young  
 President.....Paul Desruisseaux  
 General Manager.....J. Alpee Gauthier  
 Comm. Sales Prom. Mgr.....Jean Louis Gauthier  
 Prog. Dir.....Viateur Bernard  
 Chief Engineer.....Le. Gilbeau

## CHRL—Roberval—1949

frequency: 910 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Radio Roberval Inc.  
 Address.....C. P. 930  
 Tel.: 450.....Independent  
 Representative.....Jos. A. Hardy

## CKRN—Rouyn—1937

Frequency: 1400 Kc.....Power: 250 Watts

## QUEBEC-SASKATCHEWAN

### CKTS—Sherbrooke—1946

Frequency: 1240 Kc. Power: 230 Watts  
 Owned-Oper. By... Telegram Printing & Pub. Co.  
 Business-Studio Address..... 221 Dufferin St.  
 Tel.: LO 9-2525..... CBC  
 Representative..... Hardy, Young  
 President..... C. B. Howard  
 Commercial Mgr..... Morris C. Austin  
 General Manager..... J. L. Gauthier  
 Prog. Dir..... Dick Varney  
 Pub. Dir..... Gordon Beerworth  
 Chief Eng..... Marcel Girard

### CJSO—Sorel—1945

Frequency: 1320 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... Radio Richelleu, Ltée  
 Business Studio Address..... 72 du Roi St.  
 Tel.: RI 3-3318..... Independent  
 Station Representative..... Trans-Ocean  
 President..... J. Arthur Villeneuve  
 General Manager..... Henri Olivier  
 Station Manager..... Maurice Boulianne  
 Comm. Manager..... Maurice Berube  
 Program Director..... Claude Rochon  
 Sls. Prom. Manager..... L. Brouillard  
 Chief Engineer..... Joseph Cardin

### CKLD—Thetford Mines—1950

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By... Radio Mégantic Ltée  
 Address..... Ave Labbe  
 Tel.: FE 5-7500..... CBC  
 Representative..... Hardy  
 Newspaper Affil..... Canadian Press  
 Pres., Sta. Manager..... Henri Lagueux  
 Comm. Mgr..... Will Dugre  
 Sls. Prom. Manager..... Lise Cote  
 Prog. Director..... R. Buri  
 Chief Engineer..... Paul Cloutier

### CHLN—Three Rivers—1927

Frequency: 550 Kc. Power: 5000 Watts  
 Owned-Oper. By... Radio Trois-Rivieres, Inc.  
 Bus.-Studio Address..... 522 Bonaventure St.  
 Tel.: FR 4-3556..... Independent  
 Representative..... IBS, Young  
 President..... Honore Dansereau  
 Station Manager..... Léon Trépanier  
 Program Dir..... Maurice Dansereau

Comm., Prom., Pub. Dir..... Maurice Duval  
 Chief Engineer..... Oric Lefebvre

### CKTR—Trois-Rivieres—1954

Freq.: 1150 Kc. Power: 5000 Wts. d., 1000 n.  
 Owned-Oper. By..... CKTR, Ltd.  
 Address..... 543 Gervais St.  
 Tel.: FR 5-4855..... Independent  
 Station Representative... Cooke; Trans-Ocean  
 President..... Paul Aboud  
 Gen., Sta. Mgr..... J.-F. Ruffange  
 Commercial Manager..... Charles Couture  
 Program Director..... Jacques Dufresne  
 Publicity Director..... Jacques Hebert  
 Chief Engineer..... Herve Lapointe

### CKVD—Val D'Or—1939

Frequency: 1230 Kc. Power: 250 Watts  
 Owned..... Northern Radio-Radio Nord, Inc.  
 Address..... P. O. Box 70  
 Representative..... Renaud, Weed  
 President..... David A. Gourd  
 Station Manager..... Franco Capellari  
 Sls. Prom. Mgr., Comm. Mgr..... Yvon Martel  
 Chief Engineer..... Jean Guy Langevin

### CFDA—Victoriaville—1951

Frequency: 1380 Kc. Power: 1000 Watts  
 Owned-Oper. By... Radio Victoriaville Limitee  
 Address..... Victoriaville  
 Tel.: PL 2-5545..... Independent  
 Representative..... Radio & TV Sales  
 President..... Dr. C. A. Gilbert  
 Gen., Sta., Comm. Mgr..... Roger Gilbert  
 Sales Prom. Mgr..... Real Vaudevil  
 Prog. Dir..... J. Maurice Bilodeau

### CKVM—Ville-Marie—1950

Frequency: 710 Kc. Power: 1000 Watts  
 Owned-Operated By... Radio Temiscamingue  
 Business Address..... C.P. 330  
 Tel.: 710..... CBC  
 Representative..... Young Canadian, Hardy  
 President..... Herve LeBlanc  
 Sta., Comm. Mgr..... Guy Burelle  
 Sales Promotion Mgr..... Gisele Loiselle  
 Prog., Pub. Dir..... Marcel Ladouceur  
 Chief Engineer..... Gaston Tasset

## Saskatchewan

### CFRG—Gravelbourg—1952

Frequency: 710 Kc., d., 1230 Kc., n.  
 Power: 5 Kw., d., 250 W., n.  
 Owned-Oper. By... Radio Gravelbourg, Ltd.  
 Address..... Edifice Villeneuve  
 Tel.: 155..... CBC  
 Representative..... Hunt  
 Gen., Sta., Comm. Mgr..... Dumont LePage  
 Sales Prom. Mgr..... Joseph E. DeGagne  
 Chief Engineer..... Marc Riou

### CHAB—Moose Jaw—1922

Freq.: 800 Kc. Power: 10,000 Wts. d., 5000 n.  
 Owned-Operated By..... CHAB, Ltd.  
 Bus.-Studio Address..... 127 Main N.  
 Tel.: OX 2-6464..... CBC  
 Station Representative..... Weed  
 Pres., Gen. Mgr..... Jack Moffat  
 Station Manager..... Sid Boyling  
 Commercial Manager..... Nev Skingle  
 Sales Prom. Mgr..... Terry McBurney

## SASKATCHEWAN

Program Director..... Jay Leddy  
Chief Engineer..... M. Pickford

### CJNB—North Battleford—1947

Frequency: 1460 Kc..... Power: 10,000 Watts  
Owned-Oper. By..... Northwestern Bcstg. Co., Ltd.  
Business Address..... P.O. Box 1460  
Tel.: 2477..... Independent  
Representative..... Stovin  
President..... Harry S. Hay  
Gen., Sta. Mgr..... Harry Dekker  
Commercial Manager..... Alex Johnson  
Sales Prom. Mgr., Pub. Dir..... Mrs. Chris Dekker  
Program Director..... Lee Sage  
Chief Engineer..... Al Ruddell

### CKBI—Prince Albert—1934

Frequency: 900 Kc..... Power: 10,000 Watts  
Owned-Oper. By..... Central Bcstg. Co., Ltd.  
Address..... 10th St. West  
Tel.: ROger 3-7421..... CBC  
Representative..... All-Canada, Weed  
General Manager..... E. A. Rawlinson  
Comm., Sales Prom. Mgr..... G. Prest  
Program Director..... Ian Barrie  
Chief Engineer..... T. Van Nes

### CBK—Regina—1939

Frequency: 540 Kc..... Power: 50 Kw.  
Owned..... Canadian Bcstg. Corp.  
Business Address..... 1840 McIntyre St., Box 347  
Tel.: LAkeside 3-6641..... CBC  
Sta. Mgr..... R. H. Roberts

### CKCK—Regina—1922

Frequency: 620 Kc..... Power: 5000 Watts  
Owned..... Trans Canada Communications Ltd.  
Address..... 1853 Hamilton St.  
Tel.: LA 2-8525..... CBC  
Newspaper Affiliation..... Leader Post  
Representative..... All-Canada, Weed  
President..... Clifford Sifton  
General Manager..... Harold A. Crittenden  
Station Manager..... Donald R. Dawson  
Commercial Manager..... Roy Malone  
Sales Prom., Pub. Dir..... Miss Lorie Molter  
Program Director..... Bob MacDonald  
Chief Engineer..... E. A. Strong

### CKRM—Regina—1926

Frequency: 980 Kc..... Power: 5000 Watts  
Owned-Oper. By..... Western Communications Ltd.  
Business-Studio Address..... 2060 Halifax St.  
Tel.: LA 3-5661..... Independent  
Representative..... Young Canadian  
President..... Dr. E. A. McCusker  
Gen. Manager..... W. E. Collier  
Commercial Manager..... H. C. Dane  
Program Director..... B. R. Hill  
Chief Eng..... L. Cozine

### CFNS—Saskatoon—1952

Frequency: 1170 Kc..... Power: 1000 Watts  
Owned-Oper. By..... Radio-Prairies-Nord, Ltd.

Address..... 1902 Broadway  
Tel.: Windsor 9-3766..... CBC  
Station Rep..... IBS Ltd., Hunt; Devney  
President..... Cl. Denis  
Sta. Mgr..... Charles Papen  
Comm. Mgr..... J. DeGagne  
Prog. Dir..... M. A. Papen  
Chief Engineer..... J. Lacroix

### CFQC—Saskatoon—1923

Frequency: 600 Kc..... Power: 5000 Watts  
Owned-Oper. By..... A. A. Murphy & Sons, Ltd.  
Bus.-Studio Address..... 216 1st Ave., N.  
Tel.: CHerry 2-6611..... CBC  
Representative..... Young, Oakes  
President..... A. A. Murphy  
Station Mgr..... Vernon Dallin  
Comm. Mgr..... E. C. Bourassa  
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  
Tel.: OLiver 2-1420..... Independent  
Representative..... Stovin, Weed  
Pres., Gen. Mgr..... R. A. Hosie  
Sta., Comm. Mgr..... G. D. Tunnicliffe  
Sales Prom., Pub. Dir..... Patricia Baudru  
Program Director..... A. E. Stilling  
Chief Engineer..... Maynard Greer

### CKSW—Swift Current—1956

Frequency: 1400 Kc..... Power: 250 Watts  
Owned..... Frontier City Bcstg.  
Address..... 134 Central Ave.  
Tel.: PR 3-4605..... Independent  
Representative..... Radio Repts.  
Pres., Gen. Mgr..... Douglas Scott  
Sta. Mgr., Prog. Dir..... Wilf Gilbey  
Comm., Sales Prom. Mgr..... William H. Friest  
Chief Engineer..... Mac Hanna

### CFSL—Weyburn—1957

Frequency: 1340 Kc..... Power: 250 Watts  
Owned..... Soo Line Bcstg. Co.  
Business Address..... P.O. Box 1330  
Tel.: 4666..... Independent  
Sta. Rep..... Stovin-Byles; Natl. Bcst. Sales  
President..... Gordon H. Russell  
Gen. Mgr..... Keith D. Baker  
Com. Rep..... Ivan Stinson  
Program Director..... George Sillery

### CJGX—Yorkton—1927

Freq.: 940 Kc... Power: 10,000 Wts. d., 1000 n.  
Owned-Oper. By..... Yorkton Bcstg. Co., Ltd.  
Business Address..... Tower Bldg.  
Tel.: 3-2258..... CBC  
Sta. Reps..... Messner; Young Canadian  
President..... Dawson Richardson  
Gen. Mgr..... F. K. Tully  
Sta. Mgr..... J. M. Shortreed  
Comm. Mgr..... G. G. Gallagher  
Prom. Mgr., Pub. Dir..... J. C. Goodman  
Prog. Dir..... M. G. Phillips  
Chief Engineer..... H. F. McRae



# THE FOREIGN LANGUAGE RADIO MARKET

## ... Translation Know-How Is The Key

By CHARLES BALTIN

Vice President, Sales Manager  
WHOM, New York City



**T**HE most effective method of selling the Foreign Language Market is to do so in the language the listener understands best—his native tongue. But it is not enough to depend upon his knowledge of the language alone, for unless the message creates a desire for the product or service, a lot of money and motion have been wasted.

\* \* \*

To do a good job, the foreign language commercial must be expressed not only in words the listener comprehends but in meaningful ideas as well. It is practically impossible to translate English copy verbatim into a foreign tongue. Colloquial, everyday expressions which lend impact in English often becomes a linguistic mish-mash in translation.

Sales themes must be regarded from the psychological viewpoint of the listener or they will fail to achieve the expected results. The really effective foreign language sales story takes into account many factors that consciously or subconsciously determine the consumer's buying habits.

\* \* \*

The many problems concerned with getting over a message to a foreign-speaking market with maximum effectiveness have largely been solved, fortunately for advertising agencies and clients.

Today, most of the leading foreign language stations in the United States

are equipped to handle, from all angles, the educated projection of words and ideas into the desired tongue. At WHOM, for example, there is maintained a service for consultation and translation which is available to all accounts. The station has participated in many conferences and auditions designed to pin-point the most effective methods of reaching the tremendous number of Americans who speak a second language.

The business of foreign language radio in this country has assumed major proportions. Scores of leading advertisers in the United States are using this great advertising medium with increasing success.

\* \* \*

Once the message is prepared for foreign-language consumption, it still requires a competent announcer to deliver. Competence is measured in terms of the ability to handle the spoken word in a convincing and conversational manner without traces of any accent which belies a true knowledge of the language. Listeners love to hear their native tongue spoken correctly and fluently.

\* \* \*

And the most conspicuous successes are scored, not surprisingly, by those advertisers who reach this vast market in the familiar vernacular and idioms of the listeners for whom the message has been specifically tailored.

# STATIONS FEATURING NEGRO PROGRAMS

## ALABAMA

(100% Programming)

WENN—Birmingham  
 WJLD—Birmingham  
 WEUP—Huntsville  
 WGOK—Mobile  
 WMOZ—Mobile  
 WRMA—Montgomery  
 WRBS—Tuscaloosa  
 (8 or more hours per week)  
 WRFS—Alexander City  
 WATM—Atmore  
 WAUD—Auburn  
 WXAL—Demopolis  
 WDIG—Dothan  
 WEOF—Dothan  
 WBLO—Evergreen  
 WOWL—Florence  
 WETO—Gadsden  
 WJHO—Opelika  
 WROS—Scottsboro  
 WHBB—Selma  
 WJDB—Thomasville  
 WTUS—Tuskegee

## ARKANSAS

(100% Programming)

KOKY—Little Rock  
 (8 or more hours per week)  
 KVRC—Arkadelphia  
 KBBA—Benton  
 KLCN—Blytheville  
 KXJK—Forrest City  
 KFFA—Helena  
 KCLA—Pine Bluff  
 KOTN—Pine Bluff  
 KPBA—Pine Bluff  
 KWYN—Wynne

## CALIFORNIA

(8 or more hours per week)

KICO—Calexico  
 KCRE—Crescent City  
 KGST—Fresno  
 KGFJ—Hollywood  
 KGER—Long Beach  
 KPOP—Los Angeles  
 KWBR—Oakland  
 KALI—Pasadena  
 KSAN—San Francisco

## COLORADO

(8 or more hours per week)

KFSC—Denver

## DELAWARE

(8 or more hours per week)

WILM—Wilmington

## DISTRICT OF COLUMBIA

(100% Programming)

WOOK—Washington

## FLORIDA

(100% Programming)

WOBS—Jacksonville  
 WFEC—Miami  
 WMBM—Miami Beach  
 WBOP—Pensacola  
 WTMP—Tampa  
 (8 or more hours per week)  
 WSWN—Belle Glade  
 WDSP—DeFuniak Springs  
 WFTL—Fort Lauderdale  
 WIRA—Fort Pierce  
 WRHC—Jacksonville  
 WMAF—Madison  
 WMOP—Ocala  
 WCNH—Quincy  
 WTRR—Sanford  
 WTNT—Tallahassee

## GEORGIA

(100% Programming)

WAOK—Atlanta  
 WCLS—Columbus  
 WCRY—Macon  
 (8 or more hours per week)  
 WAAG—Adel  
 WJAZ—Albany  
 WDEC—Americus  
 WAUG—Augusta  
 WBIA—Augusta  
 WGIG—Brunswick  
 WMOG—Brunswick  
 WGRA—Cairo  
 WCLA—Claxton  
 WDAK—Columbus  
 WMJM—Cordele  
 WDWD—Dawson  
 WBHB—Fitzgerald  
 WFPM—Fort Valley

## NEGRO PROGRAMMING

WHIE—Griffin  
WLAG—LaGrange  
WIBB—Macon  
WYTH—Madison  
WMTM—Moultrie  
WBBN—Perry  
WSGA—Savannah  
WKTG—Thomasville  
WGOV—Valdosta  
WACL—Waycross  
WBRO—Waynesboro  
WBMK—West Point

### ILLINOIS

(100% Programming)

WBEE—Chicago  
(8 or more hours per week)  
WAAF—Chicago  
WGES—Chicago  
WHFC—Chicago  
WSBC—Chicago  
WTAQ—LaGrange  
WOPA—Oak Park  
WROK—Rockford

### INDIANA

(8 or more hours per week)

WGRY—Gary  
WWCA—Gary  
WJOB—Hammond  
WGEE—Indianapolis

### KANSAS

(8 or more hours per week)

KCKN—Kansas City  
KTOP—Topeka

### KENTUCKY

(100% Programming)

WLOU—Louisville  
(8 or more hours per week)  
WKIC—Hazard  
WMLF—Pineville

### LOUISIANA

(100% Programming)

WXOK—Baton Rouge  
WBOK—New Orleans  
WYLD—New Orleans  
KOKA—Shreveport  
(8 or more hours per week)  
KDBS—Alexandria  
KFNV—Ferriday  
KLEC—Jonesville  
KAOK—Lake Charles  
KLPL—Lake Providence  
KLIC—Monroe  
KSLO—Opelousas  
KTLD—Tallulah

### MARYLAND

(100% Programming)

WANN—Annapolis  
WEBB—Baltimore  
WSID—Baltimore  
(8 or more hours per week)  
WITH—Baltimore  
WUST—Bethesda  
WDVM—Pocomoke City

### MICHIGAN

(8 or more hours per week)

WJLB—Detroit  
WAMM—Flint  
WBBC—Flint  
WCHB—Inkster

### MISSISSIPPI

(100% Programming)

WOKJ—Jackson  
WQIC—Meridian  
(8 or more hours per week)  
WGLC—Centreville  
WROX—Clarksdale  
WCLD—Cleveland  
WACR—Columbus  
WMAG—Forest  
WGVM—Greenville  
WMDC—Hazlehurst  
WKOZ—Kosciusko  
WESY—Leland  
WMBC—Macon  
WSJC—Magee  
WHNY—McComb  
WNAT—Natchez  
WSSO—Starkville  
WROB—West Point

### MISSOURI

(100% Programming)

KPRS—Kansas City  
KATZ—St. Louis  
KXLW—St. Louis  
(8 or more hours per week)  
KSTL—St. Louis

### NEVADA

(8 or more hours per week)

KENO—Las Vegas

### NEW JERSEY

(8 or more hours per week)

WMID—Atlantic City  
WCAM—Camden  
WHBI—Newark  
WBUD—Trenton

### NEW MEXICO

(8 or more hours per week)

KFUN—Las Vegas

# NEGRO PROGRAMMING

## NEW YORK

(8 or more hours per week)

WLIB—New York  
WOV—New York  
WWRL—New York

## NORTH CAROLINA

(100% Programming)

WSRC—Durham  
WAAA—Winston-Salem  
(8 or more hours per week)  
WBBB—Burlington  
WGIV—Charlotte  
WCDJ—Edenton  
WFMO—Fairmont  
WFAI—Fayetteville  
WFMC—Goldsboro  
WGBG—Greensboro  
WHVH—Henderson  
WHPE—High Point  
WISP—Kinston  
WPAQ—Mt. Airy  
WRAL—Raleigh  
WCEC—Rocky Mount  
WSAT—Salisbury  
WEEB—Southern Pines  
WAIR—Winston-Salem

## OHIO

(100% Programming)

WCIN—Cincinnati  
WJMO—Cleveland  
(8 or more hours per week)  
WVKO—Columbus

## OKLAHOMA

(8 or more hours per week)

KWPR—Claremore  
KBIX—Muskogee  
KHBG—Okmulgee

## PENNSYLVANIA

(100% Programming)

WHAT—Philadelphia  
(8 or more hours per week)  
WDAS—Philadelphia  
WAMO—Pittsburgh

## SOUTH CAROLINA

(100% Programming)

WYNN—Florence  
(8 or more hours per week)  
WANS—Anderson  
WBAW—Barnwell  
WBSC—Bennettsville  
WPAL—Charleston  
WOIC—Columbia  
WJMX—Florence  
WOLS—Florence  
WESC—Greenville

WEAB—Greer  
WJOT—Lake City  
WLCM—Lancaster  
WJAY—Mullins  
WTND—Orangeburg  
WSSC—Sumter  
WALD—Walterboro

## TENNESSEE

(100% Programming)

WMFS—Chattanooga  
WJAK—Jackson  
WLOK—Memphis  
WVOL—Nashville  
(8 or more hours per week)  
WEAG—Alcoa  
WMCH—Church Hill  
WJZM—Clarksville  
WDKN—Dickson  
WBEJ—Elizabethton  
KWEM—Memphis  
WDIA—Memphis  
WHEY—Millington  
WLAC—Nashville  
WTUC—Union City

## TEXAS

(8 or more hours per week)

KJET—Beaumont  
KRIC—Beaumont  
KNOK—Fort Worth  
KGBC—Galveston  
KYOK—Houston  
KSEL—Lubbock  
KMHT—Marshall  
KLVL—Pasadena  
KFTV—Paris  
KOLE—Port Arthur  
KCOR—San Antonio  
KDOK—Tyler

## VIRGINIA

(100% Programming)

WYOU—Newport News  
WRAP—Norfolk  
WANT—Richmond  
(8 or more hours per week)  
WBTM—Danville  
WEVA—Emporia  
WHAP—Hopewell  
WBRG—Lynchburg  
WMVA—Martinsville  
WSSV—Petersburg  
WYTI—Rocky Mount  
WHLF—South Boston

## WASHINGTON

(8 or more hours per week)

KNBX—Kirkland



**RADIO  
TELEVISION DAILY**

presents

# ***FM STATIONS***

---

**LISTED BY STATE AND CITY  
WITH CALL LETTERS, CHANNEL,  
FREQUENCY, ERP, LAT. - LONG.  
NEW CONSTRUCTION PERMITS**



**1959**

# **FIRST IN FM**

## **CONCERT NETWORK, INC.**

**LAWRENCE WYNN, General Manager**

**28 West 44th Street      BRyant 9-7530**

<b>NEW YORK</b>	<b>WNCN</b>	<b>104.3</b>
<b>BOSTON</b>	<b>WBCN</b>	<b>104.1</b>
<b>HARTFORD</b>	<b>WHCN</b>	<b>105.9</b>
<b>PROVIDENCE</b>	<b>WXCN</b>	<b>101.5</b>

# FM STATIONS IN OPERATION

Licensed FM stations on the air as of January 1, 1959 were as follows. This list does not include CPs granted or CP stations on the air.

As of Jan. 1, 1959

City	Call Letters	Freq.	Exp. (Kw.)	Ant. Hgt. in Ft.	Licensee
<b>ALABAMA</b>					
Albertville	WAVU-FM	105.1	4.5	360	Sand Mt. Bcstg. Service
Alexander City	WRFS-FM	106.1	4.6	240	Piedmont Service Corp.
Andalusia	WCTA-FM	98.1	10	200	Andalusia Bcstg. Co., Inc.
Anniston	WHMA-FM	100.5	3.7	190	Anniston Bcstg. Co.
Birmingham	WAPI-FM	99.5	72	780	Ala. Bcstg. System, Inc.
	WSFM	93.7	20	80	J. V. Melonas
Clanton	WKLF-FM	100.9	.37	255	Southeastern Bcstg. Co.
Cullman	WFMH-FM	101.1	5.3	165	Voice of Cullman
Decatur	WHOS-FM	92.5	7	30	N. Ala. Bcstg. Co.
Homewood	WJLD	104.7	23	300	Johnston Bcstg. Co.
Lanett	WRLD-FM	102.9	8.5	165	Valley Bcstg. Co., Inc.
Mobile	WKRG-FM	99.9	3	310	WKRG-TV Inc.
Tuscaloosa	WTBC-FM	95.7	17.5	320	Tuscaloosa Bcstg. Co.

## ARIZONA

Globe	KWJB-FM	100.3	11	2,270	Gila Bcstg. Co.
Mesa	KTYL-FM	104.7	16	140	Greater Phoenix Bcstg. Co.
Phoenix	KELE	95.5	18	115	ANJO Bcstrs. & Tlctrs., Inc.
Tucson	KFMM	99.5	7.2	—24	Copper State Bcstg. Corp.

## ARKANSAS

Blytheville	KLGN-FM	96.1	21	600	H. L. Sudbury
Jonesboro	KBTM-FM	101.9	8	200	Patteson Bros.
Mammoth Spring	KAMS	103.9	.31	125	Radio Station KALM
Siloam Springs	KUOA-FM	105.7	2.6	450	KUOA Inc.

## CALIFORNIA

Atherton	KPEN	101.3	18	2,400	Peninsula FM
Bakersfield	KERN-FM	94.1	9.1	240	McClatchy Newspapers
	KQXR	101.5	14.5	155	KLEF Bcstrs.
Berkeley	KPFA	94.1	54	1,330	Pacific Foundation
	KRE-FM	102.9	19.5	—32	Central Calif. Bcstrs. Inc.
Beverly Hills	KCBH	98.7	75	1,218	A. A. Crawford
	KLFM	105.5	.30	435	Long Beach FM Bcstg. Co.
Eureka	KRED	96.3	5.6	3,200	Redwood Bcstg. Co., Inc.
Fresno	KARM-FM	101.9	7.4	360	KARM, The Geo. Harm Station
	KMJ-FM	97.9	7.3	630	McClatchy Newspapers
	KRFM	93.7	70	4,600	Calif. Inland Bcstg. Co.
Glendale	KFMU	97.1	58	750	Brazy Bcstg. Corp.
	KUTE	101.9	82	620	R. P. Adams
Long Beach	KFOX-FM	102.3	1	120	KFOX, Inc.
	KNOB	97.9	3.4	670	Cerritos Bcstg. Co.
Los Angeles	KABC-FM	95.5	4.3	2,800	American Bcstg. Co.
	KBCA	105.1	6	2,900	Radio Beverly Hills
	KBIQ	104.3	55	2,950	KPLA, Inc.
	KBMS	105.9	60	770	Planned Music, Inc.
	KFAC-FM	92.3	59	2,810	L. A. Bcstg. Co., Inc.
	KGLA	103.5	13	430	Echo Pk. Evangelistic Assn.
	KHJ-FM	101.1	16.8	2,950	RKO Teleradio Pictures
	KHOF	99.5	100	260	The Maple Chapel
	KNX-FM	93.1	67	2,870	Columbia Bcstg. System
	KPOL-FM	93.9	38	550	Coast Radio Bcstg. Corp.
	KRHM	94.7	58	2,835	KRHM Bcstg. Co.
	KRKD-FM	96.3	54	475	Continental Telecasting Corp.
Marysville	KWYC-FM	99.9	4.9	150	Marysville-Yuba City Bcstrs.
Modesto	KBEE-FM	103.3	11.5	150	McClatchy Bcstg. Co.
	KTRB-FM	104.1	4.7	283	KTRB Bcstg. Co., Inc.
Oakland	KAFE	98.1	1.5	1,080	D. X. Solo
Ontario	KASK-FM	93.5	1	—415	The Daily Report Co.

(Continued on Page 709)

# ASCAP AND THE BROADCASTERS

## . . . Next Step: The U. S. District Court

By EMANUEL DANNETT

Counsel, All-Industry Radio Music License Committee



**A**LL-INDUSTRY Radio Music License Committee was formed on May 1, 1958. The music licensing situation at the time of the Committee's organization was entirely different from that which prevailed in 1940.

In 1940, when the radio industry was confronted with a demand by ASCAP for a substantial increase in license fees, broadcasters had these choices: to capitulate to ASCAP's demands; or to cease broadcasting ASCAP music. No other choice was available. To have broadcast without an ASCAP license would have been unthinkable since that would have subjected stations to liability in astronomical sums for copyright infringement. The industry thus chose the only genuinely available course and abandoned the use of ASCAP music until licenses containing fair and equitable terms could be negotiated.

Today, ASCAP is functioning under the Consent Decree of 1950. Under that decree, any station, upon the expiration of its license, is entitled to broadcast ASCAP music merely by sending a written notice to ASCAP stating it desires to broadcast ASCAP compositions. Thus, unlike the situation in 1940, today a station can continue to broadcast ASCAP compositions without fear of copyright infringement and without the necessity of first having accepted ASCAP's terms as to license fees. Under the Consent Decree, if no agreement is reached with ASCAP as to fees, the station must commence a rate case in the United States District Court for the Southern District of New York. That court will determine what con-

stitutes reasonable fees to ASCAP.

Meetings were held with ASCAP on November 6 and December 2 and 3. Prior to those meetings, the Committee undertook a survey of industry conditions to determine the proposals to be submitted to ASCAP.

The emergence of television, during the past decade, as the dominant entertainment medium and its adverse effect upon radio, the substantial reduction in radio network programs, the substantial increase in the number of radio stations, and the change in the industry pattern from the sale of programs to spot announcements, led the Committee to conclude that many of the provisions of ASCAP's licenses were today obsolete and that a substantial improvement in the terms of the licenses was required.

The problems of radio broadcasters were reviewed at length at the ASCAP meetings, and the Committee there pointed out the reasons why the licenses, and especially the fees, should be substantially revised. However, hopes of reaching an amicable understanding were shattered when, on December 3, the Committee was informed that no financial concession of any kind would be made.

This left the broadcasters with the alternative either of accepting ASCAP's proposal for the renewal of its licenses on the old terms, or of proceeding under the ASCAP Consent Decree in a rate case before the United States District Court. All the stations represented by Committee members have elected to proceed by the route of the Consent Decree.



# FM STATIONS

City	Call Letters	Freq.	Exp. (Kw).	Ant. Hgt. in Ft.	Licensee
Sacramento	KCRA-FM	96.1	11	380	KCRA, Inc. McClatchy Newspapers Town & Country Bcstrs. Cal-Val Radio, Inc.
	KFBK-FM	92.5	1.9	—115	
	KJML	95.3	1	158	
San Diego	KXOA-FM	107.9	12.5	200	Los Tres Diablos Bcstrs. KFSD, Inc.
	KDWD	98.1	3.7	650	
	KFSD-FM	94.1	33	425	
San Fernando	KITT	105.3	56	180	Music Unlimited San Fernando Valley Bcstg. Co.
	KVFM	94.3	.86	—130	
San Francisco	KCBS-FM	98.9	35	640	Columbia Bcstg. System, Inc. Electronic Service Corp.
	KEAR	97.3	82	1,100	
San Jose	KGO-FM	103.7	23.6	930	Amer. Bcstg.-Paramount Theatres National Bcstg. Co., Inc. K.S.F.R. Inc. Santa Clara Broadcasting Voice of Orange Empire, Inc. C. A. Warren Groom & Hagerman Sundial Bcstg. Corp. Pacific-South Bcstg. Co.
	KNBC-FM	99.7	45	1,240	
	KSPR	94.9	9.5	1,170	
	KSJO-FM	92.3	1.4	—66	
	KWJZ-FM	96.7	1	160	
Santa Ana	KRCW	97.5	17.5	2,890	
Santa Barbara	KSMA-FM	102.5	27	—57	
Sausalito	KDFC	102.1	33	1,050	
West Covina	KDWC	98.3	.81	250	

## COLORADO

Boulder	KRNW	97.3	2	—730	Colorado Recording Co. KDEN Bcstg. Corp. Note Bcstg. Co. Good Music Associates Garden of Gods Bcstg. Co.
	KDEN-FM	99.5	1.5	594	
	KFML-FM	98.5	2.35	580	
Denver	KTGM	105.1	10	250	
	KSMS-FM	102.7	10	—780	
Manitou Springs					

## CONNECTICUT

Brookfield	WGHF	95.1	20	500	Easton Bcstg. System, Inc. Berkshire Bcstg. Corp.
Danbury	WLAD-FM	98.3	.34	280	

Hartford      WHCN      105.9      7      750      Concert Network Inc.

Owner: Concert Network, Inc.; Year Established: 1956; Address: P.O. Box 1062, Hartford, Conn.; Phone: BEverly 5-8622; President: T. M. Hastings; Program Director: John Quincy Adams; Chief Engineer: William Meola.

Hartford	WTIC-FM	96.5	8	705	Travelers Bcstg. Service Corp. Silver City Crystal Co. Triangle Publications, Inc. Western Conn. Bcstg. Co.
Meriden	WMMW-FM	95.7	20	1,100	
New Haven	WNHC-FM	99.1	10	630	
Stamford	WSTC-FM	96.7	.65	305	

## DELAWARE

Dover	WDOV-FM	94.7	2.8	200	Dover Bcstg. Corp. Delmarva Bcstg. Co. J. B. Reynolds
Wilmington	WDEL-FM	93.7	20	460	
	WJBR	99.5	19	500	

## DISTRICT OF COLUMBIA

Washington	WASH	97.1	15	470	Comm'l Radio Equip. Co. United Bcstg. Co., Inc. Good Music Station, Inc. Evening Star Bcstg. Co. Washington Bcstg. Co. National Bcstg. Co., Inc. Washington Post Co. WWDC, Inc.
	WFAN	100.3	9.4	320	
	WGMS-FM	103.5	20	440	
	WMAL-FM	107.3	20	450	
	WOL-FM	98.7	20	485	
	WRC-FM	93.9	20	484	
	WTOP-FM	96.3	20	390	
	WWDC-FM	101.1	20	410	

## FLORIDA

Daytona Beach	WNDB-FM	94.5	8.5	330	News-Journal Corp. Univ. of Fla. H'dale Drive-In Theatres, Inc. City of Jacksonville Fla. Bcstg. Co. Radio Jax, Inc. Biscayne TV Corp. Storer Bcstg. Co. Community Service Bcstrs. Inc. P. Brake
	WRUF-FM	104.1	12	407	
	WSJG	94.9	56	460	
	WJAX-FM	95.1	7.7	560	
	WMBR-FM	96.1	50	850	
Hollandale	WZFM	96.9	9.7	350	
	WCKR-FM	97.3	100	250	
	WGBS-FM	96.3	1.55	80	
	WMET-FM	93.9	13	170	
	WWPB-FM	101.5	9.2	275	
Jacksonville					
Miami					

(Continued on Next Page)

## FM STATIONS

City	Call Letters	Freq.	Exp. (Kw.)	Ant. Hgt. in Ft.	Licensee
Orlando	WDBO-FM	92.3	25	500	Orlando Bcstg. Co.
	WHOO-FM	96.5	59	460	WHOO Radio Inc.
	WORZ	100.3	16.5	300	Central Fla. Bcstg. Co.
Palm Beach	WWPG-FM	97.9	22	235	Palm Beach Radio Inc.
	WDLP-FM	98.9	1.6	300	Dixie Radio, Inc.
Tampa	WDAE-FM	100.7	65	434	Tampa Times Co.
	WFLA-FM	93.3	46	910	The Tribune Co.
	WPKM	104.7	10.5	160	FM Bcstrs.

## GEORGIA

Athens	WGAU-FM	102.5	4.4	365	Clark Bcstg. Corp.
Atlanta	WAGA-FM	103.3	36	960	Storer Bcstg. Co.
	WGKA-FM	92.9	9.4	270	Glenkaren Associates, Inc.
	WSB-FM	98.5	45.48	770	Atlanta Newspapers, Inc.
Augusta	WAUG-FM	105.7	5.5	100	Garden City Bcstg. Co.
	WBBQ-FM	103.7	19.3	682	Musicast of the South, Inc.
Columbus	WRBL-FM	93.3	25	570	Columbus Bcstg. Co.
	WDJN-FM	103.9	.34	175	Northeast Ga. Bcstg. Co.
LaGrange	WLAG-FM	104.1	2.3	180	LaGrange Bcstg. Co.
Macon	WMAZ-FM	99.1	3	170	Southeastern Bcstg. Co.
Newnan	WCOH-FM	96.7	.33	240	Newnan Bcstg. Co.
Savannah	WTOC-FM	97.3	7.9	397	Savannah Bcstg. Co., Inc.
Toccoa	WLET-FM	106.1	.73	190	R. G. LeTourneau

## HAWAII

Honolulu	KAIM-FM	95.5	5.7	—290	Christian Bcstg. Assn.
----------	---------	------	-----	------	------------------------

## ILLINOIS

Anna	WRAJ-FM	92.7	1	250	Anna Bcstg. Co.
Bloomington	WJBC-FM	101.5	5.1	425	Bloomington Bcstg. Corp.
	WROY-FM	97.3	11	210	Carmi Bcstg. Co.
Carmi	WDWS-FM	97.5	27	430	Champaign-News Gazette Inc.
Champaign	WBBM-FM	96.3	10.5	560	Columbia Bcstg. System, Inc.
	WCLM	101.9	18	500	Carol Music, Inc.
Chicago	WDHF	95.5	52	270	DeHaan Hi-Fi, Inc.
	WEBH	93.9	35	240	Buddy Black Bcstg. Co.
	WEFM	99.5	44	560	Zenith Radio Corp.
	WENR-FM	94.7	4.3	580	American Bcstg. Co., Inc.
	WFMT	100.3	33	540	Functional Music Inc.
	WFMT	98.7	29.5	550	Gale Bcstg. Co., Inc.
	WKFM	103.5	50	500	F. S. Kovas, Jr.
	WMAQ-FM	101.1	24	640	National Bcstg. Co., Inc.
	WNIB	97.1	11	210	Northern Ill. Bcstg. Co., Inc.
	WSEL	104.3	40	567	F. J. Curtis
Cicero	WEHS	97.9	21	200	WHFC, Inc.
Decatur	WSOY-FM	102.1	31	460	Illinois Bcstg. Co.
Effingham	WSEI	95.7	20	295	Illinois Bcstg. Co.
Elmwood Pk.	WXFM	105.9	32	250	E. R. C. Schoonfield
	WEAW-FM	105.1	36	300	North Shore Bcstg. Co., Inc.
Harrisburg	WEBQ-FM	99.9	1.65	305	First Trust Association
Jacksonville	WLD5-FM	100.5	9	340	Jacksonville Radio & TV Bcstg.
Mattoon	WLBH-FM	96.9	23	190	Mattoon Bcstg. Co.
Mt. Vernon	WMLX-FM	94.1	15.2	550	Mt. Vernon Radio & TV Co.
	WOPA-FM	102.7	3.6	260	Village Bcstg. Co.
Oak Park	WYLN-FM	92.9	18.5	338	Illinois Bcstg. Co.
Olney	WPRS-FM	98.3	1	225	Paris Bcstg. Co.
Peoria	WMBD-FM	92.5	2.5	550	WMBD, Inc.
Quincy	WGEM-FM	105.1	8.3	640	Quincy Newspapers, Inc.
Rockford	WTAD-FM	99.5	27	770	Lee Bcstg. Inc.
	WROK-FM	97.5	16	300	Rockford Bcstrs. Inc.
Rock Island	WHBF-FM	98.9	3.7	380	Rock Island Bcstg. Co.
Springfield	WTAX-FM	103.7	6.7	315	WTAX Inc.

## INDIANA

Bloomington	WFIU	103.7	33	200	Indiana Univ.
Columbus	WCSI-FM	98.3	.76	231	White River Bcstg. Co.
Connersville	WCNB-FM	100.3	9.8	270	News-Examiner Co.
Crawfordsville	WBBS	106.3	1	58	First Baptist Church
Elkhart	WTRC-FM	100.7	9.7	350	Truth Radio Corp.
Evansville	WIKY-FM	104.1	19	450	South Central Bcstg. Corp.
Hammond	WJOB-FM	92.3	3.1	400	South Shore Bcstg. Corp.
Indianapolis	WFMS	95.5	4.5	110	Williams FM Service
Jasper	WITZ-FM	104.7	1.65	280	Jasper on the Air, Inc.
Madison	WORX-FM	96.7	.35	290	Electronic Laboratories, Inc.
Marion	WMRI-FM	106.9	31	275	Chronicle Publishing Co., Inc.
Muncie	WMUN	104.1	7.4	286	Tri-City Radio Corp.

## FM STATIONS

City	Call Letters	Freq.	Erp. (Kw.)	Ant. Hgt. in Ft.	Licensee
Newcastle	WCTW	102.5	4	250	Courier-Times Inc.
Terre Haute	WTHI	99.9	7.4	365	Wabash Valley Bcstg. Corp.
Wabash	WAIU-FM	97.5	4.6	88	Wabash-Peru Bcstg. Co., Inc.
Warsaw	WRSW-FM	107.3	34	230	Reub William & Son
Washington	WFML	106.5	14	365	Washington Radio Inc.

## IOWA

Boone	KFGQ-FM	99.3	.31	200	Boone Biblical College
Clinton	KROS-FM	96.1	13	400	Clinton Bcstg. Co.
Davenport	WOC-FM	103.7	33	490	Tri-City Bcstg. Co.
Des Moines	WHO-FM	100.3	24	690	Central Bcstg. Co.
Dubuque	WDBQ-FM	103.3	15	335	Dubuque Bcstg. Co.
Mason City	KGLO-FM	101.1	16	230	Lee Radio, Inc.
Muscatine	KWPC-FM	99.7	.78	290	Muscatine Bcstg. Co., Ltd.
Storm Lake	KAYL-FM	101.5	8.9	370	Cornbelt Bcstg. Co.

## KANSAS

Wichita	KFH-FM	100.3	11	410	Radio Sta. KFH Co.
---------	--------	-------	----	-----	--------------------

## KENTUCKY

Ashland	WCMI-FM	93.7	2.75	200	Edwina Bcstg. Co.
Central City	WNES-FM	101.9	21.5	215	Muhlenberg Bcstg. Co.
Fulton	WFUL-FM	104.9	.5	155	Ken-Tenn Bcstg. Corp.
Henderson	WSO-FM	99.5	20	400	Henderson Bcstg. Co., Inc.
Hopkinsville	WHOP-FM	98.7	8.7	210	Hopkinsville Bcstg. Co.
Lexington	WLAP-FM	94.5	3.5	320	WLAP Radio Inc.
Madisonville	WAMF-FM	93.9	2.5	450	Messenger Bcstg. Co., Inc.
Mayfield	WNGO-FM	94.7	.583	203	W. Ky. Bcstg. Co., Inc.
Owensboro	WOMI-FM	92.5	19.5	375	Owensboro Bcstg. Co.
	WVJS-FM	96.1	10	370	Owensboro on the Air, Inc.
Paducah	WKYB-FM	93.3	31	430	Barrington Co. of Ky.
	WPAD-FM	96.9	36	335	Paducah Bcstg. Co., Inc.
Somerset	WSFC-FM	92.3	3	210	Southeastern Bcstg. Co.

## LOUISIANA

Alexandria	KALB-FM	96.9	8.4	393	Alexandria Bcstg. Co.
Baton Rouge	WBRL	98.1	7.6	460	Baton Rouge Bcstg. Co., Inc.
Monroe	KMLB-FM	104.1	17	220	Liner's Bcstg. Sta., Inc.
New Orleans	WDSU-FM	105.3	3.4	590	WDSU Bcstg. Co.
	WRCM	97.1	5.9	250	Supreme Bcstg. Co., Inc.
	WWMT	95.7	44	215	Fidelity Bcstg. Co.
Shreveport	KRMD-FM	101.1	11.5	200	Radio Station KRMD
	KWKH-FM	94.5	13.5	390	International Bcstg. Corp.

## MAINE

Caribou	WFST-FM	97.7	.19	185	Northern Bcstg. Co.
Lewiston	WCOU-FM	93.9	9.6	250	Twin City Bcstg. Co., Inc.

## MARYLAND

Annapolis	WNAV-FM	99.1	16.6	370	Capital Bcstg. Co.
Baltimore	WCAO-FM	102.7	20	400	Plough Bcstg. Co., Inc.
	WITH-FM	104.3	20	500	Md. Bcstg. Co.
Bethesda	WUST-FM	106.3	.5	320	Broadcast Management, Inc.
Bradbury Hgts.	WPGC	95.5	15.5	280	WPGC, Inc.
Cumberland	WCUM-FM	102.9	1.25	—4	Tower Realty Co.
Hagerstown	WARK-FM	106.9	2.2	225	United Bcstg. Co. of W. Md.
	WJEJ-FM	104.7	9.4	1,340	Hagerstown Bcstg. Co.

## MASSACHUSETTS

Boston	WBCN	104.1	20	490	Concert Network Inc.
--------	------	-------	----	-----	----------------------

Owner: Concert Network Inc.; Year Established: 1958; Address: 171 Newbury St., Boston 16, Mass.; Phone: Copley 7-6020; President: T. M. Hastings; General and Station Manager: John Thornton; Program Director: John Quincy Adams; Chief Engineer: Kim Kirshway.

(Continued on Next Page)

## FM STATIONS

City	Call Letters	Freq.	Erp. (Kw).	Ant. Hgt. in Ft.	Licensee
Boston	WBZ-FM	106.7	2.8	1,040	Westinghouse Bcstg. Co., Inc. Plough Bcstg. Corp. Columbia Bcstg. System, Inc. WHDH, Inc. RKO Teleradio Pictures, Inc. Enterprise Publishing Co. Harvard Radio Bcstg. Co., Inc.
	WCOP-FM	100.7	20	495	
	WEEL-FM	103.3	20	430	
	WHDH-FM	94.5	20	455	
	WRKO-FM	98.5	20	410	
Brockton	WBET-FM	97.7	.8	275	
Cambridge	WHRB-FM	107.1	.96	44	

Cambridge	WXHR	96.9	20	440	Middlesex Bcstg. Co.
Owner: Middlesex Broadcasting Co.; Address: Cambridge, Mass.; Manager: Wallace Dunlap.					

Greenfield	WHAJ-FM	98.3	1	—240	Haigis Bcstg. Corp. Merrimac Bcstg. Co., Inc. Bay State Bcstg. Co. E. Anthony & Sons, Inc. Hamden-Hampshire Corp. WMA5 Inc. Charles River Bcstg. Co. E. Anthony & Sons WTAG Inc.
Lowell	WLLH-FM	99.5	12.2	600	
New Bedford	WBSM-FM	97.3	2.5	330	
	WNBH-FM	98.1	20	380	
Springfield	WHYN-FM	93.1	3.2	1,000	
	WMAS-FM	94.7	1.35	175	
Waltham	WCRB-FM	102.5	9.2	180	
West Yarmouth	WOCB-FM	94.3	1	155	
Worcester	WTAG-FM	96.1	10	640	

## MICHIGAN

Benton Harbor	WHFB-FM	99.9	9.2	230	Palladium Publishing Co. Twin Valley Bcstrs. Inc. Knarr Bcstg. Corp. Wayne State Univ. Meadowcroft Bcstg. Inc. Storer Bcstg. Co. The Goodwill Station, Inc. Alpha Bcstg. Co. Booth Bcstg. Co. Evening News Assn. Inc. WXYZ Inc. Fetzer Bcstg. Co. Stevens-Wismer Bcstg. Inc. Lincoln Bcstg. Co. Sparks Bcstg. Co. Knorr Bcstg. Corp. WSTR, Inc.
	WTVB-FM	98.3	.26	230	
	WKMH-FM	100.3	7.1	190	
	WDET-FM	101.9	52	320	
	WHFI	94.7	20.5	220	
	WJBK-FM	93.1	30	440	
	WJR-FM	96.3	24	483	
	WMUZ	103.5	19.5	180	
	WMZK	97.9	10	430	
	WWJ-FM	97.1	50	480	
	WXYZ-FM	101.1	27	880	
	WJEF-FM	93.7	115	420	
	Grand Rapids	WLAV-FM	96.9	1.75	
WLDM		95.5	20	430	
Oak Park	WOMC	104.3	61	390	
Royal Oak	WSAM-FM	98.1	1.7	330	
Saginaw	WSTR-FM	103.1	.285	210	
Sturgis					

## MINNESOTA

Mankato	KYSM-FM	103.5	14	525	Southern Supply Co. Northwestern Bible College Fidelity Bcstg. Co. WLOL-FM Corp. The Times Publishing Co. Winona Radio Service
	KTIS-FM	98.5	5.3	250	
Minneapolis	KWFM	97.1	21	150	
	WLOL-FM	99.5	9.7	320	
St. Cloud	KFAM-FM	104.7	15	425	
Winona	KWNO-FM	97.5	18.5	610	

## MISSISSIPPI

Jackson	WJDX-FM	102.9	50	6,000	Lamar Life Ins. Co.
---------	---------	-------	----	-------	---------------------

## MISSOURI

Clayton	KFUO-FM	99.1	6.7	260	Lutheran Church, Mo. Synod O'Brien & Assoc., Inc. FM Bcstrs. Inc. Meredith Engr. Co. Kennett Bcstg. Corp. Poplar Bluff Broadcasting Co. Commercial Bcstg. Co. Independent Bcstg. Co. R. F. Neathery
Joplin	WMBH-FM	96.1	70	450	
Kansas City	KCMK	93.3	35	300	
	KSMO-FM	94.9	56	390	
Kennett	KBOA-FM	98.9	6.9	320	
Poplar Bluff	KWOC-FM	94.5	14	215	
St. Louis	KCFM	93.7	70	550	
Springfield	KTTS-FM	94.7	9.1	660	
West Plains	KWPM-FM	93.9	3.4	130	

## NEBRASKA

Lincoln	KFMQ	95.3	.32	100	H. Burton
---------	------	------	-----	-----	-----------

# FM STATIONS

City	Call Letters	Freq.	Erp. (Kw.)	Ant. Hgt. in Ft.	Licensee
<b>NEVADA</b>					
Reno	KNEV	95.5	10.5	35	E. B. Cobb
<b>NEW HAMPSHIRE</b>					
Berlin	WKQC	103.7	10	290	McKee Bcstg. Co., Inc.
Claremont	WTSV-FM	106.1	3.4	1,000	Grandview, Inc.
Manchester	WKBR-FM	95.7	3.6	940	Granite State Bcstg. Co., Inc.
Mt. Washington	WMTW-FM	94.9	49	3,850	Mt. Washington TV Inc.
Nashua	WOTW-FM	106.3	1	195	Gateway Bcstg. Corp.
<b>NEW JERSEY</b>					
Asbury Park	WJLK-FM	94.3	1	250	Asbury Park Press, Inc.
Bridgeton	WSNJ-FM	98.9	9	480	Eastern States Bcstg. Corp.
Camden	WKDN-FM	106.9	7.3	340	South Jersey Bcstg. Co.
Newark	WNTA-FM	94.7	15	621	NTA Radio Broadcasting
New Brunswick	WCTC-FM	98.3	1	110	Raritan Valley Bcstg. Co., Inc.
Paterson	WPAT-FM	93.1	20	310	WPAC, Inc.
Princeton	WRB	103.9	.85	195	Princeton Bcstg. Service Inc.
Trenton	WTOA	97.5	14.5	275	Mercer Bcstg. Co.
Zarephath	WAWZ-FM	99.1	4.8	175	Pillar of Fire, Inc.
<b>NEW MEXICO</b>					
Albuquerque	KHFM	96.3	1.5	140	CHE Bcstg. Co., Inc.
Los Alamos	KRSN-FM	98.5	4.6	—33	Parker & Burns
Tularosa	KMFM	97.9	13	—160	Tularosa Bcstg. Corp.
<b>NEW YORK</b>					
Auburn	WMBO-FM	96.1	18	520	WMBO, Inc.
Babylon	WTFM	103.5	15	120	WGLI, Inc.
Binghamton	WKOP-FM	95.3	.420	320	Binghamton Bcstrs., Inc.
	WNB-FM	98.1	1	912	Triangle Publications, Inc.
Buffalo	WBEN-FM	106.5	110	1,350	WBEN, Inc.
	WBNY-FM	92.9	48.5	500	Albertson Bcstg. Corp.
	WWOL-FM	104.1	.250	310	Greater Erie Bcstg. Co.
Cherry Valley	WRRC	101.9	5.4	1,080	Northeast Radio Corp.
Corning	WCLI-FM	106.1	4.2	500	Radio Corning, Inc.
Cortland	WKRT-FM	99.9	14	270	Radio Cortland, Inc.
DeRuyter	WRRD	105.1	5.3	560	Northeast Radio Corp.
Hempstead	WHLI-FM	98.3	1	250	FM Bcstg. Corp.
Hornell	WWHG-FM	105.3	8.3	560	Ra-Tel Bcstrs. Inc.
Ithaca	WBRA	103.7	5.6	890	Northeast Radio Corp.
	WHCU-FM	97.3	40	730	Cornell Univ.
	WVBR-FM	93.5	.175	—210	Cornell Radio Guild, Inc.
Jamestown	WJTN-FM	93.3	9.5	735	James Bcstg. Co.
Kenmore	WINE-FM	103.3	4.6	230	Western N. Y. Bcstg. Co.
Massena	WMSA-FM	105.3	13	335	The Brockway Co.
New York	WABC-FM	95.5	6.5	760	American Bcstg. Co.
	WBAI	99.5	18	588	WBAI-FM Inc.
	WBFM	101.9	10.3	650	Muzak Corp.
	WCBS-FM	101.1	1.5	1,270	Columbia Bcstg. System, Inc.
	WEVD-FM	97.9	20	340	DEBS Memorial Radio Fund, Inc.
	WHOM-FM	92.3	11	630	Progress Bcstg. Corp.
	WNQN	104.3	15	560	Concert Network Inc.
New York	WNCN	104.3	15	560	Concert Network Inc.
<p>Owner: Concert Network Inc.; Year Established: 1957; Address: 28 West 44th St., N.Y.C.; Phone: BR 9-7530; President: T. M. Hastings; General and Commercial Manager: Lawrence L. Wynn; Program Director: John Quincy Adams; Chief Engineer: David Passell.</p>					
Niagara Falls	WNEW-FM	102.7	.54	1,360	Metropolitan Bcstg. Corp.
Olean	WNYC-FM	93.9	18	535	NYC Municipal Bcstg. System
Patchogue	WOR-FM	98.7	1.7	1,260	RKO Teleradio Pictures, Inc.
	WOXR-FM	96.3	11	675	Interstate Bcstg. Co., Inc.
	WRCA-FM	97.1	1.1	1,445	National Bcstg. Co., Inc.
	WHLD-FM	98.5	46	420	E. C. Hull
	WHDL-FM	95.7	43	830	WHDL, Inc.
	WALK	97.5	15	520	Suffolk Bcstg. Corp.
	WPAC-FM	106.1	8.3	145	Patchogue Bcstg. Co., Inc.

(Continued on Next Page)

# FM STATIONS

City	Call Letters	Freq.	Erp. (Kw.)	Ant. Hgt. in Ft.	Licensee
Poughkeepsie	WKIP-FM	104.7	2.3	1,120	Dutchess County Bcstg. Corp.
Rochester	WHFM	98.9	8.7	240	Riggs & Greene Bcstg. Corp.
Schenectady	WGFM	99.5	6	805	General Electric Co.
S. Bristol	WRRE	95.1	5.3	990	Northeast Radio Corp.
Syracuse	WDDS-FM	93.1	97	660	Functional Bcstg. Inc.
	WONO	100.9	.26	475	Sentinel Heights FM Bcstrs.
	WSYR-FM	94.5	10	480	Central New York Bcstg. Corp.
Troy	WFLY	92.3	5.4	840	Troy Record Co.
Utica	WRUN-FM	105.7	4.3	490	Rome Sentinel Co.
Wethersfield	WRRL	107.7	5.4	460	Northeast Radio Corp.
White Plains	WFAS-FM	103.9	.12	675	Westchester Bcstg. Corp.
Woodside	WRFM	105.1	20	235	Long Island Bcstg. Corp.

## NORTH CAROLINA

Albemarle	WABZ-FM	100.9	.75	52	Radio Station WABZ Inc.
Asheboro	WGWR-FM	92.3	10	650	Asheboro Bcstg. Co., Inc.
Asheville	WLOS-FM	104.3	9.2	130	Skyway Bcstg. Corp.
Burlington	WBBB-FM	101.1	3.8	410	Alamance Bcstg. Co., Inc.
	WFNS-FM	93.9	2.8	250	Burlington-Graham Bcstg. Co.
Charlotte	WSOC-FM	103.5	35	415	WSOC Bcstg. Co.
Durham	WDBC-FM	105.1	36	380	Durham Radio Corp.
Elkin	WIFM-FM	100.9	.35	—35	Tri-County Bcstg. Co., Inc.
Fayetteville	WFNC-FM	98.1	14	290	Cape Fear Bcstg. Co.
Forest City	WBBO-FM	93.3	1.5	345	Rutherford County Radio Co.
Franklin	WFSC-FM	94.5	.93	—310	Macon County Bcstg. Co.
Gastonia	WGNF-FM	101.9	11.1	890	C. T. McSwain
Goldsboro	WEQR	96.9	16	360	Eastern Carolina Bcstg. Co., Inc.
Greensboro	WMDE	98.7	5.8	110	H. C. Hall
Henderson	WHNC-FM	92.5	9	260	Henderson Radio Corp.
Hendersonville	WHKP-FM	102.5	9.5	2	Radio Hendersonville
High Point	WHPE-FM	95.5	13	395	High Pt. Bcstg. Co.
	WMFR-FM	99.5	8	350	WMFR Inc.
	WNOS-FM	100.3	2.7	195	Statesville Bcstg. Co.
Laurinburg	WEWO-FM	96.5	9.2	215	Scotland Bcstg. Co.
Leaksville	WLOE-FM	94.5	20	96	WLOE Inc.
Lexington	WBUI-FM	94.3	.3	210	Davidson County Bcstg. Co.
Marion	WMIT	106.9	36	3,100	Mt. Mitchell Bcstrs. Inc.
Raleigh	WKIX-FM	96.1	30	420	WKIX Broadcasting Co.
	WPTF-FM	94.7	50	560	WPTF Radio Co.
	WRAL-FM	101.5	54	325	Capital Bcstg. Co., Inc.
Reidsville	WREV-FM	102.1	1.6	330	Reidsville Bcstg. Co.
Rocky Mount	WEED-FM	92.1	.27	160	W. A. Wynne
	WFMA	100.7	33	400	Eastern Carolina Electronics
Salisbury	WSTP-FM	106.5	2.9	250	WSTP, Inc.
Sanford	WWGP-FM	105.5	.49	340	WWGP Bcstg. Corp.
Shelby	WOHS-FM	96.1	2.6	460	Western Carolina Radio Corp.
Statesville	WFMX	105.7	2.4	335	Statesville Bcstg. Co., Inc.
Tarboro	WCPS-FM	104.3	7	260	Coastal Plains Bcstg. Co.
Thomasville	WTNC-FM	98.3	.45	250	Thomasville Bcstg. Co.
Winston-Salem	WAIR-FM	93.1	34	370	Forsythe Bcstg. Co.
	WSJS-FM	104.1	42	160	Piedmont Publishing Co.

## OHIO

Akron	WAKR-FM	97.5	4.4	260	Summit Radio Corp.
Alliance	WFAH-FM	101.7	1	160	Review Publishing Co.
Ashland	WNCO-FM	101.3	10.2	380	Radio Ashland, Inc.
Ashtabula	WICA-FM	103.7	40	270	WICA Inc.
Bellaire	WTRX-FM	100.5	9	500	WTRX Inc.
Canton	WHBC-FM	94.1	15	390	Ohio Broadcasting Co.
Cincinnati	WCPO-FM	105.1	12.5	590	Scripps-Howard Radio Inc.
	WKRC-FM	101.9	15.5	530	Radio Cincinnati Inc.
	WSAI-FM	102.7	14.7	550	Gordon Bcstg. Co.
Cleveland	KYW-FM	105.7	27	900	Westinghouse Bcstg. Co., Inc.
	WDOK-FM	102.1	31	120	Civic Bcstrs. Inc.
	WERE-FM	98.5	40	600	Cleveland Bcstg. Co., Inc.
	WGAR-FM	99.5	31	410	Peoples Bcstg. Corp.
	WHK-FM	100.7	11.5	620	Forest City Publishing Co.
	WJW-FM	104.1	2.8	510	Storer Bcstg. Co.
	WSRS-FM	95.3	1	250	WSRS Inc.
Cleveland Hgts.	WBNS-FM	97.1	54	315	RadiOhio, Inc.
Columbus	WCOL-FM	92.3	6.8	350	Air Trails, Inc.
	WKCO-FM	94.7	52	220	Sky-Way Bcstg. Corp.
Dayton	WHIO-FM	99.1	19	515	Miami Valley Bcstg. Corp.
Elyria	WEOL-FM	107.3	15	290	Elyria-Lorain Bcstg. Co.
Findlay	WFIN-FM	100.5	8.2	240	Findlay Publishing Co.
Fostoria	WFOB-FM	96.7	1	215	Seneca Radio Corp.
Fremont	WFRO-FM	99.3	1	200	Wolfe Bcstg. Corp.
Hamilton	WQMS	96.7	.29	285	Community Bcstg. Co.
Lima	WIMA-FM	102.1	15	250	Northwestern Ohio Bcstg. Corp.
Marion	WMRN-FM	106.9	25	330	Marion Bcstg. Co.
Mt. Vernon	WMVO-FM	93.7	2.9	270	Mt. Vernon Bcstg. Co.
Newark	WCLT-FM	100.3	8.5	370	WCLT Radio Inc.
Portsmouth	WPAY-FM	104.1	7	520	P. F. Braden
Springfield	WBLY-FM	103.9	1	62	Champion City Bcstg. Co.
Stuebenville	WSTV-FM	103.5	3.1	880	WSTV, Inc.

## FM STATIONS

City	Call Letters	Freq.	Erp. (Kw).	Ant. Hgt. in Ft.	Licensee
Toledo	WMHE	92.5	10	135	Hillebrand Electronics
	WSPD-FM	101.5	23	440	Storer Bcstg. Co.
	WTOD-FM	99.9	8.8	160	Booth Bcstg. Co.
	WTOL-FM	104.7	1.3	156	Community Bcstg. Co.
Wooster	WWST-FM	104.5	13	330	Wooster Republican Printing Co.
Youngstown	WKBN-FM	98.9	50	545	WKBN Bcstg. Corp.

## OKLAHOMA

Oklahoma City	KEFM	94.7	2.9	125	C. E. Williams
Stillwater	KYFM	98.9	1.5	155	Capitol City Bcstg. Co.
	KSPI	93.9	3.9	300	Stillwater Publishing Co.

## OREGON

Eugene	KUGN-FM	99.1	.39	60	KUGN, Inc.
Grants Pass	KGPO	96.9	1.3	—475	Southern Ore. Bcstg. Co.
Portland	KEX-FM	92.3	56	955	Westinghouse Bcstg. Co.
	KOIN-FM	101.1	48	1,390	Mt. Hood Radio & TV Bcstg. Corp.
	KPFM	97.1	33	900	Bcstrs. Ore. Ltd.
	KPOJ-FM	98.7	4.4	1,100	KPOJ, Inc.
	KQFM	100.3	17	960	H. Q. Cox

## PENNSYLVANIA

Allentown	WFMZ	100.7	4.8	835	WFMZ, Inc.	
Altoona	WVAM-FM	100.1	.36	—345	General Broadcasting Corp.	
Bethlehem	WGPA-FM	95.1	10	630	Bethlehem's Globe Pub. Co.	
	WHLM-FM	106.5	8.8	600	Bloom Radio	
Bloomsburg	WBUT-FM	97.7	.72	290	WBUT Radio	
Butler	WCHA-FM	95.9	7	240	Chambersburg Bcstg. Co., Inc.	
Chambersburg	WCED-FM	102.1	3.2	660	Tri-County Bcstg. Co.	
DuBois	WEEX-FM	99.9	3.3	200	Easton Publishing Co.	
Easton	WEST-FM	107.9	11	50	Associated Bcstrs. Inc.	
	WERC-FM	99.9	9.7	400	WERC Bcstg. Corp.	
Erie	WHP-FM	97.3	1.55	—35	WHP Inc.	
Harrisburg	WAZL-FM	97.9	6	630	Hazleton Bcstg. Co., Inc.	
Hazleton	WARD-FM	92.1	.285	—87	Central Bcstg.	
Johnstown	WJAC-FM	95.5	8.3	1,070	WJAC, Inc.	
	WGAL-FM	101.3	3.8	215	WGAL, Inc.	
Lancaster	WLAN-FM	96.9	6.7	80	Peoples Bcstg. Co.	
	WLBR-FM	100.1	.72	290	Lebanon Bcstg. Co.	
Lebanon	WMGW-FM	100.3	10	585	Meadville Bcstg. Service Inc.	
Meadville	WCAU-FM	98.1	10	660	WCAU, Inc.	
Philadelphia	WDAS-FM	105.3	20	285	M. M. Leon, Inc.	
	WFIL-FM	102.1	6.3	780	Triangle Publications Inc.	
	WFLN-FM	95.7	20	490	Franklin Bcstrs. Corp.	
	WHAT-FM	105.3	20	290	Independence Bcstg. Co., Inc.	
	WIBG-FM	94.1	20	170	Seaboard Radio Bcstg. Corp.	
	WIP-FM	93.3	20	430	WIP Bcstg. Inc.	
	WPEN-FM	102.9	20	420	Wm. Penn Bcstg. Co.	
	Pittsburgh	KDKA-FM	92.9	47	890	Westinghouse Bcstg.
		WFMP	99.7	24	470	National Bcstg. Co., Inc.
		WKJF	93.7	40	470	A. J. R. Greer
		WWSW-FM	94.5	50	940	WWSW Radio Inc.
	Pottsville	WPPA-FM	101.9	2.8	650	Pottsville Bcstg. Co.
	Scranton	WGBI-FM	101.3	1.8	1,200	WGBI Radio Inc.
	Sharon	WPIC-FM	102.9	26	455	Sharon Herald Bcstg. Co.
	Sunbury	WKOK-FM	94.1	4.4	875	Sunbury Bcstg. Corp.
	Warren	WRRN	92.3	3	450	Northern Allegheny Bcstg. Co.
Washington	WJPA-FM	104.3	4	360	Washington Bcstg. Co.	
Wilkes-Barre	WBRE-FM	98.5	2.25	1,160	WBRE Radio Inc.	
Williamsport	WLYC-FM	105.1	.84	1,150	Lycoming Bcstg. Co.	
	WRAX-FM	100.3	4	1,220	WGAL, Inc.	
York	WNOW-FM	105.7	1.2	465	WNOW, Inc.	

## RHODE ISLAND

Providence	WPFM	95.5	3.2	170	Golden Gate Corp.
	WPJB-FM	105.1	20	500	Providence Journal Co.
	WPRO-FM	92.3	15	560	Cherry & Webb Bcstg. Co.
	WTMH	101.5	20	500	General Bcstg. Corp.

Providence    WXCN    101.5    20    —    Concert Network Inc.

Owner: Concert Network Inc.; Year Established: 1955; Address: P.O. Box 1015, Providence, R. I.; Phone: Nlagara 7-4827; President: T. M. Hastings; Program Director: John Quincy Adams; Chief Engineer: William Hlavas.

(Continued on Next Page)

## FM STATIONS

City	Call Letters	Freq.	Erp. (Kw.)	Ant. Hgt. in Ft.	Licensee
Woonsocket	WWON-FM	106.3	.39	215	Woonsocket Bcstg. Co.

## SOUTH CAROLINA

Anderson	WCAC	101.1	6.4	330	W. E. Hall
Charleston	WCSC-FM	96.9	68	700	WCSC, Inc.
	WTMA-FM	95.1	10	385	Corp. of Charleston
Columbia	WCOS-FM	97.9	5.3	260	WCOS Inc.
Dillon	WDSC-FM	92.9	8.8	290	Border Bcstg. Co.
Greenville	WESC-FM	92.5	12	360	Greenville Bcstg. Co.
	WFBC-FM	93.7	9.9	1,350	WMRC Inc.
Orangeburg	WORGF-FM	102.7	4.6	110	WTND Inc.
Rock Hill	WRHI-FM	98.3	.65	310	York County Bcstg. Co.
Seneca	WSNW-FM	98.1	9.4	330	Blue Ridge Bcstg. Co.
Spartanburg	WSPA-FM	98.9	4.9	520	Spartan Radiocasting Co.

## TENNESSEE

Bristol	WOPI-FM	96.9	9.7	260	Radiophone Bcstg. St. WOPI Inc.
Greenville	WGRV-FM	94.9	4.6	250	Radio Greenville Inc.
Jackson	WTJS-FM	104.1	50	640	Sun Publishing Co., Inc.
Johnson City	WJHL-FM	100.7	9.6	1,400	WJHL, Inc.
Kingsport	WKPT-FM	98.5	10	960	Kingsport Bcstg. Co., Inc.
Knoxville	WBIR-FM	93.3	3.3	620	WBIR, Inc.
Memphis	WMCF	99.7	300	940	Memphis Publishing Co.
Nashville	WFMB	105.9	3.6	42	Great Southern Bcstg. Co.

## TEXAS

Austin	KAZZ	95.5	1.35	150	Audioland Bcstg. Co.
	KHFI	98.3	.780	52	R. E. Kennedy
Beaumont	KRIC-FM	97.5	9.1	360	Enterprise Co.
Cedar Hill	KDFW	99.5	25	770	C & F Musiccasting Co.
Cleburne	KCLC-FM	94.9	6.4	260	Marti, Inc.
Corpus Christi	KDMC	95.5	4.1	280	Master Music, Inc.
Dallas	KIXL-FM	104.5	25	470	Variety Bcstg. Co.
	KRLD-FM	92.5	40	480	KRLD Radio Corp.
	KSFM	105.3	11	280	Metropolitan Bcstg. Corp.
	WRR-FM	101.1	68	500	City of Dallas
Denton	KDNT-FM	106.3	.76	270	H. V. Shepard

Diboll KSPL 95.5 1

Address: P. O. Box 336, Diboll, Texas; Phone: MY 8-5533; Manager: Tommy Ward Lanyon; Assistant Manager: Don Wier; Program Director: Ruth Ruby; Commercial Manager: Evelyn Lanyon.

Fort Worth	WBAP-FM	96.3	52	475	Carter Publications Inc.
Houston	KFMK	97.9	10.5	235	J. R. Corry
	KHGM	102.9	48	550	Taft Bcstg. Co.
	KTRH-FM	101.1	29.5	485	KTRH Bcstg. Corp.
Lubbock	KSEL-FM	93.7	9.6	195	Southwestern Bcstg. Co.
San Antonio	KEEZ	97.3	17.5	110	C. B. Gay, Inc.
	KISS	99.5	3	515	The Walmac Co.
	KONO-FM	92.9	4.4	475	Mission Bcstg. Co.
Texarkana	KCMC-FM	98.1	1.5	390	KCMC, Inc.

## UTAH

Salt Lake City	KDYL-FM	98.7	1.2	2,970	Intermountain Bcstg. & TV Corp.
	KSL-FM	100.3	6.1	3,660	Radio Service Corp. of Ut.

## VIRGINIA

Arlington	WARL-FM	105.1	2.05	500	Northern Va. Bcstrs. Inc.
Charlottesville	WINA-FM	95.3	.620	225	Charlottesville Bcstg.
Crewe	WSVS-FM	104.7	14	450	Southern Va. Bcstg. Corp.
Harrisonburg	WSVA-FM	100.7	7.2	345	Shenandoah Valley Bcstg. Corp.
Lynchburg	WWOD-FM	100.1	.94	170	Lynchburg Independent Bcstrs.
Martinsville	WMVA-FM	96.3	2.9	625	Martinsville Bcstg. Co., Inc.
Newport News	WGH-FM	97.3	37	186	Hampton Rds. Bcstg. Corp.
Norfolk	WRVC	102.5	8.7	95	Virginia Good Music Corp.
Richmond	WCOD	98.1	34	430	Havens & Martin Inc.
	WRNL-FM	102.1	50	320	Richmond Newspapers Inc.
	WRVA-FM	94.5	25	460	Larus & Bro. Co., Inc.
Roanoke	WDBJ-FM	94.9	14.5	1,940	Times-World Corp.
	WSLS-FM	99.1	21	1,890	Roanoke Bcstg. Corp.
Winchester	WRFL	92.5	13.4	1,390	R. F. Lewis, Jr., Inc.



City	Call Letters	Freq.	Erp. (Kw).	Ant. Hgt. in Ft.	Licensee
<b>WASHINGTON</b>					
Seattle	KING-FM	98.1	15	410	King Bestg. Co.
	KIRO-FM	100.7	16.5	750	Queen City Bestg. Co., Inc.
	KISW	99.9	2.1	350	E. W. Lippincott
Spokane	KMCS	98.9	10.5	1,070	FM Bcstrs. Inc.
	KREM-FM	92.9	4.8	720	KREM Bestg. Corp.
Tacoma	KTNT-FM	97.3	10.2	410	Tribune Publishing Co.
	KTWR	103.9	.85	240	T. W. Read

**WEST VIRGINIA**

Beckley	WBKW	99.5	34	1,050	J. L. Smith, Jr., Inc.
Charleston	WKAZ-FM	97.5	9	124	Kanawha Valley Bestg. Co.
	WKNA	98.5	2.65	390	J. L. Smith, Jr.
Huntington	WHTN-FM	100.5	53	560	Cowles Bestg. Co.
Logan	WLOG-FM	103.3	2.1	725	Frey & Greever
Martinsburg	WEPM-FM	94.3	.81	170	Martinsburg Bestg. Co.
Morgantown	WAJR-FM	99.3	99.3	1	West Va. Radio Corp.
Oak Hill	WOAY-FM	94.1	14.5	660	R. R. Thomas, Jr.
Parkersburg	WAAM-FM	106.5	8.9	280	Ohio Valley Bestg. Corp.
Wheeling	WKWK-FM	97.3	10	470	Community Bestg. Inc.
	WWVA-FM	98.7	7.4	470	Storer Bestg. Co.

**WISCONSIN**

Eau Claire	WEAU-FM	94.1	60	360	Central Bestg. Co.
Greenfield	WWCF	94.9	37	1,300	W. C. Forrest
Janesville	WCLO-FM	99.9	15.5	200	Southern Wis. Radio Inc.
Madison	WISC-FM	98.1	1	105	Radio Wisconsin Inc.
	WMFM	104.1	7.5	80	E. W. Fessler
Marshfield	WDLB-FM	103.9	.25	250	Clarkwood Bestg. Corp.
Merrill	WLIN	100.7	22	348	Wis. Valley TV Corp.
Milwaukee	WFMR	96.5	15	215	High Fidelity Bestg. Corp.
	WQFM	93.3	30	190	Koeth Bestg. Corp.
Racine	WRJN-FM	100.7	15	265	Racine Bestg. Corp.
Rice Lake	WJMC-FM	96.3	50	540	WJMC Inc.
West Bend	WBKV-FM	92.5	6	145	West Bend Bestg. Co.
Wisconsin Rapids	WFHR-FM	103.3	2.1	360	W. F. Huffman Radio Inc.

**Ap News  
Is Preferred**

... by Listeners — because it is  
dependable as well as interesting.

**Ap  
Preferred**

50 Rockefeller Plaza - New York 20, N. Y.

MUSIC — NEWS — WEATHER — TIME

1000 W. AM

**KSPL**

95.5 MGC. FM

WHERE MUSIC  
HAS FOUND A HOME

Muzac Franchised  
Programmatic Equipped

Friendliest

Fastest Growing

Finest

In All East Texas

# CONSTRUCTION PERMITS FOR NEW FM STATIONS

(As of January 1959)

City	Call Letters	Freq.	Erp. (Kw.)	Ant. Hgt. in Ft.	Licensee
------	--------------	-------	---------------	---------------------	----------

## ALABAMA

Athens	WJOF	104.3	1.05	260	Athens Bcstg. Co., Inc.
Birmingham	WTAF	106.9	15.5	900	WBRC Inc.

## CALIFORNIA

Alameda	—	92.7	.275	—2	Henry & Larsen
Bakersfield	KGEE-FM	96.5	2.95	3,730	KGEE Inc.
El Cajon	KFUM	93.3	3.4	160	K. C. Forror
Fresno	KJPO	99.5	17.5	360	J. H. Poole
	KMAK-FM	99.5	26	175	McMahan Bcstg. Co.
Inglewood	KTYM-FM	103.9	.45	385	A. J. Williams
La Habra	KDOG	95.9	48	360	W. E. Clark
Lancaster	KANT-FM	107.9	20.5	1,520	C. W. Fray
Los Angeles	KMLA	100.3	58	1,190	KMLA Bcstg. Corp.
	—	107.5	19.5	175	Bible Institute of L. A.
National City	KEAX	99.3	.84	—80	J. H. Harman
Newport Beach	KAJS	103.1	.86	41	A. J. Stone
Oxnard	KOXR-FM	104.7	10.5	14	Oxnard Bcstg. Corp.
Palm Springs	KPSR	92.1	1	—600	R. T. Sampson
Redondo Beach	KAPP	93.5	1	82	South Bay Bcstg. Co.
Riverside	KACE-FM	92.7	.69	—50	K-ACE Radio Inc.
	KPIP	99.1	1.55	1,630	Parker-Lee Inc.
	KQXM	97.5	81	1,690	Medical Evangelists Alumni
Sacramento	KGMS-FM	100.5	15	200	Capitol Radio Enterprises
	KSRM	96.9	3.5	250	Audiolab Inc.
San Bernardino	KPAX	99.9	30	1,570	S. C. Corwin
San Diego	KCBQ-FM	107.7	9.3	195	KCBQ Inc.
	KFMB-FM	100.7	18.5	630	Marietta Bcstg. Inc.
	KFMX	96.5	29.5	590	S. C. Corwin
	KGB-FM	101.5	36	200	KGB Inc.
	KSON-FM	103.7	11.5	155	Broadmoor Bcstg. Corp.
	—	106.5	3.5	240	Barbary Coast Records Inc.
San Fernando	KSFV	106.3	1	—110	San Fernando Bcstg. Co.
San Francisco	KBAY-FM	104.5	29	890	S. W. Corwin
	KFRC-FM	106.1	71	1,160	RKO Teleradio Pictures Inc.
	KOBY-FM	95.7	27.1	1,038	Mid-American Bcstrs. Inc.
	KPUP	106.9	18	1,020	F. Mieuil
	KRON-FM	96.5	13.5	1,230	Chronicle Publishing Co.
	KYA-FM	93.3	16.5	710	Golden State Bcstrs., Inc.
	—	105.3	17.5	450	Bay FM Bcstrs.
San Jose	KRPM	98.5	3.8	—111	The Audio House, Inc.
San Luis Obispo	—	99.9	3.8	—510	KATY, Sweetheart of S.L.O. Inc.
Santa Ana	KFIL	106.3	1	145	P. F. Brestoff
Santa Barbara	KFMC	107.9	29.5	—800	S. C. Corwin
	KMUZ	99.9	3.1	110	Tri-Counties Bcstg. Co.
Santa Maria	KEYM	99.1	3.2	—135	Santa Maria Bcstg. Co.
Stockton	KRAK-FM	92.9	1.5	300	Golden Valley Bcstg. Co.
	KSTN-FM	107.3	8.9	1,571	Valley Bcstrs. Inc.
	KWG-FM	105.7	3.5	130	KWG Bcstg. Co.
Ventura	KUDU-FM	95.1	24	—16	Tri-Counties Public Service Inc.
	KVEN-FM	100.7	12	280	Coast Ventura Co.

## COLORADO

Colo. Springs	KFMH	96.5	24.5	1,590	FM Colorado Co.
Denver	KLIR-FM	100.3	8.8	236	G. B. Anderson
	—	98.5	9.1	380	KDEN Bcstg. Co.
Grand Junction	—	92.3	2.8	—10	Western Slope Bcstg. Co.

City	Call Letters	Freq.	Exp. (Kw).	Ant. Hgt. in Ft.	Licensee
------	--------------	-------	---------------	---------------------	----------

**CONNECTICUT**

Hartford	WDRC-FM	102.9	7	750	Conn. Bcstg. Co. General Bcstg. Inc. Yale Bcstg. Co., Inc.
	—	93.7	7	750	
New Haven	WYBC-FM	94.3	.3	120	

**FLORIDA**

Coral Gables	WVCG-FM	105.1	18.5	220	Peninsular Bcstg. Corp. Fla. Air-Power Inc. Rand Bcstg. Co. Trans-Chord Co.
Ft. Lauderdale	WWIL-FM	103.5	15.5	175	
Miami	—	99.9	105	210	
St. Petersburg	—	99.5	31	190	
	—	99.5	31	190	

**GEORGIA**

Macon	WNEX-FM	96.9	4.1	415	Macon Bcstg. Co.
-------	---------	------	-----	-----	------------------

**ILLINOIS**

Chicago	WFMQ	107.5	11	560	L. Vihon
---------	------	-------	----	-----	----------

**INDIANA**

Indianapolis	WIBC-FM	93.1	2.8	170	WIBC Inc.
--------------	---------	------	-----	-----	-----------

**KANSAS**

Kansas City	—	98.1	4.4	159	F. W. Hurlburt G. B. Anderson C. B. Axton
Newton	KJRG-FM	96.7	.25	225	
Topeka	KTOP-FM	100.1	.76	100	
	—	96.7	.25	225	

**KENTUCKY**

Hazard	WKIC-FM	96.5	15	400	Mountain Bcstg. Service Inc.
--------	---------	------	----	-----	------------------------------

**MAINE**

Portland	—	97.9	10	175	Casco Bcstrs. Corp.
----------	---	------	----	-----	---------------------

**MARYLAND**

Annapolis	WANN-FM	107.9	4.04	205	Annapolis Bcstg. Corp. Audiophonic Corp. United Bcstg. Co. of E. Md. Monocacy Bcstg. Co. Tri-Suburban Bcstg. Corp. WTOW Inc.
Baltimore	WFDS-FM	97.9	15	240	
	WSID-FM	92.3	11	185	
Frederick	WFMD-FM	99.9	2.1	1,120	
Silver Spring	WAYL	99.5	20	280	
Towson	WTCW-FM	101.9	20	280	
	—	97.9	15	240	
	—	92.3	11	185	
	—	99.9	2.1	1,120	
	—	99.5	20	280	

**MASSACHUSETTS**

Brookline	WBOS-FM	92.9	15	285	Champion Bcstg. System WHA V Bcstg. Co. Lawrence Bcstg. Co.
Haverhill	WHA V-FM	95.5	20	350	
Lawrence	WG HJ-FM	93.7	1.35	210	

**MICHIGAN**

Jackson	WMKZ	94.1	5.4	310	Booth Bcstg. Co. Gross Telecasting Inc.
Lansing	—	97.5	46	340	

**NEW JERSEY**

Fair Lawn	WRBI	105.5	1	125	Radio Bergen Inc. F. H. Accorsi
Red Bank	WFHA-FM	106.3	1	155	

*(Continued on Next Page)*

# FM CONSTRUCTION

City	Call Letters	Freq.	Exp. (Kw).	Ant. Hgt. in Ft.	Licensee
<b>NEW MEXICO</b>					
Roswell	KBIM-FM	97.1	2.9	180	Taylor Bcstg. Co.
<b>NEW YORK</b>					
Babylon	WBAB-FM	102.3	.670	110	Babylon-Bay Shore Bcstg. Corp.
Buffalo	WEBR-FM	96.1	16	340	WEBR Inc.
	WGR-FM	96.9	17.5	320	Transcontinent TV Corp.

Hicksville	WLIR	92.7	81	140	John R. Rieger
------------	------	------	----	-----	----------------

Owner: John R. Rieger; Year Established: 1958; Address: 67 N. Broadway, Hicksville, N. Y.; Program Director: Dorothy C. Rieger; Chief Engineer: Ray Lanahan.

Hicksville	WLIR	92.7	81	140	High Fidelity Music Co.
New Rochelle	WNRC-FM	93.5	1	190	Radio New Rochelle Inc.
Peekskill	WLNA-FM	100.7	20	500	Highland Broadcasting Corp.
Rochester	WROC-FM	97.9	18	410	Transcontinent TV Corp.

## NORTH CAROLINA

Hickory	WHKY-FM	102.9	15	325	Catawba Valley Bcstg. Co.
Roxboro	WRXO-FM	96.7	.60	280	Roxboro Bcstg. Co.
Winston-Salem	WYFS	107.5	1.55	195	Winsonette, Inc.

## OHIO

Akron	WCUE-FM	96.5	14.5	105	Akron Bcstg. Corp.
Cleveland	WCRF-FM	103.3	21.5	575	Moody Bible Institute (Chi.)
	WJMO-FM	106.5	16.5	51	Friendly Bcstg. Co.
E. Liverpool	WOHI-FM	104.3	27	330	E. Liverpool Bcstg. Co.
Hamilton	WHOH	103.5	8.7	255	Ft. Hamilton Bcstg. Co.
Lancaster	WHOK-FM	95.5	16	140	Hocking Valley Bcstg. Corp.
Middletown	WPFB-FM	105.9	30	350	P. F. Braden
Salem	WSOM	105.1	100	400	R. C. Jones
Youngstown	WBBW-FM	93.3	19.5	39	Mahoning Valley Bcstg. Corp.
	WYNS	101.1	24.5	110	M. Jones

## OKLAHOMA

Durant	KSEO-FM	107.3	2.9	365	Durant-Pub.-Bcstg. Co.
Okla. City	KCEF	92.3	6.6	225	Musicord, Inc.

## OREGON

Eugene	KEGA	93.1	1.35	90	KEED Inc.
	KFMY	97.9	3.6	—60	Music, Inc.
Medford	KBOY-FM	95.3	.65	—225	C. E. Wilson

## PENNSYLVANIA

Braddock	WLOA-FM	96.9	68	490	Matta Bcstg. Co.
Carlisle	WHYL-FM	102.3	.76	19	R. F. Lewis, Jr., Inc.
Glenside	WIFI	92.5	20	300	High-Fidelity Bcstrs. Corp.
Montrose	WPEL-FM	96.5	57	500	Montrose Bcstg. Corp.
Oil City	WDJR	98.5	3.4	300	WKRZ Inc.
Philadelphia	—	106.1	20	480	George Voron & Co.
Waynesboro	WAYZ-FM	101.5	3	21	R. F. Lewis Jr., Inc.
Wilkes-Barre	WYZZ	103.3	3.1	975	R. G. Evans

## RHODE ISLAND

Cranston	WLOV	99.9	3.4	255	Neighborly Bcstg. Co.
----------	------	------	-----	-----	-----------------------

City	Call Letters	Freq.	Exp. (Kw).	Ant. Hgt. in Ft.	Licensee
------	--------------	-------	---------------	---------------------	----------

**TENNESSEE**

Memphis	WMPS-FM	97.1	21.5	380	WMPS Inc.
---------	---------	------	------	-----	-----------

**TEXAS**

Amarillo	KGNC-FM	93.1	14.5	440	Plains Radio Bcstg. Co.
Dallas	WFAA-FM	97.9	38	300	A. H. Belo Corp.
El Paso	KHMS	94.7	2.55	—115	H-M Service Co.
Ft. Worth	—	97.1	22	730	Tarrant Bcstg. Co.
Gainesville	KGAF-FM	94.5	2.5	250	Gainesville Bcstg. Co., Inc.
Lubbock	KBFM	96.3	3.6	275	J. W. Blankenship
Midland	KNFM	92.3	3.4	410	FM Associates
Waxahachie	KBEC-FM	93.5	.35	115	R. Tuck Enterprises

**UTAH**

Salt Lake City	KLUB-FM	97.1	23	—190	KLUB Bcstg. Co.
----------------	---------	------	----	------	-----------------

**VIRGINIA**

Gretna	WMNA-FM	103.3	3	105	Central Va. Bcstg. Co., Inc.
Norfolk	WYFI	99.9	11.5	70	Electronic Research Inc.
Woodbridge	WBVA	105.9	9.5	305	S & W Enterprises Inc.

**WASHINGTON**

Edmonds	KGFM	105.3	17.5	760	King's Garden, Inc.
Seattle	KLSN	96.5	14.5	350	Sight & Sound
	—	101.5	10	1,070	Chem-Air, Inc.
Tacoma	KLAY-FM	106.3	.850	240	C. F. Huntington

**WISCONSIN**

Madison	WIBA-FM	101.5	45	1,020	Badger Bcstg. Co.
Milwaukee	WTMJ-FM	94.1	2.8	980	The Journal Co.

**SEE PAGE 69**  
**FOR RADIO RECEIVERS — WORLDWIDE**

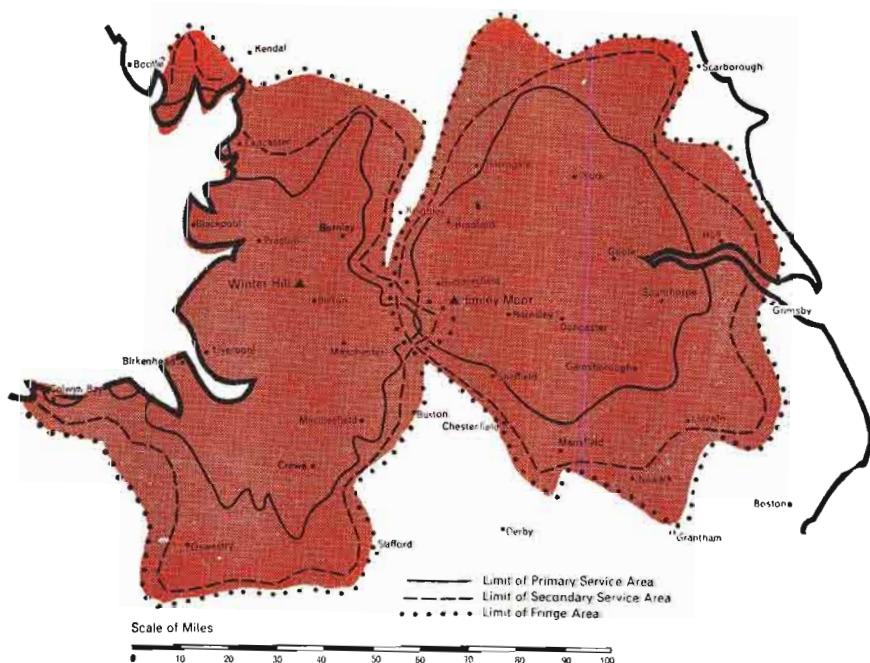
**SEE PAGE 39**  
**FOR SPOT RADIO TIME SALES FIGURES**

# GRANADA TV

## BRITAIN'S NORTHERN REGION PROGRAMME COMPANY MONDAY THRU FRIDAY

### *Facts about the Northern Region*

Population 12,651,850. Viewers able to  
receive Granada TV 7,420,000



### Some Programmes presented by Granada TV

#### PLAYS

The Skin of Our Teeth  
Death of a Salesman  
All My Sons  
The Strong are Lonely

#### ENTERTAINMENT

Chelsea at Nine  
Sir Thomas Beecham at  
Lincoln's Inn

#### DISCUSSIONS

Homosexuality and the Law  
A Blessing or a Sin  
The Troubled Middle East  
Insanity or Illness  
Thou Shalt Not Kill

#### SPECIAL FEATURE

Rochdale by-Election

**GRANADA TV NETWORK** LONDON AND MANCHESTER



**TELEVISION DAILY**

presents



***INTERNATIONAL  
BROADCASTING***



**BRITISH COMMERCIAL TV  
INTERNATIONAL STATIONS  
RADIO CADENA NACIONAL, S.A.  
RADIO PROGRAMAS de MEXICO, S.A.**

**1959**



Just published by Intam Ltd.

THE  
INTERNATIONAL  
TELEVISION  
.....  
DATA BOOK

**A World-wide survey of Coverage, Transmission Times,  
Advertising Rates and Production Procedures**

Intam Ltd, the International Division of the London Press Exchange Organization, announce the publication of their International Television Data Book – the first comprehensive survey of the Commercial Television Services of the world (excluding U.S.A. and Canada).

This one volume covers all known relevant facts of interest to advertisers about the television services of 29 countries, including information on the production facilities available in each country.

The International Television Data Book is priced at U.S. \$35, and is available from Intam Ltd, Romano House, Strand, London WC2, England.

INTAM LTD



THE INTERNATIONAL DIVISION OF THE LONDON PRESS EXCHANGE ORGANIZATION



# BRITISH COMMERCIAL TV

## INDEPENDENT TELEVISION AUTHORITY

14 Princes Gate, London, S.W.7

Phone: KNightsbridge 5341

Chairman ..... Sir Ivone Kirkpatrick  
Deputy Chairman ..... Sir Ronald Matthews  
Director-General ..... Sir Robert Fraser  
Press Officer ..... J. D. R. Cuthbert  
Chief Engineer ..... P. A. T. Bevan

### Transmitting Stations

#### **Croydon (London Area)**

Band III, Channel 9  
AP: 30 kw; VP: 120 kw  
Commenced September 22, 1955

#### **Winter Hill (Northern Region)**

Band III, Channel 8  
AP: 50 kw; VP: 200 kw  
Commenced Feb. 17, 1956

#### **Lichfield (Midlands)**

Band III, Channel 8  
AP: 50 kw; VP: 200 kw  
Commenced February 17, 1956

#### **Emley Moor (Northern Region)**

Band III, Channel 10  
AP: 50 kw (max.); VP: 200 kw (max.)  
Commenced November 3, 1956

#### **Black Hill (Central Scotland)**

Band III, Channel 10  
AP:  $\frac{1}{4}$  of VP's  $\left\{ \begin{array}{l} 475 \text{ kw N.E.} \\ 200 \text{ kw S.W.} \\ 65 \text{ kw N.W. \& S.E.} \end{array} \right.$   
Commenced August 31, 1957

#### **St. Hilary Down (South Wales and West of England)**

Band III, Channel 10  
AP: 50 kw; VP: 200 kw  
Commenced January 14, 1958

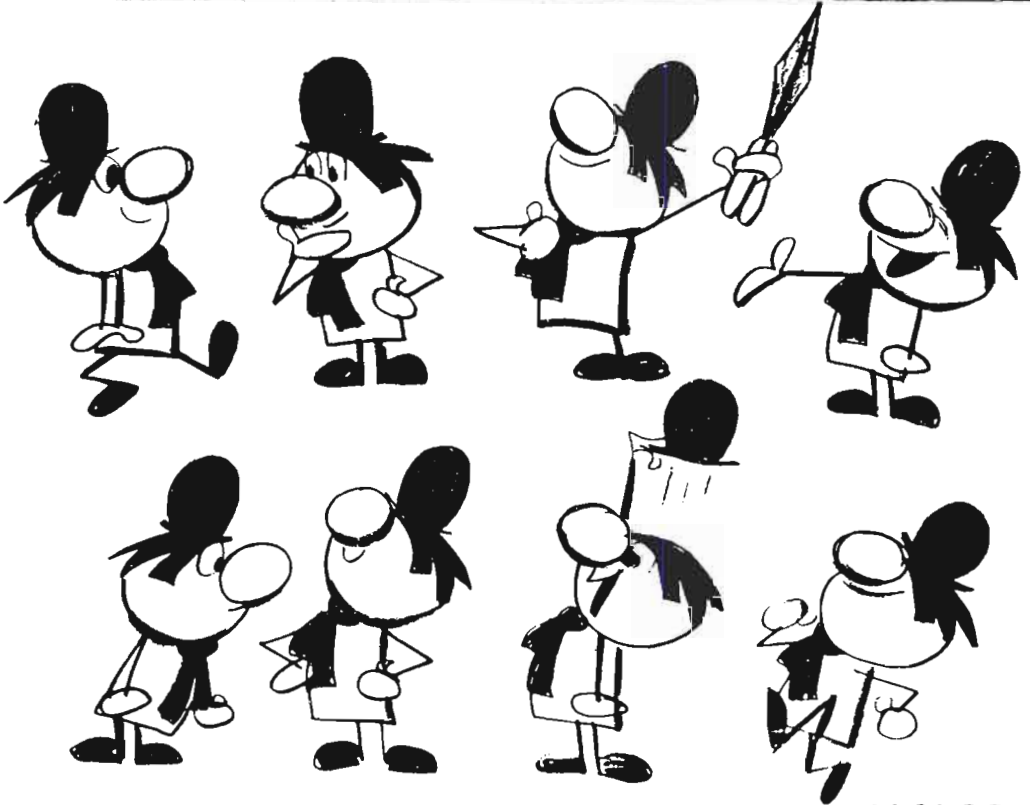
#### **Chillerton Down I.O.W. (Southampton Area)**

Band III, Channel 11  
AP: 25 kw; VP: 100 kw  
Commenced Summer 1958

#### **Burnhope (North East Region)**

Band III, Channel 8  
ERP: 100 kw  
Commenced Jan. 15, 1959

# The Best in Cartoons



A NEW CARTOON CHARACTER — **FOOFOO**



**H**alas & **B**atchelor  
**C**artoon Films Ltd.

Lysbeth House, Soho Square, London, W.1

# PROGRAM CONTRACTORS APPOINTED BY ITA

*Independent Television Authority provides and operates transmitters for commercial television. Program Contractors produce programs and receive revenue from sales of advertising time, paying rent to ITA for the hire of transmitters.*

## **A.B.C. Television Ltd.**

Hanover Square, London W.1  
Phone: Hyde Pk 7222

Midlands and Northern Transmissions:  
Saturday and Sunday

Chairman.....Sir Philip Warter  
Deputy Chairman.....Dr. Eric Fletcher  
Managing Director.....Howard Thomas

## **Anglia Television Ltd.**

Nascreno House, London W.1  
Phone: Gerrard 6042

Chairman  
Marquis Townsend of Rainham  
Chief Executive.....Donald Stevenson

## **Associated-Rediffusion Ltd.**

Television House, Kingsway, London  
W.C.2

Phone: Holborn 7888

London Transmission: Monday to Friday

Chairman.....J. Spencer Wills  
Managing Director.....P. Adorian  
General Manager.....T. M. Brownrigg  
Press Officer.....Norman Hoskins

## **Associated Television Ltd.**

Television House, Kingsway, London  
W.C.2

Phone: Chancery 4488

London Transmission: Saturday and  
Sunday

Birmingham Transmission: Monday to  
Friday

Chairman .....Prince Littler  
Deputy Chairman.....Norman Collins  
Managing Director.....Val Parnell  
Deputy Mgr. Director.....Lew Grade

Directors.....Val Parnell,  
Lew Grade, Richard Meyer, Robert  
Renwick, C. O. Stanley, Hugh Cudlip,  
E. S. Birk, J. L. Drummond.

## **Granada TV Network Ltd.**

36 Golden Square, London, W.1  
Phone: Regent 8080

Northern Region Transmission: Monday  
to Friday

Chairman.....Sidney L. Bernstein  
General Manager.....Cecil Bernstein  
Secretary.....Joe Warton  
Exec. Dir. & Gen. Mgr.....Victor Peers  
TV Sales, Ad Dir.....Alex Anson  
TV Exec. Producer.....Denis Forman  
Prog. Controller.....Stuart Griffiths  
Chief Engineer.....Reg Hammans  
Publicity .....Don Harker  
Producers.....Josephine Douglas,  
Peter Eton, Harry Elton, Barrie Heads,  
Tim Hewat.

Directors.....Warren Jenkins,  
David Warwick, Herbert Wise, Francis  
Coleman, Graham Evans, Wilfred Field-  
ing, David Main, James Ormerod, Cliff  
Owen, Michael Scott, Mark Stuart,  
Max MorganWitts, Mike Wooller.

Senior Drama Dir.....Silvio Narizzano

## **Scottish Television Ltd.**

Television House, Kingsway, London  
W.C.2

Phone: Holburn 1331

Scottish Transmission: All Week

Chairman .....Roy Thomson  
Managing Director....James M. Coltart

(Continued on Page 729)

**MR. PRODUCER!**

**Give your product a face-lift!**

**Give your budget a tonic!**

**Give yourself a holiday!**

**Jet yourself to England!**

—and production in England means production at

**WALTON STUDIOS**

**ENGLAND'S OLDEST AND LARGEST INDEPENDENT STUDIO**



**Where efficiency is high**

**Where enthusiasm is great**

**Where costs are lowest**

Complete servicing, from minor location facilities to handling of major features and television series.

Contact us direct — or through your London office — for our confidential assessment of production costs on any contemplated venture, and it's most probable that we will be at least 10% below any other legitimate estimate. And, if you wish, you can operate under our all-in fixed-price contract.

**Enquiries: J. K. MORRIS, *Managing Director***

**WALTON-ON-THAMES, SURREY, ENGLAND**

West End of London — 25 Minutes

London Airport — 15 Minutes

**PROGRAM CONTRACTORS**

**Southern Television Ltd.**

Southern Tv Center, Northam,  
Southampton  
Phone: Holborn 7888

Chairman.....John Davis  
General Manager.....C. D. Wilson  
Press Officer.....Jeff Winnington

**T.W.W. Ltd.**

195 Oxford Street, London W.1  
Phone: Gerrard 6996  
Wales and West of England  
Transmission: All Week

Chairman... Rt. Hon. Viscount Cilcennin  
President... Rt. Hon. the Earl of Derby  
General Manager.....J. R. Myers

**B.B.C. TELEVISION SERVICE**  
**(Government controlled)**

Television Center, Wood Lane, W12  
Phone: Shepherd Bush 8030

Director General.....Sir Ian Jacob  
Dir. TV Broadcasting... Gerald Beadle  
Controller, Programmes.... K. A. Adam  
Head of Program Planning  
Mrs. J. R. Spicer

Superintendent of Engineering  
D. C. Birkenshaw  
Publicity Officer.....George Campey  
Presentation Editor.....B. C. Rawes  
Head of TV Films Dept.... J. H. Mewett

**BRITISH TV STUDIOS**

**Ardmore Studios Ltd.**

11 St. Stephens Green, Dublin  
Phone: Bray 3490

**Brighton Studios**

St. Nicholas Rd., Brighton Sussex  
Phone: Brighton 20905

**Bushey**

Melbourne Rd., Bushey, Herts.  
Phone: Bushey Heath 1621

**Halliford Films Studios**

Manygate Lane, Shepperton, Middlesex  
Phone: Walton-on-Thames 6341

**Kay Film Studio**

72A Carlton Hill, St. John's Wood, London  
Phone: Maida Vale 1141

**Marylebone Studios**

245 Marylebone Rd., London  
Phone: Ambassador 1881

**Merton Park**

269 Kingston Rd., London  
Phone: Liberty 4291

**National**

Boreham Wood, Elstree, Herts.  
Phone: Elstree 1644

**Pinewood Studios**

Iver Heath, Bucks.  
Phone: Iver 700

**Shepperton Studios**

Shepperton, Middlesex  
Phone: Chertsey 2611

**Southall Studios**

Gladstone Rd., Middlesex  
Phone: Southall 3281

**Twickenham**

St. Margaret's, Twickenham  
Phone: Popesgrove 9063

**Walton Studios Ltd.**

Walton-on-Thames, Surrey  
Phone: Walton-on-Thames 8811  
Mgr. Director.....J. K. Morris

# BRITISH PRODUCER-DISTRIBUTORS

## **Action Films Ltd.**

Vigo St. London, W. 1  
 Phone: Regent 8600  
 TV Supervisor.....S. Lyndon-Haynes

## **Alliance Film Studios, Ltd.**

Twickenham Studios, Middlesex  
 Phone: Popesgrove 9063  
 Directors:.....G. J. & K. W. Shipman

## **Anglo-Scottish Pictures Ltd.**

Shepperton Studios, Middlesex  
 Phone: Chertsey 2611  
 Directors.....L. Reeves, J. Crichton Slagg,  
 B. Davies

## **Anvil Films Ltd.**

Beaconsfield Studios  
 Phone: Beaconsfield 557  
 Directors:.....R. N. May, K. Cameron,  
 C. H. Warren

## **Associated British Picture Corp. Ltd.**

Elstree Studios  
 Phone: Elstree 1600  
 Directors.....Philip Warter, Eric Fletcher,  
 C. J. Latta

## **Harold Baim Productions Ltd.**

199 Piccadilly, London W. 1  
 Phone: Regent 5640  
 Directors:.....Harold Baim, G. Baim

## **Basic Films Ltd.**

Soho Square, London, W. 1  
 Phone: Gerrard 7015  
 Directors..L. Clore, John Taylor, B. Vincent

## **Biographic Cartoon Films Ltd.**

90 Dean, London W. 1  
 Phone: Gerrard 9682  
 Directors.....Keith Learner, N. Hanna,  
 Bob Godfrey

## **Boulton-Hawker Films Ltd.**

Hadleigh, Suffolk  
 Phone: Hadleigh 2235  
 Directors.....M. J. Boulton, K. P. Boulton

## **British Alfa Films Ltd.**

Southampton Row, London W. 1  
 Phone: Terminus 1195  
 Directors.....H. Haymsen, P. A. Haymsen

## **British Documentary Films Ltd.**

37 Furzehill Rd., Boreham Wood  
 Phone: Elstree 2646  
 Director.....Ronald Haines

## **British Films Ltd.**

199 Piccadilly, London W. 1  
 Phone: Regent 2828  
 Directors..K. L. Lockstone, H. Russell Smith

## **Christine Bruce Prod. Ltd.**

66 Wardour St., London W. 1  
 Phone: Gerrard 8788  
 Producer.....D. Carter

## **Burlington Films Ltd.**

12 Buckingham St., London W. 1  
 Phone: Trafalgar 1688  
 Directors.....J. F. Argyle, G. A. Gray

## **Burnell Prod. Ltd.**

98 Mount St., London W 1  
 Phone: Grosvenor 1463

## **Henry Caldwell Prod. Ltd.**

23 Alhermarle St., London W. 1  
 Phone: Hyde Park 4820  
 Directors.....John & Henry Caldwell

## **CBS News**

26 Hallam St., London W. 1  
 Phone: Langham 1166  
 Chief.....Charles Collingwood

## **Conbarr Prod. Ltd.**

19 Chapel Side, London W. 2  
 Phone: Baywater 6033  
 Directors.....A. P. Barralet, W. Price,  
 D. de Marney

## **Crest Film Prod. Ltd.**

171 Shatesbury Ave., London W. 2  
 Phone: Temple Bar 3982  
 Directors.....D. C. Wynne, Russell Lloyd

## **Bernard Delfont TV Ltd.**

Whitcomb St., London W. C. 2  
 Phone: Whitehall 9901  
 Directors..Bernard Delfont, Robert Nesbitt,  
 W. Marsh, Keith Devon

## **Walt Disney Prod. Ltd.**

68 Pall Mall, London W. 1  
 Phone: Trafalgar 8010  
 Directors.....Thomas Swan, C. James,  
 Cyril Edgar

## **Elder Film Prod. Ltd.**

Glasgow, Scotland  
 Phone: Glasgow Bell 0252  
 Director.....John C. Elder

## **Douglas Fairbanks Ltd.**

Boreham Wood, Elstree  
 Phone: Elstree 1644  
 Directors..Douglas Fairbanks, Edwin Herbert,  
 H. Allan Hawes, Tom White, Peter Marriott

**BRITISH PRODUCER-DISTRIBUTORS** .....

**Film Centre Ltd.**

25 Conduit St., London W. 1  
Phone: Mayfair 8661

Directors.....John Grierson, Stuart Legg,  
Ernestine Roberts, Raymond Spottiswoode

**Film House Prod. Ltd.**

142 Wardour St., London W. 1  
Phone: Gerrard 6461

Director.....R. W. Dickenson

**Four Falconers Ltd.**

60 Wardour St., London W. 1  
Phone: Gerrard 5158

Directors.....James Robertson Justice,  
Richard Meyer

**Four Provinces Films Ltd.**

Lansdowne Rd., Dublin  
Phone: Dublin 63361

Directors..John Ford, Brian Desmond Hurst,  
Michael Scott

**Fremantle International**

Warwick St., London W. 1  
Phone: Gerrard 8227

Gen. Manager.....Angela Cuthbertson

**Gateway TV Prod. Ltd.**

Palmers Green, London  
Phone: Palmers Green 1003

Directors....W. H. Baddeley, C. W. Bending,  
E. J. Chard, A. M. Wright

**Halas-Batchelor Cartoon  
Films Ltd.**

10 Soho Square, London W. 1  
Phone: Gerrard 7681

Directors.....John Halas, Joy Batchelor,  
S. Eckman, Jr.

**Helios Telefilm Prod. Ltd.**

17 Pembridge Place, London W.2  
Phone: Bayswater 5703

Directors.....Otto Kreisler, C. H. Bonner,  
A. F. Kreisler

**Jack Hylton TV Prod. Ltd.**

3 Savile Road, London W. 1  
Phone: Regent 6711

Directors.....Jack Hylton, A. H. Maxwell,  
John Baxter, Hugh Charles

**Interfilms Ltd.**

144 Piccadilly, London W. 1  
Phone: Mayfair 8272

Directors.....Brian Kingcome, J. Heyting,  
E. M. Smedley-Aston

**Langton Films Ltd.**

34 South Molton, London W. 1  
Phone: Mayfair 6557

Directors.....A. P. Hope, John Croydon,  
P. Crane, A. Shaughnessy

**London Film**

146 Piccadilly, London W. 1  
Phone: 8272

Directors:.....H. G. Boxall, Vincent Korda,  
David Cunyngham

**Mancunian Film Corp.**

2 Parsonage, Manchester 3  
Phone: Blackfriar 1023

Directors.....M. I. Blakeley, John E. and  
Thomas Blakeley

**Martlet Prod. Ltd.**

171 Shatesbury Ave., London W. C. 2  
Phone: Temple Bar 3982

Producer.....D. Wynne

**M. E. Films Ltd.**

4 Park Lane, London W. 1  
Phone: Hyde Park 2418

Directors.....R. Montgomeries, P. E. Hyne

**National Telefilm  
Associates (U.K.)**

109 Jermyn St., London S. W. 1  
Phone: Trafalgar 1127

Mgr. Dir.....Vernon Burns

**Orb Film Distribution Ltd.**

41 Wardour St., London W. 1  
Phone: Gerrard 8282

Directors..Nat Miller, L. Miller, B. Holland

**Peregrine Film Prod. Ltd.**

23 Albert Terrace Mews, London N. W. 1  
Phone: Primrose 5849

Directors.....K. Mander, D. Cheshire

**Phoenix Film Prod. Ltd.**

31 Hanover Court, London W. 1  
Phone: Mayfair 9692

Directors....L. Casel-Gerard, Tom Conway,  
C. Campion, B. Knowles, George Mills

**Radiovision Ltd.**

91 Moorgate, London E. C. 2  
Phone: Metropolitan 0211

Directors.....H. Scott-Thompson, D. Miller

**Rayant Pictures Ltd.**

11 St. James Place, London S. W. 1  
Phone: Grosvenor 5441

Directors..D. Hill, A. Gilkson, R. F. Hopkins

**Ross TV Prod. Ltd.**

7 Harley St., London W. 1  
Phone: Langham 5391

Directors..C. M. Bailey-Watson, J. E. Sturge,  
N.B. Whitney

**Sapphire Films Ltd.**

Walton Studios, Surrey  
Phone: Walton-on-Thames 8811

Directors.....Arthur Jarratt, D. R. Humm,  
W. J. Gudgin, H. Weinstein

(Continued on Next Page)

## BRITISH PRODUCER-DISTRIBUTORS

### **Screen Gems Ltd.**

150 Wardour St., London W. 1

Phone: Gerrard 4321

Director.....J. B. Cron

### **TV Workshop Prod. Ltd.**

St. Martin's St., London W. C. 2

Phone: Whitehall 8397

Directors.....M. Munden, D. R. Shaud

### **Templar Film Studios**

7 Lynedoch St., Glasgow, C. 3

Phone: Douglas 2648

Director.....A. R. Black

### **Towers Of London Ltd.**

84 Halla St., London W. 1

Phone: Langham 6248

Director .....A. Towers

### **Transatlantic Picture Corp. Ltd.**

36 Golden Square, London W. 1

Phone: Regent 8080

Directors.....Sidney Bernstein.  
Alfred Hitchcock

### **Video Shows Ltd.**

24 Austin Friars, London E. C. 2

Phone: London Wall 3000

Directors....Oliver Smedley, J. A. Collins,  
T. S. Sutherland, H. B. Richardson

### **Warwick TV Prod. Ltd.**

3 Audley Square, London W. 1

Phone: Grosvenor 7621

Directors.....Harold Huth, M. T. Elms

### **Helen Wiggins Films Ltd.**

145 Wardour St., London W. 1

Phone: Gerrard 5719

Mgr. Dir.....Helen Wiggins

### **Willoughby Film Prod. Ltd.**

25 Sackville St., London W. 1

Phone: 0030

Directors.....G. W. Willoughby, G. S.  
Willoughby

### **Wynn Film Prod. Ltd.**

Broadhurst Gds., London N. W. 6

Phone: Temple Bar 3982

Directors.....D. C. Wynne, R. H. Lloyd

## BRITISH ADVERTISING AGENCIES

### **FREDERICK ALDRIDGE LTD.**

1 Whitefriars St., London, E.C. 4

Phone: Fleet 8444

### **ALLARDYCE PALMER LTD.**

109 Kingsway, London, W.C. 2

Phone: Holborn 9281

### **R. ANDERSON ADVERTISING CO. LTD.**

14 William IV St., Strand, London

Phone: Temple Bar 1925

### **APEX ADVERTISING LTD.**

80 Holyhead Rd., Coventry

Phone: Coventry: 40228

### **ARMSTRONG-WARDEN LTD.**

69 New Oxford St., London, W.C. 1.

Phone: Temple Bar 6351

### **AUGER & TURNER LTD.**

40 Gerrard St., London, W. 1.

Phone: Gerrard 4951

### **PAUL BARATTE & ASSOCIATES LTD.**

73 New Bond St., London, W. 1.

Phone: Mayfair 6921

### **BARKER, DRABBLE & CO.**

329 High Holborn, London, W. 1.

Phone: Holborn 5157

### **BARON MOSS ADVERTISING LTD.**

177 Piccadilly, London, W. 1

Phone: Hyde Park 3791

### **ALFRED BATES & SON LTD.**

130 Fleet St., London, E.C. 4

Phone: Fleet St. 8831

### **JOHN BENINGTON LTD.**

5 New Court, London, W.C. 2

Phone: Holborn 1345

### **CLIFFORD BLOXHAM & PARTNERS LTD.**

Red Lion St., London, W.C. 1.

Phone: Chancery 6341

### **ROBERT BRANDON & PARTNERS LTD.**

17 Albermarle St., London, W. 1.

Phone: Hyde Park 0901

### **BRIGHT ADVERTISING SERVICES**

235 Bath St., Glasgow

Phone: Glasgow City 7977



**BRITISH AD AGENCIES****D. BROOK-HART CO.**

48 Dover St., London, W. 1.  
Phone: Mayfair 6147

**T. B. BROWNE LTD.**

117 Piccadilly, London W. 1.  
Phone: Grosvenor 5351

**R. S. CAPLIN LTD.**

128 Park Lane, London, W. 1.  
Phone: Mayfair 4973

**CENTRAL ADVERTISING SERVICE LTD.**

25 Haymarket, London, S.W. 1.  
Phone: Trafalgar 7565

**COMMERCIAL RADIO-TV LTD.**

22 Earlsfort Terr., Dublin  
Dublin 52930

**CYRIL H. CLARKE & CO. LTD.**

14 St. Peter's Square, Manchester 2  
Phone: Central 8673

**W. S. CRAWFORD LTD.**

233 High Holborn, London W.C. 1.  
Phone: Holborn 4381

**CROSSLEY & CO. LTD.**

18 High Holborn, London W.C. 1.  
Phone: Holborn 5524

**GEORGE CUMING LTD.**

159 New Bond St., London, W. 1.  
Phone: Mayfair 4736

**DAVIES & CO.**

95 Bishopsgate, London E.C. 2  
Phone: London Wall 3036

**HARRY DAWSON ADVERTISING**

16 Panton St., London, S.W. 1  
Phone: Trafalgar 4418

**ARTHUR DIXON LTD.**

7 Saville Row, London, W. 1.  
Phone: Regent 4413

**DORLAND ADVERTISING LTD.**

18 Regent St., London S.W. 1.  
Phone: Whitehall 0112

**DUDLEY TURNER & VINCENT LTD.**

19 Buckingham St., London, W.C. 2  
Phone: Trafalgar 4444

**ERWIN WASEY, RUTHRAUFF & RYAN LTD.**

Park Lane, London, W. 1.  
Phone: Mayfair 8171

**MARK FAWDRY LTD.**

Hanover Square, London, W. 1.  
Phone: Hyde Park 9176

**FOOTE, CONE & BELDING LTD.**

42 Hill St., London, W.C. 1.  
Phone: Mayfair 9181

**L. J. FOWLER & CO. LTD.**

74 Great Hampton St., Birmingham 18  
Phone: Norther 4353

**ROBERT FREEMAN CO. LTD.**

7 Swallow St., London, W. 1.  
Phone: Regent 7521

**FRANK GAYTON ADVERTISING LTD.**

156 Upper New Walk, Leicester  
Phone: Granby 261

**E. WALTER GEORGE LTD.**

25 Lower Belgrave St., London, S.W. 1.  
Phone: Sloane 0474

**G. S. GERRARD LTD.**

10 Argyl St., London, W. 1.  
Phone: Gerrard 6816

**GODBOLDS LTD.**

General Bldg., Aldwych, London  
Phone: Chancery 9671

**GORDON & GOTCH ADVERTISING LTD.**

St. Bride St., London, E.C. 4  
Phone: Fleet Street 4030

**GRAHAM & GILLIES LTD.**

38 Golden Square, London, W. 1.  
Phone: Gerrard 9121

**GRANT ADVERTISING LTD.**

36 Grosvenor St., London, W. 1.  
Phone: Mayfair 6051

**HERBERT GREAVES LTD.**

6 Booth St., Manchester  
Phone: Central 7605

**GREENLY'S LTD.**

9 Berkeley St., London, W. 1.  
Phone: Grosvenor 7971

**CREIGHTON GRIFFITHS LTD.**

50 Cathedral Rd., Cardiff, Wales  
Phone: 30371

**JOHN HALIFAX LTD.**

New Walk, Leicester  
Phone: Leicester 20109

**HARRISONS ADVERTISING LTD.**

53 George St., Hull  
Phone: Central 29001

**JOHN HART & CO.**

38 Chancery Lane, London, W.C. 2.  
Phone: Chancery 7876

*(Continued on Next Page)*

**BRITISH AD AGENCIES****HAVAS LTD.**

4 Lincoln Inn Fields, London  
Phone: Chancery 4076

**HEDLEY, BYRNE & CO. LTD.**

140 Park Lane, London, W. 1.  
Phone: Mayfair 5026

**EDWARD HILTON ADVERTISING LTD.**

63 Pershore St., Birmingham  
Phone: Midland 7571

**JOHN HOBSON & PARTNERS LTD.**

38 Fitzroy Square, London, W. 1.  
Phone: Langham 3070

**CHARLES HOBSON LTD.**

2 Chandos St., London, W. 1.  
Phone: Langham 1066

**A. N. HOLDEN & CO. LTD.**

94 Mount St., London, W. 1.  
Phone: Grosvenor 2536

**HOLMAN ADVERTISING LTD.**

11 Bedford Square, London, W.C. 1.  
Phone: Museum 4303

**HOWATS ADVERTISING SERVICE LTD.**

111 Union St., Glasgow  
Phone: Central 4436

**HECTOR HUGHES & PARTNERS LTD.**

Broadwick St., London, W. 1.  
Phone: Gerrard 0724

**HYDE & PARTNERS LTD.**

Queen St. Chambers, London, E.C. 4  
Phone: Central 6603

**INGHAM, BUTTERWORTH LTD.**

260 Deansgate, Manchester  
Phone: Blackfriars 2257

**R. H. JACKSON LTD.**

22 Lloyd St., Manchester  
Phone: Blackfriars 8306

**JACKSON'S ADVERTISING SERVICE LTD.**

Old Broad St., London, E.C. 2  
Phone: London Wall 7837

**WALTER JUDD LTD.**

47 Gresham St., London, E.C. 2  
Phone: Monarch 7644

**KINGHAM ADVERTISING AGENCY LTD.**

14 Gt. Chappel St., London, W. 1.  
Phone: Gerrard 9674

**ARTHUR KNIGHT LTD.**

24 Gilbert St., London, W. 1.  
Phone: Mayfair 9476

**LAMBE & ROBINSON LTD.**

169 Regent St., London, W. 1.  
Phone: Regent 8621

**LARDER & STEVENS LTD.**

72 Fleet St., London, E.C. 4  
Phone: Fleet Street 1422

**LINTAS LTD.**

Portman Square, London, W. 1.  
Phone: Welbeck 4466

**DAVID MACAULAY ADVERTISING LTD.**

Gt. Cumberland Place, London, W. 1.  
Phone: Ambassador 7371

**BARBOUR & MacLAREN ADVERTISING LTD.**

206 Sauchiehall St., Glasgow  
Phone: Douglas 9211

**McCALLUM ADVERTISING LTD.**

19 Walker St., Edinburgh, Scotland  
Phone: Caledonian 7258

**McCANN-ERICKSON ADVERTISING LTD.**

Fleet St., London, E.C. 4  
Phone: Fleet Street 6543

**McMURTRIE LTD.**

11 Bothwell St., Glasgow  
Phone: Central 1933

**J. P. McNULTY & CO. LTD.**

Clifford Inn, London, E.C. 4  
Phone: Holborn 1679

**MASON-PEACOCK LTD.**

184 Strand, London, W.C. 2  
Phone: Temple Bar 2044

**MAYFAIR ADVERTISING LTD.**

Temple Station Bldg., London, W.C. 2  
Phone: Covent Gd. 0844

**C. MITCHELL & CO. LTD.**

2 Snow Hill, London, E.C. 1.  
Phone: Central 6481

**MODERN ADVERTISING SERVICE LTD.**

High Holborn, London, W.C. 1.  
Phone: Holborn 1361

**MURRAY-WATSON TV LTD.**

58 Brook St., London, W. 1.  
Phone: Grosvenor 3508

**BRITISH AD AGENCIES****NAPPER, STINTON, WOOLLEY LTD.**

19 Gt. Chappel St., London, W. 1.  
Phone: Gerrard 2633

**NATIONAL ADVERTISING CORP.  
LTD.**

52 Portland Place, London, W. 1.  
Phone: Langham 2050

**NELSON ADVERTISING SERVICE  
LTD.**

Jermyn St., London, S.W. 1.  
Phone: Whitehall 8727

**NICHOLLS, DORRITY ADVERTISING  
LTD.**

19 Queen St. Mayfair, London, W. 1.  
Phone: Grosvenor 3629

**OELRICHS ADVERTISING LTD.**

53 Wostenholm Rd., Sheffield  
Phone: Sheffield 53351

**OSBORNE-PEACOCK CO. LTD.**

26 Albermarle St., London, W. 1.  
Phone: Hyde Park 4080

**S. C. PEACOCK LTD.**

302 High Holborn, London, W.C. 1.  
Phone: Chancery 2605

**J. PEERS & ASSOCIATES LTD.**

2 Langham Place, London, W. 1.  
Phone: Langham 8434

**ALFRED PEMBERTON LTD.**

93 Park Lane, London, W. 1.  
Phone: Mayfair 9010

**PORTLAND ADVERTISING SERVICE  
LTD.**

206 Stockport Rd., Manchester  
Phone: Ardwick 4922

**FREDERICK E. POTTER LTD.**

Arundel St., London, W.C. 2  
Phone: Temple Bar 6101

**RICHARD POTTS & PARTNERS LTD.**

34 High Holborn, London, W.C. 1.  
Phone: Chancery 4974

**PRATT & CO. LTD.**

Hanover Square, London, W. 1.  
Phone: Mayfair 2017

**RAYNOR, WEBBER & STILES LTD.**

45 Bedford Square, London, W.C. 1.  
Phone: Langham 8734

**REID WALKER ADVERTISING LTD.**

Arundel St., London, W.C. 2  
Phone: Covent Gd. 2871

**RICHMOND TOWERS LTD.**

1 Bloomsbury St., London, W. C. 1.  
Phone: Museum 1794

**RILEY ADVERTISING LTD.**

27 Augustus Rd., Birmingham  
Phone: Edgbaston 4121

**RIPLEY, PRESTON & CO. LTD.**

111 Fleet St., London, E.C. 4  
Phone: Fleet St. 0931

**MAX RITSON & PARTNERS LTD.**

33 Henrietta St., London, W.C. 2  
Phone: Temple Bar 3861

**ROBERTSON & SCOTT LTD.**

42 Charlotte Sq., Edinburgh  
Phone: Caledonian 6602

**ROLES & PARKER LTD.**

22 Red Lion St., London, W.C. 1.  
Phone: Chancery 7744

**G. S. ROYDS LTD.**

Mandeville Place, London, W. 1.  
Phone: Welbeck 7733

**RUMBLE, CROWTHER & NICHOLAS  
LTD.**

184 Strand, London, W.C. 2  
Phone: Temple Bar 9271

**SAMSON, CLARK & CO. LTD.**

61 Mortimer St., London, W. 1.  
Phone: Museum 5050

**EDWARD SAUNDERS & PARTNERS  
LTD.**

445 Strand, London, W.C. 2  
Phone: Covent Gd. 1178

**SAWARD, BAKER & CO. LTD.**

20 Gate St., London, W.C. 2  
Phone: Chancery 7685

**SCOTT-TURNER & ASSOCIATES  
LTD.**

18 Dover St., London, W. 1.  
Phone: Hyde Park 0481

**F. W. SEARS LTD.**

21 Grosvenor St., London, W. 1.  
Phone: Grosvenor 7452

**SELLS LTD.**

Lancaster Pl. Strand, London, W.C. 2  
Phone: Temple Bar 0082

**SERVICE ADVERTISING CO. LTD.**

77 Brooks St., London, W. 1  
Phone: 1447

**ROBERT SHARP & PARTNERS LTD.**

45 Albermarle St., London, W. 1.  
Phone: Hyde Park 6351

*(Continued on Next Page)*

**BRITISH AD AGENCIES****SIMPSON & GEMMELL LTD.**

108 Renfield St., Glasgow  
Phone: Douglas 3736

**SMEE'S ADVERTISING LTD.**

5 Duke Ave., Manchester Sq., London, W. 1  
Phone: Hunter 6644

**SMITH'S ADVERTISING AGENCY LTD.**

302 High Holborn, London, W.C. 1.  
Phone: Holborn 5811

**A. N. SPICER ADVERTISING LTD.**

73 Rohertson St., Glasgow  
Phone: Central 6991

**STEWART SKINGLE LTD.**

191 Strand, London, W.C. 2  
Phone: Temple Bar 9507

**SPOTTISWOODE ADVERTISING LTD.**

34 Brook St., London, W. 1.  
Phone: Hyde Park 1221

**HENRY SQUIRE & CO. LTD.**

Norfolk St., London, W.C. 2  
Phone: Temple Bar 9093

**STEPHENS ADVERTISING SERVICE LTD.**

12 Clifford St., London, W. 1.  
Phone: Hyde Park 1641

**STERLING ADVERTISING LTD.**

19 Colmore Row, Birmingham  
Phone: Central 2772

**STOWE & BOWDEN LTD.**

105 Princess St., Manchester  
Phone: Central 9624

**G. STREET & CO. LTD.**

11 Berkeley St., London W. 1.  
Phone: Legation 7020

**STUART ADVERTISING AGENCY LTD.**

37 Park St., London, W. 1.  
Phone: Mayfair 9255

**JOHN TAIT & PARTNERS LTD.**

Trafalgar Square, London, W.C. 2  
Phone: Whitehall 4683

**TALBOT ADVERTISING**

45 Fleet St., London, E.C. 4  
Phone: Fleet St. 5438

**TAYLOR ADVERTISING SERVICE LTD.**

85 Gloucester Place, London, W. 1.  
Phone: Hunter 9851

**THAMES ADVERTISING SERVICE LTD.**

78 Fleet St., London, E.C. 4  
Phone: Fleet St. 5801

**J. WALTER THOMPSON CO. LTD.**

40 Berkeley Square, London, W. 1.  
Phone: Mayfair 9496

**McINNES THOMSON ADVERTISING LTD.**

111 Union St., Glasgow  
Phone: City 0461

**TIBBENHAM LTD.**

244 Holborn, London, W.C. 1  
Phone: Holborn 8074

**WILFRID TISBURY & CO. LTD.**

12 Princess St., London, W. 1.  
Phone: Grosvenor 6724

**S. D. TOON & HEATH LTD.**

Poplar Rd., Warwickshire  
Phone: Solihull 1144

**TULLY-CRABBE LTD.**

Collingswood St., Newcastle-on-Tyne  
Phone: Newcastle-on-Tyne 25373

**UNITED KINGDOM ADVERTISING CO. LTD.**

25 Shaftesbury Ave., London, W. 1.  
Phone: Gerrard 6881

**C. VERNON & SONS LTD.**

19 Stratford Place, London, W. 1.  
Phone: Mayfair 2117

**J. W. VICKERS & CO. LTD.**

7 Great Winchester St., London, E.C. 2  
Phone: London Wall 4914

**WILKES BROS. & GREENWOOD LTD.**

299 Oxford St., London, W. 1.  
Phone: Grosvenor 7777

**WILSON ADVERTISING LTD.**

11 Peter St., Manchester  
Phone: Blackfriars 4446

**S. H. WRIGHT & CO. LTD.**

44 Bedford Row, London, W.C. 1.  
Phone: Chancery 8328

**CONROY WYKES ADVERTISING LTD.**

6 Duke St., London, W. 1.  
Phone: Welbeck 1676

**YOUNG & RUBICAM LTD.**

8 Baker St., London, W. 1.  
Phone: Hunter 5511

# U. S. AND CANADIAN INTERNATIONAL STATIONS

<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	110 kw.
	-2	110 kw.
	-3	110 kw.
	-4	110 kw.
	-5	110 kw.
	-6	110 kw.
General Electric Company, Schenectady, N. Y.....	WGEO-1	100 kw.
	-2	50 kw.
	-3	25 kw.
National Broadcasting Co., Inc., Bound Brook, N. J.....	WBOU-1	50 kw.
	-2	50 kw.
	-3	50 kw.
	-4	50 kw.
	-5	50 kw.
	-6	50 kw.
National Broadcasting Co., Inc., Dixon, Calif.....	KNBH-1	200 kw.
	-2	50 kw.
	-3	50 kw.
	-4	100 kw.
	-5	100 kw.
*World Wide Broadcasting Corp., Scituate, Mass.....	WRUL-1	50 kw.
	-2	50 kw.
	-3	50 kw.
	-4	20 kw.
	-5	50 kw.
*Radio Station KGEI, Inc., Belmont, Calif.....	KGEI	50 kw.

\*These are non-Government transmitters and are licensed by the FCC. Other stations are Government controlled and used for programs of the Voice of America, Armed Forces Radio & Television Service, & United Nations Radio.

## CANADIAN BROADCASTING CORP. INTERNATIONAL SERVICE

*Two transmitters at Sackville, N. B. of 50 kw. each, operating under the following call letters:*

<i>Call Letters</i>	<i>Frequency (kc.)</i>	<i>Call Letters</i>	<i>Frequency (kc.)</i>
CHAC .....	6160	CKNA .....	5970
CHLA .....	21710	CKNC .....	17820
CHLS .....	9610	CKNK .....	11945
CHOL .....	11720	CKOB .....	6090
CKCS .....	15320	CKRA .....	11760
CKCX .....	15190	CKRP .....	21600
CKEX .....	11900	CKRZ .....	6060
CKLO .....	9630	CKXA .....	11705
CKLP .....	5585	CHYS .....	17865
CHAY .....	5990	CKUS .....	15105
CHLR .....	9710	CKSR .....	15255
CHFO .....	9740	CKBR .....	15275
CHRX .....	17735	CHSB .....	17710



# STATIONS OF MEXICO

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Acambaro, Gto. ....	XEVW	1600	
Acaponeta, Nay .....	XELH	1400	
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. ....	XEIO	560	
Aguascalientes, Ags. ....	XEBI	790	Pedro C. Rivas
Aguascalientes, Ags. ....	XEDC	1560	
Aguascalientes, Ags. ....	XEYI	1170	
Aguascalientes, Ags. ....	XERO	1490	Radio Hidrotermopolitana
Apatzingan, Mich. ....	XECJ	770	
Arueca, Jal. ....	XEED	1490	
Atemajac, Jal. ....	XEKB	1590	
Atotomilco, Jal. ....	XEHE	1460	
Boca del Rio, Ver .....	XEOD	1090	
Campeche, Camp. ....	XEA	1430	
Campeche, Camp. ....	XEUK	1370	Casanoba Brito
Cananea, Son. ....	XEID	630	
Cardenas, SLP. ....	XEIJ	1540	
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, Chich. ....	XEFO	680	
Chihuahua, Chich. ....	XEHM	920	
Chihuahua, Chih. ....	XEBU	620	Roberto O. Stevenson
Chihuahua, Chih. ....	XEBW	1280	Radioemisora del Norte
Chihuahua, Chih. ....	XEFI	580	Pregon, Del Est, de Chih.
Chihuahua, Chih. ....	XEM	1390	Pedro Meneses, Jr.
Chihuahua, Chih. ....	XERA	1490	Red Nacional Radiomisora, S.A.
Chilpaneingo, Gro. ....	XEJW	1450	
Chilpaneingo, Gro. ....	XEIZ	630	
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, Chich. ....	XEAY	660	
Ciudad Delicia, Chich. ....	XEBN	1240	
Ciudad Delicia, Chich. ....	XEJK	1340	Amador Ronquillo Reza
Ciudad Guzman ....	XEBC	990	Roberto Chavez Gonzalez
Ciudad Guzman ....	XEIS	670	
Ciudad Jimenez, Chich. ....	XEJZ	1320	
Ciudad Juarez, Chich. ....	EXFV	1240	Dario Cordo Rocha
Ciudad Juarez, Chich. ....	XEF	1420	Jose Carlos Amaya
Ciudad Juarez, Chich. ....	XEJ	970	Pedro Meneses, Jr.
Ciudad Juarez, Chich. ....	XELO	800	Cia Radio de Piedras Negras
Ciudad Juarez, Chich. ....	XEWG	1490	Carlos Mendez
Ciudad Juarez, Chich. ....	XEYC	1460	Ysela Fern. Caball. de Yanez
Ciudad Juarez, Chich. ....	XEP	1300	
Ciudad Ixtepec, Oax. ....	XECA	1480	
Ciudad, Lerdo .....	XENO	960	

(Continued on Page 741)

**NEW YORK! HOLLYWOOD!  
TIMBUKTU!**

**Film Shippers to  
All the World**



*the oldest yet most modern and experienced international shippers and customs brokers  
servicing the motion picture and television industries throughout the world.*

**BARNETT INTERNATIONAL FORWARDERS, INC.**

543 WEST 43rd STREET NEW YORK 36, NEW YORK

BRyant 9-1616

Cable "BARINTFOR", N. Y.

AIRPORT OFFICE: AIR CARGO SERVICE BLDG. NO. 80 • N. Y. Int'l Airport, Jamaica 30, N. Y.

6364 SANTA MONICA BOULEVARD, LOS ANGELES 38, CAL. • HOLLYWOOD 4-8221



**News Is Preferred...**

**... by Stations .. because it adds  
both profits and prestige.**

**Ap  
Preferred**

50 Rockefeller Plaza

•

New York 20, N. Y.



## STATIONS OF MEXICO

(Continued from Page 739)

Location	Call Letters	Frequency	Owner
Ciudad Lerdo, Dur.	XEGZ	790	
Ciudad Madero, Tam.	XERP	1320	
Ciudad Mante, Tam.	XECM	1450	
Ciudad Miguel Aleman, Tam.	XEHD	1430	
Ciudad Miguel Aleman, Tam.	XEHI	1470	
Ciudad Obregon, Son.	XEHO	910	
Ciudad Obregon, Son.	XESO	1150	
Ciudad Obregon, Son.	XEAP	1290	Emilio Manzanilla
Ciudad Obregon, Son.	XEHX	1460	
Ciudad Obregon, Son.	XEOX	1430	Felipe G. de Leon
Ciudad Reynosa, Tam.	XER	810	
Ciudad Reynosa, Tam.	XEJN	940	
Ciudad Serdan, Pueb.	XELU	1340	
Ciudad Valle	XECV	610	
Ciudad Valles, S.L.P.	XECV	1260	Tomas Oliva Banuelos
Ciudad Victoria, Tam.	XEHP	580	
Ciudad Victoria, Tam.	XECP	1450	
Ciudad Victoria, Tam.	XEBJ	1340	Fernando Elizalde
Coatepe, Ver.	XEGR	1160	
Coatzacoalcos, Ver.	XEGB	840	
Coatzacoalcos, Ver.	XEOM	1340	Daniel Schact Perez
Colima, Col.	XERL	1470	
Colima, Col.	XEVT	1280	J. Roberto Levy
Comalcolco	XECY	570	
Cordoba, Ver.	XEAG	1280	Luz Maria Zuniga de Miguel
Cordoba, Ver.	XEDZ	580	
Cosamaloapan, Ver.	XEFU	630	
Cozumel, Q.R.	XEUP	1420	
Cuautla, 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.	XENZ	570	
Culiacan, Sin.	XESA	1360	Pablos y Elizalde
Durango, Dgo.	XECK	620	
Durango, Dgo.	XEDU	860	Carlos C. Armas
Durango, Dgo.	XEE	590	Jose Valenzuela
El Gruyo, Jal.	XEJY	1540	
El Sauzal, B.C.	XEDX	1010	
Empalme, Son.	XEBQ	1240	Roberto Gonzalex Mata.
Ensenada, B.C.	XESS	1450	
Ensenada, B.C.	XEEY	920	
Ensenada, B.C.	XEJV	1500	
Esperanza, Son.	XEEB	1500	
Fortin, Ver.	XEFY	1370	
Fortin, Ver.	XEKG	620	
Fresnillo	XEEL	660	
Fresnillo, Zac	XEMA	1340	Jose Miguel Acevedo Moya
Fresnillo, Zac.	XEIH	1400	
Gomez Palacio	XEGI	700	
Gomez Palacio, Dur.	XEMD	920	
Gomez Palacio, Dur.	XERS	1380	
Gomez Palacio, Dur	XEPM	690	
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.

(Continued on Next Page)

# STATIONS OF MEXICO

Location	Call Letters	Frequency	Owner
Guadalajara, Jal.	XEJB	630	State Government
Guadalajara, Jal.	XEJE	1310	Difusoras de Occidente, S.A.
Guadalajara, Jal.	XELT	920	Eduardo Reynoso Gonzalez
Guadalajara, Jal.	XELW	1340	Salvador Galindo de la Torre
Guadalajara, Jal.	XEWK	1190	
Guamchil, Sin.	XEJL	1400	
Guanajuata, Gto.	XEWZ	600	Gonzalo Sanchez Gomez
Guasave, Sin.	XESN	680	
Guasave, Sin.	XEGS	610	
Guaymas, Son.	XEDR	1490	Sucrs. de Modesto Ortega
Guaymas, Son.	XEFX	630	
Gutierrez Zamora, Ver.	XEGF	1420	
Hermosillo, Son.	XEBH	920	Carlos Balderrama
Hermosillo, Son.	XEDL	1250	Eufemia Esquer de Vidal
Hermosillo, Son.	XEDM	1580	Radio Pacifico
Hermosillo, Son.	XEHQ	590	Radio Hermosillo
Hermosillo, Son.	XEIQ	960	
Hermosillo, Son.	XEQN	1540	
Hidalgo del Parral, Chich.	XEAT	1250	Sucrs. de Jorge Perez
Hidalgo del Parral, Chich.	XEDG	1520	
Hidalgo, del Parral, Chich.	XEJR	1490	
Hidalgo del Parral, Chich.	XEJS	1150	Olfonso Perez Porras
Huamantla, Tlax.	XEHT	1520	Alf. Macias y Mario Pardo S.
Huatabompo, Son.	XESD	1450	
Huauclanango, Puebla	XEGU	1490	
Huetamo, Mich.	XEKM	1490	
Huimanquillo, Tab.	XETH	1520	
Iguala, Gro.	XEHA	1250	
Iguala, Gro.	XEKF	1360	Rafael Campos Marquina
Irapuato, Gto.	XEBO	1330	Alfonso Martinez
Irapuato, Gto.	XEGO	1080	
Irapuato, Gto.	XEWE	1420	Felipe Gallardo
Jalapa, Ver.	XEJJ	1550	
Jalapa, Ver.	XEFA	1340	Adolfo Alvarez
Jalapa, Ver.	XEJA	610	Adolfo Alvarez
Jalapa, Ver.	XEJW	1130	Mariano Caraza
Jalapa, Ver.	XEXB	1400	
Jalapa, Ver.	XEKL	550	Carlos Ferraez Matos.
Jiquilpan, Mich.	XEIX	1290	
Jojutla, Mar.	XELP	1290	
La Barca, Jal.	XELB	1090	Ramon Alvarez Lopez
Lagos de Moreno, Jal.	XELM	770	
Lagos de Moreno, Jal.	XELJ	1110	
La Paz, B.C.	XEEK	1310	
La Paz, B.C.	XENT	790	
La Paz, B.C.	XEPX	550	
La Piedad, Mich.	XELC	980	
Leon, Gto.	XEKX	1270	
Leon, Gto.	XEY	730	
Leon, Gto.	XEKY	1270	
Leon, Gto.	XELG	680	Radio Impuls. del Centro
Leon, Gto.	XERW	1390	Augustin Obregon Padilla
Leon, Gto.	XERZ	1240	Carlos Obregon Padilla
Linares, N.L.	XER	1260	Radio Linares, S.A.
Los Mochis, Sin.	XECF	1410	Francisco Perez H.
Los Mochis	XEEI	650	
Los Mochis, Sin.	XECU	1470	Luis Perez Gomez
Magdalena, Son.	XEDJ	1450	Jesus L. Rochin
Magdalena, Son.	XESY	1320	
Manzanillo, Col.	XEIU	560	
Manzanillo, Col.	XE	1360	
Manzanillo, Col.	XEAL	1490	
Manzanillo, Col.	XECS	1400	

## STATIONS OF MEXICO

Location	Call Letters	Frequency	Owner
Martinez de la Torre, Ver.	XEHU	1300	
Martinez de la Torre, Ver.	XEHZ	1330	
Matamoros, Tam.	XEAM	1310	Manuel L. Salinas
Matamoros, Tam.	XEEW	1420	
Matamoros, Tam.	XEMT	1340	Severo Garza Saenz
Matamoros, Tam.	XEO	970	Can. Maria Gonzalez
Matehuala, S.L.P.	XEFF	1490	
Mazatlan, Sin.	XEIG	1520	
Mazatlan, Sin.	XERJ	1320	Oscar Perez E.
Mazatlan, Sin.	XETK	630	Radio Emisora de Occidente
Mazatlan, Sin.	XENX	1270	
Meoqui, Chih.	XEBZ	1590	
Merida, Yuc.	XEZ	600	
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	
Mexicali, B.C.	XECL	990	Alfonso A. Lacarra
Mexicali, B.B.	XEHG	1370	Consuelo Tonnella King
Mexicali, B.C.	XEAO	910	Juan C. Chavez
Mexicali, B.C.	XEWV	940	
Mexicali, B.C.	XED	1050	Carlos Blando
Mexicali, B.C.	XEGE	1570	
Mexicali, B.C.	XESU	790	
Mexico, D.F.	XEIP	760	
Mexico, D.F.	XEB	1220	El Buen Tono S.A.
Mexico, D.F.	XEA1	1320	G.N. Medina y Loc. Ag. Ramos
Mexico, D.F.	XEBS	1410	Hispano Mexicano S.A.
Mexico, D.F.	XERP	660	Vocero Mexicano S.A.
Mexico, D.F.	XEDA	1290	Publ. Com. de Mexico, S.A.
Mexico, D.F.	XEDP	1060	Radio Gobernacion
Mexico, D.F.	XEJP	1150	Radio America, S.A.
Mexico, D.F.	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.	XEMX	1380	Publ. Com. de Mexico S.A.
Mexico, D.F.	XEN	690	Guillermina P. de Del Conde
Mexico, D.F.	XEFR	1530	
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.	XERCN	1110	Radio Central de Mexico
Mexico, D.F.	XERC	790	Radio Popular de Mexico
Mexico, D.F.	XERH	1500	"A.R.S.E." S.A.
Mexico, D.F.	XEUN	860	Universidad Nacional de Mexico
Mexico, D.F.	XEW	900	Cadena Radiodifusora, S.A.
Minatitlan, Ver.	XEIL	1550	
Minatitlan, Ver.	XEDW	970	Oucrs de Hector Silva Canto
Monclova, Coah.	XEKN	1450	
Monclova, Coah.	XEMF	1260	Alfonso L. Bres.
Monclova, Coah.	XEMW	970	
Montemorelos, N.L.	XERN	1320	
Monterrey, N.L.	XEEH	600	
Monterrey, N.L.	XEAR	1480	Alfonso Flores Lopez
Monterrey, N.L.	XEAW	1280	Jesus D. Gonzalez
Monterrey, N.L.	XEDD	1560	(Continued on Next Page)

# STATIONS OF MEXICO

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
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.	XEMB	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.	XEOK	920	Carlos Roa Montes De Oca
Monterrey, N.L.	XET	990	El Pregonere del Norte
Monterrey, N.L.	XEEO	690	
Morelia, Mich.	XECR	1340	
Morelia, Mich.	XELQ	570	Francisco Laris Iturbide
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.	XEKE	980	
Nogales, Son.	XECG	1240	
Nogales, Son.	XEHF	1370	Gaston Mascarenas
Nogales, Son.	XENS	1480	
Nogales	XEXW	1300	
Nogales, Son.	XEHN	1270	
Nueva Italia, Mich.	XENI	1320	
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.	XER	960	Rafael Tijerina Carranza
Nuevo Laredo, Tam.	XEXO	1550	Julio Santo Coy
Nuevo Laredo, Tam.	XENU	1370	
Nuevo Rosita, Coah.	XEJF	1400	
Nueva Rosita, Coah.	XELF	1380	
Nueva Rosita, Coah.	XERN	980	
Oaxaca	XEEK	650	
Oaxaca, Oax.	XEOX	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.
Pachuca, Hgo.	XEPK	1420	
Panuco, Ver.	XEIK	1570	
Parras, Coah.	XEJQ	1440	
Papantla, Ver.	XEGK	920	
Patzcuaro, Mich.	XEXL	1370	
Piedras Negras, Coah.	XEMJ	920	Jesus L. Elizondo
Piedras Negras, Coah.	XEMU	570	Alfonso L. Bres.
Poza Rica, Ver.	XEJD	1450	
Progreso, Yuc.	XEEN	690	
Progreso, Yuc.	XEVL	1580	
Progreso, Yuc.	XEPY	1450	
Progreso, Yuc.	XECN	1400	
Puebla, Pue.	XECD	1170	Roberto Canedo
Puebla, Pue.	XEHR	1090	Manuel R. Canale
Puerta Vallarta, Jal.	XEEJ	650	
Puerto Vallarta, Jal.	XEIT	1410	
Queretaro, Qro.	XEJX	1250	Radio Emisora Queretaro
Queretaro, Qro.	XENA	1450	Ramon Rodriquez Familiar
Quertaro, Que.	XEDI	570	
Reynosa, Tam.	XEFP	1240	

## STATIONS OF MEXICO

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Reynosa, Tam.	XEGH	620	
Reynosa, Tam.	XEOR	1390	Cond. S. Vda. de Gonzalez
Rio Bravo, Tam.	XERT	570	
Rio Bravo, Tam.	XEFD	1170	
Rio Bravo, Tam.	XEFL	1110	
Rio Verde, S.L.P.	XEEM	660	
Rosarito, B.C.	XERB	1090	Interamericana de Radio, S.A.
Rosario, Sin.	XEHW	1440	
Sabinas, Coah.	XEBX	610	Radiodif. Coahuila, S.A.
Saguayo, Mich.	XEGC	1450	Alberto Barragan Degollado
Salamanca, Gto.	XENP	1430	
Salamanca, Gto.	XERX	1560	Ernesto Bravo Vargas
Salina Cruz, Oax.	XEEA	1330	
Saltillo, Coah.	XEBD	920	
Saltillo, Coah.	XEDE	1400	Enrique Martinez y Martinez
Saltillo, Coah.	XESJ	1250	Froylan Mier Narro
Saltillo, Coah.	XEXU	1490	
San Andres Tuxtla, Ver.	XEIA	980	
San Andres Tuxtla, Ver.	XERM	1370	
San Andres Tuxtla, Ver.	XELN	1510	
San Andres Tuxtla, Ver.	XEDQ	1400	
San Blas, Nay.	XEJM	1570	
San Blas, Nay.	XEIF	1240	
San Luis de Paz, Gto.	XEGX	1480	
San Luis Potosi, S.L.P.	XEBM	920	Benjamin Briones
San Luis Potosi, S.L.P.	XECZ	1430	Radiodif. Mexicano
San Luis Potosi, S.L.P.	XEPO	1310	Alejandro Espinosa Pitman
San Luis Potosi, S.L.P.	XEWA	540	Cadena Radiodif. Mex. S.A.
San Luis Potosi, S.L.P.	XEXQ	1460	
San Luis Potosi, S.L.P.	XESL	1340	Guadalupe Delgado Ramirez
San Luis Potosi, S.L.P.	XEEQ	750	
San Luis Rio Colorado, Son.	XECB	1450	Carlos Flando
San Pedro Tlaquepaque, Jal.	XESP	1400	Hermínio Macias Alonso
San Pedro, Coah.	XEBF	1410	
Santa Ana, Son.	XEAB	1400	Alfredo Marin Castro
San Francisco del Oro, Chih.	XEHB	770	
Santa Barbara, Chih.	XESB	1400	Domingo Salayandia Najera
Santa Barbara, Chih.	XEES	820	
Santa Rosalia, B.C.	XEAH	560	
Santa Rosalia, B.C.	XESR	1320	
Santiago, Nay.	XESI	1240	
Tala, Jal.	XEAF	550	
Tampico, Tam.	XEJT	1460	
Tampico, Tam.	XECA	1460	Difusora Portena S. de R.L.
Tampico, Tam.	XEFW	810	Flores y Martinez
Tampico, Tam.	XES	1240	Radio Televisora de Tampico
Tampico, Tam.	XETO	1400	Radio Tiempo S. de R.L. de C.V.
Tampico, Tam.	XETU	980	Impuls. Moderna Del Radio, S.A.
Tampico, Tam.	XELE	1300	
Tapachula	XEXQ	670	
Tapachula, Chi.	(New)	850	
Tapachula, Chis.	XETS	630	Napolean Correa
Teapa, Tab.	XEUI	1320	
Tecate, B.C.	XECC	560	
Tecate, B.C.	XEAK	560	
Tecate, B.C.	XEKT	1380	
Tecuala, Nay.	XETD	1450	
Tehuacan, Pue.	XEEJ	1520	
Tehuacan, Pue.	XEWJ	1420	Jaime Retif Del Morel
Tehuacan, Pue.	XEGY	1080	
Tehuantepec, Oax.	XEJI	1390	
Tehuantepec, Oax.	XEUC	550	
Tehuantepec, Oax.	XEDS	600	
Tepatitlan, Jal.	XEFG	1500	
Tepic, Nay.	XENL	860	

(Continued on Next Page)

# STATIONS OF MEXICO

Location	Call Letters	Frequency	Owner
Tepic, Nay.	XERK	1380	Dario Mondragon
Tepic, Nay.	XEXT	980	State Government
Tepic, Nay	XEEF	620	
Tepic, Nay	XEEU	810	
Teziutlan, Pue.	XEGF	680	
Teziutlan, Pue.	XEFJ	1330	
Tierra Blanca, Ve.	XEJF	1350	
Tijuana, B.C.	XEAK	690	Jorge I. Rivera
Tijuana, B.C.	XEAU	1470	Manuel Acuna Varela
Tijuana, B.C.	XEAZ	1270	Fernando Sanchez Mayans
Tijuana, B.C.	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
Todos Santos, B.C.	XEIB	1490	
Toluca, Mex.	XECH	1490	Rodolfo Llamas
Tonala, Jal.	XEZZ	760	
Tonantzintla, Pue.	XEKA	1560	
Torreon, Coah.	XEEG	760	
Torreon, Coah.	XETJ	570	
Torreon, Coah.	XEBP	1310	La Voz de la Laguna, S.A.
Torreon, Coah.	XEDN	600	Difusora del Norte, S.A.
Torreon, Coah.	XETB	1350	Radio Laguna, S.A.
Torreon, Leon	XEOB	1490	
Torreon, Coah.	XETC	1240	
Tulancingo, Hgo.	XENQ	1580	
Tuxpan, Nay.	XEUX	1340	Salvador Hrena Benitez
Tuxpan, Ver.	XETL	1390	Calixte Almazan
Tuxtepec, Oax.	XETN	1320	
Tuxtla Gutierrez	XEON	710	Enrique Balero Arambula
Tuxtla Gutierrez, Chi.	XEUE	580	
Uruapan, Mich.	XEFN	1130	
Uruapan, Mich.	XEUF	610	Ignacio Navarro
Veracruz, Ver.	XECW	1490	
Veracruz, Ver.	XEXV	920	
Veracruz, Ver.	XEHV	1310	Sucrs. de Juan A. Palavicini
Veracruz, Ver.	XELL	1430	Carlos Ferraez Matos
Veracruz, Ver.	XELR	610	
Veracruz, Ver.	XETF	1250	Sucr. de Jose Rodr. Lopez
Veracruz, Ver.	XEU	960	Fernado Pazos SOSA
Villa Acuna, Coah.	XEAE	1600	
Villa Acuna, Coah.	XEDH	1340	Oscar Gonzalez Galindo
Villa Acuna, Coah.	XERF	1570	Cia Radio-Dif. de Coahuila. S A
Villa de Seris, Son.	XEVS	1110	
Villa de Seris, Son.	XEKI	1510	
Villahermosa, Tab.	XEVG	1440	
Villahermosa, Tab.	XETZ	1380	
Villahermosa, Tab.	XEUH	1500	
Villahermosa, Tab.	XEVT	970	
Villahermosa, Tab.	XEEV	870	
Zacapu, Mich.	XEZU	1270	Guillermo Calzada Cervantes
Zacatecas, Zac.	XELK	1280	Macia y Acevedo
Zacatecas, Zac.	XEXZ	1150	Manuel Llamas Felix
Zamora, Mich.	XEQI	1580	
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	1080	Gabriel Saenz Gutierrez

# STATIONS OF CUBA

Location	Call Letters	Frequency	Owner
Banes	CMDO	1020	Radio Banes
Baracoa	CMDX	1450	J. Amable Martinez
Bayamo	CMDE	1260	Cadena Oriental
Bayamo	CMDT	820	Reloj del Aire
Bayamo	CMKX	1390	Aistides Gervet Villafane
Bayamo	CMDD	1200	Radio Oriente
Caibarien	CMHS	1020	A. Aragonés Machado
Caibaguan	CMHY	1590	Cia. Marlin y Perez
Camaguey	CMJT	700	Radio Progreso
Camaguey	CMJB	880	Union Radio
Camaguey	CMFA	1110	P. A. Alejo
Camaguey	CMJE	680	Radio Progreso
Camaguey	CMJF	1340	Radio Camaguey
Camaguey	CMJC	1270	Cadena Camagueyana de Radio
Camaguey	CMJL	920	Circuito CMQ, S.A.
Camaguey	CMJW	1440	Adres Moran Cisneros
Camaguey	CMJA	1060	Rafael Valdes Jimenez
Camaguey	CMJR	1030	N. Radio Lej. S.A.
Camaguey	CMJN	960	CNC
Camaguey	CMJG	1000	Cadena Oriental de Radio
Camaguey	CMJK	1160	Jones, Castrillon y Cia.
Cardenas	CMGB	1580	R. Rodriguez Aragon
Cardenas	CMGE	1470	Genaro Sabater Fox
Ciego de Avila	CMJY	760	R. Miranda C.
Ciego de Avila	CMJM	840	CNC
Ciego de Avila	CMJV	900	Circuito CMQ, S.A.
Ciego de Avila	CMJZ	1500	P. Castellanos Caballero
Ciego de Avila	CMJH	1370	Luis Marauri Mendoza
Ciego de Avila	CMJD	1190	Union Radio S.A.
Ciego de Avila	CMJP	580	A. A. Jimenez F.
Ciego de Avila	CMJS	800	Cadena Oriental de Radio
Ciego de Avila	CMJO	1470	Bonifacio Idefonso Morales
Cienfuegos	CMHU	720	M. R. Vazquez
Cienfuegos	CMHH	940	Radio Garcia Serra
Cienfuegos	CMHN	680	Radio Progreso
Cienfuegos	CMHF	1040	H. Valdes Yero
Cienfuegos	CMJH	1350	Telerrape, S.A.
Colon	CMGO	1030	Insular de Radiodifusion
Colon	CMGU	1340	Cadena Oriental de Radio
Consolacion del Norte	CMAH	1400	G. Blanco Pi.
Cruces	CMHK	1210	Virgilio Villanueva Fernandez
Enerucijada	CMHE	1090	H. Valdez Yero
Florida	CMJI	1400	Dr. Osvaldo Moran Artega
Guane	CMAP	1210	Juan Escobar
Guantanamo	CMDJ	950	Radio Oriente
Guantanamo	CMDN	1110	CNC
Guantanamo	CMKA	1250	Cadena Oriental
Guantanamo	CMDG	1290	C. Abrutia A.
Guantanamo	CMKG	1490	Red Provincial
Guantanamo	CMDU	710	Insular de Radiodifusion
Guantanamo	CMKH	1140	Cadena Oriental de Radio
Guantanamo	CMKI	1400	Union Radio, S.A.
Guantanamo	CMKS	1070	Radio Savon
Havana	CMBR	1170	C. Rodriguez
Havana	CMCW	1290	Guy M. Lavin G.
Havana	CMOA	1590	Juan Fernandez Duran
Havana	CMZ	1560	Ministry of Education
Havana	CMOX	1490	Cia. Electrica, S.A.

(Continued on Next Page)

# STATIONS OF CUBA

Location	Call Letters	Frequency	Owner
Havana	CMCM	1460	Cia. Transradio Columbia, S.A.
Havana	CMCQ	890	Radio Onda Musical
Havana	CMBX	1390	Alberto Alvarez Ferrera
Havana	CMBG	1360	A. F. Rodriguez
Havana	CMCB	1330	Radio Reloj, S.A.
Havana	CMCO	1230	Edelberto Perez Rubio
Havana	CMK	1190	Faust Montiel
Havana	CMBK	1150	Ucard, S.A.
Havana	CMBY	1120	Pages y Cia.
Havana	CMBS	1090	Enrique Artalejo Fernandez
Havana	CMCI	1260	Cadena Oriental
Havana	CMCX	1060	Espacio Aereo
Havana	CMCG	1420	Radio Memoria
Havana	CMBQ	1010	Radio Continental CMBQ, S.A.
Havana	CMCK	980	Cia. Radiodiff. COCO y CMCK, S.A.
Havana	CMBF	950	Radio Universal, S.A.
Havana	CMCF	910	Union Radio
Havana	CMCY	350	Radio Siboney
Havana	CMBL	860	Radio Cadena Suaritos
Havana	CMBZ	830	Manuel y Guillermo Salas
Havana	CMCH	790	Radio Onda Musical
Havana	CMBC	690	Radio Progreso
Havana	CMCD	760	La Voz del Aire
Havana	CMCA	730	Radio Mambi
Havana	CMW	590	CNC
Havana	CMQ	630	Circuito CMQ, S.A.
Havana	CMCU	660	Radio Garcia Serra S.A.
Havana	CMBD	1520	Luis Perez Garcia
Holguin	CMKY	600	CNC
Holguin	CMDR	1410	Insular de Radiodifusion
Holguin	CMDS	1580	Radio Norte
Holguin	CMDL	1150	E. Acosta Pita
Holguin	CMDC	1290	Cadena Oriental
Holguin	CMKO	1220	Manuel Angulo Ferran
Holguin	CMKF	1050	Manuel J. de Gongova
Holguin	CMKD	970	Cadena Oriental
Holguin	CMKJ	740	Circuito CMQ, S.A.
Holguin	CMKP	670	Radio Progreso
Holguin	CMKM	560	Union Radio, S.A.
Jabotibonico	CMJJ	540	N. Rios Miera
Jobellanos	CMGN	960	CNC
Mantanzas	CMGF	930	CNC
Manzanillo	CMDF	1590	F. Sanz Valdes
Matanzas	CMGL	1400	Cadena Oriental de Radio
Matanzas	CMGX	910	Union Radio
Matanzas	CMGF	930	CNC
Matanzas	CMGW	1100	R. A. Zayas Lopez
Matanzas	CMGX	1240	Radio Tiempo
Matanzas	CMGM	1440	O Menocal Santana
Moron	CMJX	1230	Dr. Pablo Castellanos Caballero
Moron	CMFC	1320	Insular de Radiodifusion
Moron	CMJU	1420	E. F. Fernandez
Moron	CMFB	620	Insular de Radiodifusion
Nuevitas	CMJQ	1300	Juan Filigulieras Cabaleiro
Palma Soriano	CMKZ	1430	Maria Dominguez Dousseu
Pinar del Rio	CMAN	840	CNC
Pinar del Rio	CMAG	880	Union Radio
Pinar del Rio	CMAS	990	Radio Garcia Serra
Pinar del Rio	CMAD	1240	C. Rodriguez
Pinar del Rio	CMAE	1300	C. Rodriguez
Pinar del Rio	CMAF	680	Radio Progreso
Pinar del Rio	CMAB	1070	Simeon Ferro Martinez
Pinar del Rio	CMAL	1340	Radioccidenta, S.A.



## STATIONS OF CUBA-HAITI

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Pinar del Rio	.....CMAQ	920	Circuito CMQ, S.A.
Pinar del Rio	.....CMAR	1190	CIR
Pinar del Rio	.....CMAW	800	Pedro Redondo Fernandez
Puerto Padre	.....CMKY	1350	Pedro Zacca Cheda
Sagua la Grande	.....CMHO	1310	OIR
Sagua la Grande	.....CMHR	1570	Radio Tiempo
Sagua la Grande	.....CMHA	1280	Justiniano Valdes Aguado
San Cristobal	.....CMAC	1030	Guillermo Garcia
Sancti Spiritus	.....CMHL	1450	Radio Tiempo
Sancti Spiritus	.....CMHP	1250	F. G. Enriquez
Sancti Spiritus	.....CMHT	990	Juan B. Santana Padron
Sancti Spiritus	.....CMHB	780	Union Radio, S.A.
San Luis	.....CMKQ	1460	Raul de Arms Trompeta
Santiago de Cuba	.....CMDY	870	Reloj de Aire
Santiago de Cuba	.....CMDW	1030	R. Miranda C.
Santiago de Cuba	.....CMDH	1060	E. Hernandez Callard
Santiago de Cuba	.....CMDK	1120	Radio Turquino
Santiago de Cuba	.....CMDV	1550	J. Camadro Porro
Santiago de Cuba	.....CMDB	680	Radio Progreso
Santiago de Cuba	.....CMKN	930	CNC
Santiago de Cuba	.....CMKC	850	Radio Oriental, S.A.
Santiago de Cuba	.....CMKL	800	Cadena Oriental de Radio
Santiago de Cuba	.....CMKU	630	Circuito CMQ, S.A.
Santiago de Cuba	.....CMKW	1000	Reloj del Aire, S.A.
Santiago de Cuba	.....CMDZ	890	Radio Cadena Santiago
Santiago de Cuba	.....CMKR	1090	Jaime Nadal
Santiago de Cuba	.....CMKB	1170	Union Radio, S.A.
Santiago de Cuba	.....CMDA	1320	Red Provincial
Santa Clara	.....CMHX	1480	D. G. Garcia Rodriguez
Santa Clara	.....CMHA	1280	J. M. Vazquez
Santa Clara	.....CMHV	1180	Insular de Radiodifusion
Santa Clara	.....CMHI	570	CNC
Santa Clara	.....CMHQ	640	Circuito CMQ, S.A.
Santa Clara	.....CMHW	810	CNC
Santa Clara	.....CMHZ	970	M. Gonzalez Cuesta
Santa Clara	.....CHMM	1130	Cadena Oriental de Radio
Santa Clara	.....CMHG	670	Radio Progreso
Santa Clara	.....CMHD	890	Union Radio, S.A.
Santa Clara	.....CMHC	1410	M. Perez Marrero
Santa Fe	.....CMBN	1370	Circuito Radiales, S.A.
Victoria de las Tunas	.....CMDQ	840	J. L. Lima Delgado
Victoria de las Tunas	.....CMKT	1520	Alfr. O. Sanchez Moregon
Victoria de las Tunas	.....CMKE	1240	R. Miranda C.
Victoria de las Tunas	.....CMDP	1280	Cadena Oriental de Radio

## STATIONS OF HAITI

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Gonaives	.....4VMD	1500	—
Leogane	.....4VK	1080	—
Petionville	.....4AVHL	1260	—
Port-au-Prince	.....4VYM	1250	—
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 .....	H13A	1230	
Ciudad Trujillo .....	H1T	1400	Ramon Pacheco
Ciudad Trujillo .....	H1Z	1350	Frank Hatton
Ciudad Trujillo .....	H12H	1490	Raf. E. Tavarez L.
Ciudad Trujillo .....	H1N	1220	Expedi Pou
Ciudad Trujillo .....	H1G	950	Andres Cordero Puello
Ciudad Trujillo .....	H1L	790	Joaquin C. Pellicer
Ciudad Trujillo .....	H13T	620	J. Arismendi Trujillo
Ciudad Trujillo .....	H15K	1440	Pedro Julio Santana
Ciudad Trujillo .....	HIT-TV	Chan. 4	J. Arismendi Trujillo
La Vega .....	H1IL	1400	Joaquin C. Pellicer
La Vega .....	H18T	1360	J. Arismendi Trujillo
Moca .....	H1IA	1490	Rafael Western
Puerto Plata .....	H19U	1240	Luis A. Pelegrin
Salcedo .....	H1ZA	1440	J. Alfred Achecar
San Cristobal .....	H12R	1440	Luis Alberti
San Francisco de Macoris .....	H14C	1250	Manuel R. Peralta
San Pedro de Macoris .....	H1IJ	610	Fausto M. Donastorg
Santiago .....	H12K	1450	Roque C. Lleras
Santiago .....	H18B	1050	Jacinto L. Sanchez
Santiago .....	H14B	1330	Abraham Vanderhorst
Santiago .....	H18B	1050	Jacinto L. Sanchez
Santiago .....	H19Z	820	Luis F. Moscoso C.
Santiago .....	H11N	1220	Expedi Pou
Santiago .....	H16T	1380	J. Arismendi Trujillo

# 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	720	Jamaica Bestg. Co.
Mandeville .....		580	
Montego Bay .....		1180	
Point Galina .....		560	

# **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  
Public Relations.....Emilio Nassar, Jr.  
Traffic Dept. .... Enrique Bernal Servín  
Publicity Dept.....Agustin Sierra G.

# **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  
Manager .....Javier Salcido  
Sales Executive.....Lic. Jose Sanchez Navarro  
Asst. to Pres. & Gen. Mgr.....Homero Rios D.  
Audio & Recording Supervisor.....Ing. Dario Mondragon

# RADIO CADENA NACIONAL, S. A.

## MEMBER STATIONS

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>
Acapulco, Gro. ....	XEBB	600	Mazatlan, Sin. ....	XERJ	1320
Acapulco, Gro. ....	XEKU	710	Merida, Yuc. ....	XEZ	600
Aguascalientes, Ags. ....	XERO	1490	Mexicali, B.C. ....	XECL	990
Agua Prieta, Son. ....	XEAQ	1490	Mexico, D. F. ....	XERCN	1110
			Miguel Aleman, Tamps. ....	XEHI	1470
Cd. del Carmen, Camp ....	XECC	1340	Monterrey, N. L. ....	XET	990
Cd. Juarez, Chih. ....	XEJ	970	Monterrey, N. L. ....	XEJM	1450
Cd. Juarez, Chih. ....	XEFV	1240	Monterrey, N. L. ....	XEG	1050
Cd. Juarez, Chih. ....	XEWG	1490	Mrelia, Mich. ....	XESF	1300
Cd. Obregon, Son. ....	XEAP	1290			
Cd. Valles, S.L.P. ....	XECV	610	Nogales, Son. ....	XECG	1240
Cd. Victoria ....	XEGW	1380	Nva. Rosita, Coah. ....	XENR	980
Culiacan, Sin. ....	XECQ	1300	Nvo. Laredo, Tamps. ....	XEK	960
Chihuahua, Chih. ....	XEM	1390			
			Oaxaca, Oax. ....	XEOA	570
Durango, Dgo. ....	XEDU	860			
			Pachuca, Hgo. ....	XEPK	1420
El Mante, Tamps. ....	XECM	1450	Puebla, Pue. ....	XECD	1170
Ensenada, B. C. ....	XEDX	1010			
			Reynosa, Tamps. ....	XEOR	1390
Guadalajara, Jal. ....	XEHL	1010			
Guadalajara, Jal. ....	XEBA	840	Sahuayo, Mich. ....	XEGC	1490
Guadalajara, Jal. ....	XEAD	1150	Saltillo, Coah. ....	XEKS	1330
Guaymas, Son. ....	XEBQ	1240	San Luis Potosi, S.L.P. ....	XEPO	1310
Hermosillo, Son. ....	XEDL	1250			
			Tampico, Tamps. ....	XEFW	810
Jimenez, Chih. ....	XEJZ	1320	Tapachula, Chis. ....	XEKQ	670
			Tehuantepec, Oax. ....	XEKZ	600
Leon, Gto. ....	XELG	680	Tepic, Nay. ....	XEXT	980
Leon, Gto. ....	XERW	1390	Tijuana, B. C. ....	XEBG	1550
Los Mochis, Sin. ....	XECU	1470	Toluca, Mex. ....	XECH	1490
			Torreon, Coah. ....	XEBP	1310
Matamoros, Tamps. ....	XEO	970	Tuxtla Gutierrez, Chis ....	XEUE	580
Matamoros, Tamps. ....	XEMT	1340	Veracruz, Ver. ....	XETF	1250
			Zacatecas, Zac. ....	XEXZ	1150

**TELEVISION DAILY**

presents

***REGIONAL  
NETWORKS***

**BRANCH OFFICES  
EXECUTIVE PERSONNEL  
GROUP STATION OPERATIONS  
STATIONS COMPRISING GROUP**

**1959**

# REGIONAL NETWORKS AND GROUP STATION OPERATIONS

## ABC Television Western Regional Network

ABC-TV Center, Hollywood 27, Calif.

Phone: NOrmandy 3-3311

V. P. West Div. . . . . James G. Riddell  
V. P. West Div., Consult. . . . . Earl Hudson  
Sales Manager . . . . . Vince Francis

### STATIONS

KABC-TV, Los Angeles, Calif.; XETV, San Diego, Calif.; KEYT, Santa Barbara, Calif.; KSBY-TV, San Luis Obispo; KBAK-TV, Rakersfield, Calif.; KJEO-TV, Fresno, Calif.; KSBW-TV, Salinas, Calif.; KGO-TV, San Francisco, Calif.; KHSL-TV, Chico, Calif.; KIEM-TV, Eureka, Calif.; KBES-TV, Medford, Ore.; KGW-TV, Portland, Ore.; KIMA-TV, Yakima, Wash.; KING-TV, Seattle, Wash.; KREM-TV, Spokane, Wash.; KUTV, Salt Lake City, Utah; KBTV, Denver, Colo.; KTVK, Phoenix, Ariz.; KGUN-TV, Tucson, Ariz.; KELP-TV, El Paso, Tex.; KSHO-TV, Las Vegas, Nev.; KKTU, Colorado Springs, Col.; KSWB-TV, Roswell, N. M.; KOAT-TV, Albuquerque, N. M.; KIDO-TV, Boise, Idaho; KKLf-TV, Butte, KOOK-TV, Billings, Mont.; KFBC, Cheyenne, Wyo.; KID-TV, Idaho Falls, Billings, Mont.; KFBB-TV, Great Falls, Montana; KOVR, Sacramento-Stockton, Calif.; KOLO-TV, Reno, Nev.; KTOW, Casper, Wyo.; KOTA-TV, Rapid City; KVIP, Redding, Calif.

## ABC Western Division Radio Network

1539 N. Vine St., Hollywood 28, Calif.

Phone: NOrmandy 3-3311

Western Sales Mgr. . . . . Harry Woodworth  
Sales Service Mgr. . . . . Sheila Manes  
Program Director . . . . . Dresser Dahlstead  
Chief Engineer . . . . . Ralph Denechaud

### STATIONS

KPMC, Bakersfield; KTIP, Porterville; KROP, Brawley; KARM, Fresno; KABC (O&O), Los Angeles; KFIV, Modesto; KFBK, Sacramento; KSYC, Yreka; KCAL, Redlands; KYOR, Blythe; KREO, Indio; KBAB, San Diego; KGO (O&O), San Francisco; KTMS, Santa Barbara; KWG, Stockton, all California; KVOS, Bellingham; KING, Seattle; KGA, Spokane; KIMA, Yakima; KEPR, Kennewick; KTEL, Walla Walla; KPQ, Wenatchee, all Wash.; KASH, Eugene; KGW, Portland; KFLW, Klamath Falls; KYJC, Medford; all Oregon; KBAR, Burley; KIFI, Idaho Falls, both Idaho; KENO, Las Vegas, Nev.; KOY, Phoenix; KFUN, Las Vegas; KRSN, Los Alamos; KTRC, Santa Fe; KRTN, Raton; KHAM, Albuquerque, all New Mexico; KFBC, Cheyenne; KVOC, Casper, both Wyo.; KSID, Sidney, Neb.; KIXX, Provo; KLUK, Salt Lake City, both Ut.; KHOW, Denver; KGHF, Pueblo, both Colo.

## Air Trails Network

121 N. Main St., Dayton 2, Ohio

Phone: BALDWIN 2-3773

President . . . . . Charles Sawyer  
General Manager . . . . . Homer H. Odom  
Vice Pres. . . . . Alex Buchan

### STATIONS

WING, Dayton, WCOL-FM-AM, Columbus, WIZE Springfield, all Ohio; WKLO, Louisville, Ky.; WEZE, Boston, Mass.; WEZI, Louisville, Ky.

## Alabama Community Network

P. O. Box 411, Albertville, Ala.

Phone: Albertville 830

Pres., Gen. Mgr. . . . . Pat M. Courington

### BRANCH OFFICE

Scottsboro, Ala., James Thompson, Phone 123

### STATIONS

WAVU-AM-FM, Albertville, Ala.; WCRI, Scottsboro, Ala.

## Alaska Broadcasting System

1001 Tower Bldg., Seattle, Wash.

Phone: MAin 4-6333

General Manager . . . . . Wm. J. Wagner

Representative . . . . . Alaska Radio-TV Sales

### STATIONS

KFQD, Anchorage, Alaska; KINY, Juneau, Alaska; KIBH, Seward, Alaska; KIFW, Sitka, Alaska.

## All Islands Radio Network

c/o Advertisers Bldg.

Station KGU, Honolulu, Hawaii

Manager . . . . . William O. Paine

### STATIONS

KGU, Honolulu; KTOH, Kauai; KMVI, Maui; KHBC, Hilo.

## Appalachian Network

1420 Eastern Pkwy., Louisville 4, Ky.

Phone: Highland 3779

Gen., Comm. Mgr. . . . . Elmo Mills

Sales Promotion Mgr. . . . . Harry McTigue

Program Director . . . . . Art Grunewald

Publicity Director . . . . . Jack Mills

Chief Engineer . . . . . Dave Jordan

### BRANCH OFFICE

P. O. Box 333, London, Ky., Elmo Mills, Gen. Mgr., Phone: VOlunteer 4-2148; Representative, Harry McTigue.

### STATIONS

WFTG, London, Ky.; WCPM, Cumberland, Ky.; WNRG, Grundy, Va.; WMNF, Richwood, W. Va.

## Arizona Broadcasting System

1101 No. Central Ave., Phoenix, Ariz.

Phone: Alpine 4-4161

Pres., Gen. Mgr. .... Richard O. Lewis  
 V.P. Chg. of Sales. .... Ray C. Smucker  
 Program Director. .... Jack Willis  
 Chief Engineer. .... Harold Haughwout  
 V.P. Chg. of Prog. .... Paul Hughes

**BRANCH OFFICES**

P. O. Box 2348, Tucson, Ariz., Harry B. Chambers, Mgr., Phone MA 2-4664; P. O. Box 1677, Flagstaff, Ariz., Chas. Saunders, Pres., Mgr., Phone: PR 4-2581; P. O. Box 1631, Prescott, Ariz., Harold Ritter, Pres., Mgr., Phone: 244; P. O. Box 352, Yuma, Ariz., Len Burkland, Mgr., Phone: SU 3-3305; Highway 60-70, Globe-Miami, Ariz., Willard Shoecraft, Mgr., Phone: GR 3-5571; Bor 1118, Douglas, Ariz., Dick Miller, Mgr., Phone: EM 4-3484.

**STATIONS**

KYUM, Yuma; KYCA, Prescott; KCLS, Flagstaff; KCNA, Tucson; KIKO, Globe; KAWT, Douglas, all Arizona.

**Arizona Network**

840 N. Central Ave., Phoenix, Ariz.  
 Phone: ALpine 8-8181

Pres., Gen. Mgr. .... John L. Hogg  
 Comm. Mgr. .... James W. Ross

**STATIONS**

KTUC, Tucson; KSUN, Bisbee; KVNA, Flagstaff; KVNC, Winslow; KAWT, Douglas; KVOY, Yuma; KNOT, Prescott.

**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.

**Balaban Stations**

3715 Lindell Blvd., St. Louis 8, Mo.  
 Phone: OLive 2-4500

Pres. & Mgr. Dir. .... John Box, Jr.  
 Sales Mgr. .... Stanley N. Kaplan  
 Sales Promo. Mgr. .... Wm. P. McKibben  
 Program Dir. .... William Armstrong  
 Publicity Dir. .... Harriet Baker  
 Chief Engineer. .... Ralph Ingraham

**STATIONS**

WIL, St. Louis, Mo.; WRIT, Milwaukee, Wisc.; KBOX, Dallas, Tex.; WTVO-TV, Rockford, Ill.; WICS-TV, Springfield, Ill.

**The Bartell Family  
 Radio Group**

Box 105, Madison 1, Wisconsin  
 Phone: CEdar 3-0733

President. .... Gerald A. Bartell  
 Managing Dir. .... Lee Bartell

Commercial Manager. .... James P. Smith  
 Engineering Dir. .... Ralph Evans

**BRANCH OFFICES**

Number One Nob Hill Circle, San Francisco 6, Cal., (KYA) Morton J. Wagner, V.P., Gen. Mgr., Phone: DOuglas 2-2536; Seventh Ave. at Ash, San Diego 1, Cal. (KCBQ) Lee Bartell, Pres., Gen. Mgr. Phone: BELmont 2-7161; 522 W. Wis. Ave., Milwaukee 3, Wis. (WOKY) Mel Bartell, V.P., Gen. Mgr., Phone: BRoadway 1-8480; Georgian Terrace Hotel, Atlanta 83, Ga. (WAKE) Jayne Swain, Sta. Mgr., Phone: TRinity 5-8511; 1901 Montgomery Hiway, Birmingham, Ala. (WYDE) Tom Whitley, Sta. Mgr., Phone: FAirfax 2-4511.

**STATIONS**

WYDE, Birmingham, Ala.; KCBQ, San Diego, Calif.; WAKE, Atlanta, Ga.; WOKY, Milwaukee, Wis.; KYA, San Francisco, California.

**Ap News  
 Is Preferred**

. . . by Sponsors — because it  
 insures a day-to-day association  
 with quality.

**Ap**

**Preferred**

50 Rockefeller Plaza • New York 20, N. Y.

# REGIONAL NETWORKS

## Blue Ridge Network

c/o WBAW, Jackson St., Barnwell, S. C.  
Representative ..... Cannon

### STATIONS

WBAW, Barnwell; WSNW, Seneca; WABU, Abbeville; WSSC, Sumter, all South Carolina; WLFA, Lafayette, Ga.

## Booth Broadcasting Co.

700 Buhl Bldg., Detroit 26, Mich.  
Phone: Woodward 2-0220

Bd. Chmn., Pres. .... John L. Booth  
Vice President. .... Thomas J. Warner  
Gen. Managers. .... R. W. Phillips (WSGW),  
J. R. Fife (WBBC), G. Lasley (WIBM), J. Jeffrey  
(WIOU), M. G. Creel (WJVA), S. Miller  
(WTOD).

Program Director. .... Edwin E. Nyy  
Publicity Director. .... Richard Desautel  
Chief Engineer. .... Edward H. Clark

### STATIONS

WJLB, Detroit; WSGW, Saginaw; WBBC, Flint; WIBM, Jackson, all Michigan; WIOU, Kokomo, Ind.; WJVA, South Bend, Ind.; WTOD, Toledo, O.; WMZK-FM, Detroit, Mich.; WMKZ-FM, Jackson, Mich.; WTRT-FM, Toledo, O.

## Broadcast Advertising, Inc.

8 Newbury Street, Boston 16, Mass.  
Phone: Kenmore 6-0854

President ..... James Murley  
Program Director ..... E. P. Gieringer  
Merchandising Director ..... F. P. Russell  
Representative ..... Weed

### STATIONS

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

### NATIONAL REPRESENTATIVE

Weed & Company

## Kenyon Brown Stations

KWFT, Wichita Falls, Tex.; KLYN, Amarillo, Tex.; KBYE, Oklahoma City, Okla.; KGIC, Miami, Okla.; KFEQ-AM-TV, St. Joseph, Mo.

## Paul Bunyan Network

Paul Bunyon Bldg., Traverse City, Mich.  
Phone: Windsor 7-7675

Pres., Gen. Mgr. .... Les Biederman  
Comm. Mgr. .... Robert Detwiler  
Chief Engineer. .... William H. Kiker

### STATIONS

WATT, Cadillac; WATZ, Alpena; WMBN, Petoskey; WATC, Gaylord; WTCM, Traverse City; WPBN-TV, Traverse City; WBDG-TV, Cheboygan, all Mich.

## Cactus State Network

K.L.U.N. Radio, Pecos, Tex.  
Phone: Pecos 5-2497

President ..... Jack Hawkins  
Gen. Mgr., Pub. Dir. .... Bill Hubbs  
Commercial Mgr. .... David Martin  
Sales Prom Mgr. .... Lynn Garrett  
Prog. Dir., Ch. Engr. .... Harry Boehnemann

### BRANCH OFFICES

Alpine, Tex., Gene Hendrix; Ft. Stockton, Tex., Geo. Baker; Cortez, Colo., Jack Hawkins.

### STATIONS

KIUN, Pecos; KFST, Ft. Stockton; KVLF, Alpine, all Tex.; KVFC, Cortez, Colo.

## California Farm Network

2223 Fulton St., Berkeley 4, Cal.  
Phone: TH 3-9600

Manager. .... Milton L. Levy  
Radio Director. .... Al Tiffany

### STATIONS

KFI, Los Angeles; KFBK, Sacramento; KMJ, Fresno; KERN, Bakersfield; KOMY, Watsonville; KXO, El Centro; KRE, Berkeley; KBEE, Modesto; KATY, San Luis Obispo, all Calif.

## California-Oregon TV Trio

Box 1021, Eureka, Calif.

Phone: Hillside 3-3123

Pres., Gen. Mgr. .... William B. Smullin  
V.P., Sales. .... Donald H. Telford  
V.P., Engr. .... Edward A. Malone

### BRANCH OFFICES

Box 1021, Eureka, Cal. (KIEM-TV) Ed Smith, Mgr., Phone: HI 3-3123; Box 1189, Medford, Ore. (KBES-TV) Jerry Poulos, Mgr., Phone: SP 3-4581; Box 732, Klamath Falls, Ore. (KOTI-TV) Walter Richartz, Mgr., Phone: TU 4-8131.

## California Northern Group

c/o Station KSYC, Yreka, Calif.  
Phone: Victor 2-4158

President. .... D. M. Comstock

### STATIONS

KSYC, Yreka; KBLF, Red Bluff; KSUE, Susanville; 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.

## Capital Radio Network

c/o Station WCEN, Mt. Pleasant, Mich.  
President. .... Paul A. Brandt

### STATIONS

WCEN, Mt. Pleasant; WBRN, Big Rapids; WFBC, Fremont, all Mich.

## Carolina Radio Group

Box 609, Durham, North Carolina  
Phone: Durham 8-6129

President. .... Larry L. Welch  
General Manager. .... H. Tom Morris  
Representative ..... Pearson

### STATIONS

WTK, Durham; WFNC, Fayetteville, N. C.; WKIX, Raleigh; WCEC, Rocky Mt.; WRRF, Washington; WGNI, Wilmington; WBBB, Burlington; WSOC, Charlotte; WGBG, Greensboro; WIRC, Hickory; WSAT, Salisbury; WTOB, Winston-Salem, all N. C.



## REGIONAL NETWORKS

### Cascade Broadcasting Co.

P.O. Box 702, Yakima, Washington  
Phone: Glencourt 2-9111

President.....A. W. Talbot  
General Manager.....Thomas C. Bostic  
Gen. Sales Mgr.....Herchel R. Cary  
Promotion Mgr.....Ed Morrissey  
Program Director.....James W. Nolan, Jr.  
Engineering Director.....M. E. Burrill

#### BRANCH OFFICES

P. O. Box 766, Pasco, Wash., Monte Strohl, Mgr., Phone: Kennewick Justice 6-6184; P. O. Box 306, Moses Lake, Wash., James Schroeder, Mgr., Phone: ROckwell 5-7843; P. O. Box 615, Lewiston, Idaho, Ben Shropshire, Mgr., Phone: SHerwood 3-5581.

#### STATIONS

KLEW-TV, Lewiston, Idaho; KBAS-TV, Ephrata; KEPR-AM-TV, Pasco; KIMA, KIMA-TV, Yakima; KWIQ, Moses Lake, all Wash.

### CBS Radio Pacific Network

6121 Sunset Blvd., Hollywood 28, California  
Phone: Hollywood 9-1212

Gen. Manager.....Fred Ruegg  
Commercial Mgr.....Gordon Mason  
Sales Promotion Mgr.....Phil Hillman  
Program Director.....Robert P. Suttton  
Publicity Dir.....Lloyd Brownfield  
Chief Engineer.....Ted Denton

#### BRANCH OFFICES

CBS Radio Spot Sales Offices: 485 Madison Avenue, New York, N. Y., Phone: PL 1-2345. Gordon F. Hayes, Gen. Sales Mgr.; Sheraton-Palace Hotel, San Francisco, Calif., YU 2-7000. Byron Nelson, Sales Mgr.; 932 Fisher Bldg., Detroit, Mich., TR 2-5500. Ralph H. Patt, Jr., Sales Mgr.; 630 N. McClurg Court, Chicago 11, Ill., WH 4-6000. Thomas H. Peterson, Sales Mgr.; 805 Peachtree St. N.E., Atlanta 8, Ga., TR 4-4407, George Swearingen, Sales Mgr.; Ninth & Sidney Sts., St. Louis 4, Mo., PR 3-1120. Eugene R. Myers, Sales Mgr.; 6121 Sunset Blvd., Los Angeles 28, Cal., HO 9-1212, Roland McClure, Sales Mgr.

#### STATIONS

KNX, Los Angeles, Calif.; KCBS, San Francisco, Calif.; KFRE, Fresno, Calif.; KFMB, San Diego, Calif.; KROY, Sacramento, Calif.; KMBY, Monterey, Calif.; KCMJ, Palm Springs, 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.; KEPR, Kennewick, Wash.; KIMA, Yakima, Wash.; KOLO, Reno, Nev.; KVCV, Redding, Calif.; KHSL, Chico, Calif.

### CBS Television Pacific Network

1313 North Vine St., Los Angeles 28, Calif.  
Phone: OLive 1-2345

President.....Merle S. Jones  
General Manager.....Clark B. George

Sls. Prom., Info. Serv. Dir.....Austin Hoywood  
Comm. Mgr.....Robert D. Wood  
Prog. Director.....Donald M. Hine  
Engineer in Charge.....Edwin Miller

#### STATIONS

KTVA, Anchorage, Alaska; KTVF, Fairbanks, Alaska; KOOL-TV, Phoenix, Ariz.; KOLD-TV, Tucson, Ariz.; KIVA, Yuma, Ariz.; KBAK-TV, Bakersfield, Calif.; KHSL-TV, Chico, Calif.; KIEM-TV, Eureka, Calif.; KFRE-TV, Fresno, Calif.; KNXT, Los Angeles, Calif.; KBET-TV, Sacramento, Calif.; KSBW-TV, Salinas-Monterey, Calif.; KFMB-TV, San Diego, Calif.; KPIX, San Francisco, Calif.; KSBY-TV, San Luis Obispo, Calif.; KKTU, Colorado Springs, Colo.; KLZ-TV, Denver, Colo.; KREX-TV, Grand Junction, Colo.; KGMB-TV, Honolulu, Hawaii; KBOL, Boise, Idaho; KID-TV, Idaho Falls, Idaho; KLIX-TV, Twin Falls, Idaho; KLEW-TV, Lewiston, Idaho; KOOK-TV, Billings, Mont.; KFBB-TV, Great Falls, Mont.; KMSO-TV, Missoula, Mont.; KLAS-TV, Las Vegas, Nev.; KOLO-TV, Reno, Nev.; KGGM-TV, Albuquerque, N. M.; KBES-TV, Medford, Ore.; KOTI-TV, Klamath Falls, Ore.; KOIN-TV, Portland, Ore.; KROD-TV, El Paso, Tex.; KVOS-TV, Bellingham, Wash.; KIRO-TV, Seattle, Wash.; KXLY-TV, Spokane, Wash.; KIMA-TV, Yakima, Wash.; KEPR-TV, Pasco, Wash.; KFBC-TV, Cheyenne, Wyo.; KSL-TV, Salt Lake City, Utah; KINY-TV, Juneau, Alaska; KEY-T, Santa Barbara, Cal.; KREY-TV, Montrose, Colo.; KHBC-TV, Hilo, T. H.; KMAU-TV, Wailuku, T. H.; KLEW-TV, Lewiston, Idaho; KXLF-TV, Butte, Mont.; KXGN-TV, Glendive, Mont.; KBAS-TV, Ephrata, Wash.

### Colorado Network

P. O. Box 279, Montrose, Colo.  
Phone: 599

Representative.....Cory

#### STATIONS

KRAL, Craig, Colo.; KSLV, Monte Vista, Colo.; KUBC, Montrose-Delta, Colo.

### Columbia New England Radio Network

c/o WEEL, 182 Tremont St., Boston 11, Mass.  
Phone: HUBbard 2-2323

Gen. Mgr.....Thomas Y. Gorman  
Comm. Mgr.....Robert Sinnott  
National Rep.....CBS Radio Spot Sales

#### STATIONS

WEEL, Boston, Mass.; WTAG, Worcester; WHYN, Springfield-Holyoke, Mass.; WDRC, Hartford; WBRY, Waterbury, Conn.; WPRO, Providence, R. I.; WKNE, Keene; WGIR, Manchester; WKXL, Concord, all N. H.; WGAN, Portland; WGUY, Bangor, both Maine; WCAX, Burlington, Vt.

### Concert Network, Inc.

171 Newbury St., Boston 16, Mass.  
Phone: COpley 7-6020

President.....T. Mitchell Hastings  
General Manager.....Lawrence L. Wynn  
Program Director.....John Q. Adams  
Chief Engineer.....David Passell

# REGIONAL NETWORKS

## BRANCH OFFICES

28 W. 44th St., N. Y. C. 22, Phone: BR 9-7530.  
Gen. Mgr., Lawrence L. Wynn; P. O. Box 1062,  
Hartford, Conn. Phone: BEverly 5-8622, Ch.  
Engr., Wm. Meola; P. O. Box 1015, Providence,  
R. I., Phone: NI 7-4827, Ch. Engr., Wm. Hlavas.

## STATIONS

WNCN, N.Y.C.; WBCN, Boston, Mass.;  
WHCN, Hartford, Conn.; WXCN, Providence,  
R. I.

Lubbock, Tex.; KZIP, Amarillo, Tex.; WENO,  
Nashville, Tenn.; WBAC, Cleveland, Tenn.;  
WQSN, Charleston, S. C.; WPNX, Columbus,  
Ga.; WEAS, Atlanta, Ga.; WABB, Mobile, Ala.;  
WATV, Birmingham, Ala.; KLRN, Little Rock,  
Ark.; KFAY, Fayetteville, Ark.; KTCS, Ft.  
Smith, Ark.; WCBG, Chambersburg, Pa.;  
WTTL, Madisonville, Ky.; WLDB, Atlantic City,  
N. J.; WTAQ, LaGrange, Ill.; WMRO, Aurora,  
Ill.; WREM, Remsen-Utica-Rome, N. Y.

## The Connecticut State Network

440 Meadow St., Waterbury, Conn.  
Phone: PLaza 5-1121

President.....Samuel R. Elman  
Vice-President.....Charles Bell  
Directors.....Ed Waller,  
Julian Schwartz, John Ellinger, Donald Las-  
ser, Edward Taddle.

## STATIONS

WATR, Waterbury; WHAY, New Britain;  
WNHC, New Haven; WTOR, Torrington;  
WSTC, Stamford; WNAB, Bridgeport; WICH,  
Norwich.

## Corinthian Broadcasting Corporation

630 Fifth Avenue, New York 20, N. Y.  
Phone: PLaza 7-0630

President.....C. Wrede Petersmeyer  
Sec.-Treas.....Robert F. Bryan  
Asst. to Pres.....Johnston F. Northrop  
Dir. Sales.....Don L. Kearney  
Dir. Programming.....Robert H. Salk  
Dir. Research.....Charles H. Smith  
Dir. Engineering.....George G. Jacobs  
Dir. Prom. & Adv.....Robt. J. Sullivan

## STATIONS

WISH-AM-TV, Indianapolis, Ind.; WANE-  
AM-TV, Fort Wayne, Ind.; KOTV, Tulsa, Okla.;  
KGUL-TV, Houston, Tex.; KBET-TV, Sacramento,  
Calif.

## Country Music Network

730 Fifth Ave. (Suite 1901), New York 19, N. Y.  
Phone: Circle 6-7242

President.....Charles "Chuck" Bernard  
Asst. to President.....Rita Hughes  
Promotion Director.....Leonard Kessler

## BRANCH OFFICES

New Howard Hotel, 8 N. Howard St.  
Baltimore 1, Md.  
Phone: LE 9-1680

Exec. in Chg.....Miss L. Wentworth  
Room 624, 1000 Main St., Dallas, Texas  
Phone: RI 1-5217

Exec. in Chg.....Diane Spiegel

## STATIONS

KOFY, San Francisco; KPIK, Colorado  
Springs; KLAQ, Denver; WARL, Washington,  
D. C.; WOOO, DeLand-Daytona Beach; WMIE,  
Miami; WHBO, Tampa; KCKN, Kansas City;  
WBMD, Baltimore; KEVE, Minneapolis-St. Paul;  
KWEM, Memphis; KCUL, Fort Worth-Dallas;  
KRCT, Houston; KSOP, Salt Lake City; WCMS,  
Norfolk, Va.; WEXL, Detroit; WHFC, Chicago;  
WQIK, Jacksonville; WPFA, Pensacola; KDAV,

## Crosley Broadcasting Corp.

140 W. Ninth St., Cincinnati 2, Ohio  
Phone: CHerry 1-1822

Chrmn. of Board.....James D. Shouse  
Pres., Gen. Mgr.....Robert E. Dunville  
V.P., Television.....John T. Murphy  
V.P., Sales.....H. P. Lasker

## BRANCH OFFICES

3 E. 54th St., New York 22, N. Y., Phone  
PLaza 1-5353, H. P. Lasker, V.P. Sales; 360  
N. Michigan Ave., Chicago 1, Ill., State 2-6693,  
H. Albrecht, V.P. Central Div.

## STATIONS

WLW-A (TV), Atlanta, Ga.; WLW-I (TV),  
Indianapolis, Ind.; WWL-T (TV), WLW (Radio),  
Cincinnati; WLW-D (TV), Dayton; WLW-C (TV),  
Columbus, all Ohio.

## 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.; KLRG Redwood  
Falls, Minn.; KFAM, St. Cloud, Minn.

## Vic Diehm Radio Group, Inc.

706-716 Hazleton Nat'l Bank Bldg.,  
Hazleton, Pa.

Phone: GL 4-3531

President.....Victor C. Diehm  
Administration Assistant...Kathryn E. Kahler  
Commercial Mgr.....Robert I. Sacco  
National Sales Manager.....Thomas A. Tito  
Program Director.....Robert Williams  
Publicity Director.....Paul Cerula  
Chief Engineer.....Arthur Deters

## BRANCH OFFICES

Hazleton Nat'l Bank Bldg., Hazleton, Pa.  
(WAZL) Victor C. Diehm, Phone: GL 4-3531;  
Colorado & Poplar Sts., Allentown, Pa. (WHOL)  
Victor C. Diehm, Phone: HEmlock 4-4801;  
Drawer "A" Main Post Office, Tallahassee,  
Fla. (WTAL) Victor C. Diehm, Phone: 2-1270;  
Bloomsburg, Pa. (WHLM) Harry L. Magee,  
Phone: STerling 4-5500.

## STATIONS

WAZL, Hazleton; WHOL, Allentown; WHLM,  
Bloomsburg, all Pa.; WTAL, Tallahassee, Fla.

## Dixie Broadcasting System

P. O. Box 1008, Hattiesburg, Miss.  
Phone: JU-niper 3-1743

Pres., Gen. Mgr.....Charles W. Holt

## REGIONAL NETWORKS

Commercial Mgr. .... Stanley Lightsey  
Sales Prom. Mgr. .... Frank Zalnoski  
Prog., Pub. Dir. .... Connie I. Holt  
Chief Engineer. .... Charles Sharpling

### BRANCH OFFICES

Montgomery, Ala. (WHHY) Robert N. Robinson;  
Tulsa, Okla. (KOME) Stan Hagan; McComb, Miss. (WHNY) Carroll Hines.

### STATIONS

WHSY, Hattiesburg, Miss.; WNSL, Laurel, Miss.; WHNY, McComb, Miss.; WHXY, Bogalusa, La.; WARB, Covington, La.; WHHY, Montgomery, Ala.; WGCM, Gulfport; WQBC, Vicksburg; WGVN, Greenville; WABG, Greenwood; WKOZ, Kosciusko; WRJW, Picayune; WCLD, Cleveland, all Miss.; WFUN, Huntsville; WAGE, Dothan, all Ala.; WMEN, Tallahassee, Fla.; KOME, Tulsa, Okla.

### Dixie Network

Headquarters: Williams Bldg., Jackson, Tenn.  
Phone: 7-9611

President ..... A. B. Robinson  
V. P., Gen. Mgr. .... Jack Cecil  
Representative. . . . Venard, Rintoul, McConnell

### STATIONS

WDXI Jackson; WENK Union City; WTPR Paris; WDXE Lawrenceburg; WDXL Lexington; WDXN Clarkesville, all Tennessee; WCMA Corinth, Miss.

### East Coast Network

Box 509, Edenton, N. C.

Phone: Edenton 2178

President ..... E. M. Schuman  
General Mgr. .... R. W. Schuman  
Commercial Mgr. .... R. P. Harrell  
Program Dir. .... Boyce Williams  
Publicity Dir. .... Haney Carson  
Chief Engineer. .... Anthony Ostopp

### STATIONS

WCDJ, Edenton, N. C.; WMBL, Morehead City; WDDW, New Bern; WTAB, Tabor City; WHED, Washington; All, N. Car.

### East Texas Network

205 Austin St., Center, Tex.

Phone: LYric 8-3304

President ..... Tom E. Foster

### STATIONS

KRBA Lufkin; KDET Center; KSIJ Gladewater; KOSF Nacogdoches; KTXJ Jasper; KIVY Crockett; KNET Palestine; KEBE Jacksonville; KWRD, Henderson; KOGT, Orange; KADO, Marshall, all Texas.

### Farm & Home Radio

Cedar & Division, Grand Island, Nebr.

Phone: DU 2-2800

President ..... Don Searle  
Exec. V.P. .... Bill Martin  
Sales Mgr. .... Bill Moore  
Business Mgr. .... Willard Morton  
Program Dir. .... Bill Delzell  
Chief Engineer. .... U. L. Lynch

### STATIONS

KFNF, Shenandoah, Iowa; KXXX, Colby, Kans.

### Fetzer Stations

590 W. Maple St., Kalamazoo, Mich.

Phone: FI 5-2101

President. .... John E. Fetzer  
Executive V.P. .... Carl E. Lee  
Secy., Treas. .... E. L. Tait  
Assistant Secretary. .... Robt. C. Van Horn

### STATIONS

WKZO-AM-TV Kalamazoo, KOLN TV Lincoln, Neb.; WJEF AM-FM, Grand Rapids; WWTV, Cadillac, Mich.; WMBD AM-FM-TV, Peoria, Ill.

### Five-Star Group

10th & Fillmore Sts.

c/o Station WREN, Topeka, Kans.

Phone: Central 2-0505

President ..... Max Falkenstien  
Secy.-Treas. .... Bob Pratt  
Representative ..... Hollingberry

### STATIONS

KOAM, Pittsburg, Kans.; KWBB, Wichita, Kans.; KVGB, Great Bend, Kans.; KGGF, Coffeyville, Kans.; and WREN, Topeka, Kans.

### Friendly Group

Exchange Realty Bldg., Steubenville, O.

Phone: ATLantic 2-6265

President ..... Jack N. Berkman  
Exec. V.P., Gen. Mgr. .... John I. Laux  
Vice Pres. .... Fred Weber  
Sales Prom. Mgr. .... Robert Harris  
National Sales-TV. .... Rod Gibson  
National Sales-Radio. .... Lee Gaynor  
Chief Engineer. .... Charles Shepherd

### BRANCH OFFICES

52 Vanderbilt Ave., New York 17, N. Y.,  
Phone: MU 3-6977, Rod Gibson, Nat'l. Sales  
Mgr.; 211 Smithfield St., Pittsburg 22, Pa.,  
Phone: GR 1-3288, Rex King.

### STATIONS

KMLB, Monroe, La.; KODE-AM-TV, Joplin, Mo.; WSTV-AM-TV, Steubenville, Ohio; WPIT, Pittsburg, Pa.; WBOY-AM-TV, Clarksburg, W. Va.; WPAR, Parkersburg, W. Va.; WAAM-FM, Parkersburg, W. Va.

### Gamble-Lane Stations

140 S.W. Columbia, Portland, Ore.

Phone: CA 8-3333

President. .... Ted R. Gamble

### STATIONS

KOIN TV-AM-FM, Portland, Ore.; KOMO-TV, Seattle, Wash.; KSBW-AM-FM, Salinas and KSBY-TV San Luis Obispo, Calif.

### 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.

### Good Neighbor Stations, Inc.

155 Front St., Manchester, N. H.

Phone: NAtional 4-4075

President. .... W. F. Rust, Jr.  
Gen. Sls, Prom. Mgr. .... Ralph Gottlieb  
Comm. Mgr. .... James McCann  
Gen. Mgr., Sales Prom. Mgr. .... Ralph Gottlieb  
Pgm. Director. .... Wm. Morrissey  
Chief Engineer. .... Albert Davis

## REGIONAL NETWORKS

### BRANCH OFFICES

York, Pa. (WNOW) F. Richard Hill, Sta. Mgr.; Seventh & Hamilton Sts., Allentown, Pa. (WAEB) Bob Ackley, Sta. Mgr.; Dover, N. H. (WTSN) Ed Callahan, Sta. Mgr., Phone: SHerwood 2-5951; Claremont, N. H. (WTSV) Bill Perry, Sta. Mgr., Phone: 1800; Hanover, N. H. (WTSL) Howard Chase, Sta. Mgr., Phone: 1400; 7 East 47th St., NYC. Peggy Stone, V.P. Radio-TV Reps, Inc., Phone: MU 8-4340.

### STATIONS

WKBR Manchester; WTSV, Claremont; and WTSL, Hanover; WTSN, Dover, all in New Hampshire; WNOW, York, Pa.; WAEB, Allentown, Pa.

### Great Northern Bestg. System

P. O. Box 1226, Fargo, N. Dak.

Phone: 3584

President.....E. J. McKellar  
Sec.-Treas.....R. L. Owens

### STATIONS

KVOX, Fargo-Moorehead, Minn.; KLPM, Minot, N. D.; KOVC, Valley City, N. D.; KDLR, Devils Lake, N. D.; KEYJ, Jamestown, N. D.; KBOM, Mandan-Bismarck, N. D.; KGDE, Fergus Falls, Minn.; KNOX, Grand Forks, N. D.; KGCX, Sidney, Mont.

### Great Western Network

130 Social Hall Ave., Salt Lake City 11, Utah

Phone: DA 2-5681

Pres., Gen. Mgr.....G. Bennett Larson  
Comm. Mgr.....Del Leeson  
Local Sales Mgr.....Jack Adamson  
Sales Prom., Pub. Dir.....Edw. T. Himstreet  
Program Dir.....Ed Kemp  
Chief Engineer.....A. L. Gunderson  
Representative.....Weed

### STATIONS

KDYL, Salt Lake City; KIDO, Boise, Idaho; KSEI, Pocatello, Idaho; KTFI, Twin Falls, Idaho; KXLF, Butte, Mont.; KXLJ, Helena, KXLK, Great Falls, Mont.; KXLL, Missoula, Mont.; KXLQ, Bozeman, Mont.; KOOK, Billings, Mont.

### Griffin Radio-TV

Box 1618, Muskogee, Oklahoma

Phone: MU 7-6311

President.....James C. Leake  
Sales Prom., Pub. Dir.....Charles Larkin  
Chief Engineer.....Robert Snider

### BRANCH OFFICES

P.O. Box 9697, Tulsa, Okla. (KTUL-TV) Bill Swanson, Mgr., Phone: Hickory 6-6184; P.O. Box 1788, Little Rock, Ark. (KATV) John Fugate, Mgr., Phone: FRanklin 4-1691; P.O. Box 8557, Tulsa, Okla. (KTUL) James P. Walker, Mgr., Phone: Fillmore 5-1311; P.O. Box 8788, Okla. City, Okla. (KWTV) Edgar T. Bell, Mgr., Phone: Victor 3-664.

### STATIONS

KATV, Little Rock, Ark.; KTUL-AM-TV, Tulsa, Okla. Associated with KWTV, Oklahoma City.

### 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

### STATIONS

WBAL AM TV Baltimore; WISN AM TV Milwaukee; WCAE, Pittsburgh; WTAE (TV), Pittsburgh, Pa. (50% ownership).

### Highland Stations

17 Dunbar St., Keene, N. H.

Phone: Elmwood 2-9230

Representative.....Meeker

### STATIONS

WKNE, Keene, N. H.; WKNY, Kingston, N. Y.

### Hildreth Network Stations

27 State St., Bangor, Maine

Phone: Bangor 6446

President.....Horace A. Hildreth  
Exec. V.P., Gen. Mgr.....Leon P. Gorman, Jr.  
Nat'l. Sales Mgr.....William J. Mullen

### BRANCH OFFICES

Presque Isle (WAGM AM-TV) Dick Marshall; Houlton (WABM) Dick Marshall; Portland (WPOR) Leon P. Gorman, Jr., Exec. V.P., all Maine.

### STATIONS

WABI-AM-TV, Bangor; WABM, Houlton; WAGM-AM-TV, Presque Isle; WPOR, Portland, all Maine.

### Imperial Broadcasting System, Inc.

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.

### STATIONS

KPRO, Riverside; KREO, Indio; KROP, Brawley; KYOR, Blythe, Calif.

### Intermountain Network, Inc.

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

Phone: Empire 4-3561

Chairman of Board.....George C. Hatch  
President.....Lynn L. Meyer  
Exec. Vice-Pres.....Jack S. Paige  
Assistant to President.....Kenneth J. Hanni  
Eng. Director.....W. D'Orr Cozzens

### BRANCH OFFICE

P.O. Box 1408, Edgewater Branch, Denver, Colo., Phone: BELmont 7-2734, V.P. in Chg., Jack Shapiro.

### STATIONS

KIMN, Denver, Colo.; KGHF, Pueblo, Colo.; KYSN, Colo. Springs, Colo.; KCRT, Trinidad, Colo.; KBNZ, La Junta, Colo.; KLMR, Lamar, Colo.; KGIW, Alamosa, Colo.; KYOU, Greeley, Colo.; KCOL, Ft. Collins, Colo.; KRLN, Canon City, Colo.; KWIK, Pocatello, Idaho; KIFT, Idaho Falls, Idaho; KLIX, Twin Falls, Idaho; KRAL, Rawlins, Wyo.; KGEN, Boise, Idaho; KBYM, Billings, Mont.; KATL, Miles City, Mont.; KPRK, Livingston, Mont.; KOPR, Butte, Mont.; KXLJ, Helena, Mont.; KKLO, Lewistown, Mont.; KOAL, Price, Utah; KMON, Great Falls, Mont.; KOWB, Laramie, Wyo.; KBTK, Missoula, Mont.; KDGO, Durango, Colo.; KNEB, Scottsbluff, Neb.; KORK, Las Vegas, Nev.;

## REGIONAL NETWORKS

KELK, Elko, Nev.; KOLR, Sterling, Colo.; KALL, Salt Lake City, Utah; KLO, Ogden, Utah; KOVO, Provo, Utah; KVNU, Logan, Utah; K SVC, Richfield, Utah; KVEL, Vernal, Utah; KURA, Moab, Utah; KLUK, Evanston, Wyo.; K VRS, Rock Springs, Wyo.; KOVE, Lander, Wyo.; KVOC, Casper, Wyo.; KWYO, Sheridan, Wyo.; KPOW, Powell, Wyo.; KFBC, Cheyenne, Wyo.

### Jefferson Standard Broadcasting Company

1 Jefferson Pl., Charlotte, N. C.

Phone: EDison 3-8833

President.....Joseph M. Bryan  
Exec. V.P., Gen. Mgr.....Charles Crutchfield

#### STATIONS

WBT, WBTW Charlotte, N. C.; WBTW (TV)  
Florence, S. C.

### Knorr Bestg. Corp. (Grp.)

15001 Michigan Ave., Dearborn, Mich.

Phone: Tiffany 6-8530

Pres., Gen. Mgr.....Fred A. Knorr  
Comm Mgr.....John O. Gilbert, II  
Sales Prom., Pub. Dir.....Lee C. Hanson  
Program Dir.....Richard S. Buller  
Chief Engineer.....Jerrold L. Martin

#### BRANCH OFFICES

Mich. Nat'l. Bank Bldg., Battle Creek, Mich.,  
Paul J. Haller, Managing Dir., Phone: WO 4-  
7174; 15001 Michigan Ave., Dearborn, Mich.,  
John J. Carroll, Managing Dir., Phone: TI 6-  
8500; 112 W. Water St., Flint 3, Mich., W. Eldon  
Garner, Managing Dir., Phone: CE 9-7608;  
441 Wildwood Ave., Jackson, Mich. Nathan H.  
Alberstein, Comm. Mgr., Phone: ST 4-7181;  
2435 Holland Ave., Saginaw, Mich., Geo. M.  
Millar, V.P., Phone: PL 2-8161.

#### STATIONS

WKMH, Dearborn-Detroit; WSAM, Saginaw;  
WKHM, Jackson; WKMF, Detroit-Flint; WELL,  
Battle Creek, all Mich.

### Don Lee Broadcasting System

1313 North Vine Street, Hollywood 28, Calif

Phone: Hollywood 2-2133

V.P., Gen. Mgr.....Norman Boggs  
Sec.-Treas.....A. M. Quinn  
V.P., Programming.....Tony LaFrano  
Nat'l. Sales Dir.....Paul H. Martin  
Sales Manager.....Terry Mann  
Press Info. Dir.....Tony Arnone  
Promotion Mgr.....Russell Smith  
News & Special Events.....Les Mawhinney  
Chief Engineer.....Robert Bullock

#### BRANCH OFFICES

415 Bush St., San Francisco 8, Cal., Wendell  
Campbell, V.P., Phone: YUkon 2-9200; National  
Reps., H-R Representatives; New York, Chi-  
cago, San Francisco, Detroit, Atlanta, Houston,  
Dallas, New Orleans.

#### STATIONS

KMAP, Bakersfield, Calif.; KPAY, Chico,  
Calif.; KXO, El Centro, Calif.; KR DG, Redding,  
Calif.; KYNO, Fresno, Calif.; KHJ, Los Angeles,  
Calif.; KMYC, Marysville, Calif.; KYOS, Mer-

ced, Calif.; KPRL, Paso Robles, Calif.; KGMS,  
Sacramento, Calif.; KSBW, Salinas, Calif.;  
KITO, San Bernardino, Calif.; KGB, San Diego,  
Calif.; KFRC, San Francisco, Calif.; KVEC,  
San Luis Obispo, Calif.; KTMS, Santa Barbara,  
Calif.; KWG, Stockton, Calif.; KCOK, Tulare,  
Calif.; KWJB, Globe, Arizona; KGLU, Safford,  
Ariz.; KATO, Reno, Nevada; KWIL, Albany,  
Oregon; KWIN, Ashland, Oregon; KAST,  
Astoria, Oregon; KBND, Bend, Oregon; KOOS,  
Coos Bay, Oregon; KORE, Eugene, Oregon;  
KFJI, Klamath Falls, Oregon; KPOJ, Portland,  
Oregon; KRXL, Roseburg, Oregon; KSLM,  
Salem, Oregon; KPUG, Bellingham, Wash.;  
KELA, Centralia, Wash.; KWLK, Longview,  
Wash.; KGY, Olympia, Wash.; KVL Seattle,  
Wash.

ADDITIONAL GROUPS AVAILABLE: KOY,  
Phoenix, Arizona; KTUC, Tucson, Arizona;  
KSUN, Bisbee, Arizona; KVOY, Yuma, Arizona;  
KVNA, Flagstaff, Arizona; KAWT, Douglas,  
Arizona; KVNC, Winslow, Arizona; KWJB,  
Globe, Ariz.; KGLU, Safford, Ariz.

### The Linder Group

Box 393, Willmar, Minn.

Phone: BELmont 5-1340

Representative .....Pearson

#### STATIONS

KLGR Redwood Falls, KMHL Marshall,  
KWLM Willmar, KDMA Montevideo, KTOE  
Mankato, all Minnesota.

### Lobster Network of Maine

212 Middle St., Portland, Maine

SPruce 5-2336

President .....Faust Couture  
Gen. Mgr.....Melvin L. Stone  
Commercial Manager.....David L. Royte  
Sales Promotion Manager.....John Libby  
Program Director.....Howard Leonard  
Publicity Director.....James Niels III  
Chief Engineer.....T. Richard Dunn

#### BRANCH OFFICES

225 Lisbon St., Lewiston, Me., Faust Couture,  
Pres., Phone: 2-7650; 160 Bangor St., Augusta,  
Me., Norman Gallant, Mgr., Phone: MAYfair  
3-3878; 26 Central St., Bangor, Me., James Hin-  
chey, Mgr., Phone: 7354; 89 Congress St., Rum-  
ford, Me., Kenneth Ellis, Mgr., Phone: 1057;  
61 Water St., Skowhegan, Me., Harry Heustis,  
Mgr., Phone: GREENwood 4-2727; School St.,  
Sanford, Me., John Carlson, Mgr., Phone: 1574;  
P. O. Box 65, Caribou, Me., Elby Stevens, Mgr.,  
Phone: 3731.

#### STATIONS

WLOB, Portland; WCOU, Lewiston; WFAU,  
Augusta; WRUM, Rumford; WGHM, Water-  
ville; WGUY, Bangor; WFST, Caribou; WSME,  
Sanford, all Maine.

### Long Radio Enterprises

P. O. Box 1391, Bay City, Tex.

Phone: CI 5-4642

Managing Director.....J. G. Long  
Gen., Comm. Mgr.....Harry L. Becker

#### STATIONS

KIOX, Bay City; KVIC, Victoria; KTLW,  
Texas City, Tex.

## REGIONAL NETWORKS

### Maine Broadcasting System

157 High St., Portland 3, Me.

Phone: SPruce 2-0181

President.....William H. Rines  
General Manager.....Donald K. Powers  
Chief Engineer.....Charles R. Brown

#### BRANCH OFFICES

Water St., Augusta, Me., Les Hubley, Sta. Mgr., Phone: MAyfair 3-4735; Main St., Bangor, Me., Ed Guernsey, Sta. Mgr., Phone: BANgor 2-4657.

#### STATIONS

WCSH, Portland; WLBZ, Bangor; WRDO, Augusta; all Maine.

### J. Elroy McCaw Stations

7 Central Pk. West, New York 23, N. Y.

Phone: JUDson 2-7000

#### STATIONS

KTVW (TV), Seattle, Wash.; WINS, New York; KELA, Centralia, Wash.; KALE, Richland, Wash.; KONA (TV), Honolulu; KTVR (TV), Denver; KDAY, Hollywood, Calif.

### McClatchy Beeline Stations

21st & Q, Sacramento 4, Calif.

Phone: GILbert 2-5011

President.....Eleanor McClatchy  
Dir. of Sales.....Keith Collins

#### STATIONS

KFBK, Sacramento; KERN, Bakersfield; KBEE, Modesto; KMJ-AM-TV, Fresno, all Calif.; KOH, Reno, Nev.

### 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

#### STATIONS

KCMO AM FM TV Kansas City, KPHO AM TV Phoenix, Ariz., WOW AM TV Omaha, WHEN AM TV, Syracuse; KRMG Tulsa, Okla.

### Metropolitan Broadcasting Corp.

205 E. 67 St., N. Y., N. Y.

Phone: LE 5-1000

Board Chairman.....John W. Kluge  
President.....Richard D. Buckley  
V.P., TV Oper.....Bennet H. Korn  
Treasurer.....Richard L. Geismar  
Secretary.....Arthur Israel  
Comptroller.....Joseph J. Madden  
Assistant Treasurer.....Clemens M. Weber  
Gen. Counsel, Asst. Sec'y.....Robert Dreyer

#### BRANCH OFFICES

Hotel Raleigh, 12th St. & Penna. Ave. NW, Washington 4, D. C. (WTTG) John E. McArdle, Sta. Mgr., Phone: STerling 3-5300; 5000 Euclid Ave., Cleveland 3, O. (WHK) Henry W. Simmen, Sta. Mgr., Phone: EXpress 1-5000.

#### STATIONS

WNEU-TV-AM-FM, NYC; WTTG, Wash., D.C.; WHK-AM-FM, Cleveland, O.

### Midnight Sun Broadcasting Co.

Box 910

c/o KFAR, Fairbanks, Alaska

#### STATIONS

Comprises KFAR, Fairbanks; KENI, Anchorage; KJNO, Juneau; KTKN, Ketchikan, all Alaska.

### The Mid-South Network

WELO Bldg., Tupelo, Miss.

Phone: VI 2-7658

President.....Birney Imes, Jr.  
General Manager.....Bob Evans

#### STATIONS

WCBI, Columbus; WONA, Winona; WMOX, Meridian; WROX, Clarksdale; WNAG, Grenada; WROB, West Point; WAMY, Amory, all Mississippi.

### Miracle Valley Radio Network

3rd & N. St. N.

Station WETZ, New Martinsville, W. Va.  
Executive.....John T. Taylor  
Representative.....Clark

#### STATIONS

WMOD, Moundsville; WETZ, New Martinsville; WCEF, Parkersburg, all W. Va.

### 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.

### National Spanish Language Network

370 Lexington Ave., Suite 610,

New York 17, N. Y.

Phone: MURray Hill 5-1300

#### PERSONNEL (KWKW)

President.....Marshall S. Neal  
General Manager.....Arthur Gordon  
Commercial Mgr.....Dan Curtin  
Sales Prom., Pub. Dir.....Al Alperton

#### BRANCH OFFICE

672 S. Lafayette Pk. Pl., Los Angeles, Calif.,  
Phone: DUnkirk 2-3200, Ch. Exec., Harlan Oakes.

#### STATIONS

KWKW, Los Angeles; XEXX, Tijuana-San Diego; KGST, Fresno, all Calif.; KABQ, Albuquerque, N. M.; KIFN, Phoenix; KEVT, Tucson; both Ariz.; KIWW, San Antonio; KCCCT, Corpus Christi; XEJ, El Paso; XEO, Brownsville; XEOR, McAllen; KLVL, Houston; all Texas.

### New England Regional Network

26 Grove St., Hartford, Conn.

Phone: JACkson 5-0801

Chairman.....Paul W. Morency

#### STATIONS

WTIC, Hartford; WJAR, Providence; WCSH, Portland; WLBZ, Bangor; WRDO, Augusta, Me.

## REGIONAL NETWORKS

### Newhouse Newspaper Stations

224 Harrison St., Syracuse, N. Y.  
Phone: 3-7111  
STATIONS

WSYR AM TV Syracuse, WPTA-TV Harrisburg, KOIN AM TV Portland, Ore.; WABT, WAPI, Birmingham, Ala.; KTVI-TV, St. Louis.

### North Country Stations of Vermont

Concord Ave., St. Johnsbury, Vt.  
Phone: Pioneer 8-2344

Pres., Gen. Mgr. . . . . E. Dean Finney  
Assistant Manager . . . . . Donald Thurston

#### STATIONS

WTWN, St. Johnsbury; WIKE, Newport; WSNO, Barre, Vt.

### Northeast Radio Network

Bibbins Hall, Terrace Hill, Ithaca, N. Y.  
Phone: 4-6357

Pres. . . . . R. B. Gervan  
General Manager . . . . . H. S. Brown  
Program Supervisor . . . . . John Deal  
Engineering Manager . . . . . Donald Udey

#### STATIONS

WRRE-FM, Bristol Center; WRRF-FM, Cherry Valley; WRRD-FM, DeRuyter; WRRR-FM, Ithaca; WFLY-FM, Troy-Alb. Schen.; WRRL-FM, Weathersfield; WBNF, Binghamton; WELM, Elmira; WWHG, Hornell; WHCU, Ithaca; WJTN, Jamestown; WMSA, Massena; WHLD-AM-FM, Niagara Falls; WHDL-AM-FM, Olean; WEAV, Plattsburgh; WHFM, Rochester; WGY, Schenectady; WHEN, Syracuse; WRUN, Utica-Rome; WDLA, Walton; WWNY, Watertown; WKOP-FM, Binghamton; WJTN-FM, Jamestown; WHLD-FM, Niag. Falls-Buff.; WRUN-FM, Utica-Rome; WGNV, Newburgh; WKIP, Poughkeepsie; WHAM, Rochester, all New York; WEJL, Scranton, Pa.

### OK Group

Headquarters: 505 Baronne St., New Orleans.  
Phone: TU 5363

President . . . . . Jules J. Paglin  
Exec. V.P., Gen. Mgr. . . . . Stanley Ray Jr.  
Representative . . . . . Stars National

#### STATIONS

WBOK New Orleans; KYOK Houston; KAOK Lake Charles; WXOK Baton Rouge; WLOK, Memphis; WGOK, Mobile, Ala.

### The Oregon Trail Network

2030 Auburn Ave.,

c/o Sta. KBKR, Baker, Oregon

General Manager . . . . . Gordon Capps

#### STATIONS

KSRV, Ontario, Ore.; KBKR, Baker, Ore.;

KLBM, LaGrande, Ore.

### Ozark Network

1037 S. Glenstone, Springfield, Mo.

General Manager . . . . . Richard Bradley  
Representative . . . . . Best

#### STATIONS

KICK, Springfield; KBTN, Neosho; KRMO, Monett; KWPM, West Plains; KALM, Thayer;

KLRS, Mountain Grove, KBHM, Branson, Mo.;  
KMDO, Fort Scott, Kans.

### Plough Broadcasting Stations

112 Union Ave., Memphis, Tenn.

Owner . . . . . Abe Plough

#### STATIONS

WMPX, Memphis, Tenn.; WJJD, Chicago, Ill.;  
WCOP AM-FM, Boston; WCAO AM-FM, Baltimore, Md.

### John Poole Stations

6540 Sunset Blvd., Hollywood, Calif.  
Phone: HOLLYWOOD 3-3205

President . . . . . John H. Poole  
Gen. Mgr. . . . . David T. Harris  
Representative . . . . . Weed

#### STATIONS

KBIG Avalon, KBIF, Fresno, Calif.

### The Rahall Group

Box 689, Allentown, Pa.  
Phone: HEMlock 3-3166

President . . . . . N. Joe Rahall  
General Manager . . . . . Ogden R. Davies

#### STATIONS

WKAP, Allentown, Pa.; WFEA, Manchester, N. H.; WTSP, St. Petersburg, Fla.; WWNR, Beckley, W. Va.; WNAR, Norristown, Pa.

### RKO Teleradio Pictures, Inc.

1440 Broadway, New York 18, N. Y.  
Phone: LONgacre 4-8000

Pres., Board Chrmn. . . . . Thomas F. O'Neil  
V.P., Treasurer . . . . . Geo. R. Ruppel  
Vice-Presidents . . . . . George N. Steffy,  
Robert Leder, John B. Poor, Arnold Kaufman,  
Walter Branson, Wendell B. Campbell,  
Edward L. Walton, Wm. H. Grumbles; Daniel  
O'Shea, Norman Boggs.

Asst. Secretary . . . . . Patrick J. Winkler

#### 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; CKLV-TV, Detroit-Windsor; WGMS, Washington, D. C. Also owns and operates Don Lee & Yankee Networks.

### Rollins Broadcasting, Inc.

414 French St., Wilmington 1, Del.  
Phone: OLYMPIA 4-8881

President . . . . . O. Wayne Rollins  
Vice-President . . . . . Mrs. Madalyn Pruett Copley  
Vice-Presidents . . . . . Henry B. Tippie,  
Albert R. Lanphear.

Dir. of Sales . . . . . Albert R. Lanphear  
Dir. Public Rel. . . . . Tim Crow  
Engineering Dir. . . . . G. Russell Chambers

#### BRANCH OFFICES

565 Fifth Ave., N. Y. C. 36, Graeme Zimmer, Natl. Sales, Phone: OXford 7-7040; 75 E. Wacker Dr., Lincoln Tower, Chicago 1, Ill., Ed Sloan, Midwest Sales, Phone: Financial 6-8611; Arcade Bldg., St. Louis 1, Mo., Bob Lyons, Midwest Sales., Phone: CHestnut 1-6000.

# REGIONAL NETWORKS

## STATIONS

WJWL, Georgetown, Del.; WAMS, Wilmington, Del.; WBEE, Chicago, Ill.; WGEE, Indianapolis, Ind.; KATZ, St. Louis, Mo.; WNJR, Newark, N. J.; WPTZ-TV, Plattsburgh, N. Y.; WRAP, Norfolk, Va.

## Rounsaville Radio Stations

3165 Mathieson Dr., N.E., Atlanta, Ga.

Phone: CEdar 3-2195

Pres., Gen. Mgr. . . . . Robert W. Rounsaville  
V.P., Natl. Sales Mgr. . . . . Harold F. Walker  
Vice-President . . . . . John Fulton  
Sales Promotion Manager . . . . . Harold Walker  
Chief Engineer . . . . . Paul Cram

## STATIONS

WQXI, Atlanta, Ga.; WLOU, Louisville, Ky.; WCOL, Cincinnati, Ohio; WMBM, Miami, Fla.; WVOL, Nashville, Tenn.; WYLD, New Orleans, La.; WTMP, Tampa, Fla.

## Scripps Howard Group

1121 Union Central Bldg., Cleveland, Ohio

Phone: MAin 1-1811

President . . . . . Jack R. Howard

## STATIONS

WEWS Cleveland, WCPO AM-FM-TV Cincinnati, WNOX Knoxville, WMC, WMCT-TV Memphis.

## Southeastern Key Market Network

P. O. Box 600, Florence, Ala.

Phone: AT 2-7711

President . . . . . Richard B. Biddle  
General Manager . . . . . Bill Mapes  
Traffic Manager . . . . . Bettye Fowler  
Representative . . . . . RVH; Forjoe

## STATIONS

ALABAMA: WAVU, Albertville; WRFS, Alexander City; WCTA, Andalusia; WHMA, Anniston; WJMW, Athens; WATM, Atmore; WAUD, Auburn; WEZB, Birmingham; WEBJ, Brewton; WRAG, Carrollton; WKLF, Clanton; WFMH, Cullman; WHOS, Decatur; WXAL, Demopolis; WAGF, Dothan; WIRB, Enterprise; WULA, Eufaula; WWWW, Fayette; WTCC, Flomaton; WOWL, Florence; WZOB, Fort Payne; WHEP, Foley; WGAD, Gadsden; WGEA, Geneva; WGYV, Greenville; WGSV, Guntersville; WJBB, Haleyville; WERH, Hamilton; WBHP, Huntsville; WPBB, Jackson; WWWB, Jasper; WRLD, Lanett; WJAM, Marion; WABB, Mobile; WMFC, Monroeville; WAPX, Montgomery; WCRL, Oneonta; WJHO, Opelika; WAMI, Opp; WOZK, Ozark; WFKH, Pell City; WPNX, Phenix City; WPID, Piedmont; WELR, Roanoke; WWWW, Russellville; WCRL, Scottsboro; WHBB, Selma; WMLS, Sylacauga; WHTB, Talladega; WJDB, Thomasville; WTBF, Troy; WTBC, Tuscaloosa; WTUS, Tuskegee; WETU, Wetumpka.

ARKANSAS: KBBA, Benton; KAGH, Crossett; KXJK, Forrest City; KFFA, Helena; KBLO, Hot Springs; KVSA, McGhee; KVMA, Magnolia; KENA, Mena; KHBM, Monticello; KVOM, Morrilton; KOSE, Osceola; KAMO, Rogers; KWAK,

Stuttgart; KTFS, Texarkana; KRLW, Walnut Ridge; KWRP, Warren; KNLR, N. Little Rock.

FLORIDA: WBAR, Bartow; WTRL, Bradenton; WONU, Crestview; WDCF, Dade City; WDAT, Daytona; WFNM, De Funiak Springs; WMEG, Eau Gallie; WLCO, Eustis; WFBF, Fernandina Beach; WINK, Fort Myers; WARM, Fort Pierce; WFTW, Fort Walton; WGGG, Gainesville; WQIK, Jacksonville; WZRO, Jacksonville Beach; WRWB, Kissimmee; WDSR, Lake City; WNER, Live Oak; WMMB, Melbourne; WSBW, New Smyrna Beach; WMOP, Ocala; WKIS-WORZ, Orlando; WWPB, Palatka; WPFA, Pensacola; WPRY, Perry; WCNH, Quincy; WTRR, Sanford; WKXY, Sarasota; WJCM, Sebring; WSTN, St. Augustine; WRGR, Starke; WMEN, Tallahassee; WALT, Tampa; WNTM, Vero Beach; WIRK, West Palm Beach; WSIR, Winter Haven.

GEORGIA: WAAG, Adel; WJAZ, Albany; WDEC, Americus; WRFC, Athens; WAOK, Atlanta; WAUG, Augusta; WMGR, Bainbridge; WMOG, Brunswick; WCGA, Calhoun; WCLB, Camilla; WLBB, Carrollton; WPNX, Columbus; WCON, Cornelia; WGFS, Covington; WRCD, Dalton; WEAS, Decatur; WMLT, Dublin; WTJH, East Point; WEHB, Fitzgerald; WDUN, Gainesville; WKUE, Griffin; WCEH, Hawkinsville; WBGR, Jesup; WFLA, Lafayette; WTRP, LaGrange; WIBB, Macon; WYTH, Madison; WBIE, Marietta; WMVG, Milledgeville; WMRE, Monroe; WMTM, Moultrie; WBBN, Perry; WLAQ, Rome; WSNT, Sandersville; WFRP, Savannah; WWNS, Statesboro; WSYL, Sylvania; WKTG, Thomasville; WTWA, Thomson; WLET, Toccoa; WJEM, Valdosta; WRPB, Warner Robins; WACL, Waycross; WBRO, Waynesboro; WRLD, West Point; WGRA, Cairo; WDWD, Dawson; WSIZ, Douglas; WTIK, Tifton.

KENTUCKY: WFLW, Monticello.

LOUISIANA: KTRY, Bastrop; WCLS, Baton Rouge; WHXY, Bogalusa; WARB, Covington; KSIG, Crowley; KDLA, De Ridder; KEUN, Eunice; KFNV, Ferriday; KLFT, Golden Meadow; KDBC, Mansfield; KNOC, Natchitoches; KREH, Oakdale; KRUS, Ruston; KVPI, Ville Platte; KVCL, Winnfield; KLUE, Shreveport; KDBS, Alexandria.

NORTH CAROLINA: WABZ, Albemarle; WGWR, Asheboro; WCGC, Belmont; WPNF, Brevard; WBBB, Burlington; WWIT, Canton; WEGO, Concord; WCKB, Dunn; WTIK, Durham; WCDJ, Edenton; WIFM, Elkin; WBBO, Forest City; WFGV, Fuquay Springs; WLTC, Gastonia; WKDX, Hamlet; WHKP, Hendersonville; WKMT, Kings Mountain; WAGR, Lumberton; WMBL, Morehead; WNNC, Newton; WMSN, Raleigh; WREV, Reidsville; WAYN, Rockingham; WSAT, Salisbury; WEYE, Sanford; WTAB, Tabor City; WADE, Wadesboro; WLSE, Wallace; WHCC, Waynesville; WENC, Whitesville; WHKY, Hickory; WRRZ, Clinton; WEWO, Laurinburg; WMAP, Monroe; WFLP, Fayetteville.

SOUTH CAROLINA: WABV, Abbeville; WAKN, Aiken; WANS, Anderson; WBAW, Barnwell; WBEU, Beaufort; WHPB, Belton; WAGS, Bishopville; WHAN, Charleston; WGCD, Chester; WPFJ, Darlington; WDSC,



Dillon; WELP, Easley; WFIS, Fountain Inn; WGIN, Georgetown; WHSC, Hartsville; WDKD, Kingstree; WLCM, Lancaster; WJAY, Mullins; WMYB, Myrtle Beach; WTND, Orangeburg; WTYC, Rock Hill; WSNW, Seneca; WJAN, Spartanburg; WSSC, Sumpter; WBCU, Union; WALD, Walterboro; WCYL, York; WLAT, Conway.

**TENNESSEE:** WLAB, Athens; WMFS, Chattanooga; WKRK, Columbia; WKBL, Covington; WDKN, Dickson; WDSG, Dyersburg; WCPH, Etowah; WAGG, Franklin; WIRJ, Humboldt; WKGN, Knoxville; WLAF, LaFollette; WHDM, McKenzie; WJIM, Lewisburg; WHER, Memphis; WKBJ, Milan; WCRK, Morristown; WGNS, Murfreesboro; WMAK, Nashville; WKSR, Pulaski; WRGS, Rogersville; WORM, Savannah; WHAL, Shelbyville; WEPG, South Pittsburg; WJIG, Tullahoma; WCDT, Winchester.

**TEXAS:** KREL, Baytown; KVLB, Cleveland; KFST, Ft. Stockton.

**Southern Michigan Network**

WTVB Bldg., Coldwater, Mich.

Phone: BRoadway 9-9119

General Manager.....E. Harold Munn, Jr.  
Commercial Manager.....Normand H. Moore  
Chief Engineer.....Virgil Royer

**STATIONS**

WTVB-AM-FM, Coldwater; WSTR-AM-FM, Sturgis, both Mich.

**Southern Minnesota Network**

101 N. Second St.

c/o KYSM, Mankato, Minn.

National Rep. ....Robert Meeker

**STATIONS**

KYSM, Mankato; KROC, Rochester; KATE, Albert Lee, Minn.

**The Southwest Network**

Box 1799, El Paso, Tex.

Phone: KEystone 2-6551

President.....Dorance D. Roderick  
Vice President.....Val Lawrence  
General Manager.....Bruce M. Barnard  
Commercial Manager.....Audian H. Paxson  
Representative.....Branham

**STATIONS**

KROD-AM-TV, El Paso, Tex.; KAVE-AM-TV, Carlsbad; KWEW, Hobbs; KGFL, Roswell; KSIL, Silver City, New Mex.; KZUM, Farmington, New Mex.

**Speidel-Fisher Broadcasting Group**

Box 298

WQOK, 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

Gen. Mgr.....Clair R. McCollough

**STATIONS**

WDEL-AM-FM, Wilmington, Del.; WORK, York, Pa.; WKBO, Harrisburg, Pa.; WGAL-

AM-FM-TV, Lancaster, Pa.; WEST-AM-FM, Easton, Pa.; WRAW, Reading, Pa.; WRAK, Williamsport.

**Storer Broadcasting Co.**

1177 Kane Concourse, Miami Beach, Fla.

Phone: UNion 6-0211

Chrmn., President.....George B. Storer  
Senior Vice Pres.....J. Harold Ryan  
Exec. Vice Pres.....Lee B. Wailes  
Exec. V.P. Oper.....Stanton P. Kettler  
Treasurer.....Harry A. Steensen  
V.P., Secretary.....John McCoy  
V.P. Eng.....Glenn Boundy  
V.P. Radio Ops.....William E. Rine  
V.P. TV Ops.....George B. Storer, Jr.  
V.P., Natl. Pgm. Dir.....Ewald Kockritz  
V.P. Advertising & Sls. Prom...A. C. Schofield  
Asst. Secretaries.....Bertha C. Prestler,  
A. A. Church

V.P.'s, Managing Directors, WSPD-TV, Allen L. Haid; WAGA-TV, J. Robert Kerns; WAGA,

James E. Bailey; WJBK-TV, Bill Michaels; WJBK, Harry R. Lipson; WWVA, Paul J. Miller; WIBG, Lionel F. Baxter.

Managing Directors, WSPD, Reginald Martin; WGBS, Bernard E. Neary; WJW-TV, Ben Wickham, WJW, Reginald P. Meridew.

**BRANCH OFFICES**

625 Madison Ave., N.Y.C. 22, Maurice E. McMurray, Natl. Sales Dir. & James P. Storer, Merch. Mgr., Phone: PLaza 1-3940; 230 N. Mich. Ave., Chicago 1, Ill., Floyd E. Beaston, Midwest Sales Mgr., Phone: FRanklin 2-6498.

**STATIONS**

WJBK AM-FM-TV, Detroit; WSPD-AM-FM-TV, Toledo; WAGA-AM-FM-TV, Atlanta; WJW-AM-FM-TV, Cleveland; WWVA-AM-FM, Wheeling, W. Va.; WGBS-AM-FM, Miami, Fla.; WIBG-AM-FM, Phila., Pa.

**Storz Broadcasting Co.**

222 S. 15th St., Omaha 2, Nebr.

Phone: WEBster 4700

President.....Todd Storz  
General Counsel.....Herbert S. Dolgoff  
Nat. Prog. Dir.....William Stewart  
Dir., Engineering.....Robert Tilton

**STATIONS**

WDGY, Minneapolis, Minn.; WHB, Kansas City, Mo.; WTIX, New Orleans, La.; WQAM, Miami, Fla.

**Talleorn Network**

Suite 432, Des Moines Bldg., Des Moines, Iowa

President.....Glen Stanley  
Vice President.....Bernie Jacobsen  
V.P., Comm. Mgr.....Dutch Horning  
National Rep.....John E. Pearson Co.

**STATIONS**

KROS, Clinton; KSIB, Creston; KDTH, Dubuque; KVFD, Fort Dodge; KFJB, Marshalltown; KWPC, Muscatine; KICD, Spencer; KCIM, Carroll; KOEL, Oelwein; KBOE, Oskaloosa; KOKX, Keokuk; KXIC, Iowa City.

**Tele-Broadcasters, Inc.**

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

Phone: MU 7-8436

President.....H. Scott Killgore

## REGIONAL NETWORKS

### STATIONS

KALL, Pasadena, Calif.; KUDL, Kansas City, Mo.; WPOP, Hartford, Conn.; WPOW, N. Y. C.

### Texas Broadcasting System

Herald Square, Dallas, Tex.

Phone: RI 2-8811

General Manager.....Clyde W. Renbert  
STATIONS

KRLD, Dallas; KENS, San Antonio; KTRH, Houston, Texas.

### Texas Spanish Language Network

c/o Suite 610, 370 Lexington Ave., N. Y. C. 17  
Phone: MU 5-1300

President.....Robert N. Pinkerton  
General Manager.....Arthur Gordon  
Sales Promotion Mgr.....Al Alpert  
Reps.....Nat'l. Time Sls.: Oakes; Harry

### STATIONS

KIWW, San Antonio; XEO, Brownsville; XEOR, McAllen; KLVL, Houston; XEJ, El Paso; KCCT, Corpus Christi, all Tex.

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  
Comm., Sales Prom. Mgr.....Dale Drake  
Chief Engineer.....James T. Peterson

### STATIONS

Basic: KFJZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KCRS, Midland; WRR, Dallas; KCMC, Texarkana; KFRO, Longview; KTBB, Tyler, all Texas.

Supplemental: KRRV, Sherman; KPLT, Paris; KENS, San Antonio; KBWD, Brownwood; KTRH, Houston; KFDA, Amarillo; KRIO, McAllen; KGVV, Greenville; WACO, Waco; KNOW, Austin, all Texas.

### Time, Inc.

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

Phone: JU 6-1212

V.P. (Time, Inc.),

Bcst. Ops.....Weston C Pullen, Jr.  
Coordinator, Bcst. Ops.....Ole G. Morby

### STATIONS

KDYL-AM-FM, KTVT, Salt Lake City, Utah;  
KLZ-AM-TV, Denver, Colo.; WOOD-AM-TV,  
Grand Rapids, Mich.; WFBM-AM-TV, Indian-  
apolis, Ind.; WTCN-AM-TV, Minneapolis, Minn.

### Tobacco Network, Inc.

516 S. Salisbury St., Raleigh, N. C.

Phone: TEmple 2-8885

President.....Vassie G. Balkcum  
General Manager.....Wally Voigt  
Vice-President.....Jack P. Hanks  
Secretary-Treasurer.....Bill Currie  
Office Mgr.....Nina Livingston

### STATIONS

WFNC, Fayetteville; WRAL, Raleigh;  
WHIT, New Bern; WTIK, Durham; WGNI,

Wilmington; WCEC, Rocky Mount, N. C.;  
WGBR, Goldsboro, N. C.; WELS, Kinston,  
N. C.; WRCS, Ahoskie, N. C.; WFMO, Fair-  
mont, N. C.; WEYE, Sanford, N. C.; WHVH,  
Henderson, N. C.; WJAY, Mullins, S. C.

### Transcontinent Television Corp.

15 E. 47th Street, New York City

Phone: PLaza 1-3030

Ch. of the Board.....Paul A. Schoellkopf, Jr.  
President.....David C. Moore  
Ch. Exec. Comm.....J. Fred Schoellkopf, IV  
Treasurer.....Clifford M. Kirtland  
Vice Pres. Chg. Sales.....George C. Stevens  
Vice Pres., Engineering.....Carl Hoffman  
Ch. Finance Comm.....David Forman

### STATIONS

WGR AM-TV, Buffalo, N. Y.; WROC-TV,  
Rochester, N. Y.; WNEP-TV, Scranton, Pa.;  
WSVA AM-TV, Harrisonburg, W. Va.

### Triangle Publications, Inc.

Radio & TV Division

46th & Market Sts., Philadelphia 39, Pa.

Phone: EVergreen 2-4700

V.P. Gen. Mgr.....Roger W. Clipp  
Exec. Asst. to Gen. Mgr.....David J. Bennett  
Dir. of Natl. Sales.....Edward H. Benedict  
Dir. Public Rel., Pgmng....John D. Scheuer, Jr.  
Dir. of Engineering.....Henry E. Rhea  
Business Mgr.....John C. Harlan  
Research Mgr.....Richard W. Gideon  
Program Supervisor....James R. Van de Velde

### STATIONS

WFIL-AM-FM-TV, Philadelphia; WNBC-AM-  
FM-TV, Binghamton, N. Y.; WFBG-AM-TV, Al-  
toona, Pa.; WNHC-AM-FM-TV, New Haven,  
Conn.; WLBR-TV, Lebanon, Pa.

### Tri-Mart Radio Network

P. O. Box 631, Salem, Ore.

Phone: EM 4-8433

Sales Promotion Manager.....Dave Hoss  
STATIONS

KSLM, Salem; KFLY, Corvallis; KORE,  
Eugene, Ore.

### Tri-W Network

Bankhead-Long Bldg.

Station WWWB, Jasper, Ala.

President.....W. W. Bankhead  
Representative.....Keystone

### STATIONS

WWWB, Jasper; WWWF, Fayette; WWWR,  
Russellville, Ala.

### Upper Midwest Broadcasting System

512 Nicolett Bldg., Minneapolis, Minn.

Phone: FEderal 6-9631

President.....Louis M. Knopp  
STATIONS

KASM, Albany; KXRA, Alexandria; KBUN,  
Bemidji; KLIZ, Brainerd; KBMW, Breckenridge;  
KDHL, Fairbault; KSUM, Fairmont; WEVE,  
Eveleth; KDLM, Detroit Lakes; KROX, Crook-  
ston; KNUJ, New Ulm; KVOX, Fargo-Moorhead,  
all in Minnesota; KDLR, Devils Lake; KNDC,  
Hettinger, all in North Dakota and others.

**United Broadcasting Network**

Eighth & Eye Sts., N.W., Washington, D. C.  
 President .....Richard Eaton  
 Representative .....McGillvra

**BRANCH OFFICE**

420 Madison Ave., New York, N. Y.

**STATIONS**

WOOK, WFAN-FM, Washington, D. C.;  
 WARK, Hagerstown; WSID, Baltimore; WINX,  
 Rockville, Md.; WANT, Richmond; WYOU,  
 Newport News, Va.; WJMO, Cleveland, Ohio.

**West Texas Television Network**

7400 College Ave., Lubbock, Texas

Phone: SHERwood 4-2345

Pres., Gen. Mgr.....W. D. "Dub" Rogers  
 General Sales Manager..E. A. "Buzz" Harssett  
 Representative .....Branham

**STATIONS**

KDUB-TV, Lubbock; KPAR-TV, Abilene-  
 Sweetwater; KEDY-TV, Big Spring, all Texas.

**Westinghouse Broadcasting Co., Inc.**

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

Phone: MURray Hill 7-0808

President .....Donald H. McGannon  
 Adm. Asst. to Pres.....C. C. Woodard, Jr.  
 V.P., Engineering.....R. N. Harmon  
 V.P., Sales.....A. W. Dannenbaum  
 V.P., Programming.....R. M. Pack  
 Natl. Engineering Mgr.....G. E. Hagerty  
 Nat. Radio Sales Mgr.....P. B. Bascom  
 Nat. TV Sales Mgr.....R. M. McGredy  
 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  
 Coordinator, Pub. and  
 Spec. Events.....M. R. Santangelo  
 V.P., Washington.....J. E. Baudino  
 V.P., Boston.....W. C. Swartley  
 V.P., Pittsburgh.....H. C. Lund  
 V. P., Cleveland.....R. V. Tooke  
 V.P., Chicago.....Ralph Atlas  
 West Coast Executive.....P. G. Lasky

**BRANCH OFFICES**

2818 Prudential Plaza, Chicago, Ill., Phone:  
 State 2-1856; 1625 "K" St., N.W., Washington,  
 D. C., Phone: STerling 3-0903.

**STATIONS**

KPIX, San Francisco, Calif.; WOWO, Fort  
 Wayne, Ind.; WBZ-WBZA, Boston-Springfield,  
 Mass.; WBZ-TV, Boston, Mass.; KYW, Cleve-  
 land, Ohio; KYW-TV, Cleveland, Ohio; KEX,  
 Portland, Ore.; KDKA, Pittsburgh, Pa.; KDKA-  
 TV, Pittsburgh, Pa.; WIND, Chicago, Ill.;  
 WJZ-TV, Baltimore, Md.; WBZ-FM, Boston,  
 Mass.; KDKA-FM, Pittsburgh, Pa.; KYW-FM,  
 Cleveland, O.; KEX-FM, Portland, Ore.

**Wisconsin Network**

230 First Ave. S., Wisconsin Rapids, Wis.

Phone: 723

President.....John M. Walter  
 Gen., Comm. Mgr.....George T. Frechette

**STATIONS**

WRJN, Racine; WCLO, Janesville; WIBU,  
 Poynette; WHBY, Appleton; WHBL, Sheboy-  
 gan; WJPG, Green Bay; WFHR, Wisconsin  
 Rapids; WWCF, Baraboo; WSAU, Wausau;  
 WRDB, Reedsburg; KFIZ, Fond du Lac; WGEZ,  
 Beloit, Wisc.

**QXR Network**

229 West 43rd St., New York 36, N. Y.

Phone: LACKawanna 4-1100

Board Chairman .....Arthur Hays Sulzberger  
 President .....Orvil E. Dryfoos  
 General Manager .....James Sondheim  
 Exec. V.P.....Elliott M. Sanger  
 V.P. Sales .....Norman S. McGee

**STATIONS**

WFLY-FM, Albany, Troy, Schenectady;  
 WKOP-FM, Binghamton; WRRE-FM, Bristol;  
 WHLD-FM, Buffalo-Niagara Falls; WRRD-FM,  
 DeRuyter; WRRR-FM, Ithaca; WJTN-FM, James-  
 town; WRRF-FM, Mohawk Valley; WHDL-FM,  
 Olean; WHAM-FM, Rochester; WSYR-FM, Syra-  
 cuse; WRUN-FM, Utica-Rome; WRRL-FM,  
 Wethersfield, all New York.

**Wyoming Cowboy Network**

KFBC, 2923 East Lincolnway, Cheyenne, Wyo.

Phone: 4-4461

**STATIONS**

..KFBC, Cheyenne; KRAL, Rawlins; KVOC,  
 Casper; KSID, Sidney.

**The Yankee Network**

21 Brookline Ave., Boston 15, Mass.

Phone: Commonwealth 6-0800

President .....Norman Knight  
 Exec. V.P.....George W. Steffy  
 V.P. Sales .....Thomas Bateson  
 Nat'l. Sales Mgr.....Proctor Jones  
 Sales Promotion Mgr.....George Hallberg  
 Program Director .....John D. Maloy  
 Publicity Director .....Phyllis Doherty  
 Chief Engineer .....Irving B. Robinson

**STATIONS**

WNAC, Boston; WFAU, Augusta, Maine;  
 WIDE, Biddeford, Maine; WALE, Fall River,  
 Mass.; WEIM, Fitchburg, Mass.; WHAL, Green-  
 field, Mass.; WOCE, Hyannis, Mass.; WCOU,  
 Lewiston, Maine; WLLH, Lowell, 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, Water-  
 bury, Conn.; WAAB, Worcester, Mass.; WABI,  
 Bangor, Me.; WNAB, Bridgeport, Conn.; WPOP,  
 Hartford, Conn.; WABM, Houlton, Me.; WGIR,  
 Manchester, N. H.; WAGM, Presque Isle, Me.;  
 WTOR, Torrington, Conn.; WARE, Ware, Mass.;  
 WKXL, Concord, N. H.; WKNE, Keene, N. H.;  
 WNHC, New Haven, Conn.; WHMP, North-  
 ampton, Mass.; WDEV, Waterbury, Vt.; WERI,  
 Westerly, R. I.

ABC Film Syndication • Angel Bread • Ballantine Beer

Bon Ami • Crown Gold Gasoline • Dutch Masters Cigars

Minnesota Mining and Manufacturing Corp. . . "Scotch Tape"

Auto-Lite • ABC Network • "BC" Headache Powders

British Petroleum • Le Page's Plastic-Pak • Ferris Ham

Morton Pies • Thermo Mug • Hillman Motor Car Corp.

Lewyt Electronic Cleaner • Sylvan Seal Milk • White Rock

Narragansett Beer • Michigan Consolidated Gas Co.

New Jersey Bureau of Traffic Safety • Webb & Knapp

Sandran • Olin Mathieson Chemical Corporation • Pontiac

Williams Shaving Cream • RCA Electronic Tube Division

TV Commercials By: **NATIONAL SCREEN SERVICE**  
TELEVISION & INDUSTRIAL FILMS DIVISION



IN NEW YORK - 509 MADISON AVENUE - Circle 6-5700  
IN HOLLYWOOD - 7026 SANTA MONICA BLVD. - Phone 53136

# PRODUCTION OF VARIOUS TYPES OF TELEVISION SETS

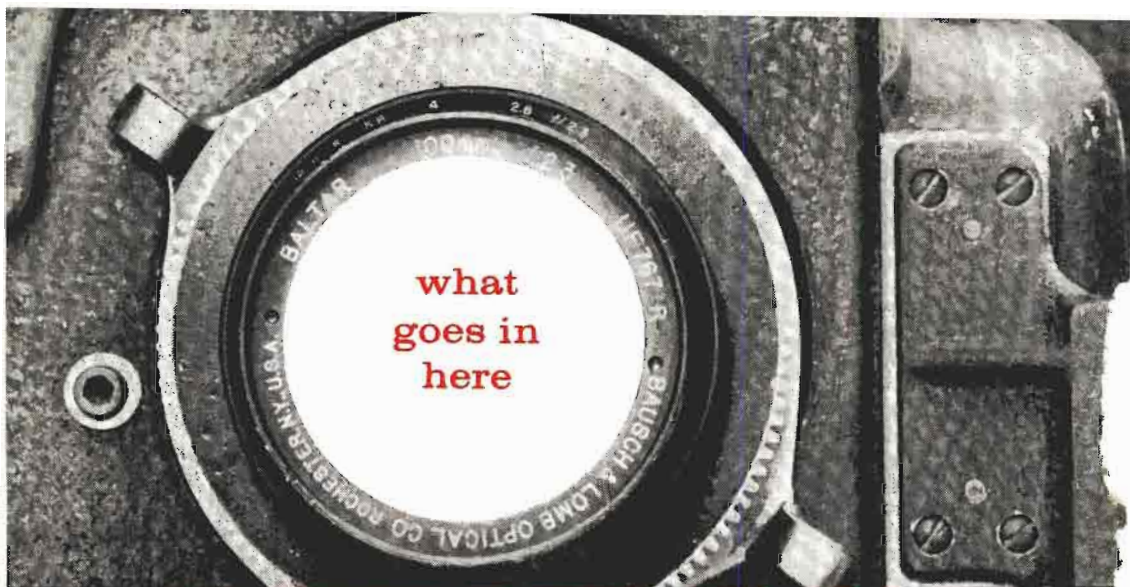
(From 1947 to 1958)

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

# TELEVISION RETAIL SALES

<i>Year</i>	<i>Table-Portable</i>	<i>Console</i>	<i>Phono-Combi.</i>	<i>Total</i>
1953	2,904,135	3,225,191	211,245	6,370,571
1954	4,007,040	3,183,584	126,410	7,317,034
1955	4,217,653	3,090,828	112,603	7,421,084
1956	4,754,787	2,556,845	75,397	938,596
1957	3,976,961	2,486,412	96,847	6,560,220
1958	2,936,321	(2,203,761)		5,140,082

Source: EIA.



what  
goes in  
here



comes out  
flawless  
here

when film  
is processed at

**CFI**

*From original photography to release prints, skilled CFI technicians accurately interpret the creative objectives of the cinematographer. Exacting CFI laboratory control and advanced processing methods insure maximum definition and correct tone reproduction . . . consistently.*

**CONSOLIDATED FILM INDUSTRIES**

959 Seward St., Hollywood 38, California • HOLLYWOOD 9-1441  
521 W. 57th St., New York 19, New York • CIRCLE 6-0210

**COMPLETE 35MM AND 16MM FILM SERVICES**

# NATIONWIDE NETWORK FINANCIAL FIGURES FOR 1957-1955

## Nationwide Networks Only, 1957-1955 (Including Owned and Operated Stations)

<i>Item</i>	<i>1957 (Millions)</i>	<i>1956 (Millions) (—)</i>	<i>1955 (Millions) (*)</i>
<i>Broadcast Revenues</i>			
Radio .....	\$ 73.5	\$ 70.2	\$ 74.5
Television* .....	467.9	442.3	374.
	_____	_____	_____
Total .....	\$541.4	\$512.5	\$448.5
<i>Broadcast Expenses</i>			
Radio .....	\$ 73.5	\$ 69.8	\$ 69.4
Television* .....	397.2	356.9	306.0
	_____	_____	_____
Total .....	\$470.7	\$426.7	\$375.4
<i>Broadcast Income (before Federal Income Tax)</i>			
Radio .....	\$ .0	\$ .4	\$ 5.1
Television* .....	70.7	85.4	63.0
	_____	_____	_____
Total .....	\$ 70.7	\$ 85.8	\$ 73.1

Note: RADIO—(—) Includes operation of 19 network owned stations in 1956 and 21 in 1957. (\*) Includes 2,947 AM, AM-FM or independent stations in 1956 and 3,143 in 1957.

TELEVISION—(\*) Includes three post-freeze stations (UHF). (—) 1956 data covers three networks and 15 owned and operated stations; 95 pre-freeze and 364 post-freeze stations (269 VHF and 95 UHF). (—) Data for 1955 covers four networks and 16 owned and operated stations, 95 pre-freeze and 325 post-freeze stations (225 VHF and 103 UHF).

Source: FCC.

*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.



# Estimated 1958 Expenditures of National And Regional Spot Television Advertisers

## — BY PRODUCTS —

Product	Est. Exp. 1958	Product	Est. Exp. 1958
AGRICULTURE .....	\$ 1,350,000	COSMETICS & TOILETRIES.....	46,749,000
Feeds, Meals .....	746,000	Cosmetics .....	8,133,000
Miscellaneous .....	604,000	Deodorants .....	3,426,000
ALE, BEER, & WINE.....	44,214,000	Depilatories .....	295,000
Beer & Ale.....	40,299,000	Hair Tonics & Shampoos.....	8,674,000
Wine .....	3,915,000	Hand & Face Creams, Lotions.....	2,813,000
AMUSEMENTS, ENTERTAINMENT	559,000	Home Permanents & Coloring.....	5,890,000
AUTOMOTIVE .....	7,376,000	Perfumes, Toilet Waters, etc.....	1,704,000
Anti-Freeze .....	112,000	Razors, Blades .....	1,904,000
Batteries .....	131,000	Shaving Creams, Lotions, etc.....	1,694,000
Cars .....	4,134,000	Toilet Soaps .....	10,744,000
Tires & Tubes.....	1,554,000	Miscellaneous .....	1,472,000
Trucks & Trailers.....	132,000	DENTAL PRODUCTS .....	14,467,000
Miscellaneous Accessories & Sup- plies .....	1,313,000	Dentifrices .....	11,132,000
BUILDING MATERIAL, EQUIPMENT, FIXTURES .....	2,789,000	Mouthwashes .....	2,455,000
Fixtures, Plumbing, Supplies.....	562,000	Miscellaneous .....	880,000
Materials .....	656,000	DRUG PRODUCTS .....	44,626,000
Paints .....	1,185,000	Cold Remedies .....	12,863,000
Power Tools .....	59,000	Headache Remedies .....	7,792,000
Miscellaneous .....	327,000	Indigestion Remedies .....	8,988,000
CLOTHING, FURNISHINGS, ACCESSORIES .....	13,241,000	Laxatives .....	3,082,000
Clothing .....	11,269,000	Vitamins .....	2,825,000
Footwear .....	1,445,000	Weight Aids .....	1,917,000
Hosiery .....	497,000	Miscellaneous Drug Products.....	6,285,000
Miscellaneous .....	30,000	Drug Stores .....	874,000
CONFECTIONS & SOFT DRINKS..	28,237,000	FOOD & GROCERY PRODUCTS.....	135,687,000
Confections .....	12,039,000	Baked Goods .....	26,469,000
Soft Drinks .....	16,198,000	Cereals .....	11,552,000
CONSUMER SERVICES .....	14,605,000	Coffee, Tea & Food Drinks.....	32,140,000
Dry Cleaning & Laundries.....	81,000	Condiments, Sauces, Appetizers..	5,515,000
Financial .....	2,181,000	Dairy Products .....	7,853,000
Insurance .....	2,773,000	Desserts .....	2,023,000
Medical & Dental.....	151,000	Dry Foods (Flour, Mixes, Rice, etc.) .....	8,314,000
Moving, Hauling, Storage.....	317,000	Fruits & Vegetables, Juices.....	9,429,000
Public Utilities .....	7,099,000	Macaroni, Noodles, Chili, etc.....	1,934,000
Religious, Political, Unions.....	1,224,000	Margarine, Shortenings .....	6,673,000
Schools & Colleges.....	135,000	Meat, Poultry & Fish.....	6,366,000
Miscellaneous Services .....	644,000	Soups .....	461,000
		Miscellaneous Foods .....	6,420,000
		Miscellaneous Frozen Foods.....	1,454,000
		Food Stores .....	9,084,000
		GARDEN SUPPLIES & EQUIPMENT .....	661,000
		GASOLINE & LUBRICANTS.....	24,479,000
		Gasoline & Oil .....	23,411,000
		Oil Additives .....	858,000
		Miscellaneous .....	210,000

(Continued on Page 776)

Economee TV

78  
Fact-Based  
Half Hours!



Host-  
Narrator  
TRUMAN  
BRADLEY

## SCIENCE FICTION THEATRE

TV's unique series of space-age adventures with big name stars in exciting fiction dramas. Winning top multi-run ratings... Las Vegas 20.5, Wichita 24.8, Orlando 20.3, Harlingen-Weslaco...

**27.4**

Economee TV

Citizen!  
Communist!  
Counterspy!



Starring  
RICHARD  
CARLSON

## I LED 3 LIVES

From the secret files of a counterspy for the FBI, 117 gripping half-hour stories of the patriotic American who led three lives for his country. Buffalo 17.2, Colorado Springs 16.3, Honolulu 16.2, Albany-Schenectady-Troy...

**24.9**

Economee TV

Action!  
Gallantry!  
Excitement!



Starring  
The Corps  
Of Cadets

## WEST POINT

Economee's star-spangled rating winner now available for first off-network showings! Ratings like these: Buffalo 22.9, Philadelphia 19.2, Wichita 25.3, Green Bay...

**26.3**

# SMASH RE-RUN RATINGS AND RESULTS... for stations and advertisers!

Economee TV

Glorious as  
our country's  
history!



Starring  
The U. S.  
Midshipmen

## MEN OF ANNAPOLIS

Already snapped up by a host of leading stations and advertisers who see top rating opportunities for this power-packed prestige series. Boise 28.4, Buffalo 20.2, Beaumont-Port Arthur 24.8, Charlotte...

**28.7**

Economee TV

Mystery!  
Thrills!  
Romance!



Starring  
KENT  
TAYLOR

## BOSTON BLACKIE

America's most successful mystery show! 58 high-scoring half hours with ratings like these: Birmingham 20.3, Buffalo 18.5, Mobile 21.0, Burlington-Plattsburgh...

**25.2**

Economee TV

America's  
Favorite  
Family Show!



Starring  
MACDONALD  
CAREY

## DR. CHRISTIAN

39 quality-produced, success-proved half hours winning sensational ratings like these for the show that delivers the all-family audience: New Orleans 21.2, Kansas City 18.6, Cincinnati 20.2, Pittsburgh ...

**26.8**

Economee TV

78  
High-Rated  
Half Hours!



Starring  
DAVID  
BRIAN

## MR. DISTRICT ATTORNEY

Rated No. 1 nationally time after time! Look at these recent multi-run ratings scored by these authentic behind-the-scenes law-enforcement dramas: Portland, Ore. 24.4, Albany-Schenectady-Troy 18.4, San Antonio 19.2,

Birmingham ...

**21.3**

### CURRENT FILES PACKED WITH SUCCESS STORIES

In market after market, for show after show, the story's the same: Economee TV series offer unlimited opportunities to strengthen programming, win larger audiences, build sales and profits! All series available for full or alternate sponsorship or as spot carriers to fit sales or program needs.

RATING-PROVED! ZIV-PRODUCED!

# Economee TV

ECONOMEETV TELEVISION PROGRAMS, INC.,  
488 Madison Ave., New York 22, N.Y.

Other Economee TV Series: The Unexpected, Your TV Theatre, The Eddie Cantor Comedy Theatre, Yesterday's Newsreel, Sports Album, The Living Book.

Economee TV

Action and  
suspense ...  
romance and  
humor!



Host  
HERBERT  
MARSHALL

## TIMES SQUARE PLAYHOUSE

Top Hollywood stars, brilliant stories, and masterful showmanship in every half hour program. 39 exciting dramas with ratings like Philadelphia 13.6, St. Louis 19.5, Cleveland 20.6,

San Antonio ...

**32.5**

Economee TV

Great new  
stars in  
each show!



Host-  
Narrator  
ADOLPHE  
MENJOU

## FAVORITE STORY

78 success-proved half hours based on stories written by the world's greatest authors. Charleston 18.3, Huntington-Ashland 22.1,

Birmingham ...

**22.8**

ALL RATINGS SHOWN ARB or PULSE, 1958

Economee TV

Puts a smile  
in your  
programming!



Starring  
ANN  
BAKER

## MEET CORLISS ARCHER

39 sparkling half-hour situation comedies, lavishly staged, skillfully directed. Pensacola 17.4, Buffalo ...

**20.0**

# Estimated 1958 Expenditures of National And Regional Spot Television Advertisers — BY PRODUCTS —

(Continued from Page 773)

<i>Product</i>	<i>Est. Exp. 1958</i>	<i>Product</i>	<i>Est. Exp. 1958</i>
HOTELS, RESORTS.		SPORTING GOODS, BICYCLES,	
RESTAURANTS .....	423,000	TOYS .....	3,045,000
		Toys & Games.....	2,819,000
		Miscellaneous .....	191,000
HOUSEHOLD CLEANERS,		STATIONERY, OFFICE	
CLEANSERS, POLISHES,		EQUIPMENT .....	149,000
WAXES* .....	29,650,000	TELEVISION, RADIO, PHONO-	
Cleaners, Cleansers* .....	24,051,000	GRAPH, MUSICAL INSTRU-	
Floor & Furniture Polishes, Waxes	4,146,000	MENTS .....	1,501,000
Glass Cleaners .....	392,000	Antennas .....	108,000
Home Dry Cleaners.....	405,000	Radio & Television Sets.....	208,000
Shoe Polish .....	148,000	Records .....	750,000
Miscellaneous Cleaners .....	508,000	Miscellaneous .....	435,000
HOUSEHOLD EQUIPMENT—			
APPLIANCES .....	4,621,000	TOBACCO PRODUCTS &	
		SUPPLIES .....	31,119,000
HOUSEHOLD FURNISHINGS .....	2,926,000	Cigarettes .....	28,164,000
Beds, Mattresses, Springs.....	1,671,000	Cigars, Pipe Tobacco.....	2,562,000
Furniture & Other Furnishings...	1,255,000	Miscellaneous .....	393,000
HOUSEHOLD LAUNDRY		TRANSPORTATION & TRAVEL...	2,937,000
PRODUCTS .....	29,940,000	Air .....	1,469,000
Bleaches, Starches .....	4,814,000	Bus .....	666,000
Packaged Soaps, Detergents*.....	23,217,000	Rail .....	100,000
Miscellaneous .....	1,909,000	Miscellaneous .....	100,000
HOUSEHOLD PAPER PRODUCTS.	5,163,000	WATCHES, JEWELRY, CAMERAS.	4,459,000
Cleansing Tissues .....	1,411,000	Cameras, Accessories, Supplies...	290,000
Food Wraps .....	1,417,000	Clocks & Watches.....	1,925,000
Napkins .....	347,000	Jewelry .....	160,000
Toilet Tissue .....	755,000	Pens & Pencils.....	1,988,000
Miscellaneous .....	1,233,000	Miscellaneous .....	96,000
HOUSEHOLD, GENERAL .....	4,101,000	MISCELLANEOUS .....	7,144,000
Brooms, Brushes, Mops, etc.....	430,000	Trading Stamps .....	892,000
China, Glassware, Crockery, Con-		Miscellaneous Products .....	2,760,000
tainers .....	356,000	Miscellaneous Stores .....	3,492,000
Disinfectants, Deodorizers .....	1,090,000	TOTAL .....	\$511,770,000
Fuels (heating, etc.).....	488,000		
Insecticides, Rodenticides .....	821,000		
Kitchen Utensils .....	89,000		
Miscellaneous .....	827,000		
NOTIONS .....	384,000		
PET PRODUCTS .....	4,411,000		
PUBLICATIONS .....	757,000		

\* Liquid cleaners (i.e. Lestoil) now included in sub-class, "cleaners, cleansers."

# 'EQUAL ACCESS' DRIVE GAINS GROUND

## ... Canon 35 Study Is Important Step

By ROBERT O. SWEZEY  
Chairman, NAB Freedom  
of Information Committee



CANON 35 of the Canons of Judicial Ethics of the American Bar Association is still the focal point of the broadcasters' struggle for equal access and recognition comparable to that afforded the print media. It will be recalled that Canon 35, which has been officially adopted in some eighteen states and followed as a matter of course in many others, arbitrarily denies the use of radio and television equipment as well as photographic equipment in the coverage of court proceedings. Considerable headway has been made during the past year in familiarizing lawyers, broadcasters and, to a certain extent, the general public with the arguments, pro and con, on this issue. Many articles have been written and many speeches made. Gradually, out of the welter of argument and discussion, it has become apparent that the real question involved is only whether photography and the broadcasting of court proceedings will interfere with the due administration of justice. If they do not, there is no basis for their prohibition.

A signal forward step was taken by the American Bar Association itself, motivated by the insistent appeals of the broadcasters, the press photographers, and a progressive element within the legal fraternity, including a number of prominent judges and attorneys. In the annual meeting of the Association held in Los Angeles in August of 1958, the House of Delegates, following the recommendation of its Board of Governors, authorized the President of the ABA to appoint a special committee composed of

nine members of the Association "to conduct a continuing study of the problem involved in connection with Canon 35 and the proposed amendment, with the authority to conduct such surveys (with the prior approval of the Board of Governors) as may be deemed necessary to obtain reliable factual data on the experience of judges and lawyers in those courts where either photography, televising or broadcasting, or all of them are permitted." In due course, after the Los Angeles meeting, the President of the ABA appointed that committee, which is presently considering the problem assigned to it. We anticipate that the committee will give the broadcasters ample opportunity to meet with the committee and fully discuss the situation.

The most helpful judicial support which our position has received during the past year was the decision of the Oklahoma Criminal Court of Appeals—the court of last resort in criminal matters—rendered in the case of Lyles vs. Oklahoma in September, which held that Canon 35 was "obsolete and unrealistic", and that radio and television are entitled to the same courtroom rights as the press. It remains for us broadcasters to demonstrate convincingly that we can cover court proceedings without causing interference or distraction of the participants; that television and radio are bona fide professional news media, and not merely purveyors of entertainment; that we are willing and able to conform to the standards of conduct essential to the preservation of dignity of court proceedings.



## For **SERVICE** in **TV**

Service continues to be one of the basic theme songs at BMI. Not only are its facilities offered to its TV licensees, but to producers, advertising agencies and their clients. TV film distributors, music conductors, directors, and everyone in TV concerned with music and programming. This service is apparent in the day to day activities of BMI and is provided in many forms, such as:

- Assistance in the selection or creation of music for theme, background, bridge, cue or incidental mood music.
- Help in protecting music ownership rights.
- Aid in music clearance.
- Answers to questions concerning copyrights, music right for future residual usage and help in solving all other problems concerning the use of music in TV.

# TELEVISION *Sketch* BOOK

A regular monthly service of pre-tested musical sketches for the producer, director and artist.

... practical working scripts for the presentation of songs in dramatic, comic and pictorial fashion. The very latest popular song hits as well as the standard favorites are developed into photogenic sketches which can be used effectively as complete musical shows, as production numbers in variety shows, or for scene-setting segments. *Look for the BMI TV Sketchbook when it reaches your station each month.*



Let BMI give you the TV Music Story — Call or write BMI TV SERVICE department.

**BROADCAST MUSIC, INC.**

589 FIFTH AVENUE, NEW YORK 17, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

**TELEVISION DAILY**

presents

***TELEVISION  
NETWORKS***

**O & O STATIONS  
AFFILIATED OUTLETS  
U. S. MAP OF NETWORK  
EXECUTIVE PERSONNEL**

**1959**

# DAYTIME TV SHOWS CAN SUCCEED ... But They Can't Be Built Overnight



By OLIVER TREYZ  
President, ABC Television

**O**CTOBER 13, 1958, one of the three most important dates in ABC history, found ABC Television reaching a status of full competition with its rivals.

On that day, ABC Television launched six new daytime programs, including some 70 quarter-hours, the largest block of new programs ever started by any network at one time. This culminating step in ABC-TV's growth was highlighted by the fact that the new shows were 95% sold out when they went on the air.

\* \* \*

"Operation Daybreak," as it was called in the trade, was preceded by many months of preparation and planning. Like a military operation, careful attention was given to strategy, tactics, logistics and manpower. And, above all, advertisers' needs were kept in mind.

These needs were personal salesmanship, maximum audience potential and maximum audience dispersion.

In order to accomplish these aims the following was instituted: live programs with strong personalities were selected; and clock time scheduling, which has the advantage of higher sets in use and of scheduling shows across the nation at a time when the show fits the established daily habits of viewers, was employed. In order to attain maximum audiences, advertiser's commercials were dispersed throughout the entire "Operation Daybreak" schedule.

Prior to the launching of our ex-

panded schedule, ABC Television recognized that success in daytime television does not come overnight. Daytime shows take time to build. Program sampling must take place. In order to do this, established viewing habits must be overcome, and in turn, a steadfast loyal audience must be recruited.

\* \* \*

In its early months, "Operation Daybreak" followed our predictions, building month by month. Critical and viewer praise proved to us that our planning was sound.

ABC Television has added a new dimension to daytime viewing—a third focal point for viewers. As in the nighttime hours where ABC Television earlier broke established patterns to bring about a three-network economy, so, too, daytime is now a three-way competition. And a three-way competition it will remain.

\* \* \*

The benefits of three national television network services are obvious. As in any sound business, increased competition improves the end product. The three-network economy in the daytime will bring better programming to the viewer at a minimum cost to the advertiser.

For television generally, the key to programming strength lies in the strong three network pattern. I am convinced that daytime television has a great future and that ABC-TV will continue to offer the programming that has met with such acclaim.



# ABC TELEVISION NETWORK

## **JAMES G. RIDDELL** **Vice President in Charge of Western Division**

James G. Riddell was elected vice president in charge of the Western Division in February, 1959. He is a native of Glasgow, Scotland, and came to the United States at an early age. He entered the broadcasting industry in 1931 at Detroit with Station WXYZ. After successive promotions he was named general manager of the station when it was purchased by ABC in 1946. In 1950 he became president and general manager of WXYZ, inc. Riddell was instrumental in launching WXYZ-TV, which pioneered in daytime operations. He is married and the father of two daughters.



## **WILLIAM P. MULLEN** **Vice President in Charge of Sales**

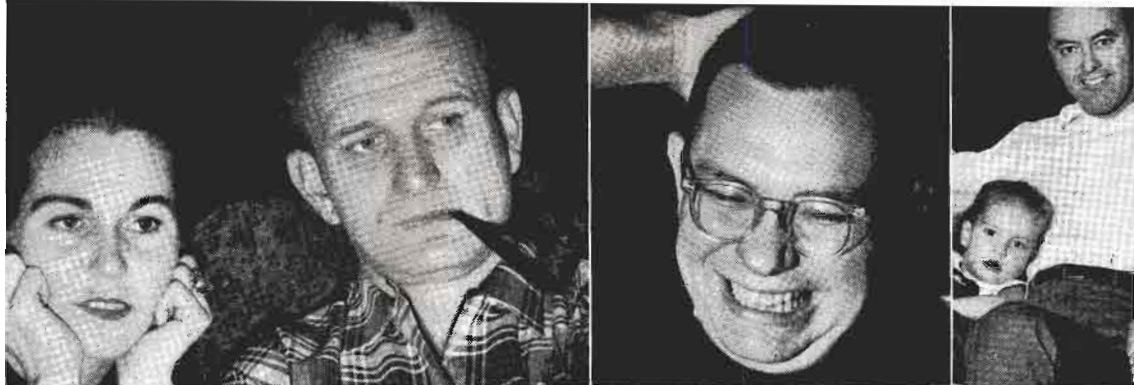


William P. Mullen was appointed vice president in charge of television sales in late March, 1958. Formerly head of ABC-TV's Detroit Sales Division, he joined the network's Sales Department in May, 1955. Before joining ABC-TV, Mullen was eastern sales manager for John W. Loveton Productions; account executive with Trans-Film, Inc. and Cappel MacDonald & Co.; and was associated with the William Morris Agency and the CBS Television Network. He served in the U.S. Army during World War II with the rank of lieutenant colonel and was executive officer for the Armed Forces Radio Service. Mullen lives in Port Washington, Long Island with his wife and son.

## **THOMAS W. MOORE** **Vice President in Charge of Programming and Talent**

Thomas W. Moore, ABC-TV vice president in charge of programming and talent since March, 1958, was formerly vice president in charge of sales, having resigned his post as general sales manager for CBS-TV Film Sales in 1957. He had been with the CBS film organization for five years, as an account executive on the West Coast since 1952 and as general sales manager in New York since 1956. Moore was born in Meridian, Miss. and was educated at Mississippi State College and the University of Missouri. His communications career started with his post as classified advertising manager with the Meridian Star. After serving as a naval aviator from 1941 to 1945, Moore became vice president in charge of advertising and public relations for the Forest Lawn Memorial Park in Los Angeles. He lives in Darien, Conn. with his wife and two children.





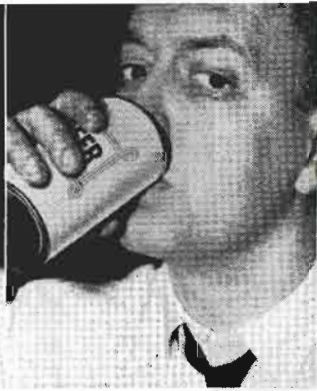
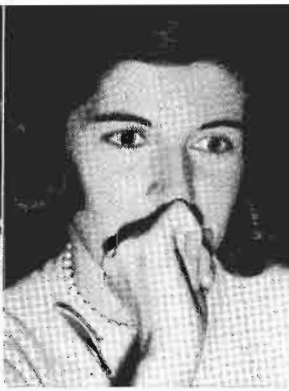
**ABC Television has gained more homes**



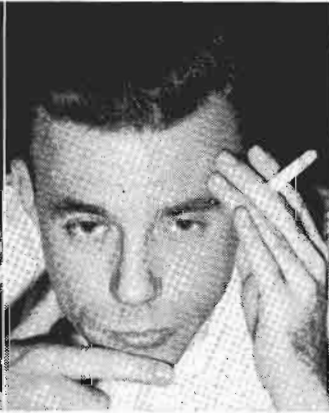
**combined...wins top ratings most**



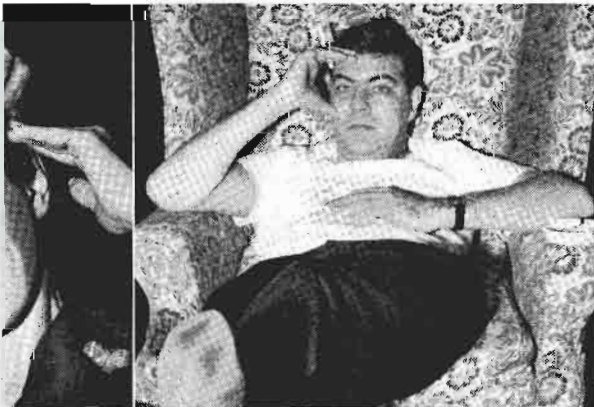
**in the Top Ten. Clearly, America**



**by far than the two other networks**



**nights of the week...has most programs**



**has turned to ABC-TV. Have you?**

**ABC TELEVISION**

# 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: *S*U*s*q*u*e*h*a*n*n*a* 7-5000

## OFFICERS

Leonard H. Goldenson... President of American Broadcasting-Paramount Theatres & President of American Broadcasting Company  
Simon B. Siegel... Financial V.P. of AB-PT and V.P. & Treasurer of ABC

Oliver Treyz... Pres. TV Network  
Julius Barnathan... Vice President  
James W. Beach... Vice-President  
Alfred Beckman... Vice-President  
Slocum Chapin... Vice-President  
Girard Chester... Vice-President  
Donald Coyle... Vice-President  
Sanford Cummings... Vice-President  
John Daly... Vice-President  
Edward DeGray... Vice-President  
Theodore Fetter... Vice-President  
Michael J. Foster... Vice-President  
Henry T. Hede... Vice President  
Robert H. Hinckley... Vice-President  
Earl Hudson... Vice-President  
Frank Marx... Vice-President  
John H. Mitchell... Vice-President  
Thomas Moore... Vice-President  
William P. Mullen... Vice-President  
Sterling C. Quinlan... Vice-President  
James G. Riddell... Vice President  
Stephen Riddleberger... Vice President  
Selig Seligman... Vice-President  
Joseph Stamler... Vice-President  
William H. Trevarthen... Vice President  
Thomas Velotta... Vice-President  
Mortimer Weinbach... Vice-President

### & General Counsel

Omar Elder... Secretary & Assistant General Counsel  
Michael P. Boland... Assistant Treasurer  
J. Russell Gavin... Assistant Treasurer

## TELEVISION

Oliver Treyz... President of ABC-TV Network

### Engineering

Frank Marx... Vice-President in Charge  
G. Edward Hamilton... Dir. of Eng. Ops.  
Richard Hamilton... Supervisor of Communications  
George Milne... Dir. of Traffic & Comm.  
Clure Owen... Administrative Assistant  
John Preston... Director of Engineering Facilities  
Lawrence A. Ruddell... Recording Director  
Reginald Willcocks... Traffic Manager  
Merle Worster... Eastern Engineering Ops. Mgr.

### Finance, Personnel & General Services

Simon B. Siegel... Finan. V.P. of AB-PT & V.P. & Treasurer of ABC  
George Ast... Purchasing Agent

Michael P. Boland... Assistant Treasurer  
Joseph Fitzpatrick... Internal Auditor  
J. Russell Gavin... Assistant Treasurer  
Edward Graessle... Manager of Treasury Affairs  
Marie McWilliams... Director of Personnel  
Joseph Spagnola... Dir. of Office & Studio Services

### Legal

Mortimer Weinbach... Vice-President & General Counsel  
Omar Elder... Secretary & Ass't. General Counsel  
Richard L. Freund... Dir. of Labor Relations

### Programming

Thomas W. Moore... Vice-President in Charge of Programming and Talent  
Theodore H. Fetter... V.P. & Program Director  
Giraud Chester... V.P. in Charge of Daytime Programs  
Armund Grant... Dir. Daytime Progs.  
John B. Green... Ntwk. Exec. Producer  
Frederick P. Laffey... Business Manager & Budget Officer  
Leonard Maskin... Admin. Mgr.  
Daniel Melnick... Program Development Manager  
William Seaman... Program Production Manager  
William Whitehouse... Dir. of Sports

### Services

Walter Trevarthen... V.-P. in Charge  
Bernard Paulson... Mgr., Production Services  
John Kneeshaw... Oprs. Mgr.  
Ruth K. Blaine... Bus. Mgr.  
James McNaughton... Executive Art Director  
Frederick J. Schuhman... Studio Services Coordinator  
Arthur Segal... Plant Svcs. Spv.

### News, Special Events & Public Affairs

John Daly... Vice-President in Charge of News, Special Events & Public Affairs  
Donald C. Coe... Dir. of Special Events and Ops.  
Catharine Lynch... Librarian  
Francis N. Littlejohn... Dir. of News & Public Affairs  
Wiley Hance... Mgr. of Public Affairs

### Press Information

Michael J. Foster... Vice-President in Charge  
Stephen Strassberg... Director of Press Information  
Sidney R. Mesibov... Dir. of Spec. Exploitation Projects

### Station Clearance

Donald S. Shaw Jr., Director of Station Clearance  
Joseph Giaquinto... Manager Station Clearance

### Continuity Acceptance

Grace Johnsen... Director

### Advertising

Dean Linger... Dir. of Advertising

## Sales

William P. Mullen..... V.P. in Charge  
Donald W. Coyle..... V.P. & TV Gen. Sales Mgr.  
Slocum Chapin..... V.P. in charge of Western  
Division TV Net-sales  
Henry T. Hede..... V.P. Admin. Sls. Mgr.  
Charles Ayres..... Eastern Sales Mgr.  
Harold Day..... Dir. of Daytime Sales

## Owned & Operated Stations

Stephen Riddleberger..... V.P. in Chg.

## Station Relations

Alfred R. Beckman..... V.P. in Charge  
Ralph S. Hatcher..... Mgr., Station Rel.

## Research and Sales Development

Julius Barnathan..... V.P. in Chg. TV Research  
Bert Brillier..... Dir. of Sales Development  
Robert P. Engelke..... Mgr. of Sales Development

## ABC Film Syndication, Inc.

1501 Broadway

Henry G. Plitt..... President  
Richard P. Morgan..... V.P. in Chge. Operations  
William L. Clark..... Vice-President &  
Director of Western Sales Division  
Lee Francis..... Advertising & Promotion Manager  
Joseph F. Greene..... Asst. to V.P., Synd. Sales  
Raymond Fox..... Comptroller

## CHICAGO

### 190 N. State St., Chicago, Ill.

Sterling C. Quinlan..... Vice-President in  
Charge of WBKB  
James W. Beach..... Vice-President and  
Director of Network TV  
Grover Allen..... Exec. Producer  
Ralph Andrews..... Film Director  
Manuel Fingerhut..... Comptroller, WBKB  
William Gillogly..... Dir. of Sales, TV Net.  
Elliott W. Henry, Jr..... Pub. and Prom. Dir.  
William P. Kusack..... Manager of Engineering  
Dept.  
Rex Maupin..... Dir. of Music for WBKB &  
ABC C. D.  
Con O'Dea..... Manager, WBKB News &  
Special Events  
Daniel Schuffman..... Program Manager, WBKB  
Matthew Vieracker..... General Manager, WBKB

## DETROIT

### 1700 Stroh Bldg., Detroit 26, Mich.

Elizabeth Ashton..... Traffic Manager  
Joseph C. Cassel..... Comptroller  
Harold Christian..... V. P., in Charge of  
Merchandising & Research  
Ralph Dawson..... Television Sales Manager  
Charles Kocher..... Chief Engineer  
John Lee..... Television Studio Manager  
John Pival..... Vice-President for Television  
Peter Strand..... TV Executive Producer  
Hal Gordon..... Musical Director

## HOLLYWOOD

### ABC Television Center

### Hollywood 27, Calif.

James C. Riddell..... Vice-President, Western Div.  
J. Clifford Anderson..... Director of Labor Relations  
Jack Brembeck..... Mgr., Adv., Pub., Promo.  
Dorothy L. Brown..... Continuity Acceptance Editor,  
Western Division  
Milt Fishman..... Dir. Radio-TV News  
Rowe S. Giesen..... Mgr. Prog. Svcs.  
Theodore Grenier..... Chief Engineer, Western  
Division

Earl Hudson..... V.P., Advisory, W.D.  
Courtney McLeod..... Admin. Mgr., TV Progs.  
Norma T. Olson..... Director TV Program  
Operations  
Daniel P. O'Reilly..... Dir. News Dept.  
Austin Peterson..... Prog. Con. TV Netwk, W.D.  
Frank G. Raiston, Jr..... Network Film Dept. Dir.  
Peter G. Robinson..... Program Director, KABC-TV  
Elton Rule..... Sales Manager, KABC-TV  
Florence T. Schiro..... Personnel Director  
Selig Seligman..... V.P. & Gen. Mgr. KABC-TV  
John C. Wagner..... Controller, Western Division  
Ernest Stern..... Dir. of Publicity  
Western Division  
Elliott F. Alexander..... Mgr. of Adv. & Prom., W. D.  
Sanford Cummings..... V.P. Net. Prog. Dept.  
Mitchell L. Gamson..... ABC Coordinator-  
Warner Bros. TV  
Gene Gordon..... ABC-Disney Coord.  
Chester Kulman..... Mgr. Film Dept., KABC-TV  
Howard H. Lipstone..... Spv. Guest Relations  
Robert Rowen..... Mgr. Purchasing Dept.  
Norman Sloane..... Sales Serv. Mgr. &  
Office Mgr., KABC-TV

## SAN FRANCISCO

### 420 Taylor St., San Francisco 2, Calif.

John H. Mitchell..... V. P. in Charge of  
San Francisco Office  
George Rice..... Program Manager  
Vincent Francis..... Western Division Sales Manager  
TV Network  
Harry Jacobs..... Chief Engineer & Building  
Maintenance Manager  
Edith Kirby..... Traffic Manager  
Robert Mitchell..... Film Editor  
Noel Pazdral..... TV Sls. Opr. Mgr.  
Lorraine Pedersen..... Continuity Acceptance Editor  
David Sacks..... Sales Manager, KGO-TV  
Henry Saroyan..... Comptroller & Purchasing Agent  
Edward Smith..... Production Manager  
Yale Roe..... Nat. Spot Sales Mgr.

## WASHINGTON

### 4461 Connecticut Ave., N.W.

### Washington, D. C.

Robert H. Hinckley..... Vice-President in Charge  
of Washington Office

## WABC-TV, NEW YORK

### 7 West 66th St., New York 22, N. Y.

Joseph Stamler..... V.P. in Charge of WABC-TV  
Gordon Kunz..... Production Manager of WABC-TV  
James Szabo..... Sales Mgr.  
Alvin Hollander, Jr..... Program Director  
Takashi Kako..... Film Director  
Lawrence Eisenberg..... Publicity Director  
Libby Calamio..... Art Director

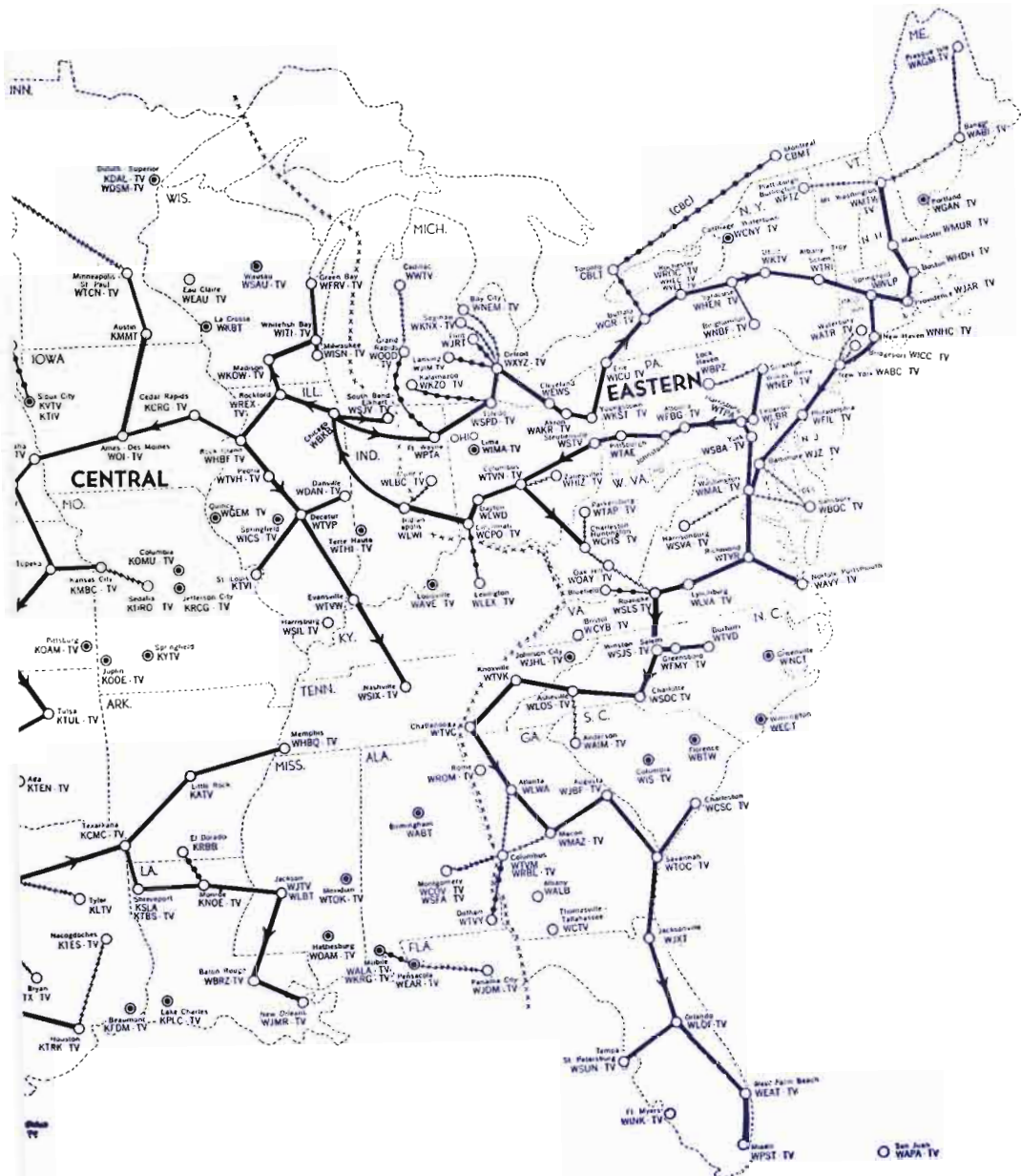
## ABC-TV Station Affiliates Association

## BOARD OF GOVERNORS

Chairman—Joseph Hladki..... KCRG-TV, Cedar  
Rapids, Ia.  
Vice-Chmn.—Brent Kirk..... KUTV, Salt Lake  
City, Utah  
Secty.—Donald Davis..... KMBC-TV, Kansas  
City, Mo.  
Treas.—Howard Maschmeier..... WNHC, New  
Haven, Conn.  
Joseph Bernard..... KTVI-TV, St. Louis, Mo.  
John Dilly..... WSJV, Elkhart, Indiana  
Joseph Drilling..... KJEO-TV, Fresno, Calif.  
John Gelder..... WCHS-TV, Charleston, W. Va.  
D. A. Noel..... WHBQ-TV, Memphis, Tenn.



# ION NETWORK



# PROGRAMMING IS TV'S CORNERSTONE

## ... Talent, \$\$\$ Essential Ingredients

By LOUIS G. COWAN

President, CBS Television



**P**ROGRAMMING is the very essence of the television business. The success and growth of networking depends on good programming. This year the CBS Television Network will continue to spend millions of dollars in program research and experimentation to conceive and engender new ideas. The care, feeding and continued improvement of our programs have always been given first priority. At the present time, our Program Department has in various stages of development some 31 programs. Not all of them will ultimately appear on the Network. But ideas beget ideas, and out of this creative process comes our most valuable new material.

To achieve our purpose of quality programming, we have gathered together the biggest, most imaginative, most talented creative staff in broadcasting. Its membership reads like an honor roll of television's top award winners, among them: Fred Coe, John Houseman, Herbert Brodtkin, Bob Banner, Ralph Nelson, Nat Hiken, Delbert Mann, John Frankenheimer, Gordon Duff, Arthur Penn, Barry Wood, Leland Hayward, Cy Howard, Perry Lafferty, Fred Friendly, Marlo Lewis, Rod Serling, Robert Alan Aurthur and Reginald Rose.

This long-term commitment to creative leadership is the chief reason in my opinion why the CBS Television Network has continued to rank first both in audience and advertising for the past four years. To keep pace with our own leadership philosophy and the audience's unremitting demands for fresh entertainment, we must be

consistently on the prowl for new talent, new ideas, new concepts.

Besides cultivating our own resources, of course, we must do everything in our power to encourage all outside program sources. The importance of the contribution of independent packagers to our network schedule cannot be stressed too often. They originate many of the medium's finest and most popular network programs. And it is precisely because program production comes from so many different streams that the nation's audiences can be assured of a fresh, continually improving flow of new television entertainment.

On the CBS Television Network, our advertisers, too, benefit by having the opportunity to choose the best from two worlds—the network-developed shows and the outside packages.

Of course, in the area of news and public affairs, the Network assumes a special responsibility for the creation and development of its own programs. We recognize a primary obligation to keep the public informed and to maintain fairness and balance in the presentation of all matters of controversy. That is why, when it comes to news, current events and public issues, the Network produces all its own programs.

Television is an immensely powerful instrument, certainly the most powerful instrument of communications yet devised by men. It is still so young that we have only just begun to tap its capacity to inform and entertain.



# CBS TELEVISION NETWORK

## **LOUIS G. COWAN,** **President of the CBS Television Network Division**

Louis G. Cowan became president of the CBS Television Network Division on March 12, 1958. He had joined the staff of CBS, Inc. in May, 1956 in the newly-created position of vice president—Creative Services. In this capacity he was responsible for assisting Executive, Operating and Service management in obtaining maximum effectiveness in each of the company's operating divisions having to do with creative product. Mr. Cowan had joined CBS Television as a producer in August, 1955—responsible for the creation of new ideas and new programs in coordination with the CBS Television Network's executive production staff. He is the winner of two Peabody Awards, four Ohio State Institute for Education By Radio-Television Awards, and three Variety Showmanagement Awards. Before joining CBS, Mr. Cowan had been President of Louis G. Cowan, Inc. The fifty-odd radio and television programs he has produced have included \$64,000 QUESTION, MEET THE VEEP, STOP THE MUSIC, CONVERSATION, KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE, QUIZ KIDS and others. Mr. Cowan was born in Chicago in 1909 and is a graduate of the University of Chicago. He is married to the former Pauline Spiegel and is the father of four children.



## **HUBBELL ROBINSON, JR.** **Executive Vice President in Charge of Network Programs**

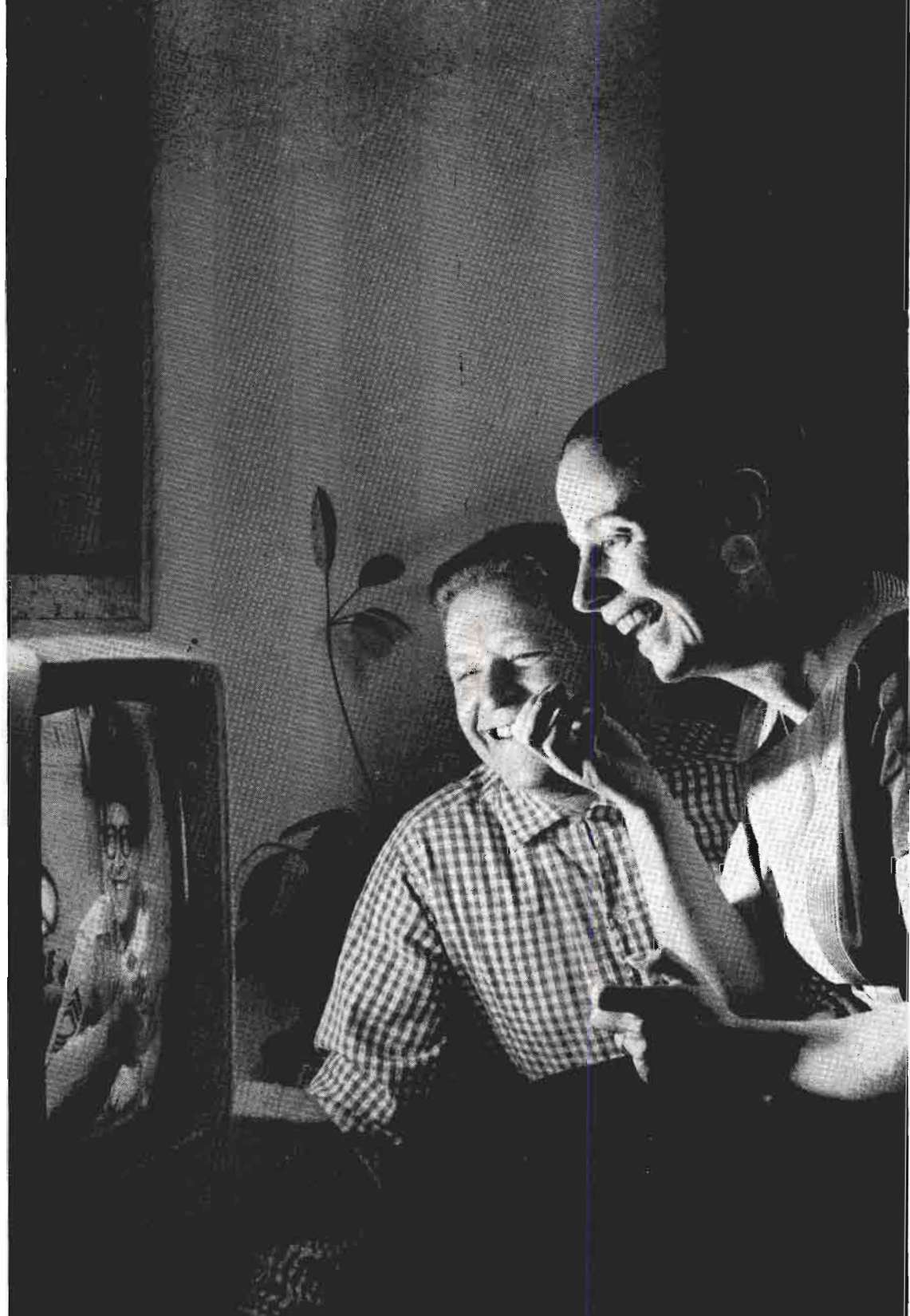
Hubbell Robinson, Jr. was named CBS Television executive vice president in charge of network programs on March 19, 1956. Previously he had held the title of vice president in charge of network programs since July, 1951. Mr. Robinson joined CBS in 1947 as CBS vice president and director of programs. Before joining the network he had been vice president and director of radio for Young & Rubicam, Inc. In 1944, he left Y&R to join the Blue Network, now ABC, as vice president and director of programs and in 1945 he went to Foote, Cone & Belding, Inc., as vice president in charge of radio. Mr. Robinson was born in Schenectady, N. Y., on Oct. 16, 1905. He attended Phillips Exeter Academy, then Brown University from which he received his A.B. in 1927. After graduation Mr. Robinson was a reporter on the Schenectady Union Star, and later on the Knickerbocker Press in Albany. In 1928, he went to New York City to review motion pictures for the Exhibitor Herald, a trade paper. Shortly after he decided on advertising as a career and during his 16-year association went from messenger boy to vice president of the agency.



## **WILLIAM H. HYLAN** **Vice President of Sales Administration**

William H. Hylan was appointed CBS Television Network vice president of sales administration in February, 1957. Previously, Mr. Hylan had held the post of vice president in charge of network sales. Mr. Hylan was account executive for CBS Radio Sales until 1941. In July of that year he enlisted in the U. S. Army, remaining in the service until November, 1945, when he returned to CBS as assistant to the director of station administration. Three years later he joined CBS Television Network Sales. From 1948 to 1951 Mr. Hylan served as account executive in CBS Television Network Sales. In July, 1951, he was named assistant sales manager and in January, 1952, he was appointed Eastern sales manager. He was named to his present post in December, 1952. Mr. Hylan was born in New York City in 1915. He is a graduate of Yale University, class of 1937. In the Army, he saw service in Egypt, Palestine, Lebanon, Syria, Greece and Austria with the Counter-Intelligence Corps and the Office of Strategic Services. Mr. Hylan is married and has three children, a boy and two girls. His home is in Westport, Conn.





**E**ach year as television's audience continued to grow, the prudent ones among us cautioned against a hasty acceptance of its heady statistics.

Each year, they said you would have to wait for it to settle down . . . until the audience got used to having a moving, talking picture in their living rooms.

And each year the audience grew larger.

Surely, now in the twelfth year of network television it seems reasonable to agree that television is no longer a novelty — that the audience and the advertiser have had time to evaluate it.

It is clear to even the most conservative eye that television today is more attractive to the American family than ever before.

**D**uring 1958 the average television family watched more than ever—an average of five hours and five minutes a day. *Any night at 9, for example, three families out of every five could be found watching television.*

By March 1, 1959, there was at least one television set in 44,700,000 homes—87% of the nation's total. *And 6,000 new television homes are being added every day.*

Advertisers are reaching the largest audiences in history at a lower cost per thousand customers than any printed medium can provide.

**H**owever you evaluate television today—as a medium of entertainment and information—or as an advertising vehicle—it clearly retains its compelling ability to hold the interest of its audience.

And it always will.

For television moves in the main stream of American life. And the continuing novelty in the images it brings to the viewer reflects the ever changing world of his experience.

**B**ecause it reaches more people — at the same instant—than any other form of mass communication, American business invests more of its national advertising appropriation in television than in any other advertising medium.

Because it is attracting the largest nighttime audiences in all television (as shown in the 85 consecutive Nielsen Reports issued since July 1955) the CBS Television Network continues to be the largest single advertising medium in the world.

The  
novelty  
of  
television  
has  
worn  
off . . .



Gordon Shadwick.....Manager of Film Service  
Operations  
George Lehmann.....Manager of Scenery  
Construction

### Advertising & Sales Promotion

William Golden.....Creative Director  
George Bristol.....Operations Director  
Robert Strunsky.....Copy Chief  
Alex Kennedy.....Director of Program Promotion  
Richard Golden.....Director of Sales Presentations  
David Fuchs.....Mgr., Sales Presents.  
Leonard Broom.....Promotion Mgr., N. Y.  
Edward Side.....Production Manager

### Press Information

Charles Steinberg.....Vice President  
Information Services  
Hank Warner.....Director, Press Information  
Harry Feeney.....Manager of Trade &  
Business News  
Robert Blake.....Director—Hollywood  
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 Affiliate Relations  
A. B. Chamberlain.....Dir. of Engineering  
H. A. Chinn.....Chief Engineer  
J. D. Parker.....Chief Radio Engineer

### Business Affairs

W. Spencer Harrison.....Vice-President and Business  
Mgr. of Talent & Contract Properties  
Philip Feldman.....V.P. & Bus. Mgr., Talent  
& Contracts, Hollywood  
Merritt H. Coleman.....Director of Business Affairs  
David Klingner.....Budget Control Manager

### Accounting

William J. Flynn.....Comptroller  
Norman C. Hadley.....Director, Accounting Ops.

### Executive Division, Hollywood

H. G. Theis.....Director of Operation, Hollywood  
Lester H. Bowman.....Dir., Phys. Ops., L.A.  
James Melick.....Director of Production Adm.

### News & Public Affairs

Sig Mickelson.....Vice-President in Charge  
of News and Public Affairs  
John F. Day.....Director of News  
Irving Gitlin.....Director of Public Affairs  
Elmer Lower.....Director of Special Projects  
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  
Theodore F. Koop.....Director of News and  
Public Affairs, Washington

## CBS TELEVISION STATIONS DIVISION

Merle S. Jones.....President  
Craig Lawrence.....Vice President in Charge of  
CBS Television-Owned Stations

### WCBS-TV, 488 Madison Ave.

New York 22, N. Y.

Frank Shakespeare, Jr.....General Manager  
Norman E. Walt.....Sales Manager  
Clarence Worden.....Assistant to General Manager  
Dan Gallagher.....Program Director  
Robert Patt.....Promotion Manager  
William C. Lacey.....Film Manager  
John Horn.....Publicity Manager  
WBBM-TV, 410 N. Michigan Ave.

Chicago, Ill.

H. Leslie Atlas.....Vice-President, Central Division  
KNXT, 1313 North Vine St.

Los Angeles 28, Calif.

Clark B. George.....General Manager  
WCAU-TV, City Line &  
Monument Aves., Phila., Pa

John Schneider.....General Manager

KMOX-TV, 12th & Cole Streets

St. Louis 4, Mo.

Gene Wilkey.....General Manager  
CBS Television Spot Sales

Bruce Bryant.....General Manager  
Ben Margolis.....Business Manager  
Robert F. Davis.....Research Manager  
Arthur Elliott, Jr.....Eastern Sales Manager  
Frank Elliott.....Director Sales Development  
W. Thomas Dawson.....Director Sales Promotion

### Branch Offices

John White.....Midwestern Sales Manager  
630 N. McClurg Ct., Chicago  
H. H. Holtshouser.....Atlanta Manager  
805 Peachtree St., N.E., Atlanta, Ga.  
Howard Marsh.....Detroit Manager  
932 Fisher Bldg., Detroit 2, Mich.  
Richard Loftus.....San Francisco Manager  
Palace Hotel, San Francisco  
Edward A. Larkin.....Los Angeles Manager  
1313 N. Vine St., Los Angeles

### CBS Films, Inc.

Sam Cook Digges.....Adm. Vice-President  
Leslie Harris.....Vice-President, Production  
John Howell.....Vice President & Gen. Sls. Mgr.  
Fred Mahlstedt.....Dir. Oper. & Prodn.  
Eugene Moss.....Sales Promotion Manager  
Walter Scanlon.....Merchandising Manager  
Murray Benson.....Dir. of Licensing  
Robert Fuller.....Dir. of Publicity  
Howard Kany.....Dir. of Intern. Bus. Rel.

### Terrytoons Division

Paul Terry, William Weiss

### Advertising & Sales Promotion

John Cowden.....Vice-Pres. in Charge  
Tom Means.....Director

### Information Services

Charles Oppenheim.....Director  
Howard Berk.....Dir. of Publicity, CBS Owned  
TV Stations & CBS-TV Spot Sls.

### Legal

Thomas K. Fisher.....V.P. & Gen. Attorney

### Programming

Hal Hough.....Director

# CBS TELEVIS



# ION NETWORK



# NETWORK TV OFFERS BARGAIN BUYS ... To The Small-Budget Advertiser

By WALTER D. SCOTT  
Executive Vice President  
NBC-TV Network



**I**n this era of big budget network programming there is a tendency to completely lose sight of the fact there are many network TV opportunities designed specifically for the small-budget advertiser.

Today an advertiser with an annual budget as small as \$500,000 can use network television, and over an extended period of time. In fact, the opportunity to buy and use network TV in small units has never been greater. All three networks now offer nighttime minutes, low cost news programs, favorably priced daytime periods and participations in sports series, all at reasonable rates.

\* \* \*

As result of these economy-sized patterns and greatly increased flexibility, network television is serving a surprising number of modest budget advertisers. During 1958 alone, many smaller advertisers bought time on NBC-TV, most for the first time. Among them were Amity Leather Products Company, Arkin Industries, Burgess Vibrocrafters, Drexel Furniture Company, National Brewing, Rock of Ages, the Shakespeare Company and Stark Nurseries.

Advertisers with a budget of well under \$1,000,000 can order from a wide choice of year-round campaigns on web TV, be identified with a variety of exciting, quality programs and have their commercial messages seen

in over 100 leading markets. Here are some of the schedules available to such an advertiser:

\* \* \*

Sponsorship of four special filmed telementaries on the 20th Century, three of which are full-hour programs and the fourth 90-minutes, all scheduled in prime time periods during 1959; an alternate-week one-minute message in "Ellery Queen" (Friday nights) or "Cimarron City" (Saturday nights) over a 52-week period; sponsorship of an "NBC News" program on alternate weeks over a 39-week period; sponsorship of one daytime quarter-hour program segment on alternate weeks over a 52-week period, or two contiguous (i.e. on the same day) daytime quarter-hour segments on alternate weeks over a 39-week period; two participations weekly in either the "Today" program or "The Jack Paar Show," or one participation weekly in each, all over a 52-week period.

\* \* \*

In short, a cost-conscious advertiser seeking to sell more goods and enhance prestige can select the television campaign that's best for him from a wide variety of advertising patterns and programs — specials, mystery, western, news or variety — any time of the day or night, on network television.



# NBC TELEVISION NETWORK

## **ROBERT E. KINTNER** President of NBC

Robert E. Kintner was elected to his present post as President of NBC on July 11, 1958, after having served as executive vice president, television network, since February, 1958. He joined NBC Jan. 1, 1957, as an executive vice president and the following month was named executive vice president, television network programs and sales. Kintner, a former president of ABC, joined the editorial staff of the New York Herald Tribune following his graduation from Swarthmore College. He became Washington correspondent for that newspaper and later, with Joseph Alsop, wrote a nationally syndicated Washington column. He also 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 in 1944 as vice president with supervision of programming, public services, public relations and advertising. In 1946 he was elected executive vice president and in 1949 became president. He resigned in October, 1956.



## **DAVID C. ADAMS** Senior Executive Vice President

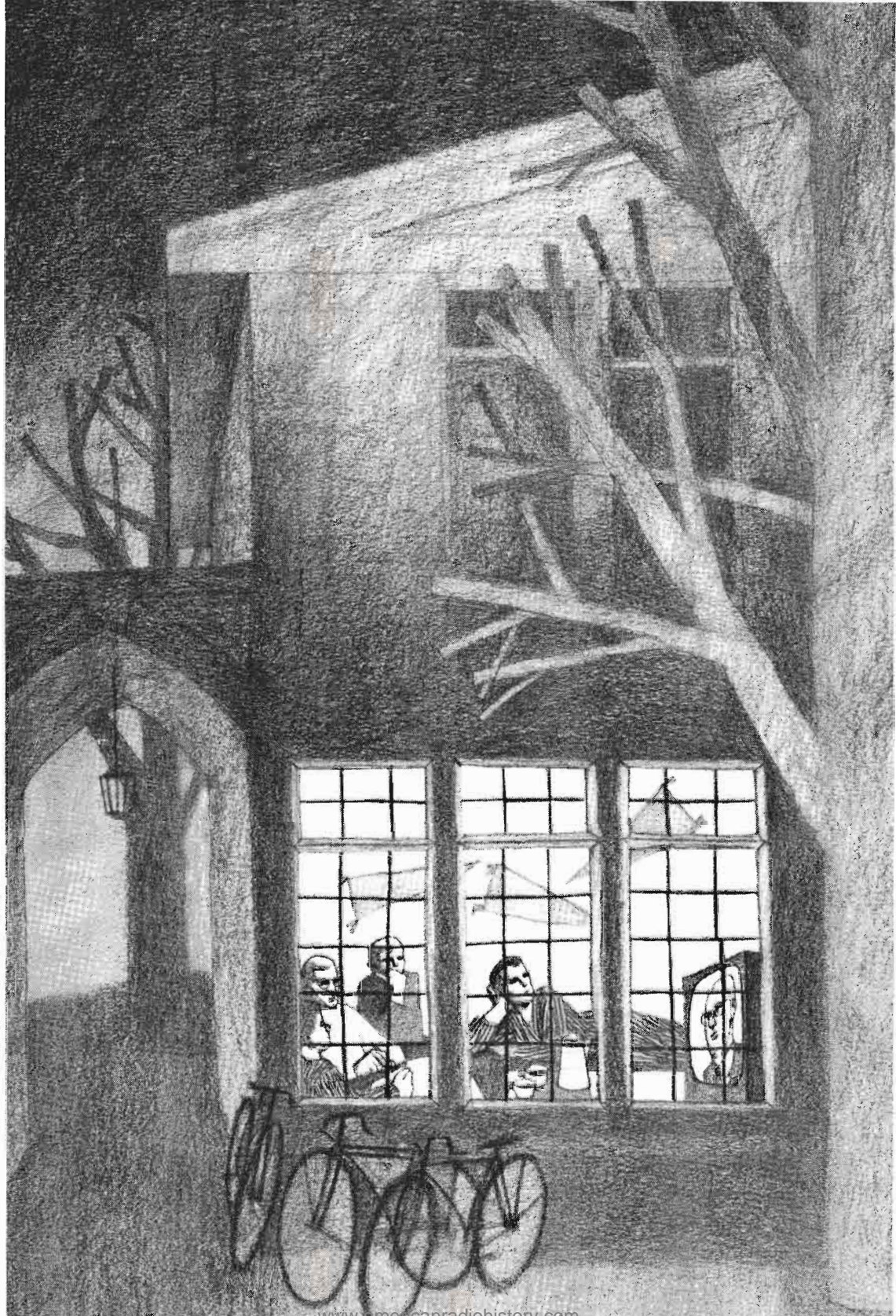
David C. Adams was elected to the new position of senior executive vice president on February 6, 1959. Since September, 1956, he had been executive vice president, corporate relations. Mr. Adams joined NBC in December, 1947, as assistant general counsel. He was named vice president and general attorney of RCA Communications, Inc., in 1948, but returned to NBC in January, 1949, as assistant to the executive vice president. He was elected a vice president in February, 1953, and the next year was named a staff vice president. Before joining NBC, Mr. Adams was with the FCC, serving successively as chief of the International Legal Section of the Common Carrier Division, assistant chief of the Common Carrier Division and assistant to the general counsel. In 1943 he joined the Army, serving first with an anti-aircraft battalion and later with Military Intelligence. Adams was born in Buffalo and was graduated from the University of Buffalo and its law school (1937). He practiced law in Buffalo prior to joining the FCC.

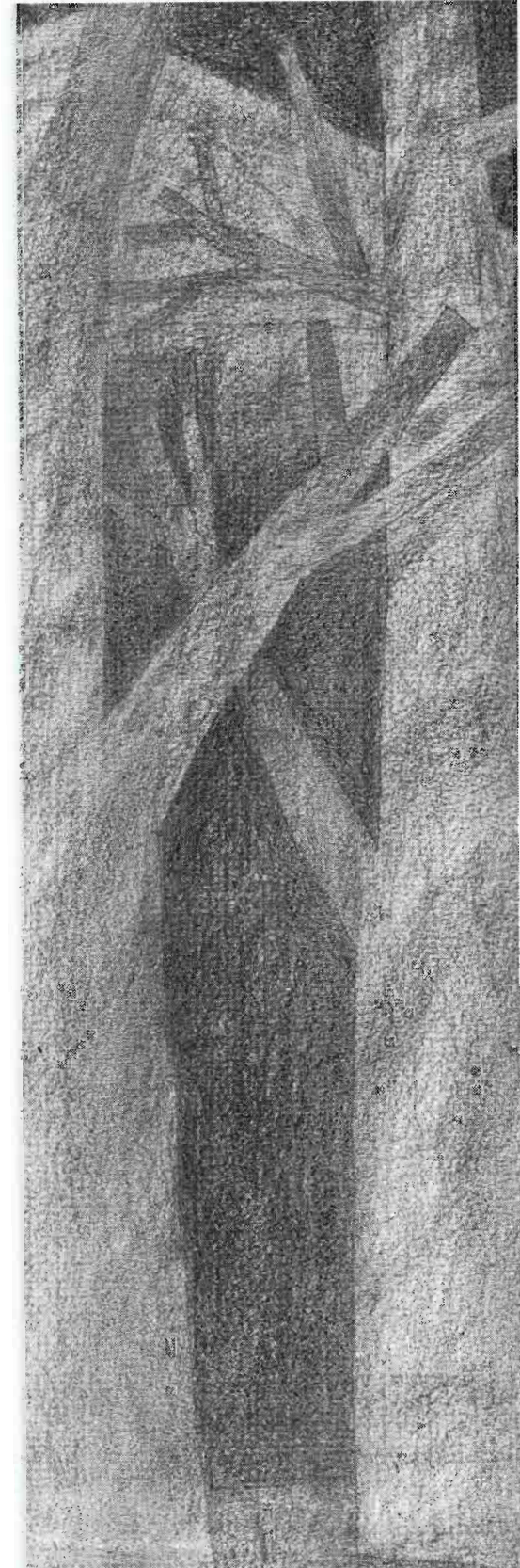


## **WALTER D. SCOTT** Executive Vice President, Television Network

Walter D. Scott was appointed executive vice president, television network, in February, 1959. Before his election as head of the television network, Mr. Scott had been vice president, television network sales. An executive with more than 30 years service in NBC, Mr. Scott joined the network's sales department in 1938. He was named eastern sales manager in 1949, and in February, 1951, was promoted to New York radio network sales manager. In November, 1952, he was appointed to the new post of administrative sales manager. He held this position until he was elected vice president and national sales manager, television network, in December, 1955. He was named vice president, television network sales, in January, 1958. Before joining NBC, Mr. Scott served in the sales department of Hearst Radio, Inc., and before that on the advertising staff of the Daily Oklahoman and Times. He is a graduate of the University of Missouri School of Journalism.







# By the dawn's early light...

On January 27, 1958, in a grim postscript to Sputnik, President Eisenhower said: "National security requires that prompt action be taken to improve and expand the teaching of science . . ." Only one high school student in four was studying physics, only one in three taking chemistry. Since 1950, the number of qualified high school science teachers had dropped an alarming 53%.

On October 6, 1958, the National Broadcasting Company, in partnership with leading American educational and industrial organizations\*, undertook prompt action by launching the world's largest class. The subject: Atomic Age Physics. Telecast five times weekly from 6:30-7:00 a.m., NBC's Continental Classroom exposed a priceless national asset—the knowledge and teaching skill of eminent physicist Harvey E. White—to teachers and students throughout America. And strange things began to happen . . .

As dawn broke over America, television sets flicked on in homes, in fraternity lounges, in high school and college classrooms, in dormitories, in engineering laboratories. In rapid sequence, 149 stations cleared time for the course; 265 colleges and universities offered full academic credit; 27,000 students mailed in 50 cents each for a syllabus; an estimated 270,000 Americans began sitting in with Dr. White and his students on their home sets.

Dr. James R. Killian, Jr., White House scientific advisor, considers Continental Classroom "truly a bold educational experiment in the nation's interest." How far can it go, in one two-semester stroke, toward erasing the most perilous educational lag this nation faces? No one is certain. But the only television network ever to use its commercial facilities to create a national classroom is certain that it is worth finding out.

## NBC TELEVISION NETWORK

\*THE AMERICAN ASSOCIATION OF COLLEGES FOR TEACHER EDUCATION  
• BELL TELEPHONE SYSTEM • THE FORD FOUNDATION • THE FUND FOR  
THE ADVANCEMENT OF EDUCATION • GENERAL FOODS FUND • INTER-  
NATIONAL BUSINESS MACHINES • PITTSBURGH PLATE GLASS FOUNDATION  
• STANDARD OIL COMPANY OF CALIFORNIA • UNITED STATES STEEL

# 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 265.*

## DEPARTMENTS EXECUTIVE

Robert W. Sarnoff.....Chairman of the Board  
Robert E. Kintner.....President

## ADMINISTRATION

J. M. Clifford.....Exec. V.P., Administration

## NBC OWNED STATIONS & NBC SPOT SALES

P. A. Sugg.....Exec. V.P., NBC Owned Stations  
& NBC Spot Sales  
Thomas S. O'Brien.....Dir., Business Affairs  
Anthony C. Krayer.....Business Manager

### NBC Spot Sales

Richard H. Close.....Dir., NBC Spot Sales  
Edwin T. Jameson.....Dir., TV Spot Sales  
Walter B. Davison..Mgr., Western TV Spot Sales  
John J. Ryan.....Mgr., Eastern TV Spot Sales  
John C. Treacy.....Mgr., TV Spot Sales, Detroit  
Morton Gaffin.....Dir., New Bus. & Prom.  
John W. Mulholland..Mgr. Central TV Spot Sales  
David Scott.....Mgr., New England Spot Sales

### NBC Owned Stations WRCA-TV, New York

William N. Davidson...V.P. & General Manager

### WNBC, New Britain-Hartford

Peter B. Kenney.....V.P. & General Manager

### WRC-TV, Washington

Arleton D. Smith.....V.P. & General Manager

### WNBQ, Chicago

Lloyd Yoder.....V.P. & General Manager

### WRCV-TV, Philadelphia

Ray Welpott.....V.P. & General Manager

### KRCA, Los Angeles

Thomas C. McCray....V.P. & General Manager

## TELEVISION NETWORK

### TV NETWORK ADMINISTRATION

Walter D. Scott.....Exec. V.P., TV Network  
David Levy.....V.P., TV Network Programs  
and Talent

### TV NETWORK BUSINESS AFFAIRS

Norman Racusin.....Director, Business Affairs  
John J. Heywood.....Director, Unit Manager

### NEWS

William McAndrew.....Vice President, News  
Joseph O. Meyers.....Director, News  
Julian Goodman.....Mgr., News & Special  
Events, Washington  
William Ray.....Mgr., News, Central Div.  
Stanley G. Rotkewicz..Mgr., Budgets & Pricing  
Eugene E. Juster.....Manager, News Film  
Samuel M. Sharkey, Jr.....Editor, News  
Edward Stanley.....Director, Public Affairs  
George Heineman.....Mgr. Public Affairs  
Leslie C. Vaughan.....Manager, Administration  
News

### SPORTS

Thomas S. Gallery.....Director, Sports

## TELEVISION NETWORK PROGRAMS

Robert F. Lewine.....V.P., Network Programs  
Jerry Danzig.....V.P., Participating Programs  
Robert F. Aaron.....Mgr., Daytime Prog. Admin.  
Louis B. Ames.....Mgr., NBC Opera Unit  
Alan Courtney.....Dir. Nighttime Programs  
Joseph P. Cunneff.....Mgr., Night. Progr. Opera.  
Ross Donaldson.....Dir. Script Services  
Roger Gimbel.....Exec. Prod. Daytime Prog.  
John Greene.....Mgr., Day Prog. Opera.  
Donald B. Hyatt.....Mgr., Special Projects  
Carl Lindemann, Jr.....Dir. Day Programs  
Thomas Madigan.....Mgr., Night Prog. Opera.  
Albert McCleery.....Exec. Producer  
Roger Muir.....Exec. Producer  
James H. Nelson.....Prog. Services  
George M. Rogers, Jr.....Mgr., Administ.  
Participating Programs  
Herbert Sussan.....Dir. Special Programs  
David Tebet.....Gen. Program Exec.  
Ernest V. Theiss.....Mgr. Night Prog. Admins.

## Music

Samuel Chotzinoff.....Gen. Music Director

## TELEVISION NETWORK SALES

Walter D. Scott.....V.P., TV Network Sales

Don Durgin.....V.P., TV Network Sales

Edward R. Hitz.....V.P., TV Sales, Central Div.

Thomas B. McFadden.....V.P., Gen. Sales Exec.

Charles R. Abry.....Gen. Sales Exec.

Raymond F. Eichman.....Dir. Sales Presentations  
& Promotion

Harry T. Floyd.....Mgr., TV Sales, Western Div.

Stephen Flynn.....Dir., TV Sales Services

Walter W. Gross.....Mgr., TV Sales, Detroit

David Hedley.....Mgr., TV Sales Presentations

James Hergen.....Director, Partic. Program Sales

Arthur Johnson.....Mgr., Station Sales

Richard L. Linkroum.....Dir., Spec. Pgm. Sales

Robert McFadyen.....Dir., TV Sales Development

Hamilton Robinson.....Mgr., Office Services

Andrew Ross.....Art Dir., Sales Plann.

Dean Shaffner.....Dir., Sales Planning

Ira Wolff.....Mgr., Sales Prom.

## FACILITIES OPERATIONS

Robert L. Stone.....V.P., Facilities Operation

Nicholas Gilles.....Director, Business Affairs

Sherman Hildreth.....Dir., Station Fac. Ops.

## Radio Network Facilities Operations

Gerald M. Seller.....Dir., Radio Net. Fac. Ops.

Paul Gallant.....Mgr., Radio Technical Ops.

Henry P. Hayes.....Mgr., Radio Recording Sales

James Chenard.....Business Mgr.

Charles Bennis.....Mgr., Radio Recording

## Design, Art & Scenic Production

Walter E. Giebelhaus.....Dir., TV Net. Design,  
Art & Scenic Prod.

Edward J. Bennett.....Mgr., Design & Art

Curtis Blank.....Mgr., Prodn. Services

Peter Bonardi.....Mgr., Scenic Const. & Painting

John P. Seibert.....Business Mgr.

## General Services

William S. Hedges.....V.P., General Services

Michael Clancy.....Supervisor, Protection

Edwin L. Dunham.....Mgr., Music Library & Svcs.

Mildred Joy.....Chief Librarian

## Film Operations

James A. Glenn.....Dir., TV Net. Film Ops.

Henry Moss.....Mgr., Film Services

Stanley Parlan.....Mgr., Film Coordination  
& Preparations

Chas. L. Townsend.....Mgr., Film & Kine Oper.

Edward A. Whitney.....Mgr., Bcst. Routine

Charles Corcoran.....Mgr., Video Tape, Film, &  
Kine Operations

## TV Network Live Operations

Anthony Hennig.....Dir., TV Net. Live Ops.

Richard Aimone.....Mgr., Effects

Thomas H. Phelan.....Mgr., Maint. & Plant Fac.

Humbert Rodomsta.....Mgr., Scheduling & Adm.

John B. Rogers.....Mgr., Studio & Theatre Ops.

Courtney A. Snell.....Mgr., N. Y. Field Ops.

Thomas G. Tart.....Business Mgr.

## Operations Control & Planning

Norman H. Grant.....Dir., Ops. Control & Planning

Richard H. Edmondson.....Mgr., Tech. &  
Ops. Planning

Robert MacKichan.....Mgr., Show Requirements  
& Estimating

George McElrath.....Mgr., Broadcast Central

Peter Affe.....Mgr., Facilities  
Planning & Utilization

John J. Weir.....Mgr., Broadcast & Operations





# THE EARLY YEARS OF A FILM NETWORK

## ... Another National Program Service?

By CHARLES (Bud) BARRY  
President, NTA Film Network



**T**HERE'S said to be a shining new Cadillac cruising Madison Avenue bearing a sign that reads "Made in Las Vegas . . . the hard way." Somehow that strikes me as a particularly fitting mode of transportation for a network executive in the television market today.

With Ely Landau, chairman of the parent company, wearing his white coat and rubber gloves, the NTA Network was born just about three years ago. Since then the network has accomplished some rather amazing things. I'm not trying to sound like a cigarette commercial, but because it is a pretty accurate way of putting it, I say we have accomplished some things that couldn't be done.

We have organized a group of stations into a cohesive whole . . . we have persuaded a group of major advertisers to accept the film network concept . . . we have persuaded, on many a Sunday afternoon and occasionally during the evening hours, a group of "right minded" citizens to turn their dials to our program while happily ignoring our not always friendly competitors.

We have done this without that greatest of aids to a network—the very heart of network broadcasting—the coaxial cable hooking all of the components together for a national simultaneous broadcast. We have done it the hard way, via film on a bicycle. And what's more, without that second essential in network broadcasting—prime time on prime stations.

Nevertheless, we are genuinely

grateful to the far-seeing clients who did put their faith and their dollars behind the NTA Film Network.

But in the 1959-60 market place one cannot afford much time to look back, for if there is one essential fact in this business it is . . . the future lies to him who plans for it.

The challenges of my career always seem to have been based upon dreams of tomorrow. But of all the tests of this kind I have ever faced, none has intrigued me more than the challenge of planning the necessary "Where Do We Go From Here" with the NTA Film Network.

This one is classic in its demands, because the following fundamental problems must be solved:

- a. Not enough independent stations in many markets.
- b. Not enough prime time available on stations already affiliated with our major competitors.
- c. Not enough programs.
- d. Too many agencies and advertisers reluctant to back us during our growth period.

We are convinced that the American advertising industry and the American public can support another national program service. If we can make that program service imaginative, fresh and untrammelled, we believe that we can continue to build our own effective network. We further believe that the key of our network future lies foursquare on our program future.



# NTA TELEVISION NETWORK, INC.

*10 Columbus Circle, New York 19, N. Y.*

*Telephone: JUdson 2-7300*

Chairman of the Board..... Ely A. Landau  
President..... Charles C. Barry  
Exec. Vice President..... Oliver A. Unger  
Vice President..... Harold Goldman  
Vice President..... Edythe Rein  
Vice President..... David Melamed  
Treasurer..... Eric Haight  
Secretary..... H. I. Bucher  
Controller..... Burton Lippman  
Board of Directors..... Ely A. Landau,  
Oliver A. Unger, Harold Goldman, Edythe Rein,  
Harold Kovner, Charles C. Barry.  
Director of Station Relations.... Anthony Azzato  
Exec. Dir. Advertising, Promotion, Merchandising  
Lester Krugman  
Dir. of Network Operations.... Lynn Christenson  
Director of Press..... Harry Albus  
Dir. of Promotion, Sales Service.. Martin Roberts  
Dir. of Merchandising..... Irving Lichtenstein  
Creative Director, Advertising.... Ernest Fladell

## BRANCH OFFICES

### Chicago

612 N. Michigan Ave.  
Chicago, Ill.  
MI 2-5561

### Hollywood

8721 Sunset Blvd.  
Hollywood, Calif.  
OL 2-7222

# SWEETEST THING IN SIGHT

It all started in 1957 among 30,000,000 Americans. Suddenly NTA television was responsible for the biggest mass "crush," since Shirley Temple first showed her adorable face, some 20 years ago. In 1958, NTA's Shirley Temple programs once again worked their wonderful kind of weekend magic, from coast to coast. Weekend magic for advertisers, too, as Vick Chemical, Ideal Toys, Westinghouse, Phillips-Van Heusen, Congoleum-Nairn, Necchi-Elna, Shwayder Bros., all tuned in to this unique television bonanza. Unique because the values expand every time NTA expands on its schedule of new Temple feature films. 1959 is no exception! Here's why:

In 1959 you get 87.5% coverage of U.S. television homes with a lineup of 63 key stations. You get the security of a 2-year track record which shows you the big, all-family audience, the low cost-per-M you want. You buy participations—as few or as many as you need. You combine products. You divide regions. You do it all because little Shirley as a child star has it all on the NTA Television Network. What's more, your buy into the Shirley Temple Spring Specials earns you an opportunity to protect for next Fall and Winter, too. Give it all a good close look, and then meet the sweetest thing in sight on the NTA TELEVISION NETWORK.

**SHIRLEY TEMPLE SPRING SPECIALS**

(8 weekends: April 5 through May 24, 1959)

**SHIRLEY TEMPLE FALL FESTIVAL '59**

(12 weekends: Oct. 4 through Dec. 20, 1959)





Phone, wire, write, Charles (Bud) Barry, President, NTA Television Network, 10 Columbus Circle, New York 19, N.Y. JU 2-7300 **NTA TELEVISION NETWORK**

# NTA TELEVISION

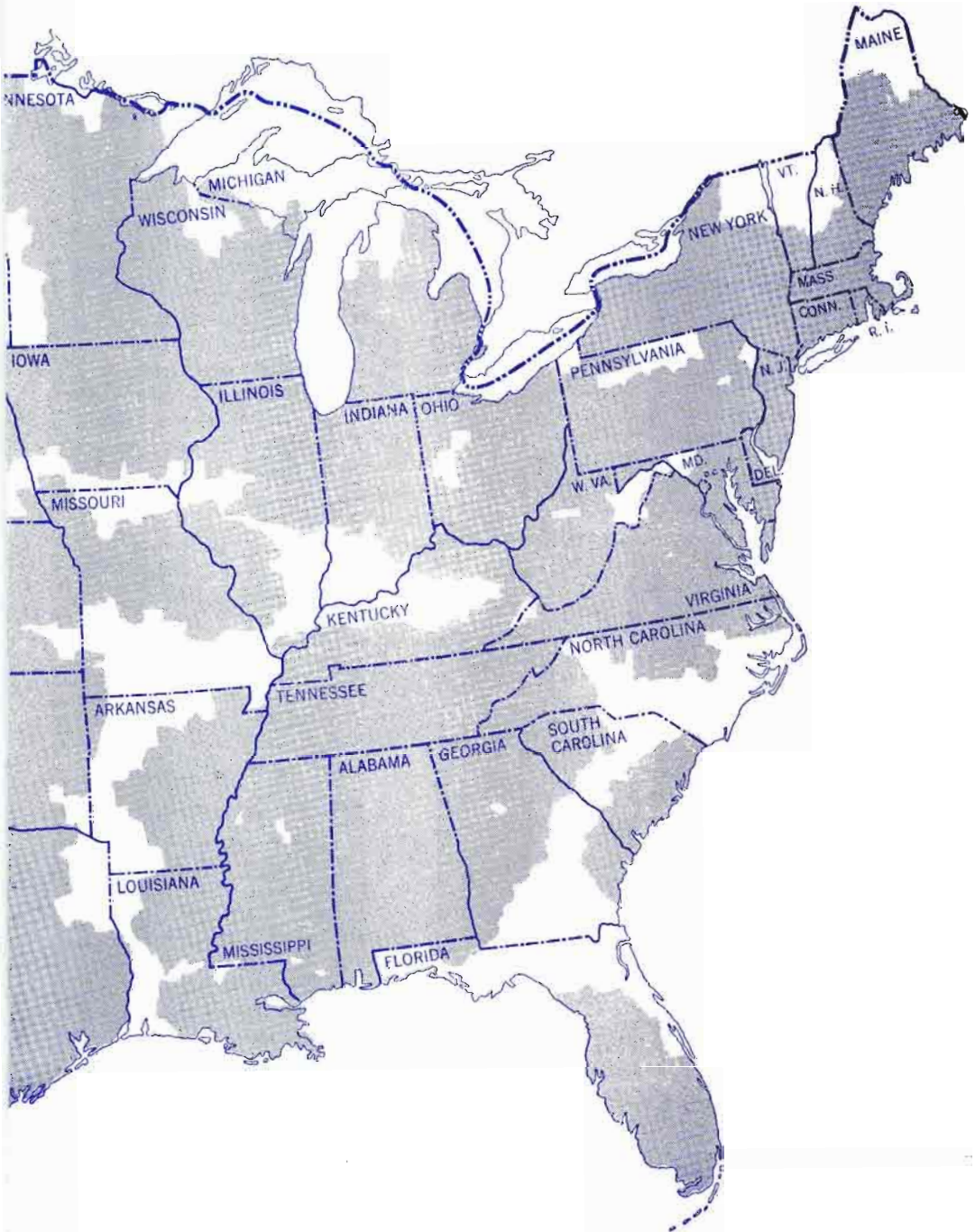


## COVERAGE 1958-1959

130 Stations representing

98.5% TV Homes

# NETWORK



# TELEVISION FILM'S FOREIGN MARKET— ... A New Horizon For The Industry

By HAROLD GOLDMAN

President, NTA International, Inc.



**T**HE burgeoning television industry outside of the United States is rapidly assuming an important role in the overall planning of TV production and distribution companies.

The foreign market today offers one of the greatest areas of expansion in our industry. Results accomplished during the past year have served to strengthen that conviction in no uncertain terms. As a consequence, increased efforts are being expended in that area. At NTA, we have organized, not too long ago, NTA International, Inc., which is to supervise our television and theatrical activities throughout the world.

\* \* \*

There are approximately 25-million television sets in operation today in more than 50 countries outside of the United States. Sales opportunities abound in the United Kingdom where more than 9-million TV sets are in operation.

A study of the foreign markets reveals that Great Britain is the most important market today for the sale of television properties. Second place honors must go to Canada with a set count in excess of 3-million. Australia ranks third in importance serving more than a half-million receivers.

Japan, with more than a million-and-a-half sets, is enjoying a television boom and is rapidly taking its place among the leaders in searching the market for suitable product.

\* \* \*

To take care of the needs of this increasing world-wide activity, the production and distribution com-

panies are keeping close touch with developments and adding to their staffs. As President of NTA International, I will be making constant trips to our international offices to keep abreast of events and gear our operations to meet prevailing conditions.

Foreign stations are constantly on the alert for good product. Features and half-hour series are enjoying wide popularity in all areas. While there is an over-abundance of product at the moment, the demand will be increasing as more and more stations begin operations and additional sets make their appearance in homes.

In line with the expanding television picture overseas, income from that source is constantly on the upswing. In the not too distant future, receipts from foreign distribution should equal at least one-third of the total gross billing of companies engaged in international operations.

\* \* \*

As the foreign picture becomes brighter, co-production endeavors with producers in other countries will increase. We, at NTA, have recently entered into an association with the British Broadcasting Corporation for the production of "The Third Man," a 39-week series starring Michael Rennie. We plan to undertake similar co-production deals in other countries. Current plans call for such arrangements to be made with governmental and independent agencies in France, Italy, Japan, Canada and Australia.

NTA's activities in the international field have now expanded into ten countries.

**TELEVISION DAILY**

presents

***TV STATIONS***

**KEY PERSONNEL  
ADDRESSES & PHONE  
ALPHABETICALLY LISTED  
BY STATES AND CITIES  
STATISTICAL COVERAGE**

**1959**

# TELEVISION STATIONS

## Commercial Stations of U. S., Territories and Possessions

Station	City—State	Page	Station	City—State	Page
CKLW-TV	— Detroit-Windsor, Mich./Ont.	852	KFDA-TV	— Amarillo, Tex.	885
KABC-TV	— Los Angeles, Calif.	823	KFDM-TV	— Beaumont, Tex.	886
KAKE-TV	— Wichita, Kan.	846	KFDX-TV	— Wichita Falls, Tex.	894
KALB-TV	— Alexandria, La.	847	KFEQ-TV	— St. Joseph, Mo.	858
KARD-TV	— Wichita, Kan.	846	KFJZ-TV	— Fort Worth, Tex.	889
KARK-TV	— Little Rock, Ark.	819	KFMB-TV	— San Diego, Calif.	824
KATV	— Little Rock, Ark.	821	KFRE-TV	— Fresno, Calif.	821
KAVE-TV	— Carlsbad, N. M.	863	KFSD-TV	— San Diego, Calif.	824
KAYS-TV	— Hays, Kan.	845	KFVS-TV	— Cape Girardeau, Mo.	857
KBAK-TV	— Bakersfield, Calif.	821	KFYR-TV	— Bismarck, N. D.	868
KBES-TV	— Medford, Ore.	875	KGBT-TV	— Harlingen, Tex.	889
KBET-TV	— Sacramento, Calif.	823	KGGM-TV	— Albuquerque, N. M.	863
KBLR-TV	— Goodland, Kan.	845	KGHL-TV	— Billings, Mont.	858
KBMB-TV	— Bismarck, N. D.	868	KGLD	— Garden City, Kan.	845
KBOI-TV	— Boise, Ida.	839	KGLO-TV	— Mason City, Iowa	844
KBTV	— Denver, Colo.	827	KGMB-TV	— Honolulu, Hawaii	837
KBTX-TV	— Bryan, Tex.	886	KGNC-TV	— Amarillo, Tex.	885
KCBD-TV	— Lubbock, Tex.	891	KGNS-TV	— Laredo, Tex.	891
KCEN-TV	— Temple, Tex.	894	KGO-TV	— San Francisco, Calif.	824
KCIX-TV	— Nampa, Ida.	839	KGUL-TV	— Galveston-Houston, Tex.	889
KCKT	— Great Bend, Kans.	845	KGUN	— Tucson, Ariz.	819
KCMC-TV	— Texarkana, Tex.	894	KGW-TV	— Portland, Ore.	875
KCMO-TV	— Kansas City, Mo.	857	KHAS-TV	— Hastings, Neb.	859
KCMT	— Alexandria, Minn.	853	KHJ-TV	— Los Angeles, Calif.	823
KCOP-TV	— Los Angeles, Calif.	823	KHOL-TV	— Kearney, Neb.	859
KCOR-TV	— San Antonio, Tex.	893	KHQ-TV	— Spokane, Wash.	898
KCRA-TV	— Sacramento, Calif.	824	KHQA-TV	— Hannibal, Mo.	857
KCRG-TV	— Cedar Rapids, Iowa	844	KHSL-TV	— Chico, Calif.	821
KCSJ-TV	— Pueblo, Colo.	827	KHVH-TV	— Honolulu, Hawaii	837
KCTV	— San Angelo, Tex.	893	KICA-TV	— Clovis, N. M.	863
KDAL-TV	— Duluth-Superior, Minn.	853	KID-TV	— Idaho Falls, Ida.	839
KDIX-TV	— Dickinson, N. D.	868	KIEM-TV	— Eureka, Calif.	821
KDKA-TV	— Pittsburgh, Pa.	879	KIMA-TV	— Yakima, Wash.	899
KDUB-TV	— Lubbock, Tex.	891	KING-TV	— Seattle, Wash.	898
KEDY-TV	— Big Spring, Tex.	886	KINY-TV	— Juneau, Alaska	818
KELO-TV	— Sioux Falls, S. D.	882	KIRO-TV	— Seattle, Wash.	898
KELP-TV	— El Paso, Tex.	887	KIVA	— Yuma, Ariz.	819
KENI-TV	— Anchorage, Alaska	818	KJEO	— Fresno, Calif.	821
KENS-TV	— San Antonio, Tex.	893	KKTV	— Colorado Springs, Colo.	825
KERO-TV	— Bakersfield, Calif.	821	KLAS-TV	— Las Vegas, Nev.	861
KETV	— Omaha, Neb.	860	KLFY-TV	— Lafayette, La.	847
KEY-I	— Santa Barbara, Calif.	825	KLIX-TV	— Twin Falls, Ida.	839
KFAR-TV	— Fairbanks, Alaska	818	KLOR-TV	— Provo, Utah	894
KFBB-TV	— Great Falls, Mont.	859	KLBJ-TV	— Las Vegas, Nev.	861
KFBC-TV	— Cheyenne, Wyo.	901			



Station	City—State	Page	Station	City—State	Page
KLTV	— Tyler, Tex.	894	KREY-TV	— Montrose, Colo.	827
KLZ-TV	— Denver, Colo.	825	KRGV-TV	— Wesslaco, Tex.	894
KMBC-TV	— Kansas City, Mo.	857	KRIS-TV	— Corpus Christi, Tex.	886
KMID-TV	— Midland, Tex.	892	KRLD-TV	— Dallas, Tex.	887
KMJ-TV	— Fresno, Calif.	821	KRNT-TV	— Des Moines, Iowa	844
KMMT	— Austin, Minn.	853	KROC-TV	— Rochester, Minn.	855
KMOS-TV	— Sedalia, Mo.	858	KROD-TV	— El Paso, Tex.	889
KMOX-TV	— St. Louis, Mo.	858	KRON-TV	— San Francisco, Calif.	824
KMSO-TV	— Missoula, Mont.	859	KRSD-TV	— Rapid City, S. D.	882
KMSP-TV	— Minneapolis-St. Paul, Minn.	855	KRTV	— Great Falls, Mont.	859
KMTV	— Omaha, Neb.	860	KSBW-TV	— Salinas, Calif.	824
KMVI	— Wailuku, Hawaii	837	KSBY-TV	— San Luis Obispo, Calif.	825
KNAC-TV	— Fort Smith, Ark.	819	KSD-TV	— St. Louis, Mo.	858
KNOE-TV	— Monroe, La.	847	KSHO-TV	— Las Vegas, Nev.	861
KNOP-TV	— North Platte, Neb.	860	KSL-TV	— Salt Lake City, Utah	894
KNOX-TV	— Grand Forks, N. D.	869	KSLA-TV	— Shreveport, La.	848
KNTV	— San Jose, Calif.	825	KSPR	— Casper, Wyo.	901
KNXT	— Los Angeles, Calif.	823	KSTP-TV	— St. Paul-Minneapolis, Minn.	855
KOA-TV	— Denver, Colo.	827	KSWO-TV	— Lawton, Okla.	874
KOAM-TV	— Pittsburg, Kan.	846	KSWB-TV	— Roswell, N. M.	863
KOAT-TV	— Albuquerque, N. M.	863	KSVD-TV	— Wichita Falls, Tex.	894
KOB-TV	— Albuquerque, N. M.	863	KTAG-TV	— Lake Charles, La.	847
KOCO-TV	— Enid, Okla.	874	KTBC-TV	— Austin, Tex.	886
KODE-TV	— Joplin, Mo.	857	KTBS-TV	— Shreveport, La.	848
KOIN-TV	— Portland, Ore.	875	KTEN	— Ada, Okla.	874
KOLD-TV	— Tucson, Ariz.	819	KTES	— Nacogdoches, Tex.	892
KOLN-TV	— Lincoln, Neb.	859	KTHV	— Little Rock, Ark.	819
KOLO-TV	— Reno, Nev.	861	KTIV	— Sioux City, Iowa	845
KOMO-TV	— Seattle, Wash.	898	KTLA	— Los Angeles, Calif.	823
KOMU-TV	— Columbia, Mo.	857	KTNT-TV	— Tacoma-Seattle, Wash.	899
KONA-TV	— Honolulu, Hawaii	837	KTRE-TV	— Lufkin, Tex.	892
KONO-TV	— San Antonio, Tex.	893	KTRK-TV	— Houston, Tex.	891
KOOK-TV	— Billings, Mont.	859	KTRX	— Kennewick-Pasco, Wash.	898
KOOL-TV	— Phoenix, Ariz.	818	KTSM-TV	— El Paso, Tex.	889
KOSA-TV	— Odessa, Tex.	892	KTTS-TV	— Springfield, Mo.	858
KOTA-TV	— Rapid City, S. D.	882	KTTV	— Los Angeles, Calif.	823
KOTI-TV	— Klamath Falls, Ore.	875	KTUL-TV	— Tulsa, Okla.	874
KOTV	— Tulsa, Okla.	874	KTVA	— Anchorage, Alaska	818
KOVR-TV	— Stockton, Calif.	825	KTVB	— Boise, Ida.	839
KPAC-TV	— Port Arthur, Tex.	892	KTVK-TV	— Ensign, Kan.	845
KPAR-TV	— Abilene, Tex.	885	KTVE	— El Dorado, Ark.	819
KPHO-TV	— Phoenix, Ariz.	818	KTVF	— Fairbanks, Alaska	818
KPIX	— San Francisco, Calif.	824	KTVH	— Hutchinson, Kan.	845
KPLC-TV	— Lake Charles, La.	847	KTVI	— St. Louis, Mo.	858
KPLR-TV	— St. Louis, Mo.	858	KTVK	— Phoenix, Ariz.	819
KPRC-TV	— Houston, Tex.	889	KTVO	— Ottumwa, Iowa	845
KPTV	— Portland, Ore.	875	KTVR	— Denver, Colo.	827
KQTV	— Fort Dodge, Iowa	844	KTVT	— Salt Lake City, Utah	895
KRBC-TV	— Abilene, Tex.	885	KTVU	— San Francisco-Oakland, Calif.	824
KRCA	— Los Angeles, Calif.	823	KTVW	— Seattle, Wash.	898
KRCG-TV	— Jefferson City, Mo.	857	KTWO-TV	— Casper, Wyo.	901
KRDO-TV	— Colorado Springs, Colo.	825	KUAM-TV	— Agana, Guam	902
KREM-TV	— Spokane, Wash.	898	KULR	— Kalispell, Mont.	859
KREX-TV	— Grand Junction, Colo.	827	KUTV	— Salt Lake City, Utah	895
			KVAL-TV	— Eugene, Ore.	875
			KVAR	— Mesa, Ariz.	818
			KVII-TV	— Amarillo, Tex.	885

Station	City—State	Page	Station	City—State	Page
KVIP	— Redding, Calif.	823	WBTW	— Florence, S. C.	882
KVIQ-TV	— Eureka, Calif.	821	WBZ-TV	— Boston, Mass.	851
KVKM-TV	— Monahans, Tex.	892	WCAU-TV	— Philadelphia, Pa.	879
KVOA-TV	— Tucson, Ariz.	819	WCAX-TV	— Burlington, Vt.	895
KVOO-TV	— Tulsa, Okla.	874	WCBI-TV	— Columbus, Miss.	855
KVOS-TV	— Bellingham, Wash.	898	WCBS-TV	— New York, N. Y.	865
KVTV	— Sioux City, Iowa	845	WCCO-TV	— Minneapolis, Minn.	853
KWRB-TV	— Riverton, Wyo.	901	WCHS-TV	— Charleston, W. Va.	899
KWTV	— Oklahoma City, Okla.	874	WCIA	— Champaign, Ill.	839
KWTV-TV	— Waco, Tex.	894	WCKT	— Miami, Fla.	832
KWWL-TV	— Waterloo, Iowa	845	WCNY-TV	— Carthage, N. Y.	864
KXAB-TV	— Aberdeen, S. D.	882	WCOV-TV	— Montgomery, Ala.	817
KXGN-TV	— Glendive, Mont.	859	WCPO-TV	— Cincinnati, Ohio	871
KXII	— Ardmore, Okla.	874	WCSC-TV	— Charleston, S. C.	881
KXJB-TV	— Valley City, N. D.	869	WCSH-TV	— Portland, Me.	849
KXLF-TV	— Butte, Mont.	859	WCTV	— Thomasville, Ga.	837
KXLY-TV	— Spokane, Wash.	898	WCYB-TV	— Bristol, Va.	895
KXMC-TV	— Minot, N. D.	869	WDAF-TV	— Kansas City, Mo.	857
KYTV	— Springfield, Mo.	858	WDAM-TV	— Hattiesburg, Miss.	855
KYW-TV	— Cleveland, Ohio	871	WDAN-TV	— Danville, Ill.	840
KZTV	— Corpus Christi, Tex.	887	WDAU-TV	— Scranton, Pa.	880
WABC-TV	— New York, N. Y.	864	WDAY-TV	— Fargo, N. D.	869
WABI-TV	— Bangor, Me.	849	WDBJ-TV	— Roanoke, Va.	897
WAFB-TV	— Baton Rouge, La.	847	WDBO-TV	— Orlando, Fla.	833
WAGA-TV	— Atlanta, Ga.	835	WDEF-TV	— Chattanooga, Tenn.	883
WAGM-TV	— Presque Isle, Me.	849	WDMJ-TV	— Marquette, Mich.	852
WAIM-TV	— Anderson, S. C.	881	WDSM-TV	— Duluth-Superior, Minn.	853
WAKR-TV	— Akron, Ohio	871	WDSU-TV	— New Orleans, La.	847
WALA-TV	— Mobile, Ala.	817	WDXI-TV	— Jackson, Tenn.	883
WALB-TV	— Albany, Ga.	835	WEAR-TV	— Pensacola, Fla.	833
WANE-TV	— Fort Wayne, Ind.	841	WEAT-TV	— West Palm Beach, Fla.	835
WAPA-TV	— San Juan, P. R.	902	WEAU-TV	— Eau Claire, Wis.	900
WAPI-TV	— Birmingham, Ala.	817	WECT	— Wilmington, N. C.	868
WARD-TV	— Johnstown, Pa.	877	WEEK-TV	— Peoria, Ill.	840
WAST	— Albany, N. Y.	864	WEHT	— Evansville, Ind.	841
WATE-TV	— Knoxville, Tenn.	883	WESH-TV	— Daytona Beach, Fla.	831
WATR-TV	— New Haven, Conn.	831	WEWS	— Cleveland, Ohio	871
WAVE-TV	— Louisville, Ky.	846	WFAA-TV	— Dallas, Tex.	887
WAVY-TV	— Norfolk, Va.	897	WFAM-TV	— Lafayette, Ind.	843
WBAL-TV	— Baltimore, Md.	850	WFBC-TV	— Greenville, S. C.	882
WBAP-TV	— Fort Worth, Tex.	889	WFBG-TV	— Altoona, Pa.	875
WBAY-TV	— Green Bay, Wis.	900	WFBM-TV	— Indianapolis, Ind.	843
WBBM-TV	— Chicago, Ill.	839	WFGA-TV	— Jacksonville, Fla.	832
WBEN-TV	— Buffalo, N. Y.	864	WFIE-TV	— Evansville, Ind.	841
WBIR-TV	— Knoxville, Tenn.	883	WFIL-TV	— Philadelphia, Pa.	877
WBKB	— Chicago, Ill.	840	WFLA-TV	— Tampa, Fla.	833
WBNS-TV	— Columbus, Ohio	872	WFMJ-TV	— Youngstown, Ohio	873
WBOC-TV	— Salisbury, Md.	850	WFMY-TV	— Greensboro, N. C.	868
WBOY-TV	— Clarksburg, W. Va.	899	WFRV-TV	— Green Bay, Wis.	900
WPZ-TV	— Lock Haven, Pa.	877	WGAL-TV	— Lancaster, Pa.	877
WBRC-TV	— Birmingham, Ala.	817	WGAN-TV	— Portland, Me.	849
WBRE-TV	— Wilkes-Barre, Pa.	880	WGEM-TV	— Quincy, Ill.	840
WBRZ	— Baton Rouge, La.	847	WGN-TV	— Chicago, Ill.	839
WBTW	— Charlotte, N. C.	867	WGR-TV	— Buffalo, N. Y.	864

Station	City—State	Page	Station	City—State	Page
WHAS-TV	Louisville, Ky.	846	WITI-TV	Milwaukee, Wis.	901
WHBF-TV	Rock Island, Ill.	841	WITN	Washington, N. C.	868
WHBQ-TV	Memphis, Tenn.	883	WJAC-TV	Johnstown, Pa.	877
WHCT	Hartford, Conn.	829	WJAR-TV	Providence, R. I.	881
WHDH-TV	Boston, Mass.	851	WJBF-TV	Augusta, Ga.	835
WHEC-TV	Rochester, N. Y.	865	WJBK-TV	Detroit, Mich.	852
WHEN-TV	Syracuse, N. Y.	867	WJDM	Panama City, Fla.	833
WHIO-TV	Dayton, Ohio	872	WJHL-TV	Johnson City, Tenn.	883
WHIS-TV	Bluefield, W. Va.	899	WJIM-TV	Lansing, Mich.	852
WHIZ-TV	Zanesville, Ohio	873	WJMR-TV	New Orleans, La.	847
WHO-TV	Des Moines, Iowa	844	WJPB-TV	Fairmont, W. Va.	899
WHP-TV	Harrisburg, Pa.	877	WJRT	Flint, Mich.	852
WHTN-TV	Huntington, W. Va.	899	WJTV	Jackson, Miss.	855
WHYN	Springfield, Mass.	851	WJW-TV	Cleveland, Ohio	872
WIBW-TV	Topeka, Kan.	846	WJXT	Jacksonville, Fla.	832
WICC-TV	Bridgeport, Conn.	829	WJZ-TV	Baltimore, Md.	850
WICS	Springfield, Ill.	841	WKAQ-TV	San Juan, P. R.	902
WICU-TV	Erie, Pa.	877	WKBN-TV	Youngstown, Ohio	873
WIIC	Pittsburgh, Pa.	880	WKBT	La Crosse, Wis.	900
WILX-TV	Onondaga-Lansing, Mich.	853	WKBW-TV	Buffalo, N. Y.	864
WIMA-TV	Lima, Ohio	873	WKJG-TV	Fort Wayne, Ind.	841
WINK-TV	Fort Myers, Fla.	831	WKNX-TV	Saginaw, Mich.	853
WINR-TV	Binghamton, N. Y.	864	WKOW-TV	Madison, Wis.	900
WIS-TV	Columbia, S. C.	881	WKRC-TV	Cincinnati, Ohio	871
WISC-TV	Madison, Wis.	900	WKRG-TV	Mobile, Ala.	817
WISE-TV	Asheville, N. C.	867	WKST-TV	New Castle, Pa.	877
WISH-TV	Indianapolis, Ind.	843	WKTU	Utica, N. Y.	867
WISN-TV	Milwaukee, Wis.	901	WKY-TV	Oklahoma City, Okla.	874

## HOWARD E. STARK

BROKERS • FINANCIAL CONSULTANTS  
RADIO STATIONS • TELEVISION STATIONS

*More than a decade  
of Constructive Service  
to Broadcasters and  
the Broadcasting Industry*

50 East 58 Street  
New York 22, N. Y.

ELdorado 5-0405

Station	City—State	Page	Station	City—State	Page
WKYT	— Lexington, Ky.	846	WROC-TV	— Rochester, N. Y.	865
WKZO-TV	— Kalamazoo, Mich.	852	WRVA-TV	— Richmond, Va.	897
WLAC-TV	— Nashville, Tenn.	885	WSAU-TV	— Wausau, Wis.	901
WLBC-TV	— Muncie, Ind.	843	WSAV-TV	— Savannah, Ga.	837
WLBT	— Jackson, Miss.	855	WSAZ-TV	— Huntington, W. Va.	899
WLBS-TV	— Bangor, Me.	849	WSB-TV	— Atlanta, Ga.	835
WLEX-TV	— Lexington, Ky.	846	WSBA-TV	— York, Pa.	881
WLOF-TV	— Orlando, Fla.	833	WSBT-TV	— South Bend, Ind.	843
WLOS-TV	— Asheville, N. C.	867	WSEE	— Erie, Pa.	875
WLVA-TV	— Lynchburg, Va.	897	WSFA-TV	— Montgomery, Ala.	817
WLW-A	— Atlanta, Ga.	835	WSIL-TV	— Harrisburg, Ill.	840
WLW-C	— Columbus, Ohio	872	WSIX-TV	— Nashville, Tenn.	885
WLW-D	— Dayton, Ohio	873	WSJS-TV	— Winston-Salem, N. C.	868
WLW-I	— Indianapolis, Ind.	843	WSJV	— South Bend-Elkhart, Ind.	843
WLW-T	— Cincinnati, Ohio	871	WSLS-TV	— Roanoke, Va.	897
WLYH-TV	— Lebanon, Pa.	877	WSM-TV	— Nashville, Tenn.	885
WMAL-TV	— Washington, D. C.	831	WSOC-TV	— Charlotte, N. C.	867
WMAR-TV	— Baltimore, Md.	850	WSPA-TV	— Spartanburg, S. C.	882
WMAZ-TV	— Macon, Ga.	837	WSPD-TV	— Toledo, Ohio	873
WMBD-TV	— Peoria, Ill.	840	WSTV-TV	— Steubenville, Ohio	873
WMBV-TV	— Marinette, Wis.	901	WSUN-TV	— St. Petersburg, Fla.	833
WMCT	— Memphis, Tenn.	883	WSUR-TV	— Ponce, P. R.	902
WMSL-TV	— Decatur, Ala.	817	WSVA-TV	— Harrisburg, Va.	897
WMT-TV	— Cedar Rapids, Iowa	844	WSYR-TV	— Syracuse, N. Y.	867
WMTV	— Madison, Wis.	900	WTAE	— Pittsburgh, Pa.	880
WMTW-TV	— Poland Spring, Me.	849	WTAP-TV	— Parkersburg, W. Va.	900
WMUR-TV	— Manchester, N. H.	861	WTAR-TV	— Norfolk, Va.	897
WNAC-TV	— Boston, Mass.	851	WTCN-TV	— Minneapolis, Minn.	855
WNBC	— New Britain, Conn.	829	WTEN	— Albany, N. Y.	864
WNBFTV	— Binghamton, N. Y.	864	WTHI-TV	— Terre Haute, Ind.	844
WNBQ	— Chicago, Ill.	839	WTIC-TV	— Hartford, Conn.	829
WNCT	— Greenville, N. C.	868	WTMJ-TV	— Milwaukee, Wis.	901
WNDU-TV	— South Bend, Ind.	843	WTOC-TV	— Savannah, Ga.	837
WNEM-TV	— Bay City, Mich.	851	WTOK-TV	— Meridian, Miss.	857
WNEP-TV	— Scranton, Pa.	880	WTOL-TV	— Toledo, Ohio	873
WNEW-TV	— New York, N. Y.	865	WTOPTV	— Washington, D. C.	831
WNHC-TV	— New Haven, Conn.	831	WTOV-TV	— Norfolk, Va.	897
WNOK-TV	— Columbia, S. C.	881	WTPA	— Harrisburg, Pa.	877
WNTA-TV	— Newark, N. J.	863	WTRF-TV	— Wheeling, W. Va.	900
WOAI-TV	— San Antonio, Tex.	893	WTTG	— Washington, D. C.	831
WOAY-TV	— Oak Hill, W. Va.	899	WTTV	— Bloomington, Ind.	841
WOC-TV	— Davenport, Iowa	844	WTVC	— Chattanooga, Tenn.	883
WOI-TV	— Ames, Iowa	844	WTVB	— Durham, N. C.	867
WOOD-TV	— Grand Rapids, Mich.	852	WTVH	— Peoria, Ill.	840
WOR-TV	— New York, N. Y.	865	WTVJ	— Miami, Fla.	832
WORA-TV	— Mayaguez, P. R.	902	WTVK	— Knoxville, Tenn.	883
WOW-TV	— Omaha, Neb.	860	WTVM	— Columbus, Ga.	837
WOWL-TV	— Florence, Ala.	817	WTVN-TV	— Columbus, Ohio	872
WPBN-TV	— Traverse City, Mich.	853	WTVB	— Rockford, Ill.	840
WPIX	— New York, N. Y.	865	WTVR	— Decatur, Ill.	840
WPRO-TV	— Providence, R. I.	881	WTVR	— Richmond, Va.	897
WPSD-TV	— Paducah, Ky.	846	WTVT	— Tampa, Fla.	833
WPST-TV	— Miami, Fla.	833	WTVW	— Evansville, Ind.	841
WPTA	— Fort Wayne, Ind.	843	WTVY	— Dothan, Ala.	817
WPTV	— Palm Beach, Fla.	833	WTVV	— Tupelo, Miss.	857
WPTZ	— Plattsburgh, N. Y.	865	WUSN-TV	— Charleston, S. C.	881
WRAL-TV	— Raleigh, N. C.	868	WVEC-TV	— Hampton-Norfolk, Va.	895
WRBL-TV	— Columbus, Ga.	835	WVET-TV	— Rochester, N. Y.	865
WRC-TV	— Washington, D. C.	831	WVUE-TV	— New Orleans, La.	848
WRCATV	— New York, N. Y.	865	WWJ-TV	— Detroit, Mich.	852
WRCV-TV	— Philadelphia, Pa.	879	WWL-TV	— New Orleans, La.	848
WRDW-TV	— Augusta, Ga.	835	WWLP	— Springfield, Mass.	851
WREC-TV	— Memphis, Tenn.	885	WWOR	— Worcester, Mass.	851
WREX-TV	— Rockford, Ill.	840	WWTV	— Cadillac, Mich.	852
WRGB	— Schenectady, N. Y.	867	WXEX-TV	— Petersburg, Va.	897
WRGP-TV	— Chattanooga, Tenn.	883	WXIX	— Milwaukee, Wis.	901
WRIK-TV	— Ponce, P. R.	902	WXYZ-TV	— Detroit, Mich.	852
WRLP	— Greenfield, Mass.	851	XETV	— San Diego-Tijuana, Calif./Mex.	824

Pop.: 3,345,000  
Families: 864,000  
Radio Homes: 819,000

# Alabama

Stations in State: 106  
TV Homes: 614,000  
TV Stations: 11

## WAPI-TV—Birmingham—1949

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.  
Oper. By.....Alabama Bcstg. System  
Business Address.....P. O. Box 2553  
Tel.: FA 3-6141.....ABC-NBC  
Newspaper Affiliation.....Birmingham News  
Representative..Harrington, Righter & Parsons  
V.P., Gen. Mgr.....Charles F. Grisham  
Sales Dir.....Albert J. Gillen  
Program Director.....Ray A. Forr  
Pub., Prom. Dir.....James Chenoweth  
Production.....Johnny Johnson  
Chief Engineer.....J. V. Sanderson

## WBRC-TV—Birmingham—1949

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. By.....WBRC, Inc.  
Bus. Studio Address....Atop Red Mountain  
Tel.: FA 2-4701.....CBS  
Representative.....Katz  
President.....Hulbert Taft, Jr.  
Gen. Sta. Mgr.....B. T. Schlinkert  
Commercial Manager.....Oliver V. Naylor  
Film, Prog., Ch. Eng.....Keith E. Barze  
Public., Prom. Dir.....Jim Creamer  
Chief Engineer.....R. L. DuPriest

## WMSL-TV—Decatur—1954

Channel: 23 UHF..AP: 102 Kw..VP: 189 W.  
Owned-Oper. By.Tenn. Valley Radio & TV Co.  
Address.....701 Banks St.  
Tel.: EL 3-0361.....ABC-CBS-NBC  
Rep.....Masla  
President.....Frank Whisenant  
Commercial Manager.....Gene Harwell  
Program, Prom. Mgr.....Alice A. Whisenant  
Film Manager.....Mort Hargrove  
Chief Engineer.....Alvin B. Millwood

## WTVY—Dothan—1955

Channel: 9 VHF..A.P.: 14.1 Kw..VP: 28.2 Kw.  
Owned-Operated By.....WTVY, Inc.  
Address.....Cottonwood Rd.  
Tel.: 5-2810.....CBS  
Representative.....O'Connell  
President.....Charles Woods  
VP., Gen., Sta. Mgr.....F. E. Busby  
Commercial Manager.....Arthur Creamer  
Program Director.....Daryl D. Griffin  
Prom., Pub. Dir.....Warren L. Jones, Jr.  
Film Manager.....Jerry Davis  
Chief Engineer.....Ellis N. Anderson

## WOWL-TV—Florence—1957

Channel: 15 UHF..AP: 600 Kw..VP: 20.9 Kw.  
Owned.....TV Muscle Shoals, Inc.  
Business Address.....840 Cypress Mill Rd.  
Tel.: AT 2-7711.....CBS-NBC  
Representative.....Forjoe-TV  
Pres., Gen. Mgr.....Richard B. Biddle  
Nat. Sales Mgr.....Bill Marpes

Comm. Mgr.....Jack Worley  
Prog. Dir.....John Utley  
Prom. Dir.....Bill Wynne  
Pub. Dir.....Mrs. Pat Bradley  
Film Mgr.....John Abbott  
Chief Engineer.....Larry Rohling

## WALA-TV—Mobile—1953

Channel: 10 VHF..AP: 191 Kw..VP: 316 Kw.  
Owned-Oper. By.....Pape TV Co., Inc.  
Address.....210 Government St.  
Tel.: HE 3-3754.....NBC  
Representative.....H-R  
Pres., Gen. Sta. Mgr.....W. O. Pape  
Nat'l Sales Mgr.....Jim McNamara  
Program Director.....Dick McMullen  
Publicity Dir.....Chuck Thompson  
Film Manager.....Joe Daniels  
Chief Engineer.....Raymond Hurley

## WKRK-TV—Mobile—1955

Channel: 5 VHF...AP: 50 Kw....VP: 100  
Owned-Operated By.....WKRK-TV Inc.  
Address.....162 St. Louis St.  
Tel.: HE 2-5505.....ABC-CBS-NTA  
Newspaper Affiliation.....Press-Register  
Representative.....Avery Knodel  
President.....Kenneth R. Giddens  
General Manager.....C. P. Persons, Jr.  
Program Dir.....George Layne  
Publicity Dir.....Sara Spottswood  
Film Manager.....Bob Grimes  
Chief Engineer.....J. L. Evans

## WCOV-TV—Montgomery—1953

Channel: 20...AP: 117 Kw....VP: 200 Kw.  
Owned-Oper. By.....Capitol Bcstg. Co.  
Business Address.....P. O. Box 2505  
Tel.: AM 5-3561.....ABC-CBS  
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

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned and Operated By..WKY TV Sys. Inc.  
Business Address.....10 East Delano  
Tel.: AM 5-1251.....NBC-ABC  
Newspaper Affil.....Okla. Publishing Co.  
Representative.....Katz  
President.....E. K. Gaylord  
General Manager.....Carter Hardwick  
Nat. Sales Mgr.....W. H. Yeoman  
Program Director.....Gene Jacobsen  
Prom. Manager.....Burt Lydic  
Film Manager.....Alice Mayfield  
Chief Engineer.....Robert M. Hayward

Pop.: 221,000  
 Families: 64,000  
 Radio Homes: 63,000

# Alaska

Stations in State: 13  
 TV Homes: 42,000  
 TV Stations: 5

## KENI-TV—Anchorage—1953

Channel: 2 VHF..AP: 55 Kw..VP: 59 Kw.  
 Owned-Oper. By...Midnight Sun Bcstg. Co.  
 Business Address.....Box 1160  
 Tel.: 5-2201.....NBC-ABC-CBS  
 Reps.....Fletcher; Day  
 President.....Harry J. Hill  
 Sta., Gen. Mgr.....Alvin O. Bramstedt  
 Comm. Mgr.....William Stewart  
 Program Director.....Gerry Hinchee  
 Prom., Pub. Director.....Mrs. Marcia Hiber  
 Film Manager.....Mrs. Laura Hendricks  
 Chief Engineer.....Charles Gray

## KTVA—Anchorage—1953

Channel: 11 VHF..AP: 1.61 Kw..VP: 3.22 Kw.  
 Owned-Oper. By...Northern Television, Inc.  
 Business Address.....4th & Denali Sts.  
 Representative.....Weed; Alaska Radio-TV  
 Pres., Gen. Sta. Mgr.....A. G. Hiebert  
 Prog. Dir.....Paul West  
 Prom., Pub. Dir.....Dorothy Rydall  
 Film Manager.....Sarah Van Housen  
 V.P., Tech. Dir.....Jack Walden

## KFAR-TV—Fairbanks—1955

Channel: 2 VHF...AP: 2 Kw...VP: 5.4 Kw.  
 Owned-Oper. By...Midnight Sun Bcstg. Co.  
 Business Address.....516 Second Ave.  
 Tel.: 2125.....CBS  
 Reps.....Fletcher; Day

President.....Harry C. Hill  
 General Manager.....Alvin C. Bramstedt  
 Station Manager.....Don Andon  
 Commercial Mgr.....Jack Barnhart  
 Prog. Dir.....Donna Modrow  
 Chief Engineer.....Charles Gray

## KTVF—Fairbanks—1955

Channel: 11 VHF..AP: 5.5 Kw..VP: 11 Kw.  
 Owned-Oper. By...Northern TV, Inc.  
 Business Address.....Box 590  
 Tel.: 3636.....CBS  
 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.....Garth Anderson

## KINY-TV—Juneau—1956

Channel: 8 VHF..AP: 131 Kw..VP: 261 Kw.  
 Owned-Oper. By...Alaska Bcstg. System, Inc.  
 Bus. Add.. 831 Securities Bldg., Seattle, Wash.  
 Tel.: SE 6333.....CBS  
 Representative.....Alaska Radio-TV  
 Pres., Gen. Mgr.....William J. Wagner  
 Station Manager.....J. W. McKinley  
 Sales Mgr.....Warren Price  
 Production Manager.....Richard Peter  
 Chief Engineer.....Gordon Burnett

Pop.: 1,215,000  
 Families: 339,000  
 Radio Homes: 330,000

# Arizona

Stations in State: 47  
 TV Homes: 267,000  
 TV Stations: 9

## KVAR—Mesa—1953

Channel: 12 VHF..AP: 15.8 Kw..VP: 31.6 Kw.  
 Owned-Oper. By...KTAR Broadcasting Co.  
 Address.....1101 No. Central Ave., Phoenix  
 Tel.: AL 4-4161.....NBC  
 Representative.....Avery-Knodel  
 Pres., Gen. Mgr.....Richard O. Lewis  
 Commercial Mgr.....Ray Smucker  
 Program Director.....Robert Vache  
 Publicity Dir.....Paul Hughes  
 Promotion Director.....Carol Ackerman  
 Film Director.....Betty Campbell  
 Chief Engineer.....John Beck

V.P., Sta. Mgr.....Kenneth Morton  
 V.P., Sta. Prog. Dir.....Jack Murphy  
 Sales Mgr.....Kenneth Morton  
 Film Manager.....Helen Lane  
 Publicity Dir.....Homer Lane  
 Chief Engineer.....Nelson Nichols

## KPHO-TV—Phoenix—1949

Channel: 5 VHF..AP: 100 Kw..VP: 17.5 Kw.  
 Owned-Oper. By...Meredith Publishing Co.  
 Business Address.....17th & Locust St.  
 Tel.: AT 8-8511.....Independent  
 Representative.....Katz  
 General Manager.....Richard B. Rawls  
 Sta., Comm. Mgr.....Howard Stalnaker  
 Program Director.....Robert Martin  
 Prom., Pub. Dir.....Stephen Q. Shannon  
 Film Manager.....Thomas Sherlock  
 Chief Engineer.....George McClanathan  
 Owners of KCMO-TV, Kansas City, Mo.;  
 WOW-TV, Omaha, Neb.; WHEN-TV, Syracuse,  
 N. Y.

## KOOL-TV—Phoenix—1953

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By...KOOL Radio-TV, Inc.  
 Business Address.....511 West Adams St.  
 Tel.: ALpine 3-3121.....CBS  
 Representative.....Hollingbery  
 Ch. of Bd.....Gene Autry  
 Pres., Gen. Mgr.....Tom Chauncey

(See Page 498)

**KTVK—Phoenix—1955**

Channel: 3 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Operated By.....Arizona TV Co.  
 Address.....3435 No. 16th St.  
 Tel.: AM 6-5691.....ABC  
 Station Representative.....Weed TV  
 General Manager.....Leon Nowell  
 Sta., Comm. Manager.....Burton B. LaDow  
 Program Director.....Don Tuckwood  
 Prod. Mgr.....Lloyd Steinkamp  
 Chief Engineer.....George McLouth

**KGUN—Tucson—1956**

Channel: 9 VHF...AP: 31.6 Kw...VP: 63.1 Kw.  
 Owned-Oper. By.....Tucson Television Co.  
 Business Address.....2175 North 6th Ave.  
 Tel.: MA 3-3633.....ABC  
 Rep.....Headley-Reed; Clark Brown  
 President.....Tom E. Foster  
 General Manager.....Tolbert Foster  
 Sta. Mgr., Prog. Mgr.....James Hays  
 Comm. Mgr.....Ben L. Slack  
 Prom. Public. Dir.....Charlotte Hutchinson  
 Film Mgr.....Dan Dellinger  
 Chief Engineer.....Jack Tudor

**KOLD-TV—Tucson—1953**

Channel: 13 VHF...AP: 16.5 Kw...VP: 33 Kw.  
 Owned-Oper. By.....Old Pueblo Bcstg. Co.  
 Business Address.....115 W. Drachman St.  
 Tel.: MA 4-2511.....CBS  
 Representative.....Hollingbery

Managing Dir.....Tom Chauncey  
 General Manager.....E. S. Mittendorf  
 Commercial Manager.....Bernie Perlin  
 Program Director.....Budd Wiener  
 Chief Eng.....Bob Shriner

**KVOA-TV—Tucson—1953**

Channel: 4 VHF...AP: 2.69...VP: 5.37 Kw  
 Owned-Oper. By.....Arizona Bcstg. Co.  
 Business Address.....209 West Elm St.  
 Tel.: MAIn 3-2555.....NBC-NTA  
 Representative.....The Branham Co.  
 President.....Clinton D. McKinnon  
 Station Manager.....Fred L'Vance  
 Operations Manager.....Gordon E. Hamilton  
 Program Director.....Henry Hubbard  
 Prom., Public. Dir.....Jim Owen  
 Film Manager.....E. D. Wood  
 Chief Engineer.....Raymond H. Holsclaw

**KIVA—Yuma—1953**

Channel: 11 VHF...AP: 16 Kw...VP: 29 Kw.  
 Owned-Oper. By.....Valley Telecasting Co.  
 Business Address.....P. O. Bin 1671  
 Tel.: ST 6-8311.....NBC-CBS-ABC  
 President.....Harry C. Butcher  
 General Manager.....Ray C. Smucker  
 Sta., Prom. Mgr.....Leavenworth Wheeler  
 Publicity Director.....Jean Van Cleaf  
 Program Director.....Russ Siner  
 Commercial Manager.....Patrick Carrick  
 Film Director.....Aretta Crowell  
 Chief Engineer.....Blake Ramsey

Pop.: 1,929,000  
 Families: 548,000  
 Radio Homes: 541,000

**Arkansas**

Stations in State: 81  
 TV Homes: 362,000  
 TV Stations: 6

**KTVE—El Dorado—1955**

Channel: 10 VHF...AP: 158 Kw...VP: 316 Kw.  
 Owned By.....Donald W. Reynolds  
 Address.....Box 791  
 Tel.: UN 2-3488.....ABC-NBC  
 Station Representative.....O'Connell  
 President.....Joe F. Rushton  
 General Manager.....Bill Bigley  
 Comm. Mgr.....W. C. Womack  
 Prog.....John Turner  
 Prom., Pub. Dir.....Fred Landry  
 Film Manager.....John Turner  
 Chief Engineer.....John Long

Prom. Director.....Charles Putnam  
 Production Mgr.....Robert L. McCoy  
 Chief Engineer.....Rubin L. Masters

**KARK-TV—Little Rock—1954**

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By.....Arkansas Radio & Equip. Co.  
 Business Address.....10th & Spring Streets  
 Tel.: FRanklin 6-2481.....NBC  
 Representative.....Petry  
 President.....T. H. Barton  
 Commercial Mgr.....H. Lee Bryant  
 Sta. Film Mgr.....Douglas Romine  
 Program Dir.....Fred Schmutz  
 Prom. Public Dir.....Shirley R. Kennedy  
 Chief Engineer.....Champ Smith

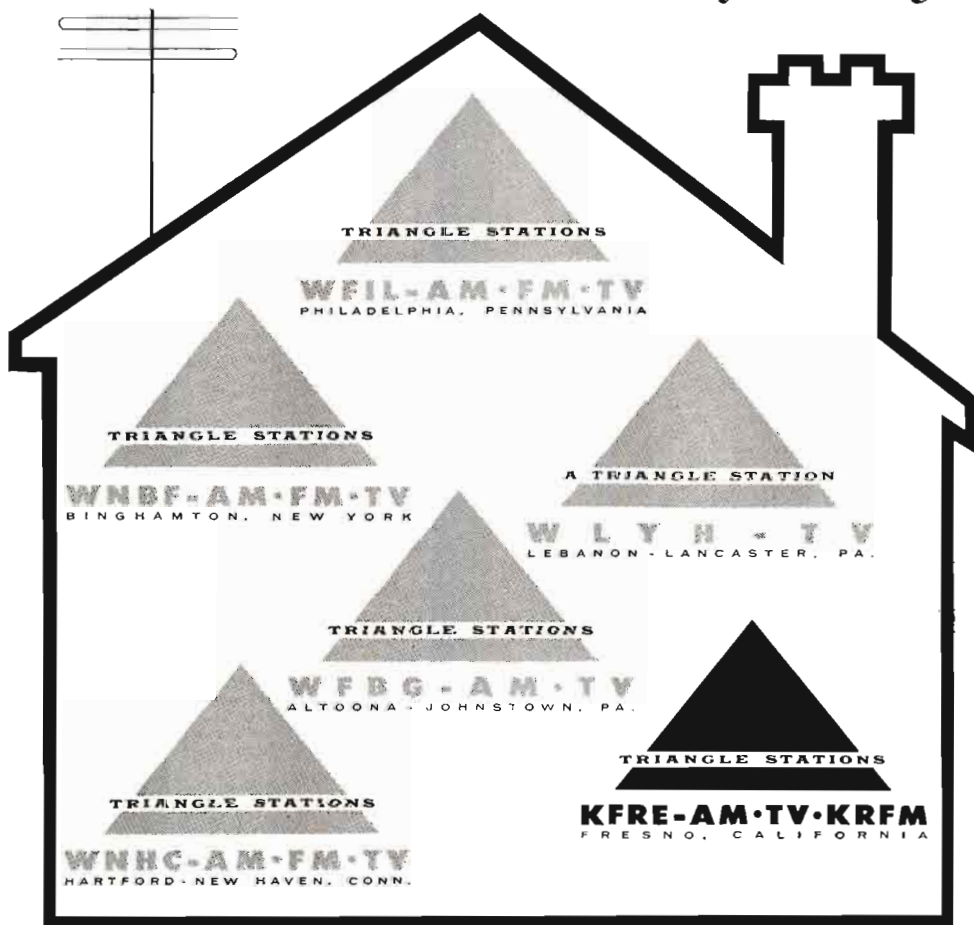
**KNAC-TV—Fort Smith—1956**

Channel: 5 VHF...AP: 60.3 Kw...VP: 100 Kw.  
 Owned By.....Donald W. Reynolds  
 Business Address.....101 N. 4th St.  
 Tel.: SU 3-3131.....ABC-CBS-CBC  
 Newspaper Affil.....American-Times Record  
 Representative.....Venard, Rintoul & McConnell  
 President.....Jack Sobol  
 V.P., Gen. Mgr.....Walter M. Windsor  
 Sales Manager.....Rex Hayes  
 Program Director.....Pat Porta

**KTHV—Little Rock—1955**

Channel: 11 VHF...AP: 158 Kw...VP: 316 Kw.  
 Owned-Operated By.....Arkansas TV Co.  
 Address.....8th & Izard Sts.  
 Tel.: FR 4-3764.....CBS  
 Newspaper Affil.....Arkansas Democrat  
 Station Representative.....Branham  
 President.....K. A. Engel

*new member in the family*



KFRE-AM-TV-KRFM, Fresno—serving the world's richest farm market—have joined the Triangle family. \$4 billion annual spendable income. 2.6 million consumers. Remember, there's no business like Fresno business. Call Blair-TV today for the facts on the newest Triangle Stations.

Source: Sales Management, 1958

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.  
**WFIL-AM • FM • TV**, Philadelphia, Pa. / **WBNF-AM • FM • TV**, Binghamton, N. Y. / **WLYH-TV**, Lebanon-Lancaster, Pa.  
**WFBG-AM • TV**, Altoona-Johnstown, Pa. / **WNHC-AM • FM • TV**, Hartford-New Haven, Conn. / **KFRE-AM • TV • KRFM**, Fresno, Cal.  
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York



## ARKANSAS-CALIFORNIA

Gen., Sta. Manager.....B. G. Robertson  
Comm. Manager.....W. V. Hutt  
Prom. Dir.....John Ponders  
Prog. Dir., Film Manager.....Jack Bomar  
Chief Engineer.....Cecil Suitt

### KATV—Little Rock—1953

Channel: 7 VHF..AP: 91.2 Kw..VP: 170 Kw.

Owned-Oper. By.....Central South Sales Co.  
Address.....310½ W. 3rd St.  
Tel.: FR 4-1691.....ABC  
Representative.....Avery-Knodel, Inc.  
President.....James C. Leake  
General Manager.....John H. Fugate  
Prom., Pub. Director.....Joe Myers  
Chief Engineer.....A. R. Garrett

Pop.: 14,899,000  
Families: 4,799,000  
Radio Homes: 4,761,000

## California

Stations in State: 183  
TV Homes: 4,169,000  
TV Stations: 36

### KBAK-TV—Bakersfield—1953

Channel: 29 UHF..AP: 10.5 Kw..VP: 19 Kw.  
Owned-Oper. By.....Bakersfield Bcstg. Co.  
Business Address.....29 Woody Road  
Tel.: EX 9-1761.....CBS-ABC  
Newspaper Affil.....San Francisco Chronicle  
Representative.....Weed  
President.....Harold P. See  
General Manager.....Edward R. Tabor  
Program Dir.....Matt Burak

### KERO-TV—Bakersfield—1953

Channel: 10 VHF..AP: 55 Kw..VP: 110 Kw.  
Owned-Oper. By...Marietta Broadcasting Co.  
Business Address.....1420 Truxtun Ave.  
Tel.: FA 7-1441.....NBC-ABC  
Representative.....Petry  
President.....J. D. Wrather  
Vice Pres.....George Whitney  
General Manager.....A. M. Mortensen  
Sales Mgr.....Roland T. Kay  
Program Manager.....Kenneth R. Croes  
Prom. Public Dir.....Margaret Ireton  
Production Manager.....Bruce Fleming  
Film Manager.....K. R. Croes  
Chief Engineer.....Edwin Andress

### KHSL-TV—Chico—1953

Channel: 12 VHF..AP: 156 Kw..VP: 312 Kw.  
Owned-Oper. By...Golden Empire Bcstg. Co.  
Address.....180 E. 4th St.  
Tel.: FI 2-0141.....ABC-CBS  
Representative.....Avery-Knodel  
Pres., Gen. Mgr.....Mrs. Hugh McClung  
Station Manager.....M. F. Woodling  
Nat'l Sales Mgr.....George Ross  
Program Dir.....Martin Jacobson  
Prom. Public. Dir.....Don Miller  
Film Manager.....Earl Ling  
Chief Engineer.....R. B. Pope

### KVIQ-TV—Eureka—1958

Channel: 6 VHF..AP: 7.4 Kw..VP: 14.8 Kw.  
Owned.....Calif. Northwest Bcstg. Co.  
Address.....Box 84  
Tel.: HI 3-3061.....ABC-NBC  
Representative.....Hollingbery  
Pres., Gen. Mgr.....Carroll R. Hauser  
Comm. Prom. Dir.....Ralph Sacks

Publicity Dir.....Fred Zehnder  
Film Manager.....Jerry Youker  
Chief Engineer.....Hurschell McKenzie

### KIEM-TV—Eureka—1953

Channel: 3 VHF..AP: 100 Kw..VP: 50 Kw.  
Owned-Oper. By...California-Oregon TV, Inc.  
Business Address.....P. O. Box 1021  
Tel.: HI 3-3123.....ABC-CBS  
Rep.....Blair Television Associates, Inc.  
President.....William B. Smullin  
VP-Manager.....Donald H. Telford  
Comm. Mgr.....Robert Miller  
Station Manager.....W. Edwin Smith  
Pub. Dir.....Jack Mortimer  
Prom. Dir.....Ben Randall  
Chief Engineer.....Donald King

### KFRE-TV—Fresno—1956

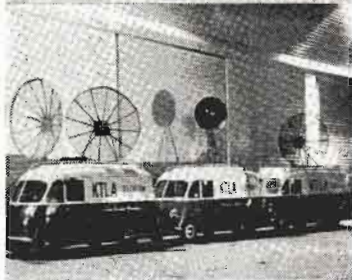
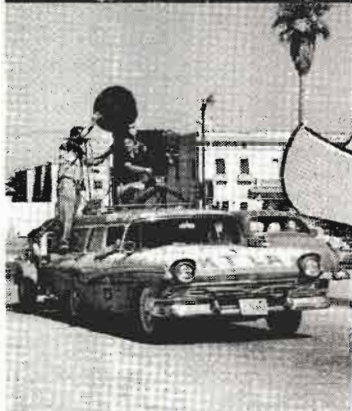
Channel: 12 VHF...AP: 158...VP: 316 Kw.  
Owned By.....Triangle Publications  
Business Address.....733 L St.  
Tel.: AM 8-6444.....CBS  
Representative.....Blair-TV  
Station Manager.....Ed J. Frech  
Sales Manager.....John Barrett  
Program Director.....Hal O'Donnell  
Film Manager.....Fred Carbine  
Chief Engineer.....Keith L. Mealey

### KJEO—Fresno—1953

Channel 47 UHF..AP: 222 Kw..VP: 444 Kw.  
Owned:.....O'Neill Broadcasting Co.  
Business Address.....P. O. Box 1708  
Tel.: BA 2-2411.....ABC  
Representative.....H-R TV  
President.....J. E. O'Neill  
V.P., General Manager.....Joseph C. Drilling  
Comm. Manager.....W. O. Edholm  
Production Manager.....Don Webster  
Prom., Public. Dir.....Phil McPherson  
Film Manager.....John Parkhurst  
Chief Engineer.....Jack McElwain

### KMJ-TV—Fresno—1953

Channel: 24 UHF..AP: 240 Kw..VP: 447 Kw.  
Owned-Oper. By.....McClatchy Newspapers  
Address.....1117 "N" St.  
Tel.: AM 8-6666.....NBC  
Representative.....Katz



## Declaration of an Independent

**KTLA CHANNEL 5**... in order to form the **STRONGEST NEWS OPERATION IN SOUTHERN CALIFORNIA**, presents this powerful combination of personality and equipment...

**CLETE ROBERTS**—the globe-trotting reporter, winner of 3 Emmies and 6 Gold Mikes, with an international reputation for sharp and authoritative commentary.

**BILL KENNEALLY**—the former foreign correspondent and network newscaster, now turning his incisive reporting eye on the local news scene.

**TELECOPTER**—the amazing airborne TV Station, bringing millions of viewers the sight and sound of the news while it happens.

A mobile ground fleet spear-headed by the "PROWL CAR"—covering news everywhere in the Southland.

**JOIN THE INDEPENDENT STATION WHERE THE RIGHT COMBINATION GUARANTEES THE BEST NEWS AND THE BIGGEST SALES**

Represented Nationally by  
**PETERS, GRIFFIN, WOODWARD, Inc.**

KTLA

CHANNEL



President ..... Eleanor McClatchy  
 Station Mgr. .... John Edwards  
 Nat'l Sls. & Ser. Mgr. .... W. Lefler  
 Program Director. .... Joseph Tomes  
 Comm. Manager. .... Orbie Sullivan  
 Chief Engineer. .... J. B. Hancock

**KCOP-TV—Los Angeles—1953**

Channel: 13 VHF..AP: 83.2 Kw..VP: 170 Kw.  
 Owned-Oper. By ..... KCOP-TV, Inc.  
 Bus.-Studio Address. .... 1000 Cahuenga Blvd.  
 Tel.: HO 2-7311.....Independent  
 Representative ..... Pety  
 V.P. & Gen. Mgr. .... Alvin G. Flanagan  
 Commercial Manager. .... Amos T. Baron  
 Sales Prom Dir. .... Hal Biard  
 Program Dir. .... Mary Warren  
 Publicity Dir. .... Jerry Ross  
 Chief Engineer ..... Al Browdy

**KRCA—Los Angeles—1949**

Channel: 4 VHF..AP: 23.5 Kw..VP: 47 Kw.  
 Owned ..... NBC  
 Bus.-Studio Address. .... Sunset & Vine St.  
 Tel.: TH 5-7000.....NBC  
 Representative ..... NBC Spot Sales  
 V.P., General Manager. .... Thomas McCray  
 Commercial Manager. .... James Parks  
 Promotion Dir. .... Frank Hovore  
 Prog. Dir. .... Jack Kenaston  
 Operations Manager. .... Robert Henry  
 Film Manager. .... George Burke  
 Chief Engineer ..... John Knight

**KABC-TV—Los Angeles—1949**

Channel: 7 VHF..AP: 82 Kw..VP: 165 kw.  
 Owned-Oper. By ..... ABC  
 Business Address Prospect & Talmadge Streets  
 Tel.: NO 3-3311.....ABC  
 Representative ..... Katz  
 V.P., Gen. Mgr. .... Selig J. Seligman  
 Gen. Sales Mgr. .... Elton Rule  
 Program Director ..... Peter Robinson  
 Prom., Pub. Dir. .... Jack Brembeck  
 Prod. Mgr. .... Louis Sanman  
 Film Manager. .... Howard Lipstone  
 Chief Engineer ..... Theodore Grenier

**KHJ-TV—Los Angeles—1948**

Channel: 9 VHF..AP: 81 Kw..VP: 162 Kw.  
 Owned-Oper. By ..... RKO Teleradio, Inc.  
 Business-Studio Address. .... 1313 N. Vine St.  
 Tel.: HO 2-2133.....Independent  
 Representative ..... H-R  
 President ..... Thomas F. O'Neil  
 Vice Pres., Gen. Mgr. .... J. T. Reynolds  
 Commercial Manager. .... Howard Wheeler  
 Promotion Director. .... Bob Nelson  
 Program Director. .... James D. Higson  
 Film Manager. .... Bill White  
 Publicity Director. .... Tony Arnone  
 Chief Engineer ..... Bob Bullock

**KNXT—Los Angeles—1948**

Channel: 2 VHF..AP: 23.4 Kw..VP: 46.8 Kw.  
 Owned-Oper. By ..... CBS Inc.

Business-Studio Address. .... 1313 N. Vine St.  
 Tel.: OLive 1-2345.....CBS  
 Representative ..... CBS TV Spot Sales  
 President ..... Merle S. Jones  
 General Manager ..... Clark B. George  
 Gen. Sales Mgr. .... R. D. Wood  
 Program Director. .... Donald M. Hine  
 Prom., Publicity Director. .... Austin Heywood  
 Film Manager. .... Bill Alcine  
 Tech. Oper. Mgr. .... H. W. Pangborn

**KTLA—Los Angeles—1947**

Channel: 5 VHF..AP: 15 Kw..VP: 30 Kw.  
 Owned-Oper. ..Paramount TV Production, Inc.  
 Studio Address. .... 5800 Sunset Blvd., H'wywood  
 Tel.: HO 9-3181.....Independent  
 Representative ..... PGW  
 V.P. in Charge. .... James A. Schulke  
 Commercial Mgr. .... Richard Jolliffe  
 Program Dir. .... Lee Cooley  
 Promotion Dir. .... James J. Rue  
 Publicity Dir. .... Dick Robbins  
 Chief Engineer ..... John Silva

**KTTV—Los Angeles—1949**

Channel: 11 VHF..AP: 83 Kw..VP: 165 Kw.  
 Owned-Oper. By .....Times-Mirror Co.  
 Business Address ..... 5746 Sunset Blvd.  
 Tel.: HO 2-7111.....Independent  
 Newspaper Affil. .... L.A. Times, Mirror  
 Representative ..... Blair TV  
 Pres., Gen. Mgr. .... Richard A. Moore  
 V.P.-Sales ..... John R. Vrba  
 V.P.-Programming ..... Robert Breckner  
 Dir. & Merch. & Prom. .... Jack O'Mara  
 Film Manager ..... Richard Woollen

**XEM-TV—Mexicali-El Centro  
 1957**

(See Mexico Stations)

**KVIP—Redding—1956**

Channel: 7 VHF..AP: 158.5 Kw..VP: 316 Kw.  
 Owned By .....Shasta Telecasting Corp.  
 Business Address. .... 2770 Pioneer Drive  
 Tel.: CH 1-1414.....ABC-NBC  
 Representative ..... Hollingbery  
 Pres., Gen. Mgr. .... George C. Fleharty  
 Commercial Manager. .... Ray Grant  
 Program Director. .... Lee Arnold  
 Chief Eng., Ass't Mgr. .... Russell K. Olsen

**KBET-TV—Sacramento—1955**

Channel: 10....AP: 158 Kw....VP: 316 Kw.  
 Owned By .....Great Western Bcstg Corp.  
 Address. .... 601 7th Ave.  
 Tel.: GI 1-4041.....CBS  
 Rep. .... H-R  
 President ..... J. H. Whitney  
 Vice-Pres., Gen. Mgr. .... John H. Schacht  
 Station Mgr. .... George Greaves  
 Commercial Mgr. .... George J. Kapel  
 Film Mgr. .... Nick Luppino  
 Promotion Dir. .... Harvey Tepfer  
 Chief Eng. .... Pete Onniaian

## CALIFORNIA

### KCRA-TV—Sacramento—1955

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Operated By.....KCRA, Inc.  
Address.....310 10th St.  
Tel.: Hickory 4-7300.....NBC  
Representative.....Petry  
Pres., Gen. Mgr.....Ewins C. Kelly  
Sta. Mgr.....Robert E. Kelly  
Film Mgr., Prog. Dir.....Tom Breen  
Prom. Dir.....Ted F. Hardy  
Chief Engineer.....W. Herbert Hartman

### KSBW-TV—Salinas—1953

Channel: 8 VHF..AP: 120 Kw..VP: 240 Kw.  
Owned-Oper. By.....Salinas Bcstg. Corp.  
Address.....238 John St.  
Tel.: HA 2-6422.....ABC-CBS-NBC  
Representative.....H-R Television  
Pres., Gen. Mgr.....John C. Cohan  
Asst. Gen. Mgr.....W. M. Oates  
Comm. Mgr.....Graham H. Moore  
Prog. Dir.....Gary Ferlisi  
Prom. Dir.....Clark Bradley  
Dir. of Tech. Oper.....Bill Hargan  
Chief Engineer.....Wes Chaney

### KFSD-TV—San Diego—1953

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper. By.....KFSD, Inc.  
Business Address.....P.O. Box 628  
Tel.: CO 2-2421.....NBC  
Representative.....Katz  
President.....James G. Rogers  
V.P., General Manager.....William E. Goetze  
V.P., Dir. Sales.....Jay Grill  
Merchandising Mgr.....John Abernathy  
Prom., Public. Dir.....Frank Reynolds  
Program Director.....Burke Ormsby  
Chief Engineer.....LeRoy A. Bellwood

### KFMB-TV—San Diego—1949

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned.....Marietta Bcstg. Inc.  
Business Address.....1405 Fifth Ave.  
Tel.: BE 2-2114.....CBS  
Representative.....Petry  
President.....Jack D. Wrather  
V.P., Gen. Mgr.....George Whitney  
Station Mgr.....Bill Fox  
Prog. Mgr.....George Stantis  
Prom., Pub. Rel.....Dan Bellus  
Film Manager.....Del Gay  
Chief Engineer.....Charles Abel

### XETV—San Diego—Tia Juana 1953

Channel: 6 VHF..AP: 117 Kw..VP: 318 Kw.  
Owned By.....Radio Television S.A.  
Business Address.....4229 Park Blvd.  
Tel.: CY 8-7191.....ABC  
Station Representative.....Blair  
President.....Frank Fouce  
V.P., Gen. Mgr.....Julian M. Kaufman

Business Mgr.....Lou Meiers  
Sales Mgr.....Hank Guzik  
Prog., Prom. Dir.....Harrison W. H. Eagles  
Merch. Dir.....Bill Story  
Film Manager.....Wayne Feree

### KRON-TV—San Francisco—1949

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By.....The Chronicle Pub. Co.  
Business Studio Address.....929 Mission St.  
Tel.: GA 1-1100.....NBC  
Newspaper Affiliation.....Chronicle  
Representative.....Peters, Griffin, Woodward Inc.  
President.....Charles Thieriot  
Gen. Manager.....Harold P. See  
Station Manager.....A. H. Constant  
Sales Mgr.....Norman Louvau  
Program Dir.....Douglas Ellison  
Promotion Dir.....Roland Irving  
Sls. Prom., Mdsq. Dir.....Cecil Webb  
Film Buyer.....Jim Bentley  
Publicity Dir.....Thomas Mullahey  
Chief Engineer.....J. L. Berryhill

### KGO-TV—San Francisco—1949

Channel: 7 VHF..AP: 168 Kw..VP: 316 Kw.  
Owned-Oper.....Amer. Bcstg. Paramount Thtrs.  
Address.....277 Golden Gate Ave.  
Tel.: UN 3-0077.....ABC  
Representative.....Blair  
V.P., Gen., Sta. Mgr.....John H. Mitchell  
Sales Mgr.....David Sacks  
Pub., Promotion Director.....George T. Rodman  
Program Director.....George Rice  
Film Manager.....Robert Mitchell  
Chief Engineer.....Harry Jacobs

### KPIX—San Francisco—1948

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By.....Westinghouse Bcstg., Inc.  
Address.....2655 Van Ness Ave.  
Tel.: PR 6-5100.....CBS  
Sta. Representative.....Katz  
After July 1.....TVAR  
Pres.....Donald H. McGannon  
Exec. Director.....Philip G. Lasky  
General Manager.....Louis S. Simon  
Asst. Gen. Manager.....George Mathiesen  
Commercial Manager.....L. P. Fraiberg  
Pro. Dir., Film Mgr.....Ray A. Hubbard  
Promotion Dir.....George Goldman  
Publicity Dir.....Al Baccari  
Chief Engineer.....Thomas T. Ely  
Owners of: WBZ-TV, Boston; KYW-TV, Cleve-  
land; KDKA-TV, Pittsburgh; WJZ-TV, Baltimore,  
Md.

### KTVU—San Francisco-Oakland 1958

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned.....S. F.-Oakland TV, Inc.  
Address.....1 Jack London Sq., Oakland  
Tel.: TE 4-2000.....Independent  
Representative.....H-R Television  
Gen. Mgr.....William D. Pabst

## CALIFORNIA-COLORADO

Gen. Sales Mgr. . . . . Ward D. Ingram  
 Prog. Dir. . . . . Kenneth B. Craig  
 Prom. Director . . . . . A. Richard Robertson  
 Publicity Director . . . . . Don Arlett  
 Film Manager . . . . . Stan Lichenstein  
 Chief Engineer . . . . . Robert Arne

### KNTV—San Jose—1955

Channel: 11VHF . . . AP: 123 Kw. . . VP: 60 Kw.  
 Owned-Oper. By . . . Standard Radio & TV Co.  
 Address . . . . . 645 Park Avenue  
 Tel.: CY 7-5577 . . . . . Independent  
 Representative . . . . . Weed  
 President . . . . . A. T. Gilliland  
 Gen. Mgr. . . . . Roger Van Duzer  
 Comm. Mgr., Prom. Dir. . . . . Fran Conrad  
 Chief Engineer . . . . . Bruce Joyner

### KSBY-TV—San Luis Obispo 1953

Channel: 6 VHF . . . AP: 8.9 Kw. . . VP: 16 Kw.  
 Owned-Oper. By . . . Salinas Valley Bcstg.  
 Business Address . . . . . Box 286  
 Tel.: LI 3-0920 . . . . . ABC-CBS-NBC  
 Representative . . . . . H.R.  
 Pres., Gen. Mgr. . . . . John C. Cohan  
 Commercial Manager . . . . . Graham Moore  
 Program Director . . . . . Gaby Ferlisi  
 Prom. Dir. . . . . Clarke Bradley

Station Manager . . . . . Arthur V. Hapgood  
 Film Manager . . . . . Dick Williams  
 Publicity Director . . . . . Orval Brown  
 Chief Engineer . . . . . Charles Mitchell

### KEY-T—Santa Barbara—1953

Channel: 3 VHF . . . AP: 25 Kw. . . VP: 50 Kw.  
 Owned . . . . . Key TV, Inc.  
 Business Address . . . . . 730 Miramonte Dr.  
 Tel.: WO 5-8533 . . . . . ABC-CBS-NBC  
 Representative . . . . . Headley-Reed  
 Pres., Gen. Mgr. . . . . Richard C. Bell  
 Comm. Mgr. . . . . Bob Burris  
 Prom. Dir. . . . . Joe Constantino  
 Prog. Dir. . . . . Mary Ann Casey  
 Chief Engineer . . . . . Paul Williams

### KOVR-TV—Stockton—1954

Channel: 13 VHF . . . AP: 158 Kw. . . VP: 316 Kw.  
 Owned-Oper. By . . . Television Diablo, Inc.  
 Address . . . . . 225 E. Miner Ave.  
 Tel.: HO 6-6981 . . . . . ABC  
 Representative . . . . . Blair  
 President . . . . . Paul Miller  
 Gen. Mgr. . . . . Glover DeLaney  
 Program Film Mgr. . . . . Bel Lange  
 Prom. Dir. . . . . Frank Wright  
 Chief Engineer . . . . . Richard J. Anderson

Pop.: 1,729,000  
 Families: 523,000  
 Radio Homes: 484,000

## Colorado

Stations in State: 56  
 TV Homes: 408,000  
 TV Stations: 9

### KKTV—Colorado Springs—1952

Channel: 11 VHF . . . AP: 54 Kw. . . VP: 107½ Kw.  
 Owned-Operated By . . . TV Colorado, Inc.  
 Address . . . . . P. O. Box 1078  
 Tel.: ME 4-2844 . . . . . ABC-CBS  
 Representative . . . . . Bolling  
 President, Gen., Station Mgr. . . . . James D. Russell  
 Commercial Manager . . . . . Robert D. Ellis  
 Program Dir. . . . . Carl Pehlman  
 Prom., Pub. Director . . . . . Jack East  
 Film Mgr. . . . . Jerry Mahanke  
 Chief Engineer . . . . . H. Strang

### KRDO-TV—Colorado Springs 1953

Channel: 13 VHF . . . AP: 5.65 Kw. . . VP: 11.31 Kw.  
 Owned-Oper. By . . . Pikes Peak Bcstg. Co.  
 Business Address . . . . . 399 South Eighth St.  
 Tel.: ME 2-1515 . . . . . NBC  
 Representative . . . . . Pearson  
 President . . . . . Harry W. Hoth  
 Station Manager . . . . . Jay E. Gardner  
 Film Manager . . . . . Hugh Sweeney  
 Chief Engineer . . . . . Herb Schubarth

### KLZ-TV—Denver—1953

Channel: 7 VHF . . . AP: 158 Kw. . . VP: 316 Kw.  
 Owned By . . . . . Time, Inc.  
 Business Address . . . . . 131 Speer Blvd.

Tel.: MA 3-4271 . . . . . CBS  
 Representative . . . . . Katz  
 Pres., Gen. Mgr. . . . . Hugh B. Terry  
 Sta. Mgr., Sales Dir. . . . . Jack Tipton  
 Program Director . . . . . Paul Blue  
 Promotion Director . . . . . Jimm Seamey  
 Publicity Director . . . . . Ed McLaughlin  
 Film Manager . . . . . William Witt  
 Chief Engineer . . . . . Eugene Jenkins

**Ap** News  
 Is Preferred

. . . by Stations — because it  
 adds both profits and prestige.

**Ap**

Preferred

50 Rockefeller Plaza · New York 20, N. Y.

# KTVR

## Channel 2 DENVER, COLORADO



Station Representative  
**BLAIR TELEVISION ASSOCIATES**

DAVID MENDELSON  
General Manager  
550 Lincoln Street

Denver, Colo.      Keystone 4-8281

# 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



That when John H. Gregory discovered the first gold lode in Gilpin County, Colorado in 1859... the population of Denver was 4,726.

That in 1959 the population of the Denver TV coverage area served by Channel 9 is 1,479,500 people who have a spendable income of \$2,803,077,000

### MORE FACTS

**FACT:** One day spot saturation on Channel 9 for Denver Car Dealer results in 42 new car sales in one day... a new record!

**FACT:** When Channel 9 TV personalities promoted kids theatre party... Downtown Theatre jammed! Thousands turned away! Out-pulled competition's identical promotion... same day and same time... Two to one!

**THE FACT IS...**

The best buy in Denver is...

**KBTU** Channel **9**

**THE FAMILY STATION**

Why don't you join "The Rush To The Rockies" and come to Colorado in '59?



**KBTV—Denver—1952**

Channel: 9 VHF...AP: 141 Kw...VP: 282Kw.  
 Owned-Operated By.....TV Denver, Inc.  
 Address.....1089 Bannock St.  
 Tel.: AM 6-3601.....ABC  
 Representative. Peters, Griffin, Woodward, Inc.  
 President.....John C. Mullins  
 Station Manager.....Joseph Herold  
 Nat. Sls. Mgr.....Robert L. Brown  
 Prog. Mgr.....Mann Reed  
 Promotion Director.....Barry Lorie  
 Film Mgr.....Don Mumford  
 Chief Engineer.....Jim Butts

**KOA-TV—Denver—1953**

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Operated By.....Metropolitan TV Co.  
 Business Address.....1625 California  
 Tel.: MA 3-6211.....NFC  
 Representative.....NBC Spot Sales  
 Pres., Gen. Manager.....William Grant  
 Station Mgr.....Ralph Radetsky  
 Commercial Manager.....Dick Harris  
 Program Director.....Heyward Siddons  
 Prom., Pub. Dir.....Dean Faulkner  
 Film Manager.....Sam Houston, Jr.  
 Chief Engineer.....S. Davidson

**KTVR—Denver—1951**

Channel: 2 VHF...AP: 100 Kw...VP: 50. Kw.  
 Owned-Oper. By.....KTVR, Inc.  
 Business Address.....550 Lincoln St.  
 Tel.: KE 4-8281.....Independent

Representative ..... Blair  
 Exec. V.P., Gen. Mgr.....Hugh B. La Rue  
 Gen. Mgr.....Dave Mendelsohn  
 Commercial Manager.....Jim Brennan  
 Program Director.....Doug Taylor  
 Chief Engineer.....Robert C. Artman

**KREX-TV—Grand Junction  
 1954**

Channel 5 VHF...AP: 6.46 Kw...VP: 12.9 Kw.  
 Owned By.....Western Slope Bcstg Co., Inc.  
 Business Address .....Box 30  
 Tel.: CH 2-5000.....ABC-CBS-NBC  
 Station Representative.....Holman; McGuire  
 President, General Mgr. ....Rex Howell  
 Sta., Comm. Mgr.....Robbie Robinson  
 Chief Engineer.....James Meyer

**KREY-TV—Montrose—1956**

Channel: 10 VHF...AP: 308 Kw...VP: 616 Kw.  
 (Satellite of KREX-TV)

**KCSJ-TV—Pueblo—1953**

Channel: 5 VHF...AP: 6.8 Kw...VP: 13.6 Kw.  
 Owned-Oper. By.....Star Broadcasting Co.  
 Business Address .....2226 Television Lane  
 Tel.: LI 4-5782.....NBC  
 Station Representative.....Pearson; McGuire  
 Executive Director.....Cliff Hendrix  
 Station Manager.....J. G. Croll  
 Film Manager.....Jackson Cravens  
 Chief Engineer.....Marion C. Cunningham



**News Is Preferred ...**

**... by Stations .. because it adds  
 both profits and prestige.**

**Ap  
 Preferred**

50 Rockefeller Plaza



New York 20, N. Y.

# NOW

# WTIC-TV CHANNEL 3

# MEANS CBS TELEVISION IN RICH, RICH SOUTHERN NEW ENGLAND

WTIC-TV HARTFORD 15, CONNECTICUT TEL. JACKSON 5-0801

REPRESENTED NATIONALLY BY HARRINGTON, RIGHTER & PARSONS, INC.





Pop.: 2,425,000  
Families: 724,000  
Radio Homes: 706,000

# Connecticut

Stations in State: 30  
TV Homes: 658,000  
TV Stations: 9

## WICC-TV—Bridgeport—1952

Channel: 43 UHF..AP: 91 Kw..VP: 180 Kw.  
Owned By.....Conn.-N. Y. Bcsters.  
Business Address.....Box 9140  
Tel.: AM 8-1601.....ABC  
Representative .....Adam Young  
Comm. Mgr.....Manning Slater  
Pgm. Dir.....Harry Downie  
Film Ed.....Irving Magilnick  
Chief Engineer.....Russell Adams

## WHCT—Hartford—1959

Channel: 18 UHF..AP: 100 Kw..VP: 186 Kw.  
Owned-Oper. By.....Capitol Bcstg. Inc.  
Business Address.....555 Asylum St.  
Tel.: JAckson 5-2611.....Independent  
Station Representatives...Young; Nona Kirby  
Pres., Gen. Mgr.....Edward D. Taddei  
V.P., Prog. Dir.....David K Harris  
Gen Sales Mgr.....Bruce Compton  
Chief Engineer.....Anthony Guarino, Jr.

## WTIC-TV—Hartford—1957

Channel: 3 VHF..AP: 60.3 Kw..VP: 100 Kw.

Owned..Travelers Broadcasting Service Corp.  
Business Address.....26 Grove Street  
Tel.: JAckson 5-0801.....CBS  
Representative..Harrington, Righter & Parsons  
President.....Paul W. Morency  
VP & Gen. Mgr.....Walter C. Johnson  
V.P., Sales.....Irwin C. Cowper  
VP, Prog.....Leonard J. Patricelli  
Prom. Dir.....Eugene J. Muriaty  
VP, Pub. Rel.....Berard L. Mullins  
Film Editor.....Ernest Olivieri  
Chief Engineer.....Herman D. Taylor

## WNBC—New Britain—1952

Channel: 30 UHF..AP: 113.5 Kw..VP: 210.4 Kw.  
Owned..New Britain Bcstg. Co. (Subs. of NBC)  
Address.....1422 New Britain Ave.  
Tel.: ADams 3-8551.....NBC  
Representative.....NBC Spot Sales  
President.....P. A. Sugg  
Ex. V.P. & Gen. Mgr.....Peter B. Kenney  
Sales Dir.....Robert J. Reardon  
Film Manager.....Phillip B. Hale  
Program Manager .....Robert W. Bray

SEE PAGE 41

FOR RADIO

MARKETS RANKED

BY SPOT VOLUME



Nielsen and ARB agree WNHC-TV, Hartford-New Haven, is FIRST!\* WNHC-TV, the only station covering a vast area of 831,000 TV homes... the entire state of Connecticut plus portions of Massachusetts and Long Island. WNHC-TV... your best buy.

\*Average total audience, sign on to sign off

Sources: Nielsen, Hartford Area, December 1958  
 ARB, Hartford-New Haven, Dec. 1-7, 1958  
 Television Magazine, January 1959



**WNHC-TV**  
 HARTFORD-NEW HAVEN, CONN.

**Channel 8**  
 ABC-TV • BLAIR-TV

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.  
**WFIL-AM • FM • TV**, Philadelphia, Pa. / **WNEF-AM • FM • TV**, Binghamton, N. Y. / **WLYH-TV**, Lebanon-Lancaster, Pa.  
**WFBG-AM • TV**, Altoona-Johnstown, Pa. / **WNHC-AM • FM • TV**, Hartford-New Haven, Conn. / **KFRE-AM • TV • KRFM**, Fresno, Cal.  
 Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York

**WNHC-TV—New Haven—1948**

Channel: 8VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By .Triangle Publications, Inc.  
 Business Address .....1110 Chapel St.  
 Tel.: SPruce 7-3611.....ABC  
 News. Affil.....Phila. Inquirer & Daily News  
 Station Representative .....Blair  
 General Manager.....Howard W. Mashmeier  
 Sales Mgr.....John F. Cundiff  
 Prog. Mgr.....Chester R. Cooper  
 Chief Engineer.....Howard W. Wessenberg  
 Owners of: WFIL-TV, Philadelphia; WFBG-TV, Altoona, Pa.; WLYH-TV, Lebanon, Pa.

**WATR-TV—New Haven—1953**

Channel: 53 UHF..AP: 125 Kw...VP: 345 Kw.  
 Owned-Operated By.....WATR, Inc.  
 Business Address.....440 Meadow St.  
 Tel.: PL 5-1121.....ABC  
 Station Rep.....McGavren-Quinn; Kirby  
 President .....Harold Thomas  
 Gen., Sta., Commercial Mgr...Samuel Elman  
 Prog. Dir., Film Manager.....Astrid Curtis  
 Chief Engineer.....Andrew Torres

Pop.: 921,000  
 Families: 274,000  
 Radio Homes: 270,000

**Dist. of Columbia**

Stations in State: 6  
 TV Homes: 247,000  
 TV Stations: 5

**WMAL-TV—Washington—1947**

Channel: 7 VHF..AP: 158 Kw...VP: 316 Kw.  
 Owned-Oper. By The Evening Star Bcstg. Co.  
 Address .....4461 Connecticut Ave., N.W.  
 Tel.: KE 7-1100.....ABC  
 Newspaper Affiliation.....The Evening Star  
 Representative .....H-R Television  
 President .....John W. Thompson, Jr.  
 General Manager.....F. S. Houwink  
 Commercial Manager.....Neal J. Edwards  
 Program Director.....Theodore N. McDowell  
 Prom. & Pub. Director.....E. Haywood Meeks  
 Film Manager.....Robert Morgan  
 Chief Engineer.....Allan Powley

**WTOP-TV—Washington—1949**

Channel: 9 VHF..AP: 174 Kw...VP: 316 Kw.  
 Owned By.....Wash. Post Bcstg Div.  
 Business Address.....40th & Brandywine Sts.  
 Tel.: EM 2-9300.....CBS  
 Newspaper Affiliation.....Wash. Post, Br. Div.  
 Representative.....CBS TV Spot Sales  
 President, Br. Div.....John S. Hayes  
 Vice-Pres., TV.....George F. Hartford  
 Comm. Mgr.....Robert A. J. Bordley  
 Pub. & Prom. Director.....Robert M. Adams  
 Program Director.....Thomas B. Jones  
 Film Manager.....William Hedgpeth  
 Vice President for Engineering...Clyde Hunt

**WRC-TV—Washington—1947**

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By...National Bcstg. Co., Inc.  
 Bus. Address...4001 Nebraska Avenue, N.W.  
 Tel.: EM 2-4000.....NBC  
 Representative...NBC Television Spot Sales  
 President.....Robert E. Kintner  
 VP, Gen. Mgr.....Carleton D. Smith  
 Dir. TV Sales, Adv., Prom. & P.R...Wm Coyle  
 Comm. Mgr.....Peter B. James  
 Program Dir.....Wes Harris  
 Adv. Prom. Mgr.....Ralph R. McCawley  
 Pub. Mgr.....Edwin H. Peterson  
 Dir. of Oper.....Lefferts A. McClelland

**WTTG—Washington—1947**

Channel: 5 VHF..AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By...Metropolitan Bcstg. Corp.  
 Business-Studio Address.....Hotel Raleigh  
 Tel.: STerling 3-5300.....NTA  
 Representative.....Weed and Co.  
 President .....Bernard Goodwin  
 Station Manager.....John E. McArdle  
 Production Manager.....Edward Scherer  
 Publicity Director.....Charles Heaton  
 Chief Engineer.....Malcolm M. Burleson

Pop.: 4,241,000  
 Families: 1,238,000  
 Radio Homes: 1,208,000

**Florida**

Stations in State: 148  
 TV Homes: 954,000  
 TV Stations: 23

**WESH-TV—Daytona Beach  
 1956**

Channel: 2 VHF..AP: 60 Kw...VP: 100 Kw.  
 Owned-Oper. By.....Telrad, Inc.  
 Business Address .....P.O. Box 1712  
 Tel.: CL 3-6591.....Independent  
 Rep.....Avery Knodel  
 President .....John H. Perry, Jr.  
 General Manager ..... Thomas S. Gilchrist, Jr.

Station Mgr.....Walter Strouse  
 Program Dir.....John Whitmore  
 Gen. Sls. Mgr.....Thomas B. Newsom  
 Chief Engineer .....A. O. Peck

**WINK-TV—Fort Myers—1954**

Channel: 11 VHF..AP: 6 Kw...VP: 12 Kw.  
 Owned By.....Ft. Myers Bcstg Co.  
 Business Address.....Palm Beach Blvd.  
 Tel.: ED 4-1131.....ABC-CBS

## FLORIDA

Representative ..... Walker-Rawalt  
 President ..... Edward McBride  
 Gen., Sales Mgr. .... A. J. Bauer  
 Technical Dir. .... Bob Bachman  
 Program Dir. .... Frank Nodine  
 Publicity Dir. .... Dixie Howell

### WFGA-TV—Jacksonville—1957

Channel: 12 VHF.. AP: 200 Kw.. VP: 316 Kw.  
 Owned-Oper. .... Florida-Georgia TV Co., Inc.  
 Address ..... 1070 E. Adams St.  
 Tel.: EL 6-3381 ..... ABC-NBC  
 Representative .... Peters, Griffin, Woodward  
 President ..... George H. Hodges  
 Gen., Sta. Mgr. .... Jesse H. Cripe  
 Comm. Mgr. .... Ralph Nimmons  
 Program Dir. .... Rusty Bruton  
 Prom., Pub. Dir. .... William G. Walker  
 Film Manager ..... Herb Gold  
 Chief Engineer ..... Harry Wingfield

### WJXT—Jacksonville—1949

Channel: 4 VHF.. AP: 69.2 Kw.. VP: 100 Kw.  
 Owned-Oper. By ..... Washington Post  
 Business Address ..... 605 S. Main  
 Tel.: EX 8-0501 ..... ABC-CBS  
 Newspaper Affil. Wash. Post & Times Herald  
 Representative ..... CBS TV Spot Sales  
 President ..... Glenn Marshall, Jr.  
 Vice President ..... Charles M. Stone  
 Commercial Manager ..... David Booher  
 Prog. Dir., Film Mgr. .... Leonard L. Mosby, Jr.  
 Prom., Pub. Dir. .... Philip J. McMahon  
 Chief Engineer ..... Ernest Vordermark

### WTVJ—Miami—1949

Channel: 4 VHF.. AP: 70 Kw.. VP: 100 Kw.  
 Owned-Oper. By ..... WTVJ, Inc.  
 Address ..... 316 N. Miami Ave.  
 Tel.: FR 4-6262 ..... CBS  
 Representative. Peters, Griffin, Woodward, Inc.  
 President ..... Mitchell Wolfson  
 General Manager ..... Lee Ruwitch  
 Vice-Pres., Operations Mgr. .... John A. Shay  
 Sales Manager ..... Ken Bagwell  
 Commercial Manager ..... William Brazzil  
 Program Director ..... Lee Waller  
 Promotion Director ..... Burt Toppan  
 Pub. Dir. .... George Vickery  
 Film Manager ..... Robert J. Ross  
 Chief Engineer ..... Earl W. Lewis

### WCKT—Miami—1956

Channel: 7 VHF.. AP: 158 Kw.. VP: 316 Kw.  
 Owned-Oper. By .. Biscayne Television Corp.  
 Business Address ..... P.O. Box 38 M  
 Tel.: PL 1-6692 ..... NBC  
 Newspaper Affiliation ..... Herald; News  
 Representative ..... NBC Spot Sales  
 President Gen. Mgr. .... Niles Trammell  
 Station Manager ..... Charles Kelly  
 Commercial Manager ..... Robert L. Fidler  
 Production Manager ..... Gene Walz  
 Promotion Director ..... Jon Arden  
 Adv., Pub. Dir. .... Symon Cowles  
 Film Manager ..... Frank Struzziari  
 Chief Engineer ..... M. C. Scott, Jr.

In South Florida  
**WTVJ**  
 beats every  
 other station  
 by a  
 wide  
 margin ←

Month after month, year after year, every recognized rating service places WTVJ at the top of the list of South Florida TV stations by a wide margin. See your PGW colonel now.

**WTVJ** SOUTH FLORIDA  
 **CHANNEL 4**

Represented by: Peters, Griffin, Woodward, Inc.



**WPST-TV—Miami—1957**

Channel: 10 VHF... AP: 195 Kw... VP: 316 Kw.  
 Owned..... Public Service TV, Inc.  
 Business Address..... 21st & Biscayne Blvd.  
 Tel.: FR 1-6501..... ABC  
 Representative..... Petry  
 Gen. Mgr..... Walter Koessler  
 Nat. Sales Mgr..... Bob Hanna  
 Operations Mgr..... Jack Barry  
 Prom., Pub. Dir..... Nat Tashman  
 Film Mgr..... John Murphy  
 Chief Engineer..... William R. Needs

**WDBO-TV—Orlando—1954**

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned-Oper. By..... Cherry Bcstg.  
 Business Address..... 30 S. Ivanhoe Blvd.  
 Tel.: CH 1-1491..... CBS  
 Representative..... Blair-TV  
 President..... William S. Cherry, Jr.  
 General Manager..... Harold P. Danforth  
 Sales Co-ordinator..... A. V. Carlson  
 Prod. Dir..... Mark V. Barker, Jr.  
 Prog. Dir., Film Buyer..... Walter E. Sickles  
 Promotion Director..... Margaret Davis  
 Publicity Director..... Kay Gabrielson  
 Film Manager..... Harold P. Danforth, Jr.  
 Chief Engineer..... J. E. Yarbrough

**WLOF-TV—Orlando—1958**

Channel: 9 VHF... AP: 158 Kw... VP: 316 Kw.  
 Owned..... Mid Florida TV Corp.  
 Address..... 639 W. Central Ave.  
 Tel.: GArden 4-8537..... ABC  
 Representative..... Young TV, Inc.  
 President..... Joseph L. Brechner  
 V.P., Gen. Mgr..... Donn Colee  
 Commercial Mgr..... Lee Hall  
 Prog., Prom. Dir..... Walter Baker  
 Publicity Director..... Lucy Conroy  
 Film Manager..... Hank Johnson  
 Chief Engineer..... Dodd Daniels

**WPTV—Palm Beach—1954**

Channel: 5 VHF... AP: 60.3 Kw... VP: 100 Kw.  
 Owned-Oper..... John H. Phipps Bcstg.  
 Business Address..... 5 Coconut Row  
 Tel.: TE 3-2471..... NBC  
 Representative..... Blair TV Assoc.  
 President..... John H. Phipps  
 General Manager..... Herschel Graves  
 Comm. Mgrs..... K. Kampion, R. L. Ray  
 Station Mgr..... Chester E. Pike, Jr.  
 Dir. of Oper..... Robert D. Murphy  
 Film Mgr..... Robert E. Abel  
 Chief Engineer..... Lewis Evenden

**WJDM—Panama City—1953**

Channel: 7 VHF... AP: 5.36 Kw... VP: 10.7 Kw.  
 Owned-Operated By..... WJDM-TV  
 Business Address..... Box 428  
 Tel.: AD 4-2251..... NBC-ABC-CBS  
 Representative..... Hollingsbery  
 President..... Mel Wheeler

V.P., Natl. Sales Mgr..... Milt de Reyna  
 General Manager..... Hugh Barclay  
 Commercial Manager..... Byron Hayford  
 Program Director..... William Becker  
 Chief Engineer..... Claude Maenza

**WEAR-TV—Pensacola—1953**

Channel: 3 VHF... AP: 33 Kw... VP: 55 Kw.  
 Owned-Oper. By..... Gulfport Bcstg. Corp.  
 Business Address..... Highway 90  
 Tel.: GL 5-7311..... ABC-CBS  
 Representative..... Hollingsbery  
 President, Gen. Mgr..... Mel Wheeler  
 Asst. Gen. Sales Mgr..... Milt de Reyna, Jr.  
 Comm. Mgr..... Irv Welch  
 Chief Engineer..... Gene Sudduth

**WSUN-TV—St. Petersburg  
1953**

Channel: 38 UHF... AP: 107 Kw... VP: 200 Kw.  
 Owned-Operated By..... City of St. Petersburg  
 Business Address..... Municipal Pier  
 Tel.: 5-4121..... ABC  
 Representative..... Venard, Rintoul & McConnell  
 General Manager..... Fred P. Shawn  
 Commercial Manager..... Earl W. Welde  
 Program Director..... Leo Ribitzki  
 Promotion Director..... Jerome Baker  
 Pub. Director..... Jean Miller  
 Film Managers..... Ribitzki, Shawn  
 Chief Engineer..... William J. Coddling

**WCTV—Tallahassee—1955**

(See Thomasville, Ga.)

**WFLA-TV—Tampa—1955**

Channel: 8 VHF... AP: 158 Kw... VP: 316 Kw.  
 Owned-Oper. By..... Tribune Company  
 Address..... Box 1410  
 Tel.: 2-0131..... NBC  
 Newspaper Affiliation..... Tampa Tribune  
 Representative..... Blair-TV  
 President..... J. C. Council  
 V.P., General Manager..... George W. Harvey  
 Sales Mgr..... William B. Faber  
 Prog. Dir., Film Mgr..... J. E. Faraghan  
 Promotion Director..... Byron Taggart  
 Prog. Oper. Mgr..... Carl Bergquist  
 Production Manager..... L. George Gelger  
 Chief Engineer..... J. H. Mitchell

**WTVT—Tampa—1955**

Channel: 13 VHF... AP: 158 Kw... VP: 316 Kw.  
 Owned-Oper. By..... WKY Television  
 Bus. Ad..... 3213 Grand Central Ave., Box 1198  
 Tel.: RE 6-1313..... CBS  
 Representative..... Katz  
 President..... E. K. Gaylord  
 Manager..... Eugene B. Dodson  
 Commercial Mgr..... John Haberlan  
 Promotion Director..... Robert Edrington  
 Film Mgr..... Jayne Boyd

*White Columns* The home of WSB Radio and WSB-TV



## Your advertising in Atlanta belongs on the WSB stations

In few major markets of America do you find so high a degree of media dominance. In Georgia WSB Radio and WSB-TV are overwhelming firsts in audience, in coverage, in facilities.

Thirty-six years of programming in the public interest has earned for these stations an audience confidence and respect which means much to advertisers. It means a *pre-conditioned* acceptance of your programs. It means an audience *more receptive* to products and services advertised on WSB Radio and WSB-TV. These are *tangible assets* . . . with a record of higher-than-anticipated dividends paid to sponsors.

**wsb radio / wsb-tv**

*Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Petry.*

## FLORIDA-GEORGIA

Program Dir. . . . . Robert Doty  
 Chief Engineer . . . . . William Witt

### WEAT-TV—West Palm Beach 1955

Channel: 12 VHF . AP: 83 Kw. . VP: 250 Kw.  
 Owned-Oper. By . . . . . WEAT TV, Inc.

Business Address . . . . . P.O. Box 70  
 Tel.: TE 3-9668 . . . . . ABC  
 Representative . . . . . Venard Rintoul McConnell  
 President . . . . . Rex Rand  
 Gen. Mgr. . . . . Bertram Lebhear, Jr.  
 Gen. Sales Mgr. . . . . E. J. Hennessy  
 Production Director . . . . . Jack Poole  
 Chief Engineer . . . . . J. Ross McPherson

Pop.: 3,809,000  
 Families: 1,003,000  
 Radio Homes: 999,000

## Georgia

Stations in State: 124  
 TV Homes: 744,000  
 TV Stations: 13

### WAGA-TV—Atlanta—1949

Channel: 5 . . . . AP: 50 Kw. . . . VP: 100 Kw.  
 Owned-Operated By . . . . Storer Bcstg. Co., Inc.  
 Business Address . . . . 1018 W. Peachtree St.  
 Tel.: TR 2-3553 . . . . . CBS  
 Representative . . . . . Katz  
 President . . . . . George B. Storer  
 General Manager . . . . . J. Robert Kerns  
 Commercial Manager . . . . . William Flynn  
 Program Director . . . . . Henry Davis  
 Promotion Director . . . . . Louis O. Hertz, Jr.  
 Film Manager . . . . . Douglas Johnson  
 Chief Engineer . . . . . Hugo Bondv  
 Owners of: WJBK-TV, Detroit; WSPD-TV,  
 Toledo; WJW-TV, Cleveland.  
 (See Page 836)

### WSB-TV—Atlanta—1948

Channel: 2 VHF . . AP: 50 Kw. . . . VP: 100 Kw.  
 Owned-Oper. By . . . . The Atlanta Newspapers  
 Business Address . 1601 W. Peachtree St., N.E.  
 Tel.: TR 5-7221 . . . . . NBC  
 Newspaper Affiliations . . Journal-Constitution  
 Representative . . . . . Peery  
 Board Chairman . . . . . James M. Cox, Jr.  
 Exec. Dir. . . . . J. Leonard Reinsch  
 General Manager . . . . . Marcus Bartlett  
 Comm. Mgr. . . . . Don E. Heald  
 Prom., Pub. Dir. . . . . Walter Paschall  
 Film Director . . . . . Jean Hendrix  
 Chief Engineer . . . . . R. A. Holbrook

### WALB-TV—Albany—1954

Channel: 10 VHF . AP: 56 Kw. . VP: 112 Kw.  
 Owned-Oper. By . . . . . Herald Publishing Co.  
 Business Address . . . . . Stuart Ave.  
 Tel.: HE 5-8388 . . . . . ABC-CBS-NBC  
 Newspaper Affiliation . . . . . Herald  
 Representative . . . . . Venard, Rintoul & McConnell  
 President . . . . . James H. Gray  
 Gen., Comm. Manager . . Raymond E. Carow  
 Program Director . . . . . Harold Suit  
 Prom., Dir., Film Mgr. . . . . Reba Hill  
 Chief Engineer . . . . . Bruce Singleton

### WLW-A—Atlanta—1951

Channel: 11 VHF . AP: 160 Kw. . VP: 316 Kw.  
 Owned-Oper. By . . . . . Crosley Bcstg. Corp.  
 Bus. Address . . . . 1611 W. Peachtree St. N.E.  
 Tel.: TR 2-1141 . . . . . ABC

Representative . . . . Bomar-Lowrance; Moore  
 President . . . . . R. E. Dunville  
 V.P.-General Manager . . . . H. A. LeBrun  
 V.P.-Business Manager . . . . J. P. Dwyer  
 Comm. Sales Manager . . . . James H. Burgess  
 Program Dir. . . . . Bob Hendrickson  
 Prom. Dir. . . . . Howard Rowe  
 Production Manager . . . . . Jim Sharp  
 Chief Engineer . . . . . Harvey Aderhold

### WJBF-TV—Augusta—1953

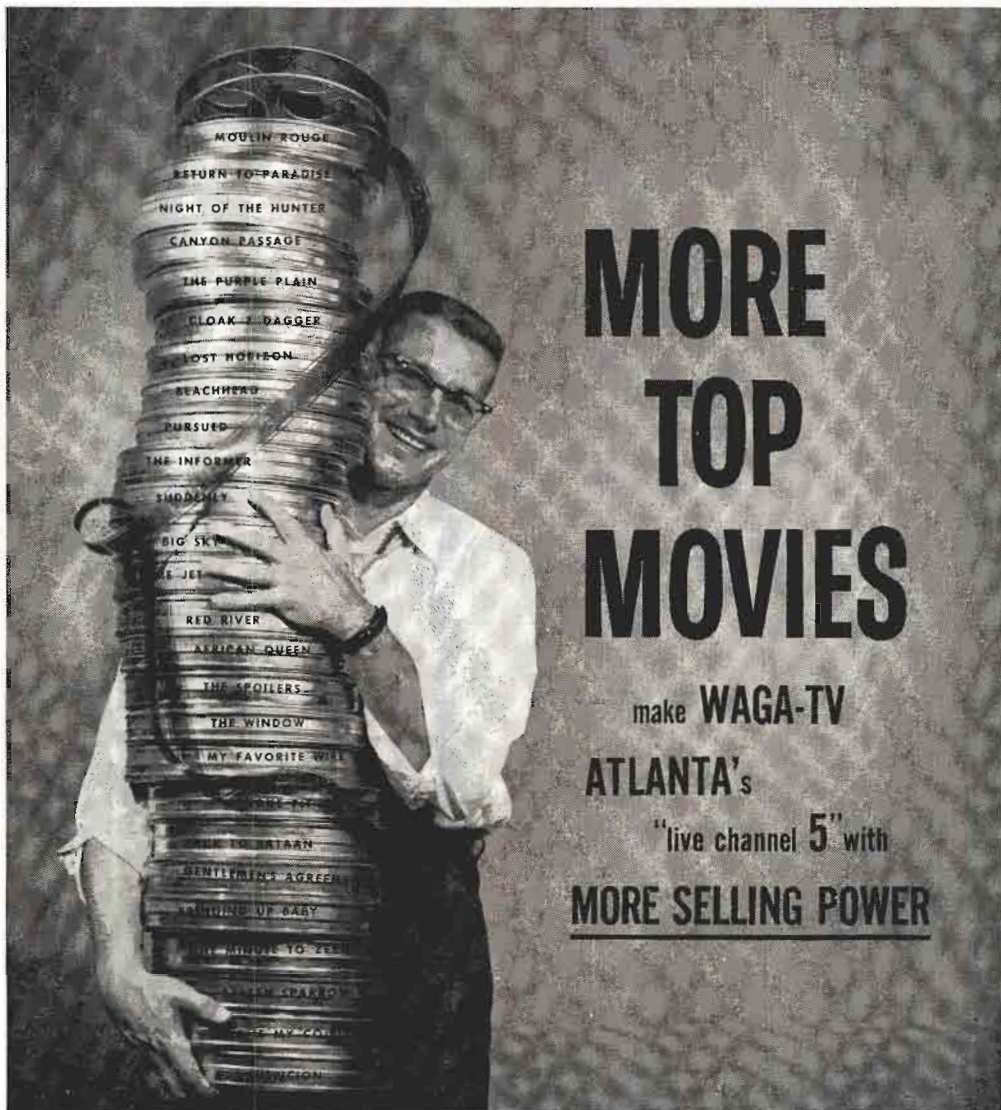
Channel 6: VHF . . AP: 50 Kw. . . . VP 100 Kw.  
 Owned-Oper. By . . Georgia-Carolina Bcstg. Co.  
 Business Address . . . . . Television Park  
 Tel.: PA 2-6666 . . . . . ABC-NBC  
 Representative . . . . . Hollingbery  
 President Gen. Mgr. . . . . J. B. Fuqua  
 Commercial Mgr. . . . . George Oliviere  
 Program, Prom. Dir. . . . . John Radeck  
 Chief Engineer . . . . . John Jopling

### WRDW-TV—Augusta—1954

Channel: 12 VHF . AP: 60 Kw. . VP: 102 Kw.  
 Owned-Oper. By . . Southeastern Newspapers  
 Business Address . . . . P.O. Box F, N. Augusta  
 Tel.: TA 4-5432 . . . . . ABC-CBS-NTA  
 Newspaper Affiliation . . . . Chronicle, Herald  
 Representative . . . . . Branham Company  
 President . . . . . Pat H. Rice, Jr.  
 General Manager . . . . . J. W. Hicks  
 Sta., Comm. Mgr. . . . . Lou Stratton  
 Program Dir. . . . . Richard A. Fennel  
 Prom., Pub. Dir. . . . . Don Shepherd  
 Film Manager . . . . . Frank Allen  
 Chief Engineer . . . . . Joseph P. Gill, Jr.

### WRBL-TV—Columbus—1953

Channel: 4 VHF . . AP: 70 Kw. . . . VP: 100 Kw.  
 Owned-Oper. By . . . . . Columbus Bcstg. Co.  
 Business Address . . . . . 1350 13th Ave.  
 Tel.: FA 2-0602 . . . . . CBS-ABC  
 Newspaper Affil. . . . . Ledger Enquirer  
 Representative . . . . . Hollingbery  
 Gen. Manager . . . . . J. W. Woodruff, Jr.  
 Sta. Mgr., Film Buyer . . . . . Ridley Bell  
 Commercial Manager . . . . George "Red" Jenkins  
 Program Director . . . . . Robert H. Walton  
 Promotion Director . . . . . Carrie Barry  
 Pub. Dir. . . . . Doug Wallace  
 Film Manager . . . . . Fred Tomlin  
 Chief Engineer . . . . . Joe A. Gamble



# MORE TOP MOVIES

make **WAGA-TV**  
**ATLANTA'S**  
 "live channel 5" with  
**MORE SELLING POWER**

In Greater Atlanta and 58 surrounding counties WAGA-TV is boosting sales and ratings with powerful new programming that includes 732 Warner Brothers first-run films, plus hundreds of Screen Gems, RKO, and 20th Century films for the EARLY SHOW at 5:30 P.M. Mondays thru Fridays, and the late evening Starlight Movies.

There's a new success story almost every day on WAGA-TV. It'll pay you to get up-to-date on Atlanta TV by seeing your KATZ man *today*.

## Storer Television

**WAGA-TV**  
Atlanta

**WJBK-TV**  
Detroit

**WJW-TV**  
Cleveland

**WSPD-TV**  
Toledo

**WITI-TV**  
Milwaukee





**WTVM—Columbus—1953**

Channel: 28 UHF..AP: 121 Kw..VP: 234 Kw.  
 Owned.....Martin Thea. of Georgia, Inc.  
 Business Address.....1307 1st Ave.  
 Tel.: FA 2-8828.....NBC-ABC  
 Station Representative .....Young  
 President.....E. D. Martin  
 Gen. Mgr.....Guy Tiller  
 Station Manager.....Frank Ragsdale  
 Commercial Manager.....Ben Purvis  
 Program Director.....Tom Hipps  
 Promotion Director.....Jack Rathbun  
 Film Manager.....Herman Ragland  
 Chief Engineer.....Charles Parrott

**WMAZ-TV—Macon—1953**

Channel: 13 VHF..AP: 125 Kw..VP: 250 Kw.  
 Owned-Oper. By.....Southeastern Bcstg. Co.  
 Business Address.....Bankers Insurance Bldg.  
 Tel.: 2-7373.....CBS-ABC-NBC  
 Representative .....Avery-Knodel  
 President, Ch. Eng.....George Rankin, Jr.  
 General Manager.....Wilton E. Cobb  
 Comm. Manager.....Frank Crowther  
 Promotion Director.....Joe Andrews  
 Publicity Director.....Sara Lawson McGinty  
 Film Manager.....Jim Arnold  
 Chief Engineer.....J. D. Lawhon

**WSAV-TV—Savannah—1956**

Channel: 3 VHF..AP: 16.2 Kw..VP: 32.4 Kw.  
 Owned-Oper. By .....WSAV, Inc.

Business Address....Liberty Nat'l Bank Bldg.  
 Tel.: AD 6-0303.....ABC-NBC  
 Representative .....Blair  
 Pres., Gen. Mgr., Sta. Mgr.....Harben Daniel  
 Ex. V.P.....Charles Bell  
 Operations Manager .....M. E. Thompson  
 Commercial Manager .....H. M. Humpidge  
 Program Director .....William E. Lucas  
 Prom., Pub. Dir.....Mrs. Shirley Slater  
 Film Manager.....Alyce Miller  
 Chief Engineer .....Byron Strong

**WTOC-TV—Savannah—1954**

Channel: 11 VHF..AP: 104 Kw..VP: 207.5 Kw.  
 Owned-Oper. By.....Savannah Bcstg. Co.  
 Business Address.....516 Abercorn St.  
 Tel.: AD 2-0127.....CBS-ABC  
 Station Representative .....Avery-Knodel  
 President & Gen. Mgr..William T. Knight, Jr.  
 Commercial Mgr.....Ben B. Williams  
 Film Mgr., Program Director ..Dwight J. Bruce  
 Promotion Director.....Frank S. Bryson, Jr.  
 Chief Engineer.....Kyle Goodman

**WCTV—Thomasville—1955**

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By ..John H. Phipps Bcstg Co.  
 Business Address ..Box 3166, MSS, Tallahassee  
 Tel.: 3-3666.....ABC-CBS-NBC  
 Station Representative.....Blair; Cummings  
 Owner .....John H. Phipps  
 Mng. Dir.....L. Herschel Graves  
 Station Manager.....Joseph E. Hosford  
 Dir. Engineering .....Wm. A. Snowden

Pop.: 569,500	<b>Hawaii</b>	Stations in State: 15
Families: 143,300		TV Homes: 104,700
Radio Homes: 128,800		TV Stations: 7

**KGMB-TV—Honolulu—1952**

Channel: 9 VHF..AP: 79 Kw..VP: 132 Kw.  
 Owned-Oper.....Hialand Deve. Corp.  
 Business Address.....1534 Kapiolani Boulevard  
 Tel.: 9-2011.....CBS  
 Newspaper Affil.....Star Bulletin  
 Representative.....Peters, Griffin, Woodward  
 President, Gen. Mgr.....J. Howard Worrall  
 Gen. Sls. Mgr.....Charles Crockett  
 Sta., Comm. Mgr.....Melvin B. Wright  
 Program Director.....Dar Ried  
 Prom., Pub. Dir.....Colleen Ng  
 Chief Engineer.....Daniel O. Hunter

Pres., Gen. Mgr.....John D. Keating  
 Sta., Gen. Sales Mgr.....Art Sprinkle  
 Nat'l Sales Mgr.....Jim Spencer  
 Film Manager.....Mary Stasack  
 Chief Engineer.....Alvin Chang

**KHVV-TV—Honolulu—1954**

Channel: 4 VHF..AP: 13.1 Kw..VP: 26.3 Kw.  
 Owned-Oper. By.....Kaiser Hawaiian TV, Inc.  
 Address.....1290 Ala Moana Blvd.  
 Tel.: 5-3991.....ABC  
 Representative .....Young-TV  
 Gen. Mgr.....Richard C. Block  
 Business Mgr.....Jay S. Clark  
 Prom. Dir.....Paul Yamamoto  
 Chief Engineer.....R. T. Miyahlra

**KONA-TV—Honolulu—1952**

Channel: 2 VHF..AP: 30 Kw..VP: 60 Kw.  
 Owned-Oper. By.....Radio Honolulu, Ltd.  
 Business Address.....1170 Auahi St.  
 Tel.: 6-2366.....NBC  
 Newspaper Affil.....Honolulu Advertiser  
 Representative .....NBC Spot Sales

**KMVI—Wailuku—1955**

Channel: 12 VHF..AP: 15 W..VP: 30 Ww.  
 Owned-Oper.....Maui Publishing Co., Ltd.  
 Business Address.....Box 374  
 Tel.: 33-981.....CBS  
 General Manager.....Ezra J. Crane  
 Station Manager.....Richard E. Mawson  
 Commercial Mgr.....Frank R. Kovacic

# GEE!

## THIS BEER REALLY TASTES LIKE BEER



He was watching WGN-TV and he's SOLD! Your commercials get results on WGN-TV because WGN-TV programming keeps folks watching.

Keep your eyes on WGN-TV during 1959. New and better programs are already being scheduled which will mean even larger audiences than before.

Put **GEE!** In Your Chicago Sales

**WGN-TV**

**CHANNEL 9  
CHICAGO**



**441 N. MICHIGAN AVE.  
CHICAGO 11, ILLINOIS**

838

Pop.: 666,090  
Families: 201,000  
TV Stations: 7

# Idaho

Stations in State: 33  
TV Homes: 145,000  
Radio Homes: 194,000

## KBOI-TV—Boise—1953

Channel: 2 VHF... AP: 33 Kw... VP: 65 Kw.  
Owned-Oper. By... Boise Valley Bcstrs. Inc.  
Business Address... 1007 Jefferson St.  
Tel.: 3-2511... CBS  
Representative... Peters, Griffin, Woodward, Inc.  
Pres., Gen. Mgr.... Westerman Whillock  
Sta., Comm. Mgr., Prog. Dir.... Earl Glade, Jr.  
Publicity Director... Sheila Wagner  
Production Director... Vestal Baker  
Film Manager... Robert Howell  
Chief Eng. ... J. A. Johnitz, Jr.

## KTVB—Boise—1953

Channel: 7 VHF... AP: 87.1 Kw... VP: 166 Kw.  
Owned-Oper. By... KTVB, Inc.  
Address... 709 Idaho St.  
Tel.: 2-4611... ABC-NBC  
Representative... Blair  
Pres. and Gen. Mgr.... Georgia M. Davidson  
Commercial Mgr.... George Ganz, Jr.  
Prog. Director... Del Lundbom  
Prom. Mgr.... Evelyn Winters  
Film Manager... William Harvey  
Chief Engineer... Harold Toedtemeler

## KID-TV—Idaho Falls—1952

Channel: 3 VHF... AP: 60.3 Kw... VP: 100 Kw.  
Owned-Oper. By... Idaho Radio Corp.  
Business Address... Box 701

Tel.: JA 2-5100... CBS-NBC-ABC  
Representative... Gill-Perna; Moore  
President... A. W. Schwieder  
Gen. Mgr.... C. N. Layne  
Sta., Comm. Mgr.... Claude Cain  
Program Dir.... Roy Southwick  
Prom. Mgr.... Mel Richardson  
Chief Engineer... Carroll Secrist

## KCIX-TV—Nampa—1958

Channel: 6 VHF... AP: 41.7 Kw... VP: 83.2 Kw.  
Owned-Oper. By... Hagadone Bcstg Co.  
Address... 208 - 12th Ave., S.  
Tel.: 6-6616... ABC-CBS-NBC  
Representative... McGavren-Quinn  
President... Roger L. Hagadone  
Sales Manager... David F. Jolly  
Program Dir.... Jesse B. Godfrey

## KLIX-TV—Twin Falls—1955

Channel: 11 VHF... AP: 14.5 Kw... VP: 29.5 Kw.  
Owned-Oper. By... So. Idaho Bcstg. & TV Co.  
Address... Eastland Dr. & Elizabeth St.  
Tel.: RE 3-5840... ABC-CBS-NBC  
Representative... Gill-Perna; Moore  
Vice President... Cecil L. Heffel  
General Mgr.... Gordon Glasmann  
Station Mgr.... Joe Gibney  
Program Director... Dave Fox  
Chief Engineer... C. W. Evans

Pop.: 10,175,000  
Families: 3,095,000  
Radio Homes: 3,035,000

# Illinois

Stations in State: 94  
TV Homes: 2,799,000  
TV Stations: 25

## WCIA—Champaign—1953

Channel: 3 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned-Oper. By... Midwest Television, Inc.  
Business Address... 509 S. Neil St.  
Tel.: FL 6-8333... CBS-NBC  
Representative... Hollingbery  
President... August C. Meyer  
V.P., Sales Manager... Guy Main  
National Sales Dir.... Leonard Davis  
Film Mgr.... John Ketterer  
Production Manager... James Fielding  
Chief Engineer... Bob Myers

## WBBM-TV—Chicago—1953

Channel: 2 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned-Oper. By... CBS, Inc.  
Bus. Studio Address... 630 N. McClurg Ct.  
Tel.: WH 4-6000... CBS  
Representative... CBS TV Spot Sales  
Vice-Pres., Gen. Mgr.... H. Leslie Atlas  
Sales Manager... George Arkedis  
Promotion Director... William Hohmann  
Production Manager... Jack Wartlieb

Publicity Dir.... George Condon  
Program Director... Frank Atlas  
Film Manager... Patricia Danneman  
Chief Engineer... J. I. Beloungy

## WGN-TV—Chicago—1948

Channel: 9 VHF... AP: 158 Kw... VP: 316 Kw.  
Owned-Oper. By... WGN, Inc.  
Business Address... 441 N. Michigan Ave  
Tel.: MI 2-7600... NTA  
Newspaper Affiliation... Chicago Tribune  
Representative... Petry  
President... J. Howard Wood  
V.P., Gen. Mgr.... Ward L. Quaal  
Program Director... Alexander C. Field  
Sales Mgr.... Bradley R. Eidmann  
Promotion Director... Charles A. Wilson  
Publicity Director... James Hanlon  
Film Director... Edward Warren  
Chief Engineer... Carl J. Meyers

## WNBQ—Chicago—1948

Channel: 5 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned-Operated By... National Bcstg. Co.

# ILLINOIS

**Business-Studio Address**....**Merchandise Mart**  
Tel.: SU 7-8300 .....**NBC**  
**Representative**.....**NBC Spot Sales**  
President.....**Robert E. Kintner**  
V.P., General Manager.....**Lloyd E. Yoder**  
Gen. Exec.....**Robert W. Lemon**  
Dir. of Sales.....**William B. Decker**  
Prom. Director.....**John Keys**  
Program Dir.....**Harry D. Triage**  
Publicity Director.....**Chet Campbell**  
Chief Engineer.....**Howard C. Luttgens**

## WBKB—Chicago—1948

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Operated By.....**American Bcstg. Co.**  
Business Address.....190 N. State St.  
Tel.: AN 3-0800.....**ABC**  
Representative.....**Blair-TV**  
General Manager.....**Mathew Vieracker**  
Station Manager.....**Sterling C. Quinlan**  
Commercial Manager.....**Clarence Hieder**  
Film Dir.....**Ralph Andrews**  
Prog. Dir.....**Dan Schuffman**  
Prom., Pub. Dir.....**Elliott Henry**  
Chief Engineer.....**William P. Kusack**

## WDAN-TV—Danville—1953

Channel: 24 UHF..AP: 7.08 Kw..VP: 13.2 Kw.  
Owned-Oper. By..Northwestern Publishing Co.  
Business Address...1500 N. Washington Ave.  
Tel.: 1700.....**ABC**  
Representative.....**Everett-McKinney, Inc.**  
General Manager.....**Robert J. Burow**  
Station Manager.....**Max Shaffer**  
Commercial Manager.....**John Eckert**  
Program Director.....**Honore Ronan**  
Chief Engineer.....**Norlyn Dossey**

## WTVP—Decatur—1953

Channel: 17 UHF..AP: 93.3 Kw..VP: 174 Kw.  
Owned-Oper. By.....**Prairie Television Co.**  
Business Address.....**Box 631-Southside Dr.**  
Tel.: 8-4304.....**ABC**  
Representative.....**Gill-Perna**  
President.....**Geo. A. Bolas**  
Sta. Mgr.....**B. K. West**  
Program Mgr.....**Jack Kussart**  
Chief Engineer.....**Hubert F. Abfalter**

## WSIL-TV—Harrisburg—1953

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By.....**Turner-Farrar Assn.**  
Business Address.....**Television Bldg.**  
Tel.: Clearbrook 3-7922.....**ABC**  
Representative.....**Walker**  
Pres., Gen. Mgr.....**Oscar L. Turner**  
Chief Engineer.....**Charles Gilliam**

## WEEK-TV—Peoria—1953

Channel: 43 UHF..AP: 250 Kw..VP: 500 Kw.  
Owned-Operated By..West Central Bcstg. Co.  
Address.....2907 Springfield Rd., E. Peoria  
Tel.: 9-3961.....**NBC**  
Representative.....**Headley-Reed**  
President.....**Robert S. Kerr**

V.P., Gen. Mgr.....**Fred C. Mueller**  
Comm. Manager.....**John Leslie**  
Program Director.....**Victor Fletcher**  
Promotion Director.....**Al Knapp**  
Film Manager.....**Robert Kroepel**  
Chief Engineer.....**Wayne Lovely**

## WMBD-TV—Peoria—1957

Channel: 31 UHF..AP: 581 Kw..VP: 1000 Kw.  
Owned.....**WMBD, Inc.**  
Business Address.....212 SW Jefferson Ave.  
Tel.: 6-0711.....**CBS**  
Representative..Peters, Griffin, Woodward, Inc.  
President.....**Charles C. Caley**  
V.P. & Mgr.....**Robert O. Runnerstrom**  
Dir. of Sales.....**Samuel F. Jackson**  
Reg. Sales Mgr.....**Robert M. Riley, Jr.**  
Prom. Dir.....**James J. Johnston**  
Prog. Dir.....**Winthrop P. Baker**  
Chief Engineer.....**George Pyle**

## WTVH—Peoria—1953

Channel: 19 UHF..AP: 280 Kw..VP: 500 Kw.  
Owned.....**Hilltop Bcstg. Co.**  
Business Address.....621 Main St.  
Tel.: 9-7211.....**ABC**  
President.....**Henry P. Slane**  
Gen. Mgr.....**Harold V. Phillips**  
Controller.....**Gerald W. Swank**  
Sales Manager.....**David J. Schlink**  
Program, Film Mgr.....**Robert Holben**  
Prom., Pub. Dir.....**Andy Amyx**  
Chief Engineer.....**Wallace Wurz**

## WGEM-TV—Quincy—1953

Channel: 10 VHF..AP 158 Kw..VP: 316 Kw.  
Owned-Oper. By.....**Quincy Bcstg. Co.**  
Business Address.....**Hotel Quincy**  
Tel.: BA 2-6840.....**ABC-NBC**  
Newspaper Affiliation...**Quincy Herald Whig**  
Representative.....**Young TV Corp.**  
President.....**T. C. Oakley**  
General Manager.....**J. S. Bonansinga**  
Commercial Mgr.....**J. Ben Stewart**  
Program Director.....**Fred Colgan**  
Publicity Director.....**Hal Heidbreder**  
Chief Engineer.....**Frank E. Laughlin**

## WREX-TV—Rockford—1953

Channel: 13 VHF..AP: 115 Kw..VP: 229 Kw.  
Owned-Oper. By.....**Greater Rockford TV, Inc.**  
Business Address...**Auburn & Winnebago Rds.**  
Tel.: Rockford 8-1813.....**ABC-CBS-NTA**  
Newspaper Affil.....**Star & Republic**  
Representative.....**H-R Representatives**  
President.....**L. E. Caster**  
General Manager.....**Joe M. Baisch**  
Comm. Manager.....**Rod MacDonald**  
Program Director.....**John Mazzie**  
Prom., Pub. Dir.....**Charles Olson**  
Film Manager.....**Gene Hines**  
Chief Engineer.....**Dick Peck**

## WTVO—Rockford—1953

Channel: 39 UHF..AP: 98 Kw..VP: 195 Kw.

## ILLINOIS-INDIANA

Owned-Oper. By...Winnebago Television Corp.  
 Business Address.....Meridian Rd.  
 Tel.: 3-5413.....NBC  
 Representative.....Headley-Reed  
 President.....Harry Balaban  
 Manager.....Harold Froelich  
 Sales Manager.....Gene Denari  
 Program Dir.....John W. Kelin  
 Film Director.....Carl P. Siemler  
 Owners of: WIC-TV, Springfield, Ill.

### WHBF-TV—Rock Island—1950

Channel: 4 VHF...AP: 70 Kw...VP: 100 Kw.  
 Owned-Oper. By.....Rock Island Bcstg. Co.  
 Business Address...Telco Bldg., 231 18th St.  
 Tel.: R.I. 6-5441.....ABC-CBS  
 Newspaper Affil....."The Argus"  
 Representative.....Avery-Knodel, Hyett  
 President.....Ben. H. Potter  
 V.P., Sta., Gen. Manager...Leslie C. Johnson

Director of Sales.....Maurice Corken  
 Program Director.....Forest W. Cooke  
 Prom., Pub. Dir.....Fern Hawks  
 Merchandising Mgr.....H. E. Darton  
 Film Manager.....Joseph Grear  
 Chief Engineer.....Robert J. Sinnett

### WICS—Springfield—1953

Channel: 20 UHF..AP: 182.5 Kw..VP: 406 Kw.  
 Owned-Oper. By.....Plains Television Corp.  
 Business Address.....Leland Office Bldg.  
 Tel.: 8-0465.....NBC  
 Representative.....Adam Young  
 President.....Elmer Balaban  
 General Manager.....Milton D. Friedland  
 Comm. Manager.....Warren King  
 Program Director.....H. J. Hoskins  
 Promotion Dir.....William Means  
 Film Manager.....William Shaw  
 Chief Engineer.....Jerrold Merritt  
 Owners of: WTOV-TV, Rockford, Ill.

Pop.: 4,639,000  
 Families: 1,475,000  
 Radio Homes: 1,421,000

## Indiana

Stations in State: 61  
 TV Homes: 1,315,000  
 TV Stations: 18

### WTTV—Bloomington—1949

Channel: 4 VHF...AP: 28.8 Kw...VP: 44.6  
 Owned-Oper. By.....Sarkes Tarzian, Inc.  
 Business Address.....340 Bluff Rd.  
 Tel.: ST 7-2211.....Independent  
 Representative.....Meeker  
 President.....Sarkes Tarzian  
 Gen., Sta. Mgr.....Herb Nelson  
 Commercial Manager.....Frank Willis  
 Program Director.....Susan Sherman  
 Prom., Pub. Dir.....Keith Wilson  
 Film Manager.....Ed Justice  
 Chief Engineer.....Carl Onken

### WTVW—Evansville—1956

Channel: 7 VHF...AP: 158 Kw...VP: 316 Kw.  
 Owned-Oper. By.....Evansville TV, Inc.  
 Business Address.....405 Carpenter St.  
 Tel.: H. 2-1121.....ABC  
 Representative.....Hollingbery  
 President.....Ferris E. Traylor  
 Gen. Sta. Mgr.....Dick Shively  
 Comm. Mgr.....Al McKelfresh  
 Program Dir.....William Hill  
 Prom. Dir.....Jack MacGregor  
 Film Manager.....S. J. Rusche  
 Chief Engineer.....John Schutta

### WEHT—Evansville—1953

Channel: 50 UHF..AP: 83.2 Kw..VP: 155 Kw.  
 Owned-Oper. By.....WEHT, Inc.  
 Business Address.....Box 395  
 Tel.: HA 4-9215.....CBS  
 Representative.....Young  
 Pres., Gen. Mgr.....Edwin G. Richter, Jr.  
 Sales Mgr.....Howard D. Duncan  
 Program Dir.....Ulysses A. Carlini  
 Promotion Dir.....Mrs. Priscilla Finberg  
 Chief Engineer.....Robert M. Cleveland

### WANE-TV—Fort Wayne—1954

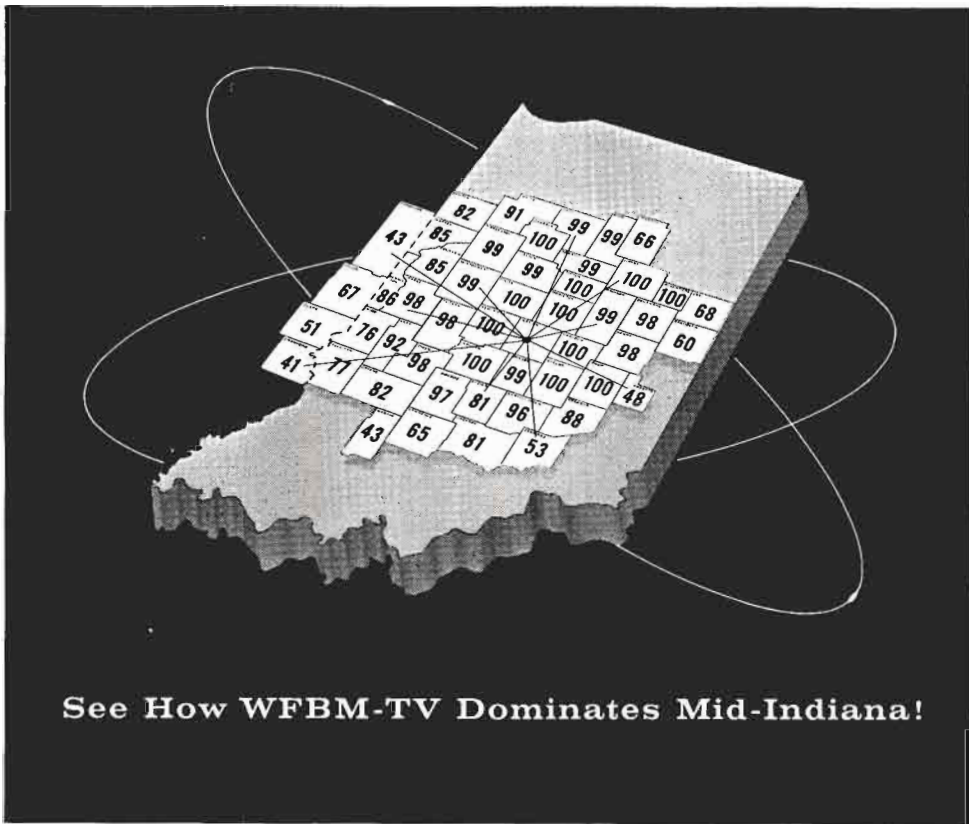
Channel: 15 UHF..AP: 222 Kw..VP: 445 Kw.  
 Owned-Oper. By.....Indiana Broadcasting Corp.  
 Business Address.....2915 W. State Blvd.  
 Tel.: A-9411.....CBS  
 Representative.....Petry  
 President.....C. Wrede Petersmeyer  
 Station Manager.....Reid G. Chapman  
 Sales Dir.....John Keenan  
 Program Director.....J. Larry Beauchamp  
 Promotion Director.....Douglas Shull  
 Film Manager.....James Goheen  
 Chief Engineer.....Charles E. Wallace  
 Owners of: KOTV, Tulsa, Okla.; WISH-TV,  
 Indianapolis; KGUL-TV, Houston, Tex.

### WFIE-TV—Evansville—1953

Channel: 14 UHF..AP: 104.8 Kw..VP: 200 Kw.  
 Owned-Oper. By.....WFIE, Inc.  
 Business Address.....1115 Mount Auburn Rd.  
 Tel.: HA 5-6201.....NBC  
 Representative.....Raymer  
 President.....Nathan Lord  
 V.P., Gen. Mgr.....Berry Smith  
 Comm. Manager.....Lee Browning  
 Prog. Dir.....Chester T. Behrman  
 Prom., Pub Director.....Ed Yalowitz  
 Chief Engineer.....Paul Kelley

### WKJG-TV—Fort Wayne—1953

Channel: 33 UHF..AP: 144 Kw..VP: 263 Kw.  
 Owned.....WKJG, Inc.  
 Business Address.....220 E. Jefferson St.  
 Tel.: AN 2295.....NBC  
 Station Rep.....H R Television Inc.  
 President.....John F. Dille, Jr.  
 Gen., Sta. Mgr.....Edward G. Thoms



**First by a good margin,** WFBM-TV dominates all other stations in Mid-Indiana both in total coverage and market penetration. *Map shows county percentages measured by Nielsen Coverage Study No. 3, 1958.*

*where else . . .*


—will you find satellite markets that are 33% richer and 50% bigger than the metropolitan trading zone itself?


—can so many satellite markets that are recognized retail trading centers in their own right be covered from *one central point . . .* and *only one* principal station with no overlapping network affiliates to do the complete advertising job?

*only here*—where WFBM-TV is *first* in Mid-Indiana—can you buy more honest market penetration, more consumer influence, for fewer dollars expended than anywhere else. Of course, we have 100% in Marion county, too . . . and are proud of our current ARB. Better take another look!

**The Nation's 13th Television Market**

... with the only basic NBC coverage of 760,000 TV set-owning families

 **Indianapolis itself**—Major retail area for 18 richer-than-average counties. 1,000,000 population—350,600 families with 90% television ownership!

 **11 Satellites**—Each a recognized marketing area—and well within WFBM-TV's basic area of influence. *An audited audience of 412,800 more television homes.*

Represented Nationally by the KATZ Agency



Commercial Mgr. . . . . Carleton B. Evans  
 Program Director . . . . . Calo Mahlock  
 Promotion Director . . . . . Wilson Schroeder  
 Chief Engineer . . . . . Eugene A. Chase

**WPTA—Fort Wayne—1957**

Channel: 21 UHF.. AP: 98 Kw.. VP: 178 Kw.  
 Owned. . . . . Sarkes Tarzian, Inc.  
 Business Address . . . . . Butler Road  
 Tel.: AN-7125 . . . . . ABC  
 Station Representative . . . . . Young  
 President . . . . . Sarkes Tarzian  
 Gen., Sta. Mgr. . . . . Ronald R. Ross  
 Comm., Prom. Mgr. . . . . Richard D. Morgan  
 Program Dir. . . . . Arthur Hook  
 Publicity Director. . . . . Barbara Railsback  
 Film Manager. . . . . Grant Hoatson  
 Chief Engineer. . . . . Fred Molchin

**WFBM-TV—Indianapolis—1949**

Channel: 6 . . . . . AP: 50 Kw. . . . . VP: 100 Kw.  
 Owned By . . . . . Time, Inc.  
 Bus. Studio Address . . . . . 1330 N. Meridian St.  
 Tel.: MEloose 4-8521 . . . . . NBC  
 Representative . . . . . Katz  
 President . . . . . W. C. Pullen, Jr.  
 V.P., Gen. Mgr. . . . . Eldon Campbell  
 Commercial Manager. . . . . Don Menke  
 Nat. Sales Mgr. . . . . Hugh L. Kibbey  
 Prog. Dir. . . . . William Fall  
 Promotion Director . . . . . John F. Hurlbut  
 Film Mgr. . . . . William E. Fagan  
 Chief Engineer. . . . . Robert Flanders

**WISH-TV—Indianapolis—1954**

Channel: 8 VHF . . . . . AP: 158 Kw. . . . . VP: 316 Kw.  
 Owned . . . . . Indiana Bcstg. Corp.  
 Business Address . . . . . 1440 North Meridian  
 Tel.: MEloose 4-6411 . . . . . CBS-NTA  
 Representative . . . . . Bolling  
 President . . . . . C. Wrede Petersmeyer  
 Gen., Sta. Manager. . . . . Robert B. McConnell  
 Commercial Manager. . . . . Joseph E. Lake  
 Program Director . . . . . Steve Briggs  
 Prom., Pub. Director . . . . . Ray Reisinger  
 Chief Engineer . . . . . Stokes Gresham, Jr.  
 Owners of: KOTV, Tulsa, Okla.; WANE-TV,  
 Fort Wayne, Ind.; KGUL-TV, Houston, Tex.

**WLW-I—Indianapolis—1957**

Channel: 13 VHF . . . . . AP: 158 Kw. . . . . VP: 316 Kw.  
 Owned . . . . . Crosley Bcstg. Corp.  
 Business Address . . . . . 1401 N. Meridian St.  
 Tel.: MEloose 9-2311 . . . . . ABC  
 Station Rep. . . . . Crosley; Lowrance; Moore  
 President . . . . . Robert E. Dunville  
 General Manager. . . . . John B. Babcock  
 Spec. Bcst. Serv. Dir. . . . . Bruce B. Cox  
 Sales Manager . . . . . Bob Lamb  
 Program Mgr. . . . . Chuck Brodhead  
 Promotion Director . . . . . Lyle Allen  
 Film Manager. . . . . Ken Read  
 Chief Engineer. . . . . Norman Nixon

**WFAM-TV—Lafayette—1953**

Channel: 59 UHF . . . . . AP: 51 Kw. . . . . VP: 102 Kw.

Owned . . . . . Lafayette Bcstg., Inc.  
 Business Address . . . . . McCarty Lane  
 Tel.: 2-7306 . . . . . CBS-NBC  
 Representative . . . . . Rambeau  
 President . . . . . E. J. Bannon  
 Gen., Sta. Mgr. . . . . Henry Rosenthal  
 Comm. Mgr. . . . . Dick Pittenger  
 Program Director. . . . . Harry Bradley  
 Film Manager . . . . . Al Spafford  
 Chief Engineer. . . . . Richard Cochran

**WLBC-TV—Muncie—1953**

Channel: 49 UHF . . . . . AP: 8.5 Kw. . . . . VP: 17 Kw.  
 Owned-Oper. By . . . . . Tri-City Radio Corp.  
 Business Address . . . . . Box 271  
 Tel.: ATlas 8-4403 . . . . . ABC-CBS-NBC  
 Representative . . . . . Holman  
 Pres., Gen., Sta. Mgr. . . . . Don Burton  
 Comm., Film Mgr. . . . . Bill Craig  
 Program Director. . . . . Lee Allerton  
 Chief Engineer . . . . . Pat Finnegan

**WNDU-TV—South Bend—1955**

Channel: 16 UHF . . . . . AP: 153.4 Kw. . . . . VP: 282 Kw.  
 Owned-Oper. By . . . . . Michiana Telecasting  
 Address . . . . . Box 989  
 Tel.: CE 3-7111 . . . . . NBC  
 Station Representative . . . . . Petry  
 President . . . . . Rev. Theodore M. Hesburgh, C.S.C.  
 Gen., Sta. Mgr. . . . . Bernard C. Barth  
 Comm. Manager . . . . . Wm. Thomas Hamilton  
 Prom., Pub. Dir. . . . . June Borkowski  
 Film Manager . . . . . H. Allen Hervey  
 Chief Engineer . . . . . Basil O'Hagan

**WSBT-TV—South Bend—1952**

Channel: 22 UHF . . . . . AP: 122 Kw. . . . . VP: 204 Kw.  
 Owned-Operated By . . . . . South Bend Tribune  
 Address . . . . . 300 W. Jefferson Blvd.  
 Tel.: CE 3-3141 . . . . . CBS  
 Newspaper Affil. . . . . Tribune  
 Representative . . . . . Raymer  
 President . . . . . Franklin D. Schurz  
 Sta. Gen. Mgr. . . . . Neal B. Welch  
 National Sales Mgr. . . . . Wilbur R. Darch  
 Program Director . . . . . Robert Drain  
 Prom., Pub. Dir. . . . . James Halpin  
 Film Manager . . . . . Walter A. Sweltzer, Jr.  
 Chief Engineer. . . . . Arthur R. O'Neil

**WSJV—South Bend-Elkhart  
 1954**

Channel: 28 UHF . . . . . AP: 148 Kw. . . . . VP: 268 Kw.  
 Owned-Oper. By . . . . . Truth Publishing Co.  
 Business Address . . . . . Box 28, South Bend  
 Tel.: Central 2-2828 . . . . . ABC  
 Newspaper Affiliation . . . . . Elkhart Truth  
 Representatives . . . . . H-R  
 President . . . . . John F. Dille Jr.  
 V.P., Gen. Mgr. . . . . Paul C. Brines  
 Program Director. . . . . Edwin J. Lasko  
 Nat. Sales Mgr. . . . . Vince Doyle  
 Production Mgr. . . . . W. Forest Morrow  
 Chief Engineer. . . . . Lester E. Zellner

**WTHI-TV—Terre Haute—1954**

Channel: 10 VHF..AP: 191 Kw...VP: 316 Kw.  
 Owned-Oper. By...Wabash Valley Bcstg. Co.  
 Business Address...918 Ohio Street  
 Tel.: CRawford 9481.....ABC-CBS-NBC-NTA

Representative ..... Bolling  
 President..... Anton Hulman, Jr.  
 General Manager..... J. M. Higgins  
 Program Director..... Ben Falber, Jr.  
 Prom. Dir..... Charles Cogan  
 Chief Engineer..... Don Pettit

Pop.: 2,875,000	<b>Iowa</b>	Stations in State: 65
Families: 884,000		TV Homes: 776,000
Radio Homes: 876,000		TV Stations: 12

**WOI-TV—Ames—1950**

Channel: 5 VHF..AP: 50.1 Kw...VP: 100 Kw.  
 Owned-Oper. By.....Iowa State College  
 Address.....Service Bldg.  
 Tel.: CE 2-3400.....A3C  
 Representative.....H-R  
 President.....Dr. James Hilton  
 Gen. Manger.....Robert C. Mulhall  
 Assoc. Gen. Manager.....James H. Davis  
 Commercial Mgr.....Ted Toslebe  
 Chief Engineer.....Keith Ketcham

**WHO-TV—Des Moines—1954**

Channel: 13 VHF..AP: 191 Kw...VP: 316 Kw.  
 Owned-Oper. By...Central Broadcasting Co.  
 Business Address...1100 Walnut St.  
 Tel.: AT 8-6511.....NBC  
 Representative.Peters, Griffin, Woodward, Inc.  
 President.....Col. B. J. Palmer  
 Exec. V.P.....Ralph Evans  
 V.P., Resident Manager.....Paul A. Loye  
 Sales Manager.....Robert H. Harter  
 Film Buyer, Prog. Director.....Jack Kerrigan  
 Film Editor.....Robert P. Kress  
 Chief Engineer.....Roy W. Pratt

**KCRG-TV—Cedar Rapids—1953**

Channel: 9 VHF..AP: 156 Kw...VP: 316 Kw.  
 Owned-Oper. By.....Cedar Rapids TV Co.  
 Business Address...104½ First St., S.W.  
 Tel.: EM 4-4149.....ABC  
 Representative.....Weed TV Corp.  
 Newspaper Affiliation..Cedar Rapids Gazette  
 President.....Joseph F. Hladky, Jr.  
 General Manager.....Redd Gardner  
 Commercial Manager.....Gene McClure  
 Prog. Dir., Film Mgr.....Ralph D. Willey  
 Prom., Pub. Dir.....Edna A. Herbst  
 Chief Engineer.....Ira V. McDaniel

**KRNT-TV—Des Moines—1955**

Channel: 8 VHF..AP: 199.5 Kw...VP: 316 Kw.  
 Owned-Operated By.....KRNT-TV Co.  
 Address.....Ninth & Pleasant St.  
 Tel.: CH 3-4141.....CBS  
 Representative.....Katz  
 General Manager.....Robert W. Dillon  
 Commercial Manager.....Paul M. Elliott  
 Program Dir.....Joe G. Hudgens  
 Sls. Mgr.....Bill Hippee  
 Chief Engineer.....Charles F. Quentin

**WMT-TV—Cedar Rapids—1953**

Channel: 2 VHF..AP: 70 Kw...VP: 100 Kw.  
 Owned-Oper. By.....WMT-TV, Inc.  
 Bus. Address.....Paramount Theatre Bldg.  
 Tel.: EM 4-0171.....CBS  
 Representative.....Katz  
 President.....William B. Dolph  
 Exec. V.P., Gen. Mgr.....William B. Quarton  
 V.P., Sales.....Lew Van Nostrand  
 V.P., Operations.....Douglas B. Grant  
 Promotion Director.....Richard Pinney  
 Film Mgr.....Belle Warren  
 Chief Engineer.....George Hixenbaugh

**KQTV—Fort Dodge—1953**

Channel: 21 UHF..AP: 160 Kw...VP: 330 Kw.  
 Owned-Oper. By...Northwest Television Co.  
 Business Address...Warden Bldg.  
 Tel.: 4-0351.....ABC-CBS-NBC  
 Representative.....Pearson  
 Pres., Gen. Mgr.....Edward Breen  
 Exec. Vice Pres.....Gene P. Loffler  
 Comm. Manager.....Rollie Camp  
 Program Director.....Richard Johnson  
 Film Manager.....Stanley McCurdy  
 Chief Engineer.....David Sinclair

**WOC-TV—Davenport—1949**

Channel: 6 VHF..AP: 60.3 Kw...VP: 100 Kw.  
 Owned-Oper. By.....Central Bcstg. Co.  
 Business Address...805 Brady St.  
 Tel.: 3-3661.....NBC  
 Representative.Peters, Griffin, Woodward, Inc.  
 President.....Col. B. J. Palmer  
 Resident Manager.....Ernest Sanders  
 Sales Manager.....F. Pax Shaffer  
 Film Editor.....Ken Wagner  
 Program Director.....Raymond Guth  
 Promotion Director.....Richard W. Upp  
 Chief Engineer.....Paul Arvidson

**KGLO-TV—Mason City—1954**

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By...Lee Radio, Inc.  
 Business Address...Second & Pennsylvania  
 Tel.: 2800.....CBS  
 Representative.....Weed  
 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  
 Chief Engineer.....Roger Sawyer



## IOWA-KANSAS

### KTVO—Ottumwa—1955

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.  
Owned-Operated By...KTVO Television, Inc.  
Business Address.....209 East 2nd St.  
Tel.: MURray 2-4535.....ABC-CBS-NBC-NTA  
Representative.....Hollingbery  
Pres., Gen. Mgr.....James J. Conroy  
Sta., Comm. Mgr.....Berg Allison  
Program Director.....James Frost  
Film Manager.....Glen Proeschold  
Chief Engineer.....Lloyd Hansen

### KTIV—Sioux City—1954

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. By.....KTIV Television Corp.  
Address.....Tenth & Grandview  
Tel.: 8-0545.....NBC  
Newspaper Affil.....Journal-Tribune  
Representative.....Hollingbery  
Pres., Gen. Mgr.....Dietrich Dirks  
Comm. Mgr.....Eugene T. Flaherty  
Prog. Dir.....Don Stone  
Prom., Pub. Dir.....Bill Mote  
Chief Engineer.....Alvin Smith

### KVTV—Sioux City—1953

Channel: 9 VHF..AP: 144 Kw..VP: 288 Kw.  
Owned-Oper. By.....Peoples Bcstg. Corp.  
Business Address.....7th & Douglas  
Tel.: 2-2711.....CBS-ABC  
Representative.....Katz  
V.P., Corp. Mgr.....Herbert E. Evans  
General Manager.....Donald D. Sullivan  
Comm. Manager.....Robert B. Donovan  
Prog. Director.....Clark Pollock  
Promotion Director.....John Schambow  
Film Manager.....Carl Morris  
Chief Eng.....Robert G. Engelhardt

### KWWL-TV—Waterloo—1953

Channel: 7 VHF..AP: 214 Kw..VP: 316 Kw.  
Owned-Oper. By.....Black Hawk Bcstg. Co.  
Business Address.....Insurance Bldg.  
Tel.: AD 4-4404.....NBC  
Representative.....Avery-Knodel  
Pres., Gen., Sta. Mgr.....Ralph J. McElroy  
Commercial Mgr.....Don E. Inman  
Chief Engineer.....T. W. Kirksey

Pop.: 2,275,000  
Families: 724,000  
Radio Homes: 672,000

## Kansas

Stations in State: 47  
TV Homes: 571,000  
TV Stations: 10

### KTVC-TV—Ensign—1957

(Satellite of KAKE-TV, Wichita)

Channel: 6 VHF..AP: 14.1 Kw..VP: 28.2 Kw.  
Owned.....S.W. Kansas TV Co., Inc.  
Bus. Address.....705½ Second St., Dodge City  
Tel.: HU 3-6666, Dodge City.....ABC  
Representative.....Katz  
President.....Leigh Warner  
Gen., Sta. Mgr.....Wendell Elliott  
Prog. Dir., Film Mgr.....Herschel Holland  
Chief Engineer.....Kenneth Karr

### KGLD—Garden City—1958

Channel: 11 VHF..AP: 24.7 Kw..VP: 49.3 Kw.  
(Satellite of KCKT, Great Bend)

Owned-Oper. By.....Central Kans. TV Co.  
Business Address.....Box 182, Great Bend  
Tel.: BRidge 6-4311.....NBC  
Station Representative.....Bolling  
Resident Manager.....O. Carmichael  
Chief Engineer.....H. Haeefe

### KBLR-TV—Goodland—1959

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper. By.....Tri-State TV, Inc.  
Business Address.....17th St. & B'way Ave.  
Tel.: TW 9-2331.....CBS  
Pres., Gen. Mgr.....Leslie Whittemore  
Station Manager.....E. R. Jones  
Sales Manager.....Jack Walkmeyer  
Program Director.....B. McEvoy  
Chief Engineer.....Paul Bateman

### KCKT-TV—Great Bend—1954

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By.....Central Kansas TV Co., Inc.  
Business Address.....Box 182  
Tel.: GL 3-7868.....NBC  
Representative.....Bolling  
President.....E. C. Wedell  
Gen., Sta. Mgr.....E. L. Kuhlman  
Program Director.....Bonnie Perry  
Prom., Pub. Dir.....Lelia Henkle  
Film Manager.....Wayne Davis  
Chief Eng.....H. G. Haeefe

### KAYS-TV—Hays—1958

Channel: 7 VHF..AP: 63.2 Kw..VP: 116.5 Kw.  
Owned-Oper. By.....Kays, Inc.  
Business Address.....2300 Hall St.  
Representative.....Holman, Katz  
President.....Ross Beach, Sr.  
General Mgr.....Robert E. Schmidt  
Station Mgr.....Gene Canfield  
Production Dir.....Richard A. McDaniel  
Chief Engineer.....Jame E. Kane

### KTVH—Hutchinson—1953

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper. By.....Wichita-Hutchinson Co., Inc.  
Business Address.....1800 North Plum  
Tel.: MO 5-5503.....CBS  
News. Affil.....Minneapolis Star & Tribune  
Station Representative.....Blair  
President.....Joyce A. Swan  
General Mgr.....Howard O. Peterson

# KANSAS-KENTUCKY

Commercial Manager.....Eugene F. Gray  
 Prog. Dir., Film Mgr.....Robert D. Snyder  
 Promotion Director.....Mrs. Dean Howing  
 Chief Engineer.....Ken H. Cook

## KOAM-TV—Pittsburg—1953

Channel: 7 VHF..AP: 138 Kw...VP: 245 Kw.  
 Owned-Oper...Mid-Continent Telecasting, Inc.  
 Business Address.....Box 659  
 Tel.: 2508.....NBC-ABC  
 Representative.....Katz  
 General Manager.....R. E. Wade  
 Program Director.....Louis R. Martin

## WIBW-TV—Topeka—1953

Channel: 13 VHF..AP: 158 Kw...VP: 316 Kw.  
 Owned.....Stauffer Publications, Inc.  
 Business Address.....Box 119  
 Tel.: CE 3-2377.....ABC-CBS-NBC  
 Representative.....Avery-Knodel  
 President.....O. S. Stauffer  
 Gen. Mgr.....Thad M. Sandstrom  
 Sales Coordinator.....Ray C. Senate  
 Prog. Dir., Film Mgr.....Rush Evans  
 Chief Engineer.....G. E. Voiles

## KAKE-TV—Wichita—1954

Channel: 10 VHF..AP: 219 Kw...VP: 316 Kw.  
 Owned-Oper. By.....KAKE-TV, Inc.  
 Business Address.....1500 N. West St.  
 Tel.: WH 3-4221.....ABC  
 Representative.....Katz  
 President.....Mark Adams  
 Gen. Sta. Mgr.....Martin Umansky  
 Commercial Mgr.....Donivan D. Waldron  
 Program Dir.....John Froome  
 Film Mgr.....Bary Hultgren  
 Prom., Pub. Dir.....Robert C. Payne  
 Chief Engineer.....Harold Newby

## KARD-TV—Wichita—1955

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.  
 Owned-Operated By.....Wichita TV Corp.  
 Address.....833 N. Main St.  
 Tel.: AM 5-5633.....NBC  
 Representative.....Petry  
 President.....G. M. Brown  
 V.P., Gen., Sta. Mgr.....W. Moyer  
 Comm. Manager.....Donald Sbarra  
 Program Director.....Sam Worsham  
 Chief Engineer.....Russell V. Goyette

Pop.: 3,209,000  
 Families: 883,000  
 Radio Homes: 865,000

# Kentucky

Stations in State: 78  
 TV Homes: 617,000  
 TV Stations: 9

## WKYT—Lexington—1957

Channel: 27 UHF..AP: 8.7 KW...VP: 17.3 Kw.  
 Owned.....WKYT, Inc.  
 Business Address.....177 N. Upper St.  
 Tel.: 2-2533.....CBS  
 Representative.....Young  
 President.....Hulbert Taft, Jr.  
 Gen. Mgr., Film Buyer.....R. C. Wiegand  
 Program Director.....Garry Brown  
 Film Director.....Dave Fleischer  
 Chief Engineer.....Robert Austin

## WLEX-TV—Lexington—1955

Channel: 18 UHF..AP: 9.2 Kw...VP: 17.0 Kw.  
 Owned-Oper. By.....WLEX-TV, Inc.  
 Business Address.....P.O. Box 1457  
 Tel.: 4-8747.....ABC-NBC  
 Representatives.....Bolling; Dora-Clayton  
 Exec. V.P., Gen. Mgr.....Earl Boyles  
 Station Manager.....Harry C. Barfield  
 Program Mgr.....Alex B. Macaulay  
 Chief Engineer.....Jim Robertson

## WAVE-TV—Louisville—1948

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.  
 Owned-Operated By.....WAVE, Inc.  
 Address.....334 East Broadway  
 Tel.: JU 5-2201.....NBC-ABC  
 Representative.....NBC Spot Sales  
 President.....George W. Norton, Jr.

General Manager.....Nathan Lord  
 Commercial Manager.....Ralph Jackson  
 Prog., Film Dir.....George Patterson  
 Prom., Pub. Dir.....Jas. Caldwell  
 Chief Engineer.....Wilbur Hudson

## WHAS-TV—Louisville—1950

Channel: 11 VHF..AP: 158 Kw...VP: 316 Kw.  
 Owned-Oper. By.....WHAS, Inc.  
 Address.....525 W. Broadway  
 Tel.: JU 5-2211.....CBS  
 Representative.....Harrington, Righter, Parsons  
 Director.....Victor A. Sholis  
 Program Director.....Sam Gifford  
 Prom. Dir.....William Loader  
 Film Manager.....Charles McDaniel  
 Dir. Engineering.....O. W. Towner

## WPSD-TV—Paducah—1957

Channel: 6 UHF..AP: 50 Kw...VP: 100 Kw.  
 Owned.....Paducah Newspapers, Inc.  
 Business Address.....100 Television Lane  
 Tel.: 2-8214.....NBC-NTA  
 Representative.....Pearson  
 President.....Edwin J. Paxton, Sr.  
 V.P., Mgr., Dir.....E. J. Paxton, Jr.  
 General Mgr.....Sam Livingston  
 Sales Mgr.....Charles M. Neel  
 Prog. Dir.....Fitz Hooton  
 Film Mgr.....Bill Watson  
 Chief Engineer.....William Mobley

Pop.: 3,221,000  
Families: 889,000  
Radio Homes: 843,000

# Louisiana

Stations in State: 79  
TV Homes: 666,000  
TV Stations: 14

## KALB-TV—Alexandria—1954

Channel: 5 VHF..AP: 15.2 Kw..VP: 28.4 Kw.  
Owned.....Lanford Telecast. Co., Inc.  
Business Address.....605-11 Washington  
Tel.: 52456.....ABC-CBS-NBC  
Representative.....Weed  
Pres., Film Buyer.....T. B. Lanford  
General Manager.....Willard L. Cobb  
Oper., Prog. Mgr.....Larry McHale  
Chief Engineer.....Robert E. Miller

## WAFB-TV—Baton Rouge—1953

Channel: 28 UHF..AP: 100 Kw..VP: 200 Kw.  
Owned.....Modern Bcstg. Co., Inc.  
Business Address.....P.O. Box 2671  
Tel.: DI 4-8571.....CBS  
Station Representative.....Blair  
Board Chairman.....Dwight W. Martin  
Pres., Gen. Mgr.....Tom E. Gibbens  
Comm. Mgr.....Mervyn E. Rhys  
Program Director.....Don G. Hallmann  
Prom., Pub. Dir.....Grace McElveen  
Chief Engineer.....Donald K. Allan

## WBRZ—Baton Rouge—1955

Channel: 2 VHF..AP: 56.2 Kw..VP: 97.7 Kw.  
Owned-Operated By.....La. TV Bcstg. Co.  
Bus. Address.....1650 Highland Rd.; Box 2906  
Tel.: DI 8-1491.....ABC-NBC-NTA  
News. Affil...State-Times Morning Advocate  
Representative.....Hollingbery  
Pres., Gen. Mgr.....Douglas L. Manship  
Sales Manager.....Jules L. Mayeux  
Program, Film Mgr.....John Ferguson  
Promotion Director.....Edward F. Hessel, Jr.  
Chief Engineer.....Pat Weathersby

## KLFY-TV—Lafayette—1955

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned.....Camellia Bcstg. Co. Inc.  
Address.....P.O. Box 398  
Tel.: CE 5-9494.....CBS  
Representative.....O'Connell; Clarke Brown  
President.....Paul H. DeClouet  
Gen. Mgr.....Dierrell Hamm  
Comm. Mgr.....Guy Corley  
Prog. Dir.....David Manning  
Prom. Dir.....Toni Coons  
Film Mgr.....LeRoy Guidry  
Chief Engineer.....Maurice Wynn

## KPLC-TV—Lake Charles—1954

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw  
Owned-Oper. By.....Calcasieu Bcstg. Co.

Business Address.....320 Division St.  
Tel.: HE 6-3631.....ABC-NBC  
Representative.....Weed  
President.....T. B. Lanford  
Gen., Sta. Manager.....P. E. Mills, Jr.  
Comm. Manager.....Art Reuben  
Prom. Dir.....Adele Barnette  
Prog. Director.....A. B. Craft, Jr.  
Chief Engineer.....Ed Barton

## KTAG-TV—Lake Charles—1953

Channel: 25 UHF..AP: 11 Kw..VP: 20.4 Kw.  
Owned-Oper. By.....KTAG-TV Associates  
Business Address.....645 15th St.  
Tel.: HE 9-9413.....CBS  
Representative.....Pearson  
President.....Warren Berwick  
Vice Pres.....Kevin Reilly  
Station Mgr.....Harper Clark  
Chief Engineer.....Lawrence Vicknair

## KNOE-TV—Monroe—1953

Channel: 8 VHF..AP: 115 Kw..VP: 230 Kw.  
Owned-Oper. By.....Noe Enterprises, Inc.  
Business Address.....Box 1472  
Tel.: FA 2-8155.....ABC-CBS-NTA  
Station Representative.....H-R Representatives  
Board Chairman.....James A. Noe  
President.....James A. Noe, Jr.  
Vice-Pres., Gen. Mgr.....Paul H. Goldman  
Sales & Prom. Mgr.....Jack Ansell, Jr.  
Program Director.....Harry Arthur  
Dir. Engineering.....Ray Boyd

## WDSU-TV—New Orleans—1948

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By.....WDSU Bcstg. Corp.  
Business-Studio Address.....520 Royal St.  
Tel.: TU 4371.....NBC  
Representative.....Blair  
President.....Edgar B. Stern, Jr.  
Exec. V.P., Gen. Mgr.....Robert D. Swezey  
V.P., Comm. Mgr.....A. Louis Read  
Program Director.....Jerry Romig  
Film Dir.....Elaine Phillips  
Prom., Pub. Dir.....Marion Annenberg  
Operations Mgr.....Stanley Holiday  
Chief Engineer.....Lindsey Riddle

## WJMR-TV—New Orleans—1953

Channel: 20 UHF..AP: 108 Kw..VP: 216 Kw.  
Owned-Oper. By.....Supreme Bcstg. Co. Inc.  
Business Address.....Jung Hotel  
Tel.: EX 3131.....ABC

**LOUISIANA** .....

Representative ..... Weed  
Pres. .... Chester F. Owens  
V.P., Mgr., Dir. .... Geo. A. Mayoral  
V.P., Secy.-Treas. .... Robert E. Jeffers  
General Mgr. .... Mort Silverman  
Station Mgr. .... Dick Kepler

Program Director ..... Tom Abbott  
Dir. Engineering ..... George Mayoral

**WWL-TV—New Orleans—1957**

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned ..... Loyola University  
Address ..... 1024 N. Rampart St.  
Tel.: EX 4444 ..... CBS  
Representative ..... Katz  
General Manager ..... W. H. Summerville  
Sales Manager ..... Lawrence M. Carino  
Program Director ..... E. M. Hoerner  
Promotion Mgr. .... Hughes D. Drumm  
Chief Engineer ..... J. D. Bloom, Jr.

**KSLA-TV—Shreveport—1954**

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper. By ..... Shreveport TV Corp.  
Business Address ..... Box 92  
Tel.: 3-6151 ..... CBS  
Representative ..... Paul H. Raymer  
Gen. Mgr. .... Ben Beckham, Jr.  
Station Mgr. .... Winston B. Linam  
Comm. Mgr. .... Deane R. Flett  
Prom., Pub. Dir. .... Carol Vinson  
Chief Engineer ..... Morris C. Barten

**WVUE-TV—New Orleans—1959**

Channel: 13 VHF..AP: 55 Kw..VP: 95 Kw.  
Owned-Oper. By .... New Orleans TV Corp.  
Business Address ..... 1422 Cleveland Ave.  
Tel.: JAcKson 2-2481 ..... ABC  
Representative ..... Weed  
Pres., Gen. Mgr. .... Joseph A. Paretti  
Vice President ..... Chester F. Owens  
Secy. Treas. .... Chalin O. Perez

**KTBS-TV—Shreveport—1955**

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By ..... KTBS, Inc.  
Address ..... 312 E. Kings Hwy.  
Tel.: 7-3644 ..... NBC-ABC  
Representative ..... Edward Petry  
Pres., Gen. Mgr. .... E. Newton Wray  
Station Manager ..... Patrick J. White  
Commercial Manager ..... Joe B. Foster  
Program Director ..... Don Moore  
Promotion Director ..... Doug Duperrault  
Film Manager ..... Marvin Perry  
Chief Engineer ..... Claude R. Scott



**CHANNEL 13**

**AMERICA'S NEWEST  
MAJOR MARKET STATION**  
Represented Nationally by  
**WEED TELEVISION CORP.**

Pop.: 959,000  
Families: 279,000  
Radio Homes: 270,000

# Maine

Stations in State: 23  
TV Homes: 242,000  
TV Stations: 7

## WABI-TV—Bangor—1953

Channel: 5 VHF..AP: 17.9 Kw...VP: 30 Kw.  
Owned-Oper. .... Community Telecasting Serv.  
Business Address ..... 55-57 State St.  
Tel.: 6446 ..... ABC-CBS  
Reps. .... Hollingbery, Kettel-Carter  
President ..... Horace Hildreth  
Exec. V.P. .... Leon P. Gorman, Jr.  
V.P.-Operations ..... Walter L. Dickson  
Station Manager ..... Richard B. Bronson  
Comm. Mgr. .... Robert C. McCausland  
Program Director ..... Leon H. Nelson  
Promotion Director ..... Jeanice Bryant  
Film Manager ..... Ralph Libby

## WLBZ-TV—Bangor—1954

Channel: 2 VHF..AP: 18:6 Kw...VP: 36.35 Kw.  
Owned-Operated By .... WLBZ Television Inc.  
Business Address ..... 7 Main St.  
Tel.: 2-4822 ..... ABC  
Sta. Rep. .... Weed  
President ..... William H. Rines  
Station Manager ..... Rudolph O. Marcoux  
Program, Prod. Mgr. .... James Robinson  
Film Manager ..... Don Deakin  
Chief Engineer ..... John Wibby  
(See Page 462)

## WMTW-TV—Poland Spring 1954

Channel: 8 VHF..AP: 52.5 Kw...VP: 105 Kw.  
Owned-Oper. By .... Mt. Washington TV Inc.  
Business Address ..... 477 Congress St., Portland  
Tel.: POrtland Sp. 3-5665 ..... ABC  
Rep. .... Harrington, Righter & Parsons  
Pres. & Gen. Mgr. .... John W. Guider  
Sta., Comm. Mgr. .... Robert L. Maynard  
Prog., Prom. Dir. .... Robert M. Joyce  
Publicity Director ..... Richard Gove  
Film Dir. .... Brian Higgins  
Chief Engineer ..... Parker H. Vincent

## WCSH-TV—Portland—1953

Channel: 6 VHF..AP: 70 Kw...VP: 100 Kw.  
Owned-Oper. By .... Maine Radio & TV Co.

Business Office ..... 157 High Street  
Tel.: SP 2-0181 ..... ABC-NBC  
Representative ..... Weed  
President ..... William H. Rines  
Asst. to Pres. .... Elmore B. Lyford  
Station Manager ..... Jack S. Atwood  
Comm. Manager ..... Bruce McGorrell  
Program Director ..... Burnell Poole, Jr.  
Promotion Director ..... Linwood T. Pitman  
Film Manager ..... George Bowler  
Chief Engineer ..... Chas. Brown  
(See Page 462)

## WGAN-TV—Portland—1954

Channel: 13 VHF..AP: 158 Kw...VP: 316 Kw.  
Owned-Oper. By .... Guy Gannett Bcstg. Services  
Business Address ..... 390 Congress St.  
Tel.: SP 2-4661 ..... CBS  
Newspaper Affil. .... Gannett Publ. Co.  
Station Rep. .... Avery-Knodel; Foster & Creed  
President ..... Jean Gannett Williams  
General Manager ..... Creighton E. Gatchell  
Prog. Dir. .... William G. Wadman  
Comm. Manager ..... Richard E. Bates  
Sta. Manager ..... Samuel G. Henderson  
Prom., Pub. Dir. .... John M. Havey  
Film Manager ..... Earl Fenderson  
Chief Engineer ..... Roger W. Hodgkins

## WAGM-TV—Presque Isle—1956

Channel: 8 VHF..AP: 30 Kw...VP: 60 Kw.  
Owned-Oper. By .... Aroostook Bcstg. Corp.  
Business Address ..... 489 Main St.  
Tel.: 8-2461 ..... ABC-NBC  
Station Rep. .... Hollingbery; Kettel-Carten  
President ..... Horace A. Hildreth  
Exec. V.P. .... Leon P. Gorman, Jr.  
Station Manager ..... Stanley A. Lyons  
Commercial Manager ..... Forrest J. Craig  
Program Director ..... Keith Fowles  
Film Manager ..... Mrs. L. Joyce Gilbert  
Chief Engineer ..... J. Richards

### NATIONAL - REGIONAL SPOT TV ADVERTISERS

See Page 77  
FOR TOP 100

Pop.: 3,030,000  
 Families: 842,000  
 Radio Homes: 795,000

# Maryland

Stations in State: 35  
 TV Homes: 731,000  
 TV Stations: 6

## WJZ-TV—Baltimore—1957

Channel: 13 VHF..AP: 158 Kw...VP: 316 Kw.  
 Owned-Oper. By...Westinghouse Bcastg. Co.  
 Business Address...Television Hill  
 Tel.: MO 4-7600.....ABC  
 Sta. Representative.....Blair TV  
 After July 1.....TvAR  
 President.....Donald H. McGannon  
 Gen., Sta. Mgr.....Larry H. Israel  
 Sales Mgr.....Joseph P. Dougherty  
 Pub. Dir.....Tommy Dukehart  
 Ops. Mgr.....Jim Kilian  
 Prog. Mgr.....Joel Chaseman  
 Promotion Director..A. H. "Chris" Christensen  
 Chief Engineer.....B. Wolfe  
 Owners of: WBZ-TV, Boston; KYW-TV, Cleve-  
 land; KPIX, San Francisco; KDKA-TV, Pitts-  
 burgh.

## WBAL-TV—Baltimore—1948

Channel: 11 VHF..AP: 158 Kw...VP: 316 Kw.  
 Owned-Operated By...Hearst Corporation  
 Business-Studio Address...2610 N. Charles  
 Tel.: HO 7-3000.....NBC  
 Newspaper Affil.....Baltimore News. Post  
 Representative.....Edward Peiry  
 Vice-Pres. & Gen. Mgr.....D. L. Provost  
 Vice-Pres. (Engineering).....John T. Wilner

Station Manager.....Brent O. Guntz  
 Asst. Sta. & Sales Mgr.....Willis K. Freiert  
 Program Director.....James E. Kovach  
 Promotion Mgr.....Kent Redgrave

## WMAR-TV—Baltimore—1947

Channel: 2 VHF..AP: 50 Kw...VP: 100 Kw.  
 Owned-Operated By.....The A. S. Abell Co.  
 Business Address.....2 W. Redwood St.  
 Tel.: MU 5-5670.....CBS  
 Newspaper Affiliation..Baltimore Sunpapers  
 Representative.....Katz  
 President.....William F. Schmick, Sr.  
 Exec. V.P.....William F. Schmick, Jr.  
 General Manager.....E. K. Jett  
 Commercial Manager.....E. A. Lang  
 Promotion Director.....Anthony Picha  
 Chief Engineer.....Carlton G. Nopper

## WBOC-TV—Salisbury—1954

Channel: 16 UHF..AP: 8.4 Kw...VP: 15.8 Kw.  
 Owned & Oper...Peninsula Broadcasting Co.  
 Address.....Radio-Tv, Park  
 Tel.: PI 9-6131.....ABC-CBS  
 Sta. Rep.....Headley-Reed  
 President.....John W. Downing  
 Gen., Prom. Mgr.....Charles J. Truitt  
 Commercial Manager.....H. Wendell Henry

**WMAR-TV**  
 SUNPAPERS  
 TELEVISION  
 Baltimore 3, Md.

**IN MARYLAND  
 MOST  
 PEOPLE WATCH  
 WMAR TV  
 CHANNEL  
 2**

**"MARYLAND'S  
 PIONEER TELEVISION  
 STATION"**

Pop.: 5,125,000  
Families: 1,559,000  
Radio Homes: 1,529,000

# Massachusetts

Stations in State: 58  
TV Homes: 1,418,000  
TV Stations: 12

## WBZ-TV—Boston—1948

Channel: 4 VHF. AP: 28.12 Kw.. VP: 56.24 Kw.  
Owned-Oper By... Westinghouse B'casting Co.  
Address.....1170 Soldiers Field Rd.  
Tel.: AL 4-5670.....NBC  
Sta. Representative. Peters, Griffin, Woodward  
After July 1.....TVAR  
President..... Donald H. McGannon  
General Mgr. .... F. A. Tooke  
Program Director..... H. B. Cahon  
Promotion Director..... W. B. Colvin  
Publicity Director..... Frances M. Corcoran  
Film Manager..... R. Jenkins  
Chief Engineer..... W. H. Hauser  
Owners of: KYW-TV, Cleveland; KPIX, San Francisco; KDKA-TV, Pittsburgh, Pa.; WJZ-TV, Baltimore.

## WHDH-TV—Boston—1957

Channel: 5 VHF. AP: 32.4 Kw.. VP: 64.8 Kw.  
Owned..... WHDH, Inc.  
Address..... 6 St. James Ave.  
Tel.: HANcock 6-5500.....ABC-CBS-NBC-NTA  
Newspaper Affil..... Herald, Traveler  
Representative..... Blair-TV  
President..... Robert B. Choate  
V.P., Man. Dir..... William B. McGrath  
V.P., Sales Dir..... Alexander M. Tanger  
Dir of TV..... Leslie G. Arries, Jr.  
Dir. Sales Prom..... Robert B. Cheyne  
Publicity Dir..... Joseph Costanza  
Film Manager..... Joseph Levine  
Chief Engineer..... Philip K. Baldwin

## WNAC-TV—Boston—1948

Channel: 7 VHF. AP: 158 Kw.. VP: 316 Kw.  
Owned-Oper. By.....RKO Teleradio Pictures  
Business-Studio Address.....21 Brookline Ave.  
Tel.: CO 8-0800.....CBS  
Representative..... H-R  
President..... Norman Knight  
Exec. V.P..... George Steffy  
V.P., Sales..... Tom Bateson  
Nat. Sales Mgr..... Proctor Jones  
Promotion Dir..... George Hallberg  
Program Dir..... John D. Maloy  
Publicity Dir..... Phyllis Doherty  
Film Manager..... Guy Giampapa  
Technical Director..... Harry Whittemore

Pop.: 8,099,000  
Families: 2,329,000  
Radio Homes: 2,289,000

# Michigan

Stations in State: 95  
TV Homes: 2,095,003  
TV Stations: 19

## WNEM-TV—Bay City—Saginaw—1954

Channel: 5 VHF. AP: 50 Kw.. VP: 100 Kw.  
Owned-Operated By.....Gerity Bcstg. Co.  
Business Address.....Wenonah Hotel

## WRLP—Greenfield—1957

(Affiliated with WWLP, Springfield)  
Channel: 32 UHF.. AP: 100 Kw.. VP: 200 Kw.  
Owned By.....Springfield TV Bcstg. Corp.  
Business Address.....P.O. Box 32, Northfield  
Tel.: NOrthfield 336.....ABC-NBC  
Sta. Rep..... Hollingbery; Kettell-Carter  
Pres., Gen. Mgr..... William L. Putnam  
Commercial Manager..... Horace Nichols

## WWLP—Springfield—1952

Channel: 22 VHF. AP: 107 Kw.. VP: 219 Kw.  
Owned By.....Springfield TV Bcstg. Corp.  
Business Address.....P.O. Box 2210  
Tel.: State 5-5311.....ABC-NBC  
Sta. Rep..... Hollingbery; Kettell-Carter  
Chairman..... Roger L. Putnam  
Pres., Gen. Mgr..... William L. Putnam  
Gen. Sales Mgr..... J. H. Ferguson, Jr.  
Station Mgr..... John Fergie  
Program Director..... Jerry Barnes  
Promotion Mgr..... Frank Dougherty, Jr.  
Film Buyer..... Wallace Sawyer  
Chief Engineer..... Ralph Jay

## WHYN—Springfield—1953

Channel: 40 UHF. AP: 125 Kw.. VP: 250 Kw.  
Owned-Oper. By.....Hampden-Hampshire Corp.  
Business Address.....1300 Liberty St.  
Tel.: RE 4-1126.....ABC-CBS-NTA  
Representative..... Branham, Wheeler  
President..... William Dwight  
Gen., Sta. Manager..... Charles N. DeRose  
Comm. Manager..... Patrick J. Montague  
Program, Film Mgr..... Murray Tesser  
Chief Engineer..... Harold Schumacker

## WWOR—Worcester—1952

Channel: 14 UHF. AP: 18.2 Kw.. VP: 9.6 Kw.  
Owned By.....Springfield TV Bcstg Co.  
Business Address. P. O. Box 2210, Springfield  
Tel.: State 5-5311.....ABC-NBC  
Representative..... Hollingbery, Kettell-Carter  
Pres. & Gen. Mgr..... William L. Putnam  
Vice President..... George R. Townsend  
Program Dir..... Jerry Barnes  
Chief Engineer..... James MacMahon

Tel.: TW 3-4504.....NBC-NTA  
Representative..... Petry  
President..... James Gerity, Jr.  
V.P., Gen. Mgr..... Russell A. Gohring  
Dir. Operations..... Tom Matthews  
Production Director..... Hal Stone  
Promotion Director..... Thomas Sumner

# MICHIGAN

Film Manager.....Vince Collins  
Chief Engineer.....Leo Heisel

## WWTW—Cadillac—1954

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper. By.....Fetzer TV, Inc.  
Business Address.....417 N. Mitchell St.  
Tel.: PR 5-3478.....ABC-CBS  
Representative.....Hollingsbery  
President.....John E. Fetzer  
Gen. Mgr.....Gene Ellerman  
Prog. Dir.....Paul Hill  
Prom., Mdsq. Mgr.....John Wheat  
Chief Engineer.....George A. Wilson

## CKLW-TV—Detroit-Windsor 1954

Channel: 9 VHF..AP: 180 Kw..VP: 325 Kw.  
Owned-Oper..Western Ontario Brdcstng. Co.  
Business Address.....3300 Guardian Bldg.  
Tel.: WO 1-7200.....CBC  
Rep.....All-Canada TV Ltd., Adam Young  
Pres., Gen. Manager.....J. E. Campeanu  
Oper. Mgr., Prog. Dir.....S. C. Ritchie  
Comm. Mgr.....Norman Hawkins  
Prom., Pub. Dir.....Arthur Gloster  
Film Manager.....Arthur MacColl  
Dir. of Engineering.....Stuart Clark

## WJBK-TV—Detroit—1948

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By.....Storer Bcstg Co.  
Business Address.....7441 Second Blvd.  
Tel.: TR 3-7400.....CBS  
Newspaper Affiliation.....Miami Beach Sun  
Representative.....Katz  
President.....George B. Storer  
V.P., Managing Dir.....Bill Michaels  
Program Mgr.....Ralph R. Rust  
Comm. Mgrs...K. T. McKenney, B. S. Buchanan  
Prom., Merch. Mgr.....Bob Edell  
Publicity Dir.....Betty Anderson  
Chief Engineer.....Joseph B. Haigh  
Owners of: WSPD-TV, Toledo; WAGA-TV,  
Atlanta; WJW-TV, Cleveland.

## WWJ-TV—Detroit—1947

Channel: 4 VHF..AP: 50.1 Kw..VP: 97.7 Kw.  
Owned-Operated By...Evening News Assoc.  
Business Address.....622 W. Lafayette  
Tel.: WO 2-2000.....NBC  
Newspaper Affiliation.....Detroit News  
Representative.Peters, Griffin, Woodward, Inc.  
President.....Warren S. Booth  
General Manager.....Edwin K. Wheeler  
Asst. General Manager.....Don DeGroot  
Sta. Mgr.....James Schiavone  
Business Manager.....Henry C. Rogers  
Prog. & Prod. Manager.....Ian Harrower  
Sales Prom. Manager.....Glenn Kyker  
Sls. Development Mgr.....Frank Steltenkamp  
Natl. Sls. Mgr.....Ray W. Colie  
Local Sls. Mgr.....John A. Wales  
Gen. Eng. Manager.....E. J. Love

## WXYZ-TV—Detroit—1948

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.

Owned-Oper. By...American Broadcasting Co.  
Business Address.....1700 Mutual Bldg.  
Tel.: WO 3-8321.....ABC  
Representative.....Blair-TV  
V.P.....John F. Pival  
Sales Manager.....Ralph Dawson  
Merchandising Manager.....Harold Christian  
Film Mgr.....Ken Sims  
Prom., Publicity Director.....Bud Kirvan  
Chief Engineer.....Charles Kocher

## WJRT—Flint—1958

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned By.....WJR, Goodwin Station, Inc.  
Business Address.....2302 Lapeer Road  
Tel.: CE 9-6611.....ABC  
Station Rep.....Harrington, Righter & Parsons  
President.....John F. Patt  
Gen. Mgr.....Worth Kramer  
Sta. Mgr.....A. Donovan Faust  
Program Director.....Franklin C. Mitchell  
Prom., Public. Dir.....Donn Shelton  
Film Mgr.....Francis Edwards  
Chief Engineer.....C. Jones

## WOOD-TV—Grand Rapids—1949

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned By.....Wood Bcstg., Inc.  
Address.....120 College S E  
Tel.: GLEndale 9-4125.....ABC-NBC-NTA  
Representative.....Katz  
Pres., Gen. Mgr.....Willard Schroeder  
Gen. Sales Manager.....Arthur M. Swift  
Program Director.....John Shaw  
Promotion Director.....Clark Grant  
Publicity Director.....John Burpee  
Film Manager.....Bob Smith  
Chief Engineer.....Charles Robison

## WKZO-TV—Kalamazoo—1950

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Operated By.....Fetzer Bcstg. Co.  
Address.....590 West Maple  
Tel.: FI 5-2101.....ABC-CBS  
Representative.....Avery-Knodel, Inc.  
President.....John E. Fetzer  
V.P., Managing Director.....Carl E. Lee  
Sales Manager.....Donald DeSmit  
Program Director.....Charles Lynch  
Promotion Director.....William Hunt  
Film Mgr.....Mel Haavind  
Chief Engineer.....Arthur Covell

## WJIM-TV—Lansing—1950

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By.....Gross Telecasting, Inc.  
Address.....2820 E. Saginaw  
Tel.: IV 2-1333.....ABC-CBS-NBC  
Representative.....Peters, Griffin, Woodward  
President.....Harold Gross  
Commercial Mgr.....Keith R. Oliver  
Film Manager.....Phil Sherck  
Prom., Pub.....Ned Ryan  
Chief Engineer.....Carleton Musson

## WDMJ-TV—Marquette—1956

Channel: 6 VHF..AP: 60 Kw..VP: 100 Kw.



**MICHIGAN-MINNESOTA**

Owned-Oper. By . . . . . Lake Superior Bcstg Co.  
 Business Address . . . . . 249 W. Washington St.  
 Newspaper Affiliation . . . . . Mining Journal  
 Tel.: CA 6-3524 . . . . . CBS  
 Representative . . . . . Weed  
 President . . . . . Frank J. Russell, Jr.  
 General Mgr. . . . . W. H. Treloar  
 Sta., Comm. Mgr. . . . . Robert J. Luke  
 Program Dir. . . . . Ted Hansen  
 Promotion Dir. . . . . Ruby Apostle  
 Film Mgr. . . . . Kenneth Borst  
 Chief Engineer . . . . . Paul Anick

**WILX-TV—Onondaga-Lansing  
1959**

Channel: 10 VHF . . . . . AP: 174 Kw. . . . . VP: 316 Kw.  
 Owned-Oper. By . . . . . TV Corp. of Mich.  
 Business Address . . . . . Hotel Hayes, Jackson  
 Tel.: State 3-2621 . . . . . NBC  
 Sta. Rep. . . . . Venard, Rintoul, McConnell  
 Pres., Gen. Mgr. . . . . J. C. Pomeroy  
 Gen. Sales Mgr. . . . . Martin Giaino  
 Promotion Manager . . . . . L. B. Fishout  
 Program Director . . . . . David Froh  
 Chief Engineer . . . . . Donald Wright

**WKNX-TV—Saginaw—1953**

Channel: 57 UHF . . . . . AP: 207 Kw. . . . . VP: 103 Kw.  
 Owned-Operated By . . . . . Lake Huron Bcstg. Co.  
 Address . . . . . 221 S. Wash. Ave.  
 Tel.: PL 3-4471 . . . . . CBS  
 Representative . . . . . Gill-Perna, Inc.  
 President, Gen. Mgr. . . . . William J. Edwards  
 V.P. . . . . Hon. Alvin M. Bentley  
 Station Manager . . . . . Howard H. Wolfe  
 Commercial Manager . . . . . Robert M. Chandler  
 Program Director . . . . . Robert A. Oliver  
 Business Mgr. . . . . L. Lee Purvis  
 Prom. Dir. . . . . Vincent Picard  
 Film Manager . . . . . A. J. Schweitzer  
 Chief Engineer . . . . . Max W. Thomas

**WPBN-TV—Traverse City  
1954**

Channel: 7 VHF . . . . . AP: 32.4 Kw. . . . . VP: 53.7 Kw.  
 Owned-Oper. By . . . . . Midwestern Bcstg. Co.  
 Business Address . . . . . Paul Bunyan Bldg.  
 Tel.: WI 7-7675 . . . . . NBC  
 Representative . . . . . Beckjorden  
 President, Gen. Mgr. . . . . Les Biederman  
 Station Mgr., Prog. Dir. . . . . John Anderson  
 Commercial Mgr. . . . . R. E. Detwiler  
 V.P.—Chief Engineer . . . . . William H. Kiker

Pop.: 3,325,000  
 Families: 969,000  
 Radio Homes: 946,000

**Minnesota**

Stations in State: 63  
 TV Homes: 814,000  
 TV Stations: 11

**KCMT—Alexandria—1958**

Channel: 7 VHF . . . . . AP: 13.2 Kw. . . . . VP: 26.6 Kw.  
 Owned By . . . . . Central Minn. TV Co.  
 Business Address . . . . . 7th & Fillmore  
 Tel.: RO 3-5166 . . . . . ABC-NBC  
 Sta. Rep. . . . . Avery-Knodel, Inc.  
 President . . . . . Joseph O. Perino  
 Gen., Sta. Mgr. . . . . Glenn W. Flint  
 Comm. Mgr. . . . . Gideon Klein  
 Prog. Dir. . . . . Ken Bechtel  
 Prom. Dir. . . . . Russell Cox  
 Film Mgr. . . . . Douglas Froemming  
 Chief Engineer . . . . . K. Olson

**KMMT—Austin—1953**

Channel 6 VHF . . . . . AP: 6.17 Kw. . . . . VP: 12.3 Kw.  
 Owned By . . . . . Blackhawk Bcstg. Co.  
 Business Address . . . . . Hiway No. 105 S.  
 Tel.: HE 3-8836 . . . . . ABC-NTA  
 Representative . . . . . Avery-Knodel, Inc.  
 General Manager . . . . . Thomas L. Young  
 Commercial Manager . . . . . Don Jones  
 Promotion Director . . . . . Marge Nelson  
 Film Manager . . . . . Dick Lane  
 Chief Engineer . . . . . Leo Chenier

**KDAL-TV—Duluth-Superior  
1954**

Channel: 3 VHF . . . . . AP: 50 Kw. . . . . VP: 100 Kw.

Owned-Oper. By . . . . . Red River Bcstg. Co., Inc.  
 Business Address . . . . . Bradley Building  
 Tel.: RA 2-2628 . . . . . ABC-CBS  
 Representative . . . . . Avery-Knodel  
 General Manager . . . . . Odin S. Ramsland  
 Sales Manager . . . . . John Grandy  
 Chief Engineer . . . . . Robert Dettman

**WDSM-TV—Duluth-Superior  
1954**

Channel: 6 VHF . . . . . AP: 50 Kw. . . . . VP: 100 Kw.  
 Owned-Oper. By . . . . . Northwest Publications, Inc.  
 Bus. Address . . . . . 230 E. Superior St., Duluth  
 Tel.: RA 7-8484 . . . . . ABC-NBC  
 News. Affil. . . . . Duluth Herald & News-Tribune  
 Sta. Rep. . . . . Peters, Griffin, Woodward; Evans  
 President . . . . . Bernard H. Ridder  
 General Mgr. . . . . Clarence D. Tully  
 Commercial Manager . . . . . Carlo Anneke  
 Program Dir. . . . . Ed Conrad  
 Promotion Director . . . . . Martin Olson  
 Film Manager . . . . . Bill Ashton  
 Chief Engineer . . . . . George Carlson

**WCCO-TV—Minneapolis—1949**

Channel: 4 VHF . . . . . AP: 50 Kw. . . . . VP: 100 Kw.  
 Owned-Oper. By . . . . . Midwest Radio-TV Inc.  
 Bus. Studio Address . . . . . Radio City—50 S. 9th St.  
 Tel.: FE 8-0552 . . . . . CBS  
 Newspaper Affiliation . . . . . Star & Tribune Co.

There's always  
something  
interesting and  
exciting on

**KMSP-TV**  
**Channel 9**

MINNEAPOLIS-ST. PAUL

AN NTA OWNED AND OPERATED STATION

## MINNESOTA-MISSISSIPPI

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

### KMSP-TV—Minneapolis-St. Paul 1955

Channel: 9 VHF . . . AP: 158 Kw. . . VP: 316 Kw.  
 Owned-Oper. By . . . . . United Television, Inc.  
 Business Address . . . . . 180 Foshay Tower  
 Tel.: FE 9-8811 . . . . . NTA  
 Station Rep. . . . . NTA Spot Sales; H & R West  
 Pres., Gen. Mgr. . . . . Donald Swartz  
 Commercial Manager . . . . . Richard Butterfield  
 Nat. Sales Mgr. . . . . James W. Anderson  
 Program Dir. . . . . Joseph Carney  
 Publicity Director . . . . . David Lee  
 Chief Engineer . . . . . Gordon Benson

### WTCN-TV—Minneapolis—1953

Channel: 11 VHF . . . AP: 150 Kw. . . VP: 316 Kw.  
 Owned-Operated By . . . . . Twin State Bcstg. Inc.  
 Business Address . . . . . 2925 Dean Blvd.  
 Tel.: Walnut 7-8881 . . . . . ABC  
 Representative . . . . . Katz  
 President . . . . . Weston C. Pullen, Jr.  
 Gen., Sta. Mgr. . . . . Phil Hoffman  
 Commercial Manager . . . . . James R. Hoel

Prog. Dir., Film Mgr. . . . . Ted Snider  
 Asst. Mgr. . . . . John M. Baldwin  
 Chief Engineer . . . . . W. Fritze

### KROC-TV—Rochester—1953

Channel: 10 VHF . . . AP: 120 Kw. . . VP: 240 Kw.  
 Owned-Oper. By . . . . . So. Minn. Bcstg. Co.  
 Business Address . . . . . 100 - 1st Ave. Bldg.  
 Tel.: AT 2-8665 . . . . . NBC  
 Station Representative . . . . . Meeker; Hyett  
 President . . . . . Mrs. Gregory P. Gentling  
 General Manager . . . . . G. David Gentling  
 Station Manager . . . . . Willard Lampman  
 Comm. Mgr. . . . . Will Jackson  
 Prom., Pub. Director . . . . . Mrs. Gen Holmes  
 Prog. Dir., Film Manager . . . . . Don Perry  
 Chief Engineer . . . . . Robert W. Cross

### KSTP-TV—St. Paul—Minneapolis—1948

Channel: 5 VHF . . . AP: 60 Kw. . . VP: 100 Kw.  
 Owned-Operated By . . . . . KSTP, Inc.  
 Bus., Trans. Lo. . . . . 3415 University Ave., St. Paul  
 Tel.: MI 5-2724 . . . . . NBC  
 Representative . . . . . Edward Petry  
 President, Gen. Mgr. . . . . Stanley E. Hubbard  
 Exec. V.P. & Treas. . . . . K. M. Hance  
 National Sales Dir. . . . . James E. Blake  
 V.P. Chge. Sales . . . . . Marvin L. Rosene  
 V.P. Research, Dev. . . . . Stanley S. Hubbard  
 Prog. Dir., Film Mgr. . . . . Del Franklin  
 Prom., Pub. Director . . . . . William Davey  
 Chief Engineer . . . . . Wm. S. Sadler

Pop.: 2,259,000  
 Families: 585,000  
 Radio Homes: 569,000

## Mississippi

Stations in State: 72  
 TV Stations: 11  
 TV Homes: 334,000

### WCBI-TV—Columbus—1956

Channel: 4 VHF . . . AP: 18 Kw. . . VP: 20 Kw.  
 Owned-Oper. By . . . . . Bernie Imes, Jr.  
 Business Address . . . . . Highway 12 North  
 Tel.: FAirfax 8-5631 . . . . . ABC-CBS-NBC-NTA  
 Newspaper Affiliation . . . . . Commercial Dispatch  
 Representative . . . . . Everett McKinney  
 President . . . . . Birney Imes, Jr.  
 Gen., Prom. Mgr. . . . . P. B. Hinman  
 Commercial Mgr. . . . . Bill Whitfield  
 Program Director . . . . . Jack Huffman  
 Film Manager . . . . . Edward Prescott  
 Chief Engineer . . . . . Tom McFerrin

### WDAM-TV—Hattiesburg

Channel: 9 VHF . . . AP: 33.1 Kw. . . VP: 55 Kw.  
 Owned-Oper. By . . . . . Lion Television Corp.  
 Business Address . . . . . Box 1649  
 Tel.: JU 4-8441 . . . . . ABC-NBC  
 Representative . . . . . Pearson  
 President . . . . . David A. Matison  
 General Mgr. . . . . Marvin Reuben  
 Comm. Mgr. . . . . Jerry P. Keith  
 Program Director . . . . . Dave L. Waite  
 Promotion Director . . . . . Max Goodman  
 Film Manager . . . . . Charles Shade  
 Chief Engineer . . . . . Clarence Vogel

### WJTV—Jackson—1954

Channel: 12 VHF . . . AP: 158 Kw. . . VP: 316 Kw.  
 Owned-Oper. By . . . . . Capitol Broadcasting Co.  
 Business Address . . . . . Box 8187  
 Tel.: FI 4-2512 . . . . . ABC-CBS-NTA  
 Newspaper Affil. . . . . Clarion Ledger; Daily News  
 Station Representative . . . . . Katz  
 President . . . . . T. M. Heder, Jr.  
 General Manager . . . . . L. M. Sepaugh  
 Station Manager . . . . . Owens F. Alexander  
 Comm. Manager . . . . . Bill Carlier  
 Program Director . . . . . Ken Parks  
 Prom., Pub. Dir. . . . . Sandy McMillan  
 Film Manager . . . . . L. M. Sepaugh, Jr.  
 Chief Engineer . . . . . C. A. Perkins

### WLBT—Jackson—1953

Channel: 3 VHF . . . AP: 50 Kw. . . VP: 100 Kw.  
 Owned-Oper. By . . . . . Lamar Life Bcstg. Co.  
 Business Address . . . . . 715 S. Jefferson  
 Tel.: FI 2-2691 . . . . . ABC-NBC  
 Representative . . . . . Hollingbery  
 President . . . . . P. K. Lutken  
 Gen., Station Mgr. . . . . Fred L. Beard  
 Comm. Manager . . . . . Frank Gentry  
 Program Director . . . . . Maurice Thompson  
 Prom., Pub. Director . . . . . Charles H. Allen

DEDICATED TO AGENCY • CLIENT SERVICE IN THE ENTERTAINMENT CENTER OF THE MID-WEST

KPLR<sup>T</sup>

channel **11** st. louis, mo.

**DESIGNED  
EQUIPPED  
STAFFED  
PROGRAMMED**

WITH THE CATALYST OF EXCITING TELEVISION

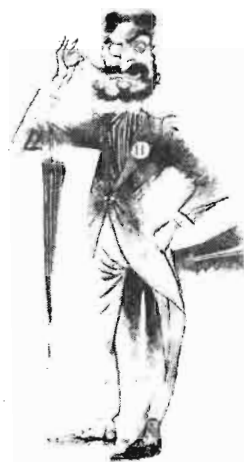
# IMAGINATION

from it's

**VIDEO CITY STUDIOS** ✱

Chase/Park Plaza Hotels

St. Louis 8, Missouri



**16** *new concept on location studios*

**2** *video tape units*

*swimming pool*

*ice rink*

**75'** by **65'** *main production stage*

For The Full  
Channel 11 Story  
See the Colonel  
at P.G.W.

MR. HAROLD KOPLAR *President*

MR. JAMES L. CADDIGAN *Executive Vice-President*

MR. JAMES GOLDSMITH *Director of Sales*

MISSISSIPPI-MISSOURI

Film Manager.....Bruce Nicholson  
 Chief Engineer.....Bob Smathers

**WTOK-TV—Meridian—1953**

Channel: 11 VHF..AP: 156 Kw..VP: 316 Kw.  
 Owned-Oper. By.....Southern Television Corp.  
 Business Address.....Southern Bldg.  
 Tel.: 3-1441.....ABC-CBS-NBC  
 Representative.....Headly-Reed  
 President.....Robert F. Wright  
 Sales Manager.....W. B. Crooks  
 Prog., Prom. Dir.....Cecil Germany  
 Chief Engineer.....Joe Saxon

**WTWV—Tupelo—1957**

Channel: 9 VHF..AP: 13.6 Kw..VP: 27.2 Kw.  
 Owned-Oper. By.....Tupelo Citiz. TV Co.  
 Bus. Address.....Beech Springs Rd.; Box 163  
 Tel.: VI 2-7620.....NBC  
 Representative.....Jack Masla  
 Pres., Gen. Mgr.....Frank K. Spain  
 Commercial Manager...Charles H. Hicks, Jr.  
 Program Director.....William B. Landers  
 Prom., Pub. Dir.....Perrin Purvis  
 Film Manager.....Gerald D. Stanford

Pop.: 4,531,070  
 Families: 1,359,000  
 Radio Homes: 1,321,000

**Missouri**

Stations in State: 77  
 TV Homes: 1,169,000  
 TV Stations: 17

**KFVS-TV—Cape Girardeau  
 1954**

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By.....Hirsch Broadcasting Co.  
 Business Address.....324 Broadway  
 Tel.: ED 5-5511.....CBS  
 Station Representative.....Headly-Reed Co.  
 President.....Oscar C. Hirsch

**KOMU-TV—Columbia—1953**

Channel: 8 VHF..AP: 126 Kw..VP: 251 Kw.  
 Owned-Oper. By.....Curators of Univ. of Mo.  
 Business Address.....Highway 63, South  
 Tel.: Gibson 2-1122.....ABC-NBC-NTA  
 Representative.....H.R.  
 Director of TV.....Edward G. Lambert  
 Station Manager.....Glenn C. Griswold  
 Commercial Manager.....John O. Conwell  
 Program Director.....Monte Gurwit  
 Promotion Director.....Jean Meredith  
 Film Manager.....Ron C. Hunt  
 Chief Engineer.....William J. Reagan

**KHQA-TV—Hannibal—1953**

Channel: 7 VHF..AP: 158..Kw..VP: 316 Kw.  
 Owned-Oper. By.....Lee Broadcasting, Inc.  
 Business Address.....510 Main St., Quincy, Ill.  
 Tel.: BA 2-6200.....CBS  
 Representative.....Weed  
 Gen., Nat'l. Sls. Mgr.....Walter Rothschild  
 Program Dir.....Bob Eickmeyer  
 Promotion Director.....Dick Moore  
 Film Manager.....Jean Eager  
 Chief Engineer.....J. E. Gray

**KRCG-TV—Jefferson City—1955**

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By.....Jefferson TV Co.  
 Business Address.....Jefferson City  
 Tel.: 6-6188.....ABC-CBS  
 Newspaper Affiliation.....News Tribune  
 Representative.....Blair TV Assoc.  
 President.....William H. Weldon  
 Gen., Film Mgr.....Robert Blosser  
 Sales Mgr.....R. E. Maxwell  
 Chief Engineer.....Edward Schuelein

**KODE-TV—Joplin—1954**

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By.....WSTV, Inc.  
 Business Address.....1928 W 13th St.  
 Tel.: MA 3-7260.....ABC-CBS-NTA  
 Representative.....Avery-Knodel  
 President.....Jack N. Berkman  
 General Manager.....Harry Burke  
 Commercial Mgr.....D. T. Knight  
 Program Director.....Ronald Robson  
 Prom., Pub. Dir.....William Harned  
 Chief Engineer.....Jack Langford

**KCMO-TV—Kansas City—1953**

Channel: 5 VHF..AP: 60 Kw..VP: 100 Kw.  
 Owned-Oper. By.....Meredith Publishing Co.  
 Business Address.....125 East 31st St.  
 Tel.: JE 1-6789.....CBS  
 Representative.....Katz  
 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.....Carl Troeglen  
 Owners of: KPHO, Phoenix, Ariz.; WOW-TV,  
 Omaha, Neb.; WHEN-TV, Syracuse, N. Y.  
 (See Page 498)

**WDAF-TV—Kansas City—1949**

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Operated By...Natl. Missouri TV Inc.  
 Business Address.....Signal Hill  
 Tel.: PL 3-4567.....NBC  
 Representative...Harrington, Righter, & Parsons  
 President.....Charles L. Glett  
 General Manager.....William A. Bates  
 Station Manager.....Jay Barrington  
 Comm. Manager.....E. Manne Russo  
 Program Director.....Bob Wormington  
 Promotion Director.....Jud Woods  
 Chief Engineer.....James Schmidt

**KMBC-TV—Kansas City—1953**

Channel: 9 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By.....KMBC Bcstg. Co.  
 Business Address.....11th & Central Streets

## MISSOURI-MONTANA

Tel.: HA 1-2650.....ABC  
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  
Promotion Director..... Joe Redmond  
Chief Engineer..... Henry Goldenberg

### KMOS-TV—Sedalia—1954

Channel: 6 VHF..AP: 8.7 Kw..VP: 16.4 Kw.  
Owned-Oper. By....Cook Paint & Varnish Co.  
Business Address.....2100 W. Broadway  
Tel.: TAYlor 6-1651.....ABC  
Representative ..... Pearson  
Gen., Sta. Mgr..... John Garner  
Commercial Manager..... Virgil L. Cobia  
Prog., Prom. Dir..... Miss Le Chapman  
Chief Engineer..... Bob Klein

### KTTS-TV—Springfield—1953

Channel: 10 VHF.AP: 190.55 Kw.VP: 316 Kw.  
Owned-Oper. By.....Independent Bcstg. Co.  
Business Address.....P.O. Box 1716 SSS  
Tel.: UNiversity 2-7474.....CBS-N/A  
Representative ..... Weed  
President ..... J. H. G. Cooper  
Gen., Sta. Mgr..... G. Pearson Ward  
Sales Manager..... Jack Lloyd  
Program Director..... Kevin McAndrews  
Film Manager..... Ted Tucker  
Chief Engineer..... William F. Curry

### KYTV—Springfield—1953

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By....Springfield Television Inc.  
Business Address.....999 W. Sunshine  
Tel.: 6-2766.....NBC-ABC  
Representative ..... Hollingsbery  
Co-Mgr., Comm. Mgr..... Ralph L. Stufflebam  
Co-Mgr., Prog. Dir..... Carl Fox  
Chief Engineer..... E. Dennis White

### KFEQ-TV—St. Joseph—1953

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By.....KFEQ Bcstg. Co.  
Business Address.....40th & Faxon  
Tel.: ADams 3-2528.....ABC-CBS  
Representative ..... Blair Assoc.  
President ..... Jesse D. Fine  
Gen., Sta. Mgr..... Ted Nelson  
Sales Manager..... Carlton Schirmer  
Prog. Dir., Film Mgr..... Gene Milsteyn  
Promotion Director..... Franklin Kay  
Chief Engineer..... John Carroll

### KPLR-TV—St. Louis—1959

Channel: 11 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper. By....North Kingshighway, Inc.  
Address.....4935 Lindell Blvd.  
Tel.: FOrest 7-3300.....Independent  
Representative.....Peters, Griffin, Woodward  
President ..... Harold Koplak  
Exec. Vice President..... James L. Caddigan  
Dir. of Sales..... James Goldsmith  
Publicity-Promo..... M. E. Furey  
Dir. of Engineering..... K. E. Hildebrand  
(See Page 856)

### KSD-TV—St. Louis—1947

Channel: 5 VHF..AP: 60.3 Kw..VP: 100 Kw.  
Owned-Oper. By....The Pulitzer Publishing Co.  
Address.....1111 Olive St.  
Tel.: MAin 1-111.....NBC  
Newspaper Affiliation..St. Louis Post-Dispatch  
Representative.....NBC Spot Sales  
President ..... Joseph Pulitzer, Jr.  
Gen., Sta. Mgr..... Harold Grains  
Commercial Mgr..... Guy E. Yedell  
Pub. Dir. .... Robert Hannon  
Film Mgr. .... Keith Gunther  
Promotion Director..... Fred J. Mueller  
Chief Engineer..... J. E. Risk

### KMOX-TV—St. Louis—1958

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By....CBS, Inc.  
Business Address.....12th & Cole Sts.  
Tel.: MAin 1-9100.....CBS  
Representative.....CBS-TV Spot Sales  
Gen. Mgr..... Gene Wilkey  
Sales Manager..... Charles McAbee  
Prog. Dir., Film Mgr..... Leon Drew  
Dir. of Tech. Oper..... Harry Harvey  
Dir., Pub., Prom..... Tom Stanton

### KTVI—St. Louis—1955

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned.....Signal Hill Telecasting Corp.  
Business Address.....5915 Berthold  
Tel.: MI 7-3600.....ABC  
Newspaper Affiliation.....Globe Democrat  
Representative ..... Blair-TV  
President ..... Harry Tenenbaum  
V.P., Gen. Mgr..... Joseph Bernard  
V.P., Sta. Mgr..... Paul E. Peltason  
Commercial Manager..... Paul Litt  
Prog. Dir..... Frederick S. Buschmeyer  
Promotion Director..... Don B. Curran  
Film Manager..... John Link  
Chief Engineer..... Richard Trompeter

Pop.: 674,000  
Families: 211,000  
Radio Homes: 197,000

# Montana

Stations in State: 32  
TV Homes: 122,000  
TV Stations: 10

### KGHL-TV—Billings—1958

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.  
Address.....214 N. 30th St.  
Owned.....Midland Empire Bcstg. Co.

Tel.: 2-4676.....NBC  
Station Representative.....Young  
President.....P. N. Fortin  
General Manager..... Jeff Klichli  
Commercial Mgr..... Warren Marshall

## MONTANA-NEBRASKA

Prog., Prom. Dir. .... Gertrude Nyberg  
 Chief Engineer ..... D. Jansma

### KOOK-TV—Billings—1953

Channel: 2VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By ..... Montana Network  
 Business Address ..... P. O. Box 2557  
 Tel.: 2-5611 ..... ABC-CBS  
 Station Representative .... Gill-Perna; Moore  
 Pres., Gen. Mgr. .... Joseph S. Sample  
 Station Manager ..... Ed Peiss  
 Comm. Manager ..... John Conner  
 Program Director ..... George Green  
 Promotion Director ..... Conna G. May  
 Publicity Director ..... C. Randall Philmp  
 Film Manager ..... Duane McCoy  
 Chief Engineer ..... Grant French

### KXLF-TV—Butte—1953

Channel: 4 VHF..AP: 29.5 Kw..VP: 56.2 Kw.  
 Owned-Oper. By ..... Television Montana  
 Business Address ..... Box 1956  
 Tel.: 2-9111 ..... ABC-NBC-CBS  
 Representative ..... Gill Perna, Moore  
 Pres., Gen. Mgr. .... E. B. Craney  
 Station Manager ..... Jim Manning  
 Chief Engineer ..... Lloyd Scott

### KXGN-TV—Glendive—1957

Channel: 5 VHF..AP: 2.5 Kw..VP: 5 Kw.  
 Owned by ..... Glendive Bcstg. Corp.  
 Address ..... 122 S. Merrill Ave.  
 Tel.: Empire 5-3377 ..... ABC-CBS  
 Representative ..... Grant Webb  
 Pres., Film Mgr. .... Lewis W. Moore  
 Pres., Gen. Mgr. .... E. B. Craney  
 General Manager ..... Daniel C. Palen  
 Program Director ..... Shirley Henriksen

### KFBB-TV—Great Falls—1953

Channel: 5 VHF..AP: 12.7 Kw..VP: 25.4 Kw.  
 Owned-Oper. By ..... Wilkins Broadcast Inc.

Business Address ..... Box 1139  
 Tel.: GL 3-4377 ..... ABC-CBS-NBC  
 Station Representative ..... Gill-Perna  
 Pres., Gen. Mgr. .... J. P. Wilkins  
 Comm., Sta. Manager ..... W. C. Blanchette  
 Program Director ..... Pen Brown  
 Chief Engineer ..... Anthony Lopuch

### KRTV—Great Falls—1958

Channel: 3 VHF..AP: 0.25 Kw..VP: 0.5 Kw.  
 Owned By ..... Snyder & Assoc.  
 Business Address ..... Box 818  
 Tel.: GL 2-2433 ..... Independent  
 Sta. Rep. .... Forjoe  
 Pres., Gen., Sta. Mgr. .... Dan Snyder  
 Program, Prom. Dir. .... Don Bradley

### KULR—Kalispell—1957

Channel: 9.....AP: 8.9 Kw.....VP: 15.1 Kw.  
 Owned By ..... KGEZ-TV, Inc.  
 Business Address ..... Buffalo Hill  
 Tel.: SK 6-5056 ..... CBS-NBC  
 Representative ..... Donald Cooke  
 President ..... Frank Reardon  
 Station Manager ..... G. Norman Penwell  
 Ch. Eng. .... Jess Waymire

### KMSO-TV—Missoula—1954

Channel: 13 VHF..AP: 95 Kw..VP: 191 Kw.  
 Owned-Oper. By ..... Mosby's Inc.  
 Business Address ..... 127 East Main St.  
 Tel.: 9-4169 ..... ABC-CBS-NBC  
 Pres., Sta. Mgr. .... A. J. Mosby  
 Comm. Mgr., Prog. Dir. .... Stanley Deck  
 Prom., Pub. Dir. .... Laurel Eicholz  
 Film Manager ..... Linda Paoli  
 Chief Engineer ..... Amos Hargrave

Pop.: 1,519,000  
 Families: 461,000  
 Radio Homes: 450,000

## Nebraska

Stations in State: 33  
 TV Homes: 373,000  
 TV Stations: 11

### KHAS-TV—Hastings—1956

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By ..... Nebraska TV Corp.  
 Business Address ..... Box 476  
 Tel.: 3-1321 ..... NBC  
 Newspaper Affiliation Hastings Daily Tribune  
 Representative ..... Weed  
 President ..... Fred A. Seaton  
 General Mgr. .... Duane L. Watts  
 Operations Mgr. .... Bob Schnuelle  
 Chief Engineer ..... Duane Allison

Tel.: WY 5-5952 ..... ABC-CBS  
 Representative ..... Meeker  
 President ..... Wayne Brewster  
 Gen. Mgr. .... Harold Hamilton  
 Station Manager ..... Jack Gilbert  
 Film Mgr. .... Bob Brooke  
 Production Manager ..... Moe Milliken  
 Pub. Director ..... Tom Nuss  
 Dir. of Eng. .... Dixie Greely

### KOLN-TV—Lincoln—1953

Channel: 10 VHF..AP: 153 Kw..VP: 316 Kw.  
 Owned By ..... Cornhusker Radio & TV Corp.  
 Address ..... 40th and W Sts.  
 Tel.: 6-2387 ..... ABC-CBS-NTA  
 Representative ..... Avery-Knodel  
 President ..... John E. Fetzer  
 Gen., Sta. Mgr. .... A. James Ebel

### KHOL-TV—Kearney—1953

Channel: 13 VHF..AP: 102 Kw..VP: 204 Kw.  
 Owned-Oper. By ..... Bi-States Co.  
 Business Address ..... Holdrege, Nebr.

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.**

Comm. Manager ..... Lester C. Rau  
Program Director ..... Robert L. Johnson  
Prom. Pub. Dir. .... Charles Wallick  
Film Manager ..... Eli Modenstein  
Chief Engineer ..... D. R. Taylor

**KNOP-TV—North Platte—1958**

Channel: 2 VHF..AP. 13 Kw..VP: 25.9 Kw.  
Owned By ..... North Platte TV Inc.  
Business Address ..... Box 756  
Tel.: 5474 ..... NBC  
President ..... Russ Clarke  
Gen. Sta. Mgr. .... Bob Riedy  
Comm. Mgr. .... Howard Morgan, Jr.  
Program. Prom. Dir. .... Bill Wood

**KETV—Omaha—1957**

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned ..... Herald Corp.  
Address ..... 27th & Douglas Sts.  
Tel.: HArney 7777 ..... ABC-NTA  
Newspaper Affil. .... World-Herald  
Station Representative ..... H-R Representatives  
President ..... Ben H. Cowdery  
V.P., Gen. Mgr. .... Eugene S. Thomas  
Commercial Manager ..... Robert O. Parson  
Program Director ..... W. D. Donaldson  
Prom., Pub. Dir. .... Robert F. Coats  
Film Manager ..... Dewey Nelsen  
Chief Engineer ..... J. S. Petrik

**KMTV—Omaha—1949**

Channel: 3... AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. By ..... May Bcstg. Co.  
Bus. Trans. Address ..... 2615 Farnam St.  
Tel.: HA 3333 ..... NBC  
Representative ..... PeTRY  
President ..... Edward W. May  
Gen. Sta. Mgr. .... Owen Saddler  
Commercial Mgr. .... Arden E. Swisher  
Program Director ..... Lew Jeffrey  
Promotion Director ..... Amos Eastridge  
Film Manager ..... Ken Michaelsen  
Pub. Dir. .... Burt Mann  
Chief Engineer ..... R. J. Schroeder

**WOW-TV—Omaha—1949**

Channels: 6 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By ..... Meredith WOW, Inc.  
Business Address ..... Insurance Bldg.  
Tel.: WE 3400 ..... CBS  
Representative ..... Blair TV  
V.P., Gen. Manager ..... Frank P. Fogarty  
Asst. Gen. Manager ..... Lyle DeMoss  
Sales Mgr. .... Fred Ebener  
Prog. Dir., Film Mgr. .... Bill McBride  
Prom., Pub. Dir. .... Robert Seitzer  
Dir. of Engineering ..... Wm. J. Kotera  
Chief Engineer ..... Glenn Flynn  
Owners of: KCMO-TV, Kansas City, Mo.;  
KPHO, Phoenix, Ariz; WHEN-TV, Syracuse,  
N. Y.

(See Page 498)



Pop.: 286,000  
Families: 96,000  
Radio Homes: 87,000

# Nevada

Stations in State: 17  
TV Homes: 88,000  
TV Stations: 6

## KLRJ-TV—Las Vegas—1955

Channel: 2 VHF...AP: 6.3 Kw...VP: 12.2 Kw.  
Owned-Oper. By...Southwestern Publishing  
Bus. Address...4850 Henderson Hwy.; Box 550  
Tel.: DU 2-1760.....NBC-NTA  
Newspaper Affiliation.....Review-Journal  
Representative.....Avery-Knodel  
President.....Donald W. Reynolds  
General Mgr.....William D. Stiles  
Station Manager.....Mark Smith  
Nat'l Sls. Mgr.....Allen W. Dunn  
Managing Director.....A. E. Cahlan  
Prog. Dir., Film Mgr.....Robert Shehtanian  
Chief Engineer.....David Rogers

## KLAS-TV—Las Vegas—1953

Channel: 8 VHF...AP: 27 Kw...VP: 55 Kw.  
Owned-Oper. By...Las Vegas Television Inc.  
Address.....250 E. Desert Inn Rd.  
Tel.: DU 2-6138.....CBS  
Newspaper Affiliation.....Sun  
Representative.....Weed  
President.....Herman M. Greenspun  
General Manager.....Marian Y. Komar  
Sales Mgr.....Alex Gold

Program Director.....Don Holladay  
Chief Engineer.....Herschel C. McKenzie

## KSHO-TV—Las Vegas—1956

Channel: 13VHF...AP: 5.5 Kw...VP: 11 Kw.  
Owned-Oper.....TV Co. of Amer., Inc.  
Business Address.....El Rancho Hotel  
Tel.: DU 2-8010.....ABC  
Representative.....Forjoe  
V.P., Gen. Mgr.....George Glavin  
Commercial Mgr.....Hal Wilkerson  
Oper. Mgr.....Lee Peer  
Chief Engineer.....Al Mehner

## KOLO-TV—Reno—1953

Channel: 8 VHF...AP: 6 Kw...VP: 12 Kw.  
Owned-Oper...Nevada Radio-Television Inc.  
Business Address.....770 East 5th St.  
Tel.: FA 3-0721.....ABC-CBS-NBC  
Representative.....Pearson  
President.....Donald W. Reynolds  
General Manager.....Harry Huey  
Sta. Mgr.....Lee Hirschland  
Prod. Dir.....Durward Yasmer  
Pub. Dir.....Helen Busscher  
Chief Engineer.....Tom Hughes

Pop.: 584,000  
Families: 174,000  
Radio Homes: 170,000

# New Hampshire

Stations in State: 16  
TV Homes: 155,000  
TV Stations: 2

## WMUR-TV—Manchester—1953

Channel: 9 VHF...AP: 155 Kw...VP: 282 Kw.  
Owned-Oper. By...United TV Co. of N. H.  
Business Address.....1819 Elm St.  
Tel.: NAtional 3-8061.....ABC

Representative.....Forjoe  
President.....Francis P. Murphy  
Comm. Manager.....Gordon Moore  
Prog. Dir.....Warren S. Park  
Chief Engineer.....Ralph U. Nadeau

**FOR RADIO STATION  
PERSONNEL  
SEE PAGE 516**

There's always  
something  
interesting and  
exciting on  
**WNTA-TV**  
Channel 13

METROPOLITAN N.Y.

AN NTA OWNED AND OPERATED STATION

Pop.: 5,865,000  
Families: 1,745,000  
Radio Homes: 1,731,000

## New Jersey

Stations in State: 26  
TV Homes: 1,539,000  
TV Stations: 5

### WNTA-TV—Newark—1948

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper. By.....National Telefilm Assoc.  
Business Address.....1020 Broad Street  
Tel.: MI 2-6400.....NTA

V.P. Gen. Mgr.....Malcolm C. Klein  
Sales Mgr.....Paul O'Brien  
Business Mgr.....Joe Morris  
Program Director.....Jack Lynn  
Sales Prom. Dir.....Barbara Wilkens  
Chief Engineer.....Henry L. Dabrowski

Pop.: 904,000  
Families: 249,000  
Radio Homes: 240,000

## New Mexico

Stations in State: 49  
TV Homes: 172,000  
TV Stations: 7

### KGGM-TV—Albuquerque—1953

Channel: 13 VHF..AP: 44.6 Kw..VP: 89.1 Kw.  
Owned-Oper. By.....New Mexico Bcstg. Co.  
Bus. Address.....1414 Coal Ave. S. W.  
Tel.: CH 3-2285.....CBS  
Representative.....Branham  
Pres., Gen., Sta. Mgr.....A. R. Hebenstreit  
Comm. Manager.....Ralph C. Rhoads  
Prom. Dir.....Jim Laramore  
Traff. Dir.....Vergie Abeyta  
Film Manager.....Stretch Scherer  
Chief Engineer.....Leonard F. Dodds

### KAVE-TV—Carlsbad—1956

Channel: 6 VHF..AP: 5 Kw..VP: 10.7 Kw.  
Owned-Oper. By...Voice of the Caverns, Inc.  
Business Address.....P.O. Box 631  
Tel.: TUXedo 5-4101.....CBS  
Representative.....Branham  
President.....Edward Talbot  
Gen., Comm. Mgr.....Tom Wiseheart  
Program Director.....Neal Jones  
Promotion Director.....Marjorie Winfield  
Publicity Director.....Jerri Wright  
Film Manager.....Harvey Kagen  
Chief Engineer.....W. C. Carnahan

### KOAT-TV—Albuquerque—1953

Channel: 7 VHF..AP: 44.7 Kw..VP: 87.1 Kw.  
Owned-Oper. By.....Alvarado TV Co.  
Business Address.....122 S.E. Tulane Dr.  
Tel.: ALpine 5-8716.....ABC-NTA  
Station Representative.....Bolling; Brown  
President.....Clinton D. McKinnon  
Gen., Sta. Mgr.....Max A. Sklower  
Program Director.....Phil Eakins  
Chief Engineer.....James Sharmon

### KICA-TV—Clovis—1956

Channel: 12 VHF..AP: 16.2 Kw..VP: 30.2 Kw.  
Owned-Oper. By.....KICA, Inc.  
Business Address.....1000 Sycamore St.  
Tel.: PO 3-5511.....CBS  
Station Representative.....Branham  
President.....Frank Lesley  
Gen., Sta. Mgr.....J. H. Morris  
Commercial Manager.....Jim Wilkes  
Program Director.....James Moreland  
Film Manager.....Jim Martin  
Chief Engineer.....M. S. O'Dell

### KOB-TV—Albuquerque—1948

Channel: 4 VHF..AP: 5.3 Kw..VP: 10.2 Kw.  
Owned-Oper. By.....KSTP, Inc.  
Bus.-Studio Address...1430 Coal Ave., S. W.  
Tel.: CH 3-4411.....NBC  
Representative.....Petry  
Pres.....Stanley Hubbard  
Gen., Sta. Mgr.....George S. Johnson  
Commercial Manager...Robert D. Williams  
Prog. Dir., Film Mgr.....Jerry Danziger  
Prom., Pub. Dir.....Lowell Christison  
Chief Engineer.....Jerry Danziger

### KSWs-TV—Roswell—1953

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper. By.....John A. Barnett  
Business Address.....1717 W. Second St.  
Tel.: MA 2-6450.....ABC-CBS-NBC  
Representative.....Meeker, Melville  
Owner & Gen. Mgr.....John A. Barnett  
Asst. Gen. Manager.....W. L. Shackelford  
Director of Sales.....Paul B. McEvoy  
Prod. Director.....Owen Moore  
Act. Ch. Eng.....Edward R. Ridlon

Pop.: 17,125,000  
Families: 5,359,000  
Radio Homes: 5,285,000

# New York

Stations in State: 125  
TV Homes 4,829,000  
TV Stations: 32

## WTEN—Albany—1953

Channel: 10 UHF..AP: 72.5 Kw..VP: 145 Kw.  
Owned-Oper. By.....Capital Cities TV Corp.  
Business Address.....Box 10  
Tel.: 3-2225.....CBS  
Station Representative.....Blair  
President, Managing Dir.....Frank M. Smith  
General Manager.....Thomas S. Murphy  
Sales Manager.....William J. Lewis  
Program Dir.....Charles Pogan  
Promotion Dir.....Harry L. Goldman  
Chief Engineer.....Charles Heisler

## WAST—Albany—1953

Channel: 35 UHF..AP: 380 Kw..VP: 85.2 Kw.  
Owned-Operated By.....Van Curler Bcstg. Corp.  
Business Address.....15 N. Pearl St.  
Tel.: ALBany 5-5291.....ABC-NTA  
Representatives Venard, Rintoul & McConnell  
President.....S. H. Fabian  
General Mgr.....William A. Riple  
Commercial Mgr.....Dom Tovino  
Prog. Dir., Film Mgr.....Fred D. Shavor  
Chief Engineer.....Elmer C. Snow

## WINR-TV—Binghamton—1957

Channel: 40 UHF..AP: 535 Kw..VP: 1070 Kw.  
Owned.....Binghamton Press Co.  
Business Address.....70 Henry St.  
Tel.: 4-4318.....ABC-CBS-NBC  
Station Representative.....Everett-McKinney  
General Manager.....David F. Milligan  
Commercial Manager.....Bob Treuitt  
Program Director.....Shirley Ricciardelli  
Chief Engineer.....G. Ricciardelli

## WBNF-TV—Binghamton—1949

Channel: 12 VHF..AP: 83 Kw..VP: 166 Kw.  
Owned Oper. By.....Triangle Publications, Inc.  
Business Address.....One Henry St.  
Tel.: 3-7311.....ABC-CBS  
Newspaper Affiliation.....Phila. Inquirer  
Representative.....Blair TV, Inc.  
Vice President.....Roger W. Clipp  
General Manager.....George R. Durham  
Commercial Manager.....Edward M. Scala  
Oper. Mgr.....Russ Baker  
Merchandise Mgr.....Ruth Hider  
Film Manager.....Betty Edwards  
Chief Engineer.....Lamar Cox

## WBEN-TV—Buffalo—1948

Channel: 4 VHF..AP: 54 Kw..VP: 100 Kw.  
Owned-Oper. By.....WBEN, Inc.  
Business Address.....Statler-Hilton Hotel  
Tel.: MO 0930.....CBS  
Newspaper Affiliation.....Evening News  
Sta. Rep.....Harrington, Righter, Parsons  
President.....Alfred H. Kirchofer  
General Manager.....C. Robert Thompson  
Comm. Manager.....Nicholas J. Malter

Station Mgr.....George R. Torge  
Prom. Director.....Joseph A. Hoeffner  
Film Director.....Quintin P. Renner  
Program Director.....Frederick W. Keller  
Chief Engineer.....Ralph J. Kingsley

## WKBW-TV—Buffalo—1958

Channel: 7 VHF..AP: 42.7 Kw..VP: 70.8 Kw.  
Owned-Operated By.....WKBW, Inc.  
Business Address.....1420 Main St.  
Tel.: GARfield 0770.....ABC  
Sta. Rep.....Avery-Knodel  
Pres., Gen. Mgr.....Dr. Clinton H. Churchill  
Commercial Mgr.....Thomas E. Martin  
Program Dir.....Labe B. Mell  
Chief Engineer.....Floyd A. Timberlake

## WGR-TV—Buffalo—1954

Channel: 2VHF..AP: 66 Kw..VP: 100 Kw.  
Owned.....Transcontinent TV Corp.  
Business Address.....184 Barton St.  
Tel.: Su 7115.....NBC  
Representative.....Peters, Griffin, Woodward  
President.....David C. Moore  
Asst. Gen. Mgr.....William P. Dix, Jr.  
Sta. Mgr.....Van Beuren W. DeVries  
Comm. Mgr.....G. Paschall Swift  
Program Dir.....Paul Sciandra  
Owners of: WROC-TV, Rochester, N. Y.;  
WNEP-TV, Scranton, Pa.; WSWA-TV, Harrison-  
burg, Va.

## WCNY-TV—Carthage—1954

Channel: 7 VHF..AP: 95.5 Kw..VP: 178 Kw.  
Owned-Oper. By.....The Brockway Company  
Bus. Address.....P. O. Box 211, Watertown, N. Y.  
Tel.: SU 2-1800.....ABC-CBS  
Newspaper Affil.....Watertown Daily Times  
Representative.....Weed  
President.....John B. Johnson  
General Manager.....Louis Saiff, Jr.  
Station Manager.....James W. Higgins  
Commercial Manager.....Alfred M. Tauroney  
Prog., Director.....David M. Graves  
Film Manager.....John A. LaLiberte  
Chief Engineer.....Michael R. Yonkovig

## WNTA-TV—Newark, N. J.

(See New Jersey listing)

## WABC-TV—New York—1948

Channel: 7 VHF..AP: 55 Kw..VP: 110 Kw.  
Owned By.....American Bcstg.-Para. Theas Inc.  
Business Address.....7 W. 68th St.  
Tel.: SU 7-5000.....ABC  
Representative.....Blair TV  
President.....Leonard Goldenson  
Vice President.....Robert L. Stone  
Sales Manager.....J. Stamler  
Program Director.....A. L. Hollander, Jr.

Vir. Res. & Sls. Dev. . . . . Lawrence Pollock  
 Publicity Director . . . . . Lawrence Eisenberg  
 Film Dir. . . . . T. Kako  
 Chief Engineer . . . . . G. Edward Hamilton

**WNEW-TV—New York—1944**

Channel: 5 VHF . . . . . AP: 18.6 Kw. . . . . VP: 37.1 Kw.  
 Owned-Oper. By . . . . . Metropolitan Bcstg. Corp.  
 Business Address . . . . . 205 E. 67th St.  
 Tel.: LE 5-1000 . . . . . Independent  
 Representative . . . . . Weed  
 President . . . . . Bernard Goodwin  
 V.P. . . . . Richard D. Buckley  
 V.P., Sta. Mgr. . . . . Bennett H. Korn  
 Prog., Pub. Dir. . . . . David Yarnell  
 Adv., Prom. Dir. . . . . Kenneth Klein  
 Film Manager . . . . . Elizabeth Bain  
 Chief Engineer . . . . . William Kelly

**WCBS-TV—New York—1941**

Channel: 2 VHF . . . . . AP: 21 Kw. . . . . VP: 42 Kw.  
 Owned-Oper. . . . . Columbia Bcstg. System Inc.  
 Business Address . . . . . 485 Madison Ave.  
 Tel.: PL 1-2345 . . . . . CBS  
 Representative . . . . . CBS TV Spot Sales  
 President (CBS Inc.) . . . . . Frank Stanton  
 Pres. (CBS TV Stations Div.) . . . . . Merle S. Jones  
 General Manager . . . . . Frank Shakespeare  
 Asst. General Mgr. . . . . Clarence Worden  
 General Sales Mgr. . . . . Norman Walt  
 Program Director . . . . . Dan Gallagher  
 Promotion Director . . . . . Robert G. Patt  
 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  
 Tel.: LO 4-8000 . . . . . Independent  
 Station Representative . . . . . H.R.  
 President . . . . . Thomas F. O'Neil  
 V.P., Gen. Mgr. . . . . Robert J. Leder  
 Dir. of Program . . . . . Robert S. Smith  
 Commercial Mgr. . . . . Bert Lambert  
 Dir. Sls. Dev. . . . . Robert Hoffman  
 Program Dir. . . . . Ivan Reiner  
 Opera. Superv. . . . . Barney Boyle  
 Public Rel. . . . . Marvin Camp  
 Chief Engineer . . . . . Harry Tilley

**WPIX—New York—1948**

Channel: 11 VHF . . . . . AP: 50 Kw. . . . . VP: 100 Kw.  
 Owned-Operated By . . . . . WPIX, Inc.  
 Address . . . . . 220 E. 42nd St.  
 Tel.: MU 2-6500 . . . . . NTA  
 News. Affil. . . . . N. Y. Dly. News; Chicago Trib.  
 Representative. Peters, Griffin, Woodward, Inc.  
 V.P., Gen. Mgr. . . . . Fred M. Thrower  
 V.P. in Chg. Sales . . . . . J. A. Patterson  
 V.P. Operations . . . . . L. J. Pope  
 Manager of Opra . . . . . Alice E. Cook  
 Promotion Manager . . . . . F. X. Tuoti  
 Live Program Manager . . . . . W. D. Engels  
 Film Manager . . . . . W. Cooper  
 Chief Engineer . . . . . O. S. Freeman

**WRCA-TV—New York—1941**

Channel: 4 VHF . . . . . AP: 12.9 Kw. . . . . VP: 30.2 Kw.  
 Owned-Oper. By . . . . . National Bcstg. Co.  
 Business Address . . . . . 30 Rockefeller Plaza  
 Tel.: CI 7-8300 . . . . . NBC  
 Representative . . . . . NBC Spot Sales Dept.  
 General Manager . . . . . William Davidson  
 Marketing Dir. . . . . Max Buck  
 Commercial Manager . . . . . Jay Heitin  
 Program Director . . . . . George Heineman  
 Sales Prom. Mgr. . . . . Michael Lannon  
 Film Manager . . . . . Al Odeal  
 Chief Engineer . . . . . John H. Riedel

**WPTZ—Plattsburgh—1954**

Channel: 5 VHF . . . . . AP: 12 Kw. . . . . VP: 20 Kw.  
 Owned-Oper. By . . . . . Rollins Bcstg.-Tcstg. of N.Y.  
 Business Address . . . . . 357 Cornelia St.  
 Tel.: 3070 . . . . . ABC-NBC-NTA  
 Station Representative . . . . . Blair; McDermott  
 President . . . . . O. Wayne Rollins  
 V.P., Gen. Mgr. . . . . George BarenBregge  
 Commercial Manager . . . . . Lincoln A. Mayo  
 Prog. Dir. . . . . Al Cahill  
 Publicity Director . . . . . Dick Ford  
 Chief Engineer . . . . . Joseph Missick

**WHEC-TV—Rochester—1953**

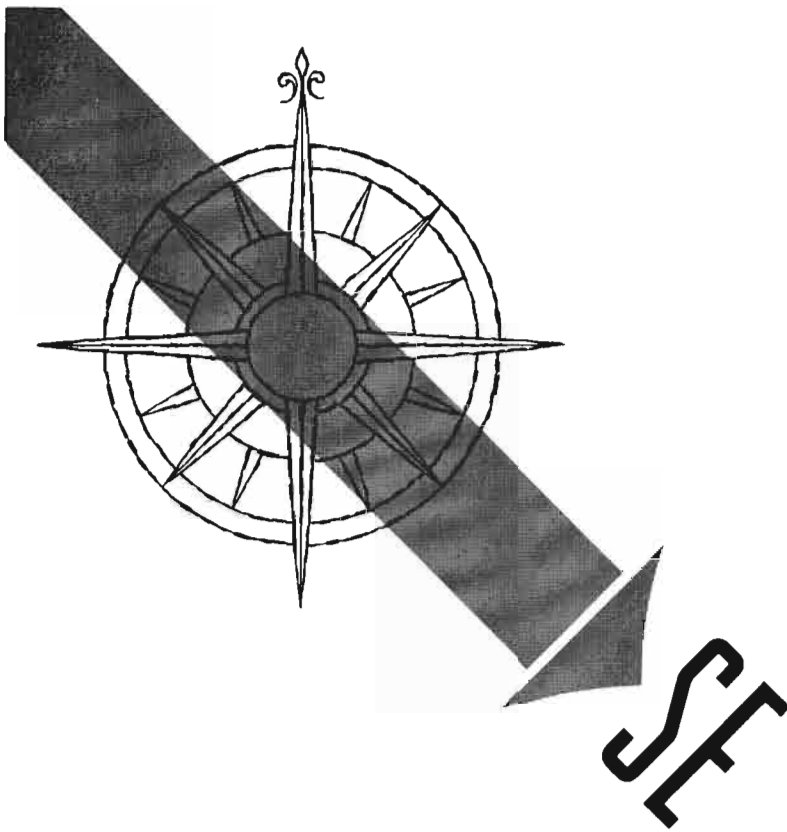
Channel: 10 VHF . . . . . AP: 66 Kw. . . . . VP: 124 Kw.  
 Owned-Oper. By . . . . . WHEC, Inc.  
 Business Address . . . . . 191 East Ave.  
 Tel.: BA 5-3050 . . . . . ABC-CBS  
 Newspaper Affili. . . . . Gannett Co.  
 Representative . . . . . Everett-McKinney  
 President . . . . . Paul Miller  
 General Mgr. . . . . Lowell Mac Millan  
 Comm. Manager . . . . . LeMoine C. Wheeler  
 Program. Film Mgr. . . . . William J. Adams  
 Production Dir. . . . . Dorothy Cotton  
 Technical Director . . . . . Richard K. Blackburn

**WROC-TV—Rochester—1949**

Channel: 5 VHF . . . . . AP: 50 Kw. . . . . VP: 100 Kw.  
 Owned-Oper. By . . . . . Transcontinental TV Corp.  
 Business Address . . . . . 201 Humboldt St.  
 Tel.: BU 8-8400 . . . . . ABC-NBC  
 Station Rep. . . . . PGW; McDermott  
 President . . . . . David C. Moore  
 Gen. Mgr. . . . . Gunnar O. Wiig  
 Ass't. Gen. Mgr. . . . . John W. Kennedy, Jr.  
 Commercial Mgr. . . . . Armin N. Bender  
 Program Director . . . . . Charles Siverson  
 Promotion Director . . . . . L. Walton Smith  
 Film Manager . . . . . Eugene Zacher  
 Chief Engineer . . . . . Kenneth Gardner  
 Owners of: WGR-TV, Buffalo, N. Y.; WNEP-TV, Scranton, Pa.; WSWA-TV, Harrisonburg, Va.

**WVET-TV—Rochester—1953**

Channel: 10 VHF . . . . . AP: 62.5 Kw. . . . . VP: 123 Kw.  
 Owned-Oper. By . . . . . Veterans Bcstg. Co., Inc.  
 Business Office . . . . . 17 Clinton Ave. S.  
 Tel.: HAmilton 6-4820 . . . . . ABC-CBS-NTA  
 Representative . . . . . Bolling  
 Pres., Gen. Mgr. . . . . Ervin F. Lyke  
 Comm. Manager . . . . . Arthur Murrellwright  
 Program Director . . . . . F. Chase Taylor  
 Publicity Director . . . . . Bill Schubert



**CHARLOTTE-WBTV RULES ABSOLUTE  
AS FIRST TELEVISION MARKET  
IN ENTIRE SOUTHEAST  
AS MEASURED BY N.C.S. # 3**

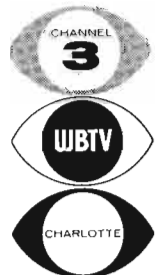
The Charlotte-WBTV television market totals 632,070 homes. Its nearest competitor in the Southeast, Atlanta, has 579,090.

WBTV's set count exceeds that of the second Charlotte station by 43%—delivering 189,380 more television homes!

Buy WBTV as your first, biggest step to television coverage of the Southeast. Contact CBS Television Spot Sales or WBTV for the full fabulous coverage and dominance story.

**COMPARE THESE SOUTHEAST MARKETS!**

WBTV-Charlotte	632,070
Atlanta	579,090
Louisville	509,480
Birmingham	587,800
Memphis	453,240
Charlotte Station "B"	442,690
Miami	434,800
New Orleans	380,020
Nashville	366,560
Norfolk-Portsmouth	337,580
Richmond	311,680



JEFFERSON STANDARD  
BROADCASTING COMPANY

## NEW YORK-NORTH CAROLINA

Film Manager.....Arthur V. Cook  
Chief Engineer.....Raymond Jobs

### WRGB—Schenectady—1939

Channel: 6 VHF..AP: 47 Kw..VP: 93 Kw.  
Owned-Oper. By.....General Electric Co.  
Business-Studio Address...1400 Balltown Rd.  
Tel.: FR 7-2281.....NBC  
Representative.....NBC Spot Sales  
President.....Robert Paxton  
Gen. Mgr.....J. Milton Lang  
Operations Mgr.....Merl L. Galusha  
Marketing Mgr.....Robert F. Reid  
Sales Manager.....George F. Spring  
Program Dir.....Donn Chown  
Promotion Mgr.....Arthur R. Garland  
Film Mgr.....William Monroe  
Chief Engineer.....Willard J. Purcell

### WHEN-TV—Syracuse—1948

Channel: 8 VHF..AP: 190 Kw..VP: 316 Kw.  
Owned-Oper. By..Meredith Syracuse TV Corp.  
Address.....101 Court St.  
Tel.: GR 4-8511.....ABC-CBS-NTA  
Representative.....Katz  
President.....E. T. Meredith, Jr.  
Vice-Pres. & Gen. Mgr.....Paul Adanti  
Comm. Manager.....Frederick R. Menzies  
Prog. Dir., Film Mgr.....Gordon Alderman  
Promotion Director.....Robert Peel  
Chief Engineer.....Albert Chismark

Owners of: KCMO-TV, Kansas City, Mo.;  
KPHO, Phoenix, Ariz.; WOW-TV, Omaha, Neb.  
(See Page 498)

### WSYR-TV—Syracuse—1950

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By....Central N. Y. Bcstg. Corp.  
Business Address.....1030 James St.  
Tel.: GRanite 4-3911.....NBC  
News. Affil..Post & Standard, Herald-Journal  
Representative....Harrington-Rightler-Parsons  
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.....Les Martin  
Chief Engineer.....Albert Eicholzer

### WKTV—Utica—1949

Channel: 13 VHF..AP: 159 Kw..VP: 316 Kw.  
Owned-Oper. By.....Mid-N.Y. Bcstg. Corp.  
Business Address.....P.O. Box 386  
Tel.: RE 3-0404.....ABC-CBS-NBC  
Representative.....Donald Cooke, Inc.  
President.....Gordon Gray  
Exec. Vice Pres.....William T. MacNeilly  
Gen., Comm. Mgr.....Michael C. Fusco  
Program Director.....Jack Fredericks  
Publicity Director.....Frank Grenewald  
Promotion Director.....Steve Purcell  
Film Manager.....Joseph Casaletta  
Chief Engineer.....De Forest T. Layton, Jr.

Pop.: 4,740,000  
Families: 1,224,000  
Radio Homes: 1,198,000

## North Carolina

Stations in State: 135  
TV Homes: 905,000  
TV Stations: 17

### WISE-TV—Asheville—1953

Channel: 62.....AP: 12 Kw.....VP: 24 Kw.  
Owned-Operated By.....WISE-TV, Inc.  
Address.....92 Haywood St.  
Tel.: AL 3-5381.....NBC  
Station Representative..Broadcast Time Sales  
President.....Harold H. Thoms

### WLOS-TV—Asheville—1954

Channel: 13 VHF..AP: 85 Kw..VP: 170 Kw.  
Owned-Oper. By....Skyway Broadcasting Co.  
Business Address.....288 Macon Avenue  
Tel.: AL 4-4321.....ABC-NTA  
Station Representative.....PGW; Ayers  
Pres., Gen. Mgr.....T. A. Eiland  
Commercial Manager.....Saul Rosenzweig  
Program Director.....Ashe Dawes  
Prom., Pub. Dir.....Jack Winters  
Film Mgr.....Bob Hensley  
Chief Engineer.....George Sprague

### WBTV—Charlotte—1949

Channel: 3 VHF..AP: 60 Kw..VP: 100 Kw.  
Owned-Oper. By..Jefferson Standard Bcstg. Co.  
Business Address.....1 Jefferson Pl.  
Tel.: ED 3-8833.....CBS-NBC  
Representative.....CBS TV Spot Sales  
President.....Joseph M. Bryan

Exec. V.P., Gen. Mgr.... Charles H. Crutchfield  
V.P., Managing Dir..... Kenneth J. Treadwell  
V.P. Dir. of Engineering.... Thomas Howard  
Gen. Sales Mgr..... Wallace J. Jorgenson  
Promotion Mgr..... John Dillon  
Prod. Mgr..... Robert L. Rierson  
Prog. Mgr..... Lucy Sellars  
Publicity Director..... James Babb  
Film Supervisor..... J. Nathan Tucker

### WSOC-TV—Charlotte—1957

Channel: 9 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned.....WSOC Bcstg. Co.  
Business Address.....Box 2536  
Tel.: FR 6-8401.....ABC-NBC  
Station Representative.....H.R. Reys.; F.J.  
Pres., Gen. Mgr..... Larry Walker  
V.P., Gen. Sales Mgr.... C. George Henderson  
Prog. Dir..... Robert Provence  
Prom., Pub. Dir..... James W. Evans  
Film Manager..... Hall Houpe  
Chief Engineer..... L. L. Caudle, Jr.

### WTVD—Durham—1954

Channel: 11 VHF..AP: 170 Kw..VP: 316 Kw.  
Owned-Oper....Durham Bcstg. Enterprises, Inc.  
Business Address.....1750 Newton Rd.  
Tel.: 2-2111.....ABC-CBS  
Representative.....Petry

# NORTH CAROLINA-NORTH DAKOTA

General Mgr. . . . . Harmon L. Duncan  
 Comm. Manager . . . . . Mike Thompson  
 Program Director . . . . . Ernie Greup  
 Prom., Pub. Dir. . . . . Ken Corbitt  
 Film Mgr. . . . . Jack Preddy  
 Chief Engineer . . . . . Henry Cronin

## WFMY-TV—Greensboro—1949

Channel: 2 VHF . AP: 100 Kw . VP: 100 Kw.  
 Owned-Oper. By . . . Greensboro News Co.  
 Business Address . . . Phillips Ave. at White St.  
 Tel.: BR 4-0114 . . . . . ABC-CBS  
 News. Affil. . . . . News, Record  
 Representative . . . Harrington, Righter & Parsons  
 President . . . . . E. B. Jeffress  
 General Manager . . . . . C. O. Jeffress  
 Station Manager . . . . . Gaines Kelley  
 Commercial Manager . . . . . E. A. Hassett  
 Prog., Pub. Dir. . . . . Gomer R. Lesch  
 Promotion Director . . . . . Judd A. Choler  
 Film Manager . . . . . Don Causey  
 Chief Engineer . . . . . Doyle D. Thompson

## WNCT—Greenville—1953

Channel: 9 VHF . AP: 158 Kw . VP: 316 Kw.  
 Owned-Oper. By . . . Carolina Bcstg. System Inc.  
 Business Address . . . S. Evans St. Ext.; Box 898  
 Tel.: 6181 . . . . . ABC-CBS-NTA  
 Representative . . . . . Hollingbery  
 President . . . . . Earl Westbrook  
 General Manager . . . . . A. Hartwell Campbell  
 Oper. Mgr. . . . . Marion B. Tribley  
 Comm. Manager . . . . . John G. Clark, Jr.  
 Program Director . . . . . Bill Norwood  
 Prom., Pub. Manager . . . . . Dave Mosier  
 Production Manager . . . . . Mac Nicholson  
 Film Mgr. . . . . Bill Carroll  
 Chief Engineer . . . . . Heber Adams

## WRAL-TV—Raleigh—1956

Channel: 5 VHF . AP: 50 Kw . VP: 100 Kw.  
 Owned-Oper. By . . . Capitol Bcstg. Co., Inc.  
 Business Address . . . 2619 Western Blvd.  
 Tel.: VANCE 8-2511 . . . . . ABC-NBC  
 Representative . . . . . H-R  
 President . . . . . A. J. Fletcher  
 V.P., Gen. Mgr. . . . . Fred Fletcher  
 Commercial Manager . . . . . Fletcher Turner

Prog. Dir. . . . . George Hall  
 Film Mgr. . . . . James Riddle  
 Prom., Pub. Dir. . . . . David Witherspoon  
 Chief Engineer . . . . . Virgil Duncan

## WITN—Washington—1955

Channel: 7 VHF . AP: 160 Kw . VP: 316 Kw.  
 Owned-Oper. By . . . North Carolina TV, Inc.  
 Business Address . . . . . P.O. Box 468  
 Tel.: WH 6-3131 . . . . . NBC  
 Station Representative . . . Headley-Reed; Ayers  
 Pres., Gen., Sta. Mgr. . . . . W. R. Roberson, Jr.  
 V.P., Sls. Manager . . . . . T. H. Patterson  
 Program, Film Mgr. . . . . Hal Wilson  
 Promotion Director . . . . . Peggy J. Cooper  
 Chief Engineer . . . . . Harvey Mason

## WECT—Wilmington—1954

Channel: 6 VHF . AP: 62 Kw . VP: 100 Kw.  
 Owned-Oper. By . . . Atlantic Telecasting Corp.  
 Business Address . . . . . P.O. Box 1769  
 Tel.: RO 3-4666 . . . . . ABC-CBS-NBC  
 Station Representative . . . . . Weed; Ayers  
 President . . . . . Dan. D. Cameron  
 General Mgr. . . . . Claud O'Shields  
 Program Dir. . . . . Wayne Jackson  
 Prom., Pub. Dir. . . . . Faith Buchanan  
 Film Manager . . . . . Roland Register  
 Production Manager . . . . . Jack Forehand  
 Chief Engineer . . . . . E. I. Herring, Jr.

## WSJS-TV—Winston-Salem 1953

Channel: 12 VHF . AP: 195 Kw . VP: 316 Kw.  
 Owned-Oper. By . . . Triangle Bcstg. Corp.  
 Business Address . . . 419-21 N. Spruce St.  
 Tel.: PA 5-2311 . . . . . NBC  
 Newspaper Aff. . . Journal & Twin City Sentinel  
 Representative . . . . . Headley-Reed  
 President . . . . . W. K. Hoyt  
 Exec. V.P. & Gen. Mgr. . . . . Harold Essex  
 Sales Manager . . . . . Harry B. Shaw  
 Program Manager . . . . . John A. Comas  
 Promotion Dir. . . . . Richard Berron  
 Publicity Dir. . . . . Harold Carter  
 Film Manager . . . . . Carl Wiegold  
 Operations Manager . . . . . Phil Hedrick

Pop.: 696,000  
 Families: 189,000  
 Radio Homes: 183,000

# North Dakota

Stations in State: 19  
 TV Homes: 128,000  
 TV Stations: 9

## KBMB-TV—Bismarck—1955

Channel: 12 VHF . AP: 45 Kw . VP: 90 Kw.  
 Owned-Oper. By . . . North Dakota Bcstg. Co.  
 Business Address . . . 1811 - 15th St.  
 Tel.: CA 3-9197 . . . . . CBS  
 Representative . . . . . Weed  
 Pres. . . . . John W. Boler  
 Manager . . . . . Howard Morris  
 Commercial Mgr. . . . . F. E. Fitzsimmonds  
 Chief Engineer . . . . . Thomas Ahner

## KFYR-TV—Bismarck—1953

Channel: 5 VHF . VP: 50 Kw . VP: 100 Kw.

Owned-Oper. By . . . Meyer Bcstg. Co.  
 Business Address . . . 202½ Fourth St.  
 Tel.: CA 3-0900 . . . . . ABC-NBC  
 Representative . . . . . Blair-TV Assoc.  
 President, Gen. Mgr. . . . . William Ekberg  
 Station Manager . . . . . Cal Culver  
 Comm. Manager . . . . . A. L. Anderson  
 Chief Engineer . . . . . Ivar Nelson

## KDIX-TV—Dickinson—1956

Channel: 2 VHF . AP: 13 Kw . VP: 26 Kw.  
 Owned-Oper. By . . . Dickinson Radio Ass'n  
 Business Address . . . . . 119 2nd Ave. West



**NORTH DAKOTA**

Tel.: 5133 ..... ABC-CBS  
 Station Representative..... Holman: Hurley  
 President..... Dr. P. J. Weir  
 General Manager..... Orville F. Burda  
 Commercial Manager..... Mal Hallock  
 Program Director..... Lauren Haacke  
 Promotion Director..... Ruth Adams  
 Film Manager..... Carol Wanner  
 Chief Engineer..... Benjamin Lockerd

General Mgr..... R. C. Lukkason  
 Chief Engineer..... David L. Chumley

**WDAY-TV—Fargo—1953**

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By..... WDAY, Inc.  
 Business Address..... 207 N. 5th St.  
 Tel.: AD 2-3371..... ABC-NBC  
 Newspaper Affiliation..... Forum  
 Representative..... Peters, Griffin, Woodward, Inc.  
 President..... E. C. Reineke  
 Gen., Sales Mgr..... Tom Barnes  
 Station Manager..... Jack Dunn  
 Program Manager..... Ken Kennedy  
 Promotion Mgr..... Roy Pedersen  
 Film Manager..... Buddy Nulph

**KXMC-TV—Minot—1953**

Channel: 13 VHF..AP: 120 Kw..VP: 245 Kw.  
 Owned-Oper. By..... North Dakota Bcstg. Co.  
 Address..... Highway 83, S.  
 Tel.: 51-161..... ABC-CBS  
 Representative..... Weed  
 President..... John W. Boler  
 V.P., Sta. Mgr..... Chester Rieten  
 Program Dir..... Rod Romine  
 Chief Engineer..... Henry Haeusler

**KNOX-TV—Grand Forks  
 1955**

Channel: 10 VHF..AP: 14.1 Kw..VP: 28.2 Kw.  
 Owned-Oper. By..... Community Radio Corp.  
 Business Address..... Box 1110  
 Tel.: 4-4611..... NBC  
 Rep..... Rambeau, Vance, Hopple  
 President..... Arthur Tweet

**KXJB-TV—Valley City—1954**

Channel: 4 VHF..AP: 57 Kw..VP: 100 Kw.  
 Owned-Oper. By..... North Dakota Bcstg. Co.  
 Bus. Ad..... 4000 W. Main, Fargo, N. D.  
 Tel.: ADams 5-4461..... ABC-CBS  
 Representative..... Weed  
 Pres., Gen. Mgr..... John W. Boler  
 Commercial Manager..... W. L. Hurley  
 Program Director..... Constance Blackstead  
 Prom., Pub. Dir..... Lois Bonk  
 Film Manager..... Steve Winter  
 Chief Engineer..... Robert Ridgeway

**LOOKING  
 FOR  
 TOP MARKETS...?**

**TAKE A LOOK AT KXJB-TV,  
 Valley City — Fargo — Grand Forks**



KXJB-TV, Valley City-Fargo-Grand Forks, is one of the top 100 television markets in the United States, according to the May 19th issue of Television Age. What's more, KXJB-TV covers one of the richest markets... North Dakota and Minnesota's rich Red River Valley, plus the southeastern third of North Dakota.

But that's not all—buy KXJB-TV and add the other Market Maker Stations of the North Dakota Broadcasting Company, KCJB-TV in Minot, KBMB-TV in Bismarck and KDIX-TV in Dickinson, and you get coverage of over 90% of the North Dakota market with one buy, one order, one contact!

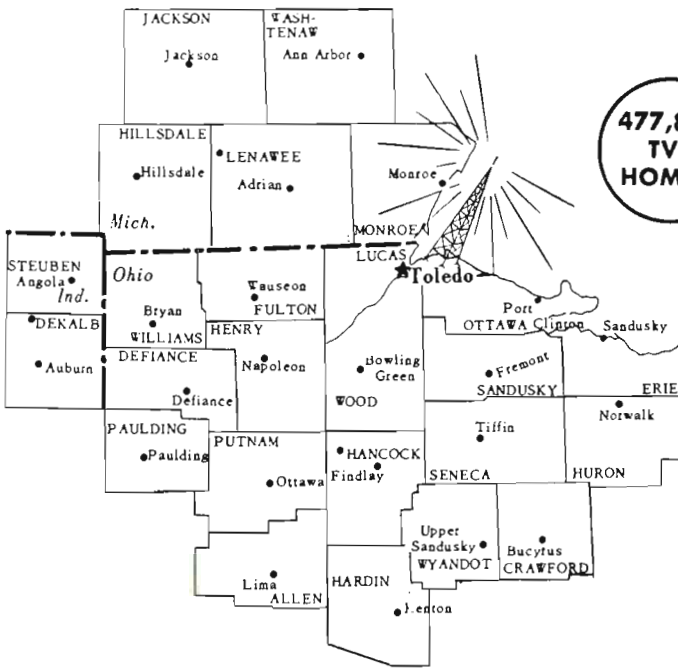
Buy KXJB-TV, one of the Top 100, add KCJB-TV, KBMB-TV and KDIX-TV, and you have the triple-terrific Market Maker Stations of the NDBC Television Network reaching the greatest percentage of all of the television homes in North Dakota—plus parts of Minnesota and South Dakota. In the Upper Midwest, you can't buy better!

**KXJB-TV, Valley City-Fargo-Grand Forks; KBMB-TV, Bismarck-Mandan; KCJB-TV, Minot, KDIX-TV, Dickinson, KXAB-TV, Aberdeen\* (\*on the air October, 1958).**

Station Representative:  
 Weed Television Co.

Minneapolis Representative:  
 Bill Hurley, 300 Roanoke Bldg.

# "Billion Dollar Pocketbook"



477,800  
TV  
HOMES



TOLEDO RANKS HIGH IN THE NATION'S LEADING MARKETS

14th in Buying Power per Family

39th in Total Effective Buying Power

50th in Population

THIS IS JUST PART OF THE STORY . . . GET THE COMPLETE PICTURE  
OF THE TOLEDO "BILLION DOLLAR POCKETBOOK"

CHANNEL

# 13

# WSPD-TV



Represented Nationally  
by KATZ

TOLEDO,  
OHIO

Pop.: 9,749,000  
Families: 2,925,000  
Radio Homes: 2,845,000

# Ohio

Stations in State: 88  
TV Homes: 2,661,000  
TV Stations: 28

## WAKR-TV—Akron—1953

Channel: 49 UHF.. AP: 107 Kw.. VP: 213 Kw.  
Owned-Oper. By.....Summit Radio Corp.  
Business Address.....853 Copley Road  
Tel.: PO 2-8811.....ABC  
Newspaper Affiliation.....Beacon Journal  
Station Representative.....McGavren-Quinn  
President.....S. Bernard Berk  
Gen., Sta. Mgr.....Roger G. Berk  
Commercial Manager.....Kenneth M. Keegan  
Prog., Prom. Dir.....Robert I. Bostian  
Film Manager.....Jack F. Lotz  
Chief Engineer.....Irwin L. Knopp

## WCPO-TV—Cincinnati—1949

Channel: 9 VHF.. AP: 158 Kw.. VP: 309 Kw.  
Owned-Oper. By.....Scripps-Howard Radio, Inc.  
Business Address.....2345 Symmes St.  
Tel.: CA 1-0777.....ABC  
Newspaper Affiliation.....Cincinnati Post  
Representative.....Blair  
V.P., General Mgr.....M. C. Watters  
Asst. Gen. Mgr.....Glenn C. Miller  
Prog. Director.....Colin G. Male  
Pub. Director.....Vera Schulte  
Film Manager.....Bernie Borden  
Chief Engineer.....Paul Adams

## WKRC-TV—Cincinnati—1949

Channel: 12 VHF.. AP: 158 Kw.. VP: 316 Kw.  
Owned-Oper. By.....Radio Cincinnati, Inc.  
Business Address.....Times-Star Bldg.  
Tel.: GA 1-1331.....CBS  
Newspaper Affil.....Times-Star  
Representative.....Katz  
Exec. V.P.....David G. Taft  
Gen. Sales Mgr.....Roger B. Read  
Program Director.....Paul E. Shumate  
Dir. of Marketing.....John J. Walsh  
Prod. Manager.....William Horstman  
Publicity Director.....Gregory Olberding  
Promotion Director.....Lila Lambert  
Film Manager.....John Hill  
Chief Engineer.....Hugh D. LaCrosse

## WLW-TV—Cincinnati—1948

Channel: 5 VHF.. AP: 50 Kw.. VP: 100 Kw.  
Owned-Operated By.....Crosley Bcstg. Corp.  
Address.....140 W. Ninth St.  
Tel.: CH 1-1822.....NBC

Rep.....WLW Sales, NBC Spot Sales  
Chairman of the Board.....James D. Shouse  
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  
Dir. Client Service Dept.....Jack Frazier  
Program Dir.....Abe Cowan  
Film Dir.....Tom Storey  
Tech. Adm. Ass't.....Howard Lepple

## WEWS—Cleveland—1947

Channel: 5 VHF.. AP: 60.3 Kw.. VP: 93.3 Kw.  
Owned-Oper. By.....Scripps-Howard Radio, Inc.  
Bus. Address.....Euclid at E. 30th St.  
Tel.: HE 2-1500.....ABC  
Newspaper Affiliation.....E. W. Scripps Co.  
Representative.....Blair TV  
President.....Jack R. Howard  
General Manager.....James C. Hanrahan  
Pub. Dir.....Robert K. Doerr  
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

## KYW-TV—Cleveland—1948

Channel: 3 VHF.. AP: 50 Kw.. VP: 100 Kw.  
Owned-Oper. By.....Westinghouse Bcstg. Co.  
Business-Studio Address.....815 Superior St., N.E.  
Tel.: CH 1-0942.....NBC  
Sta. Representative.....Peters, Griffin, Woodward  
After July 1.....TvAR  
President.....D. McGannon  
General Mgr.....George H. Mathiesen  
Sales Manager.....Albert Krivin  
Program Manager.....Ralph Hanson  
Adv't. Prom.....Robert Nashick  
Chief Engineer.....Sidney V. Stadig  
Owners of: WBZ-TV, Boston; KPIX, San Francisco; KDKA-TV, Pittsburgh; WJZ-TV, Baltimore, Md.

**OHIO**

**WJW-TV—Cleveland—1954**

Channel: 8 VHF..AP: 182 Kw..VP: 302 Kw.  
Owned-Oper. By.....Storer Bcstg. Co.  
Address.....1830 Euclid Ave.  
Tel.: TO 1-6080.....CBS  
Representative.....Katz  
President.....George B. Storer  
Managing Director.....Ben Wickham  
Local Sales Mgr.....John B. Garfield  
Publicity Director.....Ted Anthony  
Prom. Dir.....Joseph Mertens  
Prog. Dir., Film Mgr.....Edward L. Herp  
Chief Engineer.....H. A. Brinkman  
Owners of: WJBK-TV, Detroit; WSPD-TV, Toledo; WAGA-TV, Atlanta.

**WBNS-TV—Columbus—1949**

Channel: 10 VHF..AP: 123 Kw..VP: 219 Kw.  
Owned By.....Dispatch Printing Co.  
Business Address.....33 N. High St.  
Tel.: CA 8-3538.....CBS  
Station Representative.....Blair TV  
Dir. of Television.....Richard A. Borel  
Program Director.....John A. Haldi  
Sales Director.....Robert D. Thomas  
Promotion Director.....Jack Dorr  
Sales Serv Mgr.....Robert M. Sprouse  
Merchandising Dir.....Mel Grossman  
Film Buyer.....Betty Dixon  
Chief Engineer.....Lester H. Nafzger

**WLW-C—Columbus—1949**

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Operated By.....Crosley Bcstg. Corp.  
Business Address...3165 Olentangy River Rd.  
Tel.: AM 3-5441.....NBC  
Station Rep.....Crosley; NBC Spot Sls.  
President.....Robert E. Dunville  
Gen., Sta. Mgr.....James Leonard  
Sales Manager.....Walter E. Bartlett  
Program Director.....Bud Gillis  
Prom., Pub. Dir.....Jack Kavanagh  
Film Dir.....Juanita W. Mitchell  
Chief Engineer.....Charles Sloan

**WTVN-TV—Columbus—1949**

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By.....Radio Cincinnati  
Business Address...753 Harman Ave.; Box 718  
Tel.: CA 8-5801.....ABC-NTA  
Representative.....Katz  
President.....Hulbert Taft, Jr.  
General Manager.....J. W. McGough  
Asst. Gen., Sales Mgr.....Chuck Dwyer  
Prog. Dir.....Joseph A. Jenkins  
Prom., Pub. Dir.....Harry Mohr  
Film Manager.....Paul Lloyd  
Chief Engineer.....Ray Owens

**WHIO-TV—Dayton—1949**

Channel 7 VHF..AP: 100 Kw..VP: 200 Kw.  
Owned-Oper. By...Miami Valley Bcstg. Corp.

**buyers buy**  
PRODUCTS ADVERTISED ON  
**CHANNEL 8 • CBS**  
**WJW-TV**  
CLEVELAND, OHIO  
Represented nationally by The Katz Agency, Inc.

Yes, over 4 million buyers are influenced by JW's dynamic local and network lineup. Add to this the biggest and most exciting film library in Cleveland (almost 2,000 big titles from Warner Bros., Paramount, 20th Century, United Artists, and others) and you have good reasons why buyers are sold on **WJW-TV**.



**Storer Television**

**WJW-TV** **WSPD-TV** **WAGA-TV** **WITI-TV** **WJBK-TV**  
Cleveland Toledo Atlanta Milwaukee Detroit

**Business Address**.....1414 Wilmington Ave.  
**Tel.:** CL 4-5311.....CBS-NTA  
**Newsp. Affili.**.....News, Journal Herald  
**Representative**.....Hollingbery  
**President**.....James M. Cox Jr.  
**General Manager**.....Robert H. Moody  
**Commercial Manager**.....Stanley G. Mouse  
**Prog., Prom. Director**.....Charles Gay  
**Film Mgr.**.....Bill Campbell  
**Publicity Dir.**.....Naomi Montgomery  
**Chief Engineer**.....Ernest L. Adams

**WLW-D—Dayton—1949**

**Channel:** 2 VHF..AP: 50 Kw..VP: 100 Kw.  
**Owned-Oper. By**.....Crosley Bcstg. Corp.  
**Business-Studio Address**...4595 S. Dixie Hwy.  
**Tel.:** AX 3-2101.....ABC-NBC  
**General Mgr.**.....George Gray  
**Comm. Manager**.....Dale A. Smith  
**Program Dir.**.....Paul Law  
**Prom., Pub. Director**.....Dorothy A. Sanders  
**Chief Engineer**.....Robert Wehrmann

**WIMA-TV—Lima—1953**

**Channel:** 35 UHF..AP: 97.7 Kw..VP: 195 Kw.  
**Owned-Operated By**.....WLOK, Inc.  
**Business Address**.....1424 Rice Ave.  
**Tel.:** CA 5-3010.....ABC-CBS-NBC  
**Representative**.....H-R  
**President**.....G. E. Hamilton  
**General Manager**.....Robert W. Mack  
**Sta., Comm. Mgr.**.....J. L. Spring  
**Program Director**.....Sam Fitzsimmons  
**Chief Engineer**.....M. L. Lamb

**WSTV-TV—Steubenville—1953**

**Channel:** 9 VHF..AP: 117 Kw..VP: 234 Kw.  
**Owned-Oper. By**.....WSTV, Inc.  
**Business Address**.....Exchange Realty Bldg.  
**Tel.:** Atlantic 2-6265.....ABC-CBS-NTA  
**Representative**.....Avery-Knodel  
**President**.....Jack N. Berkman  
**Gen., Sta. Manager**.....John J. Laux  
**Comm., Film Mgr.**.....Joseph M. Troesch  
**Production Supvrs.**.....Higgins, Arim  
**Prom., Pub. Dir.**.....Robert Harris  
**Chief Engineer**.....Charles S. Shepherd

**WSPD-TV—Toledo—1948**

**Channel:** 13 VHF..AP: 160 Kw..VP: 316 Kw.  
**Owned-Oper. By**.....Storer Bdcstg. Co.  
**Business-Studio Address**.....136 Huron St.  
**Tel.:** CH 8-6201.....ABC-NBC  
**Representative**.....Katz  
**President**.....George B. Storer  
**Vice President**.....Allen L. Haid  
**Managing Dir.**.....Peter Storer  
**Commercial Manager**.....Bill Ashworth  
**Chief Engineer**.....Bill Stringfellow  
**Owners of WJBK-TV, Detroit; WAGA-TV, Atlanta; WJW-TV, Cleveland.**

(See Page 870)

**WTOL-TV—Toledo—1958**

**Channel:** 11 VHF..AP: 191 Kw..VP: 316 Kw.  
**Owned By**.....Community Bcstg. Co.  
**Business Address**.....604 Jackson St.  
**Tel.:** CH 3-3291.....CBS-NBC  
**Station Representative**.....H-R  
**President**.....Frazier Reams  
**Gen. Sta. Mgr.**.....Thomas S. Bretherton  
**Comm. Mgr.**.....R. B. Stone  
**Program, Film Mgr.**.....Robert H. Kriehoff  
**Prom., Public. Dir.**.....Steve Fayer

**WFMJ-TV—Youngstown  
1953**

**Channel:** 21 UHF..AP: 87.5 Kw..VP: 175 Kw.  
**Owned-Operated By**...Vindicator Printing Co.  
**Address**.....101 W. Boardman Street  
**Tel.:** RI 4-8611.....NBC  
**Newspaper Affil.**...The Youngstown Vindicator  
**Representative**.....Headley-Reed  
**President**.....William F. Maag Jr.  
**Gen., Sta., Comm.**.....Mitchell F. Stanley  
**Program Director**.....Jay A. Grier  
**Film Manager**.....Eugene L. Donahay  
**Chief Engineer**.....Frank A. Dieringer

**WKBN-TV—Youngstown—1953**

**Channel:** 27 UHF..AP: 215 Kw..VP: 430 Kw.  
**Owned-Operated By**.....WKBN Bcstg. Co.  
**Address**.....3930 Sunset Blvd.  
**Tel.:** ST 2-1145.....CBS  
**Representative**.....Raymer  
**President, Gen. Mgr.**...W. P. Williamson, Jr.  
**Sta., Comm. Mgr.**.....J. L. Bowden  
**Program Director**.....Paul Turner  
**Prom., Pub. Dir.**.....W. P. Williamson, III  
**Film Manager**.....Jack Beatty  
**Chief Engineer**.....B. T. Wilkens

**WKST-TV—Youngstown—1957**

(See New Castle, Pa.)

**WHIZ-TV—Zanesville—1953**

**Channel:** 18 UHF..AP: 8.13 Kw..VP: 14.8 Kw.  
**Owned-Oper. By**...Southeastern Ohio TV Sys.  
**Bus. Address**...Lind Arcade Bldg., N. 5th St.  
**Tel.:** GL 2-5431.....NBC  
**Representative**.....Pearson  
**President**.....Clay Littick  
**Gen., Station Mgr.**.....Allan Land  
**Comm. Manager**.....Nate Milder  
**Program Director**.....Reed Mellon  
**Prom., Pub. Director**.....Naomi Lorton  
**Film Manager**.....Rolph Young  
**Chief Engineer**.....William A. Hunt, Sr.

Pop.: 2,378,000  
Families: 739,000  
Radio Homes: 718,000

# Oklahoma

Stations in State: 55  
TV Homes: 676,000  
TV Stations: 14

## **KTEN—Ada—1954**

Channel: 10 VHF..AP: 141 Kw..VP: 252 Kw.  
Owned-Oper. By...Eastern Okla. TV Co., Inc.  
Business Address.....P. O. Box 10  
Tel.: Federal 2-2211.....ABC-CBS-NBC-NTA  
Rep...Venard, Rintoul & McConnell; Browne  
Pres., Gen. Mgr.....Bill Hoover  
V.P. & Station Mgr.....Brown Morris  
Program Director.....Doc Bowen  
Promotion Director.....Earl Miller  
Film Manager.....Doyle Page  
Chief Engineer.....Fred Smith

## **KXII—Ardmore—1956**

Channel 12 VHF..AP: 13.7 Kw..VP: 27.3 Kw.  
Owned-Oper. By.....John F. Easley Estate  
Business Address.....114 N. Washington  
Tel.: 946.....NBC  
Newspaper Affil.....Daily Ardmoreite  
Representative.....Pearson  
General Mgr.....John Easley Riesen  
Commercial Mgr.....Gordon E. Lack  
Promotion Dir.....Barbara Winkler  
Chief Engineer.....Bill Kolb

## **KOCO-TV—Enid—1954**

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned By.....Cimarron TV Corp.  
Address.....63rd & Portland  
Tel.: VI 2-6633.....ABC  
Representative.....Blair TV Assoc.  
President.....L. E. Caster  
General Mgr.....Charlie Keys  
Program Dir.....N. B. Chase  
Operation Dir.....Bill Bailey  
Chief Engineer.....Eugene Clark

## **KSWO-TV—Lawton—1953**

Channel: 7 VHF...AP: 5 Kw...VP: 10 Kw.  
Owned By.....Oklahoma Quality Bcstg. Co.  
Address.....Box 699  
Tel.: EL 5-1380.....ABC  
Representative.....Pearson  
President.....R. H. Drewry  
General Manager.....Emmett Keough  
Commercial Mgr.....R. H. Scott  
Prog. Dir.....Tom Reddell  
Film Mgr.....Paul N. Goode  
Chief Engineer.....Jim Lockerd

## **KWTV—Oklahoma City—1953**

Channel: 9 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper. By...Oklahoma Television Corp.  
Business Address...Box 8788  
Tel.: VI 3-6641.....CBS  
Representative.....Petry  
President.....Roy J. Turner  
Ex. V.P., General Manager.....Edgar T. Bell  
Commercial Mgr.....Jack De Lier  
Promotion, Pub. Dir.....Montez Tjaden

Prog. Dir.....Carl Gadd  
Chief Engineer.....Morris W. Thomas

## **WKY-TV—Oklahoma City—1949**

Channel: 4 VHF..AP: 60 Kw..VP: 100 Kw.  
Owned-Oper. By.....WKY TV System, Inc.  
Studio Address.....500 E. Britton Rd.  
Tel.: TR 8-2161.....NBC  
Newspaper Affiliation.....Daily Oklahoman  
Representative.....Katz  
President.....E. K. Gaylord  
Station Manager.....Norman P. Bagwell  
Commercial Manager.....James R. Terrell  
Program Director.....Joe Jerkins  
Promotion Director.....Jack Sherry  
Publicity Director.....Gene Allen  
Oper. Mgr.....Kieth Mathers  
Chief Engineer.....G. Lyons

## **KOTV—Tulsa—1949**

Channel: 6 VHF..AP: 60 Kw..VP: 100 Kw.  
Owned-Oper. By.....KOTV, Inc.  
Business Address.....302 S. Frankfort St.  
Tel.: CH 2-9233.....CBS  
Representative.....Petry  
President.....C. Wrede Petersmeyer  
Gen., Sta. Mgr.....George Stevens  
Commercial Manager.....Edward Pfeiffer  
Prog., Film Mgr.....Dale E. Hart  
Prom., Pub. Dir.....Robert Freeland  
Chief Engineer.....LaVoy Hooker  
Owners of: WISH-TV, Indianapolis, WANE-TV, Fort Wayne, Ind.; KGUL-TV, Houston, Tex.

## **KTUL-TV—Tulsa—1954**

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper. By.....Tulsa Broadcasting Co.  
Business Address.....Box 9697  
Tel.: HI 6-6184.....ABC-NTA  
Representative.....Avery-Knodel  
President.....James C. Leake  
General Manager.....Bill Swanson  
Commercial Manager.....Jim Black  
Program Director.....Bob Gordon  
Prom., Pub. Director.....Chas. E. Larkins  
Film Mgr.....John Rauser  
Chief Engineer.....R. Snider

## **KVOO-TV—Tulsa—1954**

Channel: 2 VHF..AP: 60 Kw..VP: 100 Kw.  
Owned-Oper...Central Plains Enterprises, Inc.  
Business Address...3701 S. Peoria; Box 1349  
Tel.: RI 2-5561.....NBC  
Representative.....Blair TV  
President.....Harold C. Stuart  
Gen., Sta. Mgr.....C. B. Akers  
Comm. Manager.....John Devine  
Program Director.....Bill Sadler  
Promotion Director.....Gordon Gerhardt  
Publicity Director.....Ann Fellows  
Film Manager.....Allen Cox  
Chief Engineer.....J. M. Bushnell

Pop.: 1,879,000  
Families: 596,000  
Radio Homes: 587,000

# Oregon

Stations in State: 71  
TV Homes: 447,000  
TV Stations: 9

## KVAL-TV—Eugene—1954

Channel: 13 VHF..AP: 33 Kw..VP: 56 Kw.  
Owned-Oper. By.....Eugene Television, Inc.  
Business Address.....P. O. Box 548  
Tel.: DI 3-2551.....NBC  
Rep.....Hollingbery, Art Moore  
President.....Bob Booth  
Gen., Sta. Manager.....S. W. McCreedy  
Commercial Manager.....Glenn Nickell  
Prog. Dir.....R. E. Anderson  
Prom., Pub. Director.....Arlene J. Richardson  
Film Manager.....Walt Young  
Chief Engineer.....William R. Riley

## KOTI-TV—Klamath Falls—1956

Channel: 2 VHF..AP: 6.76 Kw..VP: 13.5 Kw.  
Owned-Oper. By.....Calif.-Oreg. TV, Inc.  
Business Address.....Box 732  
Tel.: TU 4-8131.....ABC-CBS-NBC  
Representative.....Blair TV  
General Mgr.....William B. Smullin  
Station Mgr.....Walter R. Rihartz  
Program Director.....R. W. Green  
Chief Engineer.....B. L. Smith

## KBES-TV—Medford—1953

Channel: 5 VHF..AP: 15.8 Kw..VP: 28.8 Kw.  
Owned-Oper. By.....Calif.-Ore. TV Inc.  
Business Address.....Box 1189  
Tel.: SP 3-4581.....ABC-CBS-NBC  
Newspaper Affil.....Grants Pass Courier  
Representative.....Blair TV  
Sta. Manager.....Jerold R. Poulos

## KGW-TV—Portland—1956

Channel: 8 VHF..AP: 191 Kw..VP: 316 Kw.  
Owned-Oper. By.....King Bcstg. Co.

Business Address.....1139 S. W. 13th Ave.  
Tel.: CA 3-6364.....ABC  
Representative.....Blair TV  
Pres., Gen. Mgr.....Mrs. A. Scott Bullitt  
V.P. Broadcast Div.....Otto P. Brandt  
V.P. Business Div.....Henry B. Owen  
Station Manager.....Walter E. Wagstaff  
Comm. Manager.....John Pindell  
Program Director.....Tom Dargan  
Prom., Pub. Dir.....Wm. R. Nutt  
Chief Engineer.....Clare Hanawalt

## KOIN-TV—Portland—1953

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned By...Mt. Hood Radio & TV Bcstg. Corp.  
Business Address.....140 S.W. Columbia St.  
Tel.: CA 8-3333.....CBS  
Newspaper Affil.....Oregonian  
Rep.....CBS Spot Sales  
President.....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.....Ted W. Cooke  
Chief Engineer.....Louis S. Bookwalter

## KPTV—Portland—1952

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper. By.....Oregon TV, Inc.  
Address.....735 S.W. 20th Pl.  
Tel.: CA 2-9921.....NBC  
Representative.....Katz  
President.....George Haggarty  
Sta. Manager.....Francis Riordan  
Oper. Mgr.....Terry Mason  
Program Director.....Gordon White  
Pub., Prom. Dir.....A. R. McLaughlin  
Chief Engineer.....Eugene Phelps

Pop.: 11,788,000  
Families: 3,829,000  
Radio Homes: 3,746,000

# Pennsylvania

Stations in State: 147  
TV Homes: 3,409,000  
TV Stations: 39

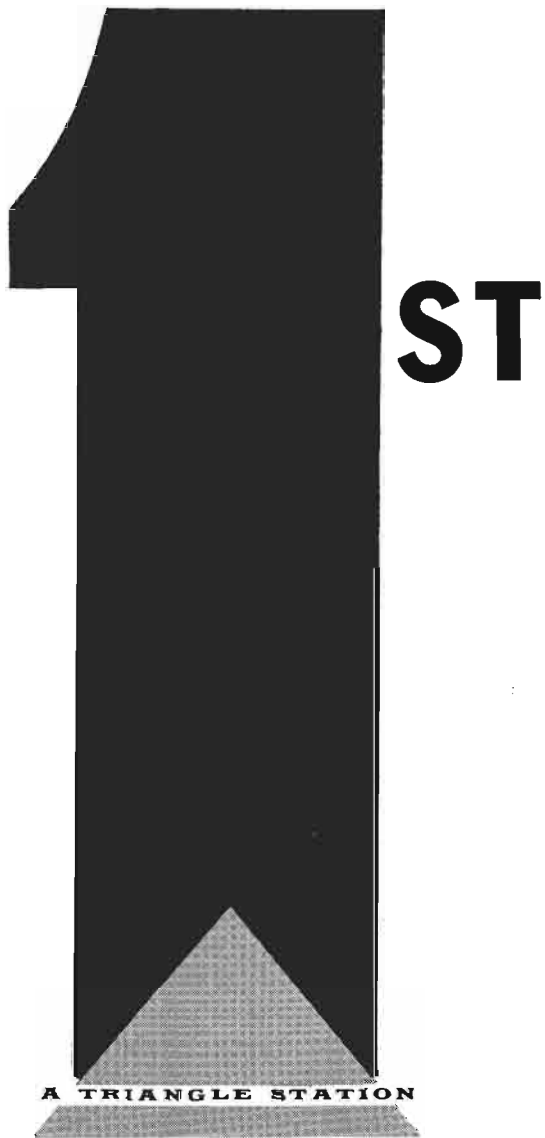
## WFBG-TV—Altoona—1953

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper. By...Triangle Publications, Inc.  
Address.....1320 11th Ave.  
Tel.: Windsor 4-2031.....ABC-CBS-NTA  
Newspaper Affiliation.....Phila. Inquirer  
Representative.....Blair TV  
General Mgr.....Frank Palmer  
Station Manager.....Jack Snyder  
Commercial Manager.....Robert E. Miller  
Program Director.....William G. Mulvey  
Promotion Director.....Ed Shea  
Film Dir.....Betty Adams  
Chief Engineer.....K. R. Brubaker

Owners of: WFIL-TV, Philadelphia; WLYH-TV, Lebanon, Pa.; WNHC-TV, New Haven, Conn.

## WSEE—Erie—1954

Channel: 35 UHF..AP: 85.2 Kw..VP: 170 Kw.  
Owned-Oper. By...Great Lakes Television Co.  
Address.....1220 Peach Street  
Tel.: 5-7575.....CBS  
Newspaper Affiliation.....Times; News  
Representative.....Young TV Corp.  
President.....George J. Mead  
Gen. Manager.....Cecil M. Sansbury  
Promotion Director.....Liz Gorton



WFIL-TV . . . Delaware Valley's  
FIRST station, month after month  
after month. Before you buy, check  
all Philadelphia ARB's for 1957,  
1958 and 1959.

A TRIANGLE STATION

**WFIL-TV**

PHILADELPHIA, PENNSYLVANIA

**CHANNEL 6**

**ABC-TV • BLAIR-TV**

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.  
**WFIL-AM • FM • TV**, Philadelphia, Pa. / **WNEF-AM • FM • TV**, Binghamton, N. Y. / **WLYH-TV**, Lebanon-Lancaster, Pa.  
**WFBG-AM • TV**, Altoona-Johnstown, Pa. / **WNHC-AM • FM • TV**, Hartford-New Haven, Conn. / **KFRE-AM • TV • KRFM**, Fresno, Cal.  
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York



## PENNSYLVANIA

Film Manager.....Frank Herrick  
Chief Engineer.....Edward Zellefrow

### WICU-TV—Erie—1949

Channel: 12 VHF..AP: 185 Kw..VP: 316 Kw.  
Owned-Oper.....Dispatch, Inc.  
Bus.-Trans. Address.....3514 State St.  
Tel: Erie 4-5201.....NBC  
Newspaper Affil.....Dispatch  
Representative.....Petry  
President.....Edward Lamb  
General Manager.....Ben McLaughlin  
Comm. Manager.....Bob Lundquist  
Program, Film Mgr.....Bruce Flaherty  
Prom., Public. Dir.....William Babcock  
Chief Engineer.....Mike Csop

### WHP-TV—Harrisburg—1953

Channel: 55 UHF..AP: 502 Kw..VP: 1,000 Kw.  
Owned-Oper. By.....WHP, Inc.  
Business Address.....216 Locust St.  
Tel: CE 4-3211.....CBS  
Representative.....Bolling  
President.....E. J. Stackpole  
General Mgr.....Mrs. A. K. Redmond  
Comm. Prom. Dir.....Geo. Gottschalk, Jr.  
Program Dir.....Joseph S. Harper  
Film Manager.....Charles Baddorf  
Chief Engineer.....E. Daniel Leibensperger

### WTPA—Harrisburg—1953

Channel: 27 UHF..AP: 648 Kw..VP: 1030 Kw.  
Owned-Oper. By.....Patriot-News Co.  
Business Address.....3235 Hoffman St.  
Tel: CE 8-7171.....ABC  
Newspaper Affiliation.....Patriot-News  
Representative.....Harrington, Righter, Parsons  
General Manager.....Donald D. Wear  
Sales Mgr.....Allen Solada  
Prom., Prog. Dir.....Mac McCauley  
Film Mgr.....Glenn Hoerner  
Chief Engineer.....Paul Gross

### WARD-TV—Johnstown—1953

Channel: 56 UHF..AP: 114 Kw..VP: 217 Kw.  
Owned-Oper. By.....Rivoli Realty Co.  
Business Address.....235 Franklin St.  
Tel: 7-0761.....CBS  
Representative.....Weed  
President.....W. M. Thomas  
General Manager.....George G. Gartland  
Station Manager.....Howard Morris  
Commercial Manager.....Joseph Cavanaugh  
Program Director.....William Santoro  
Film Manager.....John Kabo  
Chief Engineer.....D. Kline

### WJAC-TV—Johnstown—1949

Channel: 6 VHF..AP: 35.4 Kw..VP: 70.8 Kw.  
Owned-Operated By.....WJAC, Inc.  
Business Address.....329 Main St.  
Tel: 7-8711.....ABC-NBC  
Newspaper Affil.....The Tribune-Democrat  
Representative.....Katz  
President.....Walter W. Krebs  
Gen., Sta. Mgr.....Alvin D. Schrott  
Comm. Manager.....John H. Hepburn  
Prog., Film Director.....Frank P. Cummins

V.P.-Technical Oper.....Nevin L. Straub  
Chief Engineer.....Theodore Campbell

### WGAL-TV—Lancaster—1949

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Operated By.....WGAL, Inc.  
Address.....Lincoln Highway W.  
Tel: EX 3-5851.....CBS-NBC  
Representative.....Meeker  
President, Gen. Mgr.....Clair R. McCollough  
Ass't Gen. Mgr.....J. Robert Gulick  
Station Manager.....Harold E. Miller  
Business Manager.....Harry J. Schaub, Jr.  
Program Director.....Paul Rodenhauser  
Promotion Director.....Paul I. Woodland  
Technical Director.....J. E. Mathiot

### WLYH-TV—Lebanon—1957

Channel: 15 UHF..AP: 69.2 Kw..VP: 129 Kw.  
Owned.....Triangle Publications, Inc.  
Bus. Address.....R. D. #5, Television Hill  
Tel: CRestview 3-4551.....Independent  
Representative.....Blair  
Gen. Mgr.....Joe Zimmermann  
Dir. Nat. Sales.....Edward H. Benedict  
Owners of: WFIL-TV, Philadelphia; WFBG-TV, Altoona, Pa.; WNHC-TV, New Haven, Conn.

### WBPZ-TV—Lock Haven—1958

Channel: 32 UHF..AP: 11.9 Kw..VP: 21.9 Kw.  
Owned.....Lock Haven Bcstg. Corp.  
Business Address.....132½ E. Main St.  
Tel: 4038.....ABC  
Station Rep.....Devney  
President.....Donald C. Welch  
Gen., Sta. Mgr.....Harris Lipex  
Prom. Dir., Film Mgr.....Lee Vernon  
Program, Public. Dir.....Geo. Sperry, Jr.  
Chief Engineer.....Albert Stratmoen

### WKST-TV—New Castle—1953

Channel: 45 UHF..AP: 118 Kw..VP: 200 Kw.  
Owned.....WKST, Inc.  
Address.....First Federal Plaza  
Tel: OL 4-5501.....ABC-NTA  
Representative.....Everett-McKinney  
Pres., Gen. Mgr.....S. W. Townsend  
Commercial Mgr.....Robert C. Harnack  
Program, Prom. Dir.....Fred Nebat

### WFIL-TV—Philadelphia—1947

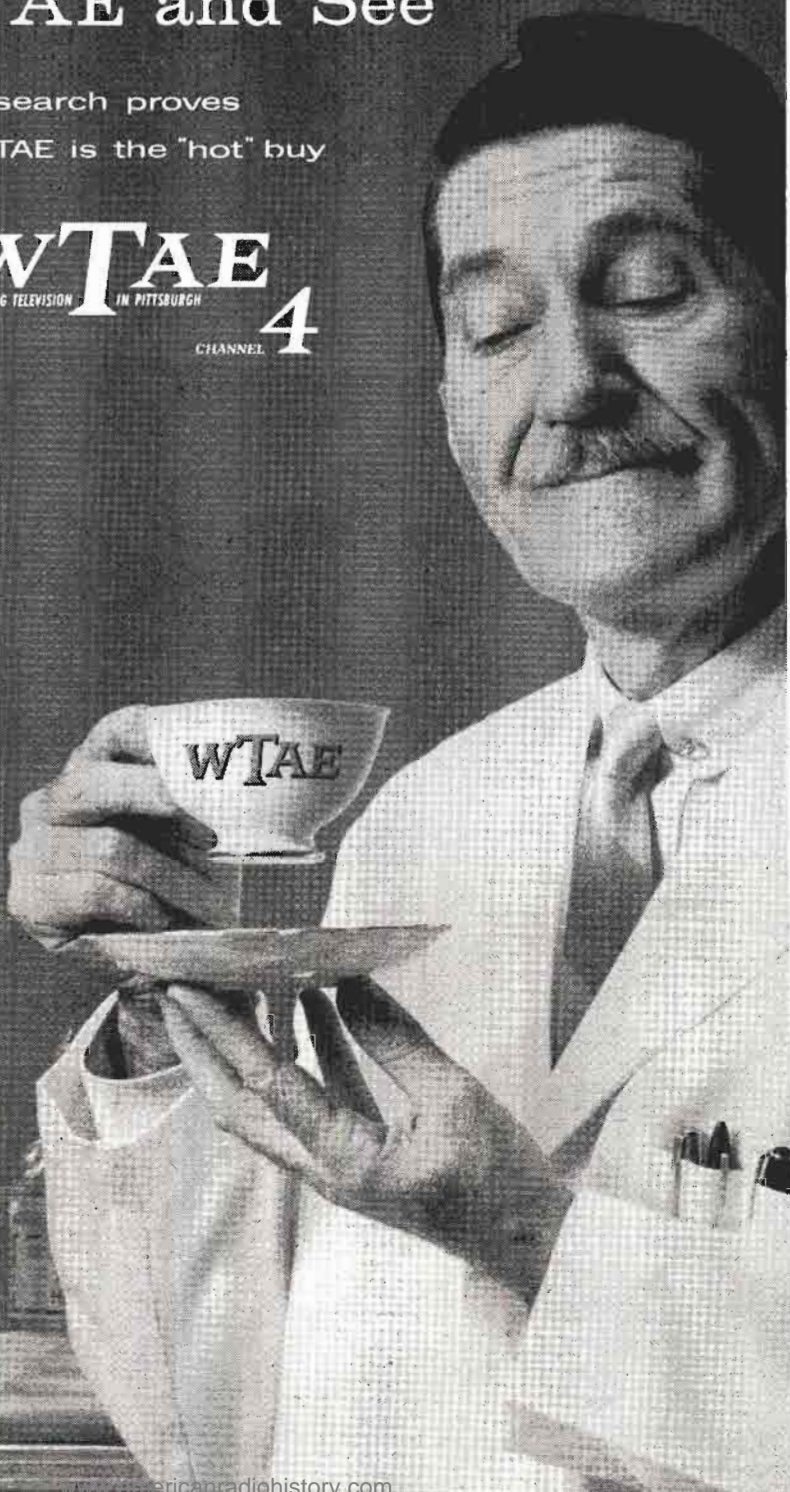
Channel: 6 VHF..AP: 37 Kw..VP: 74 Kw.  
Owned-Oper. By.....Triangle Publications Inc.  
Business Address.....48th & Market Sts.  
Tel: EV 2-4700.....ABC  
Newspaper Affiliation.....Philadelphia Inquirer  
Representative.....Blair TV  
General Manager.....Roger W. Clipp  
Station Mgr.....George A. Koehler  
Gen. Sales Manager.....Kenneth W. Stowman  
T.V. Sales Mgr.....Kenneth Curto  
Program Director.....Lew Klein  
Business Mgr.....John C. Harlan  
Dir. Natl. Sales.....Edward H. Benedict  
Chief Engineer.....Henry Rhea  
Owners of: WFBG-TV, Altoona, Pa.; WLYH-TV, Lebanon, Pa.; WNHC-TV, New Haven, Conn.

in the NEW PITTSBURGH

# Take TAE and See

research proves  
WTAE is the "hot" buy

**WTAE**  
BIG TELEVISION IN PITTSBURGH  
CHANNEL **4**



**WRCV-TV—Philadelphia—1941**

Channel: 3 VHF..AP: 50.1 Kw...VP: 100 Kw.  
 Owned-Oper. By.....National Bcstg. Co.  
 Business Address.....1619 Walnut St.  
 Tel.: LO 4-3700.....NBC  
 Representative.....NBC Spot Sales  
 V.P., Gen. Mgr.....Raymond Welpott  
 Comm. Manager...Theodore H. Walworth, Jr.  
 Program Director.....George Cyr  
 Prom., Pub. Dir.....John P. Wiley  
 Film Manager.....Frank Hall  
 Mgr. Tech. Oper.....William A. Howard

**WCAU-TV—Philadelphia—1948**

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.  
 Owned-Oper. By.....CBS, Inc.  
 Address.....City Line & Monument Aves.  
 Tel.: GR 7-8300.....CBS  
 Representative.....CBS TV Spot Sales  
 Manag. Dir.....Donald W. Thornburgh  
 General Mgr.....John A. Schneider  
 Gen. Scles Mgr.....James Conley

Reg. Sales Mgr.....E. Gordon Walls  
 Program Dir.....John Dolph, Jr.  
 Dir. Prom. & Info.....Robert N. Pryor  
 Film Mgr.....Allan Ludlum  
 V.P. in chg. Engineering.....John G. Leitch

**KDKA-TV—Pittsburgh—1949**

Channel: 2....AP: 50 Kw....VP: 100 Kw.  
 Owned-Oper. By..Westinghouse Brcdctng. Co.  
 Business Address.....1 Gateway Center  
 Tel.: EX 1-3000.....CBS  
 Sta. Representative..Peters, Griffin, Woodward  
 After July 1.....TvAR  
 President.....Donald H. McGannon  
 Vice President.....Harold C. Lund  
 General Manager.....Jerome R. Reeves  
 Comm. Manager.....John Stilli  
 Program Director.....Cal Jones  
 Promotion Director.....David N. Lewis  
 Film Manager.....Richard Dreyfuss  
 Publicity Director.....Peter Thornton  
 Chief Engineer.....Raymond Rodgers  
 Owners of: WBZ-TV, Boston; KYW-TV, Cleve-  
 land; KPIX, San Francisco; WJZ-TV, Baltimore,  
 Md.

**MORE**  
 MORE  
 ADVERTISERS  
 BUY  
 KDKA-TV  
 THAN ANY  
 OTHER  
 PITTSBURGH  
 TV  
 STATION  
**R**

**E**

First in ratings, talent, programming for 38 counties in Penn-  
 sylvania, Ohio, West Virginia and Maryland. Gives you more  
 audience, month after month, than any other TV station in the  
 \$4.7 billion Pittsburgh market area.

**ACID PROOF:** ARB share-of-audience figures, from sign-  
 on to sign-off, consistently give KDKA-TV an average of almost  
twice that of the 2nd Pittsburgh station. For all the facts call  
 John Stilli, KDKA-TV Sales Manager, at EXpress 1-3000.

Remember . . . no selling campaign is complete without the  
 WBC stations.



Represented by P.G.W. PITTSBURGH  
 WESTINGHOUSE BROADCASTING COMPANY, INC.

**PENNSYLVANIA**

**WIIC—Pittsburgh—1957**

Channel: 11 VHF.. AP: 158 Kw.. VP: 316 Kw.  
 Owned ..... WIIC, Inc.  
 Address ..... 341 Rising Main St.  
 Tel.: WE 1-6900..... NBC  
 Newspaper Affil..... Post Gazette  
 Representative ..... Blair TV  
 President ..... H. K. Brennen  
 Gen. Mgr..... Robert A. Mortensen  
 Commercial Mgr..... Roger D. Rice  
 Operations, Prod..... Shelton Weaver  
 Prom., Pub. Dir..... Caley E. Augustine  
 Chief Engineer..... Henry Kaiser

**WTAE—Pittsburgh—1958**

Channel: 4 VHF.. AP: 50 Kw.. VP: 100 Kw.  
 Owned By..... Television City, Inc.  
 Business Address..... 400 Ardmore Blvd.  
 Tel.: CHurchill 2-4300..... ABC-NTA  
 Newspaper Affil..... Sun-Telegraph  
 Station Representative ..... Katz  
 President..... Earl F. Reed  
 General Manager..... Franklin G. Snyder  
 Sales Mgr..... Alan Trench  
 Program Director..... Dave Murray  
 Prom. Dir..... Gregory Van Camp  
 Film Mgr..... Howard Reser

**WNBP-TV—Scranton—1954**

Channel: 16 UHF.. AP: 102 Kw.. VP: 191 Kw.  
 Owned-Oper. By.. Northeastern Pa. Bcstg. Inc.  
 Business Address..... 333 Madison Ave.  
 Tel.: DI 3-1245..... ABC

Representative ..... Avery-Knodel  
 President ..... Mitchell Jenkins  
 Gen., Sta. Mgr..... Thomas P. Shelburne  
 Commercial Manager..... Malcolm W. Dale  
 Prom., Pub. Dir..... Louise Tillie  
 Film Manager..... Donald Shook  
 Prog. Dir..... Hal Berg  
 Ch. Eng..... Roswell J. Parker  
 Owners of: WGR-TV, Buffalo, N. Y.; WROC-TV, Rochester, N. Y.; WSWA-TV, Harrisonburg, Va.

**WDAU-TV—Scranton—1953**

Channel: 22 UHF.. AP: 544 Kw.. VP: 100 Kw.  
 Owned-Oper. By..... Scranton Bcstrs., Inc.  
 Business Address..... 1000 Wyoming Ave.  
 Tel.: DI 2-7834..... CBS  
 Representative ..... H-R  
 President..... Donald W. Thornburgh  
 Vice-Pres., Gen. Mgr..... Vance L. Eckersley  
 General Sales Mgr..... Francis H. Conway  
 Station Manager..... Robert E. McDowell  
 Prog. Dir., Film Mgr..... Mort Rosenthal  
 Prom., Pub. Dir..... Doug Holcomb  
 Chief Engineer..... K. R. Cooke

**WBRE-TV—Wilkes-Barre—1953**

Channel: 28 UHF.. AP: 500 Kw.. VP: 1000 Kw.  
 Owned-Oper. By..... WBRE TV Inc.  
 Address..... 62 S. Franklin St.  
 Tel.: VA 3-3101..... NBC  
 Representative ..... Headley Reed  
 President..... Louis G. Baltimore  
 V.P., General Manager.... David M. Baltimore

FROM THE HEART  
 OF PITTSBURGH  
 TO THE ENTIRE  
 TRI-STATE AREA!

**WIIC**

REPRESENTED BY BLAIR-TV

BASIC NBC AFFILIATE

CHANNEL

**11**

WRITE  
 PHONE  
 WIRE

WIIC Pittsburgh 14, Pa.

FAirfax 1-8700 TWX: PG 16



## PA.-RHODE ISL.-SO. CAR.

Operations Manager.....F. D. Coslett  
 Comm. Manager.....Ernest Lewis  
 Promotion Dir.....Richard Paul  
 Production Manager.....Fred Foerster  
 Film Manager.....Robert Gibson  
 Chief Engineer.....Charles Sakoski, Sr.

### WSBA-TV—York—1952

Channel: 43 UHF..AP: 66 Kw..VP: 132 Kw.

Owned-Operated By..Susquehanna Bcstg. Co.  
 Business Address.....S. Queen St. Extended  
 Tel.: 2-5531.....ABC  
 Representative.....Jack Masla  
 President.....Louis J. Appell, Jr.  
 Comm. Mgr.....Robert M. Stough  
 Prog. Dir., Film Mgr.....Jim Curtis  
 Publicity Director.....Sonia L. Strohman  
 Chief Engineer.....Arthur C. Hafer

Pop.: 881,000  
 Families: 267,000  
 Radio Homes: 249,000

## Rhode Island

Stations in State: 13  
 TV Homes: 243,000  
 TV Stations: 3

### WJAR-TV—Providence—1949

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Operated By.....The Outlet Co.  
 Business-Studio Address.....176 Weybosset St.  
 Tel.: GA 1-8255.....ABC-NBC  
 Representative.....Petry  
 Vice President.....George O. Griffith  
 Sta. Mgr.....J. S. Sinclair  
 Oper. Manager.....Frederick R. Griffiths  
 Dir. TV Sales.....David J. Shurtleff  
 Sales Manager.....Edward Boghosian  
 Program Director.....Seymour Horowitz  
 Film Mgr.....Chester Dowling

Chief Engineer.....Thomas Prior

### WPRO-TV—Providence—1955

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By..Cherry & Webb Bcstg. Co.  
 Address.....24 Mason St.  
 Tel.: PL 1-9776.....CBS  
 Representative.....Blair-TV  
 President.....William S. Cherry, Jr.  
 General Manager.....Arnold F. Schoen, Jr.  
 Comm. Mgr.....Eugene W. Wilkin  
 Prog. Dir.....Raymond A. Gilvard  
 Prod. Mgr.....Donald S. Moeller  
 Chief Engineer.....John V. Ferri

Pop.: 2,510,000  
 Families: 623,000  
 Radio Homes: 605,000

## South Carolina

Stations in State: 70  
 TV Homes: 454,000  
 TV Stations: 11

### WAIM-TV—Anderson—1953

Channel: 40 UHF..AP: 207 Kw..VP: 103.5 Kw.  
 Owned-Oper. By.....Wilton E. Hall  
 Business Address.....321 Kingsley Rd.  
 Tel.: CA 6-1511.....ABC-CBS  
 Newspaper Afilil..Independent & Daily Mail  
 Representative.....Headley-Reed  
 Owner.....Wilton E. Hall  
 General Mgr.....Glenn P. Warnock  
 Sales Mgr.....John McCallum  
 Program Director.....Ray Barath  
 Chief Engineer.....Earl Cosend

### WUSN-TV—Charleston—1954

Channel: 2 VHF...AP: 53 Kw...VP: 100 Kw.  
 Owned-Oper. By...Southern Broadcasting Co.  
 Address.....P. O. Box 879  
 Tel.: TU 4-4141.....ABC-NBC  
 Representative.....Bolling  
 Pres., Gen. Mgr.....J. Drayton Hastie  
 Sec'y, Ass't Gen. Mgr.....Doug M. Bradham  
 Commercial Mgr.....Grange S. Cuthbert, Jr.  
 Prod. Director.....Bob Edwards  
 Chief Engineer.....Walter M. Nelson

### WCSC-TV—Charleston—1953

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....WCSC, Inc.  
 Business Address.....485 East Bay St.  
 Tel.: RAYmond 3-8371.....CBS  
 Representative.....Peters, Griffin, Woodward  
 President, Gen. Mgr.....John M. Rivers  
 Station Manager.....Roland Weeks  
 Commercial Manager.....Ralph Thornley  
 National Sales Mgr.....Charles S. Cady  
 Program Director.....Charles Hall  
 Prom., Pub. Director...Mrs. Annie Lee Small  
 Film Manager.....Annie Laurie Quarterman  
 Chief Engineer.....Rudy Hughes

### WIS-TV—Columbia—1953

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By.....Bcstg. Co. of the South  
 Business Address.....1111 Bull St.  
 Tel.: ALpine 3-8356.....ABC-NBC  
 Representative.....Peters, Griffin, Woodward, Inc.  
 President.....G. Richard Shafto  
 Station Manager.....Charles A. Batson  
 Comm. Manager.....Law Epps  
 Program Director.....Dixon Lovvorn  
 Prom., Pub. Dir.....Tom Cureton  
 Film Manager.....Bob Humphries  
 Chief Engineer.....Barnett Goldberg

### WNOK-TV—Columbia—1953

Channel: 67 NHF..AP: 47 Kw..VP: 93.5 Kw.

## SOUTH CAROLINA-SOUTH DAKOTA

Owned-Oper. By.....Palmetto Radio Corp.  
 Business Address.....1811 Main St.; Box 5307  
 Tel.: AL 2-7737.....CBS  
 Representative.....Raymer  
 V.P., Gen. Mgr.....H. Moody McElveen, Jr.  
 Comm. Mgr.....David C. Phillips  
 Prog. Dir., Film Mgr.....Graham M. Thomas  
 Promotion Director.....Pat Conder  
 Chief Engineer.....Charlton W. Bowers

### WBTW—Florence—1954

Channel: 8 VHF..AP: 191 Kw..VP: 316 Kw.  
 Owned-Oper. By..Jefferson Standard Bcstg. Co.  
 Address.....Box 630  
 Tel.: MO 2-1566.....ABC-CBS-NBC  
 Representative....CBS Television Spot Sales  
 President.....Joseph M. Bryan  
 General Manager.....Charles H. Crutchfield  
 Managing Director.....J. William Quinn  
 Nat'l Sales Mgr.....John H. Brock  
 Program Director.....George B. Burnette  
 Prom., Pub. Director.....Whitefoord Smith  
 Film Manager.....Harry Hughes  
 Chief Engineer.....E. A. Sellars

### WFBC-TV—Greenville—1953

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.

Owned-Oper. By.....WMRC, Inc.  
 Business Address.....505 Rutherford St.  
 Tel.: CE 9-1321.....NBC  
 Newspaper Affiliation.....News-Piedmont  
 Representative.....Weed  
 President.....R. A. Jolley  
 General Manager.....Kenneth Beachboard  
 Commercial Manager.....Bob Glass  
 Program Director.....Norvin C. Duncan  
 Prom., Pub. Dir.....Edna Seaman  
 Film Director.....Charles Howard  
 Chief Engineer.....W. E. Garrison

### WSPA-TV—Spartanburg—1956

Channel: 7 VHF...AP: 144 Kw...VP: 257 Kw.  
 Owned-Oper. By...Spartan Radiocasting Co.  
 Business Address.....224 E. Main St.  
 Tel.: 3-3621.....CBS  
 Representative.....Hollingbery  
 Pres., Gen. Mgr.....Walter J. Brown  
 Nat. Sales Mgr.....Roger Shaifer  
 Commercial Manager.....Jack Sholar  
 Prog. Dir., Film Mgr.....James B. Hobbs, Jr.  
 Promotion Mgr.....William A. Adams  
 Engineering Dir.....Harold Beckholt

Pop.: 732,000  
 Families: 205,000  
 Radio Homes: 198,000

## South Dakota

Stations in State: 20  
 TV Homes: 129,000  
 TV Stations: 9

### KXAB-TV—Aberdeen—1958

Channel: 9 VHF...AP: 15 Kw...VP: 30 Kw.  
 Owned-Operated By...N. Dak. Bcstg. Co. Inc.  
 Bus. Address...4000 W. Main St., Fargo, N.D.  
 Tel.: AD 5-4461.....ABC-NBC  
 Representative.....Weed  
 President.....John W. Boler  
 Station Mgr.....Neal Edwards  
 Commercial Manager.....M. J. O'Leary  
 Prog., Prom. Dir.....Connie Blackstead  
 Chief Engineer.....Henry Hausler

### KOTA-TV—Rapid City—1955

Channel: 3 VHF..AP: 37.5 Kw..VP: 72.4 Kw.  
 Owned-Oper. By...Duhamel Enterprises, Inc.  
 Business Address.....524½ 6th St.; Box 1752  
 Tel.: Fillmore 2-2000.....ABC-CBS  
 Representative.....Headley-Reed  
 Pres., Gen. Mgr.....Helen S. Duhamel  
 Commercial Mgr.....William F. Turner

Prog. Dir., Film Mgr.....J. Norman Heffron  
 Chief Engineer.....Robert Musfeldt

### KRSD-TV—Rapid City—1958

Channel: 7...AP: 12.9 Kw...VP: 25.7 Kw.  
 Owned.....Heart of Black Hills Stations  
 Address.....1438 Mt. View Drive  
 Representative.....Meeker  
 General Mgr.....Eli Daniels

### KELO-TV—Sioux Falls—1953

Channel: 11 VHF..AP: 123 Kw..VP: 220 Kw.  
 Owned-Oper. By...Midcontinent Bcstg. Co.  
 Business Address.....8th St. & Phillips Ave.  
 Tel.: 4-5841.....ABC-CBS-NBC  
 Station Representative.....H.R.; Evans  
 President.....Joseph L. Floyd  
 Gen., Comm. Mgr.....Evans A. Nord  
 Sta. Mgr., Prog. Dir.....Tom Sheeley  
 Prom., Pub. Director.....Jack Townsend  
 Chief Engineer.....Les Froke

Pop.: 3,695,000  
Families: 1,009,000  
Radio Homes: 976,000

# Tennessee

Stations in State: 105  
TV Homes: 738,000  
TV Stations: 15

## WCYB-TV—Bristol—1956

(See Listing Under Bristol, Va.)

## WDEF-TV—Chattanooga—1954

Channel: 12 VHF...AP: 158 Kw...VP: 316 Kw.  
Owned-Oper. By.....WDEF Broadcasting Co.  
Address.....3300 Broad St.  
Tel.: AM 7-3393.....CBS  
Representative.....Branham  
President.....Carter M. Parham  
Gen. Sta. Mgr.....Otis H. Segler  
Nat. Sales Mgr.....Richard W. Holloway  
Prog., Pub. Dir.....Morris Quave  
Promotion Dir.....Mrs. Nancy Cook  
Film Manager.....John Bonney  
Chief Engineer.....B. C. Baker

## WRGP-TV—Chattanooga—1956

Channel: 3 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. By.....Mountain City TV, Inc.  
Business Address.....1214 McCallie Ave.  
Tel.: OX 8-1505.....NBC  
Representative.....H-R  
Pres., Gen. Mgr.....R. G. Patterson  
Sta. Mgr., Prog. Dir.....Helen Patterson  
Commercial Mgr.....George P. Moore  
Film Mgr.....Jim Nabors  
Chief Engineer.....B. B. Barne

## WTVC—Chattanooga—1958

Channel: 9 VHF...AP: 158 Kw...VP: 316 Kw.  
Owned.....Martin Theatres of Georgia, Inc.  
Business Address.....Hotel Patten; Box 1026  
Tel.: AM 6-4151.....ABC  
Representative.....Meeker, Ayres  
Gen. Mgr., Film Buyer.....Reeve Owen  
Commercial Manager.....Joe Windsor  
Prog. Dir.....Jack Sausman  
Promotion Director.....Conrad Alexander  
Publicity Director.....Earl Winger  
Ch. Eng.....Leon Webb

## WDXI-TV—Jackson—1955

Channel: 7 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. By.....Dixie Bcstg. Co.  
Business Address.....Williams Bldg.  
Tel.: 7-9611.....ABC-CBS  
Representative.....Venard, Rintoul, McConnell  
President.....Aaron B. Robinson  
General Manager.....John E. North  
Commercial Mgr.....Jack Mayer  
Prog. Dir., Film Mgr.....James W. Hoppers  
Publicity Dir.....Marge Borg  
Chief Engineer.....James Thomas

## WJHL-TV—Johnson City 1953

Channel: 11 VHF...AP: 158 Kw...VP: 316 Kw.  
Owned-Oper. By.....WJHL, Inc.

Business Address.....145 W. Main St.  
Tel.: 6200.....ABC-CBS  
Representative.....Pearson  
Pres., Gen. Mgr.....W. Hanes Lancaster, Jr.  
Sales Mgr.....J. Will Hall  
Program Director.....Alfred Gregory  
Prom., Pub. Director.....W. A. McDonald  
Film Manager.....Vernita Wright  
Chief Engineer.....Rowland Medler

## WATE-TV—Knoxville—1953

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. ....WATE, Inc.  
Business Address.....612 S. Gay St.  
Tel.: 2-7111.....NBC  
Representative.....Avery-Knodel  
V.P., Gen. Mgr.....W. Henry Linebrough  
Comm. Manager.....J. T. McCloud  
Program Director.....Jack Weideman  
Prom. Publicity Director.....Carl Huster  
Film Buyer.....J. H. Reese  
Chief Engineer.....Fred M. Andrews

## WBIR-TV—Knoxville—1955

Channel: 10 VHF...AP: 158 Kw...VP: 316 Kw.  
Owned-Oper. By.....WBIR, Inc.  
Business Address.....1513 Hutchison Ave.  
Tel.: 5-8101.....CBS  
Representative.....Katz  
Pres., Gen. Mgr.....John P. Hart  
Local Sales Mgr.....R. S. Quinn  
Prom., Pub. Dir.....Robert Wilson  
Prog. Dir., Film Mgr.....Neal Branch  
Chief Engineer.....J. Rex Horton

## WTVK—Knoxville—1953

Channel: 26 UHF...AP: 158 Kw...VP: 316 Kw.  
Owned-Oper. By.....So. Central Bcstg. Co.  
Business Address.....P. O. Box 1388  
Tel.: 5-2113.....ABC  
Representative.....Pearson  
Pres., Gen., Sta., Comm. Mgr.....J. Engelbrecht  
Commercial Mgr.....Guy L. Smith, III  
Prog. Dir., Film Mgr.....Bill Eckstein  
Sales Promotion.....Florence Woodford  
Chief Engineer.....Carl Lawson

## WHBQ-TV—Memphis—1953

Channel: 13 VHF...AP: 160 Kw...VP: 316 Kw.  
Owned-Oper. By.....RKO Teleradio Pictures  
Business Address.....1381 Madison Ave.  
Tel.: BR 2-3441.....ABC  
Representative.....H-R  
President.....Thomas F. O'Neil  
Gen. Mgr.....D. A. Noel  
Prog., Pub. Dir.....Gene Roper  
Promotion Director.....Anne Berkeley  
Film Mgr.....Freddie Burns  
Chief Engineer.....Welton Roy

## WMCT—Memphis—1948

Channel: 5 VHF...AP: 60 Kw...VP: 100 Kw.



\$7,700,000 Southwestern Bell Telephone Company building—Fort Worth



Exchange Park, 120 Acre Business center—Dallas



Multi million dollar Sears Shopping Center, largest in area—Fort Worth



Connecting Turnpike, only 25 minutes from Fort Worth to Dallas

# GROWING GREAT!

The Fort Worth-Dallas metropolitan area, 12th largest market in the United States . . . where more than \$1 billion\* in commercial, industrial and residential building has been undertaken recently . . . where population increased 500,000\*\* and retail sales have climbed from a little over \$1 billion\*\* to almost \$2 bil-

lion\*\* since 1950 . . . and where the first and consistently high rated television station from sign-on to sign off is—WBAP-TV.

\*Source: Printers Ink  
Guide to marketing October 31, 1958

\*\*Source: Sales Management



## WBAP-TV

CHANNEL 5

BASIC NBC FOR NORTH TEXAS

FORT WORTH • 3900 BARNETT

DALLAS • 1900 NORTH AKARD

AMON CARTER  
Founder

AMON CARTER, JR.  
President

HAROLD HOUGH  
Director

ROY BACUS  
Manager

JACK ROGERS  
Commercial Manager

PETERS, GRIFFIN, WOODWARD, Inc. — National Representatives



Owned-Operated.....Memphis Publish Co.  
 Address.....P.O. Box 8325  
 Tel.: BRoadway 2-0552.....NBC  
 Newspaper Affil.....Commercial Appeal  
 Representative.....Blair TV  
 General Manager.....H. W. Slavick  
 Station, Comm. Mgr.....Earl Moreland  
 Chief Engineer.....E. C. Frase, Jr.

**WREC-TV—Memphis—1956**

Channel: 3 VHF..AP: 60.3 Kw..VP: 100 Kw.  
 Owned-Oper. By.....WREC Bcstg. Service  
 Business Address.....Hotel Peabody Bldg.  
 Tel.: JA 5-1313.....CBS  
 Representative.....Katz  
 Owner, Gen. Mgr.....Hoyt B. Wooten  
 Commercial Mgr.....Charles B. Brakefield  
 Prog. Dir.....Jack Michael  
 Chief Engineer.....Wilson Raney

**WLAC-TV—Nashville—1954**

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. ....WLAC-TV Inc.  
 Address.....159 Fourth Avenue North  
 Tel.: CH 2-4331.....CBS  
 Representative.....Katz  
 Exec. V.P. & Gen. Mgr.....T. B. Baker, Jr.  
 Ass't to Mgr.....Ruth C. Talley  
 Gen. Sls. Manager.....R. M. Reuschle  
 Operations Mgr.....Roy A. Smith

Film Editor.....Donnie Gross  
 Chief Engineer.....Ralph L. Hucaby

**WSIX-TV—Nashville—1953**

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By.....WSIX Inc.  
 Business Address.....Nashville Trust Bldg.  
 Tel.: AL 5-5431.....ABC  
 Station Representative.....H.R. Brown  
 President.....Louis R. Draughon  
 Sta., Gen. Mgr.....E. S. Tanner  
 Commercial Manager.....George Morris  
 Operations Director.....Robert L. Chaudoin  
 Prom., Pub. Dir.....W. A. Jones

**WSM-TV—Nashville—1950**

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned.....Nat'l Life & Accident Insurance Co.  
 Address.....7th & Union  
 Tel.: AL 4-5656.....NBC  
 Representative.....Petry  
 President.....John H. DeWitt, Jr.  
 Gen. Manager.....Irving Waugh  
 Comm. Manager.....Hi Bramham  
 Sales Dir.....Tom Griscom  
 Operations Mgr.....Brad Crandall  
 Production Mgr.....Elmer Alley  
 Prom. Dir.....Charlie Cash  
 Film Manager.....Brad Crandall  
 Chief Engineer.....Aaron Shelton

Pap.: 9,695,000  
 Families: 2,789,000  
 Radio Homes: 2,727,000

**Texas**

Stations in State: 238  
 TV Homes: 2,149,000  
 TV Stations: 49

**KPAR-TV—Abilene—  
Sweetwater—1956**

Channel: 12 VHF..AP: 72.5 Kw..VP: 145 Kw.  
 Owned-Oper. By.....Texas Telecasting, Inc.  
 Bus. Address. 7400 College Ave., Lubbock, Tex.  
 Tel.: SH 4-2345.....CBS-NTA  
 Representative.....Branham  
 Pres., Gen. Mgr.....W. D. "Dub" Rogers  
 Vice President.....W. H. Shipley  
 V.P., Sta. Mgr.....Jimmie Isaacs  
 General Sales Manager. R. S. "Bud" Nielsen  
 Prog. Dir., Film Mgr.....Ray Trent  
 National Sales Manager.....John Henry  
 Promotion Manager.....Ray Huffer  
 Chief Engineer.....Rudy Starnes

**KRBC-TV—Abilene—1953**

Channel: 9 VHF..AP: 13.8 Kw..VP: 27.5 Kw.  
 Owned-Oper. By.....Abilene Radio & TV Co.  
 Business Address.....4510 So. 14th St.  
 Tel.: OW 2-4242.....NBC  
 Representative.....Raymer  
 President.....Dale Ackers  
 Sta. Mgr.....George C. Breeding, Jr.  
 Commercial Manager.....Dan C. Guthrie  
 Program Director.....Normand Mann  
 Chief Engineer.....Troy Mallon

**KFDA-TV—Amarillo—1953**

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned & Oper. By.....Amarillo Bcstg. Co., Inc.  
 Address.....P. O. Box 1440  
 Tel.: EV 3-2226.....CBS-NTA  
 Representative.....Blair  
 President.....Gene L. Cagle  
 Gen., Sta., Film Mgr.....Ed Moore  
 Operations Director.....Bill Spiller  
 Promotion Director.....Claudette Leachman  
 Merch. Dir.....Howard Roberson

**KGNC-TV—Amarillo—1953**

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....Globe News Publishing Co.  
 Business Address.....2000 N. Polk St.  
 Tel.: EVERgreen 3-3321.....NBC  
 Newspaper Affiliation...News, Times, Globe  
 Representative.....Katz  
 President.....Parker Prouty  
 General Manager.....Jack Liston  
 Sta. Mgr.....Bob Watson  
 Commercial Manager.....Bill Clarke  
 Adv. Prom. Mgr.....Roberta Kelley  
 Prod. Mgr.....Bud Purgley  
 Chief Engineer.....W. H. Torrey

**KVII-TV—Amarillo—1957**

Channel: 7...AP: 158 Kw....VP: 316 Kw.

**TEXAS**

Owned.....Southwest States, Inc.  
 Business Address.....P.O. Box 925  
 Tel.: FL 6-5241.....ABC  
 Station Representative.....Bolling  
 President.....Jack C. Vaughn  
 V.P., Gen. Mgr.....Dick Watts  
 Asst. Gen. Mgr.....Gordon R. Phillips  
 Regional Sales Manager.....John Conboye  
 Operations Manager.....Jerry Gardner

**KTBC-TV—Austin—1952**

Channel: 7 VHF...AP: 158 Kw...VP: 316 Kw.  
 Owned-Oper. By.....The L-B-J Co.  
 Address.....Box 1155  
 Tel.: GR 2-2424.....ABC-CBS-NBC  
 Representative.....Raymer  
 Chairman of Bd.....Claudia T. Johnson  
 Pres., Gen. Mgr.....J. C. Kellam  
 Gen. Sales Manager.....O. P. (Bob) Bobbitt  
 Program Director.....Richard "Cactus" Pryor  
 Publicity Dir.....Elmo Brown  
 Chief Engineer.....Ben Hearn

**KFDM-TV—Beaumont—1955**

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By.....Beaumont Bcstg. Corp.  
 Business Address.....1420 Calder Ave.  
 Tel.: TE 8-4731.....ABC-CBS  
 Representative.....Peters, Griffin, Woodward  
 President.....D. A. Cannan  
 General Manager.....C. B. Locke  
 Commercial Mgr.....Mott M. Johnson  
 Program Dir.....Bob McManus  
 Program. Film Mgr.....Jack Dahmer  
 Chief Engineer.....Harold W. Bartlett

**KEDY-TV—Big Spring—1956**

Channel: 4 VHF...AP: 6.3 Kw...VP: 12.9 Kw.  
 Owned-Oper. By.....Texas Telecasting  
 Address.....7400 College Ave., Lubbock, Tex.  
 Tel.: SH 4-2345 (Lubbock).....CBS  
 Representative.....Branham  
 President.....W. D. Rogers  
 Vice President.....W. H. Shipley  
 Natl. Sales Mgr.....John Henry  
 Program Mgr.....Ray Trent  
 Chief Engineer.....Rudy Starnes

**KBTX-TV—Bryan—1957**

Channel: 3 VHF...AP: 30.2 Kw...VP: 60.3 Kw.  
 Owned.....Brazos Bcstg. Co.  
 Business Address.....Box 3237  
 Tel.: VI 6-777.....ABC-CBS  
 Representative.....Raymer  
 President.....W. C. Mitchell  
 Gen. Mgr.....M. N. Bostick  
 Sta. Mgr.....Harry Lee Gillam  
 Comm. Mgr.....David G. Haines  
 Prog. Dir.....Rod Whisenant  
 Pub. Dir.....Barbara Keller  
 Film Mgr.....Charles Henderson  
 Chief Engineer.....W. B. Cox

**KRIS-TV—Corpus Christi—1956**

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By.....Gulf Coast Bcstg. Co.  
 Business Address.....Box 840  
 Tel.: TU 3-6511.....ABC-NBC  
 Representative.....Peters, Griffin, Woodward

**KRLD-TV** channel



**the number 1 station**

**in the number 1 market!**

N. C. S. #3 and  
 Television Magazine "Tap 100" Survey

Low-band channel, with maximum power, telecasting from its  
 tremendous tower (1,685 feet above average terrain)... reaches  
 more than 650,000 TV Homes!

John W. Runyon, Chairman of the Board      Clyde W. Rembert, President

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

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

**KZTV—Corpus Christi—1956**

Channel: 10 VHF..AP: 158 Kw.. VP: 316 Kw.  
 Owned-Oper. By.....KSIX-Television, Inc.  
 Business Address.....Show Room Bldg.  
 Tel.: TULip 4-1616.....ABC-CBS  
 Station Representative . . . . . Branham  
 Pres., Gen. Mgr. . . . . Vann M. Kennedy  
 Commercial Manager . . . . . William Lydle  
 Prom., Pub. Dir. . . . . M. L. Kennedy  
 Program Dir. . . . . Gene Looper

**WBAP-TV—Dallas—1948**

(See Ft. Worth Listing)

**WFAA-TV—Dallas—1949**

Channel: 8 VHF..AP: 158 Kw.. VP: 316 Kw.  
 Owned-Operated By.....A. H. Belo Corp.  
 Business Address...3000 Harry Hines Blvd.  
 Tel.: RI 1-3315.....ABC  
 Newspaper Affiliation.....Morning News  
 Representative . . . . . Petry  
 Managing Dir. . . . . Alex Keese  
 Station Manager . . . . . Mike Shapiro  
 General Sales Manager . . . . . Dick Drummy  
 Program Director . . . . . Bob King  
 Prom., Pub. Dir. . . . . Rikki Boltz  
 Film Manager . . . . . Dunlap Clark  
 Chief Engineer . . . . . Jim W. Cooper

**KFJZ-TV—Dallas—1955**

(See Ft. Worth Listing)

**KRLD-TV—Dallas—1949**

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned.....Times Herald Printing Co.  
 Business Address.....Herald Square  
 Tel.: RI 2-6811.....CBS  
 Newspaper Affiliation...Dallas Times Herald  
 Representative . . . . . Branham  
 President.....Clyde Rembert  
 V.P., Gen. Mgr.....Roy M. Flynn  
 Comm. Manager.....Gene Cuny  
 Program Director.....Ves Box  
 Prom., Pub. Director.....Jack Saunders  
 Film Manager.....Nick Mueller  
 Chief Engineer.....B. B. Honeycutt

**KELP-TV—El Paso—1956**

Channel: 13 VHF..AP: 15.8 Kw..VP: 26.6 Kw.  
 Owned-Oper. By.....KELP TV Corp.  
 Business Address.....4530 Delta St.; Box 105  
 Tel.: KE 3-5911.....ABC  
 Representative . . . . . Young TV  
 President . . . . . Norman Alexander  
 General Manager . . . . . Harry Edelman  
 Sta. Prog. Dir. . . . . Jerry Baker  
 Promotion Director . . . . . George Harkins  
 Film Manager . . . . . Harold Wooley  
 Ch. Eng. . . . . Michael Gaglio



**IMPACT!**  
**56.1%**

**BIGGEST SHARE OF AUDIENCE IN AMERICA  
 IN MARKETS OF 3 OR MORE STATIONS\***

Once again, KROD-TV proves that it is America's best TV buy with an overwhelming share of audience in a competitive, 3-station, 3-network, all-VHF market. (\*ARB, November 1958)

**EL PASO POPULATION NOW 5th IN TEXAS**

A scientifically calculated estimate of populations as of January 1, 1959, made by the Abilene Reporter News, places El Paso in fifth place following Houston, Dallas, San Antonio and Fort Worth:

5th	El Paso	283,000
6th	Austin	197,000
7th	Corpus Christi	175,000
8th	Lubbock	148,000
9th	Amarillo	145,000
10th	Waco	125,000

See your Branham man  
 for full details.



CBS Television Network • Channel 4 • El Paso, Texas

Dorrance D. Roderick, Pres.; Val Lawrence, V.-Pres. and Gen. Mgr.

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

# 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 35 years. KPRC-TV, now over ten years old, is also first choice with these same people. More than a time-honored habit, this loyalty is indisputable proof of KPRC's experienced leadership and consistent fine quality.

FIRST IN EXPERIENCE

FIRST IN PUBLIC SERVICE

FIRST IN NEWS

FIRST IN LOCAL TALENT

FIRST IN FARM NEWS

FIRST IN RATINGS

FIRST IN FACILITIES



### FIRST IN THE SOUTH'S FIRST MARKET



JACK HARRIS  
Vice President and General Manager  
Nationally Represented by  
EDWARD PETRY AND COMPANY

**KROD-TV—El Paso—1952**

Channel: 4 VHF... AP: 31 Kw... VP: 62 Kw.  
 Owned-Oper. By..... Roderick Bcstg. Co.  
 Address..... 2201 Wyoming St.  
 Tel.: KE 2-6551..... CBS-NTA  
 Newspaper Affiliation..... Times  
 Representative..... Branham  
 President..... D. D. Roderick  
 Gen., Sta. Mgr..... Val Lawrence  
 Prog., Prom. Dir..... Bernie Bracher  
 Film Manager..... Frank Jordan  
 Chief Engineer..... Edward P. Talbott

**KTSM-TV—El Paso—1953**

Channel: 9 VHF... AP: 28 Kw... VP: 58 Kw  
 Owned-Operated By..... Tri-State Bcstg. Co.  
 Address..... 801 N. Oregon St.  
 Tel.: KE 2-5423..... NBC  
 Representative..... Hollingbery  
 Pres., Gen. Mgr..... Karl O. Wyler, Sr.  
 Exec. Ass't..... Karl O. Wyler, Jr.  
 Commercial Manager..... Roy T. Chapman  
 Prog. Dir., Film Mgr..... Jack R. Rye  
 Promotion Director..... Mary Davis  
 Publicity Director..... Conrey Bryson  
 Chief Engineer..... Kenneth J. Walton

**WBAP-TV—Fort Worth—1948**

Channel: 5 VHF... AP: 60.3 Kw... VP: 100 Kw.  
 Owned-Oper. By..... Carter Publications, Inc.  
 Business Address..... 3900 Barnett St.  
 Tel.: JE 6-1981..... NBC  
 Newspaper Affiliation..... Star-Telegram  
 Representative..... Peters, Griffin, Woodward  
 President..... Amon Carter, Jr.  
 Gen., Sta. Mgr..... Roy Bacus  
 Commercial Manager..... Jack Rogers  
 Program Director..... Robert Gould  
 Prom., Pub. Dir..... Margret McDonald  
 Film Manager..... Lynn Trammell  
 Chief Engineer..... Rupert Bogan

**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  
 Tel.: PE 7-6631..... NTA  
 Representative..... Blair TV  
 President..... Gene L. Cagle

Gen., Sta. Mgr..... Stan Wilson  
 Comm. Mgr..... John Hopkins  
 Prog. Dir..... Olin Terry  
 Promotion Director..... Bill Camfield  
 Publicity Director..... Janis Wisocki  
 Film Mgr..... Arno W. Mueller, Jr.  
 Chief Engineer..... Bill Kessell

**KGUL-TV—Galveston-Houston  
1952**

Channel: 11 VHF... AP: 158 Kw... VP: 316 Kw.  
 Owned-Oper. By..... Gulf Television Corp.  
 Business Address..... Prudential Bldg.  
 Tel.: JA 9-4811..... CBS  
 Representative..... CBS Television Spot Sales  
 President..... C. Wrede Petersmeyer  
 V.P., Gen. Mgr..... James C. Richdale, Jr.  
 Comm. Manager..... Robert S. Wilson  
 Program Director..... Thomas L. Thompson  
 Prom., Pub. Dir..... Roland Brazier  
 Film Manager..... Bud Johnson  
 Owners of: KOTV, Tulsa, Okla.; WISH-TV,  
 Indianapolis; WANE-TV, Fort Wayne, Ind.

**KGBT-TV—Harlingen—1953**

Channel: 4 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned-Oper. By..... Harbenot Bcstg. Co.  
 Business Address..... 1521 W. Harrison St.  
 Tel.: GA 3-4880..... ABC-CBS  
 Representative..... H-R Reps.  
 President..... McHenry Tichenor  
 General Manager..... Troy McDaniel  
 Comm. Manager..... Harry Moradian  
 Promotion Dir..... Mal Kasanoff  
 Chief Engineer..... Al Beck

**KPRC-TV—Houston—1950**

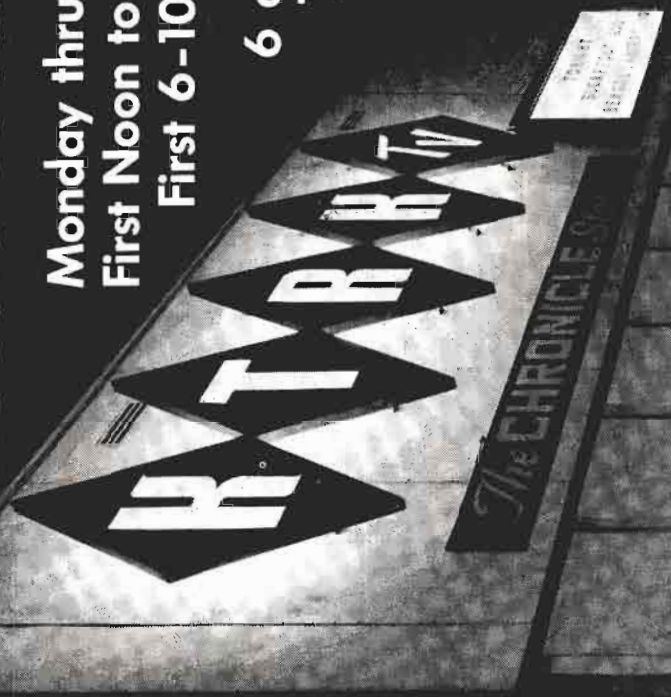
Channel: 2 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned-Oper. By..... Houston Post Co.  
 Bus. Address... 3014 Post Oak. Rd.; Box 1234  
 Tel.: MA 3-9271..... NBC  
 Newspaper Affiliation..... Post  
 Representative..... Petry  
 V.P., Gen. Mgr..... Jack Harris  
 Commercial Manager..... Jack Healy  
 Sta. Manager..... Jack McGrew  
 Operations Director..... Paul Huhndorff  
 Program Director..... Ridge Radney  
 Publicity Dir..... Edna Forester  
 Film Manager..... Earl Corridon  
 Chief Engineer..... Paul Huhndorff

# HOUSTON'S FAMILY STATION HOUSTON'S FIRST STATION

Monday thru Friday\*  
First Noon to 6 p. m.  
First 6-10 p. m.

6 of Top 10  
12 of Top 20  
Shows in Town.

(\*ARB November 1958)



**KTRK-TV—Houston—1954**

Channel: 13 VHF..AP: 170 Kw..VP: 316 Kw.  
 Owned-Oper...Houston Consolidated TV Co.  
 Address.....P. O. Box 12  
 Tel.: JA 6-1313.....ABC  
 Newspaper Affiliation.....Chronicle  
 Representative.....Hollingbery  
 President.....John T. Jones, Jr.  
 Exec. V.P., Gen. Mgr.....W. E. Walbridge  
 Program Director.....John E. Hill  
 Comm. Manager.....William F. Bennett  
 Prom., Pub. Director.....John Chapman  
 Chief Engineer.....Tom Hiner

**KGNS-TV—Laredo—1956**

Channel: 8 VHF..AP: 1.15 Kw..VP: 2.27 Kw.  
 Owned-Oper. By...International Broadcasters  
 Business Address.....820 Convent St.  
 Tel.: RAndolph 3-3674.....ABC-CBS-NBC-NTA  
 Station Rep.....Venard, Rintoul, McConnell  
 President.....Donald W. Reynolds  
 General Manager.....Roy J. Bowman  
 Commercial Manager.....Jim Shelton  
 Program Director.....Dave Leyendecker  
 Prom., Pub. Dir.....Mrs. Amalia Samuels  
 Film Manager.....Ernie Ramirez  
 Chief Engineer.....W. Irven Simpson

**KCBD-TV—Lubbock—1952**

Channel: 11 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By...Bryant Radio & TV Inc.  
 Business Address.....5600 Ave. A; Box 1507  
 Tel.: SH 4-1414.....ABC-NBC  
 Representative.....Raymer  
 Pres., Gen. Manager.....Joe H. Bryant  
 Asst. Gen. Manager.....Robert L. Snyder  
 National Sales Mgr.....Ray Poindexter  
 Comm. Manager.....George L. Tarter  
 Program Director.....Bill Taylor  
 Promotion Director.....Joan Prigmore  
 Film Manager.....J. M. Hollers  
 Chief Engineer.....Frank Lee

**KDUB-TV—Lubbock—1952**

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By.....Texas Telecasting, Inc.  
 Bus. Address...7400 College Ave.; Box 1475  
 Tel.: SH 4-2345.....CBS-NTA  
 Representative.....Branham  
 Pres., Gen. Mgr.....W. D. (Dub) Rogers  
 Vice President.....W. H. Shipley  
 Gen. Sales Mgr.....R. S. "Bud" Nielsen  
 National Sales Manager.....John Henry  
 Prog. Dir., Film Mgr.....Ray Trent  
 Prom. Mgr.....Ray Huffer  
 Chief Engineer.....Rudy Starnes

**Texas best major-market buy..** West Texas Television Network

**K/DUB stations**

**KDUB-TV**  
LUBBOCK, TEXAS

**KPAR-TV**  
ABILENE - SWEETWATER

**KEDY-TV**  
BIG SPRING, TEXAS

- Ranks as one of Texas' four top TV markets!
- Micro-wave system combines the rich oil, cattle and cotton area of West Texas into one vast market!
- Delivers greater % of audience in all time segments than any other BIG Texas market!
- Larger in area (51,000 sq. mi.) than the state of New York!

REPRESENTED BY THE BRANHAM COMPANY

W. D. "Dub" Rogers, President and Gen. Mgr.  
 R. S. "Bud" Nielsen, General Sales Manager  
 John Henry, National Sales Manager

**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

**80,000  
TELEVISION  
SETS IN THE  
BOOMING  
LUMBER RICH  
LUFKIN-NACOGDOCHES  
EAST TEXAS AREA  
SERVED BY KTRE-TV**

**KTRE-TV—Lufkin—1955**

Channel: 9 VHF..AP: 12.5 Kw..VP: 26 Kw.  
Owned-Oper. By...Forest Capital Bcstg. Co.  
Business Address.....P. O. Box 701  
Tel.: NE 4-7771.....NBC-CBS-ABC  
Sta. Rep..Venard, Rintoul, McConnell; Melville  
President.....R. W. Wortham, Jr.  
Gen. Sta. Mgr.....Richman Lewin  
Commercial Manager.....Murphy Martin  
Prog., Prom. Dir.....Mark Kennedy  
Publicity Director.....Veta Rowin  
Film Manager.....Glenn Marmstrong  
Chief Engineer.....Fred Clinton Hill

**KMID-TV—Midland—1953**

Channel. 2 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By..Midessa Television Co., Inc.  
Business Address.....Midland, Tex.  
Tel.: MU 2-7321.....ABC-NBC  
Rep.....Venard, Rintoul & McConnell, Brown  
General Manager.....Roy Herndon  
Chief Engineer.....Bill Buford

**KVKM-TV—Monahans—1958**

Channel: 9 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned By.....Tri-Cities Bcstg. Co.  
Business Address.....Box 1118  
Tel.: WI 3-3231.....ABC  
Sta. Rep.....Melville; Everett-McKinney  
Pres., Gen. Mgr.....J. Ross Rucker  
Station Mgr.....Hillman Taylor  
Chief Engineer.....Rubin L. Masters

**KTES—Nacogdoches—1958**

Channel: 19 UHF..AP: 9.12 Kw..VP: 16.6 Kw.  
Owned-Oper. By.....East Texas Bcstg. Co.  
Business Address.....Box 248  
Tel.: LOgan 4-4181.....ABC  
Pres., Gen. Mgr.....Lee Scarborough  
Chief Engineer.....Frank Murry

**KOSA-TV—Odessa—1956**

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Operated By...Odessa Television Co.  
Bus. Address...1211 N. Whitaker; Box 4186  
Tel.: FE 7-8301.....CBS  
Representative.....Bolling  
Pres., Gen. Mgr.....Cecil L. Trigg  
Station Manager.....John Vacca  
Sales Manager.....Ed Costello  
National Sales Manager.....George Collie  
Film Director.....George Duesler  
Chief Engineer.....Bill Schock

**KPAC-TV—Port Arthur—1957**

Channel: 4.....AP: 50 Kw.....VP: 100 Kw.  
Owned.....Texas Goldcoast TV Inc.  
Address.....Box 1059  
Tel.: YUkon 5-5557.....NBC  
Representative.....Raymer  
Pres., Gen. Mgr.....Julius Gordon  
Sls. Mgr.....Mack Newberry  
Program, Film Mgr.....Doug Thompson  
Ch. Eng.....Glenn Boatright



**KCTV—San Angelo—1953**

Channel: 8 VHF..AP: 15.5 Kw..VP: 27.5 Kw.  
 Owned-Oper. By..Westex Television Co., Inc.  
 Business Address.....Box 1941  
 Tel.: 7183 .....CBS  
 Rep....Melville, Venard, Rintoul & McConnell  
 President.....B. P. Bludworth  
 V.P., Gen., Sta. Mgr.....J. Harley Hubbard  
 Prog. Dir.....A. Cobb  
 Film Manager.....Charles Cathey  
 Chief Engineer.....Robert Benson

**KCOR-TV—San Antonio—1955**

Channel: 41 UHF...AP: 6 Kw...VP: 11 Kc.  
 Owned-Oper. By.....KCOR, Inc.  
 Business Address.....111 Martinez St.  
 Representative.....Richard O'Connell, Inc.  
 President.....Raoul A. Cortez, Sr.  
 General Mgr.....Nathan Safir  
 Commercial Mgr.....Ben Tamborello  
 Station Mgr.....Emilio Nicolas  
 Program Dir.....Sam Murray, Jr.  
 Promotion Dir.....Raoul A. Cortez, Jr.  
 Publicity Dir.....William Lamar  
 Film Mgr.....Robert Carns  
 Dir. Engineering.....Marvin Fiedler

**KENS-TV—San Antonio—1950**

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....Express Publ. Co.  
 Business Address.....Ave. E & 4th St.  
 Tel.: CA 5-7411.....CBS-NTA  
 Representative.....Peters, Griffin, Woodward  
 Newspaper Affil.....Express & News  
 President.....Frank G. Huntress, Jr.  
 General Manager.....Albert D. Johnson  
 Station Mgr.....Wayne Kearl  
 Prog. Dir., Film Mgr.....Ken James  
 Prom., Pub. Dir.....Kenneth McClure  
 Chief Engineer.....William J. Jackson

**KONO-TV—San Antonio—1957**

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By.....Mission Tcstg. Corp.  
 Business Address.....1408 N. St. Mary's St.  
 Tel.: CA 6-7611.....ABC-NTA  
 Station Representative.....H-R; Brown  
 President.....Eugene J. Roth  
 Gen., Sta. Mgr.....James M. Brown  
 Commercial Mgr.....Bob A. Roth  
 Program Director.....Perry Dickey  
 Prom., Pub. Dir.....Katie Ferguson  
 Film Manager.....Sam Rocco  
 Engineering Dir.....George W. Ing

**WOAI-TV—San Antonio—1949**

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By....Southland Industries, Inc.  
 Address.....1031 Navarro St.  
 Tel.: CA 7-4221.....NBC  
 Representative.....Petry  
 Board Chairman.....Hugh Half, Jr.  
 Pres., Gen. Mgr.....James M. Gaines  
 Manager.....Edward V. Cheviot

America's  
 Newest  
 TV

Market

Nearly 1/5  
 of all Texans

now in

Texas Tall

Tower Empire

\*this 1,531 foot Tall Tower  
 extends coverage to  
 1,700,000 — including  
 thousands of new families  
 in the rich South Texas  
 area you can reach at  
 no increase in cost.

Contact  
 Peters, Griffin,  
 Woodward,  
 Inc.  
 For Details



SAN ANTONIO, TEXAS

## TEXAS-UTAH

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

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....The Bell Publishing Co.  
 Business Address.....17 S. 3rd St.  
 Tel.: PR 3-6868.....NBC  
 Newspaper Affiliation.....Telegram  
 Representative.....Blair TV Assoc.  
 President.....Frank W. Mayborn  
 General Manager.....Burton Bishop  
 Commercial Manager.....James E. Gordon  
 Film Manager.....Bell Nelson  
 Chief Engineer.....Curtis M. Casey

### KCMC-TV—Texarkana—1953

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....KCMC, Inc.  
 Business Address.....Box 1290  
 Tel.: 33-1133.....ABC-CBS  
 Newspaper Affil.....Gazette & Daily News  
 Rep.....V. R. McC; Ayers, Melville  
 President.....Walter E. Hussman  
 General Manager.....Richard M. Peters  
 Sales Manager.....Jack Rollings  
 Program Dir.....Les Eugene  
 Promotion Director.....Cynthia LaFan  
 Film Manager.....Lorretta Stroup

### KLTV—Tyler—1954

Channel: 7 VHF..AP: 217 Kw..VP: 316 Kw.  
 Owned-Oper. By.....Buford, Pengra  
 Business Address.....Box 957  
 Tel.: TY 2-3873.....NBC-ABC-CBS  
 Representative.....H-R  
 General Manager.....Marshall H. Pengra  
 Sales Mgr.....John Lenox  
 Program Director.....Bonnie Lenox  
 Chief Engineer.....Hudson Collins

### KWTV-TV—Waco—1955

Channel 10 VHF..AP: 53.6 Kw..VP: 107.2 Kw.  
 Owned-Operated By..KWTV Broadcasting Co.  
 Address.....P.O. Box 7128 Triangle Station

Tel.: PL 6-4451.....ABC-CBS  
 Representative.....Raymer  
 President.....W. W. Naman  
 Gen., Sta. Mgr.....M. N. Bostlick  
 Commercial Manager.....Pete McNea  
 Program Director.....Curtis Matties  
 Promotion Dir.....Oma Owens  
 Film Mgr.....George Wallace  
 Chief Engineer.....Jesse H. Dove

### KRGV-TV—Weslaco—1954

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Operated By.....The LBJ Co.  
 Business Address.....309 S. Missouri Ave.  
 Tel.: WO 8-3131.....ABC-NBC  
 Representative.....Paul H. Raymer  
 Board Chairman.....Claudia T. Johnson  
 Pres., Gen. Mgr.....J. C. Kellam  
 Station Manager.....Charles L. Brooks  
 Sales Manager.....Bill Rucker  
 Program Director.....Dallas Wales  
 Prom., Pub. Dir.....Hank Page  
 Operations Director.....Fred Noble  
 Chief Engineer.....Lewis Hartwig

### KFDX-TV—Wichita Falls—1953

Channel: 3 VHF..AP: 60 Kw..VP: 100 Kw.  
 Owned.....Wichtex Radio & TV Corp.  
 Address.....Box 2040  
 Tel.: 692-4530.....ABC-NBC  
 Representative.....Raymer  
 President.....Darrold A. Cannon  
 Vice President.....Howard H. Fry  
 Commercial Mgr.....Bob H. Walker  
 Chief Engineer.....John Adams

### KSYD-TV—Wichita Falls—1953

Channels: 6 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....KSYD-TV Co., Inc.  
 Bus. Address..Seymour Hwy. & 9th; Box 2130  
 Tel.: 322-6957.....CBS  
 Representative.....Blair TV  
 Pres., Gen. Mgr.....Syd Grayson  
 Commercial Mgr.....Lambert Cain  
 Program Director.....Thomas R. Sugars  
 Prom., Pub. Dir.....Mrs. Mary K. Norwood  
 Film Manager.....Mrs. Ruth York  
 Chief Engineer.....Herb Wiley

Pop.: 861,000  
 Families: 239,000  
 Radio Homes: 232,000

## Utah

Stations in State: 26  
 TV Homes: 206,000  
 TV Stations: 5

### KLOR-TV—Provo—1958

Channel: 11 VHF...AP: 3 Kw...VP: 6 Kw.  
 Owned By.....Beehive Telecasting Corp.  
 Business Address.....1980 Columbia Lane  
 Tel.: FRanklin 3-2951.....Independent  
 Sta. Rep.....Raymer Co.  
 Pres., Gen. Mgr.....S. B. Nissley  
 Program Director.....G. B. Rowan  
 Prom. Mgr.....Vern Brimley, Jr.  
 Film Mgr.....Gordon Forsyth

### KSL-TV—Salt Lake City—1949

Channel: 5 VHF...17.8 Kw...VP: 29.5 Kw.  
 Owned-Oper. By..Radio Service Corp. of Utah  
 Business Address.....145 Social Hall Ave.  
 Tel.: EL 5-4641.....CBS  
 Representative.....CBS TV Spot Sales  
 Exec. Vice President.....J. W. Wright  
 Gen., Sta. Mgr.....D. Lennox Murdoch  
 Gen. Sales Mgr.....Lloyd E. Cooney  
 Program Director.....Wayne Richards  
 Prom. & Pub. Dir.....Robert G. Murdock

## UTAH-VERMONT-VIRGINIA

Film Editor.....Richard V. Thriot  
Chief Engineer.....Vincent E. Clayton

### **KTVT—Salt Lake City—1948**

Channel: 4 VHF..AP: 14.5 Kw..VP: 27.1 Kw.  
Owned By.....Intermountain Bcstg. TV Corp.  
Business Address.....130 Social Hall Ave.  
Tel.: DA 2-5681.....NBC  
Representative.....Katz  
Newspaper Affiliation.....Time, Inc.  
Pres. & Gen. Mgr.....G. Bennett Larson  
Commercial Mgr.....Harold Woolley  
Prom. & Pub. Director.....Edward T. Himstreet  
Film. Program Dir.....Dan Raininger  
Technical Director.....Allan Gunderson

### **KUTV—Salt Lake City—1954**

Channel: 2 VHF..AP: 25.1 Kw..VP: 45.7 Kw.

Owned-Operated By.....KUTV, Inc.  
Business Address.....179 Social Hall Ave.  
Tel.: DA 2-2550.....ABC  
Newspaper Affiliation.....Tribune; Ogden  
Standard Examiner  
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.....B. R. Carpenter

Pop.: 390,000  
Families: 113,000  
Radio Homes: 109,000

## Vermont

Stations in State: 14  
TV Homes: 96,000  
TV Stations: 1

### **WCAX-TV—Burlington—1954**

Channel: 3 VHF..AP: 9.5 Kw..VP: 18.3 Kw.  
Owned-Oper. By.....Mt. Mansfield TV, Inc.  
Address.....100 Market Sq. S.  
Tel.: UN 2-5671.....CBS

Representative.....Weed  
Pres., Gen. Mgr.....S. T. Martin  
Comm. Manager.....J. A. Dobson  
Production Dir.....Stuart T. Hall  
Publicity Dir.....Charles S. Lewis  
Film Manager.....A. Sherman Rutter  
Chief Engineer.....J. W. Tierney

Pop.: 3,897,000  
Families: 1,009,000  
Radio Homes: 959,000

## Virginia

Stations in State: 93  
TV Homes: 787,000  
TV Stations: 15

### **WCYB-TV—Bristol—1956**

Channel: 5 VHF..AP: 42.7 Kw..VP: 85.4 Kw.  
Owned-Oper. By.....Appalachian Bcstg. Corp.  
Business Address.....P.O. Box No. 1009  
Tel.: North 9-4161.....ABC-NBC  
Representative.....Weed  
Pres., Gen. Mgr.....Robert H. Smith  
V.P., Sales Mgr.....Fey Rogers  
Program, Prom. Dir.....Art Countiss  
Production Mgr.....James G. Evans  
Chief Engineer.....Russell V. Robinson

### **WVEC-TV—Hampton-Norfolk 1953**

Channel: 15 UHF..AP: 110 Kw..VP: 220 Kw.  
Owned-Oper. By.....Peninsula Bcstg. Corp.  
Bus. Address.....1930 Pembroke Ave., Hampton  
Tel.: 6332.....NBC  
Representative.....Avery-Knodel  
Pres., Gen. Manager.....Thomas P. Chisman  
V.P., Sales Director.....Harrol A. Brauer, Jr.  
Program Director.....Harold Harry Doggette  
Prom. Dir.....Beverly W. Avery  
Operations Mgr.....L. W. Kiewer  
Film Manager.....Jerry Sandford  
Chief Engineer.....William C. King, Jr.



**News  
Is Preferred**

... by Listeners — because it is  
dependable as well as interesting.

**Ap**

**Preferred**

50 Rockefeller Plaza · New York 20, N. Y.

# WSVA-TV-AM

*Selling the  
rich  
SHENANDOAH  
VALLEY...*

WSVA-TV is the *only* station that reaches - and sells the *entire* Shenandoah Valley.

TOTAL AREA:

24 counties—75,180 TV Homes

PLUS: Cumberland, Maryland—10,600 TV Homes (CAS\*) • Luke, Maryland; Piedmont, Berkeley Springs and Romney, West Va.—7,500 TV Homes (CAS\*\*)

*\*Community Antenna System \*\*Added late Fall, 1958*

WSVA-TV'S reach and selling power is recognized and used by many of the nation's leading national advertisers including:

- American Chicle
- American Sugar
- Warner Lambert
- Esso Standard Oil Co.
- Gulf Oil Co.
- Kellogg Co.
- M & M Candy
- Maxwell House Coffee
- Merck & Company
- Royal Crown Cola
- Camel Cigarettes
- Dr. Pepper Bottling Co.

WSVA-TV brings RESULTS for its advertisers.

Typical Case History: One-week mail pull for Dr. Pepper, ending December 10, 1958... 14,567 cards! (Every card was secured through the purchase of a carton of Dr. Pepper.)

## WSVA-RADIO

A partial list of  
National Advertisers

• Abbott Laboratories • American Cyanamid • Atlantic Refining Co. • Ford Motor Company • Gold Medal Flour • International Harvester • Merck & Company • Sinclair Refining Company • Stanback Company, Ltd. • Sterling Drug Company

# WSVA-TV

CHANNEL 3

RADIO 550 kc 5000 Watts NBC  
FM...100.7 mc

**A TRANSCONTINENT STATION**

Telephone: 4-4431 • Harrisonburg, Va.

**WSVA-TV—Harrisonburg—1953**

Channel: 3 VHF.. AP: 4.17 Kw.. VP: 8.32 Kw.  
 Owned-Oper. By... Shenandoah Valley Bcstg.  
 Tel.: 4-4431 ..... ABC-CBS-NBC  
 Representative..... Peters, Griffin, Woodward  
 Pres., Gen. Mgr..... Hamilton Shea  
 Commercial Mgr..... Richard H. Johnson  
 Prog. Director..... Robert E. Lee  
 Promotion Director..... Andy McCaskey  
 Pub., Merch. Mgr..... H. L. Royster  
 Film Manager..... Pat Aldhizer  
 Chief Engineer..... Tom Jones  
 Owners of: WGR-TV, Buffalo, N. Y.; WROC-TV, Rochester, N. Y.; WNEP-TV, Scranton, Pa.

**WLVA-TV—Lynchburg—1953**

Channel: 13 VHF.. AP: 158 Kw.. VP: 316 Kw.  
 Owned-Operated By... Lynchburg Bcstg. Corp.  
 Address..... 2320 Langhorne Rd.  
 Tel.: Victor 5-1242..... ABC  
 Representative ..... Hollingbery  
 Pres., Gen. Mgr..... Philip P. Allen  
 Comm. Mgr..... Thomas L. Turner  
 Prog., Film Mgr..... Warren Uttal  
 Chief Engineer..... John T. Orth

**WTAR-TV—Norfolk—1950**

Channel: 3 VHF.. AP: 50 Kw.. AP: 100 Kw.  
 Owned-Operated By..... WTAR Radio Corp.  
 Business Address..... 720 Boush St.  
 Tel.: MA 5-6711..... CBS  
 Newspaper Affil..... Norfolk Newspapers, Inc.  
 Representative ..... Petry  
 President, Gen. Mgr..... Campbell Arnoux  
 V.P., Operations..... John C. Peffer  
 V.P., Sales..... Robert M. Lambe  
 Program Director..... Harold Soldingier  
 Prom., Pub. Dir..... Hal Powell  
 Film Manager..... Harry Nicholas  
 Chief Engineer..... Richard Lindell

**WAVY-TV—Norfolk—1957**

Channel: 10 VHF.. AP: 192 Kw.. VP: 316 Kw.  
 Owned..... Tidewater Teleradio, Inc.  
 Address..... 709 Boush St.  
 Tel.: MA 7-2345..... ABC-NBC-NTA  
 Representative ..... H-R  
 Pres., Sta. Mgr..... J. Glen Taylor  
 Exec. Vice President..... Carl J. Burkland  
 Commercial Mgr..... Eugene Gaudette  
 Prom., Pub. Dir..... Macey Schaffer  
 Prog. Film Mgr..... Richard Fraser  
 Chief Engineer..... William Manrov

**WTOV-TV—Norfolk—1953**

Channel: 27 UHF.. AP: 11.7 Kw.. VP: 19.6 Kw.  
 Owned-Operated By..... Tim Britte, Inc.  
 Address..... 1318 Spratley (Portsmouth, Va.)  
 Representative ..... McGillvra  
 President..... Temus R. Bright  
 General Manager..... Louis H. Peterson  
 Sec'y-Treas..... Anna C. Bright  
 Program Director..... Miss Tovey Lee  
 Commercial Mgr..... Charles Adams  
 Chief Engineer..... James Richardson

**WXEX-TV—Petersburg—1955**

Channel: 8 VHF.. AP: 158 Kw.. VP: 316 Kw.

Owned-Oper. By... Petersburg Television Corp.  
 Address ..... 124 W. Tabb Street  
 Tel.: RE 3-7876..... NBC  
 Rep..... Select; McGavren-Quinn; Brown  
 President..... Thomas G. Tinsley, Jr.  
 Gen., Sta. Mgr..... Irvin G. Abeloff  
 Oper. Mgr..... Robert C. Currie, Jr.  
 Comm. Mgr..... Lawrence Slon  
 Program Director..... Robert Grossman  
 Prom., Pub. Dir..... Thos. F. McCollum, Jr.  
 Film Manager..... Vernon Winn  
 Chief Engineer..... George W. McGuigan

**WRVA-TV—Richmond—1956**

Channel: 12 VHF.. AP: 156 Kw.. VP: 316 Kw.  
 Owned-Oper. By..... Richmond TV Corp.  
 Business Address..... 5221 Midlothian Pike  
 Tel.: BE 3-5461..... CBS  
 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**

Channel: 6 VHF.. AP: 50 Kw.. VP: 100 Kw.  
 Owned-Oper. By..... Havens & Martin, Inc.  
 Address..... 3301 W. Broad St.  
 Tel.: 5-8611..... ABC  
 Representative ..... Blair TV  
 Pres., Gen. Mgr..... Wilbur M. Havens  
 Sales Co-ordinator..... Bill Kemple  
 Prog. Director..... John Shand  
 Prom., Pub. Dir..... W. J. Filer  
 Film Manager..... Conrad G. Rianhard  
 Chief Engineer..... James Kyle

**WDBJ-TV—Roanoke—1955**

Channel: 7 VHF.. AP: 158 Kw.. VP: 316 Kw.  
 Owned-Operated By..... Times-World Corp.  
 Address ..... 201 Campbell Ave.  
 Tel.: DI 3-8031..... CBS-NTA  
 Newspaper Affiliation..... Times; World-News  
 Representative..... Peters, Griffin, Woodward, Inc.  
 President..... M. W. Armistead, III  
 V.P., Managing Director..... Ray P. Jordan  
 Station Manager..... John Harkrader  
 TV Sales Manager..... Blake Brown  
 Program Director..... Paul E. Reynolds  
 Prom., Pub. Dir..... Boone Boggs  
 Film Manager..... Charles Ballou  
 Technical Director..... J. Edward Newman

**WSLS-TV—Roanoke—1952**

Channel: 10 VHF.. AP: 158 Kw.. VP: 316 Kw.  
 Owned-Oper. By... Shenandoah Life Stations  
 Address..... Radio-TV Center  
 Tel.: DI 4-9226..... ABC-NBC  
 Station Representative ..... Blair  
 President..... Blake T. Newton, Jr.  
 Exec. Vice Pres..... James H. Moore  
 Sta., Film Mgr..... Horace Fitzpatrick  
 Commercial Manager..... A. S. Trevilian, Jr.  
 Promotion Director..... C. R. Garrison  
 Program Manager..... George W. Chermault Jr.  
 Chief Engineer..... J. P. Brigs

Pop.: 2,872,000  
Families: 886,000  
Radio Homes: 866,000

# Washington

Stations in State: 80  
TV Homes: 716,000  
TV Stations: 14

## KVOS-TV—Bellingham—1953

Channel: 12 VHF...AP: 112 Kw...VP: 224 Kw.  
Owned-Oper. By.....KVOS, Inc.  
Business Address.....1151 Ellis St.  
Tel.: RE 3-4567.....CBS  
Station Rep.....Forjoe; Stovin-Byles; Moore  
President.....Rogan Jones  
Executive Vice President.....David Mintz  
Commercial Manager.....Fred Elsethegan  
Program Director.....Andy Anderson  
Promotion Director.....Marion Boylan  
Chief Engineer.....Ernest Harper

## KTRX—Kennewick-Pasco 1958

Channel: 31.....AP: 4.9 Kw.....VP: 8.2 Kw.  
Owned.....Columbia River TV Co.  
Tel.: JU 2-3101.....Independent  
Representative.....Forjoe-TV  
Pres., Gen. Mgr.....Stuart Nathanson  
Sls. Mgr.....Clyde Olsen  
Prod. Mgr.....Eugene Normoyle  
Ch. Eng.....Bernard Bailie

## KING-TV—Seattle—1948

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned-Operated By.....King Bcstg. Co.  
Business Address.....320 Aurora  
Tel.: MUtual 2-3555.....ABC-NBC  
Representative.....Blair-TV  
Pres., Gen. Mgr.....Mrs. A. Scott Bullitt  
V.P., Business Div.....Henry B. Owen  
V.P., Station Mgr.....Otto P. Brandt  
Commercial Manager.....Al Hunter  
Program Director.....Lee Schulman  
Prom., Pub. Director.....Mel Anderson  
Dir. of Engineering.....James L. Middlebrooks  
Chief Engineer.....Robert A. Ferguson

## KIRO-TV—Seattle—1958

Channel: 7.....AP: 158 Kw.....VP: 316 Kw.  
Owned.....Queen City Bcstg. Co.  
Address.....1530 Queen Anne Ave.  
Tel.: AT 3-9800.....CBS  
Representative.....Peters, Griffin, Woodward  
Pres., Gen. Mgr.....Saul Haas  
Sta. Mgr.....Miller C. Robertson  
Commercial Manager.....William A. Exline  
Prom., Pub. Dir.....Paul H. Smith  
Film Manager.....Eugene Wecker

## KOMO-TV—Seattle—1953

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. By.....Fisher's Television Co.  
Business Address.....100 4th Ave. N.  
Tel.: MA 4-6000.....NBC  
Representative.....NBC Spot Sales  
President.....O. D. Fisher  
Exec. V.P. & Gen. Mgr.....W. W. Warren

Mgr. Programming.....Dave Crockett  
Program Manager.....Tom Rogstad  
Film Editor.....Arden Skoog  
Sales Promotion Manager.....Bob Ryan  
Nat. Sls. Mgr.....Reg Miller  
Aud. Prom. Mgr.....Margaret Frey  
Sales Manager.....Bill Hubbach  
Pub. Rel. Mgr.....Arthur Gerbel  
Merchandising Manager.....F. W. Hagerty  
Chief Engineer.....C. E. Miller

## KTVW—Seattle—1953

Channel: 13 VHF...AP: 57 Kw...VP: 98.5 Kw.  
Owned.....KTVW, Inc.  
Business Address.....230 8th Ave. N.  
Tel.: MA 4-3113.....Independent  
Representative.....Hollingbery  
President.....J. Elroy McCaw  
General Manager.....James Hawkins  
Program Director.....John Jarstad  
Promotion Dir.....Boyd Curtis  
Film Manager.....Howard Perkin  
Chief Engineer.....Virgil Manning

## KHQ-TV—Spokane—1952

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned-Operated By.....KHQ, Inc.  
Address.....700 Radio Central Bldg.  
Tel.: MA 4-5131.....NBC  
Representative.....Katz  
Pres., Gen. Mgr.....R. O. Dunning  
Commercial Mgr.....J. Birney Blair  
Promotion Manager.....Rex Gerlach  
Program Director.....John R. Fahey  
Chief Engineer.....Dee Waymire

## KREM-TV—Spokane—1954

Channel: 2 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned.....KREM Bcstg. Co.  
Address.....4103 S. Regal  
Tel.: KE 4-0466.....ABC  
Representative.....Petry  
Pres., Gen. Mgr.....Louis Wasmer  
Sta. Comm. Mgr.....Robert Temple  
Program, Film Mgr.....Walter Schaar  
Prom. Public. Dir.....Petery Lyman  
Chief Engineer.....Homer Mead

## KXLY-TV—Spokane—1953

Channel: 4 VHF...AP: 27 Kw...VP: 48 Kw.  
Owned-Oper. By.....Northern Pacific TV Corp.  
Address.....315 W. Sprague Ave.  
Tel.: MAdison 4-4291.....CBS  
Representative.....Avery-Knodel  
President.....Norman Alexander  
General Manager.....James Agostino  
Station Manager.....Gene Roth  
Promotion Director.....Al Stenholm  
Publicity Director.....Bob Weitz  
Film Manager.....Clarence Koenig  
Chief Engineer.....Dave Green

## WASHINGTON-WEST VIRGINIA

### KTNT-TV—Tacoma-Seattle 1953

Channel: 11 VHF.. AP: 158 Kw.. VP: 316 Kw.  
Owned-Operated By... Tribune Publishing Co.  
Business Address..... S. 11th & Grant Sts.  
Tel.: FU 3-2561..... NTA  
Newspaper Affil..... Tacoma News Tribune  
Representative..... Weed  
Sta. Mgr., Prog. Dir..... Robert I. Guy  
Commercial Manager.... Edward Podolinsky  
Pub. Dir..... Doris Curda  
Chief Engineer..... Max Bice

### KIMA-TV—Yakima—1953

Channel: 29 UHF.. AP: 115 Kw.. VP: 191 Kw.  
Owned-Oper. By..... Cascade Bcstg. Co., Inc.  
Business Address..... Box 702  
Tel.: GL 2-9111..... ABC-CBS-NBC  
Station Representative..... Weed; Moore  
President..... A. W. Talbot  
General Manager..... Thomas C. Bostic  
Asst. General Mgr..... Jack Reber  
Commercial Mgr..... H. R. Cary  
Program Director..... James W. Nolan, Jr.  
Promotion Director..... Ed Morrissey  
Film Manager..... June Maginn  
Chief Engineer..... M. E. Burrill

Pop.: 2,095,000  
Families: 563,000  
Radio Homes: 537,000

## West Virginia

Stations in State: 48  
TV Homes: 416,000  
TV Stations: 11

### WHIS-TV—Bluefield—1955

Channel: 6 VHF.. AP: 28.8 Kw.. VP: 50 Kw.  
Owned-Oper. By... Daily Telegraph Ptg. Co.  
Business Address..... Municipal Bldg.  
Tel.: DA 7-7115..... ABC-NBC  
News. Affil... Daily Telegraph, Sunset News  
Representative..... Katz  
President..... H. I. Shott  
Admin. Dir..... P. T. Flanagan  
Station Manager..... John C. Shott  
Prog. Dir..... Orland C. Young  
Prom., Pub. Dir..... Janie M. Lambert  
Film Manager..... Cecil Surratt  
Act. Chief Engineer..... Paul Osburn

Tel.: Fairmont 8000..... NBC  
Station Rep..... Gill Perna  
President..... J. Patrick Beacom  
General Mgr..... Noma Fabre, Jr.  
Commercial Mgr..... George Fowler  
Sta. Program Dir..... Robert Frazier  
Prom., Public. Dir..... Arthur Pearce  
Film Mgr..... Robert Mitchell

### WHTN-TV—Huntington—1955

Channel: 13 VHF.. AP: 200 Kw.. VP: 316 Kw.  
Owned-Oper. By..... Cowles Bcstg. Co.  
Address..... 625 Fourth Avenue  
Tel.: JA 5-7661..... ABC-CBS  
Representative..... Petry  
President..... Luther L. Hill  
V.P., Gen. Mgr..... Robert R. Tinch  
Comm. Manager..... George Miller  
Program Director..... Norman L. Bacon  
Prom., Pub. Dir..... Robert Willis  
Film Director..... Richard H. Hite  
Chief Engineer..... Chas. Prohaska

### WCHS-TV—Charleston—1954

Channel: 8 VHF.. AP: 94 Kw.. VP: 158 Kw.  
Owned & Oper. By..... WCHS-TV Inc.  
Address..... 1111 Virginia Street East  
Tel.: DI 2-8131..... ABC-NTA  
Representative..... Branham  
President..... Hawthorne D. Battle  
V.P., Gen. Mgr..... John T. Gelder, Jr.  
Commercial Manager.... Claude E. Wheeler  
Program Director..... Morton S. Cohn  
Promotion Director.... William L. Cooke, Jr.  
Chief Engineer..... William E. Dixon

### WSAZ-TV—Huntington—1949

Channel: 3 VHF.. AP: 60 Kw.. VP: 100 Kw.  
Owned-Operated By... WSAZ, Incorporated  
Address..... 201 Ninth St.  
Newspaper Affil... Huntington Publishing Co.  
Tel.: JA 9-4127..... NBC  
Station Representative..... Katz  
Pres., Gen. Mgr..... L. H. Rogers II  
Comm. Mgr..... C. Tom Garten  
Operations Mgr..... L. E. Kilpatrick  
Program Director..... Avery Chenoweth  
Promotion Director.... George A. Greenwood  
Publicity Director..... William F. Kelley  
Film Manager..... David S. Bond  
Chief Engineer..... John P. Clay

### WBOY-TV—Clarksburg—1957

Channel: 12 VHF.. AP: 66.1 Kw.. VP: 275 Kw.  
Owned..... WSTV, Inc.  
Business Address..... 912 W. Pike St.  
Tel.: MA 4-7571..... ABC-CBS-NBC  
Representative..... Avery-Knodel  
President..... Jack N. Berkman  
Gen., Sta. Mgr..... George H. Clinton  
Commercial Manager.... Russ Howard  
Program Director..... Pete Lyman  
Prom., Pub. Dir..... Carl Loose  
Film Manager..... Larry Frye  
Chief Engineer..... V. G. Brooks

### WOAY-TV—Oak Hill—1954

Channel: 4 VHF.. AP: 68 Kw.. VP: 100 Kw.  
Owned-Oper. By..... Robert R. Thomas, Jr.  
Business Address..... Box 251  
Tel.: HO 9-3361..... ABC  
Representative..... Pearson  
Pres., Gen. Mgr..... Robert R. Thomas, Jr.  
Sta. Mgr., Pub. Dir..... Robert Brown

### WJPB-TV—Fairmont—1954

Channel: 35 UHF.. AP: 10 Kw.. VP: 19 Kw.  
Owned By... WJPB-TV, Inc. (Beacom Bcstg. Ent.)  
Address..... 400 Quincy St.

## WEST VIRGINIA-WISCONSIN

Comm. Mgr., Prom. Dir.....George Yazell  
 Program Director.....Doug Wilson  
 Film Manager.....Frank Harcher  
 Chief Engineer.....Curtis Horton

### WTAP-TV—Parkersburg—1953

Channel: 15 UHF..AP: 10.5 Kw..VP: 19.5 Kw.  
 Owned-Oper. By...Zanesville Publishing Co.  
 Business Address.....121 W. Seventh St.  
 Tel.: HU 5-4589.....ABC-CBS-NBC  
 Representative .....Pearson  
 President .....Clay Littick  
 General Manager.....Allan Land  
 Sta., Comm. Mgr.....Milton Komito  
 Prog. Dir., Film Mgr.....Ronald W. Maines  
 Chief Engineer.....William A. Hunt, Sr.

Pop.: 4,015,000  
 Families: 1,156,000  
 Radio Homes: 1,147,000

## Wisconsin

Stations in State: 75  
 TV Homes: 1,004,000  
 TV Stations: 16

### WEAU-TV—Eau Claire—1953

Channel: 13 VHF..AP: 155 Kw..VP: 310 Kw.  
 Owned-Oper. By.....Central Bcstg. Co.  
 Business Address.....2415 So. Hastings Way  
 Tel.: TE 2-3474.....ABC-CBS-NBC  
 Representative .....Hollingbery  
 President.....W. C. Bridges  
 Gen. Sta. Manager.....Leo Howard  
 Comm. Program Mgr.....Wayne McNulty  
 Chief Engineer.....T. O. Jorgenson

### WBAY-TV—Green Bay—1953

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....Norbertine Fathers  
 Business Address.....115 South Jefferson St.  
 Tel.: HE 2-3331.....CBS  
 Representative .....Weed  
 General Manager.....Haydn R. Evans  
 Prog. Dir.....Greg McElrone  
 Promotion Dir.....Robert Meister  
 Film Manager.....Don Bergner  
 Chief Engineer.....Wallace E. Stangel

### WFRV-TV—Green Bay—1955

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....Valley Telecasting Co.  
 Bus. Address.....Mason & Roosevelt Streets  
 Tel.: HE 7-5411.....NBC  
 Representative .....Headley-Reed  
 President .....Clayton Ewing  
 General Manager.....Soren H. Munkhof  
 Commercial Manager.....Jack Gennaro  
 Program Director.....Eldon Anspach  
 Promotion Director.....W. C. Porsow  
 Publicity Director.....Joella Cohen  
 Film Manager.....Bill Campbell  
 Chief Engineer.....Harry Hill

### WKBT—La Crosse—1954

Channel: 8 VHF..AP: 125 Kw..VP: 250 Kw.  
 Owned & Oper. By...WKBH Television Inc.  
 Address.....141 South 6th St.  
 Tel.: 2-4678.....ABC-CBS-NBC  
 Newspaper Affiliation.....Tribune

### WTRF-TV—Wheeling—1953

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By.....WTRF-TV, Inc.  
 Business Address.....Ogden Bldg.  
 Tel.: CE 2-7777.....NBC  
 Newspaper Affil.....News Register  
 Representative .....Hollingbery  
 President.....Albert Dix  
 Comm. Mgr.....H. Needham Smith  
 Prog. Director.....Garry Vorhees  
 Promotion Director.....Kirk Jackson  
 Publicity Director.....Naomi Lyons  
 Production Manager.....James Knight  
 Film Manager.....William Ney  
 Continuity Dir.....Donald Murdock  
 Chief Engineer.....Howard Daubenmeyer

Representative .....H-R  
 Pres., Gen. Mgr.....Howard Dahl  
 Comm. Mgr.....Robert Z. Morrison, Jr.  
 Program Director.....Ray Scaron  
 Promotional Director.....Leonard Anderson  
 Chief Engineer.....Al Leeman

### WISC-TV—Madison—1956

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....Radio Wisconsin, Inc.  
 Bus. Address.....4801 W. Beltline Hwy.  
 Tel.: CE 3-9791.....CBS  
 News. Affiliation..Superior Evening Telegram  
 Representative ...Peters, Griffin, Woodward  
 President .....Ralph M. Immell  
 General Manager.....Ralph O'Connor  
 Commercial Manager.....Richard Nickeson  
 Program Director.....Daniel Imhoff  
 Chief Engineer.....Walter Hariu

### WKOW-TV—Madison—1953

Channel: 27 UHF..AP: 87 Kw..VP: 200 Kw.  
 Owned-Oper. By.....Monona Bcstg. Co.  
 Business Address..215 West Washington Ave.  
 Tel.: AL 7-2261.....ABC  
 Representative .....Headley-Reed  
 President .....Stewart Watson  
 General Manager.....Ben F. Hovel  
 Station Manager.....Frank Bignell  
 Program Director.....Clark Hoggan  
 Prom., Pub. Dir.....James Roy Miller  
 Film Manager.....William Harmon  
 Tech. Supervisor.....Cloven Smith

### WMTV—Madison—1953

Channel: 33 UHF..AP: 112 Kw..VP: 209 Kw.  
 Owned-Oper. By.....Forward TV, Inc.  
 Business Address.....West Beltline  
 Tel.: CE 3-5381.....NBC  
 Representative .....Weed  
 President.....Herbert R. Ohrt  
 General Mgr.....Merritt Mulligan  
 Film Mgr., Asst. Mgr.....Donald Harrer  
 Nat. Sales Mgr.....Walter Rothschild  
 Promotion Dir.....Wanda Monty



**WMBV-TV—Marinette—1954**

Channel: 11 VHF..AP: 120 Kw..VP: 240 Kw.  
 Owned-Oper By..M & M Broadcasting Co., Inc.  
 Address.....Radio-TV Park  
 Tel.: RE 5-6631.....NBC  
 Representative.....Hollingbery  
 President.....Morgan Murphy  
 General Mgr.....N. D. Mackin  
 Commercial Mgr.....John Borgen  
 Program Dir.....Pat Kehoe  
 Prom., Public. Dir.....Yvonne Fronsee  
 Film Mgr.....William Clark  
 Chief Engineer.....Al S. Alexander

**WISN-TV—Milwaukee—1954**

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned By.....Hearst Corp.  
 Business Address.....759 N. 19th St.  
 Tel.: DI 2-3000.....ABC  
 Newspaper Affiliation.....Sentinel  
 Representative.....Petry  
 President.....Charles B. McCabe  
 General Manager.....D. L. Provost  
 Station Mgr.....Ken Waligorski  
 Comm. Mgr.....William C. Goodnow  
 Film Dir.....Ann Fitzsimmons  
 Program Director.....Baylen Smith  
 Prom., Pub. Dir.....Arthur H. Barnes  
 Chief Engineer.....Lionel Wittenberg

**WTMJ-TV—Milwaukee—1947**

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....The Journal Co.  
 Business-Trans. Address.....333 W. State St.  
 Tel.: BR 1-6000.....NBC  
 Newspaper Affiliation.....Journal  
 Representative.....Harrington, Righter &  
 Parsons, Inc.  
 General Manager.....George Comte  
 Station Manager.....Robert J. Heiss  
 Sales Manager.....Neale W. Bakke

Adm. Asst.....L. W. Herzog  
 Program Manager.....Sprague Vonier  
 Promotion Mgr.....Bruce Wallace  
 Film Manager.....James Fitzgerald  
 Mgr. AM & TV Engineer.....Phillip B. Laeser

**WITI-TV—Milwaukee—1956**

Channel: 6 VHF..AP: 64 Kw..VP: 100 Kw.  
 Owned-Oper. By.....Storer Bcstg. Co.  
 Business Address.....Box 641  
 Tel.: FL 2-6600.....NTA  
 Station Representative.....Blair  
 General Manager.....Terry Lee  
 Station Manager.....Dean McCarthy  
 Commercial Manager.....Lee Dolnick  
 Promotion Dir.....Lawrence Turet  
 Chief Engineer.....Daniel Gellerup

**WXIX—Milwaukee—1955**

Channel: 18 UHF..AP: 141 Kw..VP: 257 Kw.  
 Owned-Oper. By.....CBS, Inc.  
 Business Address.....5445 N. 27th St.  
 Tel.: UP 3-1919.....CBS  
 Representative.....CBS TV Spot Sales  
 General Mgr.....Frank J. Shakespeare, Jr.  
 General Sales Mgr.....Richard P. Hogue  
 Promotion Director.....R. H. Van Roo  
 Prog. Dir.....Charles E. Hinds  
 Publicity Director.....M. S. Bachman  
 Chief Engineer.....W. W. Wesley

**WSAU-TV—Wausau—1954**

Channel: 7 VHF..AP: 177 Kw..VP: 316 Kw.  
 Owned-Oper. By.....Wisconsin Valley TV Corp.  
 Address.....714-5th Street  
 Tel.: 2-1021.....ABC-CBS-NBC  
 Newspaper Affil.....Record-Herald  
 Representative.....Meeker TV  
 Gen. Comm. Mgr.....Richard D. Dudley  
 Prom., Pub. Dir.....Tom Bolger  
 Program Director.....B. Kellnhauser  
 Film Manager.....Dan Ziebell  
 Chief Engineer.....Roland W. Richard

Pop.: 341,000  
 Families: 100,000  
 Radio Homes: 96,000

**Wyoming**

Stations in State: 22  
 TV Homes: 54,000  
 TV Stations: 5

**KSPR-TV—Casper—1957**

Channel: 6 VHF..AP: 6.76 Kw..VP: 13.43 Kw.  
 Owned.....D. L. Hathaway  
 Business Address.....3900 E. 2nd St.  
 Tel.: 3-5777.....CBS  
 Station Representative.....Walker-Rawalt  
 Pres., Gen. Mgr.....D. L. Hathaway  
 Sta. Mgr.....M. R. Nichols  
 Local Comm. Mgr.....Richard Frech  
 Film Manager.....M. R. Nichols

Station Representative.....Meeker  
 President.....Burt Harris  
 Gen., Sta. Mgr.....Lawrence Berger  
 Program Director.....Rosemary Kress  
 Promotion Director.....Pat Hansen  
 Film Manager.....Chuck Palmer  
 Chief Engineer.....Robert Lebsock

**KFBC-TV—Cheyenne—1954**

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....Frontier Bcstg. Co.  
 Business Address.....2923 East Lincolnway  
 Tel.: 4-4461.....ABC-CBS-NBC  
 Newspaper Affiliation.....Eagle, Tribune  
 Representative.....Hollingbery  
 President.....Robert S. McCracken  
 Gen., Sta. Mgr.....William C. Grove

**KTWO-TV—Casper—1957**

Channel: 2 VHF..AP: 17.1 Kw..VP: 28.5 Kw.  
 Owned-Operated By.....Rocky Mt. TeleStations  
 Business Address.....143 N. Durbin  
 Tel.: 3-3771.....ABC-NBC

## WYO.-GUAM-P.R. ~~~~~

Commercial Mgr. .... C. P. Cahill  
Promotion Manager..... Joyce Pratt  
Program Director..... Dottie Collyer  
Film Mgr..... Don Wich

### **KWRB-TV—Riverton—1957**

Channel: 10.....AP 32 Kw.....VP: 64 Kw.

Owned..... M. & J. Ernst  
Address..... 500 B'way, Thermopolis, Wyo.  
Tel.: TH 800..... CBS  
Representative..... Gill-Perna  
Gen. Mgr., Ch. Eng..... Joseph P. Ernst  
Sls. Mgr..... Hugh Graham  
Prog. Mgr..... M. V. Ernst

## TELEVISION STATIONS IN TERRITORIES AND POSSESSIONS

### GUAM

#### **KUAM-TV—Agana—1956**

Channel: 8 VHF...AP: .075 Kw...VP: .15 Kw.  
Owned-Oper. By..... Radio Guam, Inc.  
Business Address..... Box 68  
Tel.: 7963..... ABC-CBS-NBC  
Representative..... Intercontinental Services

Pres., Gen. Mgr..... Harry M. Engel  
Station Manager..... John P. Barton  
Commercial Manager..... Marry Chappelle  
Administrative Assistant..... Bob Green  
Promotion Director..... Len Stein  
Publicity Director..... Jo Schmidt  
Film Manager..... Wes Whitfield  
Chief Engineer..... James Long

### PUERTO RICO

#### **WORA-TV—Mayaguez—1955**

Channel: 5 VHF...AP: .891 Kw...VP: 1.48 Kw.  
Owned-Oper By..... Supreme Bcstg. Co., Inc.  
Business Address... Darlington Bldg.; Box 43  
Tel.: 1151..... ABC-CBS-NBC  
Representative..... Inter Am. Pub., Inc.  
President..... Alfredo R. de Arellano  
Station Mgr..... R. M. Dupont  
Program Director..... Mario Rivera Negron  
Publicity Director..... Nelson Nin  
Chief Engineer..... John Prather

Tel: 3-3800..... CBS  
Rep..... Inter-American Publications Inc.  
President..... Angel Ramos  
General Mgr..... E. Vega  
Comm. Manager..... Jorge Rivero  
Station Mgr..... C. Garcia de Quevedo  
Prog. Dir..... José Luis Torregrosa  
Promotion Mgr..... Pete Mattina  
Film Mgr..... Jose Mercado

#### **WAPA-TV—San Juan—1954**

Channel: 4 VHF...AP: 33.9 Kw...VP: 56.2 Kw.  
Owned-Oper. By... Ponce de Leon Bcstg. Corp.  
Business Address..... 357 Ponce de Leon  
Tel.: 3-3006..... ABC-NBC  
Representative..... Caribbean Networks Inc.  
President..... John G. Johnson  
Gen. Manager..... Carlos Rivera Gonzales  
Promotion Director..... Rafael Vega  
Sales Mgr..... Helena Martinez  
Program Director..... Luis Dominguez  
Film Manager..... Hector Hernandez  
Chief Engineer..... Rafael Cruz Rivera

#### **WRIK-TV—Ponce—1958**

Channel: 7.....AP: .71 Kw.....VP: 1.4 Kw.  
Owned-Operated By... Ponce Television Corp.  
Address..... Darlington Bldg.  
Tel.: 2-0280..... ABC-CBS  
Sta. Rep..... Inter-American Publ.  
Pres., Ch. Eng..... George A. Mayoral  
Gen., Sls. Mgr..... William Cortada  
Prog. Dir., Film Mgr..... Augusto Montijo  
Prom., Pub. Dir..... Armando L. Clavell

#### **WKAQ-TV—San Juan—1954**

Channel: 2 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. By..... El Mundo Inc.  
Bus. Address... Box 5096, Puerto de Tierra Sta.

#### **WSUR-TV—Ponce—1958**

Channel: 9 VHF...AP: .42 Kw...VP: .83 Kw.  
Owned..... American Colonial Bcstg. Corp.  
Bus. Ad... 1000 Ponce de Leon Ave., Santurce  
Tel.: 2-4178..... Independent  
Pres., Ch. Eng..... Ralph P. Perry  
Gen., Comm. Mgr..... Mariano A. Escudero  
Prog. Dir., Film Mgr..... Jose E. Viguie

# TELEVISION STATIONS OF CANADA

## Alberta

### CHCT-TV—Calgary—1954

Channel: 2 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned By..... Calgary Television, Ltd.  
Address..... 955 Rideau Road  
Tel.: CH 3-3491.....  
Newspaper Affil..... Herald  
Sales Rep..... All-Canada TV, Weed  
President..... F. R. Shaw  
Manager..... Herb Stewart  
Commercial Mgr..... R. Watson  
Prom., Pub. Director..... Barry Nicholls  
Production Manager..... Barry Gordon  
Prog. Dir..... Ron Chase  
Film Manager..... Gordon Warner  
Chief Engineer..... Lee Crawley

### CFRN-TV—Edmonton—1954

Channel: 3 VHF... AP: 90 Kw... VP: 180 Kw.  
Owned-Oper. By.... Sunwapta Bcstg. Co., Ltd.  
Business Address..... 109 C.P.R. Bldg.  
Tel.: 892572.....  
Sta. Reps... TV Reps.; Young Canadian; Oakes  
Pres., Gen. Mgr..... G. R. A. Rice

## CHCA CHANNEL 6

### TELEVISION LIMITED

*Alberta's newest television  
outlet, within reach of 60% of  
Alberta's population*

- ★ Distribution Centre
- ★ Agriculture
- ★ Gas and Oil Production
- ★ Manufacturing
- ★ Tourist Trade

LOCATED WITH CONFIDENCE  
IN THE CENTRE OF ALBERTA'S  
MOST RAPIDLY EXPANDING  
MARKET

Phone 5525 East City Limits  
P.O. Box 668 RED DEER, ALBERTA

Station Mgr..... S. S. Lancaster  
Commercial Mgr..... Bruce D. Alloway  
Program Director..... George Kidd  
Prom., Pub. Dir..... John Riopel  
Film Manager..... Keith Neale  
Executive Eng..... F. O. A. Makepeace

### CJLH-TV—Lethbridge—1955

Channel: 7 VHF... AP: 85.5 Kw... VP: 171 Kw.  
Owned-Oper. By..... Lethbridge TV, Ltd.  
Business Address..... Lethbridge  
Tel.: FA 7-1521.....  
Representatives..... All-Canada TV; Weed  
President..... H. Buchanan  
Managing Director..... N. Botterill  
Commercial Mgr..... L. Crittenden  
Program Director..... S. Pitt  
Promotion Director..... Mrs. Babs Pitt  
Technical Dir..... V. Reed

### CHAT-TV—Medicine Hat—1957

Channel: 6 VHF... AP: 3 Kw... VP: 6 Kw.  
Owned..... Monarch Bcstg. Co. Ltd.  
Address..... Medicine Hat  
Tel.: JA 7-2457.....  
Representative..... Weed; Stovin-Byles  
President..... J. H. Yuill  
Gen., Sta. Mgr..... R. J. Buss  
Commercial Mgr..... Jack Oldham  
Program Director..... Mervin Stone  
Prom., Pub. Dir..... June Duncan  
Film Manager..... Cliff Dacre  
Chief Engineer..... Sid Gaffney

### CHCA-TV—Red Deer—1957

Channel: 6 VHF... AP: 2.875 Kw... VP: 5.75 Kw.  
Owned..... CHCA TV Limited  
Business Address..... Box 668  
Tel.: 5525.....  
Representatives..... John N. Hunt; Forjoe  
Pres., Mgr. Dir..... G. A. Bartley  
Commercial Mgr..... Cam Harju  
Program, Film Mgr..... Dave Nelma  
Prom., Public. Dir..... Mrs. A. Sole  
Chief Engineer..... T. Wadson

## British Columbia

### CJDC-TV—Dawson Creek—1959

Channel: 5 VHF... AP: .08 Kw... VP: .17 Kw.  
Owned-Oper. By..... Radio Sta. CJDC Ltd.  
Bus. Address..... Second Ave. & 9th St.  
Tel.: Sterling 2-3341.....  
Station Representative.....  
Pres., Gen. Mgr..... H. L. Michaud  
Station Manager..... Mike Lavern  
Sales Manager..... R. W. Michaud  
Chief Engineer..... Mel Lang

## CANADIAN TV STATIONS

### CFCR-TV—Kamloops—1957

Channel: 4 VHF...AP: 350 Wts...VP: 700 Wts.  
Owned.....Twin Cities TV Ltd.  
Business Address.....Radio-TV Bldg.  
Tel.: 1021.....CBC  
Station Representative.....All-Canada; Weed  
Pres., Gen. Mgr.....Jan G. Clark  
Comm. Mgr., Prom. Dir.....Walter Harwood  
Prog. Dir.....Jean Ross  
Film Manager.....Harold Hamilton  
Chief Engineer.....Fred Webber

### CHBC-TV—Kelowna—1957

Channel: 2 VHF...AP: 1.6 Kw...VP: 3.7 Kw.  
Owned.....Okanagan Valley TV Co.  
Business Address.....342 Leon Ave.  
Tel.: 4535.....CBC  
Representative.....All-Canada TV, Weed  
President.....Jim Browne  
Gen., Sta. Mgr.....Roy G. Chapman  
Comm. Mgr.....Dick Sharp  
Prog. Dir., Film Mgr.....Russ Richardson  
Prom., Pub. Dir.....Norm Williams  
Chief Engineer.....Tom Wyatt

### CBUT—Vancouver—1953

Channel: 2 VHF...AP: 48 Kw...VP: 90 Kw.  
Owned By.....Canadian Bcstg. Corp.  
Address.....1200 W. Georgia St.  
Tel.: Mutual 4-0246.....CBC  
Television Director.....Hugh Palmer  
Commercial Mgr.....Marce L. Munro  
Technical Director.....Ross L. Whiteside  
Newsreel Editor-in-charge.....R. L. Elson  
Film Director.....Stanley Fox  
Design Director.....Cliff Robinson

### CHEK-TV—Victoria—1956

Channel: 6 VHF...AP: 900 Kw...VP: 1800 Kw.  
Owned-Operated By.....CHEK-TV, Ltd.  
Business Address.....1450 Douglas St.  
Tel.: Granite 7-1821.....CBC  
Station Representative

Forjoe; TV Reps.; Bcst. Reps.; Hunt  
President.....David M. Armstrong  
Gen., Comm. Mgr.....Russell L. Furse  
Promotion Director.....Edward A. Bissland  
Chief Engineer.....Norman Bergquist

## Manitoba

### CKX-TV—Brandon—1955

Channel: 5 VHF...AP: 9.65 Kw...VP: 19.3 Kw.  
Owned By.....Western Manitoba Bcstrs. Ltd.  
Address.....2940 Victoria Ave.  
Tel.: Parkway 6-5393.....CBC  
Station Representative.....All-Canada; Weed  
Pres., Gen. Mgr.....John B. Craig  
Exec. Ass't, Sta. Mgr.....Eric Davies  
Comm. Manager.....Archie Olson

Program Director.....Douglas A. Lee  
Promotion Director.....Marvin Freeman  
Chief Engineer.....A. M. Gomez

### CBWT—Winnipeg—1954

Channel: 3 VHF...AP: 33.7 Kw...VP: 56.2 Kw.  
Owned By.....Canadian Bcstg. Corp.  
Business Address...541 Portage Ave.; Box 160  
Tel.: SP 4-2541.....CBC  
Reg. Dir., Eng.....J. R. Finlay  
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  
Technical Dir.....H. C. Heywood

## New Brunswick

### CKCW-TV—Moncton—1954

Channel: 2 VHF...AP: 16 Kw...VP: 25 Kw.  
Owned-Oper. By.....Moncton Bcstg., Ltd.  
Business Address...Knights of Pythias Bldg.  
Sta. Rep.....Stovin-Byles; Young Canadian  
Tel.: EV 4-9601.....CBC  
Pres., Gen. Mgr.....F. A. Lynds  
Station Manager.....Murray Goldsborough  
Commercial Manager.....W. Ritchie  
Prog. Dir.....J. S. Irvine  
Promotion Director.....Mrs. P. J. Beer  
Film Manager.....Gwen MacDonald  
Chief Engineer.....Keith MacConnell

### CHSJ-TV—Saint John—1954

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned By...New Brunswick Bcstg. Co., Ltd.  
Address.....14 Church St.  
Tel.: 3-3304.....CBC  
Gen. Mgr.....George A. Cromwell  
Station Rep.....All Canada TV; Weed  
Program Director.....William Stewart  
Chief Engineer.....Jack Bishop

## Newfoundland

### CJON-TV—St. John's—1955

Channel: 6 VHF...AP: 11 Kw...VP: 21 Kw.  
Owned-Oper...Newfoundland Bcstg. Co., Ltd.  
Business Address.....Prince of Wales Street  
Tel.: 7195.....ABC-CBS-NBC-CBC  
Newspaper Affiliation...Nfld. Sunday Herald  
Station Rep.....Stovin-Byles; Weed  
President.....Geoff Stirling  
V.P., Gen. Mgr.....Don Jamieson  
Sta. Mgr., Prog. Dir.....Colin Jamieson  
Commercial Mgr.....Jack Baird  
Promotion Director.....Mrs. Judith Curtis  
Publicity Director.....Charlie Lang  
Film Manager.....Miss Emelie Davis  
Chief Engineer.....Oscar Herlihey

## CANADIAN TV STATIONS

### Nova Scotia

#### CBHT—Halifax—1954

Channel: 3 VHF... AP: 60 Kw... VP: 100 Kw.  
Owned By... Canadian Bcstg. Corp.  
Address... 70 Bell Rd.  
Tel.: 2-8311... CBC  
Reg. Director... Capt. W. E. S. Briggs  
Director... G. F. Brickenden  
Comm. Representative... Donald G. LeBlanc  
Technical Director... J. Simonsen  
Program Director... Carl MacCaul  
Press & Info. Director... Bert Wilson  
Film Director... George Hames

#### CJCB-TV—Sydney—1954

Channel: 4 VHF... AP: 108 Kw... VP: 180 Kw.  
Owned By... Cape Breton Bcstrs.  
Business Address... Mira Rd.  
Tel.: 3431... CBC  
Station Representative... All Canada; Weed  
Pres., Gen. Mgr... J. Marven Nathanson  
Promotion Director... J. C. McVicar  
Publicity Director... C. M. Quinton  
Program Mgr... Mrs. M. C. MacQuarrie  
Comm. Mgr... Effie Williams  
Film Mgr... R. H. Demers  
Chief Engineer... M. E. Bowles

### Ontario

#### CKVR-TV—Barrie—1955

Channel: 3 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned-Oper. By... Ralph Snelgrove TV Ltd.  
Address... P. O. Box 69  
Tel.: Parkway 6-6467... CBC  
Station Rep... Mulvihill; Hunt; Young  
Pres., Gen. Manager... Ralph T. Snelgrove  
Operations Manager... Jack Mattenley  
Comm. Mgr... Charles Tierney  
Production Director... Joe Clark  
Promotion Director... Ev. Smith

#### CHCH-TV—Hamilton—1954

Channel: 11 VHF... AP: 90 Kw... VP: 150 Kw.  
Owned By... Niagara Television Ltd.  
Address... 163 Jackson St. W.  
Tel.: JA 2-1101... CBC  
Sta. Rep... All Canada; Young Canadian  
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

#### CKWS-TV—Kingston—1954

Channel: 11 VHF... AP: 154 Kw... VP: 257 Kw.  
Owned By... Frontenac Bcstg. Co. Ltd.  
Address... 170 Queen St.  
Tel.: LI 2-4977... CBC

Sales Rep... Weed, All-Canada TV  
President... W. R. Davies  
Gen. Mgr... H. C. Freeman  
Station Mgr... R. W. Hofstetter  
Commercial Mgr... J. Gibson  
Program Dir... Don Nairn  
Promotion Dir... Joy Villeneuve  
Film Mgr... Lois Scrutton  
Chief Engineer... Bert Cobb

#### CKCO-TV—Kitchener—1953

Channel: 13 VHF... AP: 54.4 Kw... VP: 100 Kw.  
Owned By... Central Ontario TV. Ltd.  
Address... 864 King St. W.  
Tel.: 3-4335... CBC  
Station Representative... Hardy; Hunt; Weed  
President... Carl Pollock  
General Manager... Eugene E. Fitzgibbons  
Station Manager... W. D. McGregor  
Promotion Director... William Whiting  
Program Manager... Don Martz  
Chief Engineer... Paul Turchan

#### CFPL-TV—London—1953

Channel: 10 VHF... AP: 195 Kw... VP: 325 Kw.  
Owned By... London Free Press Printing Co.  
Address... Commissioners Rd., Box 488  
Tel.: GE 4-2115... CBC  
Newspaper Affil... London Free Press  
President... Walter J. Blackburn  
Gen. Manager... Murray T. Brown  
Sta. Mgr., Prog. Dir... R. A. Reinhart  
Commercial Manager... W. C. Wingrove  
Prom., Pub. Dir... W. Thomas Daley  
Film Supervisor... Beatrice Nott  
Dir. of Engineering... G. Robitaille

#### CKGN-TV—North Bay—1955

Channel: 10 VHF... AP: 25.75 Kw... VP: 51.5 Kw.  
Owned-Oper. By... Tel-Ad Co.  
Address... P. O. Box 1000  
Tel.: GR 2-9000... CBC  
Sta. Rep... Young Canadian; Mulvihill; Hunt  
President... J. L. Shaw  
Gen., Comm. Mgr... Bruce McLeod  
Operations Manager... Dave Mee  
Prog. Dirs... Tomkins; Bilenkey  
Promotion Director... Miss Shirley Morin  
Publicity Director... John Morton  
Film Manager... Miss Eleanor Eady

#### CBOFT—Ottawa—1955

Channel: 9 VHF... AP: 55 Kw... VP: 31 Kw.  
Owned-Oper. By... Canadian Bcstg. Corp.  
Address... Lanark Ave.  
Tel.: PA 8-1771... CBC  
Station Manager... C. P. Wright  
Operations Mgr... Georges Huard  
Comm. Manager... Maurice Valinquette  
Chief Engineer... Maxted Gilbert

#### CBOT—Ottawa—1953

Channel: 4 VHF... AP: 27 Kw... VP: 50 Kw.  
Owned By... Canadian Bcstg. Corp.

## CANADIAN TV STATIONS

Address.....Lanark Ave.  
Tel.: PA 8-1771.....CBC  
Operations Mgr.....Georges Huard  
Commercial Mgr.....Larry O'Neil  
Program Dir.....Dennis Townsend  
Technical Director.....J. H. Book

### CHEX-TV—Peterborough—1955

Channel: 12 VHF...AP: 60 Kw...VP: 102 Kw.  
Owned-Oper. By...Kawartha Bcstg. Co., Ltd.  
Business Address.....R.R. No. 10  
Tel.: RI 2-0451.....CBC  
Reps.....All-Canada TV; Weed  
President.....Sen. Rupert Davies  
Comm. Prom. Dir.....Bob Kinsman  
Station Mgr.....Keith Parker  
Comm., Prom. Dir.....Bob Kinsman  
Program Director.....Gordon Shale  
Film Manager.....Don Harte-Maxwell  
Publicity Dir.....Don Alexander  
Chief Engineer.....Bert Crump

### CFCJ-TV—Port Arthur—1954

Channel: 2 VHF...AP: 15 Kw...VP: 28 Kw.  
Owned By.....Thunder Bay Electronics Ltd.  
Business Address.....87 N. Hill St., Box 1137  
Tel.: 4-2404.....CBC  
Station Representative.....Weed; All-Canada  
President.....H. F. Dougall  
Gen., Sta. Mgr.....Ralph H. Parker

### CJIC-TV—Sault Ste. Marie—1954

Channel: 2 VHF...AP: 15 Kw...VP: 28 Kw.  
Owned-Oper. By.....Hyland Radio-TV, Ltd.  
Business Address.....119 East Street  
Tel.: AL 3-3515.....ABC-CBC-CBS-NBC  
Representatives.....All-Canada TV; Weed  
President.....Mrs. J. G. Hyland  
Gen., Sta. Mgr.....R. H. Ramsay  
Commercial Mgr., Prog. Dir.....E. W. Plouffe  
Promotion Director.....Paul Fockler  
Film Manager.....Beverly Gay  
Chief Engineer.....Dave Irwin

### CKSO-TV—Sudbury—1952

Channel: 5 VHF...AP: 15 Kw...VP: 30 Kw.  
Owned By.....CKSO Radio, Ltd.  
Business Address.....336 Ash St.  
Tel.: OS 4-0711.....CBC  
Representatives.....Weed; All Canada TV  
President.....George M. Miller  
Gen., Sta. Mgr.....W. J. Woodill  
Comm. Mgr., Prom. Dir.....Ralph Connor  
Program Director.....Richard Madsen  
Film Manager.....Jim Boyd  
Chief Engineer.....Wally Robert

### CFCL-TV—Timmings—1956

Channel: 6 VHF...AP: 9.2 Kw...VP: 18.5 Kw.  
Owned By.....J. Conrad Lavigne Enterprises  
Business Address...Box 620, Mont Sacre Coeur  
Tel.: 577.....CBC  
Station Representative.....Mulvihill  
President.....J. Conrad Lavigne

Gen. Mgr., Pub. Dir.....Rene Barrette  
Commercial Manager.....Harry Charbonneau  
Program Director.....Jean DeVilliers  
Promotion Director.....Miss Jackie Green  
Film Manager.....Mrs. Hazel Claremont  
Technical Dir.....Roch Demers

### CBLT—Toronto—1952

Channel: 6 VHF...AP: 53.5 Kw...VP: 99.5 Kw.  
Owned By.....Canadian Bcstg. Corp.  
Address.....354 Jarvis St.  
Tel.: WA 3-5461.....ABC-CBC-CBS-NBC  
Director.....Fergus Mutrie  
Asst. Director.....J. R. W. Graham  
Sales Mgr.....John Malloy  
Program Director.....Peter MacDonald  
Supervisor of Design.....Leonard Crainford  
Press and Information Rep.....W. C. Walls  
Film Mgr.....O. C. Wilson

### CKLW-TV—Windsor

(See Detroit, Michigan Listing.)

### CKNX—Wingham—1955

Channel: 8 VHF...AP: 100 Kw...VP: 160 Kw.  
Owned-Oper. By.....CKNX Ltd.  
Address.....Carling Terrace  
Tel.: 158.....CBC  
Station Rep.....All-Canada; Young Canadian  
Pres., Gen. Mgr.....W. T. Cruickshank  
Comm. Mgr., Pub. Dir.....C. R. Hamilton  
Program Director.....John Krug  
Promotion Director.....Helen Fleury  
Film Manager.....D. G. Hildebrand  
Chief Engineer.....Scott Reid

## Prince Edward Island

### CFCY-TV—Charlottetown—1956

Channel: 13 VHF...AP: 38.5...VP: 79 Kw.  
Owned-Oper. By...Island Radio Bcstg. Co., Ltd.  
Business Address.....85 Kent St.  
Tel.: 7347.....CBC  
Representatives.....All-Canada TV; Weed  
Sta., Comm., Film Mgr.....R. F. Large  
Traffic Manager.....E. P. Williams  
Promotion Mgr.....M. E. Large  
Tech. Supervisor.....J. G. Jay

## Quebec

### CKRS-TV—Jonquiere—1955

Channel: 12 VHF...AP: 21 Kw...VP: 42 Kw.  
Owned-Oper. By...Radio Saguenay Limited  
Business Address.....P.O. Box 490  
Tel.: LI 2-4551.....CBC  
Sta. Rep.....Hardy; Hunt; Young Canadian  
President.....Henri Lepage  
Gen. Mgr., Prom. Dir.....Tom Burham  
Sta., Comm. Mgr.....Paul J. Audette  
Film Manager.....Eugene Michaud  
Chief Engineer.....Gerard Lemieux

## CANADIAN TV STATIONS

### CKBL-TV—Matane—1958

Channel: 9 VHF.. AP: 95 Kw.. VP: 160 Kw.  
Owned By:..... Radiodiffusion de Matane Lte.  
Business Address.....144 St. Jerome Ave.  
Network Affiliation..... CBC  
Sta. Rep..... Young Canadian Ltd.  
Pres., Gen. Mgr..... Rene Lapointe  
V.P., Comm. Mgr..... Octave Lapointe  
Chief Engineer..... Yvan Fortier

### CBFT—Montreal—1952

Channel: 2 VHF.. AP: 50 Kw.. VP: 100 Kw.  
Owned By..... Canadian Bestg. Corp.  
Business Address..... P.O. Box 6000  
Tel.: UN 6-2571..... NBC  
General Manager..... J. Alphonse Ouimet  
Director..... Andre Ouimet  
Program Director..... Fernand Guerard  
Comm. Manager..... Maurice Valiquette  
Film Mgr..... J. Lepailleur  
Press & Information..... J. J. Trudeau  
Chief Engineer..... Etienne Dubreuil

### CBMT—Montreal—1954

Channel: 6 VHF.. AP: 26.2 Kw.. VP: 43.8 Kw.  
Owned By..... Canadian Bestg. Corp.  
Address..... 1425 Dorchester St. W.  
Tel.: UN 6-2571..... CBC  
Television Director..... Andre Ouimet  
Comm. Manager..... Maurice Valiquette  
Prog. Director..... D. E. McGill  
Press and Information..... J. J. Trudeau  
Tech. Dir..... C. Frenette

### CFCM-TV—Quebec City—1957

Channel: 4 VHF.. AP: 6.35 Kw.. VP: 12.7 Kw.  
Owned By..... Television De Quebec  
Address..... 200 Ave. St. Jean Bosco, Ste. Foy  
Tel.: MURray 3-4985..... CBC  
Sales Rep..... Weed; Hardy; Hunt  
President..... Gaston Pratte  
Gen. Mgr..... J. A. Pouliot  
Oper. Dir., Sales Mgr..... Arthur P. Fitzgibbons  
Program Manager..... Jacques Filteau  
Prom., Pub. Dir..... Andrew N. McLellan  
Film Manager..... Gerald Ross

### CKMI-TV—Quebec City—1957

Channel: 5 VHF.. AP: 2.8 Kw.. VP: 5.6 Kw.  
Owned..... TV de Quebec (Canada) Ltd  
Add..... 200 Ave. St. Jean Bosco, Ste. Foy, Que.  
Tel.: MU 3-4985..... CBC  
Station Rep..... Weed; Hardy; Hunt  
President..... Gaston Pratte  
General Manager..... Jean A. Pouliot  
Oper. Dir., Sales Mgr..... Arthur P. Fitzgibbons  
Program Director..... Gerald Taaffe  
Prom., Pub. Dir..... Andrew N. McLellan  
Film Manager..... Gerald Ross

### CJBR-TV—Rimouski—1954

Channel: 3 VHF.. AP: 34.55 Kw.. VP: 60.6 Kw.  
Owned By..... Central Public Serv. Corp.

Address..... 6 St. Jean St.  
Tel.: RA 3-2217..... CBC  
Sales Rep..... Stovin-Byles; Weed  
President..... Jacques Brilliant  
Gen. Sta. Manager..... Andre Lecomte  
Commercial Mgr..... L. P. Cliche  
Program, Film Mgr..... Francois Raymond  
Promotion Dir..... Jean Chabot  
Publicity Dir..... Harry A. Willsie

### CKRN-TV—Rouyn-Noranda 1958

Channel: 4 VHF.. AP: 25 Kw.. VP: 50 Kw.  
Owned..... Northern Radio-Radio Nord, Inc.  
Business Address..... Box 70, Rouyn  
Tel.: RO 2-7741..... CBC  
Station Rep..... Weed; Trans-Ocean; Hunt  
Pres., Gen. Mgr..... David A. Gourd  
Comm. Prom. Mgr..... George A. Chartrand  
Program Director..... B. Valiquette  
Film Manager..... L. P. Langevin  
Chief Engineer..... Jean-Guy Langevin

### CHLT-TV—Sherbrooke—1956

Channel: 7 VHF.. AP: 312 Kw.. VP: 312 Kw.  
Owned-Oper. By..... La Tribune, Ltd.  
Business Address..... 221 Dufferin St.  
Tel.: LO 9-2525..... CBC  
Reps..... Hardy (Canada); Canadian Stations  
Reps (N. Y.)  
Newspaper Affil..... La Tribune  
President..... Paul Desruisseaux  
General Manager..... Alpee Gauthier  
Sta., Comm. Mgr..... Jean-Louis Gauthier  
Program Director..... Pierre Bruneau  
Promotion Director..... Georges L'Ecuyer  
Film Manager..... Guy Bachand  
Chief Engineer..... Leo Guilbeau

### CKTM-TV—Three Rivers—1958

Channel: 13 VHF.. AP: 1.5 Kw.. VP: 3.7 Kw.  
Owned By..... TV St. Maurice, Inc.  
Address..... P.O. Box 277  
Tel.: 4-3556..... CBC  
Representative..... Weed  
Pres., Gen. Mgr..... Henri Oudet  
Prog. & Film Buyer..... Claude Blain  
Chief Engineer..... Ernest Brunelle

## Saskatchewan

### CHAB-TV—Moose Jaw—1959

Channel: 4 VHF.. AP: 100 Kw.. VP: 53 Kw.  
Owned By..... Rodio Station CHAB, Ltd.  
Address..... 127 Main St., N.  
Tel.: OX 2-6464..... CBC  
President..... Jack Moffat  
Commercial Mgr..... Joe Lawlor  
Saion Mgr..... Sid Boyling  
Program Dir..... Jay Leddy  
Prom. Public Dir..... Terry McBurney

## CANADIAN TV STATIONS

### **CKBI-TV—Prince Albert—1958**

Channel: 5 VHF..AP: 61 Kw..VP: 100 Kw.  
Owned.....Central Bcstg. Co.  
Address.....10th St. West  
Tel.: RO 3-7421.....CBC  
Representatives.....All Canada; Weed  
Pres., Gen. Mgr.....E. A. Rawlinson  
Commercial Mgr.....G. O. Johnson  
Prog. Dir., Film Mgr.....J. J. Cannon  
Promotion Dir.....Gerald Prest  
Chief Engineer.....Tom Van Nes

### **CKCK-TV—Regina—1954**

Channel: 2 VHF..AP: 53.5..VP: 100 Kw.  
Owned By.....Transcanada  
Address.....Leader Post Building  
Tel.: LA 3-6671.....CBC  
Newspaper Affil.....Leader Post  
Sales Rep.....Weed, All-Canada TV  
President.....Clifford Sifton  
Gen., Sta. Mgr.....H. A. Crittenden  
Comm. Manager.....Lloyd Westmoreland  
Film Mgr.....Larry Glover  
Program Dir.....H. Van Wiebe  
Promotion Director.....William Rees  
Chief Engineer.....E. A. Strong

### **CFQC-TV—Saskatoon—1954**

Channel: 8 VHF..AP: 154 Kw..VP: 325 K.  
Owned By.....A. A. Murphy & Sons Ltd.  
Address.....216 1st Ave. N.

Tel.: CH 2-6611.....ABC-CBS-NBC  
Sales Rep.....Adam Young TV Corp.; Oakes;  
President.....A. A. Murphy  
General Mgr.....G. Blair Nelson  
Operations Mgr.....Walter Romanow  
Sales Manager.....Will Klein  
Prom. Director.....Geff Jamieson  
Film Mgr.....Miss L. Semko  
Chief Engineer.....Lyn Hoskin

### **CJFB-TV—Swift Current—1957**

Channel: 5 VHF..AP: 6.6 Kw..VP: 13.3 Kw.  
Owned...Swift Current Telecasting Co. Ltd.  
Address.....825 Lehigh Ave.  
Tel.: PProspect 3-8364.....CBC  
Representative.....Forjoe-TV  
Pres., Gen. Mgr.....William D. Forst  
Sls. Mgr.....Walter S. Buffam  
Prog. Dir.....Julie Forst  
Chief Engineer.....George Merchant

### **CKOS-TV—Yorkton—1958**

Channel: 3 VHF..AP: 2.5 Kw..VP: 5 Kw.  
Owned By.....Yorkton TV Co., Ltd.  
Address.....95 E. Broadway  
Tel.: 33-688.....CBC  
Sta. Rep.....Stovin-Byles Ltd.; Devney  
Pres., Prom. Mgr.....Norman Roebuck  
General Mgr.....Ronald Leigh Skinner  
Commercial Mgr.....Harold Olson  
Program Dir.....Kristin Olson  
Film Mgr.....Donald Campbell

SEE PAGE 681

FOR ALPHABETICAL

INDEX TO CANADIAN

AM RADIO STATIONS



# FOREIGN TV STATIONS

Operating TV stations as of January 1, 1959  
(In most cases, satellites are not included)

Location	Call Letters	Licensee or Grantee	Channel No.
— ALGERIA —			
Algiers		Radiodiffusion-Télévision Française (Govt.)	CH. F-11
— ARGENTINA —			
Buenos Aires	LR3-TV	Radio Belgrano TV	Ch. 7
— AUSTRALIA —			
Melbourne	GTV	General Television Corp., Ltd.	Ch. 9
Melbourne	HSV	Herald-Sun Television, Ltd.	Ch. 7
Melbourne	ABV	Australian Bestg. Commission	Ch. 2
Sydney	ATN	Amalgamated TV Services	Ch. 7
Sydney	TCN	Television Corp. Ltd	Ch. 9
Sydney	ABN	Australian Bestg Commission	Ch. 2
— AUSTRIA —			
Graz		Osterreichischer Rundfunk (Govt.)	Ch. E-7
Kahlenberg		Osterreichischer Rundfunk (Govt.)	
Karnten		Osterreichischer Rundfunk (Govt.)	Ch. E-10
Linz		Osterreichischer Rundfunk (Govt.)	Ch. E-6
Salzburg		Osterreichischer Rundfunk (Govt.)	Ch. E-8
Sonnwendstein		Osterreichischer Rundfunk (Govt.)	Ch. E-10
Vienna		Osterreichischer Rundfunk (Govt.)	Ch. E-5
— BELGIUM —			
Antwerp		Institut National Belge de Radiodiffusion (Govt.)	Ch. E-2
Brussels		Service Française Institut. (French)	
Brussels		Vlaamse Televisie (Flemish)	
Liege		Institut National Belge de Radiodiffusion (Govt.)	Ch. E-3
Ruiselede		Institut National Belge de Radiodiffusion (Govt.)	Ch. E-2
		(Dutch language)	
Waver		Institut National Belge de Radiodiffusion (Govt.)	Ch. E-8
		(French language)	
Waver		Institut National Belge de Radiodiffusion (Govt.)	Ch. E-10
		(Dutch language)	
— BERMUDA —			
Hamilton	ZBM-TV	Bermuda Radio & Television Co., Ltd.	Ch. 10
	ZBM-1		
	ZBM-2	Bermuda Broadcasting Co. Ltd.	
— BRAZIL —			
Belo Horizonte	PRHG-TV	Radio Guarani	Ch. 4
Rio de Janeiro	PRG3-TV	Radio Televisao Tupi	Ch. 6
Rio de Janeiro		Radio Record TV	Ch. 13
Santos		TV Rebratel	
Sao Paulo		Radio Televisao Paulista	Ch. 5
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
— BULGARIA —			
Sofia		Government	Ch. R-III
— COSTA RICA —			
San Jose		Televisors de Costa Rica	
— CUBA —			
Camaguey	CMJL-TV	Circuito CMQ	Ch. 6
Havana	CMAB-TV	Telemundo	Ch. 2
Havana	CMBF-TV	CMBF-TV Cadena Nacional, S.A.	Ch. 4



# FOREIGN TV STATIONS

Location	Call Letters	Licensee or Grantee	Channel No.
Bremen		Norddeutscher Rundfunk	Ch. E-2
Dillberg		Bayerischer Rundfunk	Ch. E-6
Feldberg		Sudwestfunk	Ch. E-8
Flensburg		Norddeutscher Rundfunk	Ch. E-4
Frankfurt		Hessischer Rundfunk	Ch. E-8
Freiburg		Sudwestfunk	Ch. E-7
Grunten		Bayerischer Rundfunk	Ch. E-2
Hamburg		Norddeutscher Rundfunk	Ch. E-9
Hanover		Norddeutscher Rundfunk	Ch. E-8
Harz		Norddeutscher Rundfunk	Ch. E-10
Hoher Meissner		Hessischer Rundfunk	Ch. E-7
Hornisgrunde		Sudwestfunk	Ch. E-9
Kaiserslautern		Sudwestfunk	Ch. E-7
Kiel		Norddeutscher Rundfunk	Ch. E-5
Koblenz		Sudwestfunk	Ch. E-6
Koln		Westdeutscher Rundfunk	Ch. E-11
Kreuzberg-Rhon		Bayerischer Rundfunk	Ch. E-3
Langenberg		Westdeutscher Rundfunk	Ch. E-9
Marburg		Hessischer Rundfunk	Ch. E-11
Passau		Bayerischer Rundfunk	Ch. E-7
Raichberg		Sudwestfunk	Ch. E-4
Saarbrucken		Telesaar	Ch. F-2
Saarbruchen		Telesaar	Ch. F-7
Stuttgart		Suddeutscher Rundfunk	Ch. E-11
Teutoberger Wald		Westdeutscher Rundfunk	Ch. E-11
Trier		Sudwestfunk	Ch. E-5
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. E-8
Guatemala City	TGW-TV	Television Nacional de Guatemala	Ch. E-3
— HONGKONG —			
Hongkong		Hongkong Ltd.—Redifusion	
— HONDURAS —			
Tegucigalpa	HRTG-TV		
— HUNGARY —			
Budapest		Magyar Radio (Govt.)	Ch. R-III
— IRAN —			
Tehran	TVI	Habib Sabet	Ch. 2
— IRAQ —			
Baghdad		Minister of Interior	Ch. E-8
— ITALY —			
Gambarie		Radiotelevisione Italiana (Government-granted monopoly)	Ch. D
Martina Franca		" "	Ch. D
Milano		" "	Ch. G
Monte Argentario		" "	Ch. E
Monte Caccia		" "	Ch. A
Monte Cammarata		" "	Ch. A
Monte Conero		" "	Ch. E
Monte Faito		" "	Ch. B
Monte Favone		" "	Ch. H
Monte Lauro		" "	Ch. F
Monte Limbara		" "	Ch. H
Monte Nerone		" "	Ch. A
Monte Peglia		" "	Ch. H
Monte Pellegrino		" "	Ch. H
Monte Penice		" "	Ch. B
Monte Sambuco		" "	Ch. H
Monte Seuro		" "	Ch. G
Monte Serpeddi		" "	Ch. G
Monte Serra		" "	Ch. D
Monte Soro		" "	Ch. E
Monte Venda		" "	Ch. D
Monte Vergine		" "	Ch. D
Pescara		" "	Ch. F
Portofino		" "	Ch. H
Punta Badde Urbara		" "	Ch. D
Roma		" "	Ch. G
San Nicolao		" "	Ch. A
Torino		" "	Ch. C
Trieste		" "	Ch. G



# FOREIGN TV STATIONS

Location	Call Letters	Licensee or Grantee	Channel No.
— RUMANIA —			
Bucharest		Radiodifuziunea Si Televiziunea Romina (Govt.)	Ch. R-III
— SAUDI ARABIA —			
Dhahran	HZ-22-TV	Arabian-American Oil Company	Ch. 2
— SPAIN —			
Madrid		Radio Nacional de Espana (Govt.)	Ch. E-3
— SWEDEN —			
Gavle		A. B. Radiotjanst	Ch. E-9
Goteborg		A.B. Radiotjangst (Govt.)	Ch. E-9
Malmo		A.B. Radiotjangst (Govt.)	Ch. E-10
Norrkoping	A.B. Radiotjangst	(Govt.)	Ch. E-5
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
Monte Ceneri		Swiss General Post Office	Ch. E-5
Santis		Swiss General Post Office	Ch. E-7
Sion (Valais)		Swiss General Post Office	Ch. E-6
Tramelan		Swiss General Post Office	Ch. E-11
Zurich		Swiss General Post Office	Ch. E-3
— THAILAND —			
Bangkok	T TV	Thai-Television Co.	Ch. 4
— TURKEY —			
Istanbul		Teknik Universite	Ch. E-4
— UNITED KINGDOM —			
Aberdeen		British Bestg. Corp.—BBC (Govt. operated, non-commercial)	Ch. B-1
Belfast		BBC	Ch. B-1
Birmingham		BBC	Ch. B-1
Brighton		BBC	Ch. B-2
Cardiff		BBC	Ch. B-5
Carlisle		BBC	Ch. B-4
Central Scotland		BBC	Ch. B-3
Central Scotland		ITA	Ch. B-10
Channel Isles		BBG	Ch. B-1
Dover		BBC	Ch. B-2
Folkestone		BBC	Ch. B-1
Inverness		BBC	Ch. B-2
Isle of Man		BBC	Ch. B-5
Isle of Wight		BBC	Ch. B-3
Isle of Wight		Independent Television Authority (ITA)	Ch. B-11
Lancashire		Independent Television Authority—ITA	Ch. B-9
London		BBC	Ch. B-1
London		ITA	Ch. B-9
Londonderry		BBC	Ch. B-2
Manchester		BBC	Ch. B-2
Midlands		ITA	Ch. B-8
Newcastle		BBC	Ch. B-5
Norwich		BBC	Ch. B-3
Plymouth		BBC	Ch. B-2
S. Wales & West		Independent Television Authority (ITA)	Ch. 10
West Wales		BBC	Ch. B-3
Yorkshire		ITA	Ch. B-10
— URUGUAY —			
Montevideo		Sociedad Anonima Emisoras de Television Y Anexos	Ch. 10
— USSR —			
Alma Ata		Government	
Baku		Government	
Barnaul		Government	

# FOREIGN TV STATIONS

Location	Call Letters	Licensee or Grantee	Channel No.
Biisk		Government	
Blagoveschensk		Government	
Dniepropetrovsk		Government	
Gorkiy		Government	
Irkutsk		Government	
Izhevsk		Government	
Kalinin		Government	
Kaliningrad		Government	
Kazan		Government	
Kemerovo		Government	
Khabarovsk		Amateur	
Kharkov		Government	
Kiev		Government	Ch. R-III
Kishinev		Government	Ch. R-IV
Kostroma		Government	
Krasnoyarsk		Government	
Kubyshev		Government	
Leningrad		Government	
Miladai		Government	Ch. R-III
Minsk		Government	
Moscow		Government	Ch. R-II
Moscow		Government	Ch. R-IV
Murmansk		Government	
Nalchik		Government	
Novosibirsk		Government	
Odessa		Government	Ch. R-II
Omsk		Government	
Pern		Government	
Raychikhinsk		Government	
Riga		Government	Ch. R-III
Rostov-on-Don		Government	
Saratov		Government	
Sevastopol		Government	
Stalino		Government	
Stalinogorsk		Government	
Sverdlovsk		Government	
Tallin		Government	Ch. R-III
Tashkent		Government	
Tbilisi		Government	
Tomsk		Government	
Ust Kamenogorsk		Government	
Vatutino		Government	
Vilnius		Government	
Vinnitsa		Government	
Vladimir		Government	
Vladivostok		Government	
Vorkuta		Government	
Voronezh		Government	
Yaroslavl		Government	
Yerevan		Government	

— VENEZUELA —

Caracas	YVKA-TV	Televisora Nacional (Govt.)	Ch. 5
Caracas	YVLV-TV	Televisa Venezolana	Ch. 4
Caracas	YVKS-TV	Radio Caracas TV	Ch. 2
Maracaibo		Ondas de Lago TV	Ch. 13
Maracaibo		Televisa Venezolana	Ch. 9

— YUGOSLAVIA —

Belgrade	YZO	Radiodifusion Jugoslavo	Ch. E-2
Ljubljana		Radio Ljubljana	Ch. E-10
Zagreb	YZO-3	Radio Televizija Zagreb	Ch. E-9

SEE PAGE 730  
FOR BRITISH TV  
PRODUCERS AND DISTRIBUTORS

# Television Stations and Sets Overseas

At the end of 1958 a total of 49 overseas countries had television, excluding the U.S., its territories, Canada and the U.S. Armed Forces TV stations abroad. Of the 49, 41 were Free World countries and the other eight were Communist Bloc countries. The number of overseas TV stations of all kinds, including TV centers, relay stations and experimental stations, rose from 447 to 739 during the year, an increase of 65 per cent: 617 of these stations were in the Free World of which 246 were new; 122 were in the Bloc of which 46 were new. Of the 246 new stations in the Free World, Western Europe had 196, the Far East 33, Latin America 14, and the Near East, South Asian and African areas had three.

The growth in the number of television receivers in use was also noteworthy. There was an increase of about 6,500,000 sets in 1958, compared with 5,000,000 in 1957, and 3,500,000 in 1956. The almost 23,000,000 sets that were in use at the end of the year also surpassed earlier estimates by about 3,000,000. Of the total number of sets, the Free World had a little more than 19,500,000, a gain of 5,500,000 over 1957, and the Communist Bloc accounted for somewhat less than 3,500,000, an increase of about a million.

COUNTRIES	STATIONS		RECEIVERS	
	Oct. 1 1958	Dec. 31 1958	In Use Oct. 1	In Use Dec. 31
WESTERN EUROPE				
Austria .....	10	12	50,000	60,000
Belgium .....	5	5	300,000	300,000
Denmark .....	6	6	157,000	200,000
Finland .....	6	8	8,000	10,000
France .....	32	32	918,000	1,000,000
West Germany .....	85	91	1,844,400	2,000,000
Ireland* .....	—	—	30,000	30,000
Italy .....	205	252	970,000	1,070,000
Luxembourg .....	1	1	1,600	3,500
Malta** .....	—	—	—	4,000
Monaco .....	1	1	10,000	11,000
Netherlands .....	6	6	370,000	370,000
Norway .....	1	1	1,000	1,000
Portugal .....	5	5	15,000	20,000
Spain .....	1	1	30,000	35,000
Sweden .....	6	14	158,100	200,000
Switzerland .....	7	7	45,000	48,200
United Kingdom .....	26	27	9,313,800	9,313,800
Yugoslavia .....	3	3	4,500	7,500
TOTAL .....	406	472	14,226,400	14,684,000

\* These sets tune in to U.K. stations. There is no TV in Ireland.

\*\* These sets tune in to Italian stations. There is no TV in Malta.

# Television Stations and Sets Overseas

COUNTRIES	STATIONS		RECEIVERS	
LATIN AMERICA				
	<i>Oct. 1</i> 1958	<i>Dec. 31</i> 1958	<i>In Use</i> <i>Oct. 1</i>	<i>In Use</i> <i>Dec. 31</i>
Argentina .....	1	1	200,000	250,000
Brazil .....	7	7	700,000	850,000
Colombia .....	9	9	140,000	150,000
Cuba .....	23	23	315,000	350,000
Dominican Republic .....	3	3	7,500	7,500
Guatemala .....	2	2	20,000	20,000
Mexico .....	13	13	400,000	450,000
Nicaragua .....	1	1	2,000	2,000
Panama .....	—	—	8,000	8,000
Peru .....	1	2	200	5,000
El Salvador .....	1	2	7,000	7,000
Uruguay .....	1	1	8,000	15,000
Venezuela .....	11	11	200,000	200,000
TOTAL .....	73	75	2,007,700	2,314,500

COUNTRIES	STATIONS		RECEIVERS	
NEAR EAST, SOUTH ASIA AND AFRICA				
	<i>Oct. 1</i> 1958	<i>Dec. 31</i> 1958	<i>In Use</i> <i>Oct. 1</i>	<i>In Use</i> <i>Dec. 31</i>
Algeria .....	1	2	17,600	20,000
Cyprus .....	1	1	1,000	1,000
India .....	1	1	100	100
Iran .....	1	1	1,500	1,500
Iraq .....	1	1	6,000	6,000
Kuwait .....	—	—	600	600
Morocco .....	2*	2*	5,000	5,000
Saudi Arabia .....	1	1	700	1,000
Turkey .....	1	1	500	1,000
TOTAL .....	9	10	33,000	36,200

\* Off the air.

(Continued on next page)



# Television Stations and Sets Overseas

(Continued from preceding page)

COUNTRIES	STATIONS		RECEIVERS	
FAR EAST				
Australia .....	6	6	400,000	500,000
Hong Kong .....	(1)*	(1)*	2,500	2,500
Japan .....	30	49	1,758,400	1,976,300
Korea (South) .....	1	1	2,700	3,000
Philippines .....	1	2	18,000	18,000
Thailand .....	2	2	30,500	30,500
TOTAL .....	40	60	2,212,100	2,530,300

## COMMUNIST BLOC

	Oct. 1 1958	Dec. 31 1958	In Use Oct. 1	In Use Dec. 31
Bulgaria .....	1	1	500	500
Czechoslovakia .....	6	7	287,700	315,000
East Germany .....	10	11	250,000	274,000
Hungary .....	1	1	10,000	12,000
Poland .....	6	7	45,600	100,000
Rumania .....	1	1	12,000	12,000
USSR .....	84	91	2,500,000	2,600,000
Communist China .....	2	3	200	200
TOTAL .....	111	122	3,106,000	3,313,700

\* Closed circuit wired service; not counted in totals

# Stations and Receivers By Areas

October 1 - December 31, 1958

AREAS	STATIONS		RECEIVERS	
	Oct. 1 1958	Dec. 31 1958	In Use Oct. 1	In Use Dec. 31
Western Europe* .....	406	472	14,226,400	14,684,000
Latin America .....	73	75	2,007,700	2,314,500
Near East, South Asia and Africa .....	9	10	33,000	36,200
Far East .....	40	60	2,212,100	2,530,300
FREE WORLD TOTAL**...	528	617	18,479,200	19,565,000
Communist Bloc .....	111	122	3,106,000	3,313,700
WORLD WIDE TOTAL**...	639	739	21,585,200	22,878,700

\* Includes Yugoslavia.

\*\* Except U.S., its territories, Canada and Armed Forces stations abroad.

## New Overseas Television Stations

October 1 - December 31, 1958

<b>WESTERN EUROPE</b>	<b>FAR EAST</b>
Austria —Patscherkofel (Innsbruck) —Jauerling (Lower Austria) Finland —Turku —Kotka (test transmissions) West Germany —Six satellite stations went on the air Italy —Forty-seven satellite stations went on the air Sweden —Nassjo —Halmstad —Halsingborg —Skovde —Orebro —Linkoping —Motala —Karlstad United Kingdom —Folkestone (BBC)	Japan —Nineteen stations went on the air Philippines —Manila—Chronicle Broadcasting Network (DZXL-TV)
<b>LATIN AMERICA</b>	<b>COMMUNIST BLOC</b>
Peru —Lima—Radio America TV El Salvador —San Salvador—YSU-TV	Czechoslovakia —As—Western Czechoslovakia (relay station) East Germany —Calau—Cottbus area (testing) Poland —An experimental station has been on the air for some time at Gdansk USSR —Penza TV Center —Pyatigorsk TV Center —Zaporozhe TV Center —Chelyabinsk TV Center —Tyumen TV Center —Frunze TV Center (experimental) —Grodno Relay of Vilnyus Communist China—Harbin (experimental)
<b>NEAR EAST, SOUTH ASIA AND AFRICA</b>	
Algeria —Oran	

# NEW TV STATIONS EXPECTED ON THE AIR DURING 1959

<u>City</u>	<u>Call Letters</u>	<u>Channel</u>	<u>City</u>	<u>Call Letters</u>	<u>Channel</u>
<b>ALABAMA</b>			<b>KANSAS</b>		
Birmingham	WBMG	42	Goodland	KBLR-TV	10
Selma	WSLA	8	Hays	KAYS-TV	7
<b>CALIFORNIA</b>			<b>KENTUCKY</b>		
Los Angeles	KBIC-TV	22	Ashland	WALN-TV	59
Modesto	KTRB-TV	14	Louisville	WEZI	21
Sacramento	KGMS-TV	40	Louisville	WQXL-TV	41
San Diego	KEZY	27	Newport	WNOP-TV	74
San Francisco	KBAY-TV	20	<b>LOUISIANA</b>		
San Francisco	KMTR	38	New Orleans	WCKG	26
<b>COLORADO</b>			New Orleans	WWEZ-TV	32
Sterling	KHQL-TV	3	<b>MAINE</b>		
<b>CONNECTICUT</b>			Augusta	WPTT	10
New Haven	WELI-TV	59	<b>MARYLAND</b>		
New London	WNLC-TV	26	Baltimore	WITH-TV	72
Stamford	WTSF	27	Baltimore	WTLF	18
<b>DISTRICT OF COLUMBIA</b>			<b>MASSACHUSETTS</b>		
Washington	WOOK-TV	14	Boston	WJDW	44
<b>FLORIDA</b>			Boston	WXEL	38
Fort Pierce	WTVI	19	Brockton	WHEF-TV	62
Miami	WMFL	33	<b>MICHIGAN</b>		
Orlando	WEAL-TV	18	Cheboygan	WDBG-TV	4
<b>ILLINOIS</b>			Detroit	WBID	50
Champaign-Urbana	WCHU	33	Grand Rapids	WMCN	23
Chicago	WHFC-TV	26	Lansing	WTOM-TV	54
Chicago	WIND-TV	20	Port Huron	WHLS-TV	34
Chicago	WOPT	44	Wakefield	WJMS-TV	12
Evanston	WTLE	32	<b>MINNESOTA</b>		
Peoria	WIRL-TV	8	Hibbing	WIRT	13
Springfield	WMAY-TV	36	International Falls	KIFS	11
<b>INDIANA</b>			Mankato	KEYC-TV	12
Anderson	WCBC-TV	26			
Hatfield	WVSJ-TV	9			

# NEW TV STATIONS

<i>City</i>	<i>Call Letters</i>	<i>Channel</i>	<i>City</i>	<i>Call Letters</i>	<i>Channel</i>
<b>MISSISSIPPI</b>			<b>OKLAHOMA</b>		
Biloxi	WVMI-TV	13	Elk City	KSWB	8
Greenwood	WABG-TV	6	Tulsa	KSPG	17
Laurel	WTLM	7	<b>OREGON</b>		
<b>MONTANA</b>			Coos Bay	KOOS-TV	16
Butte	KOPR-TV	6	Salem	KSLM-TV	3
Great Falls	KRTV	3	<b>PENNSYLVANIA</b>		
<b>NEBRASKA</b>			Allentown	WQCY	39
Alliance	KALF	13	Hazleton	WAZL-TV	63
North Platte	KNOP	2	Lancaster	WLAN-TV	21
<b>NEVADA</b>			Philadelphia	WSES	29
Reno	KAKJ	4	Philadelphia	WPHD	23
<b>NEW HAMPSHIRE</b>			Pittsburgh	WTVQ	47
Keene	WKNE-TV	45	Pittsburgh	WXTV	33
<b>NEW JERSEY</b>			Sunbury	WKOK-TV	38
Atlantic City	WOCN	52	Williamsport	WRAK-TV	36
Camden	WKDN-TV	17	<b>SOUTH CAROLINA</b>		
<b>NEW MEXICO</b>			Camden	WACA-TV	14
Santa Fe	KVIT	2	<b>SOUTH DAKOTA</b>		
<b>NEW YORK</b>			Deadwood	KDSJ-TV	5
Albany	WPTR-TV	23	Mitchell	KORN-TV	5
Buffalo-Niag. Falls	WNYT-TV	29	Sioux Falls	KSOO-TV	13
Rochester	WCBF-TV	15	<b>TENNESSEE</b>		
Utica	WTMV	54	Memphis	WAMT	48
<b>NORTH CAROLINA</b>			<b>TEXAS</b>		
Gastonia	WTVX	48	Brownwood	KNBT-TV	19
New Bern	WNBE-TV	13	Houston	KXYZ-TV	29
Wilmington	WGNI-TV	3	Nacogdoches	KTES	19
<b>OHIO</b>			Victoria	KMVA-TV	19
Canton	WTLC	29	<b>UTAH</b>		
Cincinnati	WQXN-TV	54	Logan	KVNU-TV	12
Cleveland	WERE-TV	65	Ogden	KVOG-TV	9
Cleveland	WHK-TV	19	<b>VIRGINIA</b>		
Elyria	WEOL-TV	31	Arlington	WARL-TV	20
Mansfield	WTVG	36	<b>WEST VIRGINIA</b>		
Massillon	WMAC-TV	23	Wheeling	WLTV	51
Toledo	WTOH-TV	79	<b>WISCONSIN</b>		
Youngstown	WXTV	33	Milwaukee	WFOX-TV	31
			<b>WYOMING</b>		
			Sheridan	KTWX-TV	9

# Top 25 Network Brand Advertisers Estimated Expenditures By Quarters

## FOURTH QUARTER 1958

Anacin Tablets	\$3,235,389	Camel Cigarettes	1,357,018
Viceroy Cigarettes	2,143,971	Dodge Passenger Cars	1,330,923
Chevrolet Passenger Cars	2,073,918	Bayer Aspirin Tablets	1,330,117
Bufferin	1,898,089	L & M Filter Tip Cigarettes	1,323,975
Tide	1,754,713	Plymouth Passenger Cars	1,199,416
Gillette Razors and Blades	1,754,118	Old Gold Cigarettes	1,184,261
Kent Cigarettes	1,713,167	Gleem Reg. & Aerosol Tooth Paste	1,121,872
Ford Passenger Cars	1,596,891	Geritol	1,038,882
Dristan Tablets	1,550,835	Chesterfield Cigarettes	1,018,369
Winston Cigarettes	1,500,281	Salem Cigarettes	1,017,795
Colgate Reg. & Aerosol Dental Cream	1,413,935	Cheer Detergent	999,656
Bulova Watches	1,387,166	Fab Detergent	958,966
		Crest Tooth Paste	938,372

## THIRD QUARTER

Winston Cigarettes	\$2,159,161	Eastman Kodak Cameras	969,319
Anacin Tablets	2,110,869	Prudential Insurance Co. of Amer.	921,939
Chevrolet Passenger Cars	1,861,347	Cheer Detergent	916,085
Tide	1,622,910	Bayer Aspirin Tablets	911,811
Ford Passenger Cars	1,311,051	Camel Cigarettes	898,190
Viceroy Cigarettes	1,307,352	Mercury Passenger Cars	853,260
Salem Cigarettes	1,307,184	Dristan Tablets	838,728
Bufferin	1,242,392	Gillette Razors and Blades	837,093
Dodge Passenger Cars	1,193,346	Schlitz Beer	832,332
Kent Cigarettes	1,169,395	Pall Mall Cigarettes	813,678
L & M Filter Tip Cigarettes	1,127,898	Buick Passenger Cars	809,497
Colgate Regular & Aerosol Dental Cream	1,071,335	Paper Mate Pens	805,606
Fab Detergent	980,848		

## SECOND QUARTER

Tide	\$2,162,490	Wisk Liquid Detergent	1,061,532
Winston Cigarettes	1,909,591	Kent Cigarettes	1,007,677
Anacin	1,888,292	Gleem Tooth Paste	991,526
Chevrolet Passenger Cars	1,803,162	Geritol	986,702
Viceroy Cigarettes	1,628,189	Cheer Detergent	983,876
Dodge Passenger Cars	1,569,738	Oldsmobile Passenger Cars	952,590
Ford Passenger Cars	1,540,231	Prudential Insurance Co. of Amer.	949,199
Camel Cigarettes	1,485,269	Pall Mall Cigarettes	914,037
Bufferin	1,208,317	Chesterfield Cigarettes	906,406
L & M Filter Tip Cigarettes	1,143,267	Old Gold Cigarettes	857,535
Plymouth Passenger Cars	1,111,128	Bayer Aspirin	814,291
Fab Detergent	1,086,588	Hit Parade Cigarettes	831,666
Eastman Kodak Cameras	1,066,385		

## FIRST QUARTER

Tide	\$2,325,404	Kent Cigarettes	1,058,175
Ford Passenger Cars	2,152,418	Fab	1,036,916
Anacin	2,060,660	Prudential Insurance	1,026,170
Bufferin	2,056,090	Chesterfield Cigarettes	1,015,086
Winston Cigarettes	1,820,088	Cheer	989,356
Chevrolet Passenger Cars	1,669,850	Camel Cigarettes	970,956
Plymouth Passenger Cars	1,667,917	Pall Mall Cigarettes	966,255
Dodge Passenger Cars	1,649,153	Geritol	964,497
Viceroy Cigarettes	1,351,992	Hit Parade Cigarettes	906,880
L & M Cigarettes	1,205,213	Eastman Kodak Cameras	895,487
Colgate Dental Cream	1,157,837	Mercury Passenger Cars	888,381
Wisk Liquid Detergent	1,112,979	Bell Telephone System	858,387
Gleem Tooth Paste	1,083,972		

LNA-BAR: Gross Time Costs Only.

# TOLL-TV FIRMS

## — ORGANIZATIONS AND MANUFACTURERS —

### ENTRON, INC.

4902 Lawrence St., Bladensburg, Md.

APpleton 7-9585

H. M. Diambra.....President

### GIANTVIEW TV NETWORK

(Div. of Meilink Steel Co.)

(Closed Circuit Programming)

440 Fourth Ave., New York, N. Y.

MU 6-9242

Richard L. Colten.....Exec. in Charge

### INTERNATIONAL TELEMETER CORP.

(Subsidiary of Paramount Pictures Corp.)

2000 Stoner Ave., Los Angeles 25, Cal.

GRanite 8-7751

Paul Raibourn .....Chairman

Louis A. Novins.....President

### JERROLD ELECTRONICS CORP.

15th & Lehigh, Philadelphia 32, Pa.

BALdwin 6-3456

Milton J. Shapp.....President

Zalmon Garfield.....Asst. to President

### JOINT COMMITTEE ON TOLL TV

1585 Broadway, New York

CIRcle 5-4800

Phil Harling, Trueman Rembusch

Co-Chairmen

### SELECTIVISION INC.

5 Tudor City Place, New York 17, N. Y.

OXford 7-9435

I. T. Hamilton.....President

### SKIATRON ELECTRONICS & TELEVISION CORP.

180 Varick St., New York 14, N. Y.

WATkins 4-7060

Arthur Levey.....President

Frank V. Quigley.....Secy.-Treas.

### SKIATRON TV INC.

400 Park Ave., New York 5, N. Y.

PLaza 3-5600

Matthew Fox .....President

### SPENCER-KENNEDY LABORATORIES INC.

1320 Soldiers Field Rd., Boston 35, Mass.

ALgonquin 4-5400

George W. W. Brewster.....Chairman

Donald Spencer.....Pres., Treas.

### TECO INC.

231 S. LaSalle St., Chicago 4, Ill.

FINancial 6-3499

S. I. Marks.....President

### TELEGLOBE PAY-TV SYSTEM INC.

15 E. 48th St., New York 17, N. Y.

ELDorado 5-0010

Solomon Sagall.....President

### VIDEO INDEPENDENT THEATERS INC.

11 N. Lee Ave., Oklahoma City, Okla.

REgent 9-0681

Henry S. Griffing.....President

### ZENITH RADIO CORP.

6001 Dickens Ave., Chicago 39, Ill.

BERkshire 7-7500

Hugh Robertson .....President

# COLOR EQUIPPED STATIONS

## U. S. A.

• As of February 1, 1959

### CBS-TV

CITY	STATION	NETWORK	LOCAL ORIGINATION		
		REBROADCAST	SLIDE	FILM	STUDIO
<b>BASIC AFFILIATES</b>					
Albany, N. Y.	WTEN-TV	•	—	—	—
Atlanta, Ga.	WAGA-TV	•	•	—	—
Baltimore, Md.	WMAR-TV	•	•	•	—
Birmingham, Ala.	WBRC-TV	•	—	—	—
Boston, Mass.	WNAC-TV	•	—	—	—
Buffalo, N. Y.	WBEN-TV	•	•	•	•
Charleston-Huntington	WHTN-TV	—	—	—	—
Charlotte, N. C.	WBTW	•	•	•	•
Chicago, Ill.	WBMM-TV	•	—	—	—
Cincinnati, Ohio	WKRC-TV	•	—	—	—
Cleveland, Ohio	WJW-TV	•	—	—	—
Columbus, Ohio	WBNS-TV	•	—	—	—
Dallas, Texas	KRLD-TV	•	•	•	—
Dayton, Ohio	WHIO-TV	•	—	—	—
Denver, Colo.	KLZ-TV	•	—	—	—
Des Moines, Iowa	KRNT-TV	•	—	—	—
Detroit, Mich.	WJBK-TV	•	—	—	—
Durham, N. C.	WTVD	—	—	—	—
Fresno, Calif.	KFRE-TV	•	—	—	—
Greensboro-Winston-Salem, N. C.	WFMY-TV	•	•	•	—
Hartford, Conn.	WTIC	•	—	—	—
Houston-Galveston, Texas	KGUL-TV	•	—	—	—
Indianapolis, Ind.	WISH-TV	•	—	—	—
Jacksonville, Fla.	WMBR-TV	•	—	—	—
Kalamazoo-Grand Rapids, Mich.	WKZO-TV	•	—	—	—
Kansas City, Mo.	KCMO-TV	•	—	—	—
Lansing, Mich.	WJIM-TV	•	—	—	—
Los Angeles, Calif.	KNXT	•	•	•	•
Louisville, Ky.	WHAS-TV	•	—	—	—
Memphis, Tenn.	WRBC-TV	•	—	—	—
Miami, Fla.	WJTV	•	•	•	•
Milwaukee, Wisc.	WXIX	•	—	—	—
Minneapolis, Minn.	WCCO-TV	•	—	—	•
Nashville, Tenn.	WLAC-TV	•	—	—	—
New Orleans, La.	WWL-TV	•	—	—	—
New York, N. Y.	WCBS-TV	•	•	•	•
Norfolk, Va.	WTAR-TV	•	•	•	—
Oklahoma City, Okla.	KWTV	•	—	—	—
Omaha, Neb.	WOW-TV	•	—	—	—
Philadelphia, Pa.	WCAU-TV	•	•	•	—
Pittsburgh, Pa.	KDKA-TV	•	•	•	—
Portland, Ore.	KOIN-TV	•	—	—	—
Providence, R. I.	WPRO-TV	—	—	—	—
Richmond, Va.	WRVA-TV	•	•	•	—
Rochester, N. Y.	WHBC-TV	•	—	—	—
Rock Island, Ill.	WVET-TV	•	—	—	—
Sacramento, Calif.	WHBF-TV	•	—	—	—
St. Louis, Mo.	KBET-TV	•	•	•	—
Salt Lake City, Utah	KMOX-TV	•	—	—	—
San Antonio, Texas	KSL-TV	•	—	—	—
San Diego, Calif.	KENS-TV	•	—	—	—
San Francisco, Calif.	KFMB-TV	•	—	—	—
	KPIX	•	—	—	—

• Equipment in use.  
— No equipment.

# COLOR EQUIPPED STATIONS

CITY	STATION	REBROADCAST NETWORK	SLIDE	LOCAL ORIGATION FILM	STUDIO
Seattle-Tacoma, Wash.	KIRO-TV	●	—	—	—
Shreveport, La.	KSLA-TV	●	—	—	—
Syracuse, N. Y.	WHEN-TV	●	—	—	—
Tampa, Fla.	WTVT	●	●	●	—
Toledo, Ohio	WTOL-TV	●	—	—	—
Tulsa, Okla.	KOTV	●	—	—	—
Washington, D. C.	WTOP-TV	●	●	●	—
Wichita-Hutchinson, Kan.	KTVH	●	—	—	—
<b>BASIC OPTIONAL</b>					
Altoona, Pa.	WFBG-TV	●	—	—	—
Augusta, Ga.	WRDW-TV	●	—	—	—
Austin, Texas	KTBC-TV	●	—	—	—
Bakersfield, Calif.	KBAK-TV	—	—	—	—
Baton Rouge, La.	WAFB-TV	—	—	—	—
Beaumont, Texas	KPDM-TV	●	—	—	—
Binghamton, N. Y.	WBNF-TV	●	—	—	—
Burlington, Vt.	WCAX-TV	—	—	—	—
Cape Girardeau, Mo.	KFVS-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	●	—	—	—
Corpus Christi, Texas	KZTV	—	—	—	—
Duluth, Minn.	KDAL-TV	—	—	—	—
El Paso, Texas	KROD-TV	●	—	—	—
Erie, Pa.	WSEE-TV	—	—	—	—
Evansville, Ind.	WEHT	●	—	—	—
Florence, S. C.	WBTW	●	—	—	—
Fort Wayne, Ind.	WANE-TV	●	—	—	—
Green Bay, Wisc.	WBAY-TV	●	—	—	—
Greenville, N. C.	WNCT	●	—	—	—
Harrisburg, Pa.	WHPT-TV	—	—	—	—
Jackson, Miss.	WJTV	●	—	—	—
Johnson City, Tenn.	WJHL-TV	●	—	—	—
Knoxville, Tenn.	WBIR-TV	—	—	—	—
Lincoln, Neb.	KOLN-TV	●	—	—	—
Little Rock-Pine Bluff, Ark.	KTHV	●	—	—	—
Macon, Ga.	WMAZ-TV	●	—	—	—
Madison, Wisc.	WISC-TV	●	●	●	●
Mobile, Ala.	WKRG-TV	●	—	—	—
Montgomery, Ala.	WCOV-TV	●	—	—	—
Orlando, Fla.	WDBO-TV	●	—	—	—
Peoria, Ill.	WMBD-TV	●	—	—	—
Phoenix, Ariz.	KOOL-TV	●	—	—	—
Portland, Maine	WGAN-TV	●	—	—	—
Roanoke, Va.	WDBJ-TV	●	●	●	—
Rockford, Ill.	WREX-TV	●	—	—	●
Scranton, Pa.	WDAU-TV	●	—	—	—
Sioux City, Iowa	KVTV	●	—	—	—
Sioux Falls, S. D.	KELO-TV	●	●	●	—
South Bend, Ind.	WSBT	●	—	—	—
Spartanburg, S. C.	WSPA-TV	●	—	—	—
Spokane, Wash.	KXLY-TV	●	—	—	—
Springfield-Holyoke, Mass.	WHYN-TV	●	—	—	—
Springfield, Mo.	KPTS-TV	●	—	—	—
Steubenville-Wheeling, Ohio	WSTV-TV	●	—	—	—
Terre Haute, Ind.	WTHI-TV	●	—	—	—
Topeka, Kan.	WIBW-TV	●	—	—	—
Youngstown, Ohio	WKBN-TV	●	—	—	—
<b>SUPPLEMENTARY INTERCONNECTED</b>					
Albuquerque, N. M.	KGGM-TV	●	—	—	—
Amarillo, Texas	KFDA-TV	—	—	—	—
Anderson, S. C.	WAIM-TV	●	—	—	—
Bangor, Me.	WLBZ-TV	●	—	—	—
Boise, Ida.	KBOI-TV	—	—	—	—
Cadillac, Mich.	WWTV	—	—	—	—
Cheyenne, Wyo.	KFBC-TV	●	—	—	—
Chico, Calif.	KHSL-TV	—	—	—	—
Clarksburg, W. Va.	WBOY-TV	—	—	—	—
Colorado Springs, Colo.	KKTV	—	—	—	—
Eureka, Calif.	KEEM-TV	—	—	—	—
Fort Smith, Ark.	KNAC-TV	—	—	—	—
Harlingen, Texas	KGBT-TV	—	—	—	—
Idaho Falls, Ida.	KID-TV	—	—	—	—

● Equipment in use.  
— No equipment.

(Continued on Next Page)



## COLOR EQUIPPED STATIONS

### SUPPLEMENTARY INTERCONNECTED (CONT.)

(Continued from Preceding Page)

CITY	STATION	NETWORK	SLIDE	LOCAL ORIGATION	
		REBROADCAST		FILM	STUDIO
Jefferson City, Mo.	KRCG-TV	—	—	—	—
Johnstown, Pa.	WARD-TV	—	—	—	—
Joplin, Mo.	KODE-TV	●	—	—	—
Kearney, Neb.	KHOL-TV	●	—	—	—
La Crosse, Wisc.	WKBT	—	—	—	—
Lafayette, La.	KLFY-TV	●	—	—	—
Lancaster, Pa.	WGAL-TV	●	●	●	—
Lexington, Ky.	WKYT	—	—	—	—
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	●	—	—	—
Odessa, Texas	KOSA-TV	—	—	—	—
Quincy-Hannibal, Mo.	KHQ-A-TV	●	—	—	—
Reno, Nevada	KOLO-TV	—	—	—	—
Saginaw, Mich.	WKXN-TV	●	—	—	—
St. Joseph, Mo.	KFEQ-TV	—	—	—	—
Salinas-Monterey, Calif.	KSEW-TV	●	—	—	—
San Angelo, Texas	KTXL-TV	—	—	—	—
Savannah, Ga.	WTOG-TV	●	—	—	—
Texarkana, Texas	KCMC-TV	●	—	—	—
Tucson, Ariz.	KOJD-TV	—	—	—	—
Valley City, N. D.	KXJB-TV	●	●	●	—
Waco, Texas	KWTX-TV	●	—	—	—
Watertown-Carthage, N. Y.	WCNY-TV	—	—	—	—
Wausau, Wisc.	WSAU-TV	—	—	—	—
Wichita Falls, Texas	KSYD-TV	●	—	—	—
Yakima, Wash.	KIMA-TV	●	—	—	—

### SUPPLEMENTARY NON-INTERCONNECTED

Billings, Mont.	KOOK-TV	—	—	—	—
Great Falls, Mont.	KFBB-TV	—	—	—	—

### EXTENDED MARKET PLAN

Agana, Guam	KUAM-TV	—	—	—	—
Bellingham, Wash.	KVOS-TV	—	—	—	—
Bryan, Tex.	KBTX-TV	—	—	—	—
Carlsbad, N. M.	KAVE-TV	—	—	—	—
Casper, Wyoming	KSPR-TV	—	—	—	—
Clovis, N. M.	KICA-TV	—	—	—	—
Columbus, Miss.	WCBI-TV	—	—	—	—
Decatur, Ala.	WMSL-TV	—	—	—	—
Dickinson, N. D.	KDIX-TV	—	—	—	—
Dothan, Ala.	WTVY	—	—	—	—
Ephrata, Wash.	KHAS-TV	●	—	—	—
Florence, Ala.	WOWL-TV	—	—	—	—
Fort Myers, Fla.	WINK-TV	—	—	—	—
Glendive, Mont.	KXCN-TV	—	—	—	—
Goodland, Kan.	KWGB-TV	—	—	—	—
Grand Junction, Colo.	KREX-TV	—	—	—	—
Jackson, Tenn.	WDXI-TV	●	—	—	—
Juneau, Alaska	KINY-TV	—	—	—	—
Klamath Falls, Ore.	KOTI-TV	—	—	—	—
Lafayette, Ind.	WFAM-TV	●	—	—	—
Lake Charles, La.	KTAG-TV	—	—	—	—
Laredo, Texas	KHAD-TV	—	—	—	—
Las Vegas, Nevada	KLAS-TV	●	—	—	—
Lewiston, Ida.	KLEW-TV	●	—	—	—
Marquette, Mich.	WDMJ-TV	—	—	—	—
Missoula, Mont.	KMSO-TV	—	—	—	—
Ottumwa, Iowa	KTVO	●	—	—	—
Panama City, Fla.	WJDM-TV	—	—	—	—
Pasco, Wash.	KEPR-TV	●	—	—	—
Parkersburg, W. Va.	WTAP	—	—	—	—
Pembroke, Bermuda	ZBM-TV	—	—	—	—
Rapid City, S. D.	KOTA-TV	●	—	—	—
Riverton, N. Y.	KWRB-TV	—	—	—	—
Salisbury, Md.	WBBC-TV	—	—	—	—
San Luis Obispo, Calif.	KVEC-TV	—	—	—	—
Twin Falls, Idaho	KLIX-TV	—	—	—	—
Sweetwater-Abilene, Texas	KPAR-TV	●	—	—	—
Williston, N. D.	KUMV-TV	—	—	—	—
Yuma, Ariz.	KIVA	—	—	—	—

● Equipment in use.  
— No equipment.

**COLOR EQUIPPED STATIONS** ~~~~~

**NBC-TV**

CITY	STATION	NETWORK	LOCAL ORIENTATION		
		REBROADCAST	SLIDE	FILM	STUDIO
<b>INTERCONNECTED BASIC AFFILIATES</b>					
Atlanta, Ga.	WSB-TV	●	●	●	—
Baltimore, Md.	WBAL-TV	●	●	●	●
Birmingham, Ala.	WBAT	●	●	●	—
Boston, Mass.	WBZ-TV	●	●	●	—
Buffalo, N. Y.	WBUF	●	—	—	—
Chicago, Ill.	WNBQ	●	●	●	●
Cincinnati, O.	WLW-T	●	●	●	●
Cleveland, O.	KYW-TV	●	—	—	—
Columbus, O.	WLW-C	●	—	—	●
Davenport, Iowa	WOC-TV	●	—	—	—
Dayton, O.	WLW-D	●	—	—	●
Denver, Colo.	KOA-TV	●	—	—	—
Des Moines, Iowa	WHO-TV	●	●	●	—
Detroit, Mich.	WWJ-TV	●	●	●	—
Ft. Worth, Tex.	WBAP-TV	●	●	●	●
Fresno, Calif.	KMJ-TV	●	●	●	—
Grand Rapids, Mich.	WOOD-TV	●	—	—	—
Hartford-New Britain	WNBC	●	—	—	—
Houston, Tex.	KPRC-TV	●	●	●	—
Huntington-Charleston	WSAZ-TV	●	●	●	●
Indianapolis, Ind.	WFBM-TV	●	●	●	●
Jacksonville, Fla.	WFGA-TV	●	●	●	●
Johnstown, Pa.	WJAC-TV	●	●	●	●
Kansas City, Mo.	WDAF-TV	●	●	●	—
Lancaster-Harrisburg-York	WGAL-TV	●	●	●	●
Los Angeles, Calif.	KRCA	●	●	●	●
Louisville, Ky.	WAVE-TV	●	—	—	—
Memphis, Tenn.	WMCT	●	—	—	—
Miami, Fla.	WCKT	●	●	●	—
Milwaukee, Wisc.	WTMJ-TV	●	●	●	●
Minneapolis-St. Paul	KSTP-TV	●	●	●	—
Nashville, Tenn.	WSM-TV	●	●	●	—
New Orleans, La.	WDSU-TV	●	●	●	●
New York, N. Y.	WRCA-TV	●	●	●	●
Oklahoma City, Okla.	WKY-TV	●	●	●	●
Omaha, Neb.	KMTV	●	●	●	●
Philadelphia, Pa.	WRCV-TV	●	●	●	●
Pittsburgh, Pa.	WTIC-TV	●	—	—	—
Portland, Ore.	KPTV	●	—	—	—
Providence, R. I.	WJAR-TV	●	—	—	—
Richmond-Petersburg	WXEX-TV	●	●	●	—
Rochester, N. Y.	WROC-TV	●	—	—	—
Sacramento, Calif.	KCRA-TV	●	●	●	—
Salt Lake City, Utah	KTVT	●	—	—	—
San Antonio, Tex.	WOAI-TV	●	●	●	●
San Diego, Calif.	KFSD-TV	●	●	●	—
San Francisco, Calif.	KRON-TV	●	●	●	●
Schenectady, N. Y.	WRGB	●	●	●	—
Seattle-Tacoma, Wash.	KOMO-TV	●	●	●	—
St. Louis, Mo.	KSD-TV	●	●	●	●
Syracuse, N. Y.	WSYR-TV	●	●	●	—
Elmira, N. Y. (S)	WSYE-TV	—	—	—	—
Tampa-St. Petersburg, Fla.	WFLA-TV	●	●	●	—
Tulsa, Okla.	KVOO-TV	●	●	●	—
Washington, D. C.	WRC-TV	●	●	●	●
Wichita, Kans.	KARD-TV	●	●	●	●
Wilkes-Barre-Scranton, Pa.	WBRE-TV	●	●	●	●
Youngstown, O.	WFMJ-TV	●	—	—	—

● Equipment in use.  
 — No equipment.  
 (S) Satellite station.

## COLOR EQUIPPED STATIONS

CITY	STATION	NETWORK		LOCAL ORIGATION		
		REBROADCAST	SLIDE	FILM	STUDIO	
<b>NBC-TV INTERCONNECTED OPTIONAL AFFILIATES</b>						
Abilene, Tex.	KRBC-TV	—	—	—	—	
Albany, Ga.	WALB-TV	•	—	—	—	
Albuquerque, N. M.	KOB-TV	•	—	—	—	
Alexandria, La.	KALB-TV	•	—	—	—	
Amarillo, Tex.	KGNC-TV	•	—	—	—	
Ardenmore, Okla.	KVSO-TV	•	—	—	—	
Asheville, N. C.	WISE-TV	—	—	—	—	
Augusta, Ga.	WJBF	•	—	—	—	
Austin, Tex.	KTBC-TV	•	—	—	—	
Bakersfield, Calif.	KERO-TV	•	—	—	—	
Bangor, Me.	WABI-TV	•	—	—	—	
Presque Isle, Me. (S)	WAGM-TV	—	—	—	—	
Baton Rouge, La.	WBRZ	•	—	—	—	
Beaumont-Port Arthur, Tex.	KPAC-TV	•	—	—	—	
Binghamton, N. Y.	WINR-TV	•	—	—	—	
Bismarck, N. D.	KFYR-TV	•	—	—	—	
Bluefield, W. Va.	WHIS-TV	•	—	—	—	
Bristol, Va.	WCYB-TV	•	•	•	—	
Johnson City, Tenn.						
Casper, Wyo.	KTWO-TV	•	—	—	—	
Champaign-Urbana, Ill.	WCIA	•	—	—	—	
Charleston, S. C.	WTUSN-TV	•	—	—	—	
Charlotte, N. C.	WSOC-TV	•	—	—	—	
Chattanooga, Tenn.	WRGP-TV	•	—	—	—	
Cheyenne, Wyo.	WPBC-TV	•	—	—	—	
Scotts Bluff, Neb. (S)	KSTF	—	—	—	—	
Clarksburg, W. Va.	WBOY-TV	•	—	—	—	
Colorado Springs, Colo.	KRDO-TV	—	—	—	—	
Columbia, Mo.	KOMU-TV	—	—	—	—	
Columbia, S. C.	WIS-TV	•	—	—	—	
Columbus, Ga.	WTVM	—	—	—	—	
Columbus, Miss.	WCBI-TV	—	—	—	—	
Corpus Christi, Tex.	KRIS-TV	•	•	•	—	
Daytona Beach, Orlando	WESH-TV	•	—	—	—	
Decatur, Ala.	WMSL-TV	•	—	—	—	
Duluth-Superior	WDSM-TV	•	—	—	—	
Eau Claire, Wisc.	WEAU-TV	•	—	—	—	
El Dorado, Ark.	KRBB	•	—	—	—	
El Paso, Tex.	KTSM-TV	•	—	—	—	
Erie, Pa.	WICU-TV	•	—	—	—	
Eugene, Ore.	KVAL-TV	•	—	—	—	
Roseburg, Ore. (S)	KPIC-TV	—	—	—	—	
Eureka, Calif.	KIEM-TV	•	—	—	—	
Evansville, Ind.	WFLE-TV	•	—	—	—	
Fargo, N. D.	WDAY-TV	•	—	—	—	
Florence, Ala.	WOWL-TV	•	—	—	—	
Fort Dodge, Iowa	KQTV	•	—	—	—	
Fort Smith, Ark.	KFSA-TV	•	—	—	—	
Fort Wayne, Ind.	WKJG-TV	•	—	—	—	
Great Bend, Kans.	KOKT-TV	•	•	—	—	
Greenville-						
Spartanburg, S. C.	WFBC-TV	•	—	—	—	
Harrisburg, Ill.	WSIL-TV	—	—	—	—	
Harrisonburg, Va.	WSVA-TV	•	—	—	—	
Hastings-Kearney, Neb.	KHAS-TV	•	—	—	—	
Hattiesburg-Laurel, Miss.	WDAM-TV	•	—	—	—	
Idaho Falls, Ida.	KID-TV	—	—	—	—	
Jackson, Miss.	WLBT	•	—	—	—	
Knoxville, Tenn.	WATE-TV	•	—	—	—	
La Crosse, Wisc.	WKBT	—	—	—	—	
Lake Charles, La.	KPLC-TV	•	—	—	—	
Lansing, Mich.	WJIM-TV	•	•	•	—	
Las Vegas-Henderson	KLRJ-TV	•	—	—	—	
Lexington, Ky.	WLEX-TV	•	—	—	—	
Lima, O.	WIMA-TV	•	—	—	—	
Little Rock, Ark.	KARK-TV	•	—	—	—	
Lubbock, Tex.	KCBD-TV	•	—	—	—	
Macon, Ga.	WMAZ-TV	•	—	—	—	
Madison, Wisc.	WMTV	•	—	—	—	

• Equipment in use.  
 — No equipment.  
 (S) Satellite station.

# COLOR EQUIPPED STATIONS

CITY	STATION	NETWORK REBROADCAST	SLIDE	LOCAL ORIGATION FILM	STUDIO
<b>NBC-TV INTERCONNECTED OPTIONAL AFFILIATES (CONT.)</b>					
Marinette-Green Bay, Wisc.	WMBV-TV	●	—	—	—
Medford, Ore.	KBES-TV	●	—	—	—
Klamath Falls (S)	KOTI-TV	●	—	—	—
Meridian, Miss.	WTOK-TV	●	—	—	—
Midland-Odessa, Tex.	KMID-TV	●	—	—	—
Minot, N. D.	KMOT-TV	—	—	—	—
Williston, N. D.	KIMV-TV	—	—	—	—
Mobile, Ala.					
Pensacola, Fla.	WALA-TV	●	●	—	—
Monroe, La.	KNOE-TV	●	—	—	—
Montgomery, Ala.	WSFA-TV	●	—	—	—
Muncie, Ind.	WLBC-TV	●	—	—	—
Norfolk, Va.	WAVY-TV	—	—	—	—
Norfolk, Va.	WVEC-TV	●	—	—	—
Ottumwa, Ia.-Kirksville, Mo.	KTVO	●	—	—	—
Paducah, Ky.	WPSD-TV	●	—	—	—
Palm Beach, Fla.	WPTV	●	—	—	—
Parkersburg, W. Va.	WTAP-TV	●	—	—	—
Peoria, Ill.	WEEK-TV	●	—	—	—
LaSalle, Ill. (S)	WEEQ-TV	—	—	—	—
Phoenix-Mesa, Ariz.	KVAR	●	—	—	—
Pittsburg, Kans.-Joplin, Mo.	KOAM-TV	●	—	—	—
Plattsburgh, N.Y.- Burlington, Vt.	WPTZ	●	—	—	—
Portland, Me.	WCSH-TV	●	—	—	—
Pueblo, Colo.	KCSJ-TV	●	—	—	—
Quincy, Ill.-Hannibal, Mo.	WGEM-TV	●	—	—	—
Raleigh-Durham, N. C.	WRAL-TV	●	●	●	—
Redding, Calif.	KVPJ-TV	●	—	—	—
Reno, Nev.	KOLO-TV	●	—	—	—
Roanoke, Va.	WLSL-TV	●	●	●	—
Rochester, Minn.	KROC-TV	●	—	—	—
Rockford, Ill.	WTVO	●	—	—	—
Roswell, N. M.	KSWS-TV	●	—	—	—
Saginaw-Bay City, Mich.	WNEM-TV	●	●	●	—
Salinas-Monterey, Calif.	KSBW-TV	—	—	—	—
San Luis Obispo (S)	KSBY-TV	—	—	—	—
Santa Barbara, Calif.	KEY-TV	●	—	—	—
Savannah, Ga.	WSAV-TV	●	—	—	—
Shreveport, La.	KTBS-TV	●	—	—	—
Sioux City, Iowa	KTIV	●	—	—	—
Sioux Falls, S. D.	KELO-TV	—	●	●	—
Florence, S. D. (S)	KDLO-TV	—	—	—	—
Reliance, S. D. (S)	KPLO-TV	—	—	—	—
South Bend-Elkhart, Ind.	WNDU-TV	●	—	—	—
Spokane, Wash.	KHQ-TV	●	●	●	●
Springfield, Ill.	WICS	●	—	—	—
Springfield-Holyoke, Mass.	WWLP	●	●	—	—
Greenfield, Mass. (S)	WRLP	●	—	—	—
Springfield, Mo.	KYTV	●	—	—	—
Tallahassee, Fla.- Thomasville, Ga.	WCTV	●	—	—	—
Temple-Waco, Tex.	KCBN-TV	●	—	—	—
Tucson, Ariz.	KVOA-TV	●	—	—	—
Tyler, Tex.	KLTV	●	—	—	—
Utica, N. Y.	WKTV	●	—	—	—
Washington-Greenville, N. C.	WITN-TV	●	—	—	—
Waterloo-Cedar Rapids, Ia.	KWWL-TV	●	—	—	—
Wausau, Wisc.	WSAU-TV	●	—	—	—
Weslaco, Tex.	KRGV-TV	—	—	—	—
Wheeling, W. Va.	WTRF-TV	●	—	—	—
Wichita Falls, Tex.	KFDX-TV	●	●	●	—
Wilmington, N. C.	WECT	●	—	—	—
Winston Salem- Greensboro, N. C.	WSJS-TV	●	—	—	—
Yakima, Wash.	KMA-TV	●	—	—	—
Pasco, Wash. (S)	KEPR-TV	—	—	—	—
Lewiston, Wash. (S)	KLEW-TV	—	—	—	—
Bpahrata, Wash. (S)	KBAS-TV	●	—	—	—
Yuma, Ariz.	KIVA	●	—	—	—
Zanesville, Ohio	WHIZ-TV	●	—	—	—

● Equipment in use.  
 — No equipment.  
 (S) Satellite station.

# OFFICIAL FCC TV CHANNEL ALLOCATIONS

## CHANNEL UTILIZATION

The following table of assignments contains the channels assigned to the listed communities in the United States, its Territories, and possessions. Channels designated with an asterisk are assigned for use by noncommercial educational broadcast stations only. A station on a channel identified by a plus or minus mark is required to operate with its carrier frequencies offset 10 kc above or below, respectively, the normal carrier frequencies.

	Channel No.		Channel No.			
<b>ALABAMA</b>						
Andalusia	*2-	29	Arkadelphia	34+		
Anniston	70+		Batesville	30-		
Auburn	*56		Benton	40		
Bessemer	54		Blytheville	64+, 74		
Birmingham	6-, *10-, 13-, 42+	48	Camden	50		
Brewton	23+		Conway	62		
Clanton	14		El Dorado	10-, 26-		
Cullman	60+		Fayetteville	*13-, 41-		
Decatur	23-		Forrest City	22+		
Demopolis	18		Fort Smith	5-, *16, 22, 39		
Dothan	9+, 19-		Harrison	24		
Enterprise	40+		Helena	54-		
Eufaula	44		Hope	15-		
Florence	15		Hot Springs	9+, 52+		
Fort Payne	19		Jonesboro	8, 39+		
Gadsden	21+, 37-		Little Rock	*2-, 4, 7-, 11+, 17-, 23+		
Greenville	49		Magnolia	28+		
Huntersville	40-		Malvern	46		
Huntsville	31+		Morrilton	43-		
Jasper	17		Newport	28		
Mobile	5+, 10+, *42, 48+		Paragould	58-		
Montgomery	12, 20, *26+	32	Pine Bluff	36		
Munford	*7	22	Russellville	19		
Opelika	22-		Searcy	33		
Selma	8-, 58+	47	Springdale	35-		
Sheffield	47-		Stuttgart	14+		
Sylacauga	24-		<b>ARKANSAS</b>			
Talladega	64		Arkadelphia	34+		
Thomasville	27-		Batesville	30-		
Troy	38-		Benton	40		
Tuscaloosa	45, 51-		Blytheville	64+, 74		
Tuskegee	16-		Camden	50		
University	*74+		Conway	62		
<b>ALASKA</b>						
Anchorage	2-, *7-, 11, 13-		El Dorado	10-, 26-		
Fairbanks	2+, 4+, 7+, *9+, 11+, 13+		Fayetteville	*13-, 41-		
Juneau	*3, 8, 10		Forrest City	22+		
Ketchikan	2, 4, *9		Fort Smith	5-, *16, 22, 39		
Seward	4-, 9-		Harrison	24		
Sitka	13		Helena	54-		
<b>ARIZONA</b>						
Ajo	19-		Hope	15-		
Bisbee	54		Hot Springs	9+, 52+		
Casa Grande	18-		Jonesboro	8, 39+		
Clifton	25-		Little Rock	*2-, 4, 7-, 11+, 17-, 23+		
Coolidge	36+		Magnolia	28+		
Douglas	3-, 35		Malvern	46		
Eloy	24		Morrilton	43-		
Flagstaff	9, 13		Newport	28		
Globe	34+		Paragould	58-		
Holbrook	14		Pine Bluff	36		
Kingman	6-		Russellville	19		
Mesa	12-		Searcy	33		
Miami	28+		Springdale	35-		
Morenci	31		Stuttgart	14+		
Nogales	16, 32, 44+		<b>CALIFORNIA</b>			
<b>ALABAMA</b>						
Andalusia	*2-	29	Alturas	9		
Anniston	70+		Bakersfield	10-, 17, 29, 39+		
Auburn	*56		Bishop	19		
Bessemer	54		Brawley	16		
Birmingham	6-, *10-, 13-, 42+	48	Chico	12-		
Brewton	23+		Corona	52		
Clanton	14		Delano	37+		
Cullman	60+		El Centro	26-, 48		
Decatur	23-		Eureka	6-, 3-, 13-		
Demopolis	18		Fresno	12+, *18-, 24, 47, 53		
Dothan	9+, 19-		Hanford	21		
Enterprise	40+		Los Angeles	2, 4, 5, 7, 9, 11, 13, 22, *28, 34		
Eufaula	44		Madera	59		
Florence	15		Merced	34-, 66		
Fort Payne	19		Modesto	14+, 58		
Gadsden	21+, 37-		Monterey. (See Salinas.)			
Greenville	49		Napa	62		
Huntersville	40-		Oakland. (See Francisco.)			
Huntsville	31+		Oxnard	32		
Jasper	17		Palm Springs	19+		
Mobile	5+, 10+, *42, 48+		Petaluma	68		
Montgomery	12, 20, *26+	32	Pittsburg	16		
Munford	*7	22	Port Chicago	70		
Opelika	22-		Porterville	55		
Selma	8-, 58+	47	Red Bluff	15		
Sheffield	47-		Redding	7		
Sylacauga	24-		Riverside	40, 46		
Talladega	64		Sacramento	3, *6, 10, 40-, 46+		
Thomasville	27-		Salinas-Monterey	2+, 4-, 8+, 35		
Troy	38-		San Bernardino	18, *24-, 30		
Tuscaloosa	45, 51-		San Buenaventura	38-		
Tuskegee	16-		San Diego	8, 10, *15+, 27, 39, 51		
University	*74+		San Francisco-Oakland	2+, 4-, 5+, 7-, *9+, 20-, 26-, 32+, 38, 44-		
<b>ALASKA</b>						
Anchorage	2-, *7-, 11, 13-		San Jose	11+, 48, *54, 60		
Fairbanks	2+, 4+, 7+, *9+, 11+, 13+		San Luis Obispo	6+		
Juneau	*3, 8, 10		Santa Barbara	3-, 20, 26		
Ketchikan	2, 4, *9		<b>ARIZONA</b>			
Seward	4-, 9-		Ajo	19-		
Sitka	13		Bisbee	54		
<b>ARIZONA</b>						
Ajo	19-		Casa Grande	18-		
Bisbee	54		Clifton	25-		
Casa Grande	18-		Coolidge	36+		
Clifton	25-		Douglas	3-, 35		
Coolidge	36+		Eloy	24		
Douglas	3-, 35		Flagstaff	9, 13		
Eloy	24		Globe	34+		
Flagstaff	9, 13		Holbrook	14		
Globe	34+		Kingman	6-		
Holbrook	14		Mesa	12-		
Kingman	6-		Miami	28+		
Mesa	12-		Morenci	31		
Miami	28+		Nogales	16, 32, 44+		
Morenci	31		<b>ARIZONA</b>			
Nogales	16, 32, 44+		Ajo	19-		

# FCC CHANNEL ALLOCATIONS

	Channel No.
Santa Cruz	56
Santa Maria	44
Santa Paula	16+
Santa Rosa	50
Stockton	13-, 36, *42, 64
Tulare	27+
Ukiah	18
Visalia	43, 49
Watsonville	22-
Yreka City	19
Yuba City	52-

## COLORADO

Alamosa	3-, 19+
Boulder	*12, 22+
Canon City	36
Colorado Springs	11, 13, *17+, 23+
Craig	19
Delta	24-
Denver	2, 4-, *6-, 7, 9-, 20, 26+
Durango	6+, 15
Fort Collins	44+
Fort Morgan	15+
Grand Junction	5-, 21+
Greeley	50
La Junta	24
Lamar	12-, 18-
Leadville	14+
Longmont	32
Loveland	38
Montrose	10+, 18
Pueblo	5, *8, 28+, 34-
Salida	25
Sterling	3, 25-
Trinidad	21-
Walsenburg	30-

## CONNECTICUT

Bridgeport	43-, 49-, *71
Hartford	3+, 18-, *24
Meriden	65-
New Britain	30+
New Haven	8+, 59+
New London	26+, 81
Norwalk. (See Stamford.)	
Norwich	57+, *63-
Stamford-Norwalk	27
Waterbury	53

## DELAWARE

Dover	40
Wilmington	12, *59-, 83+

## DISTRICT OF COLUMBIA

Washington	4-, 5-, 7+, 9, 14-, 20+, *26-, 50-
------------	---------------------------------------

## FLORIDA

Belle Glade	27+
Bradenton	28-
Clearwater	32+
Daytona Beach	2-, 53
De Land	44+
Fort Lauderdale	17-, 39
Fort Myers	11+
Fort Pierce	19
Gainesville	*5-, 20+
Jacksonville	4+, *7, 12-, 30+, 36-
Key West	14+, 20
Lake City	33+
Lakeland	16+, 22+
Lake Wales	14
Leesburg	26-
Marianna	17+
Melbourne	37-
Miami	*2, 4, 6, 7-, 10+, 23-, 33
Ocala	15+
Orlando	6-, 9, 18, *24-, 47
Palatka	17
Panama City	7+, 13, *30, 36+
Pensacola	3-, 15-, *21, 46

	Channel No.
Quincy	54+
St. Augustine	25+
St. Petersburg. (See Tampa.)	
Sanford	35+
Sarasota	34+
Tallahassee	*11-, 24, 51
Tampa-St. Petersburg	*3, 8-, 10-, 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	13-, *41+, 47+
Marietta	57+
Milledgeville	51+
Moultrie	48-
Newnan	61+
Rome	59
Savannah	3+, *9-, 11
Statesboro	22
Swainsboro	20-
Thomasville	6, 27
Tifton	14-
Toccoa	35
Valdosta	37+
Vidalia	26
Waycross	8+, 16

## IDAHO

Blackfoot	33
Boise	2, *4+, 7
Burley	15-
Caldwell	9-
Emmett	26-
Gooding	23
Idaho Falls	3, 8+
Jerome	17
Kellogg	33-
Lewiston	3-
Moscow	12-, *15
Nampa	6, 12+
Payette	14+
Pocatello	6-, 10
Preston	41
Rexburg	27+
Rupert	21
Sandpoint	23-
Twin Falls	11, 13
Wallace	27-
Weiser	20-

## ILLINOIS

Alton	48
Aurora	75
Belleville	54+
Bloomington	15-
Cairo	24-
Carbondale	*8, 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+
DeKalb	*67

# FCC CHANNEL ALLOCATIONS

	Channel No.
Dixon	47+
Elgin	83
Freeport	23
Galesburg	77
Harrisburg	3, 22
Jacksonville	49-
Joliet	48+
Kankakee	14
Kewanee	60-
La Salle	35
Lincoln	53+
Macomb	61+
Marion	40
Mattoon	46-
Moline. (See Davenport, Iowa.)	
Mt. Vernon	38-
Olney	16-
Pekin	69+
Peoria	19, 25+, 31+, *37-, 43+
Quincy	10-, 21+
Rockford	13+, 39+, *45+
Rock Island. (See Davenport, Iowa.)	
Springfield	20+, 26-, 36-, *66+
Sreator	65-
Urbana. (See Champaign.)	
Vandalia	28-
Waukegan	79+

## INDIANA

Anderson	26+, 61
Angola	77
Bedford	68
Bloomington	4, *30-, 36
Columbus	42-
Connersville	38+
Elkhart (see South Bend)	
Evansville	7, *9+, 14-, 50-
Fort Wayne	15+, 21+, *27+, 33-, 69
Gary	50, *66
Hammond	56-
Indianapolis	6, 8-, 13-, *20-, 39, 67-
Jasper	19+
Kokomo	29+
Lafayette	18, *47, 59
Lebanon	79+
Logansport	51
Madison	25-
Marion	31
Michigan City	62+
Muncie	49, 55+, *71
Plymouth	34-
Princeton	52+
Richmond	32-
Shelbyville	58+
South Bend-Elkhart	16, 22, 28+, *52
Tell City	78
Terre Haute	2+, 10, *57+, 63-, 73+
Vincennes	44+
Washington	60+

## IOWA

Algona	37+
Ames	5, 25
Atlantic	45-
Boone	19-
Burlington	32-, 38+
Carroll	39
Cedar Rapids	2, 9-, 20-, 26+
Centerville	31-
Charles City	18-
Cherokee	14
Clinton	64
Creston	43
Davenport-Rock Island-Moline, Ill.	
	4+, 6+, 8, *30+, 42-, 68
Decorah	44+
Des Moines	8-, *11+, 13-, 17+, 23-
Dubuque	56+, 62-
Estherville	24+
Fairfield	54
Fort Dodge	21
Fort Madison	50+
Grinnell	71
Iowa City	*12+, 24-

	Channel No.
Keokuk	44-
Knoxville	33-
Marshalltown	49
Mason City	3+, 35-
Muscatine	58
Newton	65+
Oelwein	28
Oskaloosa	52+
Ottumwa	15+, 63
Red Oak	32+
Shenandoah	20+
Sioux City	4-, 9, *30, 36-
Spencer	42+
Storm Lake	34+
Waterloo	7+, 16-, *22-, 46+
Webster City	27

## KANSAS

Abilene	31+
Arkansas City	49
Atchison	60+
Chanute	50
Coffeyville	33-
Colby	22-
Concordia	47-
Dodge City	6+, 23
El Dorado	55+
Emporia	39-
Fort Scott	27
Garden City	9, 11+
Goodland	10, 31
Great Bend	2, 28
Hays	7-, 20-
Hutchinson	12, 18
Independence	20
Iola	44+
Junction City	29+
Larned	15-
Lawrence	*11, 17-
Leavenworth	54-
Liberal	14
McPherson	26-
Manhattan	*8, 23+
Newton	14+
Olathe	52-
Ottawa	21-
Parsons	46-
Pittsburg	7+, 38-
Pratt	36+
Salina	34
Topeka	13+, 42, *48+
Wellington	24-
Wichita	3-, 10-, 16-, *22+
Winfield	43+

## KENTUCKY

Ashland	59-
Bowling Green	13, 17+
Campbellsville	40+
Corbin	16
Danville	35+
Elizabethtown	23
Frankfort	43-
Glasgow	28+
Harlan	73+
Hazard	19-
Hopkinsville	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	56-, 62-
Paducah	6+, 43, 72
Pikeville	14-
Princeton	45-
Richmond	60
Somerset	29-
Winchester	37+





# FCC CHANNEL ALLOCATIONS

	Channel No.
Clarksdale	32
Columbia	35+
Columbus	4, 28
Corinth	41
Greenville	21, 27
Greenwood	6, 24+
Grenada	44
Gulfport	56
Hattiesburg	9, 17
Jackson	3+, 12+, *19+, 25
Kosciusko	52
Laurel	33
Laurel-Pachuta	7
Louisville	46
McComb	31
Meridian	11, 30, *36
Natchez	29+
Pachuta (see Laurel)	
Pascagoula	22
Picayune	14
Starkville	34
State College	*2+
Tupelo	9, 38
University	*20+
Vicksburg	41+
West Point	56+
Yazoo City	49

## MISSOURI

Cape Girardeau	12, 18+, 69
Carthage	56
Caruthersville	27
Chillicothe	14
Clinton	49
Columbia	8+, 16+
Farmington	52
Festus	25
Fulton	24
Hannibal	7, 27+
Jefferson City	13, 33
Joplin	12+, 30
Kansas City	4, 5+, 9+, *19+, 25+
Kennett	21
Kirkville	3, 18
Lebanon	23
Marshall	40+
Maryville	26
Mexico	45
Moberly	35+
Monett	14
Nevada	18
Poplar Bluff	15+
Rolla	46
St. Joseph	2, 30, *36
St. Louis	2, 4, 5, *9, 11, 30, 42+
Sedalia	6, 28+
Sikeston	37
Springfield	3+, 10, *26+
West Plain	20

## MONTANA

Anaconda	2+
Billings	2, 8, *11
Bozeman	*9, 22
Butte	4, 6+, *7, 15+
Cut Bank	20+
Deer Lodge	25+
Dillon	20
Glasgow	16
Glendive	5+, 18
Great Falls	3+, 5+, *23
Hamilton	17+
Hardin	4+
Havre	9+, 11+
Helena	10+, 12
Kalispell	9
Laurel	14+
Lewiston	13
Livingston	16
Miles City	3, *6, 10
Missoula	8, *11, 13, 21+
Polson	18
Red Lodge	18+
Shelby	14
Sidney	14

	Channel No.
Whitefish	16+
Wolf Point	20

## NEBRASKA

Alliance	13, 21
Beatrice	40
Broken Bow	14
Columbus	49+
Fairbury	35
Falls City	38
Fremont	52
Grand Island	11, 21+
Hastings	5, 27
Hay Springs	4+
Hayes Center	6
Kearney	13, 19
Lexington	23
Lincoln	10+, *12, 18+, 24
McCook	8, 17
Nebraska City	50
Norfolk	33+
North Platte	2, 9+
Omaha	3, 6+, 7, *16, 22, 28
Scottsbluff	10, 16+
York	15

## NEVADA

Boulder City	4+
Carlin	14
Carson City	37
Elko	10
Ely	3, 6+
Fallon	29
Goldfield	5
Hawthorne	31
Henderson	2
Las Vegas	8, *10+, 13
Lovelock	18+
McGill	8+
Reno	4, 8, *21+, 27
Tonopah	9
Winnemucca	7+
Yerington	33

## NEW HAMPSHIRE

Berlin	26
Claremont	37
Concord	76
Durham	*11
Hanover	*27+
Keene	45
Laconia	43
Littleton	24
Manchester	9, 48+
Nashua	54
Portsmouth	15
Rochester	51

## NEW JERSEY

Andover	*69
Asbury Park	58
Atlantic City	46, 52+
Bridgeton	64
Camden	*80
Freehold	*74
Hammonton	*70
Montclair	*77
Newark	13
New Brunswick	*19, 47+
Paterson	37+
Trenton	41+
Wildwood	48

## NEW MEXICO

Alamogordo	17
Albuquerque	4+, *5+, 7+, 13+
Artesia	21+
Atrisco-Five Points	18
Belen	24+
Carlsbad	6, 23

# FCC CHANNEL ALLOCATIONS

	Channel No.
Clayton	27—
Clovis	12+, 35
Columbus	16—
Deming	14+
Farmington	12+, 17—
Five Points (see Atrisco)	
Gallup	3, *8—, 10
Hobbs	46
Hot Springs	19
Las Cruces	22—
Las Vegas	14—
Lordsburg	23+
Los Alamos	20—
Lovington	27
Portales	22+
Raton	46—, *52
Roswell	*3+, 8, 10—
Santa Fe	2+, *9+, 11—
Silver City	*10+, 12
Socorro	15+
Tucumcari	25+

	Channel No.
Hickory	30—
High Point	15+
Jacksonville	16
Kannapolis	59+
Kinston	45
Laurinburg	41—
Lumberton	21+
Mount Airy	55
New Bern	12+
Raleigh	5, *22—, 28—
Roanoke Rapids	30+
Rocky Mount	50+
Salisbury	80
Sanford	39
Shelby	39
Southern Pines	49
Statesville	64—
Washington	7
Wilmington	3—, 6, 29—, *35+
Wilson	56
Winston-Salem	12, 26+, *32—

## NEW YORK

Albany-Schenectady-Troy	6, 13, *17+, 23—, 35, 41
Amsterdam	52—
Batavia	33—
Binghamton	12—, 40—, *46+, 56+
Buffalo	17, *23
Buffalo-Niagara Falls	2, 4—, 7+, 29+
Carthage	7—
Clymer	37
Cortland	72
Dunkirk	46
Elmira	18+, 24—, 30
Glens Falls	39+
Gloversville	29—
Hornell	50
Ithaca	*14+, 20—
Jamestown	58+
Kingston	66—
Lake Placid	5
Malone	20+, *66
Massena	14—
Middletown	60
New York	2, 4, 5+, 7, 9+, 11+, *25, 31—
Niagara Falls. (See Buffalo-Niagara Falls)	
Ogdensburg	24+
Olean	54+
Oneonta	62—
Oswego	31
Patchogue	75
Plattsburgh	28+
Poughkeepsie	21—, *83
Rochester	5—, 10+, 15—, *21, 27+
Rome. (See Utica.)	
Saranac Lake	18
Schenectady. (See Albany.)	
Syracuse	3—, 8, *43+
Troy. (See Albany.)	
Utica-Rome	2—, *25+, 54—
Vail Mills	10—
Watertown	48

## NORTH CAROLINA

Ahoskie	53
Albemarle	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
Goldensboro	34, 72
Greensboro-High Point-Winston Salem.	8—
Greensboro	2—, *51—, 57—
Greenville	9—
Henderson	52—
Hendersonville	27

## NORTH DAKOTA

Bismarck	5, 12—, 18, *24
Bottineau	16+
Carrington	26—
Devils Lake	8+, 14—
Dickinson	2+, 4, *17
Fargo	6, 11+, *34—, 40
Grafton	17
Grand Forks	*2, 10
Harvey	22+
Jamestown	7—, 42
Lisbon	23
Minot	*6+, 10—, 13+
New Rockford	20+
Pembina	12
Rugby	38—
Valley City	4—, 32—
Wahpeton	45+
Williston	8—, 11—, *34+

## OHIO

Akron	49+, *55—, 61+
Ashtabula	15
Athens	62—
Bellefontaine	63
Bowling Green	*70
Cambridge	26
Canton	29
Chillicothe	56+
Cincinnati	5—, 9, 12, *48—, 54—, 74—
Cleveland	3, 5—, 8, 19, *25—, 65+
Columbus	4—, 6+, 10+, *34, 40—
Coshocton	20
Dayton	2, 7+, *16+, 22+
Defiance	43
Findlay	53
Fremont	59+
Gallipolis	72
Hamilton-Middletown	65
Lancaster	28—
Lima	35—, 73
Lorain	31—
Mansfield	36+
Marion	17—
Massillon	23+
Middletown. (See Hamilton.)	
Mount Vernon	58
Newark	60—
Oxford	*14+
Piqua	44—
Portsmouth	30
Sandusky	42+
Springfield	52—, 76
Steubenville. (See Wheeling, W. Va.)	
Tiffin	47+
Toledo	11—, 13, *30+, 79
Warren	67+
Youngstown	21—, 27, 33, 73—
Youngstown, Ohio-New Castle, Pa.	45—
Zanesville	18—, 50+

# FCC CHANNEL ALLOCATIONS

	Channel No.
<b>OKLAHOMA</b>	
Ada	10+, 50+
Altus	36
Alva	30
Anadarko	58
Armore	12-, 55-
Bartlesville	62-
Blackwell	51-
Chickasha	64
Claremore	15
Clinton	32-
Duncan	39-
Durant	27-
Elk City	8+, 15+, 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	*45+, 66+
Norman	31-, *37-
Oklahoma City	4-, 9-, *13, 19+, 25
Oklmudge	26
Pauls Valley	61
Ponca City	40
Pryor Creek	54
Sapulpa	42
Seminole	59
Shawnee	53-
Stillwater	29-, *69
Tulsa	2+, 6, *11-, 17+, 23, 8
Vinita	28
Woodward	35+

<b>OREGON</b>	
Albany	55+
Ashland	14
Astoria	30
Baker	37+
Bend	15
Brookings	8+
Burns	16
Coos Bay	11
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	2, 6+, 8-, *10, 12, 21-, 27+
Roseburg	4+, 28
Salem	3+, *18-, 24+, 66
Springfield	37-
The Dalles	32

<b>PENNSYLVANIA</b>	
Allentown	39, 67
Altoona	10-, 25-
Bethlehem	51-
Bradford	80
Butler	43
Chambersburg	46-
Du Bois	31+
Easton	57-
Emporium	42
Erie	12, 35+, *41-, 66+
Harrisburg	27-, 55+, 71+
Hazleton	63
Johnstown	6, 19+, 56
Lancaster	8-, 21+
Lebanon	15+
Lewistown	75-
Lock Haven	32-

	Channel No.
Meadville	62+
New Castle (see Youngstown, Ohio)	
Oil City	64
Philadelphia	3, 6-, 10, 17-, 23+, 29, *35-
Pittsburgh	2-, 4+, 11, *13-, *16, 22, 53+
Reading	33+, 61-
Scranton	16-, 22-, 44
Shamokin	65
Sharon	39+
Shinglehouse	26+
State College	*48+
Sunbury	38
Uniontown	14
Washington	63+
Wilkes-Barre	28, 34
Williamsport	36-
York	43, 49

<b>RHODE ISLAND</b>	
Providence	10+, 12+, 16, *36+

<b>SOUTH CAROLINA</b>	
Aiken	54
Anderson	40, 58-
Camden	14
Charleston	2+, 4, 5+, *7-, 17+
Clemson	*68
Columbia	10-, *19+, 25-, 67+
Conway	23-
Florence	13+, 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-

<b>SOUTH DAKOTA</b>	
Aberdeen	9-, 17+
Belle Fourche	23+
Brookings	*8, 25
Hot Springs	17+
Huron	12+, 15+
Lead	5-, 26
Madison	46
Mitchell	5+, 20-
Mobridge	27-
Pierre	10+, *22+
Rapid City	3+, 7+, 15-
Reliance	6-
Sioux Falls	11, 13+, 38+, *44
Sturgis	20
Vermillion	*2+, 41
Watertown	3-, 35+
Winner	18-
Yankton	17-

<b>TENNESSEE</b>	
Athens	14+
Bristol, Tenn.-Bristol, Va.	5+, 46-
Chattanooga	3+, 9, 12-, 43+, 49+, *55-
Clarksville	53
Cleveland	38+
Columbia	39-
Cookeville	24, *69
Crossville	*77
Covington	19-
Dyersburg	46+
Elizabethton	22+
Fayetteville	27+
Gallatin	48+
Harriman	67
Humboldt	25
Jackson	7+, 16+

# FCC CHANNEL ALLOCATIONS

	Channel No.
Johnson City	11—, 34+
Kingsport	28
Knoxville	6, 10+, *20+
Lawrenceburg	50+
Lebanon	58
Lexington	*11
McMinnville	46
Maryville	51
Memphis	3—, 5+, *10+, 13+, 42—, 48—
Morristown	54+
Murfreesboro	18
Nashville	*2—, 4+, 5, 8+, 30+
Oak Ridge	32+
Paris	51+
Pulaski	44—
Shelbyville	56
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—, 12—, 31+, *37
Beeville	38
Big Spring	4—, 34+
Bonham	43
Borger	33
Brady	15—
Breckenridge	14+
Brenham	52—
Brownfield	15
Brownsville	26, 44
Brownsville-Harlingen-Weslaco <sup>1</sup>	4+, 5—
Brownwood	19
Bryan	54—
Bryan-College Station (also see College Station)	3+
Childress	40
Cleburne	57
Coleman	21—
College Station (also see Bryan-College Station)	*48
Conroe	20+
Corpus Christi	6+, 10—, *16+, 22, 43
Corsicana	47+
Crockett	56
Crystal City	44+
Cuero	25—
Dalhart	16
Dallas	4+, 8, *13+, 23, 29, 73
Del Rio	16, 52+
Denison	52
Denton	*2, 17
Eagle Pass	22—, 64
Edinburg	60
El Campo	27
El Paso	4, *7, 9, 13, 26+, 38, 50, 62
Falfurrias	52
Floydada	22
Fort Stockton	45
Fort Worth	5+, 11—, 20—, *26—
Gainesville	49
Galveston	35—, 41—, *47—
Gonzales	64+
Greenville	69—
Harlingen (also see Brownsville-Harlingen-Weslaco)	23
Hebbronville	58
Henderson	42+
Hereford	19—
Hillsboro	63
Houston	2—, *8—, 11+, 13—, 23+, 29—, 39—

<sup>1</sup> These assignments may be utilized in any community lying within the area of the triangle formed by Brownsville, Harlingen and Weslaco.

	Channel No.
Huntsville	15
Jacksonville	36—
Jasper	49+
Kermit	14
Kilgore	59—
Kingsville	40
Lamesa	28
Lampasas	40—
Laredo	8, 13, *15+, 27—, 39
Levelland	38—
Littlefield	32
Longview	32, 38+
Lubbock	5—, 11, 13—, *20, 26
Lufkin	9, 46—
McAllen	20—
McKinney	65—
Marfa	19+
Marshall	16—
Mercedes	66
Mexia	50—
Midland	2+, 18
Mineral Wells	38
Mission	70+
Monahans	9—
Mount Pleasant	35
Nacogdoches	19—, 40+
New Braunfels	62—
Odessa	7—, 24
Orange	43—
Pampa	17—
Paris	33+
Pearsall	31
Pecos	16+
Perryton	22
Plainview	29+
Port Arthur. (See Beaumont.)	
Presidio	21
Quanah	42
Haymondville	64—
Rosenberg	17—
San Angelo	3—, 8+, 17+, *23—
San Antonio	4, 5, *9—, 12+, 35+, 41+
San Benito	48
San Marcos	53+
Seguin	14—
Seymour	24+
Sherman	46+
Snyder	30+
Stephenville	32+
Sulphur Springs	41
Sweetwater	57
Taylor	58+
Temple	6, 16, 22+
Terrell	53
Texarkana	6+, *18, 24—
Tyler	7, 61+, 72
Uvalde	20
Vernon	18+
Victoria	19+
Waco	10+, *28—, 34
Waxahachie	45—
Weatherford	51
Weslaco. (See Brownsville-Harlingen-Weslaco.)	
Wichita Falls	3, 6—, *16+, 22—
Zapata	49

## UTAH

Brigham	36—
Cedar City	5
Logan	12—, 30, *46—
Ogden	9+, *18—, 24
Price	6
Provo	11+, 22, *28
Richfield	13+
St. George	18+
Salt Lake City	2—, 4—, 5+, *7—, 20+, 26
Tooele	44
Vernal	3+

## VERMONT

Bennington	69—
Brattleboro	77+
Burlington	3, *16+, 22+

# FCC CHANNEL ALLOCATIONS

	Channel No.
Montpelier .....	57
Newport .....	46
Rutland .....	49+
St. Albans .....	34-
St. Johnsbury .....	30

	Channel No.
Weston .....	5, 32
Wheeling .....	*57+
Wheeling-Steubenville, Ohio .....	7, 9+, 51+
Williamson .....	17

## VIRGINIA

Blacksburg .....	*60+
Bristol, (See Bristol, Tenn.) .....	
Charlottesville .....	*45+, 64+
Covington .....	44+
Danville .....	24-
Emporia .....	25+
Farmville .....	19
Fredericksburg .....	47
Front Royal .....	39-
Harrisonburg .....	3-, 34-
Lexington .....	54
Lynchburg .....	13, 16-
Marion .....	50
Martinsville .....	35-
Newport News, (See Norfolk-Ports- mouth-Newport News.) .....	
Norfolk-Portsmouth .....	27
Norfolk-Portsmouth-Newport News .....	
3+, 10+, 13-, 15, *21-, 33	
Norton .....	52+
Petersburg .....	8, 41
Portsmouth, (See Norfolk-Portsmouth and also see Norfolk, Portsmouth- Newport News.) .....	
Pulaski .....	37-
Richmond .....	6+, 12-, *23, 29+
Roanoke .....	7-, 10, 27+, *33-
South Boston .....	14+
Staunton .....	36
Waynesboro .....	42
Williamsburg .....	17
Winchester .....	28+

## WASHINGTON

Aberdeen .....	58
Anacortes .....	34
Bellingham .....	12+, 18+, 24-
Bremerton .....	44, 50
Centralia .....	17
Clarkston .....	34+, 40+
Ellensburg .....	49, *65
Ephrata .....	16-, 43
Everett .....	22-, 28-
Grand Coulee .....	37
Hoquiam .....	52
Kelso .....	39
Kennewick .....	31
Kennewick-Richland-Pasco .....	*41
Longview .....	33
Moses Lake .....	61
Okanogan, (See Omak.) .....	
Olympia .....	60
Omak-Okanogan .....	*35-
Pasco (also see Kennewick-Richland- Pasco) .....	19-
Port Angeles .....	16+
Pullman .....	*10-, 24
Richland (also see Kennewick-Richland- Pasco) .....	25
Seattle .....	4, 5+, 7, *9, 20, 26, 1
Spokane .....	2-, 4-, 6-, *7
Tacoma .....	11+, 13-, *56, 62
Walla Walla .....	22, 44-, *50
Wenatchee .....	*45, 55, 67
Yakima .....	23+, 29+, *47

## WEST VIRGINIA

Beckley .....	4, 21, 66
Bluefield .....	6-, 41+
Charleston .....	8+, *43+, 49-
Clarksburg .....	12+, 69-
Elkins .....	40+
Fairmont .....	35
Hinton .....	31
Huntington .....	3+, 13+, *53-
Logan .....	23-
Martinsburg .....	58-
Morgantown .....	*24
Parkersburg .....	15-
Welch .....	25

## WISCONSIN

Adams .....	*58+
Appleton .....	42+
Ashland .....	15+
Beaver Dam .....	51-
Beloit .....	57
Chilton .....	*31+
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, 18+, 24+, 30
Oshkosh .....	48-
Park Falls .....	*18
Portage .....	17-
Prairie du Chien .....	34
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 .....	9, 7-, 16+, *46-
Whitefish Bay .....	6
Wisconsin Rapids .....	14-

## WYOMING

Buffalo .....	29
Casper .....	2+, 6+
Cheyenne .....	5+
Cody .....	24-
Douglas .....	14
Evanston .....	14-
Gillette .....	31-
Green River .....	16
Greybull .....	40
Lander .....	17-
Laramie .....	*8+, 18+
Lovell .....	36+
Lusk .....	19-
Newcastle .....	28+
Powell .....	30+
Rawlins .....	11-
Riverton .....	10+
Rock Springs .....	13
Sheridan .....	9-, 12+
Thermopolis .....	15
Torrington .....	27
Wheatland .....	24+
Worland .....	34

## U. S. TERRITORIES AND POSSESSIONS

### GUAM

Agana .....	8, 10
-------------	-------

### HAWAIIAN ISLANDS

Hilo, Hawaii .....	2, *4, 7, 9, 11, 13
Honolulu, Oahu .....	2+, 4-, *7+, 9-, 11+, 13-
Lihue, Kauai .....	3+, *6-, 10+, 12-
Wailuku, Maui .....	3, 8, *10, 12

### PUERTO RICO

Arecibo-Aguadilla .....	12+
Caguas .....	11-
Mayaguez .....	3+, 5-
Ponce .....	7+, 9-
San Juan .....	2+, 4-, *6+

### VIRGIN ISLANDS

Charlotte Amalie .....	10-
Christiansted .....	8+

# ATTORNEYS SPECIALIZING IN RADIO-TELEVISION



## NEW YORK



Bechtold, Frederick W.  
7421 Ave. W., Bklyn.....NA 8-5248

Becker, George  
270 Park Ave.....EL 5-4668

Bergreen, Morris H.  
1501 Broadway.....OX 5-0820

Brauner, Julius F.  
485 Madison Ave.....PL 1-2345

Chopnick, Max  
9 E. 46th St.....OX 7-8130

Colin, Ralph F.  
575 Madison Ave.....MU 8-7800

Cuddihy, Arthur B., Jr.  
70 Pinewood Rd. Hartsdale

Durka, William J.  
30 Rockefeller Plaza.....CI 7-3040

Ernst, Morris  
285 Madison Ave.....MU 5-1582

Ervin, Thomas E.  
30 Rockefeller Plaza.....CI 7-8300

Falk, Edwin A.  
40 Wall St.....WH 4-1771

Finkelstein, Herman  
575 Madison Ave.....MU 8-8800

Fly, James Lawrence  
30 Rockefeller Plaza.....CI 7-3043

Gerber, Gustave A.  
55 Broadway.....BO 9-8233

Gibbons, John F.  
67 Broad St.....BO 9-3800

Golub, William W.  
3 E. 54th St.....MU 8-7440

Hall, Charles M.  
305 Broadway.....RE 2-7132

Keesing, John M.  
250 W. 57th St.....PL 7-7860

Landon, S. Whitney  
195 Broadway.....OR 4-6100

Lerner, Max K.  
485 Lexington Ave.....OX 7-4343

McDaniel, Glen  
63 Wall St.....WH 3-7380

Nicholas, Minoa J.  
70 E. 45th St.....MU 3-9553

Nields, John W.  
63 Wall St.....WH 4-7400

Niner, Isidor  
366 Madison Ave.....MU 2-1322

North, Ernest D.  
32 Ave. of Americas.....EX 3-6245

Quisenberry, John T.  
195 Broadway.....EX 3-3556

Rosen, Leo  
285 Madison Ave.....MU 5-1582

Rosenman, Samuel I.  
575 Madison Ave.....MU 8-7800

Schoemer, John K., Jr.  
220 E. 42nd St.....MU 2-4567

Shucbruk, Peter  
30 Rockefeller Plaza.....CI 7-3040

Shute, John V.  
30 Rockefeller Plaza.....CI 7-8300

Smith, Bernard B.  
460 Park Ave.....PL 1-2660

Socotow, A. Walter  
580 Fifth Ave.....PL 7-2112

Solinger, David M.  
250 Park Ave.....MU 7-1140

Sprague, E. Stuart  
36 W. 44th St.....MU 2-5521

Turner, George B.  
15 Broad St.....HA 2-3000

Waters, John H.  
60 Hudson St.....WO 2-7300

Webster, Bethuel M.  
40 Wall St.....DI 4-3350

Wendt, William  
60 Hudson St.....WO 2-7300

Werner, Robert L.  
30 Rockefeller Plaza.....CO 5-5900

Zeller, Robert G.

63 Wall St.....WH 4-7400



## WASHINGTON



Adams, Eva B.  
Senate Office Bldg.....NA 8-3120

Albertson, Fred W.  
Munsey Bldg.....ST 3-1000

Altman, Norman S.  
1025 Vermont, N.W.....EX 3-5691

Ansbury, T. Peter  
Wyatt Bldg.....EX 3-3812

Arnold, Thurman  
1229 19th St., N.W.....EX 3-7300

Bader, Michael H.  
1735 De Sales, N.W.....DI 7-2724

Bailey, Clyde S.  
Penn Bldg.....NA 8-6512

Baker, Philip M.  
Penn Bldg.....DI 7-8881

Ball, Fredric J.  
Ring Bldg.....RE 7-2566

Barker, Robert W.  
744 Jackson, N.W.....NA 8-1114

Barlow, Joel  
Union Trust Bldg.....RE 7-5900

Barnes, Maurice R.  
Munsey Bldg.....ST 3-7670

Baron, Max G.  
Investment Bldg.....ST 3-7122

Baron, Theodore  
National Press Bldg.....ST 3-4115

Becker, Harry A.  
1735 De Sales, N.W.....EX 3-3003

Becker, Loftus E.  
1000 Vermont, N.W.....DI 7-7840

Becker, Ralph E.  
1346 Conn., N.W.....CO 5-7641

Beebe, Raymond N.  
1000 Vermont, N.W.....NA 8-4056

Beelar, Donald C.  
World Center Bldg.....ST 3-3200

Bergson, Philip  
Wyatt Bldg.....ME 8-6900

Bingham, Herbert M.  
Tower Bldg.....DI 7-2141

Blun, William, Jr.  
1741 K St., N.W.....RE 7-6335

Blume, Jack P.  
1001 Conn. Ave., N.W.....ME 8-6190

Booth, Robert M., Jr.  
Tower Bldg.....DI 7-2141

Brady, John B.  
Colorado Bldg.....NA 8-4806

Brooks, Leon  
1735 De Sales.....EM 2-9300

Brown, Darwin Charles  
1632 K St.....ST 3-5650

Brown, Russell M.  
Southern Bldg.....ST 3-4636

Brown, Thad H., Jr.  
1771 N St., N.W.....DE 2-9300

Bugay, Paul E.  
Colorado Bldg.....ME 8-2027

Bunn, George  
1229 19th St., N.W.....EX 3-7300

Burke, Eugene L.  
821 15th St., N.W.....ST 3-3717

Burroughs, J. Edward  
1625 K St., N.W.....DI 7-0777

Burt, William C.  
Wyatt Bldg.....RE 7-5566

Butman, Carl H.  
Natl Press Bldg.....NA 8-7846

Carr, John P.  
Munsey Bldg.....ST 3-1000

Carson, Byron G.  
Tower Bldg.....NA 8-0080

Case, Norman S.  
Southern Bldg.....NA 8-1841

## RADIO-TV ATTORNEYS

Chase, Seymour M. 816 Conn. Ave.....	RE 7-2701	Foulis, Ronald J. 1001 Conn. Ave.....	NA 4-9900
Claggett, John F. 1424 K St., N.W.....	NA 8-1174	Freeman, Milton V. 1229 19th St.....	EX 3-7300
Clark, Robert M. Shoreham Bldg.....	DI 7-7987	Freret, Julian B. Continental Bldg.....	NA 8-0032
Cohen, Harold D. Ring Bldg.....	RE 7-2566	Fullerton, Hugh T. Commonwealth Bldg.....	ST 3-2244
Cohen, Lester Colorado Bldg.....	NA 8-2006	Gaguine, Benito 1001 Conn. Ave.....	NE 8-6190
Cohen, Stanley B. Cafritz Bldg.....	ST 3-5880	Granik, Theodore 1627 K St.....	NA 8-4600
Cohen, Wallace M. 1822 Jefferson Pl.....	ST 3-5905	Greeley, James E. 1000 Vermont.....	DI 7-7480
Cohn, Marcus Cafritz Bldg.....	ST 3-5880	Green, Robert N. 710 14th St.....	EX 3-4600
Collier, Robert A. Bk of Commerce Bldg.....	EX 3-7800	Green, William S. Ring Bldg.....	RE 7-2566
Collins, Clayton B. 433 N. J. Ave.....	LI 4-4383	Griffith, Kelley E. World Center Bldg.....	ST 3-3200
Collins, Linton M. Tower Bldg.....	DI 7-2141	Groner, Samuel B. 501 13th St.....	RE 7-3300
Colton, Herbert S. 1625 K St., N.W.....	RE 7-5062	Haley, Andrew G. 1735 De Sales.....	DI 7-2724
Cooley, Thomas 1225 19th St.....	ST 3-4355	Hancock, Parker D. Colorado Bldg.....	NA 8-2006
Cordon, Alfred C., Jr. Munsey Bldg.....	ST 3-1000	Hand, Frank B., Jr. Transportation Bldg.....	NA 8-6587
Cottone, Benedict P. 1820 Jefferson Pl.....	EX 3-4477	Harly, Russell, Sr. 1012 14th St.....	RE 7-0437
Courtney, Jeremiah 908 20th St., N.W.....	ST 3-5551	Harris, Abraham J. Woodward Bldg.....	RE 7-3028
Cragun, John W. 744 Jackson Pl.....	NA 8-1114	Harris, Stanley S. Colorado Bldg.....	NA 8-2006
Craig, Peter S. Union Trust Bldg.....	RE 7-5900	Hawkins, Carl S. 744 Jackson Pl.....	NA 8-1114
Crook, Omar L. Shoreham Bldg.....	RE 7-4123	Hayes, John C. Munsey Bldg.....	DI 7-5376
Cutler, Charles R. World Center Bldg.....	ST 3-3200	Heald, Robert L. Munsey Bldg.....	ME 8-0023
Daly, Harry J. Penn Bldg.....	NA 8-3260	Heckman, Jerome H. Munsey Bldg.....	ST 3-1000
Daubin, Meredith M. Nat'l Press Bldg.....	NA 8-7949	Hedrick, F. Cleveland, Jr. 1001 Conn. Ave.....	NA 8-5923
David, Nathan H. 425 13th St.....	NA 8-4736	Hennessey, Philip, Jr. 816 Conn. Ave.....	RE 7-2701
De Grazia, Edward World Center Bldg.....	ST 3-3200	Hennock, Frieda B. 1000 Vermont.....	NA 8-4056
Delaney, Frank J. 1317 F St.....	ST 3-1234	Hersch, Harold H. Munsey Bldg.....	ST 3-1000
Dempsey, William J. 815 15th St.....	RE 7-6363	Hildreth, Richard Perpetual Bldg.....	RB 7-1450
Denslow, L. Alton Washington Bldg.....	RE 7-0727	Hodson, Robert E. Ring Bldg.....	RE 7-2566
Dobin, Paul Cafritz Bldg.....	ST 3-3580	Irwin, Robert L. Munsey Bldg.....	ST 3-1000
Donaldson, Ray S. Wyatt Bldg.....	NA 8-3902	Jacob, John B. Munsey Bldg.....	ST 3-1000
Doty, Dwight David 1735 De Sales.....	DI 7-2724	Jameson, Guilford 734 15th St.....	NA 8-6232
Dougherty, Thomas J. Munsey Bldg.....	ST 3-1000	Jansky, Maurice M. American Bldg.....	ST 3-4004
Dow, Fayette B. Munsey Bldg.....	ST 3-1000	Jennes, Ernest W. Union Trust Bldg.....	RE 7-5900
Dowd, Thomas N. Ring Bldg.....	RE 7-2566	Johnston, Everett D. Continental Bldg.....	NA 8-0032
Duvall, Charles F. Perpetual Bldg.....	RE 7-1450	Jones, Robert F. 1111 E St.....	ME 8-6632
Eagan, R. Russell World Center Bldg.....	ST 3-3200	Jorgensen, Norman E. Wyatt Bldg.....	EX 3-1635
Eden, Fred J., Jr. 710 14th St.....	EX 3-4600	Juntila, James O. 1229 19th St.....	EX 3-7300
Emerson, Leonidas P. B. 1735 De Sales.....	NA 8-2931	Kearney, William R. Penn Bldg.....	NA 8-3260
Emery, Walter B. 1785 Mass. Ave.....	HU 3-6620	Keller, Joseph E. Munsey Bldg.....	ST 3-1000
Fanelli, Joseph A. 1701 K St.....	ST 3-5921	Kenkel, John B. Munsey Bldg.....	ME 8-2193
Fischer, Henry G. 1735 De Sales.....	ST 3-3660	Kertz, Harold Metropolitan Bank Bldg.....	ME 8-2241
Fisher, Ben C. Perpetual Bldg.....	RE 7-1450	Kessler, Sylvia D. Tower Bldg.....	DI 7-2805
Fletcher, Frank U. Munsey Bldg.....	ME 8-0023	Kieffer, Charles C. 1346 Conn. Ave.....	CO 5-7641
Fletcher, Stephen H. 725 13th St.....	ME 7-9900	Kistler, H. Donald Tower Bldg.....	DI 7-2141
Foote, Edward A. 3115 Woodland Dr.....	ME 3-2316	Knowles, Miles H. Bowen Bldg.....	NA 8-0771
Forrest, Herbert E. 710 14th St.....	EX 3-4600	Kohlhaas, Vernon C. Ring Bldg.....	RE 7-2566
Fortas, Abe 1229 19th St.....	EX 3-7300	Koplovitz, William C. Bowen Bldg.....	RE 7-6363

# RADIO-TV ATTORNEYS

<b>Koteen, Bernard</b> Wyatt Bldg.....	RE	7-5566	<b>Oppenheimer, Monroe</b> Woodward Bldg.....	RE	7-3028
<b>Kramer, Milton</b> 1625 K St.....	NA	8-6926	<b>Panzer, Irving R. M.</b> 1735 De Sales.....	ST	3-3660
<b>Krieger, Seymour</b> Wyatt Bldg.....	EX	3-1635	<b>Parkinson, Kenneth Wells</b> Tower Bldg.....	DI	7-2141
<b>Krooth, David L.</b> 1025 Vermont.....	EX	3-5691	<b>Patrick, Duke M.</b> Colorado Bldg.....	NA	8-2006
<b>Leahy, William E.</b> Bowen Bldg.....	DI	7-0558	<b>Pendelton, George C.</b> 1025 Conn. Ave.....	ST	3-8167
<b>Littlepage, James H.</b> Investment Bldg.....	DI	7-3723	<b>Pepper, Vincent A.</b> 714 Perpetual Bldg.....	EX	3-8333
<b>Littlepage, John M.</b> Investment Bldg.....	DI	7-3723	<b>Peterson, Nad A.</b> Rang Bldg.....	RE	7-2566
<b>Littlepage, Thomas P., Jr.</b> Investment Bldg.....	DI	7-3723	<b>Phelps, Gerald L.</b> Munsey Bldg.....	ST	3-1000
<b>Lockwood, Corwin R., Jr.</b> Colorado Bldg.....	NA	8-2006	<b>Pierson, W. Theodore</b> Ring Bldg.....	RE	7-2566
<b>London, John M.</b> Wyatt Bldg.....	ME	8-6900	<b>Plotkin, Harry M.</b> 1229 19th St.....	EX	3-7300
<b>Loucks, Philip G.</b> 1317 F St.....	ST	3-4004	<b>Pogue, L. Welch</b> Southern Bldg.....	EX	3-0440
<b>Lovett, Elliot C.</b> 729 15th St.....	ST	3-5168	<b>Porter, Paul A.</b> 1229 19th St.....	EX	3-7300
<b>Luxford, Ansel F.</b> 1210 18th St.....	RE	7-7643	<b>Porter, William</b> Tower Bldg.....	DI	7-2141
<b>Lyon, Richard K.</b> Wyatt Bldg.....	ME	8-6900	<b>Powell, Walter R.</b> 1771 N St.....	DE	2-9300
<b>Marks, Leonard</b> Cafritz Bldg.....	ST	3-5880	<b>Prather, Alfred V. J.</b> Union Trust Bldg.....	RE	7-5900
<b>Marmet, Robert A.</b> 816 Conn. Ave.....	RE	7-2701	<b>Price, Robert N.</b> Ring Bldg.....	RE	7-2556
<b>May, Robert F.</b> 1700 K St.....	RE	7-4123	<b>Prince, D. F.</b> Bowen Bldg.....	RE	7-8154
<b>Mayer, J. Gerald</b> Wyatt Bldg.....	ME	8-3662	<b>Rafter, John A.</b> Munsey Bldg.....	ST	3-1000
<b>McCabe, Aloysius B.</b> World Center Bldg.....	ST	3-3200	<b>Randolph, John P.</b> 1625 I St.....	NA	8-6244
<b>McDonough, Francis X.</b> Munsey Bldg.....	ST	3-1000	<b>Rauh, Joseph L. Jr.</b> 1631 K St.....	RE	7-7795
<b>McGovern, William L.</b> 1229 19th St.....	EX	3-7300	<b>Rea, Bryce</b> Munsey Bldg.....	DI	7-3551
<b>McGrath, J. Howard</b> Southern Bldg.....	ST	3-4636	<b>Resnick, Leo</b> Occidental Bldg.....	NA	8-9320
<b>McInnis, Charles B.</b> 1012 14th St.....	NA	8-0032	<b>Reynolds, William L.</b> 777 14th St.....	NA	8-3902
<b>McKenna, Edward R.</b> 1735 De Sales.....	NA	8-2931	<b>Rhyme, Brice W.</b> 726 Jackson Pl.....	DI	7-1381
<b>McKenna, James A., Jr.</b> 1735 De Sales.....	NA	8-2931	<b>Rhyme, Charles S.</b> 726 Jackson Pl.....	DI	7-1381
<b>Midden, John</b> Munsey Bldg.....	ME	8-6006	<b>Rigby, Scott G.</b> Wyatt Bldg.....	ME	8-3662
<b>Miller, Neville</b> Munsey Bldg.....	ME	8-2193	<b>Robb, Roger</b> Tower Bldg.....	DI	7-2141
<b>Miller, Reed</b> 1229 19th St.....	EX	3-7300	<b>Roberson, Frank</b> Munsey Bldg.....	ME	8-0023
<b>Müller, Samuel</b> Washington Bldg.....	NA	8-7377	<b>Roberts, William A.</b> Continental Bldg.....	NA	8-0032
<b>Mode, Douglas G.</b> Ring Bldg.....	ST	3-5646	<b>Rogers, Christian E. Jr.</b> Tower Bldg.....	RE	7-0797
<b>Morgan, Edward P.</b> 710 14th St.....	EX	3-4600	<b>Rogers, William</b> 1229 19th St.....	EX	3-7300
<b>Mott, Harold E.</b> 710 14th St.....	EX	3-4600	<b>Rollo, Read T.</b> World Center Bldg.....	ST	3-3200
<b>Mullin, Eugene F., Jr.</b> 726 Jackson Pl.....	DI	7-1381	<b>Rorer, Dwight E.</b> Washington Bldg.....	RE	7-0727
<b>Murray, John M.</b> 744 Jackson Pl.....	NA	8-1114	<b>Ross, Bradford</b> 725 15th St.....	NA	8-2623
<b>Myse, Daryl A.</b> 1411 Pa. Ave.....	RE	7-7040	<b>Rowell, Russell</b> Munsey Bldg.....	ME	8-0023
<b>Naftalin, Alan Y.</b> Wyatt Bldg.....	RE	7-5566	<b>Russell, Percy H. Jr.</b> World Center Bldg.....	ST	3-3200
<b>Nail, Edwin S.</b> 816 Conn. Ave.....	RE	7-2701	<b>Salisbury, Franklin C.</b> 1624 I St.....	ST	3-9072
<b>Neustadt, Stanley S.</b> Cafritz Bldg.....	ST	3-5880	<b>Scharfeld, Arthur W.</b> Nat'l. Press Bldg.....	ST	3-4115
<b>Newton, Blake T., Jr.</b> 1001 Conn. Ave.....	NA	4-9900	<b>Sehneler, Arthur</b> 1820 Jefferson Pl.....	EX	3-4477
<b>Norvel, Robert J.</b> Southern Bldg.....	ST	3-4636	<b>Schellenberg, Howard J. Jr.</b> 1025 Conn. Ave.....	RE	7-1552
<b>O'Bryan, Paul A.</b> Munsey Bldg.....	ST	3-1000	<b>Schneider, Edwin R.</b> Tower Bldg.....	DI	7-2141
<b>Ockershausen, Harry J.</b> Bowen Bldg.....	RE	7-6363	<b>Schroeder, Arthur H.</b> Munsey Bldg.....	ME	8-2193
<b>O'Hare, Richard C.</b> Cafritz Bldg.....	NA	8-6579	<b>Selawy, Leon L.</b> Barr Bldg.....	RE	7-1464
<b>O'Laughlin, James P.</b> 1025 Conn. Ave.....	RE	7-1522	<b>Seaks, Robert G.</b> Southern Bldg.....	DI	7-7117
<b>Oliver, Robert W.</b> Southern Bldg.....	EX	3-0440	<b>Seay, Temple W.</b> Munsey Bldg.....	ST	3-1000



## RADIO-TV ATTORNEYS

Seeley, F. Hamilton  
Wyatt Bldg. . . . . ME 8-3662

Segal, Paul M.  
816 Conn. Ave. . . . . RE 7-2701

Seward, P. W.  
Warner Bldg. . . . . RE 7-7944

Shannon, Charles V.  
1700 K St. . . . . RE 7-4123

Sheble, Walter F.  
Washington Bldg. . . . . MI 8-6200

Sher, Robert E.  
Woodward Bldg. . . . . RE 7-3028

Shiple, Carl L.  
Nat'l. Press Bldg. . . . . ST 3-1647

Shore, Chester L.  
Woodward Bldg. . . . . RE 7-8040

Simmons, Roy  
Munsey Bldg. . . . . ST 3-1000

Sims, William P. Jr.  
Munsey Bldg. . . . . ST 3-1000

Sirica, John J.  
Colorado Bldg. . . . . NA 8-2006

Slaughter, Harrison T.  
Ring Bldg. . . . . RE 7-2566

Smith, E. Stratford  
714 Perpetual Bldg. . . . . EX 3-8333

Smith, George S.  
816 Conn. Ave. . . . . RE 7-2701

Smith, Karl A.  
Colorado Bldg. . . . . NA 8-2006

Smith, Sidney  
Tower Bldg. . . . . DI 7-0016

Smith, William P.  
Walker Bldg. . . . . DI 7-1192

Southmayd, John P.  
Perpetual Bldg. . . . . RE 7-1450

Spearman, Paul D. Jr.  
Munsey Bldg. . . . . ME 8-0023

Stambler, Arthur  
Nat'l. Press Bldg. . . . . ST 3-4115

Stanley, Earl R.  
Munsey Bldg. . . . . ST 3-1000

Stein, Abe L.  
Warner Bldg. . . . . RE 7-7944

Stevens, David S.  
1735 De Sales . . . . . NA 8-2931

Stollenwerk, Frank  
Nat'l. Press Bldg. . . . . NA 8-7846

Stout, Clair L.  
Munsey Bldg. . . . . ST 3-1000

Stuart, Harold C.  
1001 Conn. Ave. . . . . ST 3-1767

Sutton, George O.  
Nat'l. Press Bldg. . . . . NA 8-7949

Thomson, William  
Nat'l. Press Bldg. . . . . NA 8-7949

Tuhy, Stephen Jr.  
Albee Bldg. . . . . ME 8-2004

Tumulty, Joseph P. Jr.  
1317 F St. . . . . NA 8-2121

Tyson, William S.  
Bowen Bldg. . . . . RE 7-1717

Vieth, Duane  
1229 19th St. . . . . EX 3-7300

Walker, Paul A.  
4301 43rd St. . . . . EM 3-8655

Walker, Ralph  
Ring Bldg. . . . . RE 7-2566

Wall, Thomas H.  
Munsey Bldg. . . . . ST 3-1000

Walton, Frederick H. Jr.  
Bowen Bldg. . . . . RE 7-6363

Warner, Harry P.  
Evans Bldg. . . . . NA 8-2150

Wayland, Charles V.  
Perpetual Bldg. . . . . RE 7-1450

Weaver, Henry B. Jr.  
1225 19th St. . . . . ST 3-4355

Welch, Vincent B.  
710 14th St. . . . . EX 3-4600

Wells, John A.  
1000 Vermont . . . . . RE 7-8191

Werner, Jack  
Wyatt Bldg. . . . . RE 7-5102

Wheeler, Burton K.  
Southern Bldg. . . . . DI 7-7117

Wheeler, Edward K.  
Southern Bldg. . . . . DI 7-7117

Wilkinson, Ernest L.  
744 Jackson Pl. . . . . NA 8-1114

Wilkinson, Glen A.  
744 Jackson Pl. . . . . NA 8-1114

Wilkinson, Vernon L.  
1735 De Sales . . . . . NA 8-2931

Willis, John W.  
1735 De Sales . . . . . ST 3-3660

Wilner, Morton H.  
Wyatt Bldg. . . . . ME 8-6900

Wilson, James E.  
Continental Bldg. . . . . NA 8-0032

Wilson, Thomas  
Munsey Bldg. . . . . ST 3-1000

Wollenberg, J. Roger  
1735 De Sales . . . . . DI 7-2724

Woods, Warren  
1701 K St. . . . . NA 8-2520

Young, Verne R.  
1317 F St. . . . . ST 3-4004

Zias, Joseph F.  
1317 F St. . . . . ST 3-4004

Zwicky, Warren G.  
1111 E St. . . . . ME 8-6632



### CHICAGO



Adams, Mearl G.  
231 S. La Salle

Bloch, Roger S.  
77 W. Washington . . . . . AN 3-6400

Bluestein, Arthur S.  
33 N. La Salle . . . . . DE 2-4070

Burgess, Kenneth F.  
11 S. La Salle . . . . . ST 2-5400

Compere, Thomas H.  
360 N. Michigan . . . . . RA 6-8168

David, Philip R.  
1 N. La Salle

Edes, Francis Davie  
5921 W. Dickens Ave.

Gardner, Addison Jr.  
231 S. La Salle . . . . . AN 3-3434

Hilton, Henry M.  
134 N. La Salle

Lawton, Samuel T.  
7 S. Dearborn St. . . . . CE 6-2355

Masters, Keith  
130 E. Randolph . . . . . RA 6-2929

Moser, John B.  
360 N. Michigan Ave. . . . . RA 6-8168

Slettfeland, Greggar P.  
120 S. La Salle . . . . . CE 6-4787

Wolff, Sanford I.  
1 N. La Salle . . . . . FI 6-6677

Wright, Joseph S.  
6001 W. Dickens Ave.



### LOS ANGELES



Brown, James Harvey  
6223 Selma Ave. . . . . HO 5-5305

Callister, Reed E.  
650 S. Spring St. . . . . MA 3-5288

Cannon, David H.  
650 S. Spring St. . . . . MA 3-5288

Gingery, C. Arden  
453 S. Spring St.

Hearne, John P.  
6363 Sunset Blvd. . . . . HO 4-5241

Jencks, Richard  
CBS TV City . . . . . WE 8-3011

Lewis, Ralph E.  
650 S. Spring St. . . . . NA 7-4071

Miller, Justin  
2975 Wilshire Blvd. . . . . DU 1-1131

Petty, Don E.  
650 S. Grand Ave. . . . . MI 6003

Whitsett, William  
1313 N. Vine St.

Zagan, Sannuel S.  
6263 Hollywood Blvd



### SAN FRANCISCO



Clinton, John Hart  
Crocker Bldg. . . . . GA 1-5670

Gaylord, Robert B. Jr.  
Russ Bldg. . . . . GA 1-7331

George, Arthur T.  
140 New Montgomery St. . . . . GA 1-9000

Smith, Samuel Burrows  
24 California St. . . . . YU 6-4058

Spillane, Lester W.  
Central Tower . . . . . YU 6-1365

# Motion Picture Theatres in the U. S. Equipped for TV

<i>State</i>	<i>City</i>	<i>Seating Capacity</i>	<i>Theatre</i>
CALIFORNIA	Fresno	2,169	Fresno
	Huntington Park	1,468	Huntington Park
	Los Angeles	1,757	Downtown
		2,213	Orpheum
		3,387	Paramount
	San Francisco	1,363	Ritz
		2,646	Paramount
399		Telenews	
COLORADO DIST. OF COL.	Denver	2,096	Paramount
	Washington	3,452	Capitol
FLORIDA	Jacksonville	1,838	Keith's
		1,155	Florida
	Miami	2,000	Carib
ILLINOIS	Chicago	—	Capitol
		1,299	Crown
		3,931	Marbro
		2,649	State Lake
		—	Loop
		3,414	Tivoli
		4,320	Uptown
INDIANA	Indianapolis	3,313	Indiana
IOWA	Des Moines	1,708	Paramount
LOUISIANA	New Orleans	3,400	Saenger
MARYLAND	Baltimore	2,048	Century
		1,320	Metropolitan
		2,843	Stanley
MASS.	Boston	1,860	State
		1,500	Pilgrim
		3,583	State
MICHIGAN	Detroit	2,500	Eastown
		4,029	Michigan
		2,967	Palms State
MINNESOTA	St. Paul	2,362	Paramount
MISSOURI	St. Louis	3,166	State
NEBRASKA	Omaha	2,978	Orpheum
NEW JERSEY	Asbury Park	1,558	St. James
	Camden	2,213	Stanley
NEW YORK	Albany	1,550	Palace
	Binghamton	2,284	Capitol
	Buffalo	2,091	Centre
	N.Y.C.—Bronx	2,353	Fordham
	N.Y.C.—Brooklyn	4,060	Fox
	N.Y.C.—Manhattan	2,146	Marine
		450	Guild Newsreel

(Continued on Next Page)

## THEATRES EQUIPPED FOR TV

*(Continued from Preceding Page)*

<i>State</i>	<i>City</i>	<i>Seating Capacity</i>	<i>Theatre</i>
N.Y.C.	Flushing	2,282	Victoria
		2,146	Prospect
NO. CAROLINA	Charlotte	1,405	Carolina
OHIO	Cincinnati	3,037	Albee
	Cleveland	3,009	Allen
PENNSYLVANIA	Dayton	3,465	Hippodrome
		3,446	State
	Toledo	2,665	Keith's
	Chester	2,455	Rivoli
		2,272	Stanley
	Erie	2,584	Warner
	Philadelphia	2,947	Stanley
	Pittsburgh	2,016	J. P. Harris
UTAH	Salt Lake City	3,486	Penn
		3,719	Stanley
VIRGINIA	Richmond	1,759	Utah
		1,396	Byrd
WASHINGTON	Seattle	1,393	National
		668	State
WISCONSIN	Milwaukee	2,559	Orpheum
		2,436	Riverside
		2,431	Warner

*For Toll TV Firms . . . . . See Page 922*

*For British TV Studios . . . . . See Page 729*

*For Color Equipped Stations . . . . . See Page 923*

*For Stations & Receivers Overseas . . . . . See Page 915*

*For Canadian TV Station Listings . . . . . See Page 903*

*Creative Programming!*



GOODSON-  
TODMAN  
PRODUCTIONS

375 PARK AVENUE • NEW YORK 22, NEW YORK • PLAZA 1-0600  
449 SOUTH BEVERLY DRIVE • BEVERLY HILLS, CALIF. • CRESTVIEW 4-7357

The logo for Radio Television Daily, featuring the words "RADIO TELEVISION DAILY" in a stylized, blocky font with a textured, almost woodcut-like appearance. The letters are closely spaced and have a slightly irregular, hand-drawn quality.

**RADIO TELEVISION DAILY**

presents

A large, white rectangular box with a black border, containing the main title and subtitle. The box is centered on the page and has a slight drop shadow effect. The text inside is in a classic serif font, with the title in italics and the subtitle in all caps.

***PRODUCTION***  
***RADIO-TV***

**PROGRAM PRODUCERS  
PERSONNEL – SERVICES  
AND CURRENT PRODUCTIONS**

**1959**

# Walt Framer Productions

1150 Avenue of the Americas

New York City

- Creating
- Packaging
- Producing

Top rated audience participation  
shows for radio and television

# RADIO-TELEVISION PROGRAM PRODUCERS

## ADVERTISERS' BROADCASTING COMPANY

117 West 46th St., New York 36, N. Y.  
Phone: PLaza 7-3560

Exec. Producer.....Sholom Rubinstein  
Director.....Bernard Rubinstein  
Copy Chief.....David M. Hausdorff

*Services Offered:* Prepare and produce all radio and television programs, jingles, films.

*Productions:* Jewish Home Show, Jewish Show Time, The Larry Douglas Show, The Norman Atkins Show, The Abe Elstein Show, The Jan Bart Show.

## 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.

44-46 East 53rd St., New York 22, N. Y.  
Phone: PLaza 1-4155

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.

## AMERICAN INSTITUTE OF FOOD PRODUCTS, INC.

608 Fifth Ave., New York 20, N. Y.  
Phone: JU 6-7600

General Manager.....Robert A. Borjes  
*Services Offered:* Production, scripts, talent for food merchandising.

## 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.

## ASSOCIATED BROADCAST ADVERTISING CO.

1188 South Muirfield Road, Los Angeles 19, Calif.

Phone: WEBster 6-5564

Sales Mgr., Owner.....Irwin T. Porter  
Partner, Prog. Mgr.....Gertrude T. Porter  
Script Dept.....Jean Norab

*Services Offered:* Scripts created, for any business, ranging from miniature 5-minute programs to half hour or more shows—also spot announcements, and jingles. Promotion, programming, production, and merchandising. Several participation (quiz) and other shows available.

## ASSOCIATED PRESS

50 Rockefeller Plaza, New York 20, N. Y.  
Phone: PLaza 7-1111

General Manager.....Frank J. Starzel  
Asst. 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 and radio, and AP Photofax News pictures for TV.

## BARRY & ENRIGHT

667 Madison Avenue, New York, N. Y.  
Phone: TEMpleton 2-8600

Gen. Executive.....Jack Barry  
Gen. Executive.....Dan Enright  
Business Executive.....Fred Stettner  
Prod. Executive.....Robert Noah  
Art Director.....Norman Blumenthal  
Office Manager.....Florence Charney

*Services Offered:* Package producers of live and transcribed radio shows and live and filmed TV shows.

*Productions:* Tic Tac Dough, Dough-Remi, Concentration.

## 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; Package programs for radio and TV jingles and "idea" spots; custom and syndicated recordings; TV commercials; 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.

**ONE OF THE  
ALL-TIME  
GREAT  
RADIO SHOWS**

**The  
GREEN HORNET**

**IS NOW  
AVAILABLE  
FOR RADIO  
AND TELEVISION  
SPONSORSHIP**



**Held Highest  
Ratings  
Since 1936**

•  
**Pilot Film,  
Black and  
White or Color  
Available for  
Screening**

*For Complete Details  
Write or Wire*

**H. Allen Campbell**

**TRENDLE-CAMPBELL-MEURER, INC.**

**28 W. Adams Ave.**

**Detroit 26, Michigan**

**Tel. Woodward 2-9184**



## PROGRAM PRODUCERS

### V. S. BECKER PRODUCTIONS

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

Phone: MUrray Hill 2-0777

Executive Producer.....Viola S. Becker  
Sales.....Thomas W. Bieder

*Services Offered:* Production of package shows and commercials for Radio, Television programs, live and film. Distributors of film.

### WALTER BIDDICK CO.

(Programs Div.)

1046 S. Olive St., Los Angeles 15, Calif.

Phone: RI 9-8800

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 outright.

### BRITISH INFORMATION SERVICES,

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

Phone: CIrcle 6-5100

Director.....Rodney C. Chalk

*Services Offered:* Produce and distribute

Radio-TV public service programs; film and tape news features.

### 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.

### BROOKS-HAGE SERVICES, INC.

252 East 50th Street, New York 22

Phone: PLaza 9-8179

Editorial Bd. Chmn.....William F. Brooks  
Editor-in-chief.....A. Maxwell Hage

*Services Offered:* Fifteen correspondents of world-wide reputations provide daily broadcast editorial reports for radio and television stations. New, daily service is exclusive to one subscriber in each city.

### BYRON PRODUCTIONS

8 E. 52nd St., New York 22, N. Y.

Phone: PLaza 3-6930

President.....Edward A. Byron

*Services Offered:* Package programs.

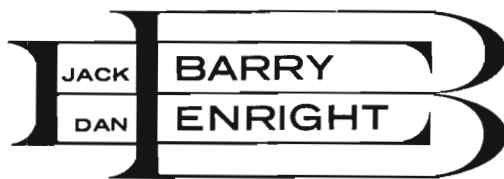
### BRUCE CHAPMAN COMPANY

125 West 41st Street, New York, N. Y.

Phone: WIconsin 7-9244

President .....Bruce Chapman

V.P.-Treas.....Edna Chapman



667 MADISON AVENUE • NEW YORK 21, N. Y.

represented by **mca**

## PROGRAM PRODUCERS

Prod. Mgr. .... Bert Berns  
Res. Dir. .... Mary Hutcheson

*Branch Offices*  
30 rue Chalgrin, Paris, France  
Phone: Passy 70-44

*Services Offered:* Production of radio & TV programs

*Productions:* The Answer Man. Wonders of the World, Here's the Answer.

### CHESHIRE & ASSOCIATES

6606 Selma Ave., Hollywood 28, Calif.  
Phone: HOLLYWOOD 3-3498

Owner, Gen. Mgr. .... Bob Reichenbach  
Executive Producer. .... Harry V. Cheshire  
Office Manager. .... Ethel Mack

*Services Offered:* Producers & distributors of syndicated radio & TV programs; Pacific Coast distributor for Speedy-Q & E.M.I. sound effects records & E.M.I. recorded background & mood music.

*Productions:* Stand By For Crime, Pappy Cheshire's Ranch Roundup, Frontier Town, Along the Trail with Pappy Cheshire, The Golf Doctor, The M. J. B. Show.

### CINEFFECTS, INC.

(See TV Prod. Dist.)

### TED COLLINS CORP.

500 Fifth Ave., New York, N. Y.  
Phone: CH 4-5036

Manager ..... Ted Collins  
*Services Offered:* Talent, Production.

### COLORAMA FEATURES

1501 Broadway, N.Y.C.  
Phone: Longacre 4-5992

President. .... Jules B. Weil  
Vice President. .... Carroll L. Puciato

### COMMODORE PRODUCTIONS & ARTISTS, INC.

6636 Hollywood Blvd., Hollywood 28, Calif.  
Phone: HO 9-7502

Pres., Exec. Prod. .... Walter White, Jr.  
Vice-Presidents. .... Kent Allen, John H. Legan  
Secy.-Treas. .... Eleanor Payne  
*Services Offered:* Producers of 'live' and filmed programs. Also package programs and commercials. Service nationally transcribed radio programs.

*Productions:* Hawaiian Islands police series.

### FRANK COOPER ASSOCIATES

9145 Sunset Blvd., Los Angeles 46, Calif.  
Phone: CRestview 4-5971  
N. Y. Phone: PLaza 1-0725

President ..... Frank Cooper  
V.P. Chge. of N. Y. Office. .... Sy Fischer  
V.P. in Ch. Los Angeles Of. .... Dick Hyland  
*Services Offered:* Packagers and sales representatives of radio and television pro-

**WORLD'S  
LARGEST SELECTION  
of  
Transcribed Radio  
Programs**



- **MYSTERY and ADVENTURE SHOWS (1/2 hr.)**
  - **5 and 15-MINUTE PROGRAMS**  
*Health — Humor — Sports — Finance — Musicals*
  - **JINGLES — CUSTOM MADE and OPEN-END**  
*Station Identification Jingles. Jingles for Local Sponsors and for Regional and National Advertisers. Weather Forecast, Time, etc.*
- All Your Radio Program Needs at "Down To Earth" Prices**

*Harry S. Goodman*

19 EAST 53rd STREET at Madison Avenue...NEW YORK CITY

**PROGRAM PRODUCERS**

grams. Representatives of writers and talent.  
*Productions:* Dotto, Line-Up, Sez Who,  
 Verdict Is Yours.

**COMMUNITY CLUB  
 SERVICES, INC.**

20 East 46th Street, New York 17  
 Phone: MURray Hill 7-4466  
 President (Awards).....John C. Gilmore  
 Exec. V.P. (Lyric Div.)

William M. Carpenter  
*Branch Offices*

P. O. Box 3291, Augusta, Ga.  
 10375 W. 18th St., Lakewood, Cal.  
 5106 Live Oak St., Dallas, Tex.  
 360 N. Michigan, Chicago, Ill.

Phone: Dearborn 2-2097

55 N. Buckley Rd., Westport, Conn.  
 544 Northcrest Drive, Nashville, Tenn.  
 Manager.....John E. Karr  
 S. W. Caldwell, 447 Jarvis St., Toronto, Can.  
*Services Offered:* Packagers and sales representatives of radio and television programs.

**FREDERIC DAMRAU, M. D.**

2 Tudor City Place, N.Y.C. 17  
 Phone: YUkon 6-9484

Director.....Frederic Damrau, M. D.  
 AFTRA Associate.....Adeline 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.

**PHIL DAVIS**

**MUSICAL ENTERPRISES, INC.**

59 East 54 St., N.Y. 22  
 Phone: MU 8-3950

President .....Phil Davis  
 V.P. Mus. Dir.....Earl Paul  
 Secy-Treas.....Loretta H. Davis  
 Prod. Mgr.....Joe Rhodes  
 Copy Dir.....E. C. Redding  
 Exec. Sect.....Renee Strum

*Services Offered:* Musical consultants to advertising agencies; composition of original music and copy approaches for spot campaigns. Facilities to handle any service or complete package.

**GORDON M. DAY PRODUCTIONS**

15 W. 44th St., New York 36, N. Y.  
 Phone: MURray Hill 2-5299

Pres., Creative Dir.....Gordon M. Day

**GALE-GERNANT PRODUCTIONS, INC.**

**COUNTY FAIR**

Monday through Friday — NBC-TV

**PROGRAM PRODUCERS** ~~~~~

V.P., Prod. Supvr.....Carol Bulkley  
 Treasurer.....Leo L. Reich  
*Services Offered:* Writing-production of jingles and spots; consultants to advertising agencies on preparation and production of commercials.

*Productions:* (Commercials) Alcoa, Good & Plenty Candy, Margo Wine, Sacramento Tomato Juice, King Edward Cigars, N. E. Telephone Co. (Yellow Pages), American Tobacco Co. (Roi-Tan Cigars), Dolly Madison Ice Cream, Foremost Dairies, Oil Heat Dirs. Assn., Luby Chevrolet Dirs., Dairy Queen, Laddie Boy Dog Food, Valley Forge Beer.

**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 Cowboy.

**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  
*Services Offered:* Radio, stage, film, TV productions.

**HARRY S. DUBE**

10 Rockefeller Plaza, New York 20, N. Y.  
 Phone: COlumbus 5-7035

Manager.....J. Knight  
*Services Offered:* Live Talent, package shows and transcriptions, Video tapes.

**DYNAMIC FILMS INC.**

405 Park Ave., New York 24, N. Y.  
 Phone: PLaza 1-7447

President.....Nathan Zucker  
 Vice President.....Lester S. Becker  
 Executive V.P.....Lee R. Bobker  
 Exec. Prod. (Med. Dynam.) Sol S. Feuerman  
 Distribution Director.....Gerald Carrus  
 Sound Supervisor.....James Townsend, Jr.  
 Ed. Supvr.....Irving L. Oshman

*Services Offered:* Complete production and distribution facilities, sound stages, recording studios, animation. Associated companies —Dynamic Film Studios, Inc., Medical-Dynamics, Inc., Alan Shilin Films, Inc., Distribution Dynamics.

**MASQUERADE PARTY**

STARRING

**BERT PARKS**

NBC-TV

10:30 P.M. Thursday

TELEVISION'S  
 MOST COLORFUL SHOW

**KEEP TALKING!**

CBS-TV

10:00 P.M. Sunday

TELEVISION'S  
 FUNNIEST NEW SHOW

**WOLF PRODUCTIONS — WOLF ENTERPRISES**

420 Madison Ave., New York, N. Y.

## PROGRAM PRODUCERS

*Productions:* All The Way Home, 500 Mile Challenge, 9th Annual Darlington Southern 500, Crisis in Levittown, New Chapter, Man Who Didn't Walk, Hypertension, The Big Challenge.

### ECONOMEET TELEVISION PROGRAMS

(Div. of Ziv TV Programs, Inc.)  
488 Madison Ave., New York 22, N. Y.  
Phone: MU 8-4700

General Manager.....Pierre Weis  
*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, Times Square Playhouse, The Unexpected, Your Television Theatre, Yesterday's Newsreel, The Living Book, Sports Album, Science Fiction Theater, Doctor Christian, West Point, Men of Annapolis.

### ROBERT J. ENDERS, INC.

1001 Connecticut Ave., N. W.  
Washington 6, D. C.  
Phone: STerling 3-2222

President.....Robert J. Enders  
Exec. Vice-Pres.....Howard A. Enders  
Editorial Supervisor.....George Taylor  
Prod. Mgr.....Les Miller  
Script Ed.....Mary Crowell  
Art Dir.....Fred Waller  
Photography Director.....Bert Spielvogel  
Hollywood Office

MGM Studios, 10202 Washington Blvd.  
Culver City, Calif.

Phone: TExas 0-2707  
V.P., Chg. of Prod.....Robert L. Friend  
New York Office  
15 E. 48th St., New York, N. Y.

Phone: PLaza 3-4966  
Exec. in Charge.....Marshall Schacker  
*Services Offered:* Radio and television complete production; motion pictures, commercials, animation, program packagers for network or syndication.

*Productions:* Tomorrow Today (series), Songs of Our Fathers, Safety, Espionage, Manhunt, Cover Story, The Assassin, Let's Play Bridge, For God and Country, Ambassadors with Wings, Best of the Post.

### ENDORSEMENTS, INC.

65 East 55th St., New York 22, N. Y.  
Phone: PLaza 1-0315  
9172 Sunset Blvd., Hollywood 46  
Phone: CR 6-1272

President.....Jules Alberti  
Exec. V.P., Chmm. Exec. Comm..Tyler Davis  
Sr. V.P., Chg. M.P. & TV Oper.

Robert C. Brilmayer  
Sr. Vice President...Robert L. Montgomery  
V.P.'s.....Harold S. Wadro, MD;  
Frederick G. Horan

Asst. to Pres.....Hope Hills  
Research Dept. Dir.....Barbara Marcus  
Secy.-Treas.....Carol Batchelder  
*Services Offered:* Endorsements & testimonials, live & TV.

*Television and Radio Productions*

## WILBUR STARK—JERRY LAYTON, Inc.

Now Filming at M-G-M Studios

"COLONEL HUMPHREY FLACK"



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

OXford 7-6860

## PROGRAM PRODUCERS

### ENTERTAINMENT PRODUCTIONS, INC.

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

President .....Harry Fleischman  
Exec. Vice Pres.....Steven R. Carlin  
Treasurer.....J. Kyle Faber  
Producer .....Merrill Heatter

*Services Offered:* Producers of Radio and TV shows.

*Productions:* Top Dollar.

### ESTES NEWSFEATURES

530 E. 23rd St., New York 10, N.Y.  
Phone: SPring 7-5766

Pres., Exec. Prod.....Bernard Estes  
Secretary-Treasurer .....Hazel Estes  
Associate Producer.....Jack Sheldon  
Photography Director.....Jack Estes

*Services Offered:* Live, Spot & transcribed & filmed packaged shows produced for AM and Video. Specializing in news & feature programs. Spot or contract assignments. News & camera correspondents throughout U. S., Latin America, Europe & Far East.

### FADIMAN ASSOCIATES, LTD.

1501 Broadway, New York 36, N. Y.  
Phone: LAckawanna 4-3544

Manager .....Edwin Fadiman  
*Services Offered:* Production, Package Shows.

### FELIX THE CAT CREATIONS, INC.

355 Lexington Ave., New York 17  
(See Commercial Producers)

### FORRELL, THOMAS & POLACK ASSOCIATES, INC.

157 W. 57th St., New York 19, N. Y.  
Phone: CIRCLE 6-9132

Pres., Treas.....Gene Forrell  
Vice President.....Edward Thomas  
V.P., Secy.....Jim Polack  
Business Mgr.....Nadina B. Swanson  
*Services Offered:* Creation and production of radio and TV singing commercials. Original scoring for TV, industrial and institutional films.

### FOUR i PRODUCTIONS

510 Madison Ave., New York 20, N.Y.  
Phone: EL 5-5633

Partners.....Donald Kurz, Jay Weitzner  
*Services Offered:* All types of TV production.

### WALT FRAMER PRODUCTIONS

1150 Avenue of the Americas  
New York 36, New York  
OXford 7-3322

Senior Partner.....Walt Frammer  
Producers.....Sid Tamber, Bob Wald  
Associate Producer..... Mervyn Frammer

Circle 5-0380

# ROBERT HALL PRODUCTIONS

Radio — Television

Robert Hall

309 West 57th Street  
New York 19, N. Y.

## PROGRAM PRODUCERS

Business Affairs.....Henry Schmerzler  
Publicity Director.....Jerry Gast  
*Services Offered:* Package producers of radio & TV shows.

*Current Productions:* Big Payoff, For Love or Money.

### FREMANTLE INTERNATIONAL INC.

366 Madison Ave., New York 17, N. Y.  
(See TV Prod.-Dist.)

### GAC-TV, INC.

640 Fifth Ave., New York 19, N. Y.  
Phone: Circle 7-7543  
9650 Santa Monica Blvd., Beverly Hills, Cal.  
Phone: CRestview 1-8101

President .....Arthur C. Weems  
Vice-President.....Harry M. Anger  
V.P., W. Coast Oper.....Jay Michaels  
V.P., Sales.....Jack Sobel  
Creative Dir. (NY).....Henry Coleman

*Services Offered:* Program Production, development & sales. Artists representatives. Transcription production and services. World-Wide Film sales representation.

*Productions:* The Perry Como Show, The Pat Boone Show, The National Guard Show, The Patti Page Show, Jimmy Dean Show, Captain Kangaroo Show, Father Knows Best Show, Behind Closed Doors, My Friend Flicka.

### 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.

### JOHN E. GIBBS & CO., INC.

12 West 55th St., New York 19, N. Y.  
Phone: PLaza 7-5959

President .....John Gibbs  
*Services Offered:* Television and Radio production.

### GRACE GIBSON RADIO PRODUCTIONS

6606 Selma Avenue, Hollywood 28, Calif.  
Phone: HOllywood 9-4580

General Manager.....Bob Reichenbach  
Executive Producer.....Grace Gibson  
*Services Offered:* Production and distribution of transcribed (syndicated) dramatic program series, for radio release.

*Productions:* Drama Of Medicine, Famous Court Dramas, The Romance of Famous Jewels, Adventures of Major Gregory Keane.

# FRANK COOPER ASSOCIATES

New York Office  
17 EAST 54th STREET  
PLaza 1-0725

Hollywood Office  
9145 SUNSET BOULEVARD  
CRestview 4-5971

## PROGRAM PRODUCERS

### HAROLD R. GINGRICH PRODUCTIONS

111 N. Marion St., Oak Park 1, Ill.  
Phone: VI 8-9444

Owner-Manager.....Harold R. Gingrich  
Mus. Dir.....Jack Wonnell  
Talent Director.....Lee Raleigh  
Script Director.....Bill Browne  
*Services Offered:* Radio-Television advertising, counseling and ideas.

### GOMALCO INC.

404 N. Roxbury, Beverly Hills, Calif.  
Phone: CR 5-6131

President.....David P. O'Malley  
Vice-President.....George Gobel  
*Services Offered:* Television production (live and film).  
*Current Productions:* The George Gobel Show, Leave It To Beaver.

### 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  
Asst. General Manager.....William Baron  
Radio Director.....Frank Gehrecke  
Secretary.....H. D. Knuth  
TV Director.....Stuart Wilson  
*Services:* Custom Commercials, Syndicated Commercials, Jingles. 5 min.-15 min.-30 min.-

full hour shows. Mystery, Adventure, Soap Operas, Western, Religious Musical, Misc., Juvenile.  
*Productions:* Your Money & You, Candid Mike.

### MARTIN GOODMAN PRODUCTIONS, INC.

36 Central Pk., South, N.Y.C. 19  
Phone: PLaza 1-3555

Executives.....Geo. Spota, Arthur Willi, Billie Biederman  
*Services Offered:* Personal management of TV personalities and packaging.

### GOODSON-TODMAN PRODUCTIONS

375 Park Ave., 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.



## Jack London Productions, Inc.

NEW OFFICES

IN ASSOCIATION WITH

# **PATHÉ NEWS Inc.**

245 WEST 55th STREET, NEW YORK 19, N. Y.

TV SERIES IN PRODUCTION *Jack London's*

*"Call of the Wild"*

*"Smoke Bellow"*



## PROGRAM PRODUCERS

*Productions:* Beat the Clock, I've Got a Secret, What's My Line, The Price Is Right, The Web, To Tell The Truth.

### GOTHAM RECORDING CORP.

2 W. 46th St., New York 36, N. Y.

Phone: JUdson 6-5577

President.....Herbert M. Moss  
V.P., Gen. Mgr.....Robert M. Volkell  
Dir. of Prog.....Fred Hertz

Acc. Execs.....L. Lawson, Sandy Towt

*Services Offered:* Radio transcription and film production and recording. Studios on premises. 16 Ampex Tape machines, five Disc Lathes. Writing and production staff available. Recording, editing, mastering, pressing facilities.

### ARTHUR HENLEY PRODUCTIONS

Shelton Towers, 523 Lexington Ave.,

New York 17, N. Y.

Phone: PLaza 5-7145

Producer, Writer.....Arthur Henley

*Services Offered:* Television and radio packages, production and writing services. Program consultants.

*Production:* Make Up Your Mind.

### SANDY HOWARD PRODUCTIONS

Paramount Sunset, 5842 Sunset,

Hollywood, Calif.

Phone: HO 2-6282

President.....Sandy Howard

V.P. Chg. Production.....Harvey Bernhard

V.P., Sales. Prom.....Jack T. Mulcahy

*Services Offered:* Live and film program producing. Production both film, tape & live.

*Productions:* Crime Story; Night Court, Police Station, Frank Parker Show, Greet the People, Mr. Smith & Mr. Jones, Emergency Ward.

### 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.

### IMPA PRODUCTIONS, LTD.

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

Phone: JU 2-5013

Producers, Owners.....Irving Mansfield, Peter Arnell

*Services Offered:* TV & Radio Programs; Production, Package.

*Production:* Chance for Romance.

### INTER-CALIFORNIA BROADCASTING SYSTEM

758 Colorado Blvd., Pasadena 1, Cal.

Phone: RYan 1-7148

General Manager.....Gustavo Faist Moran

Build more listener . . .

# interest

"MODERN RADIO" 30 and 60 SECOND RECORDED

CAPSULE FEATURETTES FOR ROUND-THE-SCHEDULE PROGRAMMING

#### ● DOTTIE FRYE

Modern family advice in a sharp, humorous style created in versatile 40 second capsules.

#### ● FEATURE DAY

"Lillie Crabtree's" unique style gives your station new merchandising power with her better living ideas. Each day . . . such as food, fashion, furnishings . . . built for concentrated advertiser appeal.

#### ● Your Guidance Message in the Stars

12 thirty second horoscope capsules provided for each day . . . excitingly produced with an "outer space" sound.

#### ● JONATHAN PRICE

Superbly produced 60 second modern advice capsules with proven adult-appeal.

—COPY-SERVICE-BUREAU—

228 No. La Salle Street • Chicago 1, Ill.  
Financial 6-2657

## PROGRAM PRODUCERS

Station Mgr.....R. A. Ochoa  
Promotion Mgr.....M. L. Moran  
*Services Offered:* Specialists in Spanish language advertising. Production of Spanish language radio 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 16mm. and 35mm. subjects. Classical music by Symphonic Orchestras.

### THE JAFFE AGENCY, INC.

9441 Wilshire Blvd., Beverly Hills, Calif.  
Phone: CRestview 4-7433  
New York Phone: Circle 7-6200

President .....Philip Gersh  
*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.

### HENRY JAFFE ENTERPRISES, INC.

444 Madison Ave., New York 19, N. Y.  
Phone: Circle 5-2400

President .....Henry Jaffe  
V.P.'s.....Dan Lounsbury, Norman Lessing  
Secretary-Treasurer.....Marvin B. Meyer

*Services Offered:* Creation & production of live & film TV Shows.

*Productions:* The Chevy Show, Shirley Temple's Storybook Series, Bell Telephone Hour.

### JEWELL RADIO AND TELEVISION PRODUCTIONS

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).

## Impa Productions, Ltd.

730 Fifth Avenue, New York 19, N. Y.

JUdson 2-5013

Irving Mansfield — Peter Arnell

## PROGRAM PRODUCERS

### ROBERT KEESHAN ASSOC. INC

680 Fifth Ave., New York 19, N. Y.  
Phone: PLaza 7-8618

President .....Bob Keeshan  
Vice President.....Marvin Josephson  
*Services Offered:* Radio-TV packagers and producers.  
*Productions:* Captain Kangaroo.

### MAXINE KEITH AGENCY

234 W. 44th St., New York, N. Y.  
Phone: LA 4-4228

Director .....Maxine Keith  
Office Manager.....Eric L. Stone  
*Services Offered:* Creative programming & production; radio & TV package shows. Special promotion consultants for theatre & motion pictures.  
*Productions:* From Me to You, It's Your Turn Now, 7 to 17 Club, On & Off Stage.

### SONNY KENDIS, INC.

509 Fifth Ave., New York 17, N. Y.  
Phone: 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.....John Graves  
Mus. Dir.....Myrl Whitesell  
*Services Offered:* Specialized services to advertisers and advertising agencies, production, direction and casting facilities for TV, Radio and motion pictures, with packaging & artists' representation. Custom built TV programs, live and filmed.  
*Productions:* So It's Your Birthday, Hawaiian Holiday Revue, The Four Barons in Action, Nevada Nites.

### LANG-WORTH FEATURE PROGRAMS, INC.

1755 Broadway, New York 19, N. Y.  
Phone: JUdson 6-5700

President.....John D. Langlois  
Vice-Pres. ....C. O. Langlois, Jr.  
Secretary .....W. O'Keefe  
Sales Manager.....Hugh S. Allen, Jr.  
*Services Offered:* Producers of Radio Hucksters and Airlifts—Musical Commercials plus "Airlifts" for station sound and individuality. Producers of tailor-made commercials and special local station promotion. Transcribed Music Service for radio and TV stations.

### 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 com-

**Marshall ORGANIZATION**

★  
750 Third Ave., New York 17, N. Y.  
CONSULTANTS, CREATORS and PRODUCERS  
FILM, TELEVISION and RADIO PRODUCTIONS  
★  
Murray Hill 7-2722

*(Note: A small graphic of a radio studio with a person at a desk is visible at the bottom of the advertisement.)*

**PROGRAM PRODUCERS**.....

mercials, advertising counsellors.  
*Productions:* The Doctor Answers, It's Baby Time, Here's Music.

**LES LEAR PRODUCTIONS CORP.**

Hotel Sherman, Chicago 1, Ill.  
 Phone: RAndolph 6-0905  
 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  
 Partners.....Lester & Juliet Lewis  
*Services Offered:* TV package shows, personal management.

**MAX LIEBMAN PRODUCTIONS**

130 West 56th St.  
 New York, N. Y.  
 Phone: PLaza 7-6533  
*Services Offered:* Live TV packages.

**JACK LLOYD**

1445 Miller Way, Hollywood 46, Calif.  
 Phone: OLdfield 6-4607  
 Exec. Director.....Jack Lloyd  
*Services Offered:* Creation and production of radio and TV programs (Dramatic, musical, comedy and audience participation). Unusual commercials and musical jingles

for advertising agencies and radio-TV stations.

**JACK LONDON PRODUCTIONS, INC.**

460 Park Ave., New York, N. Y.  
 Phone: JUdson 6-8920  
 President .....Barnett Glassman  
 Sls. & Pub. Rel.....Mary Katz  
*Services Offered:* Producers of live and filmed TV packages.  
*Productions:* Smoke Below.

**C. P. MacGREGOR**

729 S. Western Ave., Hollywood 5, Calif.  
 Phone: DUnkirk 4-4191  
 President.....C. P. MacGregor  
 Gen. Mgr.....E. H. Lowry  
*Services Offered:* Transcription library productions: music library service, dramatic and musical programs; recording studios. Complete packaging including recording electroplating of masters and production on vinylite pressings.  
*Productions:* C. P. MacGregor Show, Heart-beat Theatre.

**MADISON PRODUCTIONS, INC.**

1270 Ave. of Americas, New York, N. Y.  
 Phone: CI 5-3560  
 President .....Gerry Gross  
 Vice-President, Treasurer...Frank B. Sawdon  
 Vice-Pres., Secy.....Rita Fillet  
*Services Offered:* Package & produce Radio & TV Shows and live commercials.  
*Productions:* The Maggi McNellis Show—  
 —Junior Champions—Bill Stern Show—

**NOW IN PRODUCTION!**

• **POEM FOR A DAY**

A new film series of 365 two minute inspirational poems by NICK KENNY—beautifully narrated—organ music background

• **ROCKIN' THE CAMPUS**

A full length entertaining feature about the teen age rock & roll craze

• **PARADE OF PRESIDENTS**

An authentic & exciting documentary about America's Presidents. From George Washington to Eisenhower.

**MAURICE H. ZOUARY  
 TV-FILM PRODUCTIONS**

333 West 52nd Street, N. Y. 19

JUdson 2-6185

## PROGRAM PRODUCERS

Sports Beat—Showtime—Bill Stern's Dugout  
—Maggi's Magazine.

**MARK VII, LTD.**  
(See TV Prod.-Dist.)

### THE MARSHALL ORGANIZATION, INC.

750 Third Ave., New York 17, N. Y.  
Phone: MURray Hill 7-2722

President.....A. W. Marshall  
General Manager..... Evelyn K. Zuckerman  
*Services Offered:* Producing and Packaging Live and Transcribed Radio and TV Programs. Directorial and Supervising Service. Complete Radio and TV Public Relation services for Social, Professional and Trade Organizations.

### MCA-TV

598 Madison Ave., New York 22, N. Y.  
Phone: PLaza 9-7500

#### Film Syndication Div.

V.P. in Charge.....David V. Sutton  
V.P. Sta. Prog. Sls. Div.....Louis Friedland  
VP. Chg. of N. Y. office.....Wynn Nathan  
VP. Chg. of Chicago office.....Jim Stirton  
V.P. Chg. of Cleveland office...DeArv Barton  
V.P. Chg. of L. A. office.....Boh Greenberg  
V.P. Intl. Sls. Div.....P. J. McManus, Jr.

#### Branch Offices

598 Madison Ave., New York 22, N. Y.  
139 Piccadilly, London, W1, England  
49 bis Ave Hoche Paris, France  
180 University Ave., Toronto 1, Ontario, Can.  
9370 Santa Monica Blvd., Beverly Hills, Calif.  
515 Glenn Bldg., Atlanta, Georgia  
430 N. Michigan Ave., Chicago, Ill.  
1172 Union Commerce Bldg., Cleveland, Ohio  
504 Delta Bldg., New Orleans, La.  
426 Transportation Bldg., Cincinnati, Ohio  
2311 Cedar Springs, Dallas, Texas  
15037 W. Eight Mile Rd., Detroit, Michigan  
105 Montgomery St., San Francisco, Calif.  
1415 Northwestern Bank Bldg., Minn., Minn.  
530 Sixth Ave., Pittsburgh, Pa.  
303 Gill Ave., St. Louis 22, Mo.  
101 Jones Bldg., Seattle, Wash.  
106 N. Caldwell St., Charlotte, N. C.  
6014 W. 76th Terrace, Kansas City, Mo.  
Offices also in Rome, Munich, Berlin, Mexico City, Tokyo.

*Services Offered* — Distribution of syndicated TV film programs and feature films.

*Productions*—The Adventures of Kit Carson, Biff Baker—USA, City Detective, Dr. Hudson's Secret Journal, Famous Playhouse, Federal Men, Follow that Man, Guy Lombardo and his Royal Canadians, Headline, Heart of the City, Man Behind the Badge, Mayor of the Town, Playhouse 15, The Ray Milland Show, The Rosemary Clooney Show, Soldiers of Fortune, State Trooper, Waterfront, Western Features Starring Gene Autry, Western Features Starring Roy Rogers, Crusader, If You Had A Million, Mickey Spillane's Mike Hammer.

### McGRAW ASSOCIATES

61½ Perry St., New York 14, N. Y.  
Phone: CHelsea 2-5605

Owner .....Walter McGraw  
*Services Offered:* Production of radio, TV & film programs & commercials. Will also service clients on free-lance basis as producer, director, writer, or narrator.

*Productions:* Wanted; Commercials: Long Island RR, Kirin Beer, Japan Bicycle Exporters' Assn., special Monitor Reports.

### ALEXANDER McQUEEN & ASSOCIATES

5222 N. Lakewood Ave., Chicago 40, Ill.  
Phone: RAvenswood 8-9010

Owner .....Alexander McQueen  
*Services Offered:* "Nothing But The Truth"

### CHARLES MICHELSON, INC.

45 West 45th St., New York 36, N. Y.  
Phone: PLaza 7-0695

President .....Charles Michelson  
Treasurer .....Aaron Michelson  
*Services Offered:* U. S. representatives for foreign TV stations; distributors of TV film program series, transcribed radio programs, Speedy-Q, Standard & E.M.I. sound effect libraries; distributors for E.M.I. mood music & Standard MUSI-Q & jingles.

*Productions:* Capsule mysteries, The Plainclothes Man, Famous Jury Trials, The Clock, Half-hour Mystery Bloc, Daytime Soap Operas.

## TOP 10 DANCE PARTY

*Now in 4th Year!!*

Leading TV Stations across the Nation make MORE PROFITS with TOP 10 DANCE PARTY! America's Largest, Local, Live Teenage Syndicated Series.

It costs SO LITTLE to get —  
TOP Ratings  
TOP Sales  
TOP Profits  
with  
"TOP TEN"

For the full story  
Phone—Wire—Write:

## TOP 10 DANCE PARTY

565 Fifth Avenue  
New York 17, N. Y.  
OXford 7-6960

## PROGRAM PRODUCERS

### WILLIAM MORRIS AGENCY, INC.

1740 Broadway, New York 19, N. Y.  
Phone: JUdson 6-5100

Exec.-in-Chg. of TV-Radio. Wallace S. Jordan  
*Services Offered:* Packaged shows for radio and TV, also talent reps. for all fields.

### CARLTON E. MORSE ENTERPRISES, INC.

Room 511, 1680 North Vine St.  
Hollywood 28, Calif.

Phone: THornwall 5-7000

Owner.....Carlton E. Morse  
*Services Offered:* Recording, program production, scripts, package programs.  
*Productions:* One Man's Family, The Woman In My House.

### MORTON PRODUCTIONS

64 East Lake St., Chicago 1, Ill.

Phone: CEntral 6-4144

President.....Morton Jacobson  
*Services Offered:* Syndicated radio shows.  
*Productions:* This Is The Story, So the Story Goes, Joe Emerson's Hymntime, Curt Massey & the Westerners.

### 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.

### MUZAK CORPORATION

(See Transcription-Recording)

### NTA PRODUCTIONS, INC.

10 Columbus Circle, New York, N. Y.

Phone: JU 2-7300

President.....Ely A. Landau  
Exec. Vice Pres.....Oliver A. Unger  
Vice Pres., Secy.....Edythe Rein  
Vice Pres., Sales.....Harold Goldman  
Treasurer.....Eric H. Haight  
*Services Offered:* Producers of television programs on films.

*Productions:* The Passerby, The Bill Corum 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. Monthly station promotion newsletter designed for bulk distribution in exclusive territory.

### 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.

### 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.

### PANEL PROGRAMS, INC.

232 Madison Ave., New York

Phone: MUrray Hill 3-7095

President.....John Luter  
V.P. in chg. Prod.....Hardy Burt  
*Services Offered:* Packagers of shows for TV. Current series "Let's Face Television" to be followed by "Places, Please."

### PETARN & IMPA

(See Impa Productions, Ltd.)

## Something New in Radio Programming "THE INTIMATE SIDE OF OPERA"

A 13-week series of 30-minute operatic programs, using two turntables, one with our narration disc telling intimate and personal facts about the artist being featured on the program of the week, and the other with one of the leading LP operatic albums featuring the artist, now in your library or easily available to you.

Some of the 13 artists featured are Robert Merrill, Licia Albanese, Jan Peerce, Enrico Caruso and Ezio Pinza among others.

Rates are surprisingly low — which are easily paid for by 6 one-minute commercial spots, weekly.

Send for complete details, brochure and first script.

### RITA ANELLA, Inc.

Suite 1006, 1697 Broadway  
New York 19, N. Y.

## PROGRAM PRODUCERS

### JULES POWER PRODUCTIONS, INC.

228 N. LaSalle, Chicago, Ill  
Phone: ANdover 3-1422

New York Address: 35 West 53rd St.  
Phone: CIRCLE 5-3260

President ..... Jules Power  
General Manager..... Daniel Wilson  
*Services Offered:* Production of live local and network television programs and commercials.

*Productions:* Time For Fun, WABC-TV.

### PREMIERE ARTISTS AND PRODUCTIONS AGENCY

1046 N. Carol Dr., Los Angeles 46, Calif.  
Phone: CR 4-5488

Owner ..... Harold Jovien  
Associate ..... Bill Putney  
Associate ..... Mildred Houser  
*Services Offered:* Representation of artist and programs for TV, radio, records, clubs. Also directors, producers for TV.

*Productions:* Peter Potter's Juke Box Jury, Ralph Story Show, Harry Babbitt Show, Jeri Southern Show, Dick Whittinghill Show, Mildred Younger Show, The Hawthorne Show.

### GEORGE LOGAN PRICE, INC.

20828 Pacific Coast Hwy., Malibu, Calif.  
Phone: GLOBE 6-2135

President..... George Logan Price  
Office Mgr..... Stella Lauch Price  
*Services Offered:* 52½ hr. transcribed Bible dramas for commercial sponsorship. Non-sectarian; scripts authored by recognized Bible authority; dramatized by well-known artists of radio, stage, screen, TV.

*Productions:* Living Pages, From The Book of Life.

### PRODUCERS MUSIC PUBLISHING CO., INC.

237 West 51st St., New York City 19, N. Y.  
Phone: JU 6-0028

President ..... Jule Styne  
Execs..... L. Moselle, Mrs. S. Herscher  
*Services Offered:* Theatrical productions; music published.

### PROJECT-O-FEX, INC.

535 Fifth Ave., New York 17, N. Y.  
Phone: MURRAY Hill 7-1881

President..... Paul F. Adler  
*Services Offered:* Semi-animated film, spot and institutional films.

### PYRAMID PRODUCTIONS, INC.

221 West 57th St., New York 19, N. Y.  
Phone: JUDSON 6-7040

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, Seven Against Crime, Decoy, Deadline, Indictment.

### RCA VICTOR CUSTOM RECORD SALES DIVISION

(See Transcription Companies.)

### RADIO & TV ROUNDUP PRODUCTIONS

111 Maplewood Ave., Maplewood, N. J.  
Phone: SORange 3-1044

New York Phone: PLaza 5-0868

Executive Producer..... W. H. Bertenshaw  
Secy., Bus. Mgr..... Betty Janeway  
TV Director..... David Holm  
*Services Offered:* Producers of local and syndicated radio and TV programs & packagers of bus., med., indust., agric., & science program drops.

*Productions:* Report From U. S. Rubber, The World of Fashion, It's a Funny World, Radio USA, Music USA, Prod. of all sports, music & special events for WHBI radio.

### RADIO CITY ASSOCIATES

580 Fifth Ave., New York, N. Y.  
Phone: CIRCLE 6-7189

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: Woman's World; St. Nicks Fights. TV: What's New?; This Fabled World; Story Behind the Painting; Nightline Story Teller; Sportscope.

### 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 20, 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

195 So. Beverly, Beverly Hills, Cal.  
Phone: CR 4-7863

President ..... Stuart Reynolds  
*Productions:* Harbor, G. E. Theatre, Jeweler's Showcase.

## PROGRAM PRODUCERS

*Services Offered:* Specializing in the production and sale of filmed TV programs.

### RICHARD S. ROBBINS CO.

163 Blcecker 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 merchandise prizes.

### ROCKHILL PRODUCTIONS, INC.

18 E. 50th St., New York 22, N. Y.  
Phone: PLaza 9-7979

President .....Janet Taylor  
*Services Offered:* Complete packages, radio, TV and film.

### 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.

*Productions:* Co-producing Arnold's New Life.

### 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."

### R-TV ENTERPRISES

225 W. 86th St., New York City 24  
Phone: SUsquehanna 7-2161

President .....Amy W. Muentz  
Executive Producer.....Jules Evan Baker  
Adv., Prom. Dir.....Allan J. Levine  
*Services Offered:* Broadcast promotions & productions; live & filmed commercial & public service programs & spots.

### JAMES L. SAPHIER AGENCY, INC.

9538 Brighton Way, Beverly Hills, Calif.  
Phone: CRestview 1-7231

President.....James L. Saphier  
*Services Offered:* Radio and TV productions, sale of package programs and talent.  
*Productions:* The Bob Hope Show.

### ALLEN SAVAGE NETWORK PRODUCTIONS

1 E. 57th St., New York 22, N. Y.

Phone: EL 5-1434

Owner .....Allen Savage  
Manager .....James Burke

*Services Offered:* Specializing in "Live Better Electrically," programs which are packaged and produced for the electrical industry, currently on air coast to coast. Packagers & producers of radio programs.

*Productions:* Adequate Wiring in the Home, Home Selector Guide.

### BERNARD L. SCHUBERT, INC.

509 Madison Ave., New York 22, N. Y.  
Phone: Murray Hill 8-0940

President .....Bernard L. Schubert  
Treasurer .....Leonard Bogdanoff

#### Branch Offices

Chicago, Los Angeles, Houston, Memphis, St. Louis, Minneapolis, Atlanta, Washington, D. C., Pittsburgh, Boston.

*Services Offered:* TV film distribution talent, production, radio and TV package management.

*Productions:* White Hunter, Crossroads, Topper, Mr. and Mrs. North, TV Reader's Digest, Parole.

### WALTER SCHWIMMER INC.

75 East Wacker Drive, Chicago 1, Ill.  
Phone: FRanklin 2-4392

New York Address: 527 Madison Ave.  
New York 22, N. Y.  
Phone: ELdorado 5-4616

President .....Walter Schwimmer  
Vice-Pres. in Chg. of Sales....Bernie Crost  
Vice-Pres., Prog. Dir.....Arthur Pickens  
Assistant Program Director.....Nat Watson  
N. Y. Office Manager.....Jack Arden

*Services Offered:* TV and radio package productions.  
*Productions:* Championship Bowling, Championship Bridge, All Star Golf, Tello-Test, Tune-Test.

### SCREEN GEMS, INC.

(See TV Film Pro.-Dist.)

### 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 Pres.....E. S. Prager  
Production Manager.....R. S. Stone  
Station Relations Dir.....W. F. Myers  
Pub. & Prom.....Alice J. Heinecke

*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. Creators and producers of television, theatrical and sales influence films plus live shows; producing contractors; adapters; consultants to package show producers, advertising agen-



## PROGRAM PRODUCERS

cies, sponsors. Distribution facilities for television and theatres, U. S. and foreign. Production facilities New York, Florida, Hollywood.

### FLETCHER SMITH STUDIOS, INC.

319 E. 44th St., New York 17, N. Y.

Phone: MUrray Hill 5-9010

President .....Fletcher Smith  
Secretary-Treasurer .....Peter Caldera

*Services Offered:* Complete motion picture production; TV shows, spots, industrial films; large sound stage for live photography; animation staff.

### THE SOUVAINE ASSOCIATES INC.

135 Central Park West, New York 23, N. Y.

Phone: TR 3-1158

Producer .....Geraldine Souvaine

*Services Offered:* Producers of radio and TV programs.

### 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  
Pub. Dir.....William N. Creasy, Jr.  
Ass't Business Mgr.....Marie C. Wilber  
V.P., Engineering.....Charles A. Voso

*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, Atlantic Coast Conference basketball, Mid-Southwest college basketball.

### WILBUR STARK-JERRY LAYTON, INC.

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

Phone: OXford 7-6860

President.....Wilbur Stark  
V.P.-Treas. ....Jerry Layton

*Services Offered:* Live & Filmed TV programs.

*Productions:* Modern Romances, True Story, Colonel Humphrey Flack.

### TALENT ASSOCIATES LTD.

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

Phone: PLaza 3-1030

President .....Alfred Levy  
Exec. Vice Pres.....David Susskind  
V.P.'s.....Robt. Costello, Albert Selden.

### TELDON PRODUCTIONS, INC.

2 West 46th St., New York 36, N. Y.

Phone: COlumbus 5-4111

President .....Stephen F. Temmer  
Partner.....Herbert M. Moss

*Services Offered:* Packaged radio shows; foreign language radio shows.

*Productions:* This Week in Boating, Rendezvous in Vienna, USA Voice of America (German language).

### TELEPELICULAS INDEPENDIENTES DE MEXICO, S.A. de C.V.

Avenida de Los Alpes, Mexico, D.F.

Phone: 20-58-24

510 Madison Ave., New York, N. Y.

Phone: ELdorado 5-5633

President .....W. T. Clemons  
V.P., Exec. Prod.....Stanley E. Schmidt

*Services Offered:* Production of live and filmed programs for Telesistema Mexicano in both English and Spanish. Programs also available in the United States.

*Productions:* The Diaper Set; Duplique su Dinero.

### TELESTUDIOS, INC.

1481 Broadway, New York 36, N. Y.

Phone: LO 3-6333

President.....George K. Gould  
Vice-President .....Edythe Rein

*Services Offered:* Complete videotape facilities & services for commercial & program production.

*Productions:* Kelloggs, Noxema, Republican State Comm., Democrat State Comm., Times Sq. Varieties, Viceroy.

### 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  
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.

121 N. Main St., Dayton 2, Ohio

Phone: BALdwin 2-3773

President.....J. P. Williams  
Vice President.....Alexander Buchan  
General Manager.....Gerhard Joseph

*Services Offered:* Open end transcriptions; quarter hour and five minute programs, featuring "Singin' Sam," Mullen Sisters, Charlie Magnante, Curley Bradley.

### TRANSFILM, INC.

(See TV Prod.-Dist.)

### TRANSAMERICAN BROADCASTING & TELEVISION CORP.

527 Lexington Ave., New York, N. Y.

President.....John L. Clark

*Services Offered:* Television and radio writing, direction, production and packaging.

# PROGRAM PRODUCERS

## TRENDLE-CAMPBELL-MEURER INC.

1800 Mutual Bldg., Detroit 26, Mich.  
Phone: Woodward 2-9184

President .....George Trendle  
V. Pres. & Gen. Mgr. ....H. Allen Campbell  
Secretary.....George W. Trendle, Jr.  
*Services Offered:* Radio-TV production,  
*Productions:* The Green Hornet, Under  
Secret Orders and others.

## RICHARD H. ULLMAN, INC.

295 Delaware Avenue, Buffalo 2, N. Y.  
Phone: CL 2066

New York Phone: YUkon 8-0370  
President.....Richard H. Ullman  
Exec. Vice Pres.....Marvin A. Kempner  
Vice President.....Richard B. Ullman  
Treasurer.....Minna C. Thorn  
Secy.....Edward H. Kavinoky  
Production Manager.....R. D. Buchanan  
*Services Offered:* Animated jingles cover-  
ing 75 weather changes. "Watch the Birdie"  
(360) animated quiz clips. "Ad-in-ation" 10"  
animated film clips.

*Productions:* "Colonel Bleep" cartoon  
stories & animated questions.

## VAVIN, INC.

134 E. 57th St., New York 22, N. Y.  
Phone: MU 8-5897

President.....Richard de Rochemont  
V.P.'s.....Jos. Stultz, Gerald E. Weiler  
Secretary.....Ruth Teksno  
*Services Offered:* Production & distribu-  
tion of documentary films, industrial, promo-  
tional, publicity, public relations, motion  
pictures for TV, theatrical and non-theatrical  
uses.

## THOMAS J. VALENTINO, INC.

150 W. 46th St., New York 19, N. Y.  
Phone: Circle 6-4675-6

President.....Thomas J. Valentino  
Vice-President.....Michael T. Valentino  
Secretary.....Elsie F. Valentino  
*Services Offered:* Sound effects records,  
transcriptions, background music for TV and  
radio.

## VICTOR & RICHARDS, INC.

565 Fifth Ave., New York 17, N. Y.  
Phone: OXford 7-6960

Nat'l Sales Manager.....Vic Lindeman, Jr.  
Producer-writer.....Alan Sands  
Station Relations.....Peggy Seager  
*Services Offered:* Syndicate live TV pro-  
grams to local stations and servicing stations  
with prizes for giveaways.

*Productions:* Top Ten Dance Party.

## 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 Week-

end, Gulliver's Travels, Bermuda Holiday.

## CHICK VINCENT CO.

509 Madison Ave., New York 22, N. Y.  
Phone: EL 5-0734

Director Producer.....Chick Vincent  
Casting Director.....Eleanor Monroe  
*Services Offered:* Package producers, pro-  
gram production, TV programs, live and  
film.

## WOLF PRODUCTIONS

420 Madison Ave., New York 17, N. Y.  
Phone: PLaza 5-2050

Partner.....Edward Wolf  
Partner.....Herbert Wolf  
Producers.....Jack Rubin, Alan Gilbert  
Dir. of Sales.....Paul Ross  
*Services Offered:* Radio-TV, live program  
productions.

*Productions:* Break The Bank, Masquer-  
ade Party, Hold That Note, Who's Calling,  
Keep Talking, The Seed We Sow.

## 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 pro-  
grams 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  
Synd. Sales Manager.....Len Firestone  
Manager, Natl. Sales.....James Shaw  
Regional Sales Mgr.....Edward J. Broman  
*Services Offered:* Custom built and syndi-  
cated 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,  
Gisro Kid, Favorite Story, Boston Blackie,  
Unexpected, Your TV Theatre, Times Square  
Playhouse, Yesterday's Newreel, Living  
Book, Story Theatre, Sports Album, Bat  
Masterson, Rough Riders, Bold Venture,  
Mackenzie's Raiders, Sea Hunt, Target, Dial  
999, New Adventures of Martin Kane, Harbor  
Command, West Point, Men of Annapolis.

## MAURICE H. ZOUARY TV-FILM PROD.

333 W. 52nd St., New York 19, N. Y.  
Phone: JUdson 2-6185

Owner.....Maurice H. Zouary  
*Services Offered:* Live package radio & TV  
programs.

*Productions:* Poem for A Day.

# RADIO STILL HAS A BASIC NEED

## ... And it is Still Showmanship

By JAMES H. WEATHERS  
General Manager  
World Broadcasting System



**WE**, at World, are constantly in touch with thousands of stations throughout the country, and we've been tremendously encouraged in recent months with the prosperity of the radio industry in general.

It wasn't too many years ago that a wave of pessimism was prevalent in the radio industry. Stations were concerned about the impact of television—they were worried about increased competition created by the continued granting of new radio facilities by the Commission—radio was affected by harder hitting sales efforts of newspapers, magazines, and virtually every other advertising medium. Radio embarked on a frantic era of search, seeking to find the solutions to performing a better service for its listeners and advertisers, and thereby enabling the radio industry to continue on a firm financial footing.

Apparently radio has found these answers because the overwhelming majority of broadcasters agree that radio has emerged from this transitory period stronger than ever and with the renewed confidence of listener and advertiser alike. The future of radio is bright and assured!

What are these answers? If they had to be summed up in one word, that word would be "Showmanship"! For too long, too many in the industry lost sight of the fact that basically radio is **SHOW BUSINESS**. We know we go in and tell our clients that they must advertise on our stations in order to dramatize and glamorize their products. Have we, therefore, any less of a responsibility to glamor-

ize and dramatize our own product—the radio station itself? We know that for too long the sales concept of too many stations was simply "I can sell it cheaper than my competitor"—never taking into account that the value of any commodity is not determined by price alone, but by its ability to perform a necessary function. In the case of radio, "its ability to sell goods."

How many stations do we know of that send their salesmen out empty handed, forced to meet the prospect simply with a rate card in one hand, and hat in the other?—and then complain bitterly about the tough market conditions. If we have discovered anything within the past few years—it is that we need ideas—we need sales tools—we need showmanship, in order to sell and in order to produce results, thus assuring ourselves of happy clients and continuing renewals. The prospect who doesn't buy today still remains a prospect. In order to get him to say "yes" where he has been saying "no," we must offer him something new and sufficiently exciting to get him to want to buy something that strikes a responsive chord.

We at World are arming our stations with these essential tangibles. We have designed our service with the emphasis on sales tools and personality packages—the very essence of radio showmanship. I am sure we are all agreed that there is one thing radio can never have enough of—and that is—bigger—better—and more exciting saleable ideas!



**CHOOSE YOUR "SINGING SALESMEN"** from the hundreds of popular stars who record exclusively for Columbia Records. They'll spin out your selling message in the most effective promotional job you've ever attempted. Columbia Transcriptions turns out the fastest, most complete custom record jobs in the business.

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" © Marca Reg. "CBS" T.M.



**RADIO TELEVISION DAILY**

presents

***TRANSCRIPTION  
and RECORDING***

**PERSONNEL AND  
SERVICES OFFERED  
BY TRANSCRIPTION &  
RECORDING COMPANIES**



**1959**



# MODERN RADIO NEEDS MODERN SERVICES

*Keep Ahead With —*

## **RADIO HUCKSTERS**

*New and exciting customized jingles for every local business and sales event*

## **RADIO FEATURETTES**

*70 multi-purpose 15-second spots each week from the interesting, exclusive files of Bruce Chapman, Radio's "Answer Man"*

## **THE JIM AMECHE SHOW**

*Only complete taped Disc Jockey show on Radio with Music and commercials all-Ameche .... brings a new star to your staff*

## **CREATIVE PRODUCTION SERVICES**

*For that extra professional touch*

## **AIRLIFTS**

*Weather, Time, Station I.D.'s, Sound Effects for that new and different sound in town*

## **MUSI-CALL LETTERS**

*Sparkling and brilliant custom built Station I.D.'s for tailored identity and exclusivity*

## **MUSIC LIBRARIES**

*Tailored to your Station's requirements. Over 20 years in the making*

## **TALENT MANAGEMENT SERVICE**

*That knows its way up Ad Avenue*

## **CUSTOM RECORDING FACILITIES**

*Highest quality, versatility and reliability for recording, processing and pressing work — monaural or stereo*

**INQUIRE TODAY** about all you need for Modern Radio . . . all at

# **LANG-WORTH**

**1755 Broadway, New York, N. Y.**

# TRANSCRIPTION AND RECORDING COMPANIES

## AFFILIATED PROGRAM SERVICE, INC.

535 Fifth Ave., New York 17, N. Y.  
Phone: MUrray Hill 7-1881

Office Manager.....Ed Pigeon  
*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....Bill Brennan  
Mgr., Prog. Div.....Dana S. Murray  
Manager, TV Dept.....Reo Thompson  
*Services Offered:* Canadian representatives and distributors for transcription companies.

## ALLIED RECORD MFG. CO.

1041 N. Las Palmas, Hollywood 38, Calif.  
Phone: HOLlywood 9-5811

N. Y. Phone: MUrray Hill 3-6348

President.....D. K. Broadhead  
Vice Pres. of Mfg.....Sam Salzman  
V.P., Adm., Finance.....John F. Wegner  
V.P., Sales, Pub. Rel.....Ned R. Herzstam  
*Allied Record Div.—American Sound Corp.*  
233 Main St., Belleville 9, N. J.  
Phone: PLymouth 9-0700

*Services Offered:* Processing and pressing transcriptions, slide film, phonograph records. All types, sizes, and speeds. Complete nat'l distribution, all phonograph records. High speed magnetic tape duplication. Complete recording facilities available. Electroforming of precision parts.

## AM-PAR RECORD CORP.

1501 Broadway, New York 36, N. Y.  
Phone: LOngacre 3-4222

President.....Samuel H. Clark  
Vice President.....Harry Levine  
Treasurer.....Simon B. Siegel  
*Services Offered:* Recording and distributing of phonograph records.

## ARTISTS RECORDING STUDIOS

8718 E. 77th Terr., Kansas City 33, Mo.  
Phone: FL 3-6767

Owner.....Bill L. Godden  
*Services Offered:* TV and radio air checks, TV sound production, tape recorder rentals, phonograph masters and pressings, tape and disc copies, sync cutting tables, complete effects libraries, studio facilities.

## ASSOCIATED PROGRAM SERVICE (Div. of Muzak Corp.)

221 Fourth Ave., New York 3, N. Y.  
Phone: OREgon 4-7400

Gen. Mgr.....Edward Hochhauser, Jr.

*Services Offered:* A transcription library exclusively comprising 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.

136 W. 52nd St., New York 19, N. Y.  
Phone: CIrcle 6-3900

Exec. Vice-Pres.....Arthur Shaer  
*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.

## BELL SOUND STUDIOS, INC.

247 W. 46th St., New York 36, N. Y.  
Phone: JU 2-4812

President.....Allen Weintraub  
Vice-Pres.....Daniel Cronin  
*Services Offered:* Complete services for tape, disc and film recording with studio production facilities. Masters (standard and microgroove). Westrex stereo discs, & 2- & 3-channel stereo tape recordings.

## S. W. CALDWELL, LTD.

447 Jarvis St., Toronto 5, Ontario, Canada  
Phone: WALnut 2-2103

President.....S. W. Caldwell  
Vice President.....G. F. Keeble  
Radio Sales.....Paul S. MacDonald  
Recording Engineer.....Mel Lovell  
Promotion Director.....Walter Shean  
*Services Offered:* Radio and television syndicated shows produced in United States and abroad, packaged on transcription, tape, film; music and sound effects libraries; produce commercials (live, tape, film).

## CAPITOL RECORDS, INC.

### Custom Services Department

1750 North Vine Street, Hollywood 28, Calif.  
Phone: HOLlywood 2-6252

151 West 46th St., New York 36, N. Y.  
N. Y. Phone: JUdson 2-8040

President.....Glenn Wallich  
V.P., Mfg. & Eng.....James Bayless

**\* 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 including Stereophonic • 16MM film synchronization • 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**

- STEREOPHONIC RECORDING
- EDITING & RE-RECORDING
- MULTIPLE TAPE DUPLICATION
- NATION WIDE AUDIO AIR CHECKS
- DIRECT LINES TO MAJOR NETWORKS
- SPECIAL ARRANGEMENTS FOR REMOTE RECORDING

**AUDIO-VIDEO RECORDING COMPANY, INC.**

136 WEST 52nd ST. • NEW YORK 19, N. Y. • Circle 6-3900



## TRANSCRIPTION-RECORDING

V.P., Adm., Finance.....D. C. Bonbright  
Director.....George R. Jones  
Nat'l Sales Manager.....Herbert I. Sachs  
*Services Offered:* Custom recording for records, radio and television; mastering, processing and pressing; full library of production music.

### CAPITOL TRANSCRIPTION SERVICE

1120-A Connecticut Ave., N.W.  
Washington 6, D. C.  
Phone: EXecutive 3-0161

President.....H. Edward Behre  
V.P.....C. Edward Behre  
Secy.-Treas.....Doris Erickson  
Cust. Rel.....Charles A. Brailer  
*Services Offered:* Complete recording services, Commercial & Industrial Accounts; Tape, Disc, Pressings; Slide-Film sound tracks, including subsonic control tones; live music sessions; remotes.

### 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 slide projector. Ampex tape recording, 16 mm projector, 9 studios.

### COLUMBIA RECORDS

799 Seventh Ave., New York 19, N. Y.  
Phone: CIRCLE 5-7300

President.....Goddard Lieberson  
Exec. V.P.....Herbert Greenspon  
V.P., Gen. Mgr. Columbia LP  
Record Club.....Norman Adler  
Controller.....William G. Wilkins  
V.P. Chg. of Admin.....Albert B. Earl  
V.P., Business Affairs.....Alfred Lorber  
*Services Offered:* Records and record accessories, tape recordings, electrical transcriptions.

### COLUMBIA TRANSCRIPTIONS (A Service of Columbia Records)

Director.....Calvin Roberts  
National Sales Mgr.....Floyd Glinert  
Los Angeles 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.

### COMMUNITY CLUB SERVICES, INC.

20 East 46th St., New York 17  
Phone: MURRAY Hill 7-4466  
(See Program Producers)

President.....John C. Gilmore  
Exec. V.P.....William M. Carpenter  
*Services Offered:* Recorded radio promotions and programs.

### GORDON M. DAY PRODUCTIONS

15 W. 44th St., New York 36, N. Y.  
Phone: MURRAY Hill 2-5299

Pres., Creative Dir.....Gordon M. Day  
Production Manager.....Carol Bulkley  
Treasurer.....Leo L. Reich  
*Services Offered:* Writing-Production of Jingles and Spots; consultants to advertising agencies on preparation & production of commercials.

### PHIL DAVIS MUSICAL ENTERPRISES, INC.

59 East 54th St., N. Y. 22  
Phone: MU 8-3950

President.....Phil Davis  
V.P., Mus. Dir.....Earl Paul  
Secy.-Treas.....Loretta H. Davis  
Prod. Mgr.....Joe Rhodes  
Copy Dir.....E. C. Redding  
Exec. Secy.....Renee Strum  
*Services Offered:* Creators and producers of custom-built musical commercials for TV, film soundtracks and radio transcriptions.

### DECCA RECORDS, INC.

50 W. 57 St., New York 19, N. Y.  
Phone: Columbus 5-2300

National Sales Mgr.....Claude Brennan  
Sales Prom. Mgr.....Louis J. Sebok  
*Services Offered:* Custom pressing, premium records.

### DERYCK WARING RECORDINGS

37 E. 49 St., New York 17, N. Y.  
Phone: PLaza 8-2910

Owner, Chief Engineer.....Deryck Waring  
Sales & Promotion.....Marion I. Waring  
*Services Offered:* Steinway piano, Ampex tape machines, Scully lathe, 16 mm projector with synchronous motor, Fairchild pie-sync generator. Heated stylus masters, 78, 45 and 33 rpm. Off-the-air, line and studio recordings. Tape editing.

### DISNEYLAND RECORDS

477 Madison Ave., New York, N. Y.  
Phone: PLaza 9-3880

500 S. Buena Vista St., Burbank, Calif.  
East. Sls. Mgr.....Moe Preskell  
*Services Offered:* Custom recordings both classical & popular. New Storyteller records.

### DOT RECORDS, INC.

1507 North Vine, Hollywood 28, Calif.  
Phone: HO 2-3141

N. Y. Phone: JUDson 6-1177  
President.....Randy Wood  
V.P. Sales.....Christine Hamilton  
V.P. Album Repertoire.....Tom Mack  
V.P. Artist & Album Repertoire.....Robt. Thiele  
*Services Offered:* Recording and distributing of phonograph records.

### EMPIRE BROADCASTING CORPORATION

480 Lexington Ave., New York, N. Y.  
Phone: YUKon 6-5700



## TRANSCRIPTION-RECORDING

### KEYSTONE BROADCASTING SYSTEM, INC.

527 Madison Ave., New York, N. Y.

Phone: EL 5-3720

President (Dir.).....Sidney J. Wolf  
 Vice-President.....Charles A. Hammarstrom  
 Exec. Vice-Pres.....Noel A. Rhys  
 Sr. Vice-Pres.....Edwin R. Peterson  
 V.P.'s.....Wm. Bayer,

Chas. A. Hammarstrom

Secretary-Treasurer (Dir.).....Arthur Wolf  
 New York Office

Exec. V.P.....Noel A. Rhys  
 Vice-President.....Charles A. Hammarstrom  
 Office Manager.....Eve Waldo  
 Director of Research.....Martin Mills  
 111 W. Washington St., Chicago, Ill.

Phone: STate 2-8900

President.....Sidney J. Wolf  
 Secretary-Treasurer.....Arthur Wolf  
 Dir. of Station Relations.....Blanche Stein  
 Traffic Mgr., Prog. Dir.....Jane C. McFadgen  
 Account Executives.....William Wolf,  
 Edwin Peterson.

75 Post St., San Francisco

Phone: SUtter 1-7440

Account Executive.....Howard P. Taylor  
 3142 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUmkirk 3-2910

Vice-President.....William Bayer  
 Account Executive.....Henry G. Eschen

*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 1058 Keystone affiliates, located in towns with 10,000 to 50,000 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 28,000,000 based on Nielsen Reports, or one-half millivolt where the Nielsen Report is not available.

### LANG-WORTH FEATURE PROGRAMS, INC.

1755 Broadway, New York 19, N. Y.

Phone: JUdson 6-5700

President.....John D. Langlois  
 Vice-President.....C. O. Langlois, Jr.  
 Vice-Pres.....W. O'Keefe  
 Sales Manager.....Hugh S. Allen, Jr.

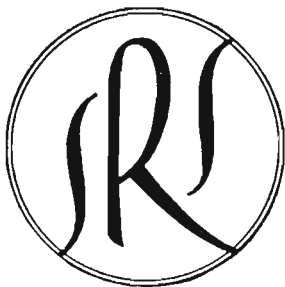
*Services Offered:* Producers of Radio Hucksters and Airlifts—Musical commercials plus "Airlifts" for station sound and individuality. Tailor-made commercials and special local station promotion. Transcribed Music Service for radio and television stations. Program syndication.

### JACK LLOYD

1445 Miller Way, Hollywood 46, Calif.

Phone: OLdfield 6-4607

Executive Director.....Jack Lloyd



*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

REX PRODUCTIONS, INC

**ANDEX\*KEEN\*ENSIGN**

*recordings*

POP • JAZZ • ROCK 'N ROLL

STEREO

REX CUSTOM SERVICES

- Complete recording facilities
- Dependable rapid service
- Fine Quality
- Experienced personnel



8715 West Third Street LOS ANGELES 48

## TRANSCRIPTION-RECORDING

*Services Offered:* Creation and production of unusual commercials and musical jingles for advertising agencies and stations. Packaging of transcribed radio programs (dramatic, comedy, musical, audience participation); from the idea to finished recording.

### C. P. MacGREGOR

729 S. Western Ave., Hollywood 5, Calif.  
N. Y. Phone: Dunkirk 4-4191

President.....C. P. MacGregor  
General Manager.....E. H. Lowry  
Sales Manager.....Charles Hughes  
Studio Manager.....Robert W. McKenzie

*Services Offered:* Transcription library productions: music library service, dramatic and musical programs; recording studios. Complete packaging including recording electro-plating of masters and production on vinylite pressings.

### MAGNE-TRONICS, INC.

49 West 45th St., New York, N. Y.  
Phone: CI 7-0210

President.....Thomas L. Clarke, Jr.  
V.P., Prog. Dir.....Joseph F. Hards

*Services Offered:* Magne-Tronics motivational music: tape-recorded background music program service transmitted via FM Multiplex and leased lines 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: BRyant 9-6000

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.

### METROPOLITAN SOUND SERVICE, INC.

105 E. 106th St., New York 29, N. Y.  
Phone: ENright 9-7000

President.....Al Granaglia  
Vice President.....C. Langlois, Jr.  
Secretary.....Ted Roseen

*Services Offered:* Transfer, dubbing, editing film. Tape for recordings. Mastering.

### M G M RECORDS

1540 Broadway, New York 36, N. Y.  
Phone: JUdson 2-2000

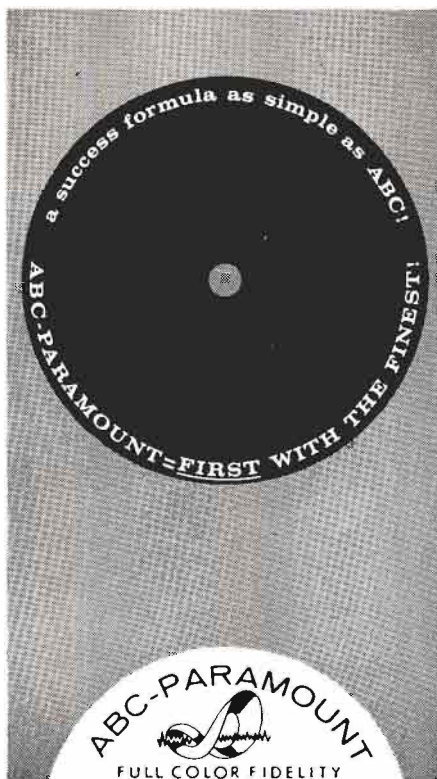
President.....Arnold Maxin  
Nat'l Sls. Mgr.....Charles Hasin  
V.P., Chg. of Oper.....George Abramson  
Advertising Manager.....Sol Handwerker

*Services Offered:* MGM popular and classical records, custom recording. Metro, Metro Jazz, Cub, Lion records.

# THE BEST IN MUSICAL ENTERTAINMENT MONAURAL & STEREO



## MGM RECORDS



## TRANSCRIPTION-RECORDING

### CHARLES MICHELSON, INC.

45 W. 45th St., N. Y. 36, N. Y.

Phone: PLaza 7-0695

President ..... Charles Michelson  
Treasurer ..... Aaron Michelson  
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.

### MUZAK CORPORATION

229 Fourth Ave., New York 3, N. Y.

Phone: ORegon 4-7400

Board Chairman ..... Jack D. Wrather  
President ..... Charles C. Cowley  
Sr. V.P., Treas. .... John R. Andrus  
V.P. & Legal Counsel ..... Leonard Scholl  
V.P. & Dir. of Marketing .. Joseph W. Roberts  
V.P., Product ..... Alexander B. Motenko  
Program Director ..... Donald O'Neill  
Engr. & Research ..... Emil F. Hembrooke  
Merchandising Dir. .... Edw. Hochhauser, Jr.  
*New York Operations*

Manager ..... Luellen Stearns  
*Associated Program Service Div.*

General Manager ..... Edw. 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.

### NATIONAL MUSITIME CORP.

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

Phone: JUdson 2-5616

President ..... Charles E. Rynd  
Vice-Pres. & Sales Mgr. .... Jerome K. Levy  
*Services Offered:* Nationally franchised tape. Background music service through FM Radio Stations on a multiplex or simplex basis including storecasting and consisting of a complete package of tape library and business aids service.

### NBC RADIO RECORDING DIVISION

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

Phone: CIrcle 7-8300

Manager ..... Charles L. Bennis  
Sales Manager ..... Henry P. Hayes  
Merchandise Mart, Chicago 54, Ill.

Phone: SUperior 7-8300

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.

### OLMSTED SOUND STUDIOS, INC.

1 East 54th Street, New York, N. Y.

Phone: PL 1-0890

President ..... Richard B. Olmsted  
Vice President ..... Harry F. Landon  
Comptroller ..... Robert M. Boesl  
*Services Offered:* Transcription, film sound, stereo recording & mastering.

### PATHE NEWS, INC.

245 West 55th St., New York 19, N. Y.

(See TV Prod.-Dist.)

### THE PENTHOUSE SOUND STUDIOS

113 W. 57th St., New York 19, N. Y.

Phone: JUdson 6-0040

Owner ..... Vincent J. Nola  
General Manager ..... V. Thomas Nola  
Chief Engineer ..... Stanley Bumbly  
*Services Offered:* Film-Tape-Disc transcriptions for TV, radio, industry and education—studio and location—masters processing and pressings—stereo recording—magnetic & optical film recording.

### GEORGE LOGAN PRICE, INC.

20828 Pacific Coast Highway, Malibu, Calif.

Phone: Globe 6-2135

President ..... George Logan Price  
Secy.-Treas. .... S. M. Lauch Price  
*Services Offered:* Ideas, scripts, production, merchandising tie-ins for any type recorded program. Immediately available (E.T.) 52 one-half hour Biblical dramas—Old and New Testament.

### RCA VICTOR CUSTOM RECORD SALES DEPARTMENT

155 East 24th St., New York 10, N. Y.

Phone: MUrray Hill 9-7200

Mgr., Custom Records ..... Emmett B. Dunn  
Sales Mgr. .... R. C. Williams  
Mgr., Custom, Artist and  
Repertoire ..... Ben Selvin  
Mgr., Custom Advertising ..... E. H. Kelly

*For the Finest  
in Recording Programming*

STEREO or MONAURAL  
**Disneyland**  
RECORDS

and

*Introducing the New*

**Vista** in Music

BUENA

**Vista** RECORDS

Division of Walt Disney Music Company

# TRANSCRIPTION-RECORDING

## Custom Record Sales Section

Chicago Mgr.....A. E. Hindle  
Hollywood Mgr.....R. C. Bucholz

*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 North

Sales Manager.....William F. Reilly  
Western Sales Rep.....William C. Gartland  
Northeastern Sales Rep.....George Field  
Southwestern Sales Rep.....John Alves  
Southeastern Sales Rep...Wallace D. Cochran  
Northwest Sales Rep.....Hugh Grauel  
Central Northeast Sales

Rep. (Chicago) .....Gus Hagenah  
Central Northwest Sales Rep...Jack Nadeau

*Services Offered:* THESAURUS (musical program service); RCA SYNDICATED PROGRAMS (recorded dramatic, variety, musical shows). TV film library. TV film distributor.

## Studios and Regional Offices

155 E. 24th St., New York 10, N. Y.

Phone: MURray Hill 9-7200

445 North Lake Shore Drive, Chicago 11, Ill.

Phone: WHItelall 4-3215

1016 No. Sycamore Ave., Hollywood 38, Calif.

Phone: OLdfield 4-1660

1121 Rhodes Haverty Bldg., Atlanta 3, Ga.

Phone: JACkson 4-7703

7901 Empire Freeway, Dallas, Texas

Phone: FL 2-3911

800 17th Ave. South, 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, Newyork

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.

## REX PRODUCTIONS, INC.

8715 W. 3rd St., Los Angeles 48, Cal.

*Services Offered:* Recording facilities. Pop. Jazz. Rock 'n Roll. Stereo.

## ROCKHILL RECORDINGS

18 E. 50 St., New York 22, N. Y.

Phone: PL 9-7979

President .....Janet Taylor  
Manager.....Leo J. Launer  
Sales Manager (Recording)..Fred Freeman

*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, distribution to radio stations.

## ROULETTE RECORDS

659 Tenth Ave., New York 36, N. Y.

Phone: Circle 6-4490

President .....Morris Levy  
Exec. V.P.....Joe Kolsky  
V.P. Sales.....Irving Jerome

A. & R. Chief.....Joe Reisman  
*Services Offered:* Manufacture all types phonograph records.

## 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

Station Relations Dir.....W. F. Myers

Publicity & Prom.....Alice Heinecke

*Services Offered:* Transcribed library including many categories: jazz, American folk, barbershop, hill billy, concert, Spanish, country and western, novelties, band, religious. Script service including special continuities for holidays. 8500 bridges, moods and themes. Saleable shows built from library, production and sales aids.

## STANDARD RADIO

### TRANSCRIPTION SERVICES, INC.

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

Phone: STate 2-5322

President.....Milton M. Blink

General Manager.....Olga Blohm

*Services Offered:* MUSI-QUE' & sound effects libraries; commercial aids & jingles.

## ROBERT SWANSON PRODUCTIONS

689 Fifth Ave., New York City

Phone: MURray Hill 8-4355

President .....Robert Swanson

Sales Manager.....Rolf Johnson

*Services Offered:* Producers & creators of musical comm's for radio & TV.

## 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.

## TRANSCRIPTION SALES, INC.

121 N. Main St., Dayton 2, O.

## TRANSCRIPTION-RECORDING

Phone: Baldwin 2-3773

President.....J. P. Williams  
Vice Pres.....Alexander Buchan  
General Manager.....Gerhard Joseph

*Services Offered:* Open end transcriptions—quarter hour and five minute programs, 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; Barbershop Harmonies; Joe McCarthy Speaks.

### UNITED ARTISTS RECORDS

729 Seventh Ave., New York 19, N. Y.

Phone: Circle 5-6000

President.....Max E. Youngstein  
V.P., Gen. Mgr.....Monte Kay  
V.P. Adm.....Miss Kay Norton

*Services Offered:* Produce all types of phonograph records; L.P.'s & single records. Classical, jazz, popular.

### UNIVERSAL RECORDING CORP.

46 E. Walton St., Chicago 13, Ill.

Phone: MI 2-6465

President.....A. B. Clapper  
V.P., Chief Engineer.....M. B. Coppinger  
V.P., Treas.....Frank Richter, Jr.  
Secretary.....R. A. Weber

*Services Offered:* Recording (monaural & stereophonic), record sessions, spots, radio programs, TV-motion picture sound tracks, mastering (monaural & stereophonic), slide film, pressings, high speed duplicating, 16 & 35 mm screening & interlock magnetic re-recording.

### THOMAS J. VALENTINO, INC.

150 W. 46th St., New York 36, N. Y.

Phone: Circle 6-4675

President.....Thomas J. Valentino  
Vice-President.....Michael T. Valentino  
Secretary.....Elsie F. Valentino

*Services Offered:* Mood music for TV, sound effects of all types, miscellaneous recordings.

### WARNER BROS. RECORDS, INC.

4000 Warner Blvd., Burbank, Calif.

Phone: HOLlywood 9-1251

N. Y. Phone: CIrcle 6-1000

President.....James B. Conkling  
Vice President.....Hal B. Cook  
Artists, Repertoire Dir.....Geo. Avakian  
Rec., Engr. Dir.....Lowell Frank  
Merchandising Dir.....Joel M. Friedman  
Nat'l. Oper. Mgr.....Irving Iserson

*Services Offered:* Producers of phonograph records, all categories of music.

### WEBB RECORDING CO.

55 Wacker Drive, Chicago, Ill.

Phone: FInancial 6-4183

Exec. in Charge.....Edwin M. Webb

### WESTERN RECORDERS

6000 Sunset Blvd., Hollywood 28, Calif.

Phone: HO 3-6811

Partners.....Donald D. Blake, Wm. M. Kirkpatrick, Theo E. Robinson

*Services Offered:* Stereo & Monaural Tape and Disc. Recording-Assembly and Editing. Auditorium and Studio Rentals. Dukane 30/50 automatic signal for slide film production.

### WORLD BROADCASTING SYSTEM INC.

10 Columbus Circle, New York 19

Phone: PLaza 7-1400

Suburban Station Bldg., Philadelphia 3, Pa.

Phone: LOcust 8-4100

16746 Vintage St., Granada Hills, Calif.

Phone: EMpire 3-6511

All-Canada Radio-TV, Ltd.

Victory Bldg., Toronto

President.....Paul F. Harron  
Sect.-Treasurer.....Lawrence D. Biele  
Gen. Mgr., Sales.....James Weathers  
Vice President.....Frank Knight  
Asst. Sect.-Treas.....Florence B. Crowther

*Services Offered:* Sales and program transcription service for radio.

### 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  
Vice President.....Robert W. Friedheim  
Treasurer.....Joseph L. Moore

*Services Offered:* Transcribed radio programs for local and regional sponsorship.

# PLAY AND STORY BROKERS

## Los Angeles, Calif.

**Bernie, Herman**  
260 S. Beverly Dr., B. H. . . . . CRestview 5-0117

**Bergerman Agency**  
141 El Camino Dr., B. H. . . . . CRestview 6-9667

**Darrow Agency**  
8733 Sunset Blvd. (46) . . . . . OLympia 2-4125

**Doak, Virginia**  
9172 Sunset Blvd. (46) . . . . . BRadshaw 4-8121

**Elwood, Maren, Agency**  
4949 Hollywood Blvd. . . . . NOrmandy 4-4786

**Famous Artists**  
9441 Wilshire Blvd., B. H. . . . . CRestview 4-7433

**Feins, Bernard**  
436 S. Roxbury Dr., B. H. . . . . CRestview 5-0601

**French, Samuel, Inc.**  
7623 Sunset Blvd. . . . . HOlywood 3-3146

**Frings, Kurt**  
468 N. Camden Dr., B. H. . . . . CRestview 1-6115

**Irwin, Lou**  
9165 Sunset Blvd. . . . . CRestview 1-7131

**Gold, Sid**  
8961 Sunset Blvd. (46) . . . . . CRestview 4-7247

**Goldstone, Jules**  
355 N. Canon Dr., B. H. . . . . CRestview 5-1191

**Goldstone-Tobias**  
404 N. Roxbury Dr., B. H. . . . . CRestview 6-1071

**Grashin, Mauri**  
8949 Sunset Blvd. . . . . CRestview 1-6449

**Herzbrun, Walt**  
8820 Sunset Blvd. (46) . . . . . OLympia 2-7210

**Irwin, Lou**  
9165 Sunset Blvd. . . . . CRestview 1-7131

**Jackson, Edith**  
6606 Hollywood Blvd. (28) . . . . . HOlywood 7-0155

**Kohner, Paul, Inc.**  
9169 Sunset Blvd. (46) . . . . . CRestview 1-5165

**Lance, Leon**  
8820 Sunset Blvd. (46) . . . . . CRestview 2-0191

**Lazar, Irving**  
211 S. Beverly Dr., B. H. . . . . CRestview 5-6153

**Levee, M. C.**  
9000 Sunset Blvd. (46) . . . . . CRestview 6-6285

**Linsk, Lester**  
195 S. Beverly Dr., B. H. . . . . CRestview 5-4396

**MacQuarrie Agency**  
9157 Sunset Blvd. (46) . . . . . CRestview 4-8919

**Manuel, Alvin G. Agency**  
468 N. Bedford Dr., B. H. . . . . CRestview 4-5288

**Meyers, Walter**  
9187 Sunset Blvd. (46) . . . . . CRestview 1-8161

**Morris, William, Agency**  
151 El Camino Dr., B. H. . . . . CRestview 4-7451

**Music Corp. of America**  
9370 Santa Monica Blvd., B. H. . . . . CRestview 6-2001

**Ring, S. E.**  
1654 Cherokee Ave. . . . . HOlywood 7-6412

**Rosenberg & Coryell**  
404 N. Roxbury Dr., B. H. . . . . CRestview 4-7381

**Salkow, Lester**  
8749 Sunset Blvd. (46) . . . . . OLympia 2-6750

**Shauer, Melville A.**  
9110 Sunset Blvd. . . . . CRestview 1-1103

**Shiffrin, William**  
449 S. Beverly Dr., B. H. . . . . CRestview 4-7643

**Shurr, Louis**  
327 N. Rodeo Dr., B. H. . . . . CRestview 4-8111

**Small, Paul**  
270 N. Canon Dr., B. H. . . . . CRestview 4-5877

**Snitzer, Lou-Al Fritschl, Inc.**  
6404 Hollywood Blvd. (28) . . . . . HOlywood 9-6271

**Stempel, Frank**  
9034 Sunset Blvd. (46) . . . . . CRestview 4-8343

**Stewart, Rosalie**  
441 S. Beverly Dr., B. H. . . . . CRestview 4-6123

**Swanson, H. N., Inc.**  
8523 Sunset Blvd. . . . . OLive 2-5385

**Ullman, George**  
8979 Sunset Blvd. (46) . . . . . CRestview 4-5238

**Wilkins, Paul**  
9006 Sunset Blvd. (46) . . . . . CRestview 1-6188

## New York, N. Y.

**American Play Co.**  
522 Fifth Ave. . . . . MUrray Hill 2-0156

**Ashley-Steiner Associates**  
579 Fifth Ave. . . . . MUrray Hill 8-8330

**Bartsch, Hans**  
1501 Broadway . . . . . BRyant 9-6933

**Brandt & Brandt**  
101 Park Ave. . . . . MUrray Hill 3-5890

**Brown, Curtis, Ltd.**  
575 Madison Ave. . . . . PLaza 5-4200

**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. . . . . LOngaere 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

**Leonard, Claire**  
156 W. 74th St. . . . . TRafalgar 7-3082

**Matson, Harold**  
30 Rockefeller Plaza. . . . . CIrcle 6-2750

**Morris, William, Agency, Inc.**  
1740 Broadway . . . . . JUdson 6-5100

**National Artists Bureau**  
156 W. 44th St. . . . . JUdson 2-3450

**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

**Talent Associates, Ltd.**  
41 E. 50th St. . . . . PLaza 3-1030

**Taylor, Ethel S.**  
55 W. 55th St. . . . . CIrcle 6-3922

**Wade, Carlson**  
516 Fifth Ave. . . . . MUrray Hill 7-4970

**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



# WHAT MAKES UP TELEVISION IMPACT?

## ... And How Do You Achieve It?

By JOHN L. SINN

President of Ziv Television Programs, Inc.



**W**HAT do we mean when we call a TV series "impact drama"? To us at Ziv, this term has a very specific meaning which represents a positive value to advertisers selling with film.

Sponsors need to reach large audiences from the moment the program goes on the air. They can't afford the luxury of waiting for ratings to reach a satisfactory level. Their advertising investment must pay off immediately. Over and over again, our researchers have found that it is impact drama which accomplished this.

Impact is a one-word summary for a combination of ideas—fast moving action, logically motivated adventure, real-life locations, strong star names, well-written drama that grips the emotions.

For example, "Sea Hunt" was the highest rated syndicated show in the highly competitive seven-station market of New York on its very first telecast. "Mackenzie's Raiders" ranked nationally in the top 15 syndicated shows in its first month on the air.

What do such shows have in common? They are not "soft" programs that the viewer can take or let alone. They are compelling dramas of action, adventure and suspense. There is a strong central figure with whom viewers can identify, whether it be a brawny hero, a dashing one or the debonair type. There is the ring of reality, from the use of actual locales and well-authenticated detail. There is—impact.

It is no accident that series involving law enforcers—eastern or western—have proved to be such powerful audience-builders. The twentieth

century concept of the man of the law is a far cry from the "dumb cop" or bungling sheriff of older fiction. The head of a modern highway patrol system, the western lawman—the man who does exciting, real-life things sparks immediate interest and admiration.

Now, if we place the man of action at the actual scene of action, the benefits multiply. We have sent our cameras half way around the globe to get the added impact of authentic settings. The air of tension and intrigue that surrounds a world capital cannot be brought to life on a sound stage, so we went to London to film "Dial 999." The mysterious beauty of life beneath the sea is impossible to duplicate, so we went to Hawaii, Florida, Mexico and the Caribbean to film "Sea Hunt."

The strength of many of these stories comes from careful grounding in fact. "Bat Masterson" is based on the definitive biography by Richard O'Connor. "Mackenzie's Raiders" dramatizes an important chapter of America's history. Many of "Sea Hunt's" most exciting stories have been based on the very real experiences of the Navy underwater demolition men and of scientists who work underwater.

Daring action, authentic locales, strong central characters portrayed by famous stars—these are the elements that create impact. Combined with know-how and insight into a gripping television program, they quickly establish a week-in, week-out viewing habit and provide a memorable setting for the commercials.

# HERE COME THE BIG ONES FROM NTA

Powerhouse programs! Powerhouse promotion! That's the famous NTA "one-two punch" which is currently giving ratings and sales the big jolt for stations and advertisers in market after market. Get it all when you get these big ones from NTA.

NOW IN DISTRIBUTION:

**WALTER WINCHELL FILE**  
**U.S. MARSHAL**  
**SHOW BUSINESS**  
**OFFICIAL DETECTIVE**  
**WILLIAM TELL**

PLUS GREAT STARS IN GREAT HOUR-LENGTH TELEVISION DRAMAS:

**TV HOUR OF STARS**

PLUS 85 OUTSTANDING FIRST-RUN FEATURES... NEVER BEFORE SEEN:

**DREAM PACKAGE**

AND NOW ON THEIR WAY:

**MANTOVANI**  
**THE THIRD MAN**  
**HIGH NOON**  
**GRAND JURY**

For Full details on any or all of these great NTA shows, phone, wire, write:  
Coliseum Tower, 10 Columbus Circle, New York 19, N. Y. JUdson 2-7300

**NTA**

**TELEVISION DAILY**  
**RADIO DAILY**

presents

***TV FILM  
PRODUCERS-  
DISTRIBUTORS  
AND  
COMMERCIALS  
PRODUCERS***

**1959**



# A WORLD OF DIFFERENCE

*that makes for superior programming*

The Adventures of Robin Hood, *Network*  
 The Invisible Man, *Network*  
 The Adventures in Sherwood Forest, *Syndication*  
 The Adventures of Sir Lancelot  
 Decoy  
 The Big Story  
 Trouble With Father  
 The Buccaneers  
 My Little Margie  
 Willy  
 Star Performance  
 The Hunter  
 My Hero  
 The American Legend  
 Overseas Adventure  
 Dateline Europe  
 Cross Current  
 The Star and The Story  
 Rocky Jones, Space Ranger  
 The Adventures of the Scarlet Pimpernel  
 Colonel March of Scotland Yard  
 Sword of Freedom



# F

**OFFICIAL FILMS, INC.**

25 West 45th Street • New York 36, New York • PLaza 7-0100

*Representatives in*

**NEW YORK • ATLANTA • BEVERLY HILLS • ST. LOUIS  
 CHICAGO • DALLAS • MINNEAPOLIS • SAN FRANCISCO**

# TV FILM PRODUCERS AND DISTRIBUTORS

## **ABC Films, Inc.**

1501 Broadway, New York 36, N. Y.  
Phone: LA 4-5050

President.....Henry G. Plitt  
V.P., Business Affairs....Richard P. Morgan  
V.P., Dir. N'tl. Sls.....John Burns  
V.P., Dir., West Oper.....William L. Clark  
N. Y. C. Sales Mgr.....Sherman Gregory  
Central Div. Mgr.....Howard Anderson  
Dir. Internat'l. Oper.....Edwin J. Smith  
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*—26 Men, Man With a Camera.

## **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.

## **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  
Montreal Manager.....Ken Baker  
Winnipeg Manager.....Bruce Pirie  
Calgary Manager.....J. Cavanaugh  
Vancouver Manager.....J. E. Baldwin  
Film Sls. Mgr.....Dana Murray  
Promotion Director.....Peter Harricks  
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, telescription library; General Teleradio Bank of America feature movies.

## **M & A Alexander Productions**

6040 Sunset Blvd., Hollywood 28, Calif.

Phones: HOLlywood 4-7571, 4-3414  
12 West 72nd St., New York, N. Y.  
Phone: TRafalgar 3-5115

President .....Arthur Alexander  
Vice Pres.....Max Alexander  
East. Rep.....Larry Stern  
*Services Offered*: National distributors of feature films, westerns and half-hour filmed TV shows.  
*Productions* — Byline—Steve Wilson, and Boss Lady.

## **All-Scope Pictures, Inc.**

(Commercial Film Division,  
20th Century-Fox)

1417 N. Western Ave., Hollywood 27, Calif.  
(See Commercial Producers)

## **Leonard Anderson Associates Inc.**

112 West 44th St., New York 36, N. Y.  
Phone: PLaza 7-4162

President .....Leonard Anderson  
Vice-Pres. ....Barbara Anderson  
Prod. Mgr.....Marc Anderson  
Sec'y, Off. Mgr.....Lillian Ortner  
*Services Offered*—Motion picture production and editing services; theatrical, commercial, television. Facilities for three-camera filming and editing. Film production consultants.

*Productions*—The Air Force Uniform, Pipe Line For Tomorrow—US Air Force; World in White & Fire Fighters — CBS TV; Coty Cosmetics; Schenley Distillers; Terry Tell Watch Time Co.; General Electric; A-B-C's of Briefing; Industr. Medicine in Action; A.M.C. Force for Space; Jet Flight Planning; Prudential Insurance Co.; Johnny Cordes.

## **Association Films, Inc.**

347 Madison Ave., New York 17, N. Y.  
Phone: MUrray Hill 5-8573

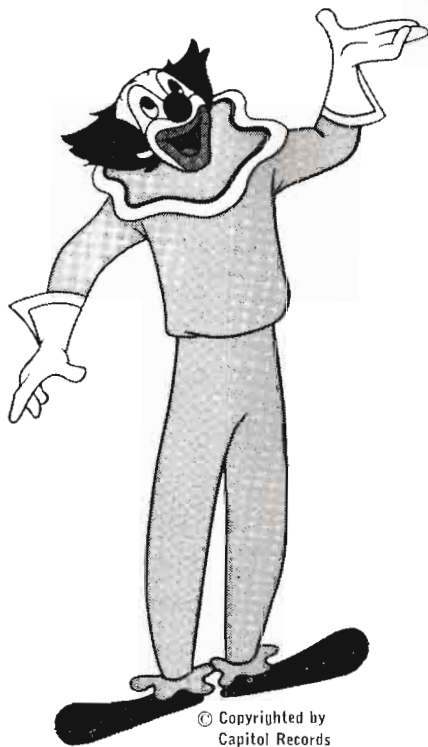
President.....J. R. Bingham  
Treasurer.....A. L. Fredrick  
Dir. Adv. & Prom.....Robert Finehout  
Sales Representative.....R. S. Evans  
Ridgefield, N. J. Mgr.....E. H. Johnson  
La Grange, Ill. Mgr.....M. G. Weiland  
San Francisco Mgr.....W. O. Siler  
Dallas Manager.....Carl Stahl

*Services Offered*—Distribution of free-loan, industry-sponsored motion pictures. Rental of educational, informational, and entertainment films. Special TV Service: Distribution of more than 150 free public service films.

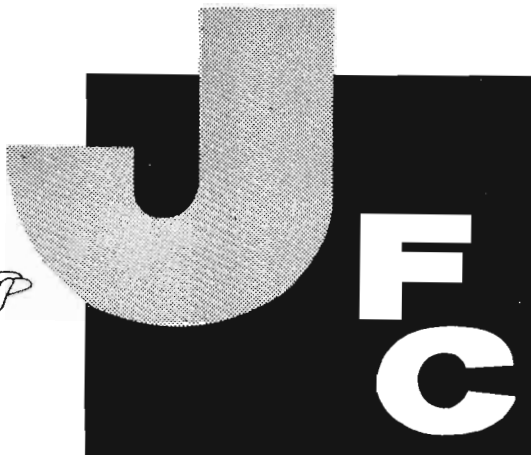
## **Astor Pictures Corp.**

130 W. 46th St., New York 36, N. Y.  
Phone: JUdson 2-1287

President .....Fred Bellin  
Sec'y-Treas. ....Anthony Tarell  
(Continued on Page 990)



**BOZO THE CLOWN**  
Capitol



### WHAT GRAND INITIALS!

JAYARK'S *initial* year established BOZO THE CLOWN (our initial program) as the most popular children's TV personality coast to coast!

BOZO's *initial* ratings dizzied the competition! And BOZO is *still* on top!

JAYARK *initiated* BOZO with the showmanship and exploitation that pays off for stations and sponsors. One hundred plus stations endorse The Jayark formula for delivering Sales-producing entertainment. This is your guarantee of success.

Exciting new programs in production and ready for release. WATCH for them.



## JAYARK FILMS CORPORATION

*Reub Kaufman, President*

15 EAST 48th ST., NEW YORK 17, N. Y. MUrray Hill 8-2636  
699 N. Bronson Ave., Hollywood 4, Calif. HOLlywood 2-6769

# SYNDICATED SERIES TRUMP CARDS

## ...Are Program Quality, Audience Interest

By JAKE KEEVER

Vice President and General Manager  
California National Productions



**T**HE past year has clearly demonstrated to stations and their advertisers that the greatest single advantage which syndicated series hold over feature films is consistency—consistency of program quality and of audience interest.

As realization of this fact took firm root, ARB introduced its "One week-four week" reports. Chief among the reasons seen behind this move is the industry's need for more accurate measurements that can cope with the breathless ups and downs of movie feature ratings.

There now is a general awareness that the inconstant nature of various packages of old theatrical movies released for telecasting precludes any acceptable possibility of faithful, solid-core audiences. Stations dislike the catch-as-catch-can nature of these self-same movie packages; they run the gamut of low-brow to high-brow, vintage, modern and good, or just plain bad. Besides inconsistency in quality, length is a built-in disadvantage which makes burdensome demands on a busy America.

Syndication, on the other hand, offers a dependable level of program quality (call it "program personality," if you will) that is of particular importance to viewers. Today's audience habitually expects and demands that its entertainment requirements be met—or else! Furthermore, the advertiser has become aware of the viewers' feelings on features and naturally is concerned with the number and types of people who are exposed to his sales messages.

The supply of features to television is steadily dwindling. Already antiques when they make their TV debut, the movies become relics with their third and fourth repeats. As the bottom of the barrel gets scraped cleaner and cleaner, the calibre of entertainment drops lower and lower. Serious as the dearth of feature-film is now, the situation promises to grow worse as current packages wear out their frowsty welcomes.

There is also the intangible but undeniable element of "not-at-homeness" that theatrical motion pictures suffer as they are projected on the cathode ray tubes. Original TV series, whether live or filmed, are conceived, designed, and produced with the living-room audience in mind. On the other hand, flickers were made expressly for the cinema house, and sponsors know that a house is not a home.

Current trends indicate a shift by stations away from features toward syndicated programs of proven values, whether off the network or in syndicated reruns.

In addition, stations are now aware of their advertisers' desire for sponsor identification. Syndicated shows satisfy this need, even if the sponsor only buys spots in the series, because he is identified by the audience with the same show. The end result is that: Advertisers, who know the product they are selling, know the program they are buying. Viewers, who know what they like, know where to turn the dial.

On both counts, the winner is syndication.

*Unlike anything you've seen before!*

**LARAINÉ DAY, GARY MERRILL,**

**PAT HINGLE,**



**CLIFF**

**KEENAN WYNN, DAVID WAYNE,**



**BERT LAHR, JAMES**

**MARGARET HAMILTON, GENE**

**WILLIAM PRINCE,**



**EDWARD ANDREWS, LOU NOVA,**



**PATRICIA SMITH,**

**BIFF McGUIRE, BOB PASTENE,**

**& OTHERS**



**MEET**





**DARRYL HICKMAN,**

**ROBERTSON, NANCY COLEMAN,**

**ARTHUR KENNEDY,**



**MITCHELL, JOSEPH WISEMAN,**

**LYONS,**



**GENE SAKS,**

**KIM HUNTER, MONA FREEMAN,**

**TIMMY EVERETT,**




**MIKE KELLIN, ISOBEL ELSOM,**



**CHARLES DRAKE**

**ON CBS FILMS' "RENDEZVOUS"**

*The most important dramatic series which has ever been offered for first run syndication. Intrigue, romance and drama meet in 39 half-hours based on stories by prize-winning authors ... produced and directed by Broadway's and Hollywood's finest talents. For details, r. s. v. p. **CBS FILMS** *

*"... the best film programs for all stations"*

## TV FILM PROD.-DIST. ////////////////////////////////////

(Continued from Page 985)

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  
Sec'y, Treas.....Anthony Tarell  
Offices in Los Angeles, Chicago, Dallas, Houston, Phila., Minn., Detroit, Toronto, London.

*Services Offered*—Producer and distributor of features and westerns, 26 syndicated "Uncommon Valor."

### **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 shorts.

*Productions*—Captain Z-RO, Hollywood to B'way, Grantland Rice Sportlights, Holiday Series, Is This Magic?

### **Audio Master Corp.**

17 East 45th St., New York 17, N. Y.  
*Phone*: OXFord 7-0725

President .....Herbert Rosen  
*Services Offered*—Library of mood and bridge music.

### **George Bagnall & Associates Inc.**

3827 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

*Services Offered*—Distribution of the following films for television: Features—Forbidden Jungle, New Orleans, Timber Fury, Border Outlaws, The Long Night, Korea Patrol, Fun on a Weekend, Cattle Queen, Federal Man, Badman's Gold, Abie's Irish Rose, The 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, Half-hour Shows—Bill Burrud's "Treasure," Global Zobel, Life with Animals, One-hour shows—I Search For Adventure, A Scene with a Star, 5-Minute Show—Race Night, 52 Winners.

### **Bil Baird's Marionettes**

334 West 70th St., New York 23, N. Y.  
(See Commercial Producers)

### **Jerome Balsam Films, 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.

### **Banner Films, Inc.**

527 Madison Ave., New York 22, N. Y.  
*Phone*: PLaza 5-4811

President.....Charles McGregor  
*Services Offered*—Production and distribution of films for TV.

*Productions*—Night Court U.S.A., 78 one-half hour episodes.

### **Thomas J. Barbre Productions**

2130 S. Bellaire St., Denver 22, Colo.  
*Phone*: SKYline 6-8383

Producer.....Thos. J. Barbre  
Assistant Manager.....Anita T. Barbre  
Dir. of Photography.....H. J. Anderson  
Dir. of Sound.....Paul F. Emrich

*Services Offered*—Complete motion picture production services: scripts, photography, editing, sound recording, stage, mobile units, theater. Producing business films and TV commercials for national accounts.

*Productions*—TV film commercials: Bold Action Furniture Sales, Inc.; Adolph Coors Company; Gates Rubber Company.

### **Barnett International Forwarders**

543 W. 43rd St., New York 36, N. Y.  
*Phone*: BRyant 9-1616

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.

### **Barry & Enright**

667 Madison Ave., New York 21, New York  
*Phone*: TEmpleton 2-8600

Partner .....Jack Barry  
Partner .....Dan Enright  
Production Manager.....Robert Noah  
Business Manager.....Fred Stettner  
Art Director.....Norman Blumenthal  
Office Mgr.....Florence Charney

*Services Offered*—Creation and production of live and filmed shows for television.

*Productions* — Dough Re Mi, Tic Tac Dough, Concentration.

(Continued on Page 993)

# GUILD FILMS OFFERS 8 WINNERS

**FIRST RUN  
ON  
VIDEOTAPE**

## **DIVORCE COURT**

52 full-hour, authentic, intimate shows revealing the causes and conflicts of broken marriages.

## **PEOPLE'S COURT OF SMALL CLAIMS**

52 half-hours packed with humor and despair and dramatic insight into people and their troubles.

## **LIVE PRO WRESTLING**

52 full hours of the finest in wrestling fare involving the top mat stars in the sport today.



**FIRST RUN  
OFF THE  
NETWORK**

## **CURTAIN TIME**

formerly Telephone Time

79 excellently produced half-hours. High quality dramas featuring the top names in the theatre.



**TOP  
QUALITY  
ACTION  
DRAMAS**

## **RACKET SQUAD**

with Reed Hadley

98 thrilling half-hours depicting every type of racket and con-man operation ever perpetrated.

## **PASSPORT TO DANGER**

39 half-hours filmed all over the world and built around the exciting life of a diplomatic courier.



## **CODE "3"**

39 exciting half-hours of fast action and drama from the files of the Los Angeles Sheriff's Office.



# GUILD FILMS

460 PARK AVENUE  
NEW YORK 22, N. Y  
MUrray Hill 8-5365

***Complete facilities for:***

television

theatrical

commercial

industrial

**FILMS**

*Desilu*

**DESI ARNAZ, *President***

**Desilu-Gower**

**Desilu-Culver City**

**Motion Picture Center**

**HOLLYWOOD, CALIFORNIA**

(Continued from Page 990)

**Bengal Pictures**

1028 No. Western Ave., Hollywood, Cal.  
 Phone: HOLlywood 3-3657  
 Producer & Director.....Phil E. Cantonwine  
 Associate Producer.....Harry Babb  
 Stories & Narration.....Cheri Le'Blanche  
 Sound .....TV Recorders  
 Editor .....Dick Alexander  
 Director .....Robert Derteano  
 Ass't. to Producer.....Gen Brent  
*Services Offered* — Producers of feature pictures—TV shorts, industrials, TV spots, TV films made to order.

**Fritz Blocki Productions**

7266¼ 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.  
 (See Commercial Producers)

**Bernard S. Brody & Associates**

120 El Camino Drive, Beverly Hills, Calif.  
 Phone: CR 6-1334  
 Owner.....Bernard S. Brody  
 Assistant .....Carole Marsh  
*Services Offered*—Negotiations for TV film producers with music publishers to arrange for music synchronization rights.

*Productions*—Danny Thomas Show, Love and Marriage.

**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."

**Broadcast Pictures, Inc.**

850 10th Ave., N. Y. 18, N. Y.  
 Phone: CI 7-3220

President, Treasurer.....Joseph Steiner  
 V.P., Secretary.....Dorothy Waring  
 V.P., Production.....Ben Berk  
 Dir., P.R., Adv.....Leo G. Morrell  
*Services Offered*—Producers of TV and theatrical motion pictures.  
*Productions*—The Hildegarde Show, Djuka, Rhythm Rapsodies, The Story of Mrs. Murphy, Romance In Oil, The American Defender, Sudden Death, The David Marcus Story.

**S. W. Caldwell, Ltd.**

447 Jarvis St., Toronto 5, Ont., Canada  
 Phone: WALnut 2-2103

President.....S. W. Caldwell  
 Vice President.....G. F. Keeble  
 V.P., Production.....S. Banks  
 Dir. Photography.....G. Alsen  
 Animation Supervisor.....Jim MacKay  
 Lab Manager.....G. Fraser  
 Production Sales.....R. S. Wilson  
 TV Film Sales.....Ken Page  
 Recording Supervisor.....Mel Lovell  
 Montreal Br. Mgr.....J. E. DeBow  
 Vancouver Br. Mgr.....Florence Ward  
 Quality Control.....W. Ross Smith  
*Services Offered* — Complete sound stage, 35mm & 16mm production and recording facilities. Distributors of syndicated shows produced in U.S. and abroad.

**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. Mgr.....Fred Carley  
 Sales Mgr.....C. P. Gennell  
*Services Offered*—Producers of motion pictures for TV, industrials, sales promotion and entertainment. Slide films for education and sales. 35 x 75 sound stage for rent to outside producers, complete sound and editing facilities.

**California National Productions, Inc.**

(Subsidiary of NBC)  
 663 Fifth Avenue, New York 22, N. Y.  
 Phone: CIRcle 7-8300

President .....Earl Rettig  
 V.P., Gen. Mgr.....H. Weller Keever  
 Chairman of the Board.....J. M. Clifford  
 V.P., Programs.....Frank Cleaver  
 V.P., Treasurer.....George D. Matson  
 Secretary.....Thomas E. Ervin  
 Ass't Treas.....Joseph L. Kubin  
 Assistant Secretaries.....T. W. Sarnoff,  
 Herbert S. Schlosser  
 Dir. of Bus. Affairs.....John J. Brennan  
 Dir. of Prom., Adv., Press.....Arthur Perles

(Continued on Page 996)



## NOW IN OVER 140 MARKETS:

### THE MGM FEATURES

More than 700 great MGM features from the Golden Era of moviedom ... with the screen's biggest stars. Now rolling up top audience ratings from coast to coast.

## NOW IN OVER 50 MARKETS:

### THE MGM SHORTS

John Nesbitt's Passing Parade, the Our Gang Comedies and Crime Does Not Pay ... filmdom's finest short subjects ... now winning millions of new friends on TV.

## NOW ON NBC NETWORK:

### THE THIN MAN

Peter Lawford and Phyllis Kirk star in this hit mystery series now in its second season for Colgate-Palmolive. Friday nights at 9:30 EST.

### NORTHWEST PASSAGE

Keith Larsen, Buddy Ebsen and Don Burnett star in this exciting new adventure series based on Kenneth Roberts' famous best-seller. Friday nights at 7:30 EST.

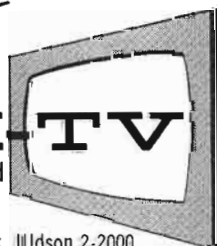
*... and more  
great new shows  
coming next season  
from*

**MGM-TV**

A Service Of Loew's Incorporated

Write ... wire or phone ... MGM-TV

1540 Broadway, New York 36, New York. JUdson 2-2000.







# GREATER TV PRODUCTION VALUES— ... The Major Studios' Contribution

By **GEORGE SHUPERT**  
President, MGM-TV



**U**NTIL quite recently most television films and theatrical films were worlds apart insofar as production value and scope were concerned. But with the total entry of the major Hollywood studios into the TV programming arena, more and more television films are beginning to acquire the same high quality and broad scope of their theatrical cousins.

Once most TV films were produced in the smaller independent rental studios where they were restricted to simpler, less costly settings that had a monotonous sameness. In fact, the settings were not much different than those used in live television productions.

Now, with all of the major studios having stepped into television with both feet, all this is changing. Today, the television film is rapidly freeing itself of the restrictions that were formerly forced upon it by cramped production plants with their limited backlog of sets, costumes and props.

M-G-M (to pick an example with which I am most familiar) has thrown open all of its vast facilities, not just to its own television offshoot, M-G-M-TV, but to more than half-a-dozen independent producers as well. Within the huge 187-acre confines that make up the M-G-M production colossus, TV producers can choose from among 29 sound stages (including the world's largest) and they can take advantage of rivers and lakes, forests and jungles, city streets and country villages from virtually every corner of the world and any historical era.

The importance of this to the highly budget-conscious producer (and what TV producer doesn't fall into that category) is that it means he no longer must limit his writers to scripts written around the meagre settings that were formerly available. Now, he can give the writers carte blanche, with the knowledge that virtually any scene they call for can be matched from available settings.

This same thing also holds true for such other important items in the producer's budget as costumes and props. The M-G-M wardrobe and property departments, for example, cover a larger area by themselves than many of the entire studios where a number of well-known TV series were once filmed.

Other important production assets that only the large major studio can offer include a research department to check authenticity of any production detail, a large and experienced staff of lawyers to handle all necessary legal clearances, and a talent department that can quickly put its finger on the right person for any role.

Of course, even the most elaborate of physical production facilities are meaningless without story properties that combine all the successful qualities of showmanship. And in recognition of this, M-G-M has made available for television adaptation its huge treasure chest of hundreds of memorable motion picture hits.

To breathe new life into these great properties, M-G-M has staffed its television department with the most creative personnel it can find.

# The Adventures of Jim Bowie

## Frontier Action

Averaged 20,000,000 viewers a week during its two-year network run ☆ Reached all-family audience with 2.71 viewers per set ☆ Developed second season ratings 25% higher than first ☆ Sponsored profitably both years by American Chiclé Company ☆ **76 half-hours.**



# 26 MEN – Adult Western

Fastest-selling syndicated show of the year, with sponsors in 183 markets ☆ Smash hit with audiences who made it #1 syndicated series in many markets... top show in time period in scores of others ☆ 39 new episodes now in production ☆ **78 half-hours.**



1501 Broadway · New York 36

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

4

ABC

# The People's Choice *starring* Jackie Cooper

Three laugh-filled  
years on network ☆  
Averaged over  
9,000,000 homes  
weekly this past  
season ☆

Universal appeal  
with audience  
30% men ...

41% women ...  
29% children.

Sponsored by  
such TV-wise  
advertisers as The  
Borden Company  
... Proctor & Gamble  
... American Home Foods  
☆ **104 half-hours.**



## Bowling Queens

Championship Women  
Bowlers ☆ Brand new  
film series built  
around sport with  
greatest number  
of active  
participants

☆ Inspired by  
success of local  
live show by  
same producers  
which increased  
audience-share 167%  
in six-month period

☆ **26 half-hours initially.**



Blue  
ribbon  
winners

# FILMS

, Inc. · LACKAWANNA 4-5050

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

**TV FILM PROD.-DIST.** .....

(Continued from Page 996)

**Charter Oak Tele-Pictures**

423 E. 90th St., New York, N. Y.  
(See Commercial Producers)

**Jack Chertok Productions**

1040 N. Las Palmas Ave., Hollywood, Calif.  
(See Commercial Producers)

**Cheryl TV Corp.**

3084 Motor Ave., Los Angeles 64, Cal.  
Phone: TEexas 0-6136

Services Offered—Producers, distributors of films.

**Christensen-Kennedy Productions**

2824 Harney St., Omaha 31, Nebr.  
(See Commercial Producers)

**Cinema Research**

716 N. LaBrea Ave., Hollywood 38, Cal.  
Phone: WEbster 3-9301

President .....Harold Scheib  
Vice President.....Ernest Arcella  
Secretary .....Robert Kegel  
Treasurer .....Bernard Shea

Services Offered—Optical printing, titles, insert photography, animation. 16 or 35mm—color or B & W.

**Cinema Service Corp.**

106 West End Ave., New York 23, N. Y.  
Phone: TRafalgar 3-1411

President .....Joseph Seiden  
Cameraman.....Harold H. Seiden  
Sound Department.....Herbert C. Bloom

Services Offered — Rental of completely equipped studios for TV producers including camera, sound and lighting equipment for location work.

**Cinema-Vue Corporation**

245 W. 55th St., New York 19, N. Y.  
Phone: JUdson 6-1336

President.....Joseph P. Smith  
V.P., Gen. Sls. Mgr.....Francis D. Smith  
Mid-West Sales Manager....W. A. Pomeroy  
So. Sales Manager.....L. Seichsnaydre

Services Offered—Producers and distributors of filmed TV programs. Distribution of feature films.

Productions—Adventures of Danny Dee, Jingle Dingle Christmas Party.

**Cine-Tele Productions**

6325 Santa Monica Blvd., Hollywood  
(See Commercial Producers)

**Lars Colonius Productions, Inc.**

45 West 45th St., New York 36, N. Y.  
(See Commercial Producers)

**Clairmont Films**

4530 Mariota Ave., Hollywood, Calif.  
Phone: POplar 2-4498

Owner .....Leonard Clairmont  
Services Offered: Motion picture production and photography.

Productions: Tiare Tahiti.

**Claster Enterprises, Inc.**

2229 N. Charles St., Baltimore 18, Md.  
Phone: CHesapeake 3-3630

President.....Bertram H. Claster  
Services Offered—Producers and distributors of "Strikes 'n Spares," bowling series.

**Colorama Features**

1501 Broadway, New York City  
Phone: LOngacre 4-5992

President.....Jules B. Weil  
Vice President.....Carroll L. Puciato

**Commodore Productions and Artists, Inc.**

6636 Hollywood Blvd., Hollywood 28, Cal.  
(See Commercial Producers)

**Commonwealth Film & Television, Inc.**

723 Seventh Ave., New York 19, N. Y.  
Phone: CIrcle 5-6456

President.....Mortimer D. Sackett  
Sec., Treas.....S. Sackett  
Sales Mgr. ....Leo Gottlieb  
Services Offered—TV producers and distributors.

**Confession, Inc.**

1501 Broadway, N. Y.  
Phone: LOngacre 4-5592

Exec. Prod.....Jules B. Weill  
Prod. Moderator.....Jack Wyatt  
Services Offered—Product for regional and national sponsorship.

**Frank Cooper Associates Agency**

945 Sunset Blvd., Los Angeles 46, Cal.  
Phone: CRestview 4-5971  
N. Y. Phone: PLaza 1-0725

President .....Frank Cooper  
V.P. Chg. L. A. Office...Dick Irving Hyland  
V.P. Chge. of N. Y. Office.....Sy Fischer  
Executives.....Joel Cohen, Robt. Goldfarb,  
Wm. Cooper, Richard Morgan, Douglas  
Whitney, B. D. Shamberg, Jno. B. Genung,  
Perry Lefl, Leonard Goldstein  
Services Offered—Literary & Actors agents, TV packagers.

**Tom J. Corradine & Associates**

5746 Sunset Blvd., Hollywood 28, Calif.  
Phone: HO 2-4448

President .....Tom Corradine

# BUYING PUBLIC IS QUALITY CONSCIOUS

## ... And Won't Settle For Anything Less

By HENRY G. PLITT

President, ABC Films, Inc.



**I**F you've never seen a man with two heads, and would like to, drop up to my office. Better come soon because this strange state of affairs will be temporary and within a short time the heads will merge. One head, the one I've been wearing for about fourteen years, has been devoted to the business of getting people to leave their home to go to a movie. The other one joined me this past February when I left the picture business to head up ABC Films, Inc. This new one expects to persuade people to stay home to watch television.

Some people think that these two heads are incompatible and predict that my headaches will come in pairs but this is far from the truth. They get along quite well because they have much in common.

The prime responsibility of running a theatre chain is to buy pictures with box office appeal, set admission prices which are fair and arouse public interest through exploitation—bearing in mind that entertainment for mass consumption should not be offensive.

The responsibilities in my new job are basically the same with obvious variations. Instead of a constantly ringing cash register, the success of ABC Films' programming will be measured by the television rating services. The factors which make for success are the same in both entertainment media—suspense, excitement, sex and appeal to all age groups and varying tastes.

The economic factors are similar. In order to get top quality product we have to spend money. Naturally,

we cannot afford to pay unrealistic prices which will prohibit us from recouping our production costs and making a profit. Under no circumstances, however, will we cheat. The buying public, whether it be a movie patron or an advertiser, is quality conscious. They know what's good and won't settle for anything less.

In the area of exploitation, although the aims are similar, the approaches are quite different. Movie distributors have a great deal of freedom in their promotion. One of the biggest differences between movie and TV advertising is the use of sex. Movie exhibitors often can spark their ads with illustrations of scantily clad gals and provocative, teasing copy. TV stations cannot do the same and rightly so. After all, a parent can control his child's movie attendance. He can't control TV viewing so readily and shouldn't be made to do so. A television program is like a guest in the house. Neither's performance should be unacceptable in the home environments.

Although many people think that movies and TV are incompatible, they are, in reality, interdependent. Most of TV's talent was schooled in motion pictures. Television formats are, for the most part, based upon story lines and themes which have proven popular in movie houses. TV has profited from the Hollywood star system and often uses top Hollywood stars to headline the spectaculars. TV, because of its less expensive and more rapid approach to star build-up, has that to offer the movie industry.

# LOOK



# AT THIS

## *Mr. Sponsor!!!*



**HERE IS A SAMPLE RATING ON THE  
LAUREL & HARDY SHOW**

### ARBITRON

5:30 P.M.	Saturday	January 10, 1959
<b>WPIX-N. Y.</b>	<b>Laurel &amp; Hardy</b>	<b>18.3</b>
WCBS-TV-N. Y.	Early Show	8.8
WOR-TV-N. Y.	Million Dollar Movie	6.7
WABC-TV-N. Y.	All Star Golf	5.3
WNTA-TV-N. Y.	Gun Slingers	3.9
WRCA-TV-N. Y.	Ask the Camera	2.1
<b>SETS IN USE</b>		<b>46.3</b>

**Contact: GOVERNOR TV ATTRACTIONS**

**ARTHUR KERMAN, *President***

**375 PARK AVENUE • PLaza 3-6216**

(Continued from Page 1000)

Vice President.....Kyle C. Thomas  
Sales Mgr. ....Phil Barry  
Secretary .....Marion Wrenn

*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, Holiday U.S.A., Confession, Prospective, Wanted and Tomahawk, Crime Fighters, Rendezvous With Adventure, Uncommon Valour.

**Criterion Film Laboratories, Inc.**

33 W. 60th St., New York 23, N. Y.  
Phone: COLUMBUS 5-2180

President.....Fred G. Todaro  
Production Manager.....Ernest Todaro  
Sales Manager.....Irving Schecter

*Services Offered*—Developing and printing of B & W and color film.

**Cummings Productions, Inc.**

4 West 56th St., New York 19, N. Y.  
(See Commercial Producers)

**Phil Davis Musical Enterprises, Inc.**

59 E. 54th St., N. Y. 22, N. Y.  
(See Commercial Producers)

**Robert Davis Productions, Inc.**

1755 Broadway, N. Y. 19, N. Y.  
(See Commercial Producers)

**Gordon M. Day Productions**

15 W. 44th St., N. Y. 36, N. Y.  
(See Commercial Producers)

**D.P.M. Productions, Inc.**

62 W. 45th St., New York 36, N. Y.  
(See Commercial Producers)

**Demby Productions, Inc.**

Hotel Plaza, 1 West 58th St., N. Y. 19, N. Y.  
(See Commercial Producers)

**Jack Denove Productions, Inc.**

6611 Santa Monica Blvd., Hollywood 38, Calif.  
Phone: HO 4-8331

President .....Jack Denove  
Vice-President .....Dick Denove

*Services Offered* — Produce film commercials, dramatic half-hour TV shows and industrial films.

*Productions* — Christopher films, General Electric commercials and the L.B.E. Industrial film, Bowling Series.

**Dephoure Studios, Inc.**

782 Commonwealth Ave., Boston 15, Mass.  
(See Commercial Producers)

**Depicto Films, Inc.**

254 W. 54th St., New York 19, N. Y.  
(See Commercial Producers)

**Derel Producing Associates, Inc.**

68 William Street, New York 5, N. Y.  
Phone: BOWling Green 9-1550

President .....Jerry Feldman  
Exec. Producer .....Gene Feldman

*Services Offered*—Packagers of filmed TV shows.

**Louis deRochemont Associates, Inc.**

380 Madison Ave., New York 17, N. Y.  
Phone: OXFord 7-0350

President .....Louis deRochemont  
Associates.....F. Borden Mace, Thos. Orchard, Lothar Wolff, Martin J. Maloney, Louis deRochemont III

*Services Offered*—All producing services for films in any medium from super-wide-screen (Cinerama, Cinemiracle) to 16 mm. Also distributing services for selected theatrical films.

*Productions*: Windjammer, The Boris Morros Story, The March of Todd-AO.

**Desilu Productions, Inc.**

780 N. Gower, Hollywood 38, Calif.  
Phone: HO 9-5911  
N. Y. Phone: PL 2-1393

Pres. & Director.....Desi Arnaz  
V.P. & Director.....Lucille Ball Arnaz  
Exec. V.P. & Director.....Martin N. Leeds  
Sec.-Treas. & Director.....Edwin E. Holly  
Vice Presidents.....W. Argyle Nelson, George Murphy, Bernard Weitzman  
Asst. Sec.....Arthur Smith

*Services Offered*—TV film producers for own account; provides filming services and facilities for networks and independents on cost-plus-fee basis; operates 34 sound stages and extensive back lot.

*Productions*—Own productions — Desilu Playhouse; Lucille Ball-Desi Arnaz Show; Whirlybirds; Walter Winchell File; U. S. Marshall; Grand Jury; This Is Alice; The Texan; Ann Sothern Show. Filming for others—The Lineup; December Bride; Red Skelton; Danny Thomas Show; Wyatt Earp; Real McCoys; Californian; Love and Marriage; Yancy Derringer; Man with a Camera; The Millionaire.

(Continued on Page 1006)

*Deadline*

*Decoy*

*Big Story*

*Treasury Men in Action*

*Crime Club*

*U. S. Agent*

*Man Behind the Badge*

*International Police*

*Eye Witness*

**PYRAMID PRODUCTIONS, Inc.**

221 WEST 57 STREET NEW YORK 19, N. Y.

EVERETT ROSENTHAL

LEONARD LOEWINTHAN



# The Critics' Award Package

## 85 FINE FEATURE FILMS FROM

# FLAMINGO

(ALL POST 1950)

**RIFIPI**

**PRIVATE'S PROGRESS**

**GOLD OF NAPLES** with *Sylvana Mangano, Sophia Loren*

**SILKEN AFFAIR** with *David Niven*

**MR. HULOT'S HOLIDAY** with *Jacques Tati*

**LONG JOHN SILVER** with *Robert Newton*

**PLEASE MR. BALZAC** with *Brigitte Bardot*

**THE GREEN MAN** with *Alastair Sim*

**BATTLE HELL** with *Richard Todd*

**SUDDEN FEAR** with *Joan Crawford, Jack Palance, Gloria Graham*

**THE WIDOW** with *Patricia Roc*

**I AM A CAMERA** with *Julie Harris*

**WOMEN OF ROME** with *Gina Lollobrigida*

**WIRE TAPPER**

**FRISKY** with *Gina Lollobrigida*

**THE DEVIL'S GENERAL** with *Curt Jergens*

**BITTER RICE** with *Sylvana Mangano*

**ANNA** with *Sylvana Mangano*

**LOSER TAKES ALL** with *Rossano Brazzi, Glynis Johns*

**SCANDAL IN SORRENTO** with *Sophia Loren, Vittorio De Sica*

**HELL IN KOREA**

### PLUS A FINE LIBRARY OF HALF-HOUR FILMS

- DEADLINE
- CITIZEN SOLDIER
- O. S. S.
- Stars of the GRAND OLE OPRY
- SUPERMAN
- BIG STORY
- BEULAH
- AGGIE
- SAILOR of FORTUNE
- BIG IDEA
- TOP SECRET
- BASEBALL HALL of FAME
- FOOTBALL HALL of FAME
- COWBOY G-MEN

PLUS 96 GOOD BREAD-AND-BUTTER FULL-LENGTH WESTERNS

**FLAMINGO TELEFILM SALES, Inc.**

221 West 57 Street, New York 19, N. Y., JUDson 6-7040



# TV FILM PROD.-DIST.

(Continued from Page 1003)

## Walt Disney Studio

500 So. Buena Vista, Burbank, Calif.  
Phone: Cal.: TH 5-3141

Chairman of Board.....Walt Disney  
President.....Roy Disney  
V.P.-Adv. & Sales.....E. Cardon Walker  
Vice-President.....Donn B. Tatum  
Treasurer.....Paul L. Pease  
V.P., Studio Prod. Mgr.....W. H. Anderson  
Publicity Head.....Joseph P. Reddy

*Productions*—Mickey Mouse Club, Walt Disney Presents, Zorro: all TV Series for ABC Network Release.

## Dougfair Corporation

6772 Hollywood Blvd., Los Angeles 28  
Phone: HOLlywood 5-6164

President.....H. Alexander MacDonald  
V.P., Treas.....Fred W. Hoar  
Secretary.....C. A. de Lima  
Comptroller.....A. Eugene Donofrio

*Services Offered*—Producer filmed TV series.

*Productions*—Douglas Fairbanks Presents.

## Sherman H. Dryer Productions

667 Madison Ave., New York 21, N. Y.  
Phone: TEmpleton 8-5690

President.....Sherman H. Dryer  
*Services Offered*—Custom productions & general packages in TV, films, radio & for the stage.

*Productions*—World of Medicine, The Balance, Project: Security.

## Dynamic Films, Inc.

Offices—405 Park Ave., New York City 22  
(See Commercial Producers)

## Economee Television Programs

(A Div. of Ziv Television Programs)  
488 Madison Ave., New York 22, N. Y.  
Phone: MURray Hill 8-4700

General Manager.....Pierre Weis  
*Services Offered*—Distribution of the following films for television: Mr. District Attorney, I Led Three Lives, Favorite Story, Boston Blackie, Eddie Cantor Comedy Theatre, Meet Corliss Archer, Story Theatre, Times Square Playhouse, The Unexpected, Your Television Theatre, Yesterday's Newsreel, The Living Book, Sports Album.

## Editorial Films, Inc.

10 East 40th St., New York 16, N. Y.  
(See Commercial Producers)

## Educational Films Corp. Of America

1501 Broadway, New York 36, N. Y.  
Phone: PENnsylvania 6-1780

President.....Earl W. Hammons  
Vice President.....V. H. Hammons  
Treasurer.....Everett Rosenthal  
Secretary.....L. Loweninthan

*Services Offered*—Films for theatrical release, for educational purposes, television shows live or on film. Producing on the West Coast and in New York.

## Peter Elgar Productions, Inc.

75 W. 45th St., New York 36, N. Y.  
(See Commercial Producers)

## Elliot-Unger-Elliot, Inc.

414 West 54th St., New York 19, N. Y.  
(See Commercial Producers)

## Empire Production Corp.

480 Lexington Ave., New York, N. Y.  
(See Commercial Producers)

## Robert J. Enders, Inc.

1001 Connecticut Ave., N.W.,  
Washington 6, D. C.  
Phone: STerling 3-2222

President.....Robert J. Enders  
Exec. Vice-President.....Howard A. Enders  
Editorial Supervisor.....George Taylor  
Production Manager.....Les Miller  
Photography Director.....Bert Spielvogel  
Script Editor.....Mary Crowell  
Art Director.....Fred Waller

### Hollywood Office

M-G-M Studios, Culver City,  
10202 Washington Blvd.  
Phone: TExas 0-2707

V.P. in Chg. of Prod.....Robert L. Friend  
*New York Office*

15 East 48th St., New York, N. Y.  
Phone: PLaza 3-2966

Manager.....Marshall Schacker  
*Services Offered*—Producers of motion pictures for television and industry. Commercials; animation; consultants. Complete production from concept and story board.

## Endorsements, Inc.

65 East 55th St., New York 22, N. Y.  
(See Commercial Producers)

## Espana Mexico Argentina, S.A. de C.V.

Cordoba #48, Mexico, D.F. (7)  
Phone: 25-01-53

President.....M. B. Ponce  
(Continued on Page 1009)

# THE CONSTANT SEARCH FOR NEW IDEAS

## ... Is Hitting a Quickened Pace

By WALTER KINGSLEY

President, ITC (Independent Television Corporation)



**A**FTER many thousands of hours of television programming have gone parading across the home screen, the search for new ideas takes on a quickened pace. How many plots, programs, jokes, and memorable lines have already been used? How many more heroes can be found? Protagonists which just a few years ago were fresh new creations have become stereotypes. The drive for something new constantly hounds the producer, and the search becomes increasingly more difficult, and, with rising costs, his mistakes more costly.

It is almost unnecessary to establish the fact that there is continuing uncertainty in our young industry. It has often been said, however, that a measure of a person's maturity is his ability to live with this uncertainty. The producer-company must then be not only creative and intelligent, but mature enough to know if and when to plunge into new productions.

The television producer is forever measuring the acceptability or unacceptability of a new program concept. We constantly try to measure new program concepts based on research, ratings, etc. Yet the producer must, in the final analysis, be the judge of the future life of his program idea regardless of the rumors, whims and half-truths that may be circulating at any given time in buying circles. If a producer were to constantly reflect the temperament of the hours, he would be incapable of producing a program with firm characteristics of identity and format. In other words the producer and seller of television programming must always take

chances based on the best research available, but equally important is his own knowledge of the taste and temperament of the public.

We at ITC accept the challenge of this uncertainty. Our creative organization is constantly on the prowl, looking for new backgrounds, new locales, new situations to springboard a television program series. As a matter of fact, we think the television buyer today is really more willing to accept a new idea than he was, say, five or ten years ago, regardless of the fact that westerns seem to be the open sesame to rating success.

For example, this year we produced a different kind of action program called "Cannonball." Why was "Cannonball" different? Basically, because it did not rely solely on action and impact to gain audience. We added a new quantity to syndication programming called human interest, a quantity which heretofore had been the almost sole province of network programs. We felt that by adding a family situation to an action series, it would help give the sponsor the identification which he constantly wants.

In our overseas production, we are also reaching into new areas of programming. "The Four Just Men," being jointly produced by the Jack Wrather Organization and Sapphire Films, Ltd., not only represents an innovation in casting four of the biggest names ever to appear in a continuing television series (Jack Hawkins, Dan Dailey, Richard Conte, Vittorio De Sica) but more importantly, we are presenting a new concept for adventure programming.

左  
本  
位

שרות

Tjänst

**INTER WORLD TV FILMS OFFERS  
COMPLETE GLOBAL SERVICE**

SERVICE

**INTER WORLD OFFERS –  
PRODUCERS & DISTRIBUTORS:**

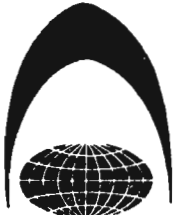
unparalleled facilities for complete global saturation.

**INTERNATIONAL SPONSORS  
& STATION REPS:**

a highly diversified list of excellent first run properties, packages and features.

The world market for television is expanding at a phenomenal rate, and the need for quality properties is growing. Inter World performs especially for this market and its needs, with highly experienced representatives handling your distribution from key points around the globe and/or a portfolio of top quality, first run properties (over 2500 titles) that range from musicals and comedies to mystery and adventure.

*for information contact:*

**INTER**  **WORLD TV FILMS, INC.**

460 PARK AVENUE

NEW YORK 22, NEW YORK

MURRAY HILL 8-5362

1008

(Continued from Page 1006)

Manager.....C. G. Villamil  
 Secretary.....B. M. Ortega  
 Sales Manager.....L. G. Munoz  
*Services Offered*—Production, distribution  
 of short films.  
*Productions*—Mexican Newsreel, Camara.

**Excelsior Pictures Corp.**

1564 Broadway, New York 36, N. Y.  
 Phone: Circle 5-6157

President .....Walter Bibo  
*Services Offered*—Distributes various fea-  
 tures and shorts for TV.

**Explorers Pictures Corp.**

1501 Broadway, New York, N. Y.  
 Phone: LO 4-5592

Pres.-Gen. Sales Mgr.....Jules B. Weill  
 Asst. Sales Mgr.....Monty Raphaelson  
*Services Offered*—Motion picture films for  
 TV, feature and half hour length.

**Failace Productions, Inc.**

35 E. 35th St., New York 16, N. Y.  
 (See Commercial Producers)

**Jerry Fairbanks Productions**

1330 N. Vine St., Hollywood 28, Calif.  
 Phone: HOLlywood 2-1101

Pres., Exec. Producer.....Jerry Fairbanks  
 Production Manager.....Johm McKennon  
 Studio Manager.....Robert Scrivner  
 Head, Creative Dept.....Leo S. Rosencrans  
*Services Offered*—Producers of all types of  
 films for television, including package pro-  
 grams, agency shows, spot announcements,  
 and special featurettes. Also commercial and  
 theatrical motion picture producers.

**Family Theater, Inc.**

7201 Sunset Blvd., Hollywood 46, Cal.  
 Phone: HO 2-1317

Pres., Prod. ....Rev. Patrick Peyton, C.S.C.  
 Vice-Pres. ....Rev. Jerome Lawyer, C.S.C.  
 Assoc. Prod....Rev. Albert J. Heinzer, C.S.C.  
 Prod. Super....Rev. Philip Higgins, C.S.C.  
*Services Offered*—Production and presenta-  
 tion of two weekly dramatic broadcasts over  
 Mutual Network. Production and distribu-  
 tion, free of charge, of religious films for  
 public-service use.

**Fantasy Features Inc.**

(Subsidiary of Lance Productions)  
 353 W. 57th St., New York, N. Y.  
 Phone: PLaza 7-6167

**Don Fedderson Productions**

780 N. Gower St., Hollywood 38, Cal.  
 Phone: HOLlywood 9-5911

New York Phone: OXford 5-3060  
 President .....Don Fedderson  
 Vice President.....Fred Henry

Dir. Publ.-Prom.....Les Kaufman  
 N. Y. Manager.....Art Stark  
 Assoc. Prod.....Gerald Mayer  
 Story Editor.....Milton Merlin  
*Productions* — The Millionaire, Who Do  
 You Trust?, Liberace.

**Paul J. Fennell Co.**

404 N. La Cienega Blvd., Los Angeles 48, Cal.  
 119 W. 57th St., N. Y. 19, N. Y.  
 (See Commercial Producers)

**Fialkoff Theatrical Agency**

1560 Broadway, New York 36, N. Y.  
 Phone: JUDson 2-4037

Managing Director.....Donald La Mon  
 Production Executive.....Edwin F. Gregg  
 Production Supervisor.....Jack Fialkoff  
 Location Supervisor.....Sylvia Cohan  
 Office Manager.....Ivy Fialkoff  
*Services Offered*—Specializing in foreign  
 films; one-night shows, Industrial shows.  
*Productions*—Your Hit Parade TV Show  
 (touring the Orient for American Tobacco  
 Co.).

**Filmack Corp.**

1327 S. Wabash Ave., Chicago 5, Ill.  
 (See Commercial Producers)

**Film Classic Exchange**

1977 S. Vermont Ave., Los Angeles 7  
 Phone: REpublic 1-3854

Manager.....Charles H. Tarbox  
*Services Offered*—Library comprises more  
 than 3,000 titles from 1895 to 1940; package  
 features and westerns.  
*Productions*—The Living Past, Tales of Mt.  
 Idy.

**Filmcraft Productions**

8451 Melrose Ave., Los Angeles 46, Calif.  
 Phone: OLive 3-2430

Pres. & Owner.....Regina Lindenbaum  
 Technical Supervisor.....Ferez Fodor  
 Supervising Ed.....Norman Colbert  
 Production Manager.....Jack C. Lacey  
*Services Offered*—Create, film and produce  
 television programs, commercials, govern-  
 ment and business motion pictures.  
*Productions* — Groucho Marx "You Bet  
 Your Life," Mark Twain, Feature.

**Filmeffects of Hollywood**

1153 N. Highland Ave., Hollywood 38, Calif.  
 Phone: HOLlywood 9-5808

President .....Linwood Dunn  
*Services Offered* — Specialized laboratory  
 services in 16 mm. and 35 mm., color and  
 B & W, including 16 mm. color duplicating,  
 blow-up release prints and negatives, titles,  
 inserts, animation, matte paintings, anamor-  
 phic conversions and all special effects.

(Continued on Page 1013)

ORIGINAL FIRST RUN ANIMATED CARTOONS IN A SERIES  
OF 26 SUBJECTS PRODUCED EXCLUSIVELY FOR TV

Ted Eshbaugh's

# Daffy Doodle



- Integrates into Shows.

- An Independent Featurette.

- Commercial tie-ins

- (doodles turn into Sponsor's product)



THE PHENOMENAL BIRD WHO TURNS DOODLES INTO  
ANIMATED CARTOONS — WRITE, WIRE OR PHONE  
COLLECT FOR EXCLUSIVE IN YOUR MARKET

Televisual-International; Frederic Stoessel, Sales Manager  
1029 East 163rd St., New York 59, N. Y. Phone DA. 9-3220

# PUBLIC SERVICE HAS MANY FACETS

## ... And Good Entertainment Is One

By RALPH COHN

President of Screen Gems, Inc.



**T**HE term "public service" has been used in our industry to describe any program—good, bad or indifferent—of a topical or educational nature. We have all seen programs which have been dull, pedantic and professionally inexcusable save for the fact that they fell into this "public service" category.

I believe such thinking renders a fundamental disservice to the meaning of the public's interest. The production of entertainment that every day delights, diverts and amuses millions is a genuine service to the public. Our industry has every reason to be proud of the job it has done in filling the increased leisure time of the people of the world with good, solid fun.

Yet, I still meet those who find it necessary to criticize our industry for the fact that it is in the business of manufacturing entertainment rather than some form of pseudo-uplift. They are, it seems, a little ashamed that our programs are regarded as "commercial" and that we are paid money by sponsors.

Let's stop being ashamed of the fact that many of us make sheer, unadulterated entertainment, designed for mass consumption. Night-time commercial television is not the concert hall or the lecture stage. It is the broadest possible medium for providing entertainment for millions.

Almost no sponsor has ever intentionally bought a program on the

premise that it would be so highly specialized as to interest only a small audience, just as very few viewers have ever tuned in the second episode of a program that bored them the first time.

If we are really to serve our enormous public, we must give it more of what it indicates it wants — good, clean, solid entertainment, skillfully and colorfully presented.

On these terms, social good can also be fostered. A program like "Father Knows Best" is certainly 'entertainment.' Yet it has impressed upon its vast audience the importance of education, the need for safe-driving instruction for teen-agers, the values of well-rounded family life and other moral lessons. It never preaches these ideals; it demonstrates them within an entertaining dramatic framework.

How then can we best serve the public and meet our obligations to society? We must hire the best talents available, refuse to compromise with the quality of our productions, and engage in a continual process of imaginative creativity. We must keep our fingers on the public pulse, find out what the people want to see and give it to them in the best way we know how.

Night after night a wonderland of adventure and comedy is offered to people to relax and refresh them after a tough day. This is a magnificent public service.

# **FREMANTLE INTERNATIONAL INC.**

## **Films For International Television**

*Maintaining Offices in*

**NEW YORK, TORONTO, MONTREAL, MEXICO CITY, LONDON**



(Continued from Page 1009)

**Filmercial Productions**

650 N. Bronson Ave., Hollywood 4, Calif.  
(See Commercial Producers)

**Film Graphics, Inc.**

245 West 55th St., New York 19, N. Y.  
(See Commercial Producers)

**Film Images, Inc.**

1860 Broadway, New York, N. Y.  
Phone: Circle 7-1877

President .....Rosalind Kossoff  
Secretary-Treasurer .....Harry Bimberg  
*Services Offered*—Distributors of 16 mm. cultural films for educational and television use. Documentaries, films about art, art and experimental films. Short subjects.

**Filmaster Productions, Inc.**

650 N. Bronson Ave., Hollywood 4, Calif.  
Phone: HOLlywood 2-7141

President.....Robert W. Stabler  
Vice-Pres.....Glenn N. Cook  
Secretary .....Clifford Enger  
Treasurer .....Patricia Tracey  
*Services Offered*—Production of all types of TV Films.  
*Productions*—Gunsmoke, Have Gun—Will Travel.

**Films of the Nations  
Distributors, Inc.**

62 W. 45th Street, New York 36, N. Y.  
Phone: MURray Hill 2-0040

President .....Maurice T. Groen  
*Services Offered*—Distribution of half and quarter-hour TV films, sponsored films, and 3-million feet of stock shots in color.

**Filmvideo Releasing  
Corporation**

333 West 52nd St., New York 19, N. Y.  
Phone: JUdson 2-6185

President.....Maurice H. Zouary  
*Services Offered*—Over 7,000,000 feet of 35 mm motion picture stock footage, servicing major film companies. Producer of features.  
*Productions*—Rockin' the Campus, Poem for a Day, Parade of Presidents.

**Film Vision Corp.**

M. C. Pictures, Inc.  
1501 Broadway, N. Y., N. Y.  
Phone: LONgacre 3-6187

Executive V.P.....Jerome Balsam  
*Services Offered*—Distributors of features and westerns.

**Filmways, Inc.**

18 E. 50th St., N. Y. 22, N. Y.  
(See Commercial Producers)

**Fiore Films**

128 Mallory Ave., Jersey City, N. J.  
(See Commercial Producers)

mark vii ltd.

DRAGNET

THE D. A.'s MAN

THE BLACK CAT

PETE KELLY'S BLUES

**TV FILM PROD.-DIST.** .....

**Flamingo Telefilm Sales, Inc.**

221 W. 57th St., N. Y. 19, N. Y.  
 Phone: JUdson 6-7040

President ..... Herman Rush  
 Exec. V.P. .... Ira Gottlieb  
 V.P., Dir. Nat. Sales. .... William A. Cornish  
 V.P. in Chg. of Sales. Alexander Stronach, Jr.  
 Dir. Adv. & Public. .... Billy James  
*Services Offered*—Production and distribution of TV film programs.  
*Productions*—Citizen Soldier.

**Flying A Productions**

6920 Sunset Blvd., Hollywood 28, Calif.  
 Phone: HO 9-1425

Pres., & Exec. in chg.  
 of Production. .... Armand Schaefer  
 V.P., Chg. of Sls. .... M. J. Hamilburg  
 Executive Producer. .... Louis Gray  
*Services Offered*—Production of TV films  
*Productions*—Annie Oakley, Buffalo Bill, Jr., Range Rider, Adventures of Champion, Gene Autry Productions.

**Fortune Features, Inc.**

1501 Broadway, New York, New York  
 Phone: LOngacre 4-5592

President. .... Jules B. Weill  
 Sales Manager. .... Monty Raphaelson  
*Services Offered*—Distribution of 70 features for TV.

**Foundation Films Corporation**

303 Citizens Bank Bldg., Pasadena, Cal.  
 Phone: SYcamore 6-2649  
 New York Associate: Lakeside TV Co.  
 1465 Broadway, New York 36, N. Y.  
 Phone: LOngacre 5-4582

Chairman of the Board ..... John I. Bolen  
 President ..... Richard D. Pearsall  
 Sec'y-Treas. .... Eldon L. Eby  
*Services Offered*—Production and distribution of non-denominational religious films.

**Four Star Films, Inc.**

1417 N. Western Ave., Los Angeles 38  
 Phone: HOLlywood 2-6231

President ..... Dick Powell  
 V.P. & Treas. .... Charles Boyer  
 V.P. & Sec. .... David Niven  
 V.P., Prodn. .... Frank Baur  
 Asst. Treas. .... S. A. MacSween  
 Asst. Sec. .... A. Morgan Maree III  
 Board of Directors. .... Dick Powell, David Niven, Charles Boyer  
 Producers ..... Dick Powell, David Niven, Charles Boyer, Charles Isaacs, Hal Hudson, Coles Trapnell, Fred DeCordova  
*Services Offered* — Creation, Production,



**ROBERT YOUNG**

in

**"FATHER KNOWS BEST"**

•

**A Rodney-Young Production**



Produced by

**EUGENE B. RODNEY**

**TV FILM PROD.-DIST.**

Packaging, Pilots, Servicing all phases and types of TV film.

*Productions* — Zane Grey Theatre, The Rifleman, Wanted Dead or Alive; Trackdown; Richard Diamond; The David Niven Show.

**Frazen Productions, Inc.**

1040 No. Las Palmas, Hollywood 38, Calif.  
(See Commercial Producers)

**Fremantle de Mexico S. A.**

Televicentro, Avenida Chapultepec, 18, Mexico

I. D. F., Mexico  
Phone: 12.83.82

Manager .....Rene Anselmo  
Sales Manager.....Arturo Ulled  
*Services Offered* — Distributes CBS and other films in Mexico and Central America.

*Productions*—Spanish-dubbed versions of: Annie Oakley, Foreign Legion, Gunsmoke, Have Gun—Will Travel, I Love Lucy, Range Rider, Whirlybirds, Trackdown, You Are There, Navy Log, San Francisco Beat, Perry Mason.

**Fremantle International, Inc.**

366 Madison Ave., New York 17, N. Y.  
Phone: MUrray Hill 7-4344

President .....Paul Talbot

Secretary-Treasurer .....Ruth Arrington  
Secretary .....Frieda Rothe  
*Services Offered*—Distribution of American radio & TV products abroad.  
*Productions* — Encyclopaedia Britannica films.

**Fremantle International (London) Inc.**

Axtell Hs., 4th fl. Warwick St., London W. I., England  
Phone: GErrard 8227

Manager .....Angela Cuthbertson  
*Services Offered*—Distributing Amer. TV programs throughout Europe.

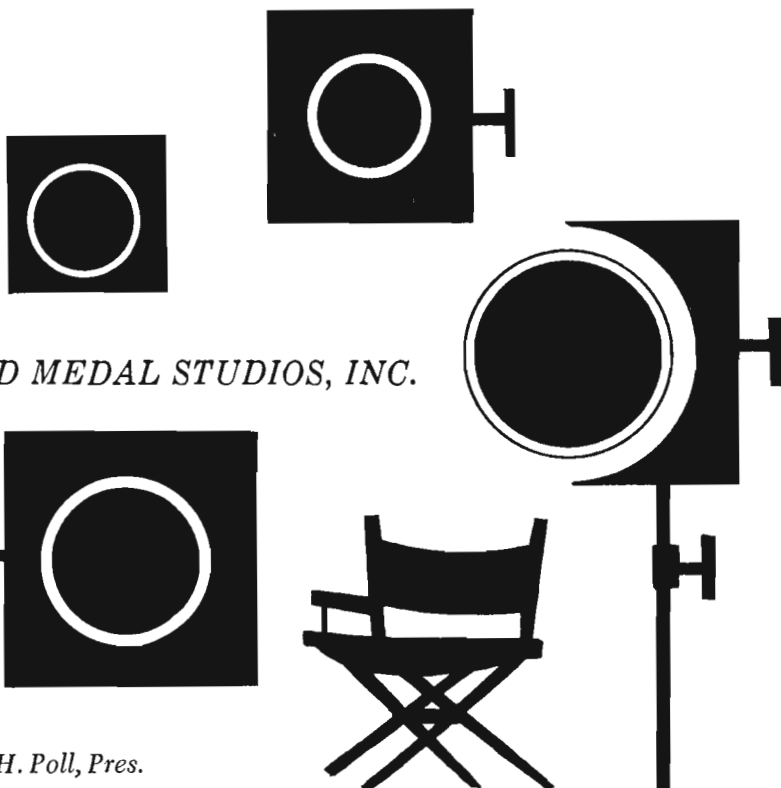
*Productions*—Cartoon Classics, Movie Museum, Jungle, Big Fights, Hopalong Cassidy, Encyclopaedia Britannica Films, Crusade in the Pacific.

**Fremantle of Canada, Ltd.**

17 Dundonald St., Toronto, Ont., Canada  
Phone: WA 4-9635

1396 Ste. Catherine St., Montreal, Que., Can.  
Phone: UN 1-0279

Board Chairman.....Paul Talbot  
President .....Ralph Ellis  
Manager (Montreal).....Henri Tremblay  
*Services Offered*—Canadian distributors for Calif. Nat'l. Productions (NBC Films) etc.  
*Productions*—Silent Service, Medic, Flight,



**GOLD MEDAL STUDIOS, INC.**

Martin H. Poll, Pres.

## TV FILM PROD.-DIST.

Gumby, Panic, Frontier, Hopalong Cassidy,  
It's a Great Life, etc.

### **Galaxy Attractions, Inc.**

375 Park Ave., New York 22, N. Y.  
Phone: PL 1-0330

President.....Milton A. Gordon  
Exec. Vice Pres.....Manny Reiner  
*Services Offered*—TV & feature film production; independent productions financed for network TV & feature films.

### **Gallagher Films, Inc.**

137 N. Oakland Ave., Green Bay, Wisc.  
(See Commercial Producers)

### **Gateway Productions, Inc.**

1859 Powell St., San Francisco, Cal.  
Phone: SUTter 1-8464

President.....Alvin J. Gordon  
*Services Offered*—Distributor of 16mm. educational films.  
*Productions*—Manners at School, Primary Modern Civilization Series.

### **W. J. German, Inc.**

Jane St., Fort Lee, N. J.  
Phone: N. J. WIndsor 4-5100  
N. Y. LOnacre 5-5978

President.....William J. German  
Executive Vice-Pres.....M. B. Reilly  
Vice-Pres.....Louis A. Bonn

Treas. & Secy.....M. B. Reilly  
Ass't Treas.....T. F. Ross  
Ass't Sec'y.....A. C. Nugent

Chicago Office

6040 North Pulaski Rd., Chicago 30, Ill.  
Phone: Irving 8-4064

Vice Pres.....John H. Maynard  
*Services Offered*—Agent for the sale and distribution of Eastman professional motion picture and TV films.

### **W. J. German, Inc., of California**

6677 Santa Monica Blvd., Hollywood, Calif.  
Phone: HOLlywood 4-6131

President.....William J. German  
Vice Presidents...E. O. Blackburn, G. H. Gibson, J. L. Courcier, H. E. Pratt  
Treasurer.....Edward O. Blackburn  
Secretary.....M. B. Reilly  
Ass't Sec'y-Treas.....R. Olney

*Services Offered*—Agent for the sale and distribution of Eastman professional motion pictures and TV films.

### **General Film Laboratories**

1546 North Argyle Ave., Hollywood 28, Calif.  
Phone: HOLlywood 2-6171

President.....G. Carleton Hunt  
Exec. V.P., Secy-Treas...Hans de Schulthess  
V.P., Sales.....R. G. Goodwin  
Sales Director.....J. E. Smith

*Services Offered*—Complete 16 and 35 mm.

# “CONFESSIO”

## All New Subjects

## AVAILABLE

For Regional or National Sponsorship  
30 Weeks on ABC-TV Network

*Executive Producer:* JULES B. WEILL

*Producer & Moderator:* JACK WYATT

## CONFESSIO, INC.

1501 Broadway      LO. 4-5592      New York City

////////////////////// **TV FILM PROD.-DIST.**

b & w developing and printing, plus 16 mm.  
Kodachrome duplicating, magnetic striping.

**Sherman Glas Productions,**

7017 Sunset Blvd., Hollywood 28, Calif.  
(See Commercial Producers)

**Glenar Studios**

Asst. Gen. Mgr. .... William Baron  
Phone: HOLlywood 4-0406  
Owner ..... Sid Glenar

**Gold Medal Studios, Inc.**

807 East 175th St., New York 60, N. Y.  
Phone: CY 9-5500

President ..... Martin H. Poll  
Vice-President ..... Murray Druckman  
Secretary-Treasurer ..... Selma Tamber  
Asst. Secy.-Treas. .... Martin Leichter  
Board of Directors ..... Martin H. Poll,  
Alfred W. Schwalberg, Arnold Saint Sub-  
ber, C. Edwin Knill.

Services Offered—Two largest stages in the  
East for film production at 807 East 175th St.

**Governor Television  
Attractions, Inc.**

375 Park Ave., N. Y. 22, N. Y.  
Phone: PLaza 3-6216

President ..... Arthur Kerman  
Services Offered—Distribution of films for  
TV. Representatives for Telepictures, Inc.

**Harry S. Goodman  
Productions**

19 E. 53rd St., New York 22, N. Y.  
Phone: PLaza 5-6131

General Manager ..... Harry S. Goodman  
Sales Mgr. .... Everett F. Goodman  
Asst. Gen. Mgr. .... William Baron  
Secretary ..... H. D. Knuth  
TV Director ..... S. M. Wilson  
Radio Dir. .... Frank Gebrecke  
Services Offered—15 and 30 minute filmed  
shows for TV.

**Goulding-Elliott-Graham  
Productions, Inc.**

420 Lexington Ave., New York 17, N. Y.  
(See Commercial Producers)

**John Guedel Productions**

8321 Beverly Blvd., Los Angeles 48, Calif.  
Phone: WEbster 6-6291  
V.P. & Exec. Producer ..... John Guedel  
Services Offered — Radio and television  
packaging and producing.

**Guild Films Company, Inc.**

460 Park Avenue, New York 22, N. Y.  
Phone: MUrray Hill 8-5365

President ..... John J. Cole  
Adm. V.P. & Treas. .... Arthur R. Lerner  
Secretary ..... Sidney Mayers  
Vice President ..... Irving Feld

**ATLANTIC TELEVISION**

offers you two of the finest re-run packages — namely  
the **CHAMPION PACKAGE** of 40 and the **MILLION  
DOLLAR PACKAGE** of 60. Most of them were top-  
rated!

At Budget Prices:  
67 Western  
Features with  
good names



"Uncommon Valor,"  
U.S. Marines'  
26 half-hour  
hits

**130 West 46th St., New York 36, N. Y.**  
JUdson 2-1287 • Cables: Astorpac, New York

**TV FILM PROD.-DIST.**

Midwest Sales Manager.....Marvin Lowe  
SYNDITAPE, INC.  
(A Guild Subsidiary)

Vice President.....Gerald E. Liddiard  
*Services Offered*—Production and distribution of filmed television programs; production of TV commercials, industrial and public service films; distribution of feature films.

*Productions*—Jack London's Captain David Grief, Kingdom of the Sea, Michaels of Africa, Light of the World.

*Distributing*—19 TV packages: Liberace, Joe Palooka, Florian Zabach, It's Fun to Reduce, Confidential File, I Spy, Molly (Goldbergs), Conrad Nagel Theater, Sherlock Holmes, Paris Precinct, Janet Dean, Duffy's Tavern, Col. Tim McCoy, Junior Science, Looney Tunes and Walter Lantz Cartoons, Post 1948 H'wood Feature Pictures.

**Jack Goetz**

1148 San Ysidro, Beverly Hills, Calif.  
Owner .....Jack Goetz  
*Services Offered*—Lab. service for all TV requirements; 16 & 35 mm. television features, serials and shorts.

**Gross-Krasne, Inc.**

41 E. 42nd St., New York 17, N. Y.  
Phone: YUkon 6-5225  
5420 Melrose Ave., Hollywood 38, Cal.  
Phone: HOLlywood 7-5151  
360 N. Michigan Ave., Chicago 1, Ill.  
Phone: RANdolph 6-5583  
155 Montgomery St., San Francisco  
Phone: EXbrook 7-2683

Board Chairman.....Philip N. Krasne  
Vice Chairman.....Jack J. Gross  
Sales V. P.....Melville Schlank  
Administrative V.P.....Gerald King  
Asst. to President.....Jerry Franken  
V.P. Reg. Sales.....Leonard S. Gruenberg  
V.P. Mid-W. Sales.....Arthur Spirt  
V.P. Central-West Sls.....Raymond Wild  
V.P. Western Sales.....Robert Hill  
V.P. Eastern Sales.....Robert Brahm  
V.P. S.E. Sales.....Fred R. Frank, Jr.  
*Services Offered*—Production, distribution of TV films.

*Productions*—African Patrol, Adventures of Sea Hawk, Glencannon, Fate, Streets of Danger, Flying Doctor, Adventures of Jungle Boy.

**Herman Hack Productions  
& Scripture Films**

2441 N. Beachwood Dr., Hollywood 28, Calif.  
(See Commercial Producers)

**J & M Productions, Inc.**

366 N. Camden Dr., Beverly Hills, Cal.  
Phone: CRestview 5-4595  
President.....Irving A. Fein  
Secretary.....Richard M. Goldwater  
Treasurer.....Lloyd Wright, Jr.  
*Services Offered*—Production of live and filmed TV shows.

*Production*—The Jack Benny Show.

**Cinema-Vue**  
presents  
**TOM PUSS**



Now in production—52 five minute cartoon subjects on this lovable character—presently featured in over 200 newspapers throughout the world—a terrific TV smash with top publicity and merchandising tie-ups

Also Available

1100 MUSICAL PARADE OF STARS  
with top talent names

39 CHAMPIONSHIP WRESTLING  
from Hollywood

40 ADVENTURES OF DANNY DEE

26 SECRET FILE, U.S.A.  
with Robert Alda

27 WESTERN FEATURES



Distributed by  
**CINEMA-VUE CORP.**  
245 W. 55th ST., NEW YORK 19  
JUDSON 6-1336

**TV FILM PROD.-DIST.**

**The Jam Handy Organization, Inc.**

2821 E. Grand Blvd., Detroit 11, Mich.  
(See Commercial Producers)

**Harriscope, Inc.**

355 North Beverly Dr., Beverly Hills, Calif.  
Phone: CRestview 6-4632

President.....Burt I. Harris  
Associate ..... Abbott London  
Office Manager.....C. Coleman

*Services Offered*—Producer and distributor of motion picture film for television, owner of KTWO-TV Casper, Wyoming and KTWX-TV Sheridan, Wyoming; closed circuit TV system.

**Harris-Tuchman Productions**

751 N. Highland, Hollywood 38, Calif.  
( See Commercial Producers)

**Hartley Productions, Inc.**

339 East 48th St., New York 17, N. Y.  
( See Commercial Producers)

**Hoffberg Productions Inc.**

362 W. 44th St., New York 18, N. Y.  
Phone: CIRCLE 6-9031

Pres., Treas.....Jack H. Hoffberg  
*Services Offered* — Distributors of half hour, quarter hour and ten minute series of

films, including Stories of the Operas in 15 minutes.

**Holland-Wegman Productions**

197 Delaware Ave., Buffalo 2, N. Y.  
( See Commercial Producers)

**Hollywood Television Service, Inc.**

4020 Carpenter St., N. Hollywood, Cal.  
Phone: POplar 3-8411

N. Y. Phone: JUDson 6-1700

Pres., Gen. Sls. Mgr. ....Earl Collins  
Vice-President .....Richard G. Yates  
Sec'y-Treas. ....Lester J. Nelson

*Services Offered*—Distribution of motion pictures for TV.

**Sandy Howard Productions**

5842 Sunset Blvd., Hollywood 28  
Phone: HOLlywood 2-6282

President .....Sandy Howard  
Vice Presidents.....Jack Mulcahy,  
Harvey Bernhard  
Prod. Superv.....Gordon Wynn  
Story Editor.....Enid Baine  
Prod. Co-ord.....Charline Mitchell  
Story Dept.....Ed Wynne  
Casting .....Marvin Paige

Yes, we've made motion pictures  
in

TIBET and TIMBUKTU

**ODYSSEY PRODUCTIONS, INC.**

439 Madison Avenue  
New York 22, N. Y.  
PLaza 1-6760

**Producers of HIGH ADVENTURE WITH LOWELL THOMAS**

## TV FILM PROD.-DIST. ....

*Services Offered*—Production of live and filmed television programs for network and syndication arrangements.

*Productions* — Police Station; Congressional Investigator; Spellbound, Ad Lib; Fantastic; and a feature picture.

### **Ideal Pictures, Inc.**

58 E. So. Water St., Chicago 1, Ill.

Phone: Financial 6-5480

President.....Paul R. Foght  
V.P., Secretary.....W. Dan Browning, Jr.  
Treasurer.....Carroll M. Hadden

*Services Offered*—Rental of 16mm entertainment features, educational, religious, short subjects, and free-loan films. Sale and rental of audio-visual equipment.

### **Independent Television Corp.**

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

Phone: PLaza 5-2100

President .....Walter Kingsley  
Asst. to Pres.....J. W. Kiermaier  
Dir. Sales Opera.....William Du Bois  
Gen. Sales Mgr. Synd.....Hardie Frieberg  
Dir. National Sales.....Hal James  
Midwestern Sls. Mgr.....Lee Cannon  
N.E. Sls. Mgr.....Leonard Warager  
S.E. Sls. Mgr.....Alton Whitehouse  
Mgr. Inter'l Sls.....Abe Mandell

Adm. Mgr. Arrow Prod.....A. E. Unger  
Canadian Sls. Mgr.....John E. Pearson

*Services Offered*—Production and distribution TV film series for international, national, regional and local sponsorship.

*Productions*—Lassie, Lone Ranger, N. Y. Confidential, Cannonball.

### **Institute of Visual Training, Inc.**

40 East 49th St., New York 17, N. Y.

Phone: ELdorado 5-1443

President.....William J. Ganz  
Production Manager.....Herbert R. Dietz  
General Manager.....Vincent J. Capuzzi

*Services Offered*—Producers and distributors of motion pictures, slide films and films for TV Industrial and non-theatrical audiences.

### **Intercontinental Television, S. A.**

(Headquarters: Geneva, Switz.)

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

Phone: MURray Hill 2-3404

Board Chairman.....Theodore R. Racoosin  
Pres., Oper. Hd.....David A. Lown  
Exec. V.P.....Hugo Seiler

*Services Offered* — Producers of live & taped European program material. Closed circuit telecasting. Sports telecasting. Taped commercials.

**CALLING ALL FILM PRODUCERS!**

# STOCK SHOTS

ONE OF THE LARGEST INDEPENDENTLY OWNED  
35mm MOTION PICTURE FILM LIBRARIES IN  
THE EAST SERVICING MAJOR COMPANIES

**call JUdson 2-6185**

IF YOU'RE PLANNING DOCUMENTARIES • COM-  
MERCIALS • FEATURES • EDUCATIONALS • TV  
FILM SERIES & LIVE SHOWS • CALL US NOW!

Maurice H. Zouary, President



**International Film Foundation, Inc.**

1 E. 42nd St., New York 17, N. Y.  
Phone: OX 7-6820

Executive Dir.....Julien H. Bryan

Services Offered—(1) Production of documentary films. (2) Distribution of documentary films including TV use, chiefly twenty minute shorts on the peoples of various countries.

**International News Service**

235 E. 45th St., New York 17, N. Y.  
Phone: MU 7-8800

General Mgr.....J. Kingsbury Smith  
Editor-in-Chief .....Barry Faris  
Ass't. Gen. Mgr.....P. G. Reed  
Managing Editor.....P. R. Allerup  
Business Mgr.....Robert W. Brown  
TV Sales Mgr.....Robert H. Reid  
Promotion Mgr.....Kenneth Smith

Services Offered—Telenews daily, weekly and sports film services; INS 24-hour news wire; 35 mm. transparency service; stock film and photo library, fact-finding and research.

**International TV Programs, Inc.**

530 Maxwell Ave., Cincinnati 19, Ohio  
Phone: UN 1-5000

President.....Edward J. Stern  
Inter. Sls. Mgr.....Millard Segal  
Latin Amer. Sls. Mgr.....Ralph Franklin  
European Director.....Joseph M. Brandel

Services Offered—Production and distribution of television film world-wide.

**Interstate TV Corporation**

4376 Sunset Drive, Hollywood 27, Cal.  
Phone: NOrmandy 2-9181  
445 Park Ave., New York, N. Y.  
Phone: MURray Hill 8-2545

V.P. & Gen. Sls. Mgr.....Lloyd Lind  
Eastern Sls. Mgr.....Alan Roberts  
1250 S. Wabash Ave., Chicago, Ill.

Phone: WAbash 2-7937  
5746 Sunset Blvd., Los Angeles, Cal.  
Phone: HOLLywood 2-4448  
3207 Friendly Road, Greensboro, N. C.  
Phone: GRreensboro 3-7551

Sterling Films Ltd., King Edward Hotel,  
Toronto, Canada  
Phone: EMpire 6-6221

429 E. 14th Ave., Denver, Colorado  
Phone: TAbor 5-4864

Services Offered—Production and distribution of 30 minute package shows. Distribution of feature motion pictures.

**Inter-TV Films, Ltd.**

1410 Stanley St., Montreal 2, Canada  
Phone: PLateau 4868

President .....Marcel Leduc  
Exec. V.P.....Robert A. Jouglet  
Secretary .....Jules Dupre  
Treasurer .....Jean H. Thys  
147 University Ave., Toronto, Ontario, Can.  
Manager .....Norman Brown  
U.S.A.: Official Films, 25 Worth St., N. Y. C.

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).

**Inter World TV, Inc.**

460 Park Ave., New York 22  
Phone: MU 8-5365

President.....John J. Cole  
Vice President.....Patrick T. Ahern  
Secretary.....Sydney A. Meyers  
Treasurer.....Arthur R. Lerner

Services Offered—Producer and distributor of TV films and Video-Tape in all areas of the world except the U. S.

**Jamieson Film Company**

3825 Bryan St., Dallas 4, Texas  
(See Commercial Producers)

**COORDINATED  
MARKETING  
AGENCY INC.**

16 West 46th St. JU 2-2100

Producers of  
"SHOWCASE"

"BETWEEN the LINES"

Executive Producers  
LESTER L. WOLFF  
IRVING HERZ

Producer  
ART ARNOLD PELTZ



**Library Films Inc.**

25 West 45th St., New York 36, N. Y.  
Phone: PLaza 7-0100

President.....Paul N. Robins  
Secretary.....H. Jerome Harris  
*Services Offered*—Films for TV—Westerns,  
Serials, Shorts.

**Lou Lilly Productions**

5746 Sunset Blvd., Hollywood 28, Calif.  
(See Commercial Producers)

**Lion Television Pictures Corp.**

1501 Broadway, New York 36, N. Y.  
Phone: PEnnsylvania 6-1780

President.....E. W. Hammons  
Secretary-Treasurer.....T. Newman Lawler  
*Services Offered*—Financing TV shows and  
packages. Offering to TV stations packages  
of 13 Handy Andy episodes of 12½ minutes  
each.

**Jack London Productions, Inc.**

245 West 55th St., New York 19  
Phone: PLaza 7-4117

President.....Barnett Glassman  
Secretary.....Herbert Friedman  
Dir. of Publicity.....Stephen F. Keegan  
*Productions* — Owners of Jack London  
library—TV series Captain David Grief.

**James Love Productions, Inc.**

115 W. 45th St., New York 36, N. Y.  
(See Commercial Producers)

**Lux-Brill Productions, Inc.**

319-21 E. 44th St., New York 17, N. Y.  
(See Commercial Producers)

**Major Television Productions, Inc.**

1270 Ave. of the Americas, New York 20  
Phone: PLaza 7-6990-1-2  
President.....Irving Lesser

**Glenn Mann Productions, Inc.**

70 W. 55th St., New York City  
Phone: Circle 7-0290

President.....Mrs. Glenn Mann  
*Services Offered*—Program producer and  
distributor.

**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

*Services Offered*—Public information films  
produced and distributed to television sta-  
tions; news and special event coverage;  
world-wide news service; station consultants  
on TV news setups; stock footage library,  
commercials.

**Mark VII, Ltd.**

4024 Radford Ave., N. Hollywood, Calif.  
Phone: STAnly 7-0621

President.....Jack Webb  
Vice-Pres. & Treas.....J. R. Rodgers  
Secretary.....Seymour Steinberg  
*Productions*—Features—Dragnet, Pete Kel-  
ly's Blues, The D.I. for WB release. TV  
series—Dragnet, Noah's Ark, The D. A.'s  
Man, Pete Kelly's Blues.

**Master Films Distributors, Inc.**

120 West 42nd St., New York 36, N. Y.  
Phone: WIconsin 7-9907

President.....George Caputo  
*Services Offered*: Distributors of Spanish  
language feature films (250).

**Masterpiece Productions, Inc.**

45 West 45th St., New York 36, N. Y.  
Phone: JUdson 2-4717

Manager.....Frances Kaplan  
*Services Offered* — Distributors of 25 re-  
issue features.

**Robert Maxwell & Associates**

5420 Melrose Ave., Hollywood, Calif.  
Phone: HOLLYWOOD 2-6027

Producer.....Robert Maxwell  
*Services Offered*—Series of filmed tele-  
vision shows.

**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, Cal.  
Phone: HOLLYWOOD 4-2141

V.P.-Production.....Al Simon  
President.....George Burns  
V.P.-Business.....Maurice Morton  
Treasurer.....John H. Nicolaides  
Pub. & Adv. Dir.....Stafford Clark  
*Services Offered*—Creation and production  
of filmed TV programs for national or net-  
work 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.



## TV FILM PROD.-DIST.

Gen. Mgr.....Rosario Iannelli  
Sales Mgr.....Peter Markovich  
3450 Wilshire Blvd., Los Angeles 5, Cal.  
Phone: DUnkirk 4-2511

V.P. & Manager.....J. J. Lipsky  
Services Offered—Print procurement, distribution filmed commercials and feature film shows, storage and trafficking of live TV props and ETs for radio.

### **Carlton E. Morse Enterprises, Inc.**

1680 N. Vine St., Hollywood 28, Calif.  
Phone: THornwall 5-7000

President.....Carlton E. Morse  
Services Offered—TV film programs, production.

### **Morton Productions**

64 East Lake St., Chicago 1, Ill.  
Phone: CEntral 6-4144

President.....Morton Jacobson  
Services Offered—Syndicated TV & radio shows.  
Productions—Joe Emerson Show.

### **Motion Pictures For Industry**

2543 Kelton Ave., Los Angeles 64, Calif.  
(See Commercial Producers)

### **Motion Picture Stages, Inc.**

3 East 57th St., New York, N. Y.  
Phone: PL 3-4840

President.....C. F. Vetter, Jr.  
Studio Manager.....Gerald Margolis  
Services Offered—Film production service, specializing in serving film producers. All production facilities and services.

### **Motion Pictures for Television, Inc.**

400 Park Ave., New York 22, N. Y.  
Phone: PL 3-5600

Pres., Chrm. of Board.....Matthew M. Fox  
V.P., Gen. Sales Mgr.....Basil Estreich

### **Movie Advertising Bureau**

70 E. 45th St., New York 17, N. Y.  
Phone: MURray Hill 6-3717

Div. Sls. Mgr.....A. E. Smith  
Nat'l. Sls. Acc't Exec....Constance Mowbray  
Home Office & Studio

1032 Carondelet St., New Orleans, La.  
President.....C. J. Mabry

Services Offered—Spot commercials for TV, motion picture theaters and drive-ins. Extensive studio facilities for all phases of production.

### **Movietonews, Inc.**

460 W. 54th St., New York 19, N. Y.  
Phone: COlumbus 5-7200

President.....W. C. Michel

V.P. Producer.....Edmund Reek  
Services Offered—Theatrical and TV news films; short subjects.

### **MPO TV Films, Inc.**

15 E. 53rd St., New York 22, N. Y.  
(See Commercial Producers)

### **Owen Murphy Productions, Inc.**

723 Seventh Ave., New York 19, N. Y.  
(See Commercial Producers)

### **Music Makers, Inc.**

45 West 45th St., New York 36, N. Y.  
(See Commercial Producers)

### **NBC Film Library**

729 7th Ave., New York 19, N. Y.  
Phone: CIRCLE 7-8300

Ch. Film Librarian.....Frank W. Kelly  
Services Offered—Stock shots. Combined NBC and March of Time Libraries—over 30,000,000 ft. of minutely cross-indexed film.

### **National Screen Service Corp.**

Television & Industrial Films Division  
509 Madison Ave., New York, N. Y.

Home Office  
1600 Broadway, New York, N. Y.  
Phone: CIRCLE 6-5700

(See Commercial Producers)

### **National Telefilm Associates, Inc.**

10 Columbus Circle, New York 19, N. Y.  
Phone: JUdson 2-7300

Chrmn. of Bd.....Ely A. Landau  
President.....Oliver A. Unger  
Pres., NTA Film Ntwk....Charles C. Barry  
Exec. V.P.....Harold Goldman  
Sr. V.P.....Edythe Rein  
Secretary.....H. I. Bucher  
V.P. Chg. O & O Stations.....Ted Cott  
V.P., Bus. Affairs.....David J. Melamed  
V.P., Comptroller.....Burton I. Lippman  
V. P. Exec. Dir. Adv., Prom., Merch.

Lester Krugman  
Dir. Prom. & Sales Service..Martin Roberts  
Press Director.....Harry Albus  
Exploitation Director.....Phil Cowan  
Merch., O & O Expl. Dir..Irving Lichtenstein  
Sales Presentations Dir.....Ernest Fladell

#### Branch Offices

612 N. Michigan Ave., Chicago, Ill.  
V.P., Mid-West Sls.....E. J. Graft  
8721 Sunset Blvd., Los Angeles, Calif.  
V.P., W. Coast Sls.....Berne Tabakin  
Statler Office Bldg., Boston, Mass.  
Exec. in Charge.....Nicholas Russo

## TV FILM PROD.-DIST.

2605 Sterick Bldg., Memphis, Tenn.  
Exec. in Charge.....Charles Britt  
1011 Currie Ave. N., Minneapolis, Minn.  
Exec. in Charge.....Gerald Corwin  
1401 Peachtree St., N.W., Atlanta, Ga.  
Exec. in Charge.....Hank Luhrman  
1408 Fidelity Union Life Bldg., Dallas, Tex.  
Exec. in Charge.....Roy George  
10 Lupine Ave., San Francisco, Cal.  
Exec. in Charge.....Robert Lang  
5525 Upper Lachine Rd., Montreal, Que.  
Exec. in Charge.....Napoleon Vaillancourt  
175 Bloor St. E., Toronto, Ont.  
Exec. in Charge.....David Griesdorf

### NTA Program Sale Div.

President.....Michael M. Sillerman  
V.P., Los Angeles.....Walt Plant  
V.P., N. Y.....Mel Schlank

*Services Offered*—Television programs and features for national, regional and local sponsorship.

*Productions*—500 top-quality feature films, 1,400 short subjects & cartoons 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, Orient Express, Holiday, Combat Sergeant, Official Detective, Sheriff of Co-chise, The Bill Corum Sports Show, The Passerby, 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, etc; U. S. Marshal, Adventures of Wm. Tell, The Third Man, Mantovani, Walter Winchell File, Geo. Jessel's Show Business, TV Hour of Stars, How to Marry a Millionaire, This Is Alice, Man Without a Gun.

### NTA International, Inc.

President.....Harold Goldman  
Nat. Sales Mgr.....E. Jonny Graff

#### Branch Offices

109 Jermyn St., London, Eng.  
Exec. in Charge.....Vernon Burns  
21, Avenue Kleber, Paris, France  
Exec. in Charge.....Leo Lax  
Via Po, 12, Rome, Italy  
Execs. in Charge.....Silvio Mattatia,  
Filippo Ottavi  
262 Rue Royale, Brussels, Belgium  
Exec. in Charge...Charles Van Der Haeghen  
Theaterstrasse 24, Munich, Germany  
Exec. in Charge.....Alexander Badal

### 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.

### Fred Niles Productions, Inc.

1058 W. Washington Blvd., Chicago  
(See Commercial Producers)

### Nola Penthouse Sound Studios

113 W. 57th St., N. Y. 19  
(See Commercial Producers)

### Odyssey Productions

439 Madison Ave., New York 22, N. Y.  
Phone: PLaza 1-6760

President.....Lowell Thomas  
V.P. Chg. Production & Exec.

Director.....Milton A. Fruchtman  
Corporation Secretary.....Gerald Dickler  
*Services Offered*—Film and tape package producers.

*Productions*—High Adventure With Lowell Thomas; Strange World.

### Official Films, Inc.

25 West 45th St., New York 36, N. Y.  
Phone: PLaza 7-0100

Pres., Bd. Chmn.....Harold L. Hackett  
Exec. V.P., Treas.....Seymour Reed  
Vice-President.....Robert Sanford  
Director of Sales.....S. L. Adler  
Secretary.....Grace V. Sullivan  
Asst. Secretary.....Aaron Perlow

*Services Offered*—Distribution of filmed TV programs for national and syndicated release. Also, cartoons & musical shorts.

*Productions*—Adventures of Robin Hood, Sir Lancelot, The Buccaneers, My Little Margie, Trouble with Father, My Hero, American Legend, Adventures of the Scarlet Pimpernel, The Star and the Story, Star Performance, Willy, Colonel March of Scotland Yard, Invisible Man, Adventures in Sherwood Forest, Decoy, Rocky Jones, Space Ranger, The Hunter, Overseas Adventure, Cross Current, Dateline Europe, Vagabond, Sword of Freedom.

### Olympia Film Productions, Inc.

112 W. 48th St., New York 36, N. Y.  
(See Commercial Producers)

### 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 104 Cartoons & 12 Puppets—both in color and B & W.



## TV FILM PROD.-DIST.

Asst. Producer.....Roy Rich  
Script Editor.....Irve Tunick  
*Services Offered* — Full length and short subject motion picture production for TV.

### **Princeton Television Center**

252 Nassau St., Princeton, N. J.  
Phone: WA 4-3550

President.....Gordon Knox  
Asst. Secretary.....Ann Hogarty  
*Service Offered*—Production & distribution of any type of film.

### **Programatic Broadcasting Service, Inc.**

229 Fourth Ave., New York 3, N. Y.  
Phone: ORegon 4-7400

President.....W. L. Quinlan, Jr.  
Sales Manager.....J. W. Roberts  
Advertising Director.....E. Hochhauser, Jr.  
Production.....A. B. Montenko  
Program Director.....D. M. O'Neill  
Research & Devel.....E. F. Hembrook  
*Services Offered*—A complete integrated package for radio stations.

### **Pyramid Productions, Inc.**

221 West 57th St., New York 19, N. Y.  
Phone: JUdson 6-7040

Chmn. of Bd., Exec. Prod..Everett Rosenthal  
President.....Leonard Loewinthan  
*Services Offered*—Creators & Producers of live and film television shows.  
*Productions* — Big Story, Decoy, Man Behind The Badge, Treasury Men In Action, Playhouse 15, Federal Men, China Smith, Orient Express, Deadline, Indictment.

### **Roland Reed Productions, Inc.**

650 N. Bronson, Los Angeles 4, Cal.  
(See Commercial Producers)

### **Reela Films, Inc.**

17 N.W. 3rd St., Miami, Fla.  
Phone: Franklin 4-2108

Manager.....J. van Hearn  
*Services Offered*—16 & 35mm B&W processing & printing. Sound recording. Kinescope. Studio, equipment rental. 16mm titling.

### **Reid H. Ray Film Industries, Inc.**

2269 Ford Parkway, St. Paul 16, Minn.  
(See Commercial Producers)

### **RD-DR Corp. (Reader's Digest— deRochemont)**

380 Madison Ave., New York 17, 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.....Lothar Wolf  
*Services Offered*—Feature, commercial and educational film producers.

*Productions*—Cinerama Holiday, The First 99, To Open the World to the Nations (Suez Canal), Windjammer (in the Cinemiracle process), Boris Morros Story, March of Todd-AO.

### **Reeves Sound Studios Inc.**

304 East 44th St., New York 17, N. Y.  
Phone: OR 9-3550

President.....Hazard E. Reeves  
Vice-President.....Chester L. Stewart  
*Services Offered*—Sound recording studios.

### **Regal Television Pictures Corp.**

151 W. 46th St., New York 36, N. Y.  
Phone: JU 2-1877

President.....Moe Kerman  
*Services Offered*—Distribution of motion pictures including features, streamliners, and shorts, for TV showings.

### **Regis Films**

1037 N. Cole Ave., Los Angeles 38, Calif.  
Phone: HOLlywood 5-5171

N. Y. Phone: PLaza 5-4807  
V.P. Chg. of Sls.....Lee Orgel  
*Branch Offices*

612 N. Michigan Ave., Chicago, Ill.  
Phone: MICHigan 2-1170  
Mid-West, Mgr.....Victor Peck  
8 E. 52nd St., New York 22, N. Y.  
Phone: PLaza 5-4807  
Eastern Manager.....Verne Behnke  
*Services Offered*—TV film distributors and producers with offices in New York, Chicago and Los Angeles.

*Productions*: The new color Crusader Rabbit Series of 260 episodes. Front Page Detective, Hollywood Half Hour, Ringside With The Rasslers, Old Crusader Rabbit Series.

### **Republic Television Features**

64 East Lake St., Chicago 1, Ill.  
(See Commercial Producers)

### **Revue Productions, Inc.**

4024 Radford Ave., N. Hollywood, Cal.  
Phone: POplar 6-4151

President.....Taft B. Schreiber  
Sr. V.P.....Alan J. Miller  
V.P.'s.....Albert Dorskind, Paul Donnelly, Richard Irving, Patrick Kelley, Richard Lewis, Louis Lindsay, Manning O'Connor, Geo. Stern  
*Productions*—State Trooper, Tales of Wells Fargo, Wagon Train, The Restless Gun,



**TV FILM PROD.-DIST.**

Bachelor Father, Leave It To Beaver, M-Squad, General Electric Theater, Mickey Spillane, Alfred Hitchcock Presents, Jane Wyman Theater, Schlitz-Lux Playhouse, Cimarron City, Buckskin.

**Stuart Reynolds Productions**

195 S. Beverly Dr., Beverly Hills, Cal.  
Phone: CRestview 4-7863

Owner .....Stuart Reynolds  
Services Offered—Prod. of TV films.  
Productions—Trailblazers.

**Marion Riddick Productions, Inc.**

1102 Eberhard St., Houston 19, Texas  
(See Commercial Producers)

**Riviera Productions**

29 Miraleste Plaza, San Pedro, Cal.  
(See Commercial Producers)

**Hal Roach Studios**

8822 Washington Blvd., Culver City, Calif.  
Phone: TExas 0-3361

President .....Hal Roach, Jr.  
Exec. V.P. ....G. L. Culpepper  
V.P. & Studio Mgr.....S. S. Van Keuren  
V.P., Distribution .....E. H. Goldstein  
V.P., Sales .....H. R. Gelbspan  
Sect-Treas. ....Chas. H. Meacham  
Controller .....Alvin E. Brizzard  
Comm. Film Div.....Miles Middough  
635 Madison Ave., New York 22  
Phone: PLaza 9-3366

729 Seventh Ave., New York 19, N. Y.  
Phone: Circle 9-6135

Services Offered—Production of programs for TV and theatrical exhibition on film or tape; also filmed commercials for TV, and studio rentals.

Productions—Gale Storm Show "Oh! Sussanna," "The Veil" and Guy Madison series.

**Rocket Pictures, Inc.**

6108 Santa Monica Blvd., Hollywood 38, Calif.  
(See Commercial Producers)

**Frederick K. Rockett Co.**

6063 Sunset Blvd., Hollywood 28, Calif.  
(See Commercial Producers)

**Ross-Danzig Productions**

6331 Hollywood Blvd., Hollywood 28, Calif.  
Phone: HOllywood 2-6464

Partners.....Frank K. Danzig, Bart Ross  
Producers.....Al Burton, Fred Hessler,  
Alan Harvey, Gordon Hunt  
Prod. Asst.....John Martin

Coordinator .....Joan Nagler  
Services Offered—Package production of live and filmed television programs.

Productions—Beat Mr. Genius, Spotlight on Youth.

**Rodney-Young Productions**

9119 Sunset Blvd. Los Angeles 46, Calif.  
Phone: CRestview 6-4174

President.....Robert G. Young  
Vice President.....Eugene B. Rodney  
Secretary.....Ben Bisgeier  
Services Offered—Producers of "Father Knows Best" series.

**Danny Rouzer Studio**

7022 Melrose Ave., Hollywood 38, Calif.  
(See Commercial Producers)

**R-TV Enterprises**

225 W. 86th St., New York 24, N. Y.  
(See R-TV Program Prod.)

**Sande-Greene & Associates**

"Creative Consultants"  
8400 Sunset Blvd., Hollywood, Calif.  
(See Commercial Producers)

**Sarra, Inc.**

200 E. 56th St., New York, N. Y.  
(See Commercial Producers)

**Bernard L. Schubert, Inc.**

505 Park Ave., New York 22, N. Y.  
Phone: MUrray Hill 8-0940

President .....Bernard L. Schubert  
Treasurer .....Leonard Bogdanoff  
V.P., Network Sls.....Eugene C. Wyatt  
V.P., Synd. Sls.....Charles King  
V.P., Adm.....David Savage  
V.P., Mid-W. Div.....John P. Rohrs  
Prom., Pub. Dir.....Wynn Loewenthal  
Services Offered—Producer & distributors of TV programs & series—live & film.

Productions—Crossroads, Mr. & Mrs. North, Movie Quick Quiz, Tooper, Parole, TV Reader's Digest, White Hunter, Your Musical Jamboree.

In Production: Counterspy, New Adventures of Mr. & Mrs. North.

**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. Picken, 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.

**Scott-Textor Productions**

127 East 47th St., New York 17, N. Y.  
(See Commercial Producers)

## TV FILM PROD.-DIST.

### **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

*Services Offered*—Distributor and syndicator of Judge Roy Bean; Mickey Rooney Show; features and westerns for TV.

### **Screen Gems, Inc.**

711 Fifth Ave., New York 22, N. Y.

Phone: PLaza 1-4432

#### *Management*

President ..... Ralph M. Cohn

V.P. Chg. Sales ..... John H. Mitchell

V.P., Business Affairs ..... Burton Hanft

V.P. Chg. Synd. Sales ..... Jerome Hyams

Legal ..... Daniel Glass

Dir. Corp. Oper. .... Norman E. Gluck

Gen. Mgr. Station Oper. .... Norman Louvau

Merchandising ..... Edward Justin

Program Procurement ..... Henry White

Eastern Prog. Dev. .... Steve Krantz

Publicity ..... Gene Plotnik

East'n Production ..... B. Berenberg

Comptroller ..... M. Klein

Technical ..... M. Peter Keane

Adv.-Sls. Planning ..... Pierre Marquis

#### *Sales*

Dir. Synd. Sales ..... Robert Seidelman

Nat'l. Sales Execs. .... Paul Jones,

Carroll Bagley, Henry White, Geo. Hankoff

East'n Area Mgr. .... Ben Colman

Central Area ..... Stanley Dudelson

North-Central Area ..... William E. Young

West'n Area ..... Richard Dinsmore

South'n Area ..... Frank Stone

S. West. Area Mgr. .... Frank Parton

#### *International*

Dir. Int'l. Oper. .... Wm. Fineshriber, Jr.

Coordinator ..... James Dodd

Canadian ..... Lloyd Burns

British-European ..... M. J. Frankovich

Latin American ..... John Manson

#### *Production*

1334 N. Beachwood, Hollywood, Cal.

Phone: HOLlywood 2-3111

Exec. in Chg. Prodn. .... Irving Briskin

V.P.-Production ..... Harry Ackerman

Prod. Exec. .... Fred Briskin

Prog. Develop. .... William Sackheim

Dir. Synd. Prog. Prod. .... Tom Gries

Dir. Synd. Prog. Devel. .... Wallace MacDonald

Producers. Alvin Cooperman, Paul Harrison,

Jas. Fonda, Wm. Froug, Winston O'Keefe

Publicity ..... Jerry Hoffman

*Services Offered*—Production, distribution TV film programs.

*Production*—Father Knows Best, The Adventures of Rin Tin Tin, Tales of the Texas Rangers, Shirley Temple's Storybook, Rescue 8, Naked City, Goodyear Theater, Alcoa

Theater, Donna Reed Show, Ed Wynn Show, Behind Closed Doors, Jefferson Drum, Ruff & Reddy, Huckleberry Hound, Stakeout.

### **Show Corp. of America**

1270 Ave. of the Americas, New York, N. Y.

Phone: JUDson 6-5050

President ..... Robert Manby

V.P.'s ..... Fred Schmeier, Max Bradbard,

Wm. Finkeldey

Sales Service ..... Dolores Burke

Traffic ..... Natalie Lipman

*Services Offered*—Distribution and production of feature films, library films, 15-minute and half-hour film subjects.

*Productions*—Heidi, El Coyote, Abbey Theatre plays, Mr. B.I.G., and feature film packages.

### **Signal Productions, Inc.**

6269 Selma Ave., Hollywood 28, Calif.

(See Commercial Producers)

### **Simmel-Meservey, Inc.**

9113 W. Pico Blvd., Los Angeles, Calif.

Phone: Bradshaw 2-3874

President ..... Louis Simmel

Dist. Director ..... Ruth Adams

*Services Offered*—Producers and distributors of film series and shorts, most of which are ¼ hour.

### **Al Simon Productions, Inc.**

1040 N. Las Palmas, Hollywood 38, Calif.

(See Commercial Producers)

### **Skibo Productions, Inc.**

165 W. 46th St., New York 36, N. Y.

Phone: PLaza 7-2265

President-Treas. .... Patrick E. Shanahan

Secretary ..... George Blake

*Services Offered*—16mm. and 35mm. sound films for TV rental. Educational, comedies, novelties, musicals, features and short subjects.

### **Stephen Slesinger, Inc.**

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

Phone: YUKon 6-8166

President ..... Shirley A. Slesinger

*Services Offered*—TV films, based on the following properties: "Red Ryder," "King of the Royal Mounted," "Ozark Ike," and "Winnie-the-Pooh."

### **Fletcher Smith Studios, Inc.**

319 E. 44th St., New York 17, N. Y.

(See Commercial Producers)

**TV FILM PROD.-DIST.**

**Walter Harrison Smith Productions, Inc.**

40 E. 40th St., New York 16, N. Y.  
(See Commercial Producers)

**Soundac Productions, Inc.**

2133 N. W. 11th Ave., Miami 37, Fla.  
(See Commercial Producers)

**Sound Masters, Inc.**

165 W. 46th St., New York 36, N. Y.  
(See Commercial Producers)

**Specialty Television Films, Inc.**

1501 Broadway, New York 36, N. Y.  
Phone: LO 4-5592

Pres., Gen. Sales Mgr.....Jules B. Weill  
Ass't Gen. Sls. Mgr.....Monty Raphaelson  
*Services Offered*—Motion picture film, features for television broadcasting.

**Splendex Enterprises**

120 S. Mapleton Dr., Los Angeles 24, Calif.  
Phone: CR 1-2141

General Partner.....Charles Wick  
*Services Offered*—Production & financing of TV films.

**Square Deal Pictures Corp.**

297 King St., Chappaqua, New York  
Phone: CHappaqua 1-1900

President .....Horace W. Ayers  
Vice President.....Donn Marvin  
Secy., Treas.....Elsbeth F. Marvin  
Photographic .....Tom Maley  
*Services Offered*—Make, distribute films for TV and other use.

*Productions*—Religion in the Family, Pastorale, Psalmody, Sons of God, The Miracle of Christmas.

**Stage 5 Productions, Inc.**

1040 N. Las Palmas, Hollywood, Calif.  
Phone: HOLLYWOOD 7-3111

Producer, Dir.....Ozzie Nelson  
Associate Producer.....Leo Pepin  
Cameraman .....Neal Beckner  
Music Director.....Buzz Adlam

*Services Offered*—Producing the television series, "Adventures of Ozzie and Harriet."

**Al Stahl Productions**

1600 Broadway, New York, N. Y.  
(See Animated Productions, Inc.  
Under Commercial Producers)

**Star Entertainment Corp.**

211 West 53rd St., New York 19, N. Y.  
Phone: JUdson 2-0770-1

President .....Max Wolf

*Services Offered*—Talent representatives, casting, production, and packaging of films.

**Wayne Steffner Productions**

6223 Selma Ave., Hollywood 28, Calif.  
Phone: HOLLYWOOD 3-4173

President.....Everett F. Tomlinson  
V.P., Chg. of Sls.....Edwin W. Buckalew  
*Services Offered*—Create and produce "live" or film programs for television; create, produce and syndicate radio programs; write and film industrial and business films, 35 and 16 mm B & W or color.

*Productions*—TV—You Asked for it, ABC-TV, Skippy Peanut Butter. RADIO—Syndicators of Art Baker's Notebook (780 quarter-hour episodes); Point Of Law (780 five-minute episodes); Don't You Believe It (260 five-minute episodes).

**Sterling-Movies U. S. A., Inc.**

375 Park Ave., New York 22, N. Y.  
Phone: MUrray Hill 3-6300

President .....Chas. F. Dolan  
Vice-President .....Sophie C. Hohne  
General Mgr.....Robert Kirsten  
Mgr. TV Dept.....Ophelia Brussally

*Services Offered*—Distributors of sponsored "free" films to television stations and to general 16 mm. audiences.

**Sterling Television Co., Inc.**

6 East 39th St., New York 16, N. Y.  
Phone: MU 3-6300

President .....Saul J. Turell  
Vice President.....B. Coe  
Sec., Treas.....Robert E. Rhodes  
Sales, Gen. Mgr.....Nat Liebeskind

*Services Offered*—Producer and distributor of TV, shorts and film series. Distributor for independent producers.

*Productions*—Abbott & Costello, Bowling Stars, Cartoon Classics, Famous Cartoons, Little Show, Little Theatre, Invitation Playhouse, Paul Killiam Show, Ray Forrest Show, Ballets De France, Gadabout Gaddis, Hook, Line and Sinker, Betsy And The Magic Key, The Vienna Philharmonic, Bowling Time, Movie Museum, Crusade in the Pacific, Jungle Adventure, Animal Crackers, I'm the Law, Time Out for Sports, Silents Please.

**Stockdale & Company, Inc.**

729 West Sixth St., Salt Lake City 4, Utah  
(See Commercial Producers)

**Wilbur Streech Productions, Inc.**

135 West 52nd St., New York 19, N. Y.  
(See Commercial Producers)

## TV FILM PROD.-DIST.

### **Stone Film Library**

(Established 1908)

310 West 73rd St., New York 23, N. Y.

Phone: ENdicott 2-6494

Owner.....Dorothy T. Stone

*Services Offered*—Producer and packager of motion picture films and films for television.

*Production*—Stranger Than Science, Flicker Frolics, Foodini The Great, Pearson Merry Co Round.

### **Studio City TV Productions, Inc.**

4020 Carpenter, North Hollywood, Calif.

(See Commercial Producers)

### **Bill Sturm Studios, Inc.**

723 Seventh Ave., New York 19, N. Y.

(See Commercial Producers)

### **Superman, Inc.**

7324 Santa Monica Blvd., Los Angeles, Calif.

Phone: OLdfield 4-2800

Producer.....Whitney Ellsworth

*Services Offered* — Production of the "Superman" television series.

### **Swift-Chaplin Productions, Inc.**

1136 North Highland Ave.

Hollywood 38, Calif.

(See Commercial Producers)

### **TCF Television Productions, Inc.**

Box 900, Beverly Hills, Cal.

Phone: CRestview 6-2211

V.P.'s.....Law Schreiber, Irving Asher

Business Manager.....Charles G. Bole

Controller.....Donald E. Bohnhorst

*Services Offered*—Complete television production staff and facilities—Limited studio rental facilities, etc.

*Productions*—My Friend Flicka, TCF Hour, Broken Arrow, How To Marry A Millionaire, Man Without A Gun, Perry Mason.

### **The TeeVee Company**

11950 San Vicente Blvd., Los Angeles 49, Cal.

Phone: GRanite 7-1268

President.....Gifford Phillips

Vice-Pres.....Ludlow Flower Jr.

*Services Offered*—Producers, distributors.

*Productions* — Little Theatre, Invitation Playhouse, Camera's Eye, Tales of Tomorrow.

### **Telecast Films, Inc.**

247 W. 46th St., New York, N. Y.

Phone: JUdson 6-5480

Pres., Treas.....W. K. Hedwig  
*Services Offered*—Production and distribution of films for TV.

### **Telecine Film Studios, Inc.**

100 S. Northwest Highway, Park Ridge, Ill.

(See Commercial Producers)

### **Tele Features, Inc.**

15 West 44 St., N. Y. C.

Phone: YUkon 6-4979

President.....Al Odeal

Exec. Vice Pres.....Harry Pertka

*Services Offered*—Syndication of feature films and half-hour series.

### **Telefilm Enterprises**

120 S. Mapleton Dr., Los Angeles 24, Calif.

Phone: CR 1-2141

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.

(See Commercial Producers)

### **Telepix Corporation**

1515 N. Western Ave., Hollywood 27, Calif.

(See Commercial Producers)

### **Telescene Film Productions Co.**

287 10th Ave., New York, N. Y.

Phone: CH 4-0122

President.....Robert Tobias

*Services Offered*—Fifteen minute television film series, Pulse of the City; "Judge's Chambers," and children's film series.

### **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 Graphics, Inc.**

245 West 55th St., New York, N. Y.

369 Lexington Ave., New York, N. Y.

(See Commercial Producers)

### **Television Industries, Inc.**

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

## TV FILM PROD.-DIST.

Phone: PLaza 1-6800

President .....Matthew Fox  
Exec. V.P. ....Basil Estrieck  
Vice President.....Erwin H. Ezzes  
V.P., Gen. Counsel.....Arnold C. Stream  
Treasurer .....Martin Schildkraut  
Secretary .....M. Morton Siegel  
Asst. Secy.....Gloria Harrigan, Mavis Nathan

### Subsidiaries

C & C Films, Inc., C & C Internat'l. Film Corp., C & C Pan Atlantic TV Co., Inc., Western Television.  
Personnel same as above plus:  
Vice President.....Martin J. Robinson  
Asst. Secy.....Norman Solomon

### 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 Library, Inc.

3 East 57th St., New York, New York

Phone: PL 3-4840

President.....C. F. Vetter, Jr.  
*Services Offered*—Producers and distributors of TV film.

### Television Screen Productions, Inc.

17 East 45th St., New York 17, N. Y.

(See Commercial Producers)

### TV Spots, Inc.

1037 N. Cole Ave., Los Angeles 38, Calif.

(See Commercial Producers)

### Tel Ra Productions, Inc.

1513 Walnut St., Philadelphia 2, Pa.

(See Commercial Producers)

### Texas Rasslin' Films

Cadiz & Industrial Blvd., Dallas, Texas

Phone: Riverside 8-2083

Pres.....Ed. E. McLemore  
General Manager.....Maurice Beck  
*Services Offered*—Hour and half-hour films of regular wrestling matches (before paid audience: 6000).

### Le Ora Thompson Associates

733 N. La Brea, Hollywood 38, Calif.

(See Commercial Producers)

### Ed Thorgersen

15 East 48th St., N. Y. C.

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.

### Toreto Enterprises, Inc.

1041 N. Formosa Ave., Hollywood 46, Calif.

Phone: HOLLYwood 7-5111

Producer .....John London  
Ass't Prod.....Jack Murton  
Asst. to Prod.....Ruth Roberts  
Directors.....Richard Morris *et al*  
Art Director.....Frank Sylos  
Chief Cameraman.....Norbert Brodine  
Music.....Herschel Burke Gilbert  
*Services Offered*—Producing films for television.  
*Production*—The Loretta Young Show.

### Transfilm Incorporated

35 W. 45th St., New York 36, N. Y.

(See Commercial Producers)

### Trans-Lux Television Corp.

625 Madison Ave., New York 25, N. Y.

Phone: PLaza 1-3114

Board Chairman.....Percival E. Furber  
President .....Richard Brandt  
V.P. in Chg. Sls.....Richard Carlton

### Branch Offices

1966 S. Vermont, Los Angeles, Calif.

Phone: REpublic 1-2309

1314 S. Wabash, Chicago, Ill.

Phone: WEBster 9-0628

Midwest Manager.....Murray Oken  
*Services Offered*—Distribution of filmed television programs; short subject and stock footage library plus feature films available to networks, stations and advertising agencies.

*Productions*—Profile, Encyclopaedia Britannica Films Library feature films (drama-comedy-sports). Animal Parade series and new animated color cartoon series starring Felix the Cat.

### 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

444 W. 56th St., N. Y., N. Y.

Phone: CO 5-3320

President.....S. P. Skouras  
Executive V.P.....W. C. Michel  
Vice-Presidents.....Joseph H. Moskowitz,  
Lew Schreiber



**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.

**Bob Warner Productions**

440 E. 56th St., New York 22, N. Y.  
(See Commercial Producers)

**Warner Bros. Pictures, Inc.  
TV Division**

4000 W. Warner Blvd., Burbank, Calif.  
Phone: HO 9-1251

Exec. Producer.....William T. Orr  
Ass't. to Exec. Prod.....Hugh Benson  
Story Editor.....Jack Emanuel  
Ass't Story Editor.....Giulio Anfuso  
Prod. (Cheyenne).....Art Silver  
Prod. (Sugarfoot).....Harry Tatelman  
Prod. (Maverick).....Roy Huggins  
Prod. (Colt 45).....Cedric Francis  
Prod. (77 Sunset Strip).....Howie Horwitz  
Prod. (Lawman).....Jules Schermer  
Prod. (Amazon Trader).....Howard Pine  
Production Mgr.....Oren Haglund  
Supervising Ed.....James C. Moore  
Casting Directors.....Edward F. Rhine,  
Miles Gilbert, Frank Edmunds  
Art Directors.....Perry Ferguson, Art Loel,  
Howard Campbell, Leo K. Kuter

*Productions*—Cheyenne, Sugarfoot, Maverick, Colt 45, 77 Sunset Strip, Lawman, Amazon Trader.

(See Commercial Producers)

**Louis Weiss & Co.**

655 No. Fairfax Ave., Los Angeles 36, Calif.  
Phone: OLive 3-5350

Distribution Director.....Adrian Weiss  
Asst. Distr. Director.....Louis Weiss

*Services Offered*—Production and distribution of all types of television film programming.

**Ross Wetzel Studios, Inc.**

615 N. Wabash Ave., Chicago 11, Ill.  
(See Commercial Producers)

**Wilding Picture Productions,  
Inc.**

**Wilding TV**

405 Park Ave., New York, N. Y.  
(See Commercial Producers)

**John Wolfe & Company**

345 Shutter St., San Francisco 8, Calif.  
(See Commercial Producers)

**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

*Syndicated Sales Dept.*

Synd. Sls. Mgr.....Len Firestone  
Sales Mgr. East. Div.....Allen Martini  
Sales Mgr. So. Centr. Div.....Don Brogdon  
Sales Mgr. No. Centr. Div.....Ray McGuire  
Sales Mgr. W. Div.....Jack Gregory  
Sales Mgr. N.Y.C. Sls.....Jos. Kotler  
Sales Mgr. Chicago Div.....Jerry Kirby

*National Sales Dept.*

Sales Manager.....James Shaw  
Mgr. Reg. Sls. Dept.....Edw. J. Broman  
Mgr. E. Reg. Sls. Dept.....Andrew Jaeger

*Services Offered* — Custom-built films for national and regional release, and syndicated shows; studio facilities, TV commercials.

*Productions* — Bat Masterson, Rough Riders, Sea Hunt, MacKenzie's Raiders, Highway Patrol.

**Maurice H. Zouary TV-Film  
Productions**

333 West 52nd St., New York 19, N. Y.  
Phone: JUdson 2-6185

Owner.....Maurice H. Zouary

*Services Offered*—Production, distribution of package programs and feature pictures; stock footage rentals, over 7,000,000 feet classified 35 mm film.

*Productions*—Poem for a Day, Rockin' the Campus.

# FINANCIAL DATA COVERING 1957 BROADCASTING INDUSTRY OPERATIONS

Total revenues of the radio and television broadcasting industry for the calendar year 1957 were reported at \$1.5 billion, or 6.1 per cent above 1956, according to financial figures released by the Federal Communications Commission. The combined radio and television profits in 1957, before payment of Federal income tax, were reported at \$214.6 million, or 10.1 per cent below 1956. The four nationwide radio networks and three regional radio networks, including 21 owned and operated stations, reported total revenue in 1957 of \$73.5 million or 4.7 per cent above that of 1956. The nation's 3,143 other radio stations reported total revenue amounted to \$54.6 million or 11.9 per cent above 1956.

## All Networks and Stations, 1956-1957

<i>Item</i>	<i>1957 (Millions)</i>	<i>1956 (Millions)</i>	<i>Per Cent Increase or Decrease in 1957</i>
<i>Broadcast Revenues</i>			
Radio .....	\$ 517.9	\$ 480.6	7.8
Television .....	943.2	896.9	5.2
Industry Total .....	\$1,461.1	\$1,377.5	6.1
<i>Broadcast Expenses</i>			
Radio .....	\$ 463.3	\$ 431.4	7.4
Television .....	783.2	707.3	10.7
Industry Total .....	\$1,246.5	\$1,138.7	9.5
<i>Broadcast Income (before Federal Income Tax)</i>			
Radio .....	\$ 54.6	\$ 49.2	11.0
Television .....	160.0	189.6	15.6
Industry Total .....	\$ 214.6	\$ 238.8	(10.1)

Note: The 1957 radio data cover the operations of four nationwide networks, three regional networks, 3,097 AM and AM-FM and 67 independent FM stations. Excluded are 59 stations whose reports were filed too late for tabulation. 1956 data are for the same networks and 2,916 AM and AM-FM and 51 independent FM stations. 1957 TV data covers the operation of three networks and 501 stations, while the 1956 data covered the same networks and 474 stations.



**RADIO  
TELEVISION DAILY**

presents

**WHO'S WHO AMONG TV FILM  
PRODUCERS & DISTRIBUTORS**



**BIOGRAPHICAL SKETCHES  
OF SOME OF THE TOP LEVEL  
EXECUTIVES IN  
LEADING TV FILM FIRMS**

**1959**

# WHO'S WHO AMONG TV FILM PRODUCERS—DISTRIBUTORS

## INDEX TO BIOGRAPHIES

Name	Page	Name	Page
Alexander, Arthur	1049	Landau, Ely A.	1039
Alexander, Max	1048	Lawrence, Robert L.	1051
Arnaz, Desi	1042	Leeds, Martin N.	1042
Bader, David A.	1044	Lewis, Warren	1049
Bagnall, George	1049	McLemore, Ed	1048
Barnett, William H.	1044	Mahlstedt, Fred J.	1044
Barry, Charles C.	1046	Manby, C. Robert	1047
Beck, Maurice	1045	Michelson, Charles	1044
Bradfield, C. H., Jr.	1051	Miesegoes, William L. P.	1045
Brandt, Richard	1040	Nathan, Wynn	1050
Briskin, Irving	1046	Niles, Fred	1048
Burns, George	1049	Pincus, Irving	1049
Cohn, Ralph M.	1039	Plitt, Henry G.	1047
Cole, John P.	1050	Poll, Martin H.	1045
Digges, Sam Cook	1045	Rabinowitz, Jason	1044
Disney, Walt	1048	Raibourn, Paul	1039
Edelman, Louis F.	1049	Reed, Roland	1042
Eells, Bruce G.	1043	Reed, Seymour	1047
Ezzes, Erwin H.	1041	Rein, Edythe	1050
Fairbanks, Jerry	1042	Reiner, Manny	1047
Fedderson, Don	1046	Rettig, Earl	1043
Feld, Irving	1040	Rich, Robert W.	1043
Fleischman, Harry	1050	Rifkin, Maurice J.	1041
Fox, Matthew	1039	Roach, Hal	1046
Friedheim, Robert W.	1040	Rush, Herman	1046
Gallu, Samuel	1042	Sackett, Mort D.	1040
German, William J.	1043	Savage, David	1048
Goldman, Harold	1040	Schaefer, Armand Ludwig	1048
Goldstein, Chuck	1045	Schubert, Bernard L.	1039
Goldstein, Emanuel H.	1042	Schwimmer, Walter	1047
Goodman, Harry S.	1050	Sharpe, Don W.	1050
Goodson, Mark	1047	Shupert, George T.	1040
Gordon, Milton A.	1044	Sillerman, Michael M.	1040
Graham, Ed., Jr.	1048	Sinn, John L.	1039
Gross, Jack J.	1041	Small, Edward	1049
Guedel, John	1042	Smith, Stanley	1042
Hackett, Harold L.	1039	Stabler, John W.	1048
Hammer, H. Williams	1051	Streech, Wilbur J.	1045
Harris, Leslie T.	1039	Sutton, David V.	1040
Hersh, Sam	1049	Talbot, Paul	1045
Holt, Nat	1046	Todman, William Selden	1044
Howell, John F.	1043	Turell, Saul J.	1047
Hudson, Hal	1051	Unger, Alvin E.	1041
Hyams, Jerome	1041	Unger, Maurice	1046
Hyman, Eliot	1047	Unger, Oliver A.	1044
Hyman, Kenneth	1050	Van Praag, William	1045
Kaufman, Reub	1046	Weis, Pierre	1041
Keever, H. Weller	1041	Williams, Philip A.	1041
Kerman, Arthur	1051	Wrather, Jack	1050
Kingsley, Walter	1043	Ziv, Frederic W.	1043
Krasne, Philip Ned.	1043	Zouary, Maurice H.	1051



## FILM PRODUCER-DISTRIBUTOR BIOS.~~~~~

**SHUPERT, GEORGE T.**, president in charge TV of MGM. B. July 24, 1904; U. of Michigan, 1926. Started in TV with Paramount TV Prods. in 1935 as asst. to Paul Raibourn, president of Paramount Television Productions. Also held posts with Peerless TV Productions, Inc. as v. p. in charge of sales; v. p. and general manager of United Artists TV Corporation; established ABC Films, Aug., 1953.



**SILLERMAN, MICHAEL M.**, president Program Sales Division National Telefilm Associates. B. Baltimore; e. Johns Hopkins. Sales career, then entered TV via Alvin Austin Associates, Fairchild Publications and then I. Miller. He held position as vice president, John D. Boyle Co. 1932-34—owner-producer for Hamilton Radio Prod.; organized Keystone in 1940.



**SUTTON, DAVID V.**, vice president in charge of MCA-TV Film Syndication Division, was born Jan. 12, 1912. Graduated from the University of Virginia Law School in 1935, he started in broadcasting with WBBM in Chicago in 1940 in the sales department. He also, in the past, was affiliated with KMOX, St. Louis, CBS Radio and TV. He is married to Louisa Powell and has one child.



**GOLDMAN, HAROLD**, president National Television Associates International. B. New York City. At 16 joined Amalgamated Radio Network. Active in theatre as distributor, owner and managed a chain of record shops. In 1948, joined Snader Tele-descriptions as partner and eastern sales manager. In 1951, organized Television Exploitation, Inc. In 1954, organized Comet TV, and later joined NTA.



**FRIEDHEIM, ROBERT W.**, vice president and general manager, N. Y. Office, Ziv Television Programs, Inc. Born Dec. 8, 1908; Westminster College, Fulton, Mo. Started in TV with Ziv Television Programs Inc. in 1950 as bus. mgr., N. Y. office. Also held posts as VP, World Broadcasting System Inc.; director, NBC Recording Division. He is married to Helen B. Friedheim and has two children.



**FELD, IRVING**, national sales director of Guild Films, Inc., was born in Kansas City, Mo. He was educated at the University of Missouri School of Journalism. He is married, two children. In 1950, he entered the industry with MPTV, then served as v.p. of Gross-Krasne Productions, was national sales manager of UM & M. He joined Guild in 1956 as national syndication sales supervisor.



**BRANDT, RICHARD**, president, Trans-Lux Television Corp. Born Dec. 6, 1927; Yale, B.S., 1948. Holds posts as president, Trans-Lux Pictures Corporation; president, Trans-Lux Distributing Corporation; president, Trans-Lux Theatres Corporation. Married to Lois Livingston; two children. Club affiliations: Friars Club, Yale Club of N.Y.C., Old Oaks Country Club. Hobbies: Golf, tennis, fishing.



**SACKETT, MORT D.**, president and general sales manager for Commonwealth Film and TV, Inc., entered the film business in 1910. In 1918, with the late Sam Goldstein, organized Guaranteed Pictures. In 1937, Commonwealth Pictures was organized. In 1947, formed Commonwealth Film & TV, Inc. Sackett eventually purchased interest of all companies.



## FILM PRODUCER-DISTRIBUTOR BIOS.

**RIFKIN, MAURICE J.**, vice-president in charge of sales for Ziv Television Programs, Inc., was born July 12, 1913 in Marinette, Wisc. He attended Univ. of Southern Calif. Psychology. Bachelors '36 M.A. 37. Started in TV with Ziv TV Program, Inc. in 1949 as sales manager. He also held posts with WKBN in Youngstown, Ohio and the Frederic W. Ziv Co. Present post in 1953.



**HYAMS, JEROME**, vice president of syndication for Screen Gems, Inc. Was born in New York City. Entered the industry in 1934 with Guaranteed Pictures, became Commonwealth Pictures in 1938; he became sales manager. In 1947, made vice president in charge of sales for Commonwealth Films and TV. He formed Hygo TV Films in 1950, which merged with Screen Gems, 1956.



**KEEVER, H. WELLER**, vice president & general manager California National Productions. Born Jan. 29, 1927. Attended Yale University, receiving B.S. in 1949. Started in TV with NBC Television Films in 1951 as salesman. Married to Joan Bulley. Club affiliations include Woodway Country Club, Darien, Conn.; Racquet Club of Chicago and Yale Club of New York City. Hobbies: Golf, skiing.



**GROSS, JACK J.**, owner-partner with Philip Krasne of Gross-Krasne, Inc., and California Studios. Born July 29, 1902; graduated Junior College, St. Josephs, Mo., 1919. Started in TV with Gross-Krasne, Inc. in 1950 as president. He has held posts with Universal and RKO Pictures. He is married to the former Hilda Ruth Marks. Variety Club; Academy of Motion Picture, Arts and Sciences.



**WILLIAMS, PHILIP A. III**, holds the post of Eastern Division manager, United Artists TV. Born January 12, 1914; Nichols College. Started in TV with March of Time in 1950 as advertising director, special sales consultant. Also held posts with 20th Century-Fox Television, Ziv Television. Married to Marie S. Williams; two children. Club affiliations: Advertising Club of New York, R. T. E. S.



**WEIS, PIERRE**, general manager of Economee Television, a division of Ziv-TV. Born December 15, 1911, in Lille, France. Sorbonne Univ., Bachelor in Math. & Phil., 1933. Started with Economee Television Programs in 1956 as general manager. Also held posts with Langworth Feature Programs, Inc., where he was vice president in charge of sales, and World Broadcasting System.



**EZZES, ERWIN H.**, vice president, Television Industries, Inc.. Born September 21, 1916. attended City College of New York, received BBA in 1938. Started in TV with Motion Pictures for Television, Inc. in 1950 as salesman. Also held posts with World Wide Development Co., secretary; United World Films, Inc., vice president, director, sales mgr. Married to Thelma Dunleavy; two children. Clubs: R. T. E. S.



**UNGER, ALVIN E.**, administrative manager at Arrow Productions. Was born in Cincinnati, Ohio. He first entered the industry in 1939 with Ziv-TV, where he attained the post of vice president in charge of sales. He also held a post with Television Programs of America. His two children are Michael and Holly Ann. Golf and bowling are his main avocations, in that order of relaxation from business.



## FILM PRODUCER-DISTRIBUTOR BIOS.....

**ARNAZ, DESI**, president, Desilu Productions, Inc. Born March 2, 1917. Began professional career as vocalist with a band; later a drummer and organized his own rhumba band, appearing on stage and night clubs, touring United States and Europe; later appeared as principal in several motion pictures. Entered television with organization of Desilu Productions which he formed with Lucille Ball, his wife.



**SMITH, STANLEY (STAN)**, vice president in charge of sales Official Films, Inc. Started his career in the newspaper field; Associated Press account executive for 10 years; became associated with the television industry when he joined WMGM-MCA in the sale of transcriptions; later became associated with ABC-TV network as Eastern sales manager; joined Official Films in 1955.



**FAIRBANKS, JERRY**, president Jerry Fairbanks Productions, Inc. of California. Born, San Francisco, 1904. Started his motion picture career as a cameraman and is winner of two Motion Picture Academy of Arts and Sciences Awards; developed the multicam system; after long career producing theatrical films, entered production of television, now one of the leading commercial film makers in the industry.



**GOLDSTEIN, EMANUEL H.**, vice president and studio general manager Hal Roach Studios. Born, Pittsburgh. Began a 25-year motion picture career as salesman for Universal, with which he was associated for 17 years, later becoming treasurer and general manager; later affiliations include association with Republic Pictures and studio manager for Columbia Pictures.



**REED, ROLAND**, president Roland Reed Productions. Born, Middletown, N. Y. Started career in Hollywood in 1922; produced his first commercial picture in 1930 for Westinghouse; later a director of a feature length Technicolor picture; made first TV series, "Stu Erwin Show" 1950 and followed with such series as "Waterfront," "My Little Margie," "Rocky Jones."



**GUEDEL, JOHN**, head of John Guedel Productions. Attended UCLA. Originated radio's first audience stunt show and singing commercials; producer and director of "Art Linkletter's Houseparty," CBS-TV and radio, "People Are Funny," NBC-TV and radio, and "You Bet Your Life," starring Groucho Marx; writer for Hal Roach studios on Our Gang comedies and Laurel and Hardy shorts.



**GALLU, SAMUEL**, president Gallu Productions, Inc. Born, Philadelphia, 1918; attended Pennsylvania State U. Started career in industry as radio director for Fred Waring, 1941-42; radio script writer for comedian Henry Morgan, 1946; "It Pays to Be Ignorant" series, 1947; supervised "Garry Moore Show" for CBS-TV, 1952-53; formed his present company, Gallu Productions, in 1955. Produces TV films.



**LEEDS, MARTIN N.**, executive vice president of production Desilu Productions, Inc. Born, New York, N. Y., 1915, received BS and LLB from New York U. Member of the California bar; was associated with CBS-TV as business affairs director; first became associated with Desilu in 1953, which he joined following his tenure with CBS-TV. He is married and the father of two sons.





## FILM PRODUCER-DISTRIBUTOR BIOS. ~~~~~

**GORDON, MILTON A.**, president Galaxy Attractions, Inc. Born Chicago 1908; attended University of Chicago, attorney and business executive; vice president Walter Heller Company, Chicago, 1946-53, specialized in financing motion picture production; reorganized United Artists; entered television industry 1953 as president of Television Programs of America; organized Galaxy Attractions, Inc., in 1958.



**MAHLSTEDT, FRED J.**, managing director, domestic and international operations, CBS Films. Born in New York, N. Y., e. Pratt Institute and Columbia University; started career in architecture; entered advertising field with Erwin, Wasey and the Kudner Agency; CBS 1939, as chief of sales development and research, radio sales promotion, later spot sales; organized CBS Films in 1950, subsequently director.



**UNGER, OLIVER A.**, president of National Telefilm Associates Inc. Born 1914 in Chicago. Attended Syracuse University, B.A., 1935. Upon graduation entered motion picture field with Hoffberg Productions, Inc. Served as Eastern Division Mgr., Monogram Pictures. Organized Distinguished Films, Inc., 1945. Formed Snader Telescription Sales, Inc., 1949. Became partner TV Exploitations, 1951.



**TODMAN, WILLIAM SELDEN**, owner-partner with Mark Goodson of Goodson - Todman Productions. Born New York, N. Y., July 31, 1916; educated Johns Hopkins and New York University; career started as copywriter for advertising agency in New York; entered the industry as writer and director for radio shows for BBD&O Agency; became producer when he joined Bio Company; created many television shows.



**BARNETT, WILLIAM H.**, president Barnett International Forwarders, Inc. Born New York, N. Y., 1894; attended Pace Institute; entered transportation industry in 1913 as export and import manager of firm he presently heads; served as officer of the corporation from 1920 until present; elected president in 1946. Married Hannah Peppes 1918; memberships include Motion Picture Pioneers; Variety Clubs.



**MICHELSON, CHARLES**, President Charles Michelson, Inc., USA representative for Australian TV stations TCN, Sydney, and HSW, Melbourne. Born New York, N. Y.; attended Columbia University; entered television industry as export manager for Michelson & Sternberg, Inc.; established his own company, Charles Michelson, Inc., in 1938; married and father of two children.



**BADER, DAVID, A.**, general sales manager for Atlantic Television. Was born in New York City. Entered industry as press relations, story editor for Century Comedies; later joined Universal as aide to Carl Laemmle, president; represented U in Europe for 10 years. Branched out as literary agent. Was associated with Commonwealth as assistant to president. In 1953 joined Atlantic TV. Member of RTES.



**RABINOWITZ, JASON**, general manager of MGM-TV. Born August 19, 1921, New York, N. Y.; educated Harvard University, AB, 1943; MBA, 1948. Career started in motion picture industry with United Paramount Theatres, Inc., 1949; first association with television industry when he became associated with American Broadcasting Company as assistant controller, later becoming vice president ABC Television Network.





## FILM PRODUCER-DISTRIBUTOR BIOS.

**DIGGES, SAM COOK**, administrative vice president CBS Films. Entered broadcasting in 1942 with WMAL, Washington, D. C., in ABC affiliates sales department, served with merchant marine in W. W. II; joined CBS in 1949 as account executive in newly created TV department of radio sales; television manager CBS Radio sales office Chicago, 1950; Eastern sales manager CBS Television Spot sales, 1952; WEBS-TV, 1954.



**POLL, MARTIN H.**, president Gold Medal Productions; president Gold Medal Studios. Born New York, N. Y., Nov. 24, 1922; educated University of Pennsylvania. U. S. Army service in W. W. II 1942-46; joined Paramount Music Corporation, 1946, assistant to general manager; partner Artists Management Associates, 1950, president Inter-Continental TV Films, 1952, produced TV films; executive prod. Theatre Network TV.



**TALBOT, PAUL**, president Fremantle Overseas Radio & Television, Inc. Started career in industry in 1941 with CBS; served with U. S. Army in World War II; U. S. representative for Italian Radio Network and Radio Andorra, latter being first European station to resume commercial operation after war; heads a company distributing throughout the world with films in all categories available in its programming catalogue.



**GOLDSTEIN, CHUCK**, president Chuck Goldstein Productions. Started career early, with organization of the "Modernaires," singing group; later Goldstein singing unit, "Four Chicks and Chuck," appeared in innumerable singing commercials after they attained national prominence via network radio appearances; entered commercials production field with work for many agencies; organized Goldstein productions.



**MIESEGAES, WILLIAM L. P.**, president Transfilm Incorporated. Born London, England, 1906; attended Harrow, 1920-24; Institut le Rosey, Switzerland. Started career in marine transportations, joining A. C. Fraser & Company, Rotterdam, merchant shippers, as junior executive, 1926, Meyer and Company, Amsterdam, 1927, associated as executive with Maclaine Watson & Company, London, 1928-32; established Transfilm.



**STREECH, WILBUR J.**, president Wilbur Streech Productions, TV commercial and animated film production firm. Graduate of UCLA. Received early training as animation artist for the Walt Disney studios; served as captain in U. S. Signal Corps during World War II; later became associated as a partner in Triangle Films; in 1951 decided to form own company to produce commercials for television advertisers.



**VAN PRAAG, WILLIAM**, president, executive producer, Van Praag Productions producer and director of film commercials and features for television. Started career as movie theatre manager; entered advertising via promotional plan for theatres; advertising films for theatrical distribution; free-lance film editor; set up first film unit for Office of War Information; U. S. Army service in W. W. II; film work for NBC.



**BECK, MAURICE**, in association with Ed. E. McLemore producer of "Texas Rasslin'" film series, among the highest rated sports shows available in the syndication field. A native Texan, he accepted a post at the Federal Reserve Bank in Dallas. Later left the banking field to acquire an interest in one of the largest power laundry and dry cleaning plants in Texas, and years later entered the entertainment field.







## FILM PRODUCER-DISTRIBUTOR BIOS.....

**DISNEY, WALT**, president of the board Walt Disney Studio. Born Chicago, 1901. Started career as commercial artist; created animated characters for short subjects that have become world-famed, and popular; was one of first major motion picture producers to create and produce for television and range of subjects he produced for the medium runs the gamut from fantasy to science.



**McLEMORE, ED**, president of Texas Rasslin' Inc. Born, July 3, 1905. First association with television industry occurred in 1952 when he joined Maurice Beck in the organization of Texas Rasslin' company to film production of live wrestling shows staged at their Sportatorium in Dallas. Married Rose Lawler, is father of three. His hobby: making better wrestling matches, first, with dancing second.



**SAVAGE, DAVID**, administrative vice president Bernard L. Schubert, Inc. Born New York, N. Y., March 17, 1923, educated Columbia University. Began career in research development; associated with Eastman Kodak Company; assistant national sales manager Official Films; film department manager, WCBS-TV, director film procurement CBS, joined NBC as manager of film procurement; asst. to president Guild Films.



**GRAHAM, ED, JR.**, partner Goulding-Elliott-Graham Productions. Graduated Dartmouth 1949. Started writing career at 16 with published work in The Saturday Evening Post; free-lance writer for Perry Como Chesterfield Supper Club, 1946-48; copywriter for McCann-Erickson, 1949-52; at Young & Rubicam created "Harry and Bert" in 1954; in 1956 joined Bob Elliott and Ray Goulding to form G-E-G.



**SCHAEFER, ARMAND LUDWIG**, television film executive Flying A Productions. Born, Tavistock, Ont., Canada, 1898; educated at school in Spokane. Entered motion picture industry in 1924 with Mack Sennett as property man; executive producer for Republic Pictures, 1943-47; president Gene Autry Productions for Columbia release, 1947-53; in 1950 became executive-producer of Flying A for TV film productions.



**NILES, FRED**, president Fred Niles Productions, Inc. Born, September 12, 1919; graduated, B.A., University of Wisconsin, 1940. Started his association with television industry as salesman for Kling Studios in 1947; organized his company to produce commercials, industrial, public relations and sales training films. Club affiliations include: Broadcast Advertising Club, Academy of Television Arts and Sciences.



**STABLER, JOHN W.**, president Filmaster Productions, Filmaster Features, Filmmercial. After graduation from UCLA became personal manager for several bandleaders; vice president William Boyd Enterprises; founded Filmaster Productions, 1954; producer of "Gunsmoke," "Have Gun—Will Travel"; Filmaster Features produced as independent unit theatrical pictures for release by Twentieth-Century Fox.



**ALEXANDER, MAX**, secretary-treasurer M. & A. Alexander Productions. Born in Germany. Started career in motion picture industry in Berlin in the production field, gaining wide experience there, removed to the U. S. and joined Abe and Julian Stern in a production project; was associated with Phil Goldstone during two years association, 1931-32 in production; with brother Arthur formed Alexander Co.



## FILM PRODUCER-DISTRIBUTOR BIOS.

**BURNS, GEORGE**, president McCadden Corporation.



Born, New York, N. Y. Started professional career as a singer with a children's quartette in vaudeville; long career on stage as singer and comedian; star with Gracie Allen in two-act in vaudeville, radio and finally TV; organized McCadden in 1952 to produce films for CBS-TV, also producing commercials for bigger accounts on television.

**SMALL, EDWARD**, president Edward Small Produc-



tions, Inc. Born, Brooklyn, N. Y. Started career as actor; produced many important theatrical features as independent producer starting before talkies arrived for release by major distributor companies; entered TV film production; was one of organizers of Television Programs of America; produced series films for the television medium.

**ALEXANDER, ARTHUR**, president M. & A. Alexander



Productions. Born in Germany, 1909; educated at Kassel there. Started business career in department store field; entered film production industry with Universal Studios, Frankfurt; went to Hollywood in 1929 as assistant director of theatrical films; organized with his brother Max the M. & A. Alexander production company.

**BAGNALL, GEORGE**, president George Bagnall and



Associates, Inc. Started his career in motion pictures in 1928 with Fox Film Company as comptroller of its West Coast studios; studio treasurer with Paramount in 1935, later being named executive studio manager; vice president, 1937; vice president, general manager Alexander Korda, 1941-42; vice president United Artists, 1942.

**PINCUS, IRVING**, producer. Born, New York, N. Y.;



attended New York University. Started his show business career as production assistant to Howard Lindsey and Russell Crouse, whose organization he served for three years; stage managing assignments included "Anything Goes" and "Red Hot and Blue" and the musical, "Higher and Higher;" TV films include "Real McCoys," CBS-TV.

**EDELMAN, LOUIS F.**, television film producer.



Started in motion picture industry as salesman for Paramount Pictures; became a producer in 1929 in Hollywood studios — MGM, 1929-33; Columbia, 1942-44; Warner, 1945-52; entered television production in 1952, his films for television included "Wyatt Earp," "The Adventures of Jim Bowie;" "Make Room for Daddy;" exec. producer.

**HERSH, SAM**, president Family Films, Inc. Estab-



lished the company in 1948 for the production of films for the TV market and church presentations; company is said to be the largest producers and distributors of religious pictures; filming is done at Keywest Studios in Hollywood, for which Hersh signed a 20-year lease for exclusive use; Hersh entered the film industry twenty years ago.

**LEWIS, WARREN**, executive vice president Sharpe-



Lewis Productions. Born, Boston, Mass., 1911. Entered industry in broadcasting as freelance script writer for CBS and NBC, 1939-40; removed to Hollywood in 1941; served in WW II as sergeant in U. S. Army Air Force, 1941-45; in 1951 associated with Don Sharpe Television Enterprises as general program supervisor.

## FILM PRODUCER-DISTRIBUTOR BIOS.....

**HYMAN, KENNETH**, executive vice president, United Artists Associated, Inc. Born New York, N. Y., 1928. World War II service with U. S. Marines; joined Associated Artists Productions, Inc. (now UAA) 1947; assistant director Monogram Pictures; returned to AAP in 1953 with practical production experience and with retention of his early enthusiasm for the TV drawing power of Hollywood feature films.



**WRATHER, JACK**, president of the Jack Wrather Organization, whose interests range from the oil industry to the resort field and communications, including TV production. B. Amarillo, Texas, May 24, 1918. World War II service with U. S. Marines; film producer, of various TV series ("Lone Ranger," etc); owner of radio and TV stations; TJWO and Associated Television jointly own Independent Television Corp.



**REIN, EDYTHE**, vice president and secretary, National Telefilm Associates; vice president NTA Film Network. Graduate of Wilkes College, Wilkes Barre, Pa. Entered the industry as production assistant to Phillips H. Lord; became associated with Ely Landau, Inc., in 1953 and has served NTA without interruption since its inception as secretary, assistant treasurer and a member of NTA's board.



**COLE, JOHN J.**, president Guild Films. Born, Holyoke, Mass., 1923; graduated, PBK, University of Missouri, school of journalism. Served in So. Pacific in W. W. II. Entered industry with Station KOMO, Kansas City, 1948; joined Guild Films as west coast sales manager, 1955; vice president for sales, elected president in early 1958; set up Inter World TV Films, Inc., Guild subsidiary.



**NATHAN, WYNN**, vice president MCA TV, Ltd. Began his career in the film industry in casting department of Universal pictures, 1941; following service with the U. S. Army Air Force in World War II, he became associated as an agent with the William Morris Agency and later with Century Artists, Ltd.; joined United Television Programs, Inc., 1950; named v. p. when Gross-Krasne took over in 1953.



**SHARPE, DON W.**, president Sharpe-Lewis Productions. Born Livingston, Mont., 1912; educated at Northwestern University; began his career as a writer, wrote scripts for radio, became the ad-writer for Kate Smith radio hour; wrote scripts for Cavalcade of America; became agent for Frank Vincent Talent Agency, 1943; sold his first radio package, "Private Life of Josephine Tuttle," 1947.



**GOODMAN, HARRY S.**, general manager of Harry S. Goodman Productions. Started his business career in the finance and sales field; teacher of sales psychology at New York Life Insurance Company; president and general manager of Banker's Thrift Corporation, Chicago; organized Harry S. Goodman Productions in 1931; president of Radio-TV Representatives, Inc. (N. Y., Chicago, L. A., San Francisco, and Atlanta.)



**FLEISCHMAN, HARRY**, president Entertainment Productions, Inc. Born New York, N. Y.; in early youth removed to Portsmouth, N. H.; received degree from Boston University. First association with entertainment field as member of Gilbert Miller Company, with whom he served for a decade and a half; entered the television industry in 1951 when he joined Louis G. Cowan, Inc.



**FILM PRODUCER-DISTRIBUTOR BIOS.**

**BRADFIELD, C. H. JR.**, chairman of the board Wilding Picture Productions, Inc. Studied mechanical engineering at Baltimore Polytechnic Institute. Joined Electrical Research Products, 1929; treasurer, later vice president Audio Productions; Sound Services, Ltd., London, 1937-39; became president of Wilding in 1947, succeeding his late father, founder of the company.



**LAWRENCE, ROBERT L.**, president Robert Lawrence Productions Inc. West Point graduate and Fifth Army veteran. Started in entertainment industry in 1947 with RKO Pathe; joined Jerry Fairbanks, Inc., 1948; later v.p. in charge Eastern operations; formed own film production firm for TV commercials, 1952; expanded with formation of several subsidiaries in commercials production.



**HUDSON, HAL**, executive producer of "Black Saddle" TV series, executive vice president and producer of "Zane Grey Theatre." Director writing department CBS, Chicago, 1933-37; West Coast commercial program producer CBS Radio, 1940-48; joined KTTV, 1948; manager; CBS Television department, Hollywood, 1949, supervised "My Friend Irma" and others; executive v.p. Zane Grey Prod., 1955.



**KERMAN, ARTHUR**, president Governor TV and Regal TV Corporation, also president Tudor Pictures, Inc., Favorite Films Corporation and Congress Films, Inc., latter firms handle theatrical films. Born New York, N.Y., April 27, 1927; graduated Hofstra College. Organized Governor TV in 1951 after association with firms headed by his father, the late Moe Kerman, in the film distribution field.



**ZOUARY, MAURICE H.**, president Maurice H. Zouary productions. Born Brooklyn, N. Y., July 17, 1921, educated School of Industrial Design. Trans-Lux Theatres, 1941, U. S. Armed Forces, 1943; entered live TV production, Bud Gamble Productions, 1948; industrial film production, 1953-54; Guild Films, 1955-56; presently producer-packager film series and commercials; stock shot library.



**HANMER, H. WILLIAMS**, president Wilding Picture Productions, Inc. Born Evanston, Ill.; graduated Northwestern U; master of law degree from Chicago-Kent College of Law; corporation and trial lawyer in Chicago for 29 years, later general counsel for National Editorial Assn.; joined Wilding in 1934; general counsel and vice president, 1937; became third president of the company.



**SEE PAGE 218**  
**FOR INDEX TO AD**  
**AGENCY TIME BUYERS**



**COMMERCIAL FILMS INC.**

The greatest worldwide association  
in commercial television.

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



**COMBINED FACILITIES INCLUDE:**

**26 SOUND STAGES • 10 MILES STREETS AND EXTERIOR SETS • ANIMATION • MUSIC • CASTING • WARDROBE  
VIDEOTAPE • LOCATION • OPTICAL AND SPECIAL EFFECTS • ARTS AND CRAFTS • 20 CUTTING ROOMS**

**N E W   Y O R K   •   B U R B A N K   •   C A N A D A**





**TELEVISION DAILY**

presents

*AM and TV*  
**COMMERCIAL**  
**PRODUCERS**

---

**KEY PERSONNEL**  
**ADDRESSES AND PHONE**  
**SERVICES OFFERED AND STUDIOS**

**1959**

**T**HROUGH these pages pass the most astute buyers of motion pictures in the world.

To those who buy and sponsor commercial motion pictures for industry or education, distributed through non-theatrical channels or on television, we ask for the opportunity to present our facilities and qualifications as your producer.

Send for "A Few Facts About Audio"



# **AUDIO PRODUCTIONS, INC.**

Film Center Building

630 Ninth Avenue

New York 36, N. Y.

# AM-TV COMMERCIAL PRODUCERS

## **Academy Film Productions, Inc.**

123 W. Chestnut St., Chicago 10, Ill  
 Phone: MICHigan 2-5877

Pres., Exec. Prod.....Bernard Howard  
 Sales Manager.....Ted Liss  
*Services Offered*—Creators & producers of TV & business films. Animation & live action. Specializing in unusual audio-visual presentations. Have own studios & full eqpt.

## **Academy Films**

800 N. Seward St., Hollywood 38  
 Phone: HOLlywood 2-0741

President.....J. Larsen  
*Services Offered*—Complete motion picture production services, for comm'ls. Creators of jingles for agencies & advertisers.

## **Academy Pictures, Inc.**

49 W. 45th St., N.Y.C. 36  
 Phone: PL 7-0744

President.....Moray Foutz  
 Sales Manager.....Nick Newton  
*Services Offered*—Animation and live action films for TV and industry. Slide films and film strips.

## **Ad-Staff, Inc.**

9122 Sunset Blvd., Hollywood 46, Cal.  
 Phone: CR 5-5219

President.....Don Quinn  
 V.P.'s.....Henry Russell, Martin Sperzell, John Rider  
*Services Offered*—Creation, production of radio-TV music commercials, commercial integration, themes & scoring, graphic ideas.

## **Advertisers' Broadcasting Company**

117 W. 46th St., N.Y.C. 36  
 Phone: PL 7-3560

Exec. Prod.....Sholom Rubinstein  
 Director.....Bernard Rubinstein  
 Copy Chief.....David M. Hausdorff  
*Services Offered*—Write, create, produce jingles and commercials.

## **Alcona Productions**

4211 Gaston Ave., Dallas, Tex.

President.....C. Edwards  
*Services Offered* — All TV film services; live shows; industrial, educational.

## **Alexander Film Co.**

Alexander Film Bldg.,  
 Colorado Springs, Colo.  
 Phone: ME 3-1771

Bd. Chmn.....Don M. Alexander  
 President.....Keith Munroe  
 V.P., Gen. Mgr.....Jay Berry

V.P., Production.....James Anderson  
 Mgr.....John B. Lee  
 Creative Dir.....Howard F. Olds  
 V.P., Mktg.....Jay Piccinati

*Services Offered*—TV film commercials, business and industrial films, theatre film commercials, distribution.

## **Paul Alley Productions**

619 W. 54th St., N.Y.C. 19  
 Phone: JUDson 6-2393

President.....P. Alley  
 Vice President.....B. Alley  
*Services Offered* — Comm'ls; industrial films.

## **All-Scope Pictures, Inc.**

(Comm'l Film Division of Twentieth Century-Fox Television)  
 1417 N. Western Ave., Hollywood 27  
 Phone: HOLlywood 2-6231

President.....Gordon Mitchell  
 Vice President.....J. Shippe  
*Services Offered*—Synd. spots, comm'ls.

## **Alpha Film Productions**

P. O. Box 5323, Baltimore 9, Md.  
 Phone: Valley 3-6617

*Services Offered*—Film processing; produce TV spots.

## **Amenic, Inc.**

2421 N. Ramsey, Springfield, Mo.  
 Phone: UN 5-1367

President.....William Dale Russell  
 Vice Pres.....Reat R. Younger  
 Secy.-Treas.....N. C. Hall  
*Services Offered*—Complete 16-mm motion picture service, including kines, and full animation.

## **American Film Co.**

1329 Vine St., Philadelphia 7, Pa.  
 Phone: WA 2-1800

Manager.....Ben Harris  
 Sales Mgr.....S. Adams  
 Secretary.....I. Weyhmiller  
*Services Offered*—Produce motion pictures on special order plus projection service, booking, inspection, storage and shipping departments. Also rental of 8 mm & 16 mm plus special subjects from 1900 and advertising facilities.

## **American Film Producers**

1600 Broadway, N.Y.C. 19  
 Phone: PL 7-5915

Exec. Prodr.....Robert Gross  
 Exec. Prodr.....Lawrence A. Glesnes  
 Prodn.....Sheldon Abromowitz  
 Office Mgr.....Madeline Stolz

**AM-TV COMMERCIAL PRODUCERS** .....

*Services Offered* — Complete production and distribution facilities for sponsored films, commercials, program openings and closings, slides and film inserts for integration; color or black and white, live action or animation in both 16 mm and 35 mm.

**Clyde Anderson Motion Pictures**

334 A St., Salt Lake City 3, Ut.  
Phone: EMpire 3-5337

Manager .....Clyde Anderson  
*Services Offered*—Film, comm'l's, services.

**Animated Productions Inc.**

(Al Stahl Productions)  
1600 Broadway, N.Y.C.  
Phone: CO 5-2942

President .....Al Stahl  
*Services Offered*—TV shows in animation and live. Comic strip animated films. Unusual films in stop-motion technique, animated puzzles, audience participation films, TV commercials and industrial films.

**Animation, Inc.**

736 N. Seward St., Hollywood 38, Cal.  
Phone: HO 4-1117

President .....Earl Klein  
General Manager.....Chris Petersen, Jr.  
Production Manager.....Bob Hirsch  
Director .....Ed Barge

*Branch Offices*

14005 Fenkell Ave., Detroit, Mich.  
Phone: BR 3-3040

Representative .....Ted Petok  
221 N. LaSalle St., Chicago, Ill.  
Phone: FR 2-2628

Representative .....Joe W. Edwards  
*Services Offered*—Animated & live action TV comm'l's, storyboards, sound tracks, educational & industrial films.

**Animation Service Co.**

1780 Broadway, N.Y.C. 19  
Phone: CI 5-4832

Chief Animator.....Abe Blashko  
Animation Supervisor.....Leo Levko  
Administration .....Seymour Posner  
*Services Offered* — All film art services, maps, charts, cartoon animation, animation camera work in 16 mm and 35 mm.



**CONFUCIUS  
SAY...**

*“One  
Klaeger  
picture  
worth  
10,000,000  
words”*

*Klaeger*  
**KLAEGER PRODUCTIONS, INC.**  
1600 BROADWAY, NEW YORK 19, N. Y.

LIVE AND ANIMATED | *films*  
• JUDSON 2-5730

**AM-TV COMMERCIAL PROD.**

**Anime, Inc.**

45 W. 45th St., N.Y.C.  
Phone: Circle 5-3737

President ..... Josh Meyer  
Vice Pres. .... Renee Leigh  
Executive Producer..... Mitch Leigh  
*Services Offered* — Package film shows (mostly animation). Producers of animated commercials and industrials.

**Animotion Associates, Inc.**

333 W. 52nd St., N.Y.C. 19  
Phone: CI 6-3817-8

President ..... Graham Place  
Vice Pres. .... Otto Feuer  
Gen. Mgr. .... Donald Fellows  
National Sls. Dir. .... Lee Krieger  
*Services Offered*—Producers of animated TV commercial spots and films. ANIMOTION is an exclusive film process using animated cartoon cut-outs in conjunction with "live" product.

**Evan J. Anton Prods., Ltd.**

550 Fifth Ave., N.Y.C. 36  
Phone: PL 7-3638

President ..... Evan J. Anton  
Vice Pres. .... Mary Mallios  
Sec'y-Treas. .... James Mallios  
*Services Offered*—Producers of industrial and documentary films and slides, TV commercials and spots.

**Apex Film Corporation**

104 N. Las Palmas, Hollywood 38, Cal.  
Phone: HOLlywood 3-5106

President ..... J. Chertok  
*Services Offered*—Film comm'ls; industrial films.

**Apollo Productions**

130 Carlton St., Toronto, Ont.  
Phone: WALnut 2-3163

President ..... R. Rosenberg  
*Services Offered*—Compl. film facilities; comm'ls & industrial films.

**Arco Film Productions, Inc.**

580 Fifth Ave., New York 36, N. Y.  
Phone: COlumbus 5-6968

President ..... R. J. Oulmann  
*Services Offered*—TV film facilities; animation & TV film show packaging.

**J. Armstrong & Company**

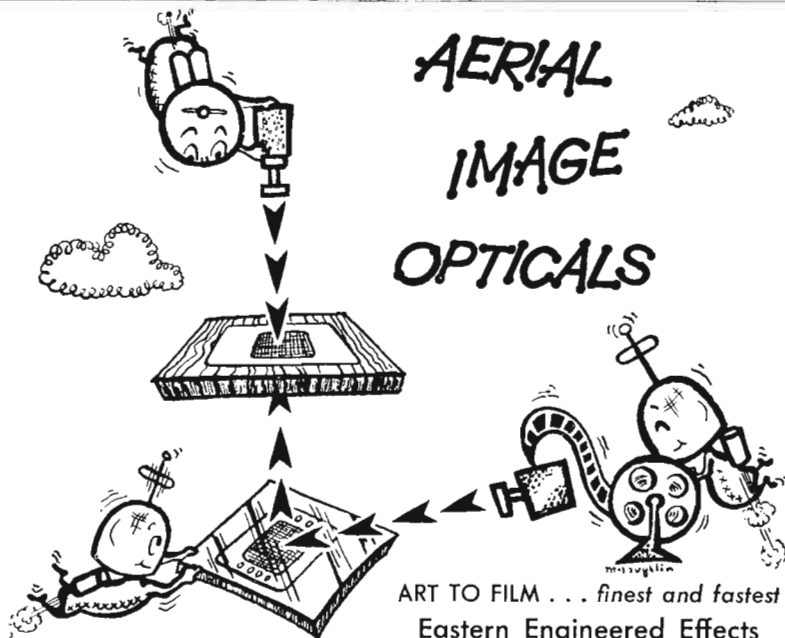
28 W. 44th St., N.Y.C.  
Phone: LOngacre 3-0056

President ..... Joseph Armstrong  
*Services Offered*—Custom, synd. comm'ls facilities.

**Arrowhead Productions**

355 N. Beverly Dr., Beverly Hills, Cal.  
Phone: CRestview 6-3728

General Manager..... B. I. Harris  
*Services Offered*—Facilities for TV film processing, production & TV film comm'ls.



MAURICE SAM MAX LEVY  
**Eastern Effects, Inc.**

333 WEST 52nd STREET

NEW YORK 19, N. Y.

CI 5-5280

## AM-TV COMMERCIAL PROD.

### **Atlas Film Corp.**

1111 South Blvd., Oak Park, Ill.  
Phone: AUstin 7-8620

President .....L. Mominee  
Services Offered—Synd. spots, comm'ls.

### **A T U Productions**

130 W. 57th St., N.Y.C.  
Phone: JU 6-4292

President .....Allen Swift  
Services Offered—Offering a new service of syndicated TV film commercials.

### **Audio Productions, Inc.**

630 Ninth Ave., N.Y.C. 36  
Phone: PL 7-0760

President.....Frank K. Speidell  
Vice Pres.....Herman Roessle  
Secy.-Treas.....P. J. Mooney  
Sales Manager.....Sheldon Nemeyer  
TV Dept. Mgr.....Harold R. Lipman  
Services Offered—Producers of all types of TV commercials. Production facilities. Live action, animation, opticals, etc.

### **Aurvid Productions**

P. O. Box 413, Phila., Pa.  
Phone: LOcust 4-4429

Manager.....F. O. Pease  
Services Offered — All TV film, comm'l

facilities; live, package, film production; animation, package, TV shows.

### **Bill Baird's Marionettes**

334 W. 70th St., N.Y.C. 23  
Phone: TR 3-6064

Partners.....Bill and Cora Baird  
Agency Reps.....Ashley Steiner  
Services Offered—Produce live or filmed commercials with marionettes and hand puppets, with or without live actors, in own studios.

### **Bandelier Films**

1837 Lomas Blvd., NE, Albuquerque, N. M.  
Phone: CHapel 3-5848

President .....R. Stevens  
Services Offered — Technical trng. films; live action & film TV comm'ls facilities.

### **Thos. J. Barbre Productions**

2130 S. Belleire St., Denver 22, Colo.  
Phone: SK 6-8383


Producer .....Thos J. Barbre  
Asst. Mgr.....Anita T. Barbre  
Dir. Sound.....Paul F. Emrich  
Dir. Photography.....H. J. Anderson  
Services Offered—Complete motion picture production service—script, photography, editing, sound recording, stage, mobile units, theater; nationally. Industrial, business films; TV spots.



**EMPIRE  
BROADCASTING  
CORP.**

Complete Facilities  
for  
Disc & Tape  
Sound Recording

Air Conditioned Studios — Mobile Units  
480 Lexington Ave., New York 17, N. Y. - YUkon 6-5700



**EMPIRE  
PRODUCTION  
CORP.**

Complete Facilities  
for  
16mm & 35mm  
Film Production

**AM-TV COMMERCIAL PROD.**

**Basch Radio & Television Productions**

17 E. 45th St., N.Y.C. 17  
Phone: MU 2-8877

Partner .....Charles J. Basch, Jr.  
Partner.....Frankie Basch  
*Services Offered* — TV film commercials, animated and live; film programs, industrial, training, and fund-raising films; radio commercials, jingle, gimmick & dramatized.

**Bay State Film Productions, Inc.**

35 Springfield St., Agawam, Mass.  
Phone: RE 4-3164

President .....Morton Read  
V.P., Sls.....D. D. Doyle  
*Services Offered*—Film comm's production.

**Beacon Television Features, Inc.**

115 Newbury St., Boston 16, Mass.  
Phone: CCommonwealth 6-6881

President .....J. L. Sanderson  
*Services Offered*—TV film commercials; story-boards, feature film production.

**V. S. Becker Productions**

551 Fifth Avenue, N.Y.C. 17  
Phone: MU 2-0777

Exec. Prod.....Viola S. Becker  
Sales .....Thomas W. Bieder  
*Services Offered* — TV & radio package shows & commercials; live, recorded & filmed. Casting. Industrial films.

**Beeland-Wood Films, Inc.**

752 Spring St., N.W., Atlanta 8, Ga.  
Phone: TRafalgar 6-7558

President .....K. Wood  
Gen. Mgr.....Paul Hoelscher  
*Services Offered*—Production of commercials and programs films.

**Bemiller Productions**

749 N. Highland Ave., Hollywood 38, Calif.  
Phone: WEbster 5-3346

President .....R. H. Bemiller  
*Services Offered* — Animated, live-action commercials; syndicated commercials, animation, jingles.

**Real Benoit Film Productions**

2161 St. Catherine St., W., Montreal, Canada  
Phone: WEbster 3-7339

**Russell R. Benson Productions**

136 N. Delaware St., Indianapolis, Ind.  
Phone: MElrose 7-0306  
President .....R. R. Benson



**HFH** 38 W. 48th ST., N. Y. 36, N. Y.  
PRODUCTIONS, INC.

**ANIMATION, LIVE ACTION COMMERCIALS AND INDUSTRIALS**

**AM-TV COMMERCIAL PROD.**

*Services Offered*—Film spot commercials; industrial, educational films.

**Bernard-Degen Productions**

1601 N. Gower, Hollywood 28  
Phone: HO 5-9886

Partner .....Cy Bernard  
Partner .....Vince Degen  
*Services Offered*—Creators, producers of musical commercials, TV & radio; arrangements (vocal & instrumental); underscoring to animation & live action.

**Guy Biddick**

1046 So. Olive St., Los Angeles 15, Cal.  
Phone: RI 9-8800

Manager .....Guy Biddick  
Office Mgr.....Barbara McNey  
Traveling Rep.....Burton Zoul  
*Services Offered*—Animation of product or trademark, commercial spots on film.

**Big D Pictures, Inc.**

4211 Gaston Ave., Dallas, Tex.  
President .....Chas. H. Edwards  
*Services Offered*—Live TV programs & TV film shows; educational & industrial shorts. B & W and color animation. Export & import film. Studio and laboratory facilities.

**George Blake Enterprises, Inc.**

1600 Broadway, N.Y.C. 19  
Phone: Circle 5-4582

President .....Mrs. Jean Blake  
Production Dir.....Robt. Kingsley  
Supvr. Editor.....R. Jacques  
*Services Offered* — Comm'ls, industrial, films, synd. spots.

**Bray Studios Inc.**

729 Seventh Ave., N.Y.C. 19  
Phone: CI 5-4582

President .....J. R. Bray  
V.P., Prod. Mgr.....Paul A. Bray  
Treasurer .....M. Bray  
Animation Dir.....Max Fleischer  
W. G. Gilmartin  
Film Dist. Mgr.....B. D. Hess

*Services Offered*—Producers and distributors of all types of films for TV use including technical animation and cartoons. Specialize in industrial training and sales films, as well as health, safety and films for the military.

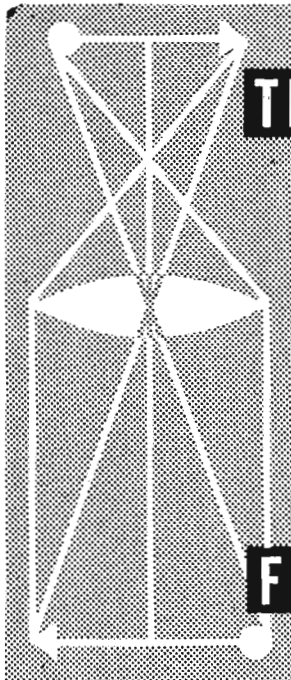
**Wm. F. Broidy & Company**

5501 Wilshire Blvd., Los Angeles 36  
Phone: WE 3-7461

Owner .....W. F. Broidy  
Assistant .....E. Yessin  
*Services Offered* — Commercials & programs.

**Myron L. Broun**

34 Grosvenor St., London W. 1, Eng.  
*Services Offered*—Production, distribution.



**TELEVISION GRAPHICS inc.**

producers of television film commercials

- LIVE ACTION
- ANIMATION
- STOP MOTION
- REAR SCREEN
- PROJECTION (MITCHELL)

**FILM GRAPHICS inc.**

producers of industrial and educational films

369 LEXINGTON AVENUE, NEW YORK 17

MU 6-5255



**AM-TV COMMERCIAL PROD.**

**Bruce-Hall Company**

333 N. Michigan Ave., Chicago 1, Ill.  
Phone: FRanklin 2-7100

President .....Roht. Hicks  
Services Offered—Live TV programs, commercials, package shows; TV film shows, comm'l's, package shows; educational & industrial shorts; studios & facilities for rent.

**Bill Burrud Productions**

1522 N. Van Ness Ave., Hollywood 28  
Phone: HOllwood 7-4159

President .....Bill Burrud  
Services Offered—TV live programs & film shows; commercials; shorts; color animation; package film shows; TV scripts.

**Byron, Inc.**

1226 Wisconsin Ave., N.W.  
Washington 7  
Phone: FE 3-4000

President .....Byron Roudabush  
Vice Pres.....Dudley Spruill  
Secretary .....Peter J. Agnew  
Services Offered—Print and process 16 mm black & white, print 16 mm color, process 16 mm negative-positive, edge numbering, sound striping, record, re-record, editorial, animation photography, hot press titles, art and animation.

**S. W. Caldwell, Limited**

447 Jarvis St., Toronto 5, Ont.  
(See TV Prod.-Dist.)

**Calhoun Studios**

266 E. 78th St., N.Y.C. 21  
(See TV Prod.-Dist.)

**Calif. Internat'l Productions**

6710 Melrose Ave., Hollywood, Cal.  
Phone: WE 9-1491

President.....H. F. O'Donnell  
Services Offered — TV film shows & comm'l's; religious films; shorts, educ. & indust.

**California Studios Incorporated**

650 N. Bronson St., L. A. 4, Cal.  
Phone: HO 2-7141

President .....P. N. Krasne  
Services Offered — TV film shows & comm'l's; soundies; B & W animation; packages.

**Lars Colonius Prods., Inc.**

45 W. 45th St., N.Y.C. 36  
Phone: PL 7-0350

President .....Lars Colonius  
Services Offered—Full animation facilities. Story boards. Live action.

**The Camera Mart, Inc.**

1845 Broadway, N.Y.C.  
Phone: PL 7-6977

President .....Irving Browning  
Manager .....Samuel Hyman  
Promotion .....Paul Meistrich



**BERNARD-DEGEN PRODUCTIONS**

**Cy Bernard - Vince Degen (Partners)**  
**Jack Wormser (Representative)**

**Creators and Producers of Musical Commercials**  
**TV and Radio**

**Arranging Vocal and Instrumental**  
**Scoring to Animation and Live Action**  
**1601 North Gower Hollywood 28, Calif.**  
**HOLLYWOOD 5-9886**

**Productions:**

Burgermeister Beer  
Italian Swiss Colony  
Wine  
Kellogg's Pep  
British Columbia  
Centennial Theme

C & H Sugar  
Foremost Dairies  
Clorox Bleach  
S & W Foods  
Bapco Paints  
M. J. B. Coffee

Starkist Tuna  
Jim Clinton Clothes  
G & D Vermouth  
Juicidrink (Heart's  
Delight)

**AM-TV COMMERCIAL PROD.**

**Campus Film Productions, Inc.**

14 E. 53rd St., N.Y.C. 22  
Phone: PL 3-3280

President .....Nat Campus  
Exec. Producer.....Jules Krater  
*Services Offered*—Film production under contract.

**Canadian Film Industries Co., Ltd.**

310 Lakeshore Rd., Toronto 14, Canada  
Phone: CL 1-5211

President .....Arthur D. Gottlieb  
*Services Offered*—TV film shows, comm'ls; shorts; animation, B & W & color; facilities rented.

**Canyon Films of Arizona**

834 N. 7th Ave., Phoenix, Ariz.  
Phone: AL 2-1719

Producer .....R. Boley  
Photography .....Robt. Allen  
*Services Offered*—Production TV commercials, pub. rel. films: 16/35 mm animation & live action.

**Capital Film Service**

224 Abbott Rd., E. Lansing, Mich.  
Phone: ED 2-3544

President .....J. R. Hunter  
*Services Offered*—TV live and film shows;

commercials, soundies, shorts, B & W & color animation, music, scripts.

**Capitol Records, Inc.**

1750 N. Vine St., Hollywood 28  
Phone: HO 2-6252

President .....Glenn Wallichs  
Gen. Mgr.....George R. Jones  
Nat. Sls. Mgr.....Herbert I. Sachs  
*Services Offered* — Custom recording for records, radio and TV; mastering, processing; full library of production music.

**Capt. Z-Ro Productions, Inc.**

225 E. 46th St., N.Y.C. 17  
Phone: EL 5-7943

President .....H. Brown  
*Services Offered* — TV commercials and film shows.

**Caravel Films, Inc.**

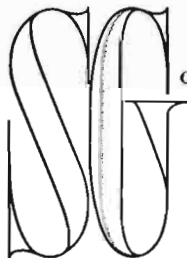
20 West End Ave., N.Y.C. 22  
Phone: CI 7-6110

President.....David I. Pincus  
Vice Pres.....Calhoun McKean  
Dir., Exec. Prod.....Mauri Goldberg  
*Services Offered*—Complete 35 and 16 mm production; studios, cutting rooms; animation; projection. Films for industry, TV and government.

**Carey-Swain Incorporated**

1938 Laurel St., Sarasota, Fla.  
Phone: RI 4-8111

President.....W. M. Carey



sande & greene  
creative consultants for radio · television · motion pictures

from the desk of  
**robert sande**

sunset tower west  
8400 sunset blvd.  
hollywood 46, calif.  
oldfield. 6-0300

Memo to:

*Agencies, Advertisers, Producers*  
*We're anxious to have you hear*  
*our new demo tape of exciting*  
*musical "Salesongs", and*  
*musical ideas for radio & TV.*  
*Call me, Bob*

Production.....H. E. Swain  
*Services Offered*—Produces documentary editorial, commercial & educ. films.

**Cascade Pictures of California**

1027 N. Seward, Hollywood 38, Calif.  
 Phone: HO 2-6481

President .....Bernard J. Carr  
 Vice Pres.....Roy Seawright  
 V.P., Prod.....Vaughan Paul  
 Prod. Dir.....George B. Seitz, Jr.  
*Services Offered*—Producers of film commercials for TV offering complete studio facilities, animation and optical effects personnel.

**Cate and McGlone**

1521 Crossroads of World, Hollywood 28  
 Phone: HO 5-1118

President .....T. Cate  
 Secretary.....E. D. McGlone  
*Services Offered* — Commercials; production—scripts, storyboards, editorial, photography.

**Centron Corporation Incorporated**

W. 9th at Avalon Rd., Lawrence, Kans.  
 Phone: VI 3-0400

President .....A. H. Wolt  
*Services Offered*—Industrial, educ. films; filmed spots.

**Hu Chain Associates**

15 E. 48th St., N.Y.C. 17  
 Phone: PL 5-5240

Owner .....Hubert V. Chain  
*Services Offered* — Radio-TV and motion picture production, direction and script writing.

**Charter Oak Tele-Pictures Inc.**

423 E. 90th St., N.Y.C.  
 Phone: TR 6-6800

President .....Louis Cavrell  
 Secretary .....Otis Cavrell  
 Treasurer .....Ira Cavrell  
*Services Offered*—Production facilities for TV and industrial 16 and 35 mm color and black & white films. Medical and dramatic films. Printing and processing lab. Editorial rooms. Sound stage rentals for automobile commercials.

**Jack Chertok Prod. Inc.**

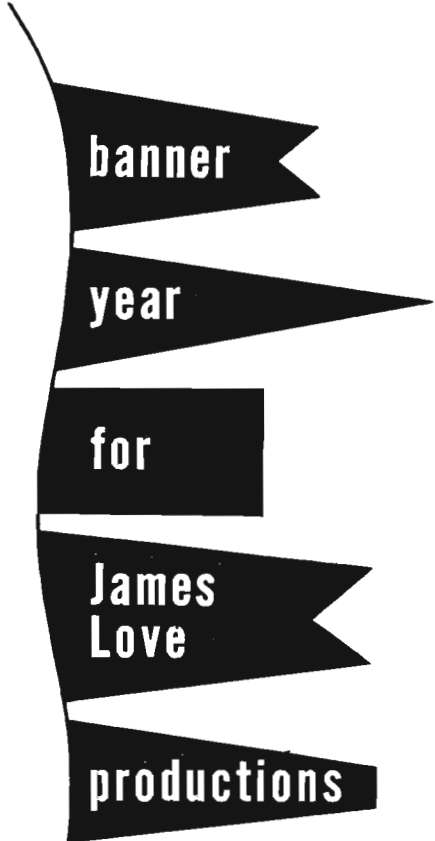
1049 N. Las Palmas Ave., L. A. 38  
 Phone: HO 3-5106

Exec. ....Paul McNamara  
*Services Offered*—Synd. spots; comm'ls.

**Chicago Film Studios**

56 E. Superior St., Chicago 11  
 Phone: WH 4-6971

President.....A. G. Dunlap  
 Dir. of Sales.....Robert D. Casterline  
 Prodn. Mgr.....Russell T. Ervin, A.S.C.  
 Laboratory Mgr.....Walter Rice  
*Services Offered*—Complete 16 & 35 mm film production facilities; sound stages, RCA sound recording, optical effects, Art Department, complete processing laboratory.



Our List of Clients Include

- Alcoa
- American Home Products Corp.
- Bell Telephone Co.
- General Electric Co.
- Pittsburgh Plate Glass
- Vick Chemical Co.
- Westinghouse Electric Corp.
- Raytheon Mfg. Co.
- Bankers Life & Casualty Co.



115 WEST 45th ST., NEW YORK, N. Y.  
 JUdson 2-4633

**AM-TV COMMERCIAL PROD.** .....

**Christensen-Kennedy Productions**

2824 Harney St., Omaha 31, Nebr.  
Phone: AT 2977

N. Y. Phone: MURRAY Hill 3-0585

Prod. Ptnrs.....D. Kennedy, R. Christensen  
Gen. Sls. Mgr.....Herb Hellwig  
West Coast Prod. Mgr.....Jack Silver  
Eastern Rep.....Paul Blaufox  
Services Offered—TV comm'ls, animations, cartoons, industrial & business-sponsored films, 35 mm film strips, slides; lab. processing.

**Frank Christi**

521 N. LaCienega Blvd., Los Angeles 48  
Phone: CR 1-6452

Services Offered—Commercials, syndicated spots.

**Churchill-Wexler Film Productions**

810 Seward Ave., Los Angeles 38  
Phone: HO 9-1576

Ptnrs.....S. Wexler, R. Churchill  
Services Offered—Produce comm'ls, theatrical shorts, educ. & indust. films.

**Cinecraft Productions, Inc.**

2515 Franklin Blvd., Cleveland 13, O.  
Phone: SU 1-2300

President .....R. Culley  
Services Offered—Synd. spots; comm'ls.

**Cineffects, Inc.**

115 W. 45th St., N.Y.C.  
Phone: CI 6-0951

President .....Nat Sobel  
Sec'y-Treas .....Irving Hecht  
Services Offered—Animation, special effects, titles, mats, inserts, black & white or color, 16 or 35 mm.

**Cinesound, Limited**

552 Rogers Rd., Toronto, Ont.  
Phone: RO 2-7338

President.....B. Bach, Jr.  
Services Offered—Shorts, film comm'ls; color, B & W animation; music; scripts; packages; studio, facilities rental.

**Cine-Tele Productions**

6325 Santa Monica Blvd., Hollywood 38  
Phone: HO 5-3376

Producer .....H. Lehman  
Wrtr., Dir.....G. McKiddy  
Sales .....J. Lehman  
Services Offered — Commercials, indust. films; editing services; sound; trng. films.

**Cinetoon Productions**

1847 Fort St., Honolulu, Hawaii  
Phone: 625485

Exec. ....M. D. Meyers  
Services Offered—Industrial films; synd. spots; comm'ls.

**Cine-Video Productions, Inc.**

Boston Post Rd. at Cine Video La.  
Milford, Conn.  
Phone: TR 4-6590

Pres., Exec. Prodcr.....Garo W. Ray  
Tech. Dir.....Kenneth F. Rieke  
Services Offered—Compl. motion picture services for industrial & educational productions. Complete sound stages, recording & dubbing studios, release printing — color, B & W, processing, & all other film services under one roof.

**Clampet-Toon Commercials, Inc.**

721 N. Bronson, Los Angeles 38, Cal.  
Phone: HO 2-6661

Producer .....B. Clampett  
Bus. Mgr.....J. Jacobs, Jr.  
Production .....D. Messick  
Services Offered—Comm'ls; synd. spots.

**CNC Productions, Incorporated**

21 W. Ontario St., Chicago 10, Ill.  
Phone: MI 2-1883

V.P., Exec. Prod.....Wm. Newton  
Services Offered — Live TV programs & comm'ls, packages; scripts.

**Coastal Film Services, Inc.**

321 W. 44th St., N.Y.C. 36  
Phone: JUDSON 2-7780

President .....Manuel Casiano  
Vice President.....Louis Lemont  
Services Offered—Complete services including optical effects, animation, titles, film consultants.

**NEW STONE ASSOCIATES**

595 Madison Avenue

New York, N. Y.

PL 5-0416

Leading Merchandising Agents

for

Television Personalities

and

Properties

ALLAN STONE

LEON NEWMAN

**Coastal Recording Co., Inc.**

136 W. 52nd St., N.Y.C. 19  
Phone: CI 6-3900

Executive Vice Pres.....Arthur Shaer  
*Services Offered*—Complete recording and transcription service—sound effects library, Hammond organs, celeste, Steinway grands. Each chamber, DuKane 30/50 cycle slide projector. Ampex tape recording, 16 mm projector, 9 studios.

**Coffman Films, Inc.**

4519 Maple Ave., Dallas 19, Tex.  
Phone: LA 8-3692

President .....H. Coffman  
Production Manager.....H. Greene

**John Colburn Assoc., Inc.**

1122 Central Ave., Wilmette, Ill.  
Phone: BR 3-2310

President .....J. E. Colburn  
Vice President.....H. Ushijima  
*Services Offered*—16/35 mm industrial & TV film & comm'ls' sound stage, production facilities.

**Colmes-Werrenrath Prod. Inc.**

1037 Woodland Dr., Glueview, Ill.  
Phone: IN 3-7990

President .....W. Colmes  
Exec. V.P.....R. Werrenrath  
Secy., Treas.....L. Goldberg  
*Services Offered*—Creation, production, direction, writing; studio, editing, projection facilities.

**Commerce Pictures**

525 Poydras St., New Orleans, La.  
Phone: MA 5026

President .....R. Wiegand  
*Services Offered*—Comm'ls; art; special effects.

**Commercial Syndicated Films, Inc.**

1431 N. Wells Ave., Chicago 10, Ill.  
Phone: SU 7-0077

President .....H. Lewis  
Vice President.....A. LaPietra  
Production .....B. Taylor  
*Services Offered* — Color animated synd. comm'ls.

**Commodore Productions & Artists, Inc.**

6636 Hollywood Blvd., Hollywood 28  
Phone: 9-7502

Pres., Prod.....W. White, Jr.  
*Services Offered*—TV live & film programs, shows; comm'ls; industries; film packages.

**Concord Company**

9006 Sunset Blvd., Hollywood 46, Cal.  
Phone: BR 2-7801

Ptnrs.....C. Purnell, L. Atkinson  
*Services Offered*—TV live & film shows; industrials; religious films; color, B & W animation; scripts; packages.

**Condor Films, Incorporated**

1006 Olive St., St. Louis 1, Mo.  
Phone: MA 1-8876

President .....Bradford Whitney  
Treasurer .....Edgar F. Stevens  
Production Mgr.....Dean Moore  
Secretary .....Mildred Smith  
*Services Offered*—Producers of 16 mm & 35 mm motion pictures, slide films, and other visual and audio-visual materials for sales promotion, public relations, advertising, television programming, TV comm'ls, training & sports uses.

**Consolidated Film Industries**

1740 Broadway, N.Y.C.  
Phone: JU 6-1700

521 W. 57th St., N.Y.C.  
Phone: CI 6-0210

959 Seward St., Hollywood

President .....Herbert Yates  
Vice Pres.....Douglas Yates  
V.P., W. Coast Mgr.....Sidney Solow  
*Services Offered* — Processing of motion picture film.

**Continental Film Productions Corporation**

539 Vine St., Chattanooga, Tenn.  
Phone: AM 7-4302

President .....James E. Webster  
Vice Pres.....Gene A. Carr  
Secretary .....Thomas Crutchfield  
Treasurer.....H. L. Thatcher  
Sales Prom. Mgr.....Wm. J. Ross  
*Services Offered*—Animation, producers of industrial and educational films & sound slide films, producers of film spot commercials.

**Cousens-Blair Productions, Inc.**

1600 Broadway, N.Y.C. 19  
Phone: CO 5-7380

President.....Clayton W. Cousens  
Vice Pres.....John K. Cousens  
Vice Pres.....Leonard Blair  
*Services Offered*—Production in color or black & white of TV commercials, industrials, educationals, documentaries.

**Coyt Productions**

1225 S. Hudson Ave., Los Angeles 19  
Phone: WE 5-2895

President .....C. Roth  
*Services Offered* — TV film comm'ls & shows; industrial; religious; color & B & W animation.

**Roland D. Crandall Productions**

31 Heusted Dr., Old Greenwich, Conn.  
Phone: NE 7-0425

President.....R. D. Crandall

**Craven Film Corporation**

330 E. 56th St., N.Y.C. 22  
Phone: MU 8-1583

President .....Thomas Craven  
Prodn. Mgr.....Bill Robinson

## AM-TV COMMERCIAL PROD.

*Services Offered*—Production of TV commercials, live and animated.

### **Crawley Films, Limited**

19 Fairmont Ave., Ottawa, Ont.  
Phone: PA 8-3513

President .....F. Crawley  
Adm. Dir.....L. Hanson  
Prod. Serv. Dept.....Sally McDonald  
*Services Offered*—Films, sponsored & TV; commercials; production; animation; lab.

### **Creativision**

1780 Broadway, N.Y.C. 19  
Phone: CI 5-4830

President .....Victor Kayfetz  
Asst. to Pres.....Seymour Posner  
Art Director.....Abe Blashko  
Animation Supervisor.....Leo Levko  
*Services Offered*—TV advertising consultation service acting as agency or company television promotion and production department. Creative planning, storyboards, staging, animation and live.

### **Bing Crosby Enterprises, Inc.**

9028 Sunset Blvd., Los Angeles 46, Cal.  
Phone: CRestview 1-1171

President.....E. N. Crosby  
Exec. V.P.....B. F. Grillo  
*Services Offered*—Synd. spots; comm'ls.

### **Crossroads TV Productions**

1121 S. Glenstone, Springfield, Mo.  
Phone: 2-4422

V.P.'s.....J. Mahaffey, E. Siman, Jr.  
*Services Offered*—Film spots; live shows.

### **CTN Advertising Counselors**

(Div. of Commercial Telecast Networks, Inc.)

608 Fifth Ave., N.Y.C. 20  
Phone: CI 5-8820

President.....Lloyd W. Durant  
Vice Pres.....William F. Hogan  
Vice Pres.....H. Don Reynolds  
Vice Pres.....Edward B. Bell  
Sales Mgr.....Madeleine Tuohy  
*Services Offered*—TV consultants and production supervisory service to advertising agencies in the creation and execution of TV advertising, both live and film. By contract only.

### **Cummings Productions, Inc.**

4 W. 56th St., N.Y.C. 19  
Phone: PL 7-6452

President.....R. W. Cummings  
Vice Pres.....Clyde Sechler  
Acc't Supv.....John Clark  
Industrial Supervisor.....A. J. Pocock  
*Services Offered*—Creation and production of industrial shows, sales mtgs., & radio & TV commercials.

### **Dalton Film Company**

813 Daniel Bldg., Tulsa 3, Okla.  
Phone: LU 5-9973

President .....R. Kurtz  
*Services Offered*—TV live & film shows; live & film packages.

### **Lee Davis Productions**

299 Madison Ave., N.Y.C. 17  
Phone: YUkon 6-7290

Owner .....Lee Davis  
*Services Offered* — TV live shows & comm'ls; live packages.

### **Phil Davis Musical Enterprises, Inc.**

59 E. 54th St., N.Y.C. 22  
Phone: MU 8-3950

President .....Phil Davis  
V.P., Mus. Dir.....Earl (Nemo) Paul  
Secy., Treas.....Loretta H. Davis  
Production Mgr.....Joe Rhodes  
Copy Director.....E. C. (Bud) Redding  
Exec. Secretary.....Renee Strum  
*Services Offered*—Creators and producers of custom-built musical commercials for TV film soundtracks and radio transcriptions. Musical consultants to advertising agencies; composition of original music and copy approaches for spot campaigns. Facilities to handle any service or complete packages.

### **Robert Davis Productions, Inc.**

1755 Broadway, N.Y.C. 19, N. Y.  
Phone: Circle 5-0250

Pres., Exec.-Prod. ....Robert F. Davis  
Exec. Vice Pres.....Jay Bonafield  
*Services Offered*—Motion picture production including industrial, documentary, TV commercials and entertainment films. Animation-by-Mobilux, exclusive producers.

### **Gordon M. Day Productions**

15 W. 44th St., N.Y.C. 36  
Phone: MUrray 2-5299

Pres., Creative Dir.....Gordon M. Day  
V.P., Prodn. Super.....Carol Bulkley  
Treasurer .....Leo L. Reich  
*Services Offered* — Writing-production of TV (film) & radio jingles & spots; adv. agency consultants on preparation & production of commercials.

### **De Frenes Company**

1909-17 Buttonwood St., Phila. 30, Pa.  
Phone: RI 6-1686

Pres., Sales.....J. DeFrenes  
Secretary .....R. DeFrenes  
Prod. V.P.....M. Levanios  
*Services Offered*—Comm'ls; programs. Industrial shorts.

### **Gene Deitch Assoc., Inc.**

43 W. 61st St., N.Y.C. 23  
Phone: CI 7-1970

President .....G. Deitch  
Production .....K. Drake  
*Services Offered*—Animation film.

### **Demby Productions, Inc.**

1 W. 58th St., N.Y.C. 19  
Phone: PL 9-2495

President .....Emanuel H. Demby  
Vice Pres.....Betty Jeffries  
Creative Dir.....Allen Swift  
Research .....Alexander Marshack

## AM-TV COMMERCIAL PROD.

*Services Offered*—Live, film and recorded commercials. Animation. Jingles. Music. Panels for pre-testing commercials via Motivation Research Associates, affiliated firm.

### **Florian de Narde**

3 E. 57th St., New York City  
Phone: PL 3-7030

Owner .....F. de Narde  
*Services Offered*—Comm'ls; documentar-ies; industrials.

### **Jack Denove Productions, Inc.**

6611 Santa Monica Blvd., Hollywood  
(See TV Prod.-Dist.)

### **Dephoure Studios, Inc.**

782 Commonwealth Ave., Boston 15, Mass.  
Phone: BE 2-5722

Pres. ....J. Dephoure  
Vice Pres.....M. Levy  
*Services Offered*—Comm'ls; industrials; synd. spots.

### **Depicto Films Corporation**

254 West 54th St., N.Y.C. 19  
Phone: COLUMBUS 5-7620

Board Chairman.....John Hans  
President.....J. R. von Maur  
V.P.'s.....Chas. S. Hans, Ray B. Helser, Carl V. Ragsdale  
*Services Offered*—Producers of industrial motion pictures, filmographs, color sound slidefilms, filmstrips, slide presentations, trade shows, vugraph presentations. Creation & prod. of compl. sls. trng. programs, incl. films & assoc. literature.

### **Desilu Productions, Inc.**

780 Gower St., Hollywood 38, Calif.  
Phone: HO 9-5911  
(See TV Prod.-Dist.)

Director .....L. Savin  
*Services Offered*—Spots, synd.; commercials.

### **Leo Diner Films**

332 Golden Gate Ave., San Francisco 2  
Phone: PR 5-3664

Exec. ....L. Diner  
*Services Offered*—Spots; lab sound & TV recording; animation.

### **Walt Disney Productions, Inc.**

500 S. Buena Vista, Burbank, Cal.  
Phone: VI 9-3461  
(See TV Prod.-Dist.)

Bd. Chmn.....W. Disney  
Adv. Dir.....C. Walker  
Production .....Wm. Anderson  
*Services Offered*—Comm'ls; programs.

### **Dot Records, Inc.**

Subsidiary of Paramount Pictures  
1507 N. Vine, Hollywood 28  
Phone: HO 2-3141  
N. Y. Phone: CI 6-8220

President .....Randy Wood  
Vice Pres.....Christine Hamilton  
*Services Offered*—Recording and distribut- ing of phonograph records.

### **Douglas Productions**

1425 S. Racine Ave., Chicago 8  
Phone: HA 1-0409

President.....F. C. Raymond  
V.P.'s.....A. Jones III, D. Raymond  
*Services Offered*—Educ., ind., TV films; titling & animation; lab work; printing.

### **D.P.M. Productions, Inc.**

62 W. 45th St., N.Y.C. 36  
Phone: MU 2-0040

President.....Maurice T. Groen  
V.P., charge Prod.....Ronald T. Groen  
*Services Offered*—Industrial films, commer- cials, travel films, camera crews in U. S., Sweden, Austria, South Africa, Malaya, World Wide coverage.

### **Du Art Film Labs, Inc.**

245 W. 55th St., N.Y.C.  
Phone: PL 7-4580

President .....Al Young  
Exec. Vice Pres.....Irwin Young  
Vice Pres., Sls.....Lou Feldman  
Vice Pres., Prod.....Paul Kaufman  
*Services Offered*—Processing of black & white and color motion picture film.

### **Dudley Television Corporation**

9908 Santa Monica Blvd., Beverly Hills, Cal.  
Phone: CR 1-7258

Exec. ....C. Dudley  
*Services Offered*—Spots, syndicated; com- mercials.

### **Walter Christian Duennhaupt Film Productions, Inc.**

1025 Connecticut Ave., NW, Wash. 6, D. C.  
Phone: EXecutive 3-7750

Prod., Pres., Bd. Chmn....W. C. Duennhaupt  
Vice President.....Dr. Milton Cohen  
Secretary.....Dr. Maxwell Cohen  
Treasurer.....John R. Scherzer  
General Counsel.....S. C. Borzelleri  
*Services Offered*—16 & 35 mm TV films, color & B & W; fairy tales, science fiction, musicals, educational, comic, puppet.

### **Cal Dunn Studios**

159 E. Chicago, Chicago 11  
Phone: WH 3-2424

President .....Cal Dunn  
Vice Pres.....Joseph G. Betzer  
Exec. Art Dir....."Yar" Yarbrough  
Creative Services Dir.....Helen A. Krupka  
*Services Offered*—Complete facilities for both live action and animated TV commer- cials, writing, storyboard, sound 35 & 16 mm cameras, editing equipment.

### **Dynamic Films, Inc.**

405 Park Ave., N.Y.C. 22  
Phone: PL 1-7447

President .....Nathan Zucker  
Exec. Vice Pres.....Lee R. Bobker  
Vice President.....Lester S. Becker  
Exec. Producer.....Sol Feuerman  
Distribution Dir.....Gerald Carrus  
Sound Supvr.....Jas. H. Townsend, Jr.  
Editorial Supvr.....Irving L. Oshman

## AM-TV COMMERCIAL PROD.

*Services Offered*—Compl. prod. & distribution facilities, sound stages, recording studios, animation. Associated companies: Dynamic Film Studios, Medical Dynamics, Alan Shilin Films, Inc., Distribution Dynamics.

### **Eastern Effects, Inc.**

333 W. 52nd St., N.Y.C. 19  
Phone: CI 5-5280

President .....Maurice Levy  
Vice Pres. ....Samuel Levy  
Sales Mgr. ....Max Levy  
*Services Offered*—Complete service, art to film (optical effects, animation, titles, and inserts).

### **Ebbert Incorporated**

291 S. LaCienega Blvd., Beverly Hills, Cal.  
Executive .....R. A. Rogers  
*Services Offered*—TV live & film & also commercials; educational, sales prom. shorts.

### **Editorial Films, Inc.**

10 E. 40th St., N.Y.C. 16  
Phone: MURray Hill 6-3773

President .....Babette J. Doniger  
Production Manager .....Dwight Godwin  
*Services Offered*—Specialists in production, distr. of pub. rel. editorial films; trng. films, some comm'ls. Promotion through distribution.

### **Educational Films Corp. of America**

1501 Broadway, New York City 36  
Phone: PE 6-1780

President .....E. W. Hammons  
*Services Offered*—Color & B & W animation; commercials; shorts; packages.

### **Educational Film Enterprises, Inc.**

500 N. Wilcox Ave., Los Angeles 4, Cal.  
Phone: HO 7-2806

Pres., Mgr. ....G. Rony  
*Services Offered*—Comm'l, educ., industrial films.

### **Ed-Venture Films**

1122 Calada St., Los Angeles 23, Cal.  
Phone: HO 5-9102

Producer .....W. E. Hines  
*Services Offered*—Consulting, production, editing. Specialize in location.

### **Elan-Porter Productions, Inc.**

19 W. 45th St., New York 36, N. Y.  
Phone: JU 2-1992

President .....R. Elan  
*Services Offered*—Live & TV commercials, film; educ., industr. shorts; religious themes.

### **Electro-Vox Recording Studios**

5546 Melrose Ave., Hollywood 38, Cal.  
Phone: HO 5-2189

President .....B. B. Gottschalk  
*Services Offered*—Industrials; comm'ls; rental of facilities, including studios.

### **Elektra Film Productions, Inc.**

33 W. 46th St., New York City  
Phone: JU 2-3606

President .....A. Liss  
Bus. Mgr. ....S. Magdoff  
*Services Offered*—Comm'l-industrial film service. Animated and live action scripts; storyboards.

### **Peter Elgar Productions, Inc.**

75 W. 45th St., N.Y.C. 36  
Phone: JU 6-1870

President .....Peter Elgar  
Vice Pres. & Prod. ....Peter A. Griffith  
Vice Pres. & Prod. ....Douglas J. Baker  
Dir.-Photographer .....John Ercole  
Secy.-Treas. ....Jessie Adamson  
*Services Offered*—Industrials, educational, religious, television.

### **Elliot, Unger & Elliot, Inc.**

414 W. 54th St., N.Y.C. 19  
Phone: JU 6-5582

President .....Stephen Elliot  
Secretary .....William H. Unger  
Treasurer .....Michael Elliot  
Exec. Prodr. ....Mark T. Statler  
Gen. Sls. Mgr. ....Al Mendelsohn  
*Coast Division*

Manager .....Joe Swavely  
Prod. Superv. ....Richard Kerns  
Sales Mgr. ....Al Mendelsohn  
*Services Offered*—Specialization in TV filmed commercials.

### **Charles Elms Productions Inc.**

25 Vanderbilt Ave., New York 17, N. Y.  
Phone: MU 6-8877

President .....C. D. Elms  
Vice Pres. ....Robt. Bacon  
*Services Offered*—Photographic & animated: planning through production.

### **Empire Productions Corp.**

480 Lexington Ave., N.Y.C. 17  
Phone: PL 9-4505

Pres. ....Arthur Lubo  
Vice Pres. ....Fred de Jaeger  
*Services Offered*—Tape—disc recording studios—remote work. Production—talent.

### **Emerson Film Corporation**

1037 Woodland Dr., Glenview, Ill.  
Phone: IN 3-7990

*Services Offered*—Comm'ls; synd. spots.

### **Robt. J. Enders, Incorporated**

1001 Connecticut Ave., NW, Wash. 6, D. C.  
(See TV Prod.-Dist.)

### **Endorsements, Inc.**

65 E. 55th St., N.Y.C. 22  
Phone: PL 1-0315

9172 Sunset Blvd., Hollywood 46  
Phone: CR 6-1272

President .....Jules Alberti  
Asst. to Pres. ....Hope Hills  
Exec. V.P., Chmn. Exec. Comm. ....Tyler Davis



## AM-TV COMMERCIAL PROD.

Sr. V.P., Chg. M.P. & TV Oper.

Robert C. Brilmayer

Sr. V.P. . . . . Robert L. Montgomery

Vice Pres. . . . . Harold S. Wadro, M.D.

Vice Pres. . . . . Frederick G. Horan

V.P., Chf. Fin. Officer. . . . Arthur Steinthal

Secy.-Treas. . . . . Carol Batchelder

Dir. Research Dept. . . . . Barbara Marcus

*Services Offered*—Endorsements and testimonials, live and TV.

### **Enterprise Productions**

13750 Saticoy St., Van Nuys, Cal.

Phone: ST 3-2730

Exec. Prod. . . . . S. L. Weiss

*Services Offered*—All services.

### **Era Productions, Inc.**

5545 Sunset Blvd., Hollywood 28, Cal.

Phone: HO 2-2251

President . . . . . B. Mack

Secretary . . . . . Milt Schaeffer

*Services Offered*—Animation & sound recording facilities. Standing kitchen.

### **Ted Eshbaugh Studios, Inc.**

1209 E. 163rd St., Bronx, N.Y.C.

Phone: DA 9-3220

President . . . . . T. Eshbaugh

*Services Offered*—Educational shorts; TV film shows & comm'ls; color & B & W animation; packages.

### **Faillace Productions, Inc.**

35 E. 35th St., N.Y.C. 16

Phone: MU 5-4652

President . . . . . Tony Faillace

V.P., Creative Dir. . . . . Len Mackenzie

V.P., Musical Dir. . . . . Bob Haggart

Secy.-Treas. . . . . Nanci Fendler

*Services Offered*—Creation and production of musical commercials. TV-radio consultant to agencies. Packaged shows.

### **Jerry Fairbanks Prod. of Calif.**

1330 N. Vine St., Hollywood 28, Cal.

(See TV Prod.-Dist.)

### **Family Films Incorporated**

5823 Santa Monica Blvd., Hollywood 38

Phone: HO 2-2243

President . . . . . S. Hersh

*Services Offered*—Film comm'ls; industrials; color & B & W animation; packages; facilities rented.

### **Felix the Cat Creations, Inc.**

355 Lexington Ave., New York 17

Phone: YUkon 6-5161

President . . . . . Pat Sullivan

Vice President. . . . . Joseph Oriolo

Secretary-Treasurer. . . . E. W. Poindexter

*Services Offered*—Full animation, limited animation; TV commercials; slide films, story boards, editing service, live photography, stop motion effects titles.

### **Paul J. Fennell Co.**

404 N. La Cienega Blvd., Los Angeles 48

Phone: OL 2-2612

119 W. 57th St., N.Y.C. 19

Phone: Circle 5-1070

Producer. . . . . Paul J. Fennell

*Services Offered*—Producer of film spot commercials and of industrial and educational films. Animation specialist.

### **Filmack Corp.**

1327 S. Wabash Ave., Chicago 5

Phone: HA 7-3395

President . . . . . Irving Mack

Treasurer . . . . . Joe Mack

V.P., Sales. . . . . Bernard Mack

Dir. Creative TV Slts. . . . . Larry Woolf

*Branch Office*

630 Ninth Ave., N.Y.C.

Phone: PL 7-0900

TV Sales Mgr. . . . . Don Mack

Production Mgr. . . . . Bob Boucher

TV Production Mgr. . . . . Stan Rosenthal

*Services Offered*—Theatre, TV and industrial films. Semi-animation, full cartoon animation, and live motion picture, slides and filmstrips. Creative staff available for agency use.

### **Film-Aide**

509 Harrison St., Amarillo, Tex.

Phone: DR 3-3777

Executive. . . . . G. W. Tiffany

*Services Offered*—Synd. spots; comm'ls.

### **Film-Art Service, Inc.**

41 W. 47th St., New York 36, N. Y.

Phone: CI 6-2426

President . . . . . N. Sessa

*Services Offered*—TV & industry animation & slide films.

### **Film Arts Productions, Inc.**

1700 S. 19th St., Milwaukee 4, Wisc.

Phone: MI 5-0523

President. . . . . Harlan P. Croy

Sales Mgr. . . . . Patrick Murphy

Prodn. Mgr. . . . . Gaylord M. Clark

Recording . . . . . Alfred Zemlo

*Services Offered*—Complete film production facilities for commercials and programming; complete recording facilities, tape and disc.

### **Film Associates, Inc.**

4600 Dixie Hwy., Dayton 39, Ohio

Phone: AX 3-2164

President. . . . . E. Raymond Arn

General Mgr. . . . . Edward R. Lang

Vice Pres. . . . . Mildred G. Arn

Secretary. . . . . Clement V. Jacobs

*Services Offered*—Producers of 16 mm motion pictures for TV and industry; complete 16 mm producer's services.

### **Filmaster Productions, Inc.**

650 N. Bronson Ave., Hollywood 4, Cal.

Phone: HO 2-7141

President. . . . . R. W. Stabler

Vice President. . . . . G. N. Cook

*Services Offered*—Comm'l, program & feature films.

### **Film Commercials, Inc.**

87 Madison Ave., New York City 16

Phone: ORegon 9-3970

## AM-TV COMMERCIAL PROD.

Vice President.....J. C. Ryder  
*Services Offered*—Production & distribution.

### **Filmcraft Productions**

8451 Melrose Ave., Los Angeles 46  
(See TV Prod.-Dist.)

### **Film Creations, Inc.**

16 E. 40th St., New York 18, N. Y.  
Phone: MU 9-4565

*Services Offered*—Industrial films; comm'l's; synd. spots.

### **Filmeffects of Hollywood**

1153 N. Highland Ave., Hollywood 38  
(See TV Prod.-Dist.)

### **Filmercial Productions**

650 N. Bronson Ave., Hollywood 4  
Phone: HO 2-7141

Gen. Mgr.....James H. Chapin  
Production Mgr.....Glenn Cook  
*Services Offered*—A one stop commercial production service for both live action and animation films. Facilities include, ten fully equipped sound stages, complete sound, editorial, optical, tilting, animation, make-up, hair-dressing, property, set construction departments.

### **Film File**

(Pix Enterprises)

12148 Hillside St., Studio City, Cal.  
Phone: PO 2-9173

Production.....Geo. Grenville  
*Services Offered*—Comm'l's & spots (synd.)

### **Film Graphics, Inc.**

369 Lexington Ave., N.Y.C.  
Phone: MU 6-5255

President.....Lee E. Blair  
Treasurer.....Bernard Rubin  
*Services Offered*—Producers of motion picture films, industrial, educational, government and institutional. Animation, live action, stop motion in both 35 mm color and black & white—also 16 mm.

### **Film Optical, Inc.**

421 W. 54th St., New York City 19  
Phone: PL 7-7120

President.....L. Levy  
*Services Offered*—Slide film comm'l's; slides & balops.

### **Film Originals**

6536 Robertson Dr., Boise, Idaho  
Phone: 4-3602

Owner.....G. O. Smith  
*Services Offered*—16 mm comm'l's; 16/35 mm prod., distr. sponsored films.

### **Filmways, Inc.**

18 E. 50th St., N.Y.C. 22  
Phone: PL 1-2500

President.....Martin Ransohoff  
Vice Pres.....Lee Goodman  
Vice Pres.....Nick Webster  
Secretary.....Dick Sage  
Dir. Inter. Sales.....William E. Huston  
*Services Offered*—Live action, animation,

stop motion, Ampex Video Tape, rear screen projection, completely equipped camera cars and sound stages, New York and Hollywood.

### **Filmwright Productions, Inc.**

3 E. 57th St., New York City 22, N. Y.  
Phone: EL 5-6038

Executive.....M. Glanbard  
*Services Offered*—Comm'l's; synd. spots.

### **Fine Arts Productions**

7779 Sunset Blvd., Hollywood 47, Cal.  
Phone: HO 5-5478

President.....J. Wilson  
*Services Offered*—Animation & film comm'l's.

### **Fiore Films**

128 Mallory Ave., Jersey City 4, N. J.  
Phone: HEnderson 2-4474

Executive Director.....Al Fiore, Sr.  
Production Coord.....Wm Kohler  
Photog. Sound.....Leo Loewenthal  
Sales Director.....M. A. Fiore, Sr.  
Distribution.....Donato Cappozzoli  
Traffic Manager.....Kay Kafouros  
*Services Offered*—35/16 mm documentary, educ. & public service films, B & W or color, for TV, industry, public relations, religious & civic clients; sound slide films; live action & animated TV comm'l's.

### **Alan M. Fishburn Productions**

333 N. Michigan Ave., Chicago 1, Ill.  
Phone: DE 2-0657

Owner.....A. M. Fishburn  
*Services Offered*—Live & film programs & comm'l's; packages.

### **Five Star Productions, Inc.**

6530 Sunset Blvd., Hollywood 28, Cal.  
Phone: HO 3-4807

President.....C. Glassley  
*Services Offered*—Color & B & W animation; shorts; comm'l's; rental of facilities.

### **Flagg Films, Incorporated**

4584 Santa Monica Blvd., Hollywood 28, Cal.  
Phone: NO 3-6524

President.....Don Flagg  
Producer.....T. Flagg  
Production Dir.....L. Raymond  
*Services Offered*—TV comm'l's & shows; medical, industr., and educ. films.

### **Fletcher Film Productions, Ltd.**

RCA Bldg., 225 Mutual St., Toronto 2, Ont.  
Phone: EM 3-8372

President.....H. D. Fletcher  
Prod. Dir.....H. J. Moreland  
*Services Offered*—Features, theatrical shorts; comm'l's.

### **Flicka Films**

12 E. Grand Ave., Chicago 11, Ill  
Phone: SU 7-2251

Manager.....W. R. Johnson  
National Sls.....J. C. Branscombe  
*Services Offered*—Animation & live action comm'l's; slidefilms.

## AM-TV COMMERCIAL PROD.

### **Focal Point Productions**

342 Madison Ave., New York City 17  
Phone: MU 7-8717

Execs.....G. Joseph, J. Strang  
*Services Offered*—Industrial films & commercials.

### **Fordel Films, Inc.**

1187 University Ave., New York City 52  
Phone: WY 2-5000

Executive.....R. A. Kent  
*Services Offered*—Commercials, spots, industrials.

### **Forrell, Thomas & Polack Associates, Inc.**

157 West 57th Street, New York 19, N. Y.  
Phone: Circle 6-9132

President & Treas.....Gene Forrell  
Vice President.....Edward Thomas  
Vice President & Sect.....Jim Polack  
Business Mgr.....Nadina B. Swanson  
*Services Offered*—Creation and production of radio and television singing commercials. Original scoring for TV, industrial and institutional films.

### **Fotovox, Inc.**

1447 Union Ave., Memphis 4, Tenn.  
Phone: BR 5-3192

President.....Elston Leonard  
Vice Pres.....Peter Harkins  
Secy.-Treas.....F. M. Leonard  
*Services Offered*—Motion picture production facilities for live action and animation. One 75x50 ft. sound stage. Seven channel sound mixing and recording. Four editing and one interlock screening room.

### **Four Star Films, Inc.**

9336 W. Washington Blvd., Culver City, Calif.  
(See TV Prod.-Dist.)

### **George Fox Corporation**

1508 Crossroads o' World, Hollywood 28  
Phone: 4-2242

President.....G. S. Fox  
*Services Offered*—Industrials, spots (synd.) & comm'l's.

### **Frazen Productions Inc.**

1040 N. Las Palmas Ave., Hollywood 38  
Phones: HO 7-3111, HO 7-6967

Prodr. Dir.....Stanley Frazen  
Natl. Sales Dir.....John Brophy  
Prodr. Dir.....Sherman Rose  
Director.....Tholen Gladden  
*Services Offered*—Complete facilities for the production of all types of filmed commercials, both live action and animated. Full industrial and sales films facilities. Entertainment and commercial films.

### **Freberg, Limited**

7781 Sunset Blvd., Hollywood, Cal.  
Phone: HO 2-6973

Pres.....S. Freberg  
Manager.....Bob Klein  
*Services Offered*—Comm'l's (live action & animated); storyboards.

### **Allen A. Funt Productions**

100 Central Pk. S., New York City 19  
Phone: JU 6-5227

President.....A. A. Funt  
Producer.....P. D. Melton  
*Services Offered*—Comm'l's & industrial films & syndicated spots.

### **Galbreath Pictures, Inc.**

2905 Fairfield Ave., Ft. Wayne, Ind.  
Phone: HA 4147

President.....R. E. Galbreath  
Chicago Sls.....C. L. Krebs, Jr.  
*Services Offered*—TV & industrials.

### **Gallagher Films, Inc.**

137 N. Oakland Ave., Green Bay, Wis.  
Phone: HE 7-1307

President.....J. C. Gallagher  
*Services Offered*—Half-hr. shows; producer of TV spot comm'l's.

### **William J. Ganz Company**

(Div. of Institute of Visual Training, Inc.)  
40 E. 49th St., N.Y.C. 17  
Phone: EL 5-1443

President.....William J. Ganz  
Exec. Prodr.....Herbert R. Dietz  
Manager.....Vincent J. Capuzzi  
Comptroller.....Jean Page  
*Services Offered*—Producer and distributor of 16 & 35 mm motion pictures, filmstrips, sound slide-films, visual presentations for education, advertising and TV. Production from script to screen. Motion picture films for public relations, industrial, TV, documentary, travel, educational, scientific, merchandising and orientation; animation.

### **General Film Productions, Inc.**

2142 S. State St., Salt Lake City 15, Utah  
Phone: AM 6-7244

Sls., Prod.....W. G. Mors  
*Services Offered*—Comm'l's, live & TV film; color animation; educ., industr. shorts; laboratory.

### **General Pictures Corp.**

2307 Chester Ave., Cleveland 14, O.  
Phone: MA 1-6263

President.....G. Oliva, Jr.  
Vice President.....M. M. Horace  
*Services Offered*—16/35 mm; newsreels & comm'l's.

### **Gerald Productions, Inc.**

421 W. 54th St., N.Y.C. 19  
Phone: PL 7-2125

President.....Gerald Auerbach  
V.P., Sales.....Wm. V. Adams  
V.P., Internat'l.....Hampus Horner  
Producer.....Diana Paul  
Business Mgr.....Alfred Traum  
Supvr. Editor.....Stuart Grant  
*Services Offered*—Production of films for TV & industry. Radio & TV audience production producers.

## AM-TV COMMERCIAL PROD.

### **W. J. German, Inc.**

Jane St., Fort Lee, N. J.  
(See TV Prod.-Dist.)

### **Sherman Glas Productions**

7017 Sunset Blvd., Hollywood 28  
Phone: HO 7-8151

President ..... Sherman Glas  
Secretary ..... Maggi Farkas  
*Services Offered*—Produce animated TV-radio spots.

### **Globus Films**

422 Washington Bldg., Washington 5, D. C.  
Phone: EXecutive 3-7161

General Manager..... John M. Lewin  
Treasurer..... Andrew P. Zimmer  
Sls. Mgr. N. Y. Area..... Paul Vario  
Producer..... Walter Christian Dunnhaupt

#### *Branch Office*

116 E. 58th St., N. Y. C.  
Phone: TL 9-4520

*Services Offered*—Production 16 & 35 mm color, B & W, commercial & industrial films, incl. puppet.

### **Melvin L. Gold Enterprises**

200 W. 57th St., New York City 19  
Phone: COlumbus 5-0756

Owner..... M. L. Gold  
*Services Offered*—Produces for TV & industry.

### **Golden Key Productions, Inc.**

1921 Hillhurst Ave., Hollywood 27, Cal.  
Phone: NO 3-9421

President ..... G. Spiller  
*Services Offered*—Filmed spots.

### **Gold Medal Studios, Inc.**

807 E. 175th St., N.Y.C. 60  
(See TV Prod.-Dist.)

### **Chuck Goldstein Productions, Inc.**

730 Fifth Avenue, New York 19  
Phone: JUdson 6-7477

President ..... Chuck Goldstein  
Sect. and Treas..... Ruth Goldstein  
*Services Offered*—Producers of live and filmed commercials.

### **Gommi-TV, Inc.**

305 E. 47th St., New York City 17  
Phone: EL 5-7650

President ..... A. Gommi  
Prodncr, V.P..... B. Gray  
*Services Offered*—TV comm'ls, promotional film.

### **Harry S. Goodman Productions**

19 E. 53rd St., N.Y.C. 22  
Phone: PL 5-6131

General Mgr..... Harry S. Goodman  
Sales Mgr..... Everett F. Goodman  
Asst. Gen. Mgr..... William Baron  
Radio Dir..... Frank Gehrecke  
TV Dir..... Stuart Wilson

Secretary..... H. D. Knuth  
*Services Offered*—Jingles for local, regional and national advertisers. Original music and lyrics written to order. Storyboards originated and produced for TV using live action, cartoon animation or marionettes.

### **Gotham Film Productions, Inc.**

11 E. 44th St., New York City 17  
Phone: MU 2-4450

Vice President..... Susan Wayne  
*Services Offered* — TV film shows & comm'ls; Educ.; industrial; color & B & W animation; editorial.

### **Gotham Recording Corp.**

2 W. 46th St., N.Y.C. 36  
Phone: JU 6-5577

President..... Herbert M. Moss  
V.P., Gen. Mgr..... Robert M. Volkell  
Dir. of Prog..... Fred Hertz  
*Services Offered*—Radio transcription and film production and recording. Studios on premises. 16 Ampex Tape machines, five disc lathes. Writing and productions staff available. Recording, editing, mastering, pressing. Comm'ls. Programs.

### **Goulding-Elliott-Graham Productions, Inc.**

420 Lexington Ave., N.Y.C. 17  
Phone: LE 2-9014

President..... Edward R. Graham  
Treasurer..... Raymond W. Goulding  
Secretary..... Robert B. Elliott  
*Services Offered*—Production of animated and filmed commercials, plus consultation with agency and client throughout all production phases—from inception of campaign through delivery.

### **Grantray-Lawrence Animation, Inc.**

716 N. LaBrea Ave., Hollywood 38  
Phone: WE 6-8158

President ..... Ray Patterson  
Vice Pres..... Robert L. Lawrence  
Secy.-Treas. .... Grant Simmons  
*Services Offered*—All types of animation films.

### **Graphia Productions**

3630 Jackson St., San Francisco 18, Cal.  
Phone: BA 1-2202

Producer..... K. K. Rawlings

### **Gray & O'Reilly Studios**

480 Lexington Ave., N.Y.C. 17  
Phone: YUkon 6-4070

Vice Pres..... James E. Gray  
Vice Pres..... John F. O'Reilly  
*Services Offered*—Complete studio facilities, motion picture production. Sound stages, etc.

### **Lewis G. Green Productions**

520 N. Michigan Ave., Chicago 11  
Phone: WH 7-7440

## AM-TV COMMERCIAL PROD.

General Mgr.....Lewis G. Green  
*Services Offered*—Musical jingles, radio,  
TV, animation, consultation.

### **Ben Greene Film Productions**

318 W. 51st St., N.Y.C. 19  
Phone: PL 7-3858

Owner .....Ben Greene  
*Services Offered* — Production of motion  
pictures for TV and commercials.

### **Abner J. Greshler**

Sunset Towers W., 8400 Sunset, Hollywood 46  
Phone: OL 4-5960

*Services Offered* — Industrial films;  
comm'ls.

### **Lenny & Ginger Grey: Jingles**

18 E. 50th St., N.Y.C. 22  
Phone: PL 3-3350

President .....Lenny Grey  
Vice Pres.....Ginger Grey  
*Services Offered*—Producers and packagers  
of programs, jingles and phonograph record-  
ings; vocalists.

### **Guided Tour Productions**

P. O. Box 107, Ocala, Fla.  
Phone: Main 9-2618

Execs.....M. Bennett, C. Redfern  
*Services Offered*—Synd. spots; comm'ls.

### **Herman Hack Prod. & Scripture Films**

2441 N. Beachwood Dr., Hollywood 28  
Phone: HO 7-0557

Owner .....H. Hack  
*Services Offered*—TV film shows; sound-  
ies; live comm'ls; scripts; synd. film.

### **Handel Film Corporation**

6926 Melrose Ave., Hollywood 38, Cal.  
Phone: WE 6-5924

President.....L. A. Handel  
Secy. ....M. Manning  
*Services Offered*—Produces film series &  
comm'ls; distr. series.

### **Jam Handy Organization**

2821 E. Grand Blvd., Detroit 11, Mich.  
Phone: TR 5-2450  
New York Phone: JU 2-4060

President .....J. Handy  
Vice President.....Oliver Horn  
Sls. Develop.....G. Finch  
*Services Offered* — Syndicated spots, com-  
mercials.

### **Hankinson Studio, Inc.**

15 W. 46th St., N.Y.C. 36  
Phone: JU 6-0133

President.....Frederick L. Hankinson  
*Services Offered*—Producers of TV com-  
mercials and industrial films; modern ani-  
mation equipment and editing service.

### **Hardric Productions, Inc.**

510 Madison Ave., New York City 22  
Phone: AC 2-3354

President.....R. F. Craig  
Mus. Dir., V.P.....H. Rood  
Secretary .....Edith Graham  
*Services Offered*—Create, produce musical  
comm'ls.

### **Harriscope, Inc.**

355 N. Beverly Dr., Beverly Hills, Cal.  
(See TV Prod.-Dist.)

### **Harris-Tuchman Productions, Inc.**

751 N. Highland Ave., Hollywood 38  
Phone: WE 6-7189

Pres., General Mgr.....Ralph G. Tuchman  
V.P., Creative Dir.....Fran Harris  
Prod. Supervisor.....Fred Golt  
*Services Offered*—Production of live action  
and animated TV commercials and industrial  
films. Creation and production of material  
originated by agency and/or client.

### **Hartley Productions, Inc.**

339 E. 48th St., N.Y.C. 17  
Phone: EL 5-7762

President .....Irving Hartley  
Secy./Treas. ....Elda Hartley  
*Services Offered*—Production & distri-  
bution of films for TV, industrials, commer-  
cials, public service and travelogue.

### **H-B Enterprises, Inc.**

1416 N. LaBrea Ave., Hollywood 28  
Phone: HOLLYWOOD 5-4176

President .....George Sidney  
V.P.'s.....Wm. Hanna, Jos. Barbera  
*Services Offered*—Animated TV films, en-  
tertainment & comm'l spots.

### **Health & Welfare Materials Center, Inc.**

10 E. 44th St., New York City 17  
Phone: MU 2-0283

President .....V. Weingarten  
*Services Offered*—TV live & film shows,  
educ., packages.

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

450 W. 56th St., New York City 19  
Phone: PL 7-4120

Exec. V.P.....C. B. Stratton  
Production .....J. Michon  
*Services Offered*—Film comm'ls; industri-  
als; newsreels; packages; synd. film.

### **George Heid Productions**

Wm. Penn Htl., Pittsburgh 30, Pa.  
Phone: GR 1-3696

President .....G. Heid  
*Services Offered* — TV live programs &  
comm'ls; live packages for TV.

### **HFH Productions, Inc.**

38 W. 48th St., New York City 36  
Phone: JU 2-5055

President .....H. Henkin  
Animation .....Dan Hunn  
*Services Offered*—Live action & animated  
comm'ls.

**AM-TV COMMERCIAL PROD.** .....

**Holland-Wegman Productions**

197 Delaware Ave., Buffalo 2, N. Y.  
Phone: MA 7411

Ptnrs.....E. Wegman, S. C. Holland  
Services Offered—Create, produce 16/35 mm comm'ls & programs; laboratory.

**Hollis Productions, Ltd.**

5800 Sunset Blvd., Hollywood 28, Cal.  
Phone: HO 9-3181

President .....C. Irving  
Services Offered—Live & film TV shows, comm'ls; packages; industrials.

**Hollywood Film Commercials**

932 N. LaBrea, Hollywood 38, Calif  
Phone: OL 4-7100

President .....D. Commons  
V.P.'s.....W. Ambrose, T. Goetz  
Services Offered — Animated, live action comm'ls; special effects; opticals; storyboards.

**Hollywood Film Company**

956 Seward St., Hollywood 38, Cal.  
Phone: HO 2-3284  
N. Y. Phone: LO 3-1546

President .....Ben Teitelbaum  
Secy., Treas.....Harry Teitelbaum  
Services Offered—Manufacture & distribute editing supplies & eqpt. for motion picture & video tape incl. reels, cans & shipping cases.

**Hollywood Film Enterprises, Inc.**

6060 Sunset Blvd., Hollywood  
Phone: HO 4-2181

President .....Mickey Kaplan  
Vice Pres.....Robert Warde  
Services Offered—Developing and printing —Dailies and release prints. Black & White and color. Complete laboratory facilities.

**Howard Radio-TV Productions**

123 W. Chestnut St., Chicago 10, Ill.  
Phone: MI 2-5877

Owner .....B. Howard  
Services Offered—Produce comm'ls & programs.

**Hubbard Hunt Productions**

1459 N. Seward, Hollywood 28, Cal.  
Phone: HO 5-8444

Production Dir.....H. Hunt  
Services Offered—Color, B & W animation; live & filmed TV shows; shorts; packages.

**Hunn, Fritz & Henkin Productions Inc.**

38 W. 48th St., N.Y.C. 36  
Phone: JUdson 2-5055

President .....Howard H. Henkin

V.P., Creative Dir.....Ronald Fritz  
V.P., Animation Dir.....Daniel Hunn  
Exec. Producer.....Larry Puck  
Services Offered—Animation & live action TV comm'ls, industrials, & features; storyboards, soundtracks, music & jingles.

**Milton Hurwitz**

15553 Madrona Dr., Seattle 22, Wash.  
Phone: EA 4-1108

Services Offered—Kinescope; produce TV programs, comm'ls; distr. films.

**Imperial World Films, Inc. (IWF)**

12 E. Delaware Pl., Chicago, Ill.  
Phone: MI 2-6200

V.P., Sales.....R. Davis  
Services Offered—Educ. & industr. films & spot comm'ls.

**Impro, Inc.**

7324 Santa Monica Blvd., Hollywood 46  
Phone: OL 4-2800

President.....H. L. Strock  
Services Offered — TV film shows & comm'ls; laboratory; B & W & color animation.

**Independent Television Corp.**

488 Madison Ave., New York City 22  
(See TV Prod.-Dist.)

**Intercontinental Television, S. A.**

551 Fifth Ave., New York 17, N. Y.  
(See TV Prod.-Dist.)

**Riley Jackson Productions**

6253 Hollywood Blvd., Hollywood 28  
Phone: HO 3-2324

President .....Riley Jackson  
Services Offered—Complete production for radio and TV & motion pictures. Business films, commercials and shows.

**Jamieson Film Co.**

3825 Bryan, Dallas, Texas  
Phone: TA 3-8158

Bus. Mgr.....B. Jamieson  
TV Production.....J. Dickinson  
Services Offered—Spots, comm'ls, industrials.

**Jan Productions**

6611 Santa Monica Blvd., Hollywood 38  
Phone: HOLLYwood 4-8331

President .....A. Fairleigh  
Services Offered — TV comm'ls & film shows.

**Jenfred, Inc.**

36 W. 57th St., N.Y.C.  
Phone: CI 7-1429

President .....C. M. Frederick  
Secy.-Treas.....Grace Frederick  
Services Offered—Stock pictures, black & white, color, for background, establishing shots and transition shots, slide library.

**Jewell Radio and Television Productions**

612 N. Michigan Ave., Chicago 11  
Phone: MO 4-5757

President.....James E. Jewell  
Vice Pres.....W. Ralph Jewell  
Secretary.....M. P. Casey  
Editor.....James Lawrence

*Branch Offices*

3062 Penobscot Bldg., Detroit 26  
Phone: WO 3-0617

Exec-in-Charge.....W. Rand Jewell  
1040 N. Las Palmas, Hollywood  
Phone: HO 7-3111

Manager.....Michael Baird  
Director.....Lewis Foster

*Services Offered*—Producers of industrial educational and TV films; radio and TV programs, commercial spots and jingles. Consultants to agencies and sponsors. All-inclusive package-production services; editing, directing, musical arrangements, supervision, casting, and related services.

**Jingle Mill, Inc.**

201 W. 49th St., N.Y.C.  
Phone: PL 7-5730

President.....M. Van Brink  
*Services Offered* — Custom-made low-cost commercials.

**Dallas Jones Productions, Inc.**

1725 N. Wells St., Chicago 14, Ill.  
Phone: MO 4-5525

President.....D. Jones  
Bus. Mgr.....R. Bowen  
*Services Offered* — Comm'l's & industrial films produced.

**K & S Films, Inc.**

5819 Wooster Pike, Cincinnati 25, O.  
Phone: BR 1-3700

President.....J. R. Rabius  
V.P.....S. H. Wilpink  
*Services Offered*—Producers of industrials, slide films, live & animated comm'l's.

**K & W Film Service Corp.**

1657 Broadway, N.Y.C. 19  
Phone: CI 5-8081

President.....Norman Witlen  
V.P., Art Dept.....Ralph Koch  
Controller.....William A. Rubin  
Layout and Opt. Dept.....Ralph Teitelbaum  
Camera Dept.....Jack Granato  
*Services Offered*—Opticals, titles, special effects, animation and animation photography.

**Al Kane Productions, Inc.**

1411 Walnut St., Phila. 2, Pa.  
Phone: RI 6-0222

President.....A. M. Kane  
*Services Offered*—Comm'l's & programs for TV; kinescopes; technical production & writing; consultants.

**Victor Kayfetz Productions**

1740 Broadway, N.Y.C. 19  
Phone: CI 5-4830

President.....Victor Kayfetz  
Client Service.....Irene Siegel  
Dir., Golden Snowball Div....Sylvia Gerson  
Animation Super.....Leo Levko  
Asst. to Producer.....Seymour Posner  
Animator.....Abe Blashko  
*Services Offered*—Motion picture producers specializing in sponsored public service films. Own all 16 and 35 mm production equipment, have animation stand, art equipment.

**Keitz & Herndon**

4409 Belmont, Dallas 4, Texas  
Phone: TA 4-2568

Ptnrs.....L. Herndon, Jr., R. K. Keitz  
*Services Offered*—Production, animation—16/35 mm.

**Sonny Kendis Productions**

P. O. Box 614, Surfside, Miami Beach 54, Fla.  
Phone: UNion 6-1694

President.....Sonny Kendis  
*Services Offered*—Producers of all types of musical commercials.

**Herbert Kerkow, Inc.**

480 Lexington Ave., N.Y.C. 17  
Phone: YUkon 6-4266

Pres., Treas.....Herbert Kerkow  
Secretary.....Rosemond Kerkow  
*Services Offered*—Sound stage and complete equipment for production of public relations and TV films.

**Key Productions, Inc.**

527 Madison Ave., New York City 22  
Phone: EL 5-2180

President.....J. D. Kantor  
Vice President.....W. M. Kahn  
*Services Offered*—Industrials, comm'l's produced.

**Klaeger Film Productions, Inc.**

1600 Broadway, N.Y.C. 19  
Phone: JU 2-5730

President.....Robt. H. Klaeger  
Vice President.....John J. Fenton  
*Services Offered*—TV & industrial motion pictures, live action & animation.

**Kleiman Productions**

7815 Milan Ave., St. Louis 14, Mo.  
Phone: VO 3-6777

Production.....J. Kleiman  
*Services Offered* — Industrials, syndicated spots, comm'l's.

**William L. Klein Productions**

301 E. Erie St., Chicago 11, Ill.  
Phone: SU 7-9114

Pres., Exec. Prod.....W. L. Klein  
*Services Offered* — TV & movie package shows, spots; business, industry, govt. clientele.

## AM-TV COMMERCIAL PROD.

### **Kling Studios, Inc.**

601 N. Fairbanks Ct., Chicago 11, Ill.

Phone: DElaware 7-0400

President.....Robert B. Eirinberg  
Dir. Synd.....Alfred B. LeVine  
*Services Offered*—Complete production and creative facilities for TV commercials and industrial films. Editing, sound, art, scripting and production departments.

### **Kluge Film Productions**

3200 N. Richards St., Milwaukee 12, Wis.

Phone: FR 2-0191

Sales.....D. R. Kluge  
Production.....D. W. Kluge  
*Services Offered*—16 mm color & B & W comm'l's, narrative or synchronous.

### **L & L Animation Service**

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

Phone: YU 6-9088

Ptnrs.....L. Lippman, I. Levine  
*Services Offered*—Camera, art service—medical & industr. & TV spots.

### **La Brea Productions, Inc.**

7417 Sunset Blvd., Hollywood 46, Calif.

Phone: HOLlywood 4-7171

President.....O. Gail Papineau  
Exec. V.P., Secy.....Jas. E. Baumeister  
Vice President.....Henry Ludwin  
Treasurer.....Richard Leonard  
Art Director.....Llewellyn Keller  
*Services Offered*—An animation and live action staff for production of TV commercials, industrial and technical films. A special effects title bed, insert stage with kitchen and an animation camera service.

### **Lakewood Productions**

2015 Kalamazoo, SE, Grand Rapids, Mich.

*Services Offered*—Films & comm'l's, educ. & indust., produced.

### **Lance Productions, Inc.**

353 W. 57th St., N.Y.C. 19

Phone: PL 7-6167

President.....Lorraine Lester  
Treasurer.....Samuel H. Evans  
V.P., Secy.....George Lessner  
V.P., Prodn. Coord.....Alford H. Lessner  
*Services Offered*—Production of filmed TV commercials, documentaries, industrials and features. Parent of Fantasy Features, Inc., specializing in children's films.

### **Kent Lane Films, Inc.**

1253 S. 3rd Ave., Louisville 3, Ky.

Phone: ME 6-3911

*Services Offered*—Comm'l's, synd. spots.

### **Langlois Filmusic, Inc.**

1755 Broadway, N.Y.C. 19

Phone: JU 6-5705

President.....C. O. Langlois, Jr.  
Sales Mgr.....T. A. Roseen  
*Services Offered*—Music library on tape, film and disc for TV, industrial and theatrical films. Live and pre-recorded scoring. Picture editing, narration, and music recording, mixing and sound effects library.

### **Herbert S. Laufman & Company**

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

Phone: RA 6-4086

President.....H. S. Laufman  
*Services Offered*—TV live & film; live comm'l's; educationals; industrials; packages.

### **Robert Lawrence Productions, Inc.**

418 W. 54th St., N.Y.C. 19

Phone: JU 2-5242

President.....Robert L. Lawrence  
Vice Pres.....Jerry Schnitzer  
V.P., Edit. Optns.....Henry Traiman  
V.P., Studio Optns.....Louis Mucciolo  
V.P., Sales.....Martin Low  
Treasurer.....Philip Kornblum  
Mgr. Anima. Dept.....Peter Cooper

#### *Branch Offices*

#### **LOUCKS & NORLING STUDIOS**

418 W. 54th St., N.Y.C.

Phone: CI 7-2366

Vice Pres.....Howard M. Lawrence  
Robert Lawrence Productions (Canada) Ltd.  
32 Front St., W., Toronto 1, Ont.

Phone: EM 4-1448

Vice Pres.....John T. Ross  
**LAWRENCE-SCHNITZER PRODUCTIONS, INC.**

1040 N. Las Palmas, Hollywood 38

Phone: HOLlywood 2-6358

Vice President.....Gerald Schnitzer  
Grantray-Lawrence Animation, Inc.

716 N. LaBrea, Los Angeles 28

Phone: WEbster 6-8158

President.....Ray Patterson  
Vice President.....Robt. Lawrence  
Secy., Treas.....Grant Simmons  
*Services Offered*—Producer of commercials, industrial films, film series; complete studio facilities; animation department, completely equipped.

### **Lee & Mogul Studios, Inc.**

43 W. 61st St., New York City 23

Phone: JU 2-7379

*Services Offered*—Slide film comm'l's; slides & balops.

### **Carol Levene Productions**

2011 Broadway, San Francisco 15, Cal.

Phone: WA 1-4772

Production.....Carol Levene  
*Services Offered*—Produces comm'l's, educationals, industrials.

### **Jack Lewis Studios**

5612 Wythe Ave., Richmond, Va.

Phone: AT 2-4157

*Services Offered*—Synd. spots & comm'l's.

### **Lewis & Martin Films Inc.**

1431 N. Wells, Chicago 10

Phone: WH 4-7477

President.....Herschell G. Lewis  
Vice Pres.....Wm. R. Johnson  
Prodn. Mgr.....Anthony LaPietra  
Art Dir.....Sanford Greenlaw



AM-TV COMMERCIAL PROD.

Studio Mgr.....Betty L. Taylor  
Services Offered—35 and 16 mm motion pictures; scripts; editing; sound recording; animation; TV and film art; studio rental pilot films; consultation.

**Lou Lilly Productions, Inc.**

5746 Sunset Blvd., Hollywood 28  
Phone: HO 5-6325

President .....Lou Lilly  
Vice Pres.....Manny Gould  
Secy. ....Jeannie Beatty  
Services Offered—Produce commercials of all types, one-minute to half hour. Black & white, color, TV. Industrial and sales training films.

**Jack Lloyd**

1445 Miller Way, Hollywood 46, Cal.  
Phone: OL 6-4607

Executive Dir.....J. Lloyd  
Services Offered—Script to screen production of jingles.

**Arthur Lodge Productions, Inc.**

21 W. 46th St., New York City 36  
Phone: JU 2-5477

President.....A. J. Lodge, Jr.  
Services Offered—Comm'ls, TV news; on-the-spot "spots"; simple animations only; library.

**Lott Video Productions**

Broadway & 11th Sts., Santa Monica, Cal.  
Phone: EXbrook 4-8279

Exec.....D. N. Lott  
Services Offered—Comm'l, synd. spots.

**James Love Productions, Inc.**

115 W. 45th St., N.Y.C.  
Phone: JU 2-4633

President .....James A. Love  
Sales Manager .....C. Austin Love  
Production Manager.....James Wille  
Supervising Editor.....William Henry  
Services Offered—Complete facilities and production of TV spots and programs, industrial films.

**John W. Loveton Productions, Inc.**

1606 N. Highland, Hollywood 28, Cal.

President .....J. W. Loveton  
Services Offered — Produces commercials, programs; theater and radio.

**Lux Brill Productions, Inc.**

319-21 E. 44th St., N.Y.C. 17, N. Y.  
Phone: OR 9-6320

Client Liaison.....Richard Dubelman  
Prod. Supvr.....Philip Haimowitz  
Exec. Asst.....Donald Holtzman  
Office Mgr.....Anne Bauer  
Services Offered—Complete facilities and production of live and animated motion pictures and slidefilm from idea to screen stage. Extensive experience in sales promotion, training, public relations, documentaries, and TV spot films.

**C. P. MacGregor Co.**

729 S. Western Ave., Los Angeles 5  
Phone: DU 4-4191

Owner.....C. P. MacGregor  
General Mgr.....E. H. Lowry  
Services Offered—Complete recording service; production of radio or TV shows and commercials.

**Madison Productions, Inc.**

1270 Sixth Ave., N.Y.C.  
Phone: CI 5-3560

President .....Gerry Gross  
Vice Pres., Treas.....Frank B. Sawdon  
Vice Pres., Secy.....Rita Fillet  
Services Offered — Package and produce radio and TV shows and live commercials.

**Marshall Organization, Inc.**

750 Third Ave., New York City 17  
Phone: MU 7-2722

President.....A. W. Marshall  
Services Offered—TV live programs and film shows; commercials; shorts; packages.

**Master Motion Picture Company**

50 Piedmont St., Boston 16, Mass.  
Phone: HA 6-3592

Pres., Treas.....A. Rakov  
Production .....I. Rose  
Services Offered—Commercials, industrials, documentaries; 16/35 mm processing.

**McCadden Productions**

1040 N. Las Palmas, Hollywood 38, Cal.  
(See TV Prod.-Dist.)

**McLarty Picture Productions**

45 Stanley St., Buffalo 6, N. Y.  
Phone: TA 0332

Producer.....H. D. McLarty  
Services Offered — Scientific, educational, industrial films; TV commercials.

**McGowan Productions, Inc.**

915 N. LaBrea, Hollywood 28, Cal.  
(See TV Prod.-Dist.)

**Morton McConnachie Productions, Inc.**

730 Fifth Ave., N.Y.C. 19  
Phone: JU 2-0123

President .....Morton McConnachie  
Vice Pres., Dir.....Jack B. Hively  
Vice Pres., Prodn. Super. Bruce McConnachie  
Vice Pres.....Hugh D. Brown  
General Mgr.....M. E. Kane  
Dir., Prodn., Super.....George E. Wolf  
Spvg. Editor.....William E. King  
Services Offered—Complete motion picture production and editorial services; East and West Coast studio, world-wide location service; script to screen in all processes. Library service. Industrial, advertising spot, and TV films.

**McNamara Productions, Inc.**

8230 Beverly Blvd., Los Angeles 48, Cal.  
Phone: WE 5-1205

## AM-TV COMMERCIAL PROD.

Executive.....D. C. McNamara  
*Services Offered*—Industrial films, commercials, syndicated spots.

### **Medallion TV Enterprises, Inc.**

6000 Sunset Blvd., Hollywood 28, Cal.  
(See TV Prod.-Dist.)

### **Melody Ranch Enterprises, Inc.**

6920 Sunset Blvd., Hollywood 28, Calif.  
Phone: HO 9-4000

President .....G. Autry  
*Services Offered* — Spot commercials on film.

### **MGM-TV Commercial Division**

MGM Studios, Culver City, Calif.  
Director Comm., Ind.....B. Gibbs  
(See TV Prod.-Dist.)

### **Meridian Films, Ltd.**

1202 Woodbine Ave., Toronto, Ont.  
Phone: OX 8-1628

President .....R. Foster  
Secy., Treas., Prod.....J. Roffman  
*Services Offered*—Produces documentaries, business films, theatricals, industrials, TV commercials.

### **Metrotape, Div. Metropolitan Broadcasting Corporation**

205 E. 67th St., New York City 21  
Phone: LE 5-1000

Sales.....A. E. Ericksen  
Operations .....L. Hicks  
*Services Offered*—Videotaped TV commercials; 16mm kinescope.

### **Milner Productions, Inc.**

3800 Liberty Heights Ave., Baltimore 15  
Phones: MO 4-4221, LI 2-7147

President.....Ervin M. Milner  
Vice Pres.....Robert Fenwick  
Sales Mgr.....Hoby Wolf  
Washington, D. C. Mgr.....Ed Hopper  
*Services Offered*—Film prod., live & animation; art, editorial service. Musical jingles, orig. scores. Package industr. shows. 35 & 16 mm filming, incl. stripfilm. TV slides, balops.

### **Minot TV, Inc.**

120 E. 56th St., New York City 22  
Phone: PL 1-5090

President.....C. M. Amory

### **Mode-Art Pictures, Inc.**

1022 Forbes Ave., Pittsburgh 19, Pa.  
Phone: EX 1-1846

President.....J. L. Baker  
Exec. V.P.....R. L. Stone  
V.P.'s.....H. J. Kemerer, A. A. Borgen  
*Services Offered*—Produce film comm'ls; 16/35 mm color, B & W.

### **Modell Television Productions**

310 E. 44th St., New York City 17  
Phone: MU 3-0758

Vice President.....C. Rosen  
Assoc. Prod.....M. Zimmerman  
*Services Offered*—Syndicated spots, commercials.

### **Modern Teleservice, Inc.**

219 E. 44th St., N.Y.C. 17  
(See TV Prod.-Dist.)

### **Moran Film Company**

P. O. Box 808, Phoenix, Arizona  
Phone: AL 4-1335

President.....G. A. Moran  
*Services Offered*—Color, B & W TV commercials.

### **Dwight Morris Productions**

1611 S. Boston, Tulsa, Okla.  
Phone: DI 3-6424

Exec. Prod.....D. Morris  
Secy., Treas.....I. Morris  
*Services Offered*—Commercials, industrials, spots.

### **Motion Pictures For Industry**

2543 Kelton Ave., Los Angeles 64  
Phone: BR 0-4757

President.....Harry O. Hoyt  
Treasurer .....Merrill Cantrell  
Production Manager.....Kenneth Hodges  
Sales Manager.....Frank Rathbun  
*Services Offered*—Producers of TV shows & spots, comm'l 16 mm color films.

### **Moulin Studios**

181 Second St., San Francisco 5, Cal.  
Phone: YU 6-4224

President.....R. M. Moulin  
*Services Offered* — TV film shows & comm'ls; shorts; animation; studio rental.

### **Movielab Film Labs, Inc.**

619 W. 54th St., N.Y.C.  
Phone: JU 6-0360

President .....Saul Jeffee  
Prod. Mgr.....Frank Berman  
Sls. Mgr.....Ben Bloom  
Color Consultant.....John Kowalak  
*Services Offered*—Film processing.

### **Movietone News, Inc.**

460 W. 54th St., New York City  
(See TV Prod.-Dist.)

### **MPA-TV Productions, Inc.**

(Subsid. of Motion Picture Adv. Serv.)  
1032 Carondelet St., New Orleans, La.  
Phone: JA 5-2253

President .....C. Mabry  
V.P.....A. Doskey, Jr.  
Production .....R. Dyer  
*Services Offered*—TV & theater film commercials; 16/35 mm color, B & W.

**MPO Television Films, Inc.**

15 E. 53rd St., N.Y.C. 22  
Phone: MU 8-7830

President.....Judd L. Pollock  
V.P.'s .....Marvin Rothenberg,  
Gerald Hirschfeld, Gerald Kleppel  
Secy.-Treas. ....Arnold Kaiser  
*Services Offered*—Complete production of TV commercials, two modern production centers in New York, five stages, set construction shops. Facilities in Hollywood.

**Owen Murphy Productions, Inc.**

723 Seventh Ave., N.Y.C. 19  
Phone: PL 7-8144

President .....Owen Murphy  
Vice Pres.....Savington W. Crampton  
Prod. Mgr.....Paul Cohen  
Chief, Edit. Dept.....Eric Lawrence  
*Services Offered*—Motion pictures for industry and TV, complete production, scripts, cinematography, editorial, recording and dubbing, live and animation, special editorial, service for industrial photographic departments.

**Music Makers, Inc.**

45 W. 45th St., N.Y.C. 36  
Phone: CI 5-3737

President-Creative Dir.....Mitch Leigh  
General Mgr.....Josh Meyer  
Account Super.....Herman Edel  
Prodn. Coordinator.....Renee Leigh  
*Services Offered*—Create jingles and background for radio and TV commercials. Write scores for industrial films and sales meetings; complete music merchandising packages including record premiums.

**Muzak Corporation**

229 Fourth Ave., N.Y.C. 3  
Phone: OR 4-7400

Board Chairman.....Jack D. Wrather  
President.....Charles C. Cowley  
Vice Pres., Treas.....John R. Andrus  
V.P., Legal Counsel.....Leonard Scholl  
V.P., Dir. of Marketing...Joseph W. Roberts  
V.P., Nat. Sales Mgr.....Warren Coughlin  
V.P., 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 and TV stations with transcription library service and is also exclusive TV distributor for all Encyclopaedia Britannica Films in Canada).

**Michael Myerberg Productions**

234 W. 44th St., New York City 36  
Phone: CH 4-4846

Chairman .....M. Myerberg  
President.....A. Gray, Jr.  
Vice President.....J. J. Bergen, Jr.  
*Services Offered*—Film comm'ls, spot.

**Nassour Studios, Inc.**

8460 W. 3rd St., Los Angeles 48  
Phone: OL 3-0400

President .....William Nassour  
Vice Pres., Treas.....Edward Nassour  
Secretary.....W. Lloyd Laumann  
*Services Offered* — TV commercials, TV film series, TV shows and theatre motion pictures. Stages, cameras (both 16 & 35 mm), sound, writers, directors.

**National Programming Service**

4614 Norton Lane, Columbus 13, Ohio  
Phone: EX 3775

Executive .....J. Fredritz  
*Services Offered*—Comm'ls, spots, industrials.

**National Screen Service Corporation**

Home Office  
1600 Broadway, New York City  
Phone: Circle 6-5700  
TV & Industrial Film Div.  
509 Madison Ave., N. Y. C.

Vice President.....Robert L. Gruen  
Sales Director.....William S. Kent  
Production Manager.....Harry Semels  
Producer, Director.....Carl A. Carbone  
Asst. Prod. Mgr.....Jack Schertz  
Art Director.....Tom Golden  
TV Art Dir.....Tee Collins  
TV Editor.....Irving Weiner  
*Services Offered*—Production of films for TV; industrials & comm'ls; animation, art work, titles, opticals, stop motion, live studio & insert.

**National Studios**

42 W. 48th St., New York City 36  
Phone: JU 2-1926

President.....H. A. Rosenberg  
*Services Offered* — Slides, balops; slide films.

**NTA Telesales**

10 Columbus Circle, N.Y.C. 19  
Phone: JU 2-7300  
(See TV Prod.-Dist.)

Bd. Chmn.....E. A. Landau  
Exec. V.P.....O. A. Unger  
Secretary .....J. Golenbock  
Press .....H. Albus  
*Services Offered*—TV programs, features—nat'l., regional, local sponsors.

**Stanley Neal Productions, Inc.**

475 Fifth Ave., New York City 17  
Phone: MU 3-6396

President.....D. J. Lane

## AM-TV COMMERCIAL PROD.

Services Offered — Comm'ls, spots, industrials.

### **Ted Nemeth Studios**

729 Seventh Ave., New York 19  
(See TV Prod.-Dist.)

### **Neutro Film Corporation**

846 Seventh Ave., N.Y.C. 19  
Phone: PL 7-5322

President ..... M. Weise  
Vice President..... L. M. Haas  
Secretary ..... J. Greene  
Sales Manager..... J. Gratz  
Services Offered—TV packages, comm'ls; trng., industr., documentaries.

### **Newman-Schmidt Studios**

713 Penn Ave., Pittsburgh 22, Pa.  
Phone: GR 1-5414

Owner ..... H. Schmidt  
Services Offered—Comm'ls, industrials.

### **New World Productions**

13273 Ventura Blvd., N. Hollywood, Cal.  
Phone: TR 3-3580

President ..... T. Robinson  
Services Offered—TV comm'ls, film shows; religious; industrials; animation, color, B & W.

### **Fred A. Niles Productions, Inc.**

1058 W. Washington Blvd., Chicago 7, Ill.  
Phone: SEley 8-4181

President..... Fred A. Niles  
V.P.'s..... Mike Stehney, Edw. W. Rinker  
Studio Manager..... Wm. E. Harder  
Creative Director..... Ruth L. Ratny  
Art Director..... Manny Paull  
Controller..... Edward E. Katz  
Purchasing Agent..... Lawrence Stein  
Sr. Prod.-Dir..... Lloyd Bethune  
Administrative Asst..... Frances Metelko

Services Offered—Creation, prod. TV commercials, live & animated; industrial, public relations films; slidefilms; sales & product training programs; syndicated TV spots; sound recording; script writing; storyboard-ing; closed circuit.

### **John Norman Productions**

P. O. Box 1304, Palm Springs, Cal.  
Phone: 7124

Gen. Mgr..... J. Norman  
Services Offered—Comm'ls, spots, industrials.

### **Nola Penthouse Sound Studios**

113 W. 57th St., N.Y.C. 19  
Phone: JU 6-0040

Owner..... Vincent J. Nola  
Gen. Mgr..... V. Thomas Nola  
Chief Engineer..... Stanley Bumbly  
Services Offered — Film-Tape-Disc transcriptions for TV, radio, industry and education—studio and location—masters, processing & pressings; stereo recording; magnetic & optical film recordings.

### **Olympia Film Productions, Inc.**

112 W. 48th St., New York City 36  
Phone: JU 6-1143

Vice President..... D. H. Kahn  
Services Offered—TV comm'ls, film shows.

### **Olmsted Sound Studios, Inc.**

1 E. 54th St., N.Y.C.  
Phone: PL 1-0890

President..... Henry C. Olmsted  
Exec. Vice Pres..... Richard B. Olmsted  
V.P. in Chg. of Sls..... H. F. Landon  
Services Offered—Three floating studios, 24 Ampex, 3 disc lathes, film sound—all recording services.

### **Omega Productions, Inc.**

1960 Dorchester St., West, Montreal 25, Que.  
Phone: WE 7-3525

President..... T. S. Morrissey  
Vice Pres..... Pierre Harwood  
Dir. Prod..... Henry Michaud  
Dir. TV Comm'ls..... John Racine  
Sales Director..... R. J. Jarvis  
Services Offered—Educational, industrial, sales promotion, theatrical and TV motion pictures.

### **On Film, Incorporated**

33 Witherspoon St., Princeton, N. J.  
Phone: PL 9-2330

Execs..... R. Bell, M. Scott  
Services Offered—Comm'ls, industrials.

### **Sam Orleans & Associates, Inc.**

211 W. Cumberland Ave., Knoxville, Tenn.  
Phone: 3-8098

President ..... S. Orleans  
Services Offered — Commercials, industr., educ. films.

### **John Ott Pictures, Inc.**

85 Hibbard Rd., Winnetka, Ill.  
Phone: WI 6-5126

President ..... J. Ott  
Services Offered—Time-lapse photog.; industrials, comm'ls.

### **Del Owens Productions**

333 N. Michigan Ave., Chicago 1, Ill.  
Phone: FR 2-4811

President ..... D. Owen  
Services Offered—Jingles & comm'ls.

### **Harry Owens Television Productions**

6710 Melrose Ave., Hollywood 38, Calif.  
Phone: WE 9-1491

Vice President..... H. O'Donnell  
Services Offered — Film shows, comm'ls, shorts.

### **Packaged Programs, Inc.**

634 Penn Ave., Pittsburgh 22, Pa.  
Phone: GR 1-4756

General Mgr..... M. E. Fierst  
Services Offered — Complete production services and sound studios, film processing and printing, editing.

**Pantomime Pictures**

2221 W. Olive, Burbank, Calif.  
Phone: TH 2-1147

President .....F. Crippen  
Vice President.....J. Marshall  
Production .....J. Heiter  
Sales .....D. Reed  
*Services Offered*—Animated TV & entertainment films; live action comm'ls; titles.

**Paragon Pictures, Inc.**

2540 Eastwood Ave., Evanston, Ill.  
Phone: DA 8-5900

President .....R. Laughlin  
Production .....S. Needham  
*Services Offered* — Industrials, comm'ls, spots.

**Paramount Television Productions, Inc.**

5800 Sunset Blvd., Los Angeles, 28  
(See TV Prod.-Dist.)

**Paul Parry Productions Inc.**

7417 Sunset Blvd., Hollywood 46  
Phone: HO 7-4774

President .....Paul Parry  
Vice Pres.....Ellis Neimie  
Production Mgr.....Barney Dyer  
Pub. & Adv. Dir.....Frank K. Adams  
Secy.-Treas .....Dianne Parry  
*Services Offered*—Production of program films, spot commercials, product sales promotion, corporation training films, and sound slide films.

**Lindsley Parsons Productions, Inc.**

3459 Caluenga Blvd., Hollywood 28  
Phone: HO 9-3641

President .....Lindsley Parsons  
Prodn. Mgr.....Lindsley Parsons, Jr.  
*Services Offered*—Filmed TV shows & commercials for network syndication.

**The Pathscope Company of America, Inc.**

10 Columbus Circle, N.Y.C. 19  
Phone: PL 7-5200  
Studio

21-29 45th Rd.  
Long Island City, N. Y.  
Phone: ST 4-3053

President.....Edward J. Lamm  
Exec. Prodr.....David H. Lion  
Prodn. Mgr.....James Pierce  
Studio Mgr.....John Ball  
*Services Offered*—Complete planning, creation and production of industrial, educational and documentary motion pictures and TV commercials.

**Ray Patin Productions**

6650 Sunset Blvd., Los Angeles 28  
Phone: HO 2-1147

President .....Ray Patin  
Vice Pres.....Gus Jekel  
Secy.-Treas.....Kay Himes  
*Services Offered*—Complete facilities for producing animated commercials from story through camera.

**Lloyd Pearson Associates**

509 Madison Ave., N.Y.C. 22  
Phone: EL 5-5430

President .....Lloyd Pearson  
Creative Dir.....Larry Johnson  
Pgm. Coordinator.....James Chapelle  
Director .....Lamar Casselli  
*Services Offered*—Create, produce and direct film and live commercials, including music and jingles, storyboards, copy and script, set designing, props.

**Pelican Films, Inc.**

46 W. 46th St., N.Y.C. 36  
Phone: CI 6-1751

President.....T. J. Dunford  
Vice Pres.....A. J. Zander  
V.P. in Chg. Sales.....Eli Feldman  
*Services Offered*—Complete TV, film animation staff and facilities; live action, slide-films.

**Tony Petri Studios**

144 Westminster St., Providence 3, R. I.  
Phone: GA 1-9242

President .....Tony Petri  
Production Mgr.....Ernest Strauss  
*Services Offered*—Complete TV commercial service from storyboard conference. Color and black & white. Double and single system sound. Complete lighting and sound stage facilities.

**R. A. Pheelan Productions**

113 W. 57th St., New York City 19  
Phone: CI 6-1626

Producer .....R. Pheelan  
*Services Offered*—Comm'ls; PR & educ. films.

**Photo-Art Commercial Studios**

420 SW Washington St., Portland 4, Ore.  
Phone: CA 7-5411

President.....C. F. Palmer  
Vice President.....S. Vernon  
*Services Offered*—Comm'l prod. facilities; sound stage, single & double; 16/35 mm & slides.

**Photo Arts Productions, Inc.**

2330 Market St., Philadelphia 3, Pa.  
Phone: RI 6-3696

Executive .....W. Dombrow  
*Services Offered*—Commercials, spots, industrials.

**Pilot Productions, Inc.**

1819 Ridge Ave., Evanston, Ill.  
Phone: AM 2-4141

President.....C. R. Isley  
Production .....R. Dedrick  
Secretary .....A. Borough  
*Services Offered*—Slides; sound slidefilms; industrials; comm'ls.

**Pintoff Productions, Inc.**

64 E. 55th St., New York City 22  
Phone: EL 5-1431

President .....E. Pintoff

## AM-TV COMMERCIAL PROD.

Client Contact.....H. Knaup  
*Services Offered* — Animated, live action  
comm'ls, theatricals, industrials.

### **Pix Enterprises**

12148 Hillslope St., Studio City, Cal.  
Phone: PO 2-9173

Production .....B. Grenville  
*Services Offered* — Comm'ls, industrials,  
documentaries; 16/35 mm color, B & W,  
sound-silent.

### **Playhouse Pictures**

1401 N. LaBrea Ave., Hollywood 28, Cal.  
Phone: HOLlywood 5-2193

360 N. Michigan Ave., Chicago 1, Ill.  
Phone: STate 2-3686

President .....Adrian Woolery  
Prod., Dir.....Bill Melendez  
Business Mgr.....H. A. Halderson  
Production Supvr.....Irene Wyman  
Public Rel. Dir.....George W. Woolery  
Creative Story Dir.....Chris Jenkyns  
Layout, Design Dir.....Sterling Sturtevant  
Secretary .....Mary Matthews  
Chicago Rep.....Peter del Negro  
*Services Offered*—Compl. studio facilities  
for the creation & production of animated  
films for business, entertainment & TV from  
story through camera, with exception of labo-  
ratory. Specialists in animated comm'ls.

### **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 rela-  
tions, TV.

### **Low Pollack Productions, Inc.**

325 W. 44th St., N.Y.C. 36  
Phone: JUDson 2-8082

President .....Low Pollack  
*Services Offered*—Sound recordings, docu-  
mentaries, TV film commercials, industrials,  
complete 16 and 35 mm facilities.

### **Jules Power Productions, Inc.**

228 N. LaSalle St., Chicago 1, Ill.  
Phone: ANdover 3-1422  
35 W. 53rd St., N.Y.C.  
Phone: CI 5-3260

Office Mgr.....H. Rothbart  
*Services Offered*—Production of live local  
and network TV programs and commercials.

### **Precision Film Labs**

21 W. 46th St., N.Y.C.  
Phone: JU 2-3970

President.....Daniel R. Ehrlich  
*Services Offered*—Printing and processing  
of 16 and 35 mm film, color and black &  
white.

### **Premier Film & Recording Corp.**

3033 Locust St., St. Louis 3, Mo.  
Phone: JE 1-3555

Pres., Prod.....T. P. Desloge  
V.P., Mgr.....W. Dalzell  
*Services Offered*—Motion Pictures, com-  
mercials, sound recording production faci-  
ties. Scripts. Editing.

### **Preview Theatre, Inc.**

1600 Broadway, N.Y.C.  
Phone: CI 6-0865

President.....William B. Gullette  
*Services Offered*—16 & 35 mm; magnetic  
or optical; all interlock combinations. Edit-  
ing eqpt. & facilities. Film storage vaults. All  
facilities avail. 24 hrs./day.

### **Princeton Television Center, Inc.**

252 Nassau St., Princeton, N. J.  
(See TV Prod.-Dist.)

### **Productions for Television, Inc.**

625 Madison Ave., New York City 22  
Phone: TE 8-7100

TV Production.....D. Hillman  
Exec. Film Prod.....J. Harrison  
Producer, Dir.....S. Semel  
*Services Offered*—Commercials.

### **Project-O-Fex, Inc.**

535 5th Ave., N.Y.C. 17  
Phone: MU 7-1881

President.....Paul F. Adler  
*Services Offered*—Semi-animated filmed or  
live spots for individual station use.

### **Quartet Films, Inc.**

5631 Hollywood Blvd., Los Angeles 28  
Phone: HO 4-9225

President .....A. Babbitt  
Vice President.....A. Gillespie  
Production.....L. A. Goldman  
*Services Offered*—Story, design, direction  
animation, recording, editing, live action for  
cartoons, comm'ls, films for industry, etc.

### **Q.E.D. Productions, Inc.**

45 W. 45th St., N.Y.C. 36  
Phone: JUDson 2-4291

Executive Producer.....Robt. Baron  
Sales Manager.....Roy Lampe  
*Services Offered*—Spot commercials, indus-  
trials, sales & tourist promotion films, open-  
end film commercials for TV.

### **Quintet Productions, Inc.**

15 W. 44th St., New York City 36  
Phone: MU 7-5011

*Services Offered*—TV film shows & com-  
mercials; live package shows for TV.

### **Radio Features of America**

37 W. 46th St., New York City 36  
Phone: JU 2-5130

Exec. Dir.....O. W. Nicoll  
*Services Offered*—Film spots, live shows.

**Radio Television Arts**

3819 Wilshire Blvd., Los Angeles 5, Cal.  
Phone: DU 8-1323

Owner ..... D. Balli  
*Services Offered* — TV film shows & live programs; comm'ls; industrials; animation; packages, live & film.

**Rainbow Pictures, Inc.**

1540 Levante Ave., Coral Gables 46, Fla.  
Phone: MO 5-3524

President ..... W. Resce  
Production ..... O. Barber  
*Services Offered* — Industrials, features, comm'ls; studio facilities.

**Rarig Film Productions**

Div.: Rarig Motion Pictures Co.  
5510 University Way, Seattle 5, Wash.  
Phone: LA 2-0707

President ..... M. H. Rarig  
V.P., Treas. .... E. A. Rarig  
Production ..... J. Lawless  
*Services Offered*—16/35 mm color, B & W photography; sound recording, stage; editing, commercials; programs.

**Reid H. Ray Film Industries, Inc.**

2269 Ford Pkwy., St. Paul 16, Minn.  
Phone: Midway 9-1393

208 S. LaSalle St., Chicago, Ill.  
422A Washington Bldg., Washington 5, D. C.  
Davidson Bldg., 17th & Main, Kansas City  
Comm'l Sls. Mgr. .... R. V. Jeffrey (St. Paul)  
Film Ad Sls. Mgr. .... Frank Havlicek (St. Paul)  
Chicago Sales ..... Frank Balkin  
Washington Sales ..... Robert Whitney  
Kansas City Sls. .... Ted Cauger  
President ..... Reid H. Ray  
Controller ..... T. J. Herman  
Production Manager ..... E. H. Polsfuss  
*Services Offered*—Producers of TV commercials & entertainment synd. films for TV.

**Redlin Productions, Inc.**

10416 Canuga Ave., Chatsworth, Cal.  
Phone: DI 8-7932

*Services Offered* — TV film shows, commercials; shorts; animation.

**Roland Reed Productions Inc.**

650 N. Bronson, Los Angeles 4  
Phone: HO 9-1628

President ..... Roland D. Reed  
Vice Pres. .... Arthur Pierson  
Editorial Super. .... Frank Doyle  
N. Y. Rep. .... Hamilton MacFadden  
*Services Offered* — Preparation, scripting, story board, animation, live production, release prints for TV commercials.

**Rembrandt Films, Inc.**

15 E. 48th St., N.Y.C. 19  
Phone: PL 8-1024

President ..... W. L. Snyder  
*Services Offered* — Puppet comm'ls; features.

**Republic Television Features**

64 E. Lake St., Chicago 1  
Phone: ST 2-0460

President ..... Capico Kapps  
V.P., Chg. Sales ..... Joseph Kapps  
*Services Offered*—Producers, distributors and representatives of live, transcribed and syndicated radio-TV programs and commercials.

**Robert Yarnall Richie Productions, Inc.**

666 Fifth Ave., N.Y.C. 19  
Phone: CI 6-0191

President ..... Robert Yarnall Richie  
*Services Offered*—Motion picture production and still photography for industry, public relations and advertising. Color specialists. Own Mitchell cameras, sound and lighting equipment. Full editing facilities. Company owned plane. Studio and location—domestic and foreign.

**Marion Riddick Productions, Inc.**

1102 Eberhard St., Houston 19, Texas  
Phone: JA 4-9653

President ..... M. Riddick  
Secy., Treas. .... C. Livingston  
Bd. Chmn. .... D. C. Pope  
*Services Offered*—TV film & live comm'ls; teaching films; packages; talent; scripts; color.

**Riviera Productions**

29 Miraleste Plaza, San Pedro, California  
Phone: TErMinal 1-3131

Exec. Prod. .... F. W. Zens  
Sales Director ..... Bert Hunt  
Assoc. Prods. .... A. W. Stephenson, Jack Kelly, Lionel Grover  
Midwest Rep. .... Robert Zens  
Eastern Rep. .... Pat Rancati  
*Services Offered* — Producers of business, industr., sls. trng., public relations, advertising films & TV comm'ls in color and sound. Full production & studio facilities for all phases of motion picture work.

**Walter A. Rivers & Assoc.**

125 Hyde St., San Francisco, Cal.  
Phone: SU 1-1284

Owner ..... W. A. Rivers  
*Services Offered* — Industrial producing; TV comm'ls.

**Hal Roach Studios**

3822 Washington Blvd.  
Culver City, Calif.  
(See TV Prod.-Dist.)

**Louis De Rochemont Associates, Inc.**

380 Madison Avenue, N.Y.C. 17  
Phone: OX 7-0350

*Services Offered* — TV comm'ls & film shows; shorts; animation.

## AM-TV COMMERCIAL PROD.

### **Rocket Pictures Inc.**

6108 Santa Monica Blvd., Hollywood 38

Phone: HO 7-7131

President .....D. Weston  
Vice President.....H. Wilcox  
Production .....D. Bartelli  
*Services Offered* — Comm'ls, audio-visual aids: bus., industry.

### **Frederick K. Rockett Company**

6063 Sunset Blvd., Hollywood 28, Cal

Phone: HO 4-3183

Manager.....Alfred H. Higgins  
Cameraman.....Jay W. Adams  
Editor.....P. H. Grelet  
Stage Manager.....Jerome F. Lipari  
*Services Offered* — Production facilities incl. lg. sound stage, Western Electric sound eqpt. & personnel for any type sponsored film production. Stage & sound eqpt. rented.

### **Rockhill Recordings**

18 E. 50th St., N.Y.C. 22

Phone: PL 9-7979

President .....Janet Taylor  
Manager.....Leo J. Launer  
Sls. Mgr. (Recording).....Fred Freeman  
*Services Offered*—Studio recordings; off-the-air and off-the-line recordings; masters; shellac and vinylite pressings; electrical transcriptions; TV-audio recordings; tape recordings; location recording, distribution to radio stations.

### **Richard H. Roffman Assoc.**

675 West End Ave., New York City 25

Phone: RI 9-3647

Chairman .....S. Speiser  
President.....R. H. Roffman  
V.P.'s.....M. Roffman, Malvina Cohn  
*Services Offered*—TV film comm'ls.

### **Roy Rogers-Frontiers, Inc.**

357 N. Canon Dr., Beverly Hills, Cal.

Phone: CR 4-6841

President .....R. Rogers  
Vice President.....W. A. Rush  
*Services Offered*—TV film show, comm'ls; shorts; sound effects library.

### **Rolab Studios**

Sandy Hook, Connecticut

Phone: GA 6-2466

Executive.....H. Roger  
*Services Offered*—Commercials, spots.

### **Roquemore Films**

44 Mt. Vernon Blvd., Hamburg, N. Y.

Phone: FR 3876

Director.....E. E. Roquemore  
*Services Offered* — Comm'ls, live & film; shorts; newsreels; sound effects; music.

### **Leslie Roush Productions, Inc.**

130 Herricks Rd., Mineola, L.I., N.Y.

Phone: PI 2-8130

*Services Offered*—Producers of industrial films, filmed commercials and film programs.

### **Danny Rouzer Studio**

7022 Melrose Ave., Hollywood 38

Phone: WE 6-2494

President and Owner.....Danny Rouzer  
*Services Offered*—Complete 16 mm production service, including Kinescopes, commercials, pilots, sales and industrial films, equipment and stage rentals.

### **R-TV Enterprises**

(See R-TV Prog. Prod.)

225 W. 86th St., New York City 24

### **Hal Rumel**

49 W. Broadway, Salt Lake City, Utah

Phone: PI 2-8130

*Services Offered*—Comm'ls, industrials.

### **Sande-Greene & Associates**

Creative & Production Consultants

8400 Sunset Blvd., Hollywood

Phone: OL 6-0300

President.....Robert L. Sande  
Exec. Vice Pres.....Larry Greene  
Secy.....Pat Carson

*Services Offered*—Creator-producers of radio-TV musical commercials. Musical production—aids for radio and TV stations. Producers of entertainment—public service—documentary and commercial films, records and transcriptions.

### **Sarra, Inc.**

200 E. 56th St., N.Y.C. 22

Phone: MU 8-0085

President .....Valentino Sarra  
Exec. V.P., Gen. Mgr....Morris D. Behrend  
TV Sales Mgr.....John Henderson, III  
Head Creative Dept.....Rex Cox  
Prod. Mgr., Chicago.....Marvin Bailey  
16 E. Ontario St., Chicago, Ill.

Phone: WH 4-5151

*Services Offered*—Production of TV commercials, industrial and sales films, black & white and color.

### **Satisfiers Productions, The**

200 West 57th St., New York 19

Phone: Circle 5-4149

Partner, Music Dir.....Art Lambert  
Partner, Creat. Dir.....Bob Lange  
Prod. Co-ordinator.....Loren Welch  
Promotion Dir.....De Loris Randall  
General Sales Mgr.....Robert Kirk  
*Services Offered*—Facilities for producing musical commercials, jingles, spot announcements for radio and TV; musical sound tracks for industrial film and sales meetings; including singing, creating, casting, contracting and all production details.

### **Saturn Films Incorporated**

1225 S. Hudson Ave., Los Angeles 19, Cal.

Phone: WE 5-2985

Pres., Prod.....C. Roth  
*Services Offered*—Film comm'ls; no animation.

### **Scope, Inc.**

146 Almeria, Coral Gables, Fla.

Phone: HI 4-7202

President.....Robert L. Perine  
Exec. Vice Pres.....Michael Brown  
Controller.....James A. Cromer  
Dir. of Advtg.....Lillian Carpenter



## AM-TV COMMERCIAL PROD.

*Services Offered* — Complete production facilities including air-conditioned studios, editing and sound facilities, equipment, production coordination service, remote facilities and truck, script and animation facilities.

### **Scott-Textor Productions**

127 E. 47th St., N.Y.C. 17  
Phone: PL 5-2789

Partners.....Alan & Marilyn Scott  
Partners.....Keith & Sylvia Textor  
General Mgr.....Victor Sack  
*Services Offered*—Creation and production of music, lyrics, jingles, animation tracks and all forms of radio and TV commercials.

### **Screencraft Enterprises, Inc.**

8470 Melrose Ave., Los Angeles, Cal.  
Phone: OL 3-4463

*Services Offered*—Produces comm'l's & industr. films.

### **Screen Gems, Inc.**

711 Fifth Ave., N.Y.C. 22  
(See TV Prod.-Dist.)

### **Screen-Televideo Productions**

333 S. Beverly Dr., Beverly Hills, Cal.  
Phone: CR 1-6131

Exec. ....R. Lord  
*Services Offered*—Comm'l's, synd. spots.

### **Jack Shafton's Puppet Masters**

2368 Stanley Hills Dr., Hollywood 46, Cal.  
Phone: OL 4-2350

Owner .....J. Shafton  
*Services Offered*—Live & film TV shows, programs; comm'l's; shorts; animation; special effects; puppets.

### **Sharpe-Lewis Productions**

832 N. Lillian Way, Los Angeles 38, Cal.  
Phone: HO 9-5981

President.....D. W. Sharpe  
*Services Offered*—TV film shows, comm'l's; packages.

### **Signal Productions, Inc.**

6269 Selma Ave., Hollywood 28  
Phone: HO 2-6471

Pres., Gen. Mgr.....Everett F. Tomlinson  
V.P. Chg. Sales.....Edwin W. Buckalew  
*Services Offered*—Producers of film commercials for TV.

### **Signature Music Inc.**

240 E. 53rd St., N.Y.C. 22  
Phone: MU 8-5068

Composer-Conductor-Arranger.Hank Sylvern  
Business Mgr.....George H. Fried  
*Services Offered*—Creation and arranging of music and words for production of spots and jingles for TV and radio; live, film, transcribed.

### **Al Simon Productions, Inc.**

General Service Studios  
1040 N. Las Palmas, Hollywood 38  
Phone: HO 4-2141

President .....Al Simon

Controller .....John Nicolaides  
*Services Offered* — Productions of filmed shows and commercials.

### **Sixteen Screen Service Co.**

6710 Melrose Ave., Hollywood 38, Cal.  
Phone: WE 9-1491

Owner .....H. O'Donnell  
*Services Offered*—TV film shows, comm'l's; shorts; sound; laboratory; animation, color, B & W.

### **Sleeping Giant Films, Inc.**

3019 Dixwell Ave., Hamden, Conn.  
President.....D. K. Harris  
V.P., Treas.....A. Guorino, Jr.  
*Services Offered* — 16/35 mm production services; animated spots.

### **Fletcher Smith Studios, Inc.**

319 E. 44th St., N.Y.C. 17  
Phone: MU 5-9010

President .....Fletcher Smith  
Secy.-Treas. ....Peter Caldera  
*Services Offered*—Commercials, industrial films, animation, sound recording, editing rooms, projection rooms.

### **Walter Harrison Smith Productions, Inc.**

40 E. 40th St., N.Y.C. 16, N. Y.  
Phone: EL 5-7212

President.....W. H. Smith  
Vice Pres., Treas.....E. T. Smith  
*Services Offered*—Live and filmed TV commercials, programs, and syndicated shows; educational, industrial and editorial shorts. Distributors of TV films.

### **Snader-Cassidy Studio**

1710 N. LaBrea, Hollywood 46, Cal.  
Phone: WE 9-2345

President .....S. Cassidy  
*Services Offered*—TV film shows, comm'l's; shorts; facilities rented.

### **Southwest Film Laboratory, Inc.**

Southwest Film Center, Dallas 11, Tex.  
Phone: WH 6-2184

Vice President.....J. A. Hopper  
Direction.....M. Young, Jr.  
*Services Offered*—Commercials, spots, industrials.

### **Southwest Film Productions, Inc.**

5301 South Post Oak Rd., Houston, Tex.  
Phone: MA 0681

President.....J. P. Goodwin  
*Services Offered* — Comm'l's, industrial films.

### **S.O.S. Cinema Supply Corp.**

602 W. 52nd St., N.Y.C. 19  
Phone: PL 7-0440

President.....Joseph A. Tanney  
Vice Pres.....Oscar Lightstone  
Vice Pres.....Dom J. Capano

## AM-TV COMMERCIAL PROD.

*Services Offered*—Furnish studio and professional equipment to producers, TV stations, sound stages, film labs, educational institutions, industrial projects, ad agencies and animation studios.

### **Soundac Productions, Inc.**

2133 N. W. 11th Ave., Miami 37, Fla.  
Phone: FR 4-2655

Pres.-Gen. Mgr.....Robert D. Buchanan  
Prodn. Mgr.....Jack Schleh, Jr.  
Technical Dir.....Robert G. Biddlecom  
Art Dir.....Francis J. Noack

*Services Offered*—Complete film production, from storyboard to finished print, specializing in animation, black & white and color service. Live photography, original musical jingles, complete stage and studio.

### **Sound Masters, Inc.**

165 W. 46th St., N.Y.C. 36  
Phone: PL 7-6600

President.....F. C. Wood, Jr.  
Chair. of the Bd.....W. French Githens  
Vice Pres.....John H. Tobin  
Secretary.....Marian L. Price  
Treasurer.....Stella K. Beenders

*Services Offered*—Production of all types of motion pictures, TV commercials; recording services; dubbing; repeater projectors.

### **Spotlight News, Inc.**

607 N. LaBrea Ave., Los Angeles 36, Cal  
Phone: WE 8-2191

President.....J. Siegal  
Exec. V.P.....A. G. Walker

*Services Offered*—TV comm'ls, newsreels; film, editorial facilities.

### **Standard Radio**

#### **Transcription Services, Inc.**

360 N. Michigan Ave., Chicago  
Phone: ST 2-5322

President.....Milton M. Blink  
Gen. Mgr.....Olga Blohm

*Services Offered* — Transcribed music library and sound effects.

### **Stanley-Marshall TV Productions**

1454 Peerless Place, Los Angeles 35, Cal  
Phone: CR 4-5279

Producer.....J. J. Franklin  
*Services Offered*—TV comm'ls.

### **Stars Incorporated**

123 N. Poplar St., Charlotte, N. C.  
Phone: ED 3-6151

President.....T. Kemp, Jr.  
*Services Offered*—TV film shows, live programs; packages.

### **Wayne Steffner Productions**

6223 Selma Ave., Hollywood 28, Cal.  
(See TV Prod.-Dist.)

### **Mark Stevens TV Company**

9134 Sunset Blvd., Los Angeles 46, Cal.  
Phone: CR 4-8321

Exec. Prod.....M. Stevens

*Services Offered*—TV live shows, film programs; commercials, shorts; animation.

### **Stockdale and Company**

729 W. 6th St., Salt Lake City 4, Utah  
Phone: EL 5-5511

President .....C. Stockdale  
*Services Offered*—TV comm'ls, industrials;  
16/35 mm.

### **Storyboard, Inc.**

10 W. 74th St., New York City 23  
Phone: TR 3-7207

President .....J. Hubley  
*Services Offered*—Animation; live films.

### **John G. Stratford Film Corp.**

113 W. 57th St., New York City 19  
Phone: JU 6-7390

President.....J. G. Stratford  
*Services Offered*—Package TV films, commercials; animation—color, B & W; educ. & industr. shorts.

### **Jack Strausberg Productions**

919 N. Michigan Ave., Chicago 11, Ill.  
Phone: WH 4-3941

President .....J. Strausberg  
*Services Offered*—Comm'ls, spots.

### **Wilbur Streech Productions, Inc.**

135 W. 52nd St., N.Y.C. 19  
Phone: JU 2-3816

President.....Wilbur J. Streech  
Vice Pres., Sales.....Edgar Kenner  
Art Dir.....Paul K. Freeman  
Assoc. Producr.....John Hazard

*Services Offered*—Creation and production of live action, stop motion, animated and musical TV film commercials; industrial and PR films; sound slide films and theatrical features.

### **Studio City TV Productions, Inc.**

4020 Carpenter, N. Hollywood  
Phone: PO 3-8807  
N. Y. Phone: JU 6-1700

President.....Mort W. Scott  
Secy.-Treas.....Lester J. Nelson  
*Services Offered*—Production of commercials and half-hour series for TV.

### **Sturgis-Grant Productions, Inc.**

322 E. 44th St., New York City 17  
Phone: MU 9-4994

President .....W. Sturgis  
V.P., Manager.....B. Magnes  
Production Mgr.....S. Milstein  
*Services Offered* — Storyboards, recording facilities; 16/35 mm cameras; special effects; art dept.

### **Bill Sturm Studios, Inc.**

723 Seventh Ave., N.Y.C. 19  
Phone: JU 6-1650

Chair. of Board.....Robert J. Hassard  
Pres. & Tech. Dir.....William A. Sturm  
Secy. & Cre. Head.....Orestes Calpini

**AM-TV COMMERCIAL PROD.**

Treas. & Exec. Prod.....Albert D. Hecht  
*Services Offered*—Film production including live action, stop motion, animation, "Anikins" (animated stop motion puppets), TV commercials, educational, training, industrial films, etc.

**Sun Dial Films, Inc.**

43rd St., United Nations Plaza, N.Y.C. 17  
Phone: MU 6-2046

President.....S. A. Datlowe  
*Services Offered*—Comm'ls, spots, industrial.

**John Sutherland Productions Inc.**

201 N. Occidental Blvd., Los Angeles 26  
Phone: DU 8-5121  
N. Y. Phone: PL 5-1875

Pres., Gen. Mgr.....John Sutherland  
Exec. V.P. (N.Y.).....Ross Sutherland  
V.P.'s.....True Boardman, Chas. Boardman  
Animation Dirs...Pete Burness, Carl Urbano  
*Services Offered* — Fully-equipped live-action and animation studios for the production of industrial, documentary, public relations, TV commercials for industry. Also related services.

**Suzari Marionettes**

119 E. 17th St., New York City 3  
Phone: GR 3-6699

Director .....D. Zaconick  
*Services Offered*—TV film & live shows, programs; commercials, shorts, packages.

**Robert Swanson Productions**

689-5th Ave., New York City  
Phone: MUrray Hill 8-4355

President .....Robert Swanson  
Sales Mgr.....Rolf Johnson  
*Services Offered*—Producers and creators of musical commercials for radio and TV.

**Swanstrom Productions**

7657 Melrose Ave., Hollywood 46, Cal.  
Phone: WE 5-8680

Owner .....C. Swanstrom  
*Services Offered*—Comm'ls, industrial.

**Swift-Chaplin Productions, Inc.**

1136 N. Highland Ave., Hollywood 38, Cal.  
President .....C. Chaplin  
V.P.'s.....H. Swift, M. Pike  
*Services Offered*—Synd. spots; comm'ls.

**Tantamount Pictures, Inc.**

108 N. Jefferson St., Richmond 20, Va.  
Phone: MI 8-5841

President.....D. T. Martin  
*Services Offered*—Synd. spots; comm'ls.

**TCF Television Productions, Inc.**

1417 N. Western Ave., Hollywood 27, Cal.  
Phone: HO 2-6231

(See TV Prod.-Dist.)

Production .....H. Swope  
*Services Offered* — Film series, comm'ls; studio rentals.

**Teaching Aids Service, Inc.**

31 Union Sq., W., New York City 3  
Phone: WA 9-3635

President .....G. Jacobs  
*Services Offered*—TV film comm'ls; shorts; color, B & W animation; rentals; laboratory.

**Technical Animations, Inc.**

19 South St., Port Washington, N. Y.  
Phone: PO 7-3153

President.....S. L. Schwartz  
*Services Offered*—Custom film animations.

**Technisonic Studios, Inc.**

1201 Brentwood Blvd., St. Louis 17, Mo.  
Phone: PA 7-1055

President.....C. E. Harrison  
*Services Offered*—16/35 mm comm'l sound film studios.

**Telamerica**

527 Madison Ave., New York City 22  
Phone: EL 5-1422

President .....J. Whitaker  
Producer .....E. Tate  
*Services Offered* — Industrial, comm'ls; print distribution.

**Telecine Film Studios, Inc.**

100 S. Northwest Hwy., Park Ridge, Ill.  
Phone: TAlcot 3-1418

President.....Byron L. Friend  
Secy., Treas.....June A. Friend  
*Services Offered*—Motion pictures for TV in color or black & white, TV comm'ls, studio & location work, compl. packaging service, 35/16 mm editing & recording, animation, stop motion.

**Telefilm, Inc.**

6039 Hollywood Blvd., Hollywood 28, Cal.  
Phone: HO 9-7205

President.....J. A. Thomas  
*Services Offered*—TV film comm'ls; shorts (industrial); animation; studio rental.

**Telemat**

433 S. Fairfax Ave., Los Angeles 36  
Phone: WE 3-5731

Partners.....A. Wise, D. Gertsman  
Sales .....S. Freeman  
*Services Offered*—Animated cartoon commercial library; live & animated custom film comm'ls.

**Telemated Cartoons**

70 E. 45th St., N.Y.C. 17  
Phone: MU 6-8933

Prod.-Dir. ....Saul Taffet  
*Services Offered*—Production of motion pictures; TV filmed commercials in animation or live action; animated and optical special effects in color or black & white, exclusive color control equipment, 35 mm and 16 mm production.

**Telenews Film Corp.**

630 9th Ave., N.Y.C. 36  
Phone: JU 6-2450

Exec. ....N. Livingston  
*Services Offered*—Synd. spots, comm'ls.

## AM-TV COMMERCIAL PROD.

### **Telepix Corporation**

1515 N. Western Ave., Hollywood 27  
Phone: HO 4-7391

President.....Robert P. Newman  
Vice Pres.....Martin Weiner  
*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.

### **Telestudios, Inc.**

1481 Broadway, New York City 36  
Phone: LO 3-6333

President.....G. Gould  
*Services Offered*—Comm'l's; shows.

### **Tel Ra Productions, Inc.**

1518 Walnut St., Philadelphia 2  
Phone: KI 6-4140

President.....W. Wallace Orr  
V.P., Production.....Daniel M. Wise  
V.P., Sales.....Bosh Pritchard  
Secy., Treas.....Willard W. Hughes  
*Services Offered*—Complete facilities for producing TV film shows and commercials.

### **Television Graphics, Inc.**

369 Lexington Ave., N.Y.C.  
Phone: MU 6-5255

President.....Bernard Rubin  
Treasurer.....Lee Blair  
Secretary.....Leon Levy  
Production Manager.....Sid Greenhaus  
Controller.....Stanley Turitz  
Sales.....Howard Linkoff  
*Services Offered*—TV film comm'l's; animation, optical effects; live sound stage equipped with 35 mm Mitchell rear screen process projector.

### **Television Screen Productions, Inc.**

17 E. 45th St., N.Y.C. 17  
Phone: MU 2-8877

President.....Charles J. Basch, Jr.  
Vice Pres., Secy.....Frances Scott  
Treasurer.....Clarence Schmidt  
*Services Offered*—Film commercials, animated and live; film programs; industrial, training and fund-raising films.

### **Termini Video Tape Services, Inc.**

1440 Broadway, New York 18, N. Y.  
Phone: PEnnsylvania 6-6323

President.....Anthony Termini  
Vice President.....Charles Termini  
Ch. Mktg. Consul.....Walter Masters  
Sales Manager.....Robert Schultz  
*Services Offered*—Tape comm'l spots, pilot tapes, panel shows.

### **Terrytoons**

Div.: CBS Films, Inc.  
38 Centre Ave., New Rochelle, N. Y.  
Phone: New Rochelle 2-3466

Vice President.....W. M. Weiss  
Production.....F. Schudde

*Services Offered*—Theatrical shorts, animated; TV comm'l's & programs.

### **Theodore Productions, Inc.**

730 Fifth Ave., New York City 19  
Phone: JU 6-4312

President.....R. Marshall  
*Services Offered* — Synd. spots; comm'l's; industrials.

### **Le Ora Thompson Associates, Inc.**

733 N. LaBrea, Hollywood 38  
Phone: WE 8-3764  
N. Y. Phone: PLaza 9-2424

President.....Le Ora Thompson  
Vice President.....George Gordon  
Secretary.....Ericka Theuke  
N. Y. Rep.....Pauline Marshall  
*Services Offered*—Creative & production facilities for animated films for TV comm'l's & industrial, educational & entertainment uses.

### **Titra Film Labs, Inc.**

1600 Broadway, N.Y.C.  
Phone: PL 7-6681

President.....Abraham Rozenfeld  
Vice Pres.....David Opochninsky  
*Services Offered*—Film sub-titles in English and all foreign languages.

### **Titra Sound Corp.**

1600 Broadway, N.Y.C.  
Phone: PL 7-6681

President.....Abraham Rozenfeld  
Vice Pres.....David Opochninsky  
V.P., Gen. Mgr.....David D. Horne  
Comptroller.....Jerome Sobel  
*Services Offered*—Sound recording & mixing. English & foreign language dubbing. Transfers to 35 & 16 optical.

### **Toddy Pictures Company**

148 Walton St., NW, Atlanta 1, Ga.  
Phone: MU 8-3117

President.....T. Toddy  
*Services Offered*—Commercials; industrials.

### **Tomlin Film Productions, Inc.**

480 Lexington Ave., New York City 17  
Phone: PL 8-3070

President.....F. A. Tomlin  
*Services Offered*—Produces industrials & comm'l's.

### **L. S. Toogood Recording Co.**

221 N. LaSalle St., Chicago 1  
Phone: CE 6-5275

Owner.....L. S. Toogood  
*Services Offered* — Transcription service and magnetic tape duplicating.

### **Totem Film Productions, Inc.**

912A Pine St., Seattle 1, Wash  
Phone: MU 3422

Owner.....F. Barrett, Jr.  
*Services Offered*—TV film comm'l's; educ. shorts; newsreels; animation; scripts.

**Town & Country Network, Inc.**

1122 N. Irving St., Arlington, Va.  
Phone: JA 5-5087

Bd. Chmn.....C. B. Gay  
*Services Offered*—Country, western talent; film comm'ls.

**Transfilm Incorporated**

35 W. 45th St., N.Y.C. 36  
Phone: JU 2-1400

President .....William Miesegaes  
Exec. V.P.-Treas.....Michael A. Palma  
V.P. TV Div.....Robert Bergmann  
V.P. Mot. Pic.....Thos. Whitesell  
Vice Pres., Sales.....William Burnham  
Vice Pres., Sales.....Karl P. Fischl  
V.P. Slidefilms.....Pud Lane  
Animation Prod.....John Cuddy  
Supvr. Editor.....Michael Calamari  
Technical Director.....Robt. Hart  
*Services Offered*—16 mm and 35 mm photography, color and black & white, live action, animation and stop motion; 16 mm and 35 mm sound tape recording and sound transfers. Complete creative services from conception through execution.

**Triangle Productions**

1456 N. Bronson Ave., Hollywood 28, Cal.  
Phone: HO 4-7119

President .....LeRoy Smith

**Tri Art Color Corporation**

245 W. 55th St., N.Y.C.  
Phone: PL 7-4580

President .....Al Young  
Exec. Vice Pres.....Irwin Young  
Vice Pres., Sales.....Lou Feldman  
Vice Pres., Prod.....Paul Kaufman  
*Services Offered*—Processing of black & white and color motion picture film.

**Trident Films, Inc.**

510 Madison Ave., New York City 22  
Phone: PL 9-3580

President.....C. F. Schwep  
*Services Offered*—Spot comm'ls filmed; industrials, educationals.

**TV Art Inc.**

7 N. 7th St., St. Louis 1, Mo.  
Phone: CEntral 1-4575

President .....D. Bishop  
Production .....W. Hunn  
*Services Offered* — TV film comm'ls & shows; package film; talent; scripts.

**TV Cartoon Production**

222 Kearny St., San Francisco 8, Cal.  
Phone: YU 6-6075

President.....R. L. Hovorka  
Production.....R. Mills, R. Muller  
*Services Offered*—Specialize in animation; educationals; commercials; story through camera.

**TV Dept. of Nat'l. Transit Adv.**

120 E. 56th St., New York City 22  
Phone: PL 1-5090

President .....C. Amory

**TV & Motion Picture Productions, Inc.**

117 E. Main St., Richmond 19, Va.  
Phone: MI 3-4444

President.....John C. Wood  
*Services Offered*—Producer of film commercials, slides & balops; newsreels & special events, incl. pub. relations newsclips. Laboratory facilities; complete film handling services, incl. editing, recording.

**TV Spots, Inc.**

1037 N. Cole Ave., Los Angeles 38, Cal.  
Phone: HO 5-5171

President .....Shu'll Bonsall  
V.P., Gen. Mgr.....Wm. M. Bauman  
Crea. Dir.....Sam Nicholson  
Prod. Coord.....Bob Ganon  
Animation Dir.....Bob Bemiller  
Film Editor.....Norm Vizens  
*Services Offered* — Produce animation & live action for TV comm'ls, industrial & entertainment films.

**Richard H. Ullman, Inc.**

295 Delaware Ave., Buffalo 2, N. Y.  
Phone: CL 2-6666  
N. Y. Phone: YUkon 8-0370

President.....Richard H. Ullman  
Exec. Vice Pres.....Marvin A. Kempner  
Vice Pres.....Richard B. Ullman  
Treasurer.....M. C. Thorn  
Secretary.....Edward H. Kavinoky  
Production Mgr.....R. D. Buchanan  
*Services Offered*—Animated jingle weather reports; 10-second animated film clips for businesses; radio commercial lead-ins, live sequences.

**Unifilms, Inc.**

6 E. 46th St., New York City 17  
Phone: YU 6-5720

President .....C. Gallagher  
*Services Offered*—TV comm'ls, program inserts, news, feature coverage; programs, industrials (TV).

**United Film & Recording Studios**

301 E. Erie St., Chicago 11, Ill.  
Phone: Superior 7-9114  
N. Y. Phone: OXford 7-0725

Pres., Exec. Prod.....Wm. L. Klein  
Assoc. Dir.....Marilyn L. Friedel  
Studio Administrator.....Frank Green  
Creative Musical Dir.....Larry Wellington  
*Services Offered*—Creation & prod. of motion pictures for TV, business, industry; filmed package shows; musical jingles, spot announcements for radio & TV. Compl. equipped sound stages & recording facilities.

## AM-TV COMMERCIAL PROD.

### **United States Productions, Inc.**

5 E. 57th St., New York 22, N. Y.  
Phone: PLaza 1-1710

President.....Francis C. Thayer  
V.P.'s.....Thos. H. Wolf, Rene Bras  
Director.....Frank Telford  
Production Mgr.....John L. Thayer  
*Services Offered*—All phases motion picture production—script to screen—16/35mm, B & W or color. Slide films.

### **Universal Pictures Co., Inc., Television**

445 Park Ave., N.Y.C. 22  
Phone: PL 9-8000

Gen. Sales Mgr.....Norman Gluck  
Service Mgr.....Errol Linderman  
Universal City, Calif.  
Phone: ST 7-1211

In Chg. of Prod.....George Bole  
*Services Offered*—Production of TV commercials and industrials. Process prints, handle traffic and servicing. Film production primarily at U-I studios, Calif. Additional production in New York where required. Distribution of sponsored films and industrial through United World Films.

### **Universal Recording Corp.**

46 E. Walton St., Chicago 13  
Phone: MI 2-6465

President.....A. B. Clapper  
V.P., Chief Eng.....M. B. Coppinger  
V.P., Treas.....Frank Richter, Jr.  
Secretary.....R. A. Weber  
*Services Offered* — Recording (monaural and stereophonic) record sessions, spot, radio programs, TV-motion picture sound tracks, mastering (monaural & stereophonic), slide film, pressings, high speed duplicating, 16 and 35 mm screening & interlock magnetic re-recording.

### **UPA Pictures**

4440 Lakeside Dr., Burbank, Calif.  
Phone: TH 2-7171

N. Y. Phone: PL 8-1405

President.....Stephen Bosustow  
Vice Pres., Treas.....Melvin Getzler  
Vice Pres., TV

Comm'ls, Western Area...Herbert Klynn  
*Branch Offices*

60 E. 56th St., N.Y.C.

Sales Manager.....Jack Silverman  
360 N. Michigan Ave., Chicago  
Phone: ANdover 3-7566

Sales Manager.....Jerry Abbott  
Suite 6, 140 Park Lane, London W 1

Sales Manager.....Roy Letts  
*Services Offered* — Produce animated and slide cartoons for commercial, industrial and theatrical accounts.

### **Thomas J. Valentino, Inc.**

150 W. 46th St., N.Y.C. 36  
Phone: CI 6-4675

President.....Thomas J. Valentino

Vice Pres.....Michael T. Valentino  
Secretary.....Elsie F. Valentino  
*Services Offered*—Mood music for TV, sound effects of all types, miscellaneous recordings.

### **Van Praag Productions**

1600 Broadway, N.Y.C. 19  
Phone: PL 7-2687

President.....William Van Praag  
Exec. Vice Pres.....Marc S. Asch  
*Services Offered*—Black & white and color motion pictures for commercial, industrial, educational, promotional, documentary and theatrical presentation; slidefilms; distribution.

### **Vavin, Inc.**

134 E. 57th St., New York City 22  
Phone: MU 8-5897

President.....R. DeRochemont  
V.P.'s.....G. Weiler, J. Stultz  
*Services Offered*—Produce filmed TV comm'ls; industrial & PR films.

### **Versatile Television Productions, Inc.**

324 Broadway, Cape Girardeau, Missouri  
Phone: ED 5-8816

President.....R. O. Hirsch  
Manager.....B. Baker  
*Services Offered*—Comm'ls, spots, industrials.

### **Vibar Productions, Inc.**

1040 N. Las Palmas, Hollywood 38, Cal.  
Phone: HO 3-5106

President.....J. Chertok  
*Services Offered*—Comm'ls; programs.

### **Videart, Inc.**

343 Lexington Ave., N.Y.C.  
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 & white.

### **Video Craft, Inc.**

116 East 30th St., N. Y. 16  
Phone: OR 9-6030

President.....Arthur Rankin, Jr.  
Vice President.....Wendell Deland  
Ex. Prod.....Larry Roener  
Sales Mgr., TV.....Peter Turngvist  
Sales Mgr., Indust.....Rene Meehin  
Divisions: Videocraft Productions; Arthur Rankin, Jr. Assoc.; Videocraft International.

#### *Branches*

Washington—1240 27th St., N.W.  
Phone: DuPont 7-6680

Tokyo—Higashi Ginza Tokyo

*Services Offered*—Projection for TV and industry including art and animation; motion pictures and stop motion puppets.

AM-TV COMMERCIAL PROD.

Video Films

1004 E. Jefferson Ave., Detroit 7
Phone: WO 2-3400

Sales Manager.....Clifford Hanna
Chg. of Creative Department.....William R. Witherell, Jr.
Production Mgr.....William E. Lane
Services Offered—Production of motion pictures for TV and industry. Editing and recording services for industrial clients. Facilities include sound stage, recording, camera, and studio equipment; animation and music library.

Video Pictures, Inc.

500 Fifth Ave., N.Y.C. 36
Phone: LA 4-2912

Studio

510 W. 57th St., N.Y.C.

President.....Paul A. Wagner
Vice Pres.....George Goman
Secy.-Treas.....Richard Goldman
Creative Dir.....Jette Sarkisian
Art Director.....Perry Watkins
Sales Director.....Matt McBride

Branch Office

736 N. Doheny Dr., Hollywood

Services Offered—Comm'l, indust., entertainment films prod. in mid-Manhattan studio.

Videotape Prod. of New York, Inc.

205 W. 58th St., New York City
Phone: JU 2-3300

President.....H. S. Meighan
Vice President.....John B. Lanigan
Mgr. Client Rel.....Fred Raphael
Production.....C. Holden

Services Offered—Development & use of magnetic recording tape in advertising, industrial, & educational fields. Videotape commercials.

Video-View, Inc.

5746 Sunset Blvd., Hollywood 28, Cal.
(See TV Prod.-Dist.)

Vidicam Pictures Corporation

210 E. 5th Street, N.Y.C. 3
Phone: AL 4-7102

President.....Al Justin
V.P., Exec. Prodr.....Andrew Gold
Prodn. Mgr.....David B. Reisman
Art Dir.....William Shriver
Spvg. Editor.....James MacLean
Studio Mgr.....Joe Valenti

Services Offered—Complete film production activities; equipped studios, carpenter shops, property rooms, paint shops, make-up and dressing rooms, cutting rooms, theatre and offices.

Vision Films, Inc.

520 Royal St., New Orleans 16, La.
Phone: EX 1191

President.....D. B. Driscoll
Vice President.....R. W. Smith
Services Offered—Comm'ls; news films; industrials.

Volcano Productions, Inc.

1040 N. Las Palmas, Hollywood 38
Phone: HO 7-3111

President.....James A. Bank
Vice Pres.....H. H. Bank
Secy.-Treas.....William E. Hannam
Services Offered—Production of TV shows, commercials and industrial films.

Roger Wade Productions, Inc.

15 W. 46th St., N.Y.C. 36
Phone: CI 5-3040

President.....Roger Wade
Vice Pres.....Anne Koller
Prodn. Coordinator.....David Bigelow
Film Dir.....Bill Buckley
Animation, Art Dir.....Marvin Friedman
Services Offered—Complete facilities for the creation and production of TV commercials, live and animated, in color and black & white. Editing facilities, art department, animation camera, permanent staff, Oxberry stand.

Gene K. Walker Productions

465 California St., San Francisco 4, Cal.
Phone: YU 6-2891

President.....G. K. Walker
Production.....R. F. Scott
Services Offered—Industrials, educationals, & PR films for TV.

George Wallach Productions

14 Lawrence St., New Hyde Park, N. Y.
(See TV Prod.-Dist.)

Bob Warner Productions

440 East 56th St., New York 22, N. Y.
Phone: PLaza 9-1145

Services Offered—Creation and production of live and film programs and commercials.

Warner Brothers Television

666 Fifth Ave., New York City
Phone: CIRCLE 6-1000
(See TV Prod.-Dist.)

V.P.....Rodney Erickson
Mgr.....J. D. Lamneck
Prodn. Head.....Will Cowan
Services Offered—Commercials; industrials; animation; color, B & W film lab; animation; publicity; library.

Washington Video Productions, Inc.

1536 Connecticut Ave., NW, Washington 6, D. C.
Phone: AD 4-5737

President.....G. F. Johnston
Services Offered—TV film shows, comm'ls; color, B & W animation; studios & facilities for rent.

Louis Weiss & Company

655 N. Fairfax Ave., Los Angeles 36, Cal.
(See TV Prod.-Dist.)

## AM-TV COMMERCIAL PROD.

### **Welgot Trailer Service**

630 Ninth Ave., New York City 36

Phone: CI 6-6450

Execs.....C. Welsh, M. Gottlieb  
*Services Offered*—Commercials, spots, industrials.

### **Wesmor, Inc.**

650 N. Bronson Ave., Los Angeles 4, Cal.

Phone: HO 2-7141

Prods.....B. B. Morgan, E. Solow  
*Services Offered*—TV film shows & comm'l's; synd. film; features of full length.

### **Western Cine Productions**

(Div. Western Cine Service, Inc.)

114 E. 8th Ave., Denver 3, Colo.

Phone: AM 6-3601

President.....H. Urschel  
V.P., Prod.....J. Newell  
*Services Offered*—16/35mm live action. animation TV comm'l's; motion pictures; 16mm lab; tape, disc & film sound recording.

### **Western Recorders**

6000 Sunset Blvd., Hollywood 28

Phone: HO 3-6811

Partner.....Donald D. Blake  
Partner.....William M. Kirkpatrick  
*Services Offered*—Tape and disc. Recording-assembly and editing. Auditorium and studio rentals. Dukane automatic 30/50 signal for slide film production.

### **Ross Wetzel Studios, Inc.**

615 N. Wabash Ave., Chicago 11

Phone: SU 7-2755

President.....Ross Wetzel  
Prod. Mgr.....William L. Langdon  
Sales Mgr.....Roger A. Sloan  
*Services Offered*—TV commercials, spots, slide film, displays, animation, humorous illustration, comic strips. Special effect optical printer avail. to producers. Visual aids cello-matic presentations.

### **Wilding Picture Productions, Inc.**

#### **Wilding TV**

405 Park Ave., N.Y.C. 22

Phone: PL 9-0854

1345 Argyle St., Chicago 40

Phone: LO 1-8410

Chairman of Bd.....C. H. Bradfield, Jr.  
President.....H. William Hanmer  
V.P., Gen. Mgr.....J. A. Kellock  
V.P., Sales.....J. A. Rheinstrom  
V.P., N. Y. Sales.....T. H. Westermann  
Dir. of TV Div.....Russ Raycroft  
V.P., Chg. of Prod.....Walter Tinkham  
N. Y. Prod. Mgr.....Arthur Wright

*Services Offered*—Producers of TV commercials and creation and production of all audio-visual media—motion pictures, slidefilms, graphic materials, complete sales

training programs, announcement shows, industrial shows, etc.

### **Willard Pictures, Inc.**

45 W. 45th St., New York City 36

Phone: JU 2-0430

Exec. Prod.....J. Squiers, Jr.  
Production.....S. A. Scribner  
*Services Offered*—Comm'l's; spots; industrials.

### **Aubrey Williams Advertising, Inc.**

923 Barracks St., New Orleans 16, La.

Phone: JA 5-2188

President.....A. Williams  
*Services Offered*—TV film shows, live programs; comm'l's; packages; scripts.

### **Williams & Hill, Ltd.**

4 Albert St., Toronto, Canada

Phone: EM 2-1931

Vice President.....R. H. Hill  
*Services Offered*—TV comm'l's on film; slides; import film.

### **Williams & Meyer Company**

Prudential Plaza, Chicago 1, Ill.

Phone: WA 2-3800

*Services Offered*—Slides, balops, slide comm'l's.

### **Winik Films Corp.**

250 W. 57th St., New York City 19

Phone: CI 6-7360

President.....L. Winik  
Vice President.....R. Winik  
*Services Offered*—Filmed TV series prod. & distr.; industrials; documentaries.

### **John Wolfe & Company**

345 Sutter St., San Francisco 8

Phone: YU 6-5040

Ptnr., Gen. Mgr.....John Wolfe  
Ptnr., Ch. Sound Engr....Howard S. Riddell  
Dir. MP Production.....Bob Gleason  
*Services Offered*—Radio-TV spots (original music, lyrics); for industry: motion pictures, strip films, slide films; recording (disc & tape) & film prod. for entire audio-visual field.

### **Raphael G. Wolff Studios, Inc.**

1714 N. Wilton Pl., Hollywood 28, Cal.

Phone: HO 7-6126

*Services Offered*—Commercials, spots, industrials.

### **Wonderland Productions**

8907 Wonderland Ave., Hollywood 46, Cal.

Phone: OL 4-8342

Exec. Prod.....M. L. Bryan  
*Services Offered*—Animated & live action TV comm'l's, film; industrial; govt.; shorts.



**AM-TV COMMERCIAL PROD.**

**Wondsel, Carlisle & Dunphy, Inc.**

1600 Broadway, N.Y.C. 19  
Phone: CI 7-1600

President.....Harold E. Wondsel  
V.P. & Dir. of TV.....Thomas Dunphy  
V.P. in Chg. Prod.....Robert Carlisle  
Secy.-Treas.....Walter Kullberg

*Services Offered*—Motion picture production in all phases: documentary, training, sales promotion, public relations, TV commercials. All staff personnel, complete facilities including fully-equipped sound studio, editing department.

**Carter Wright Enterprises**

6533 Hollywood Blvd., Hollywood 28, Cal.  
Phone: HO 9-0944

Owner.....C. Wright  
*Services Offered*—TV live programs, film shows; commercials; music effects.

**Wurtele Film Productions**

P. O. Box 504, Orlando, Florida  
Phone: 9755

Owner.....H. S. Wurtele  
*Services Offered*—TV comm'l's on film; shorts; sound.

**Wylde Studios, Inc.**

41 W. 57th St., New York City  
Phone: PL 1-6970

Vice President.....R. Bean  
Vice President.....S. Levinson  
*Services Offered*—Comm'l, industrial, educ. films produced.

**Ziv Television Programs, Inc.**

488 Madison Ave., N.Y.C.  
(See TV Prod.-Dist.)

**Maurice H. Zouary TV-Film Productions**

333 W. 52nd St., N.Y.C. 19  
Phone: JUDson 2-6185

Owner.....Maurice H. Zouary  
*Services Offered*—Production of film shows and commercials, packager. Stock footage for rent.

**N. J. Zubko Productions**

10626 114 St., Edmonton, Alta, Canada  
Phone: 4-4464

*Services Offered*—TV comm'l's filmed; shorts; newsreels; animation, color & B & W.

**Seymour Zweibel Productions, Inc.**

11 E. 44th St., New York City 17  
Phone: MU 2-4450

*Services Offered*—Industrials; educationals; slide film comm'l's.



**News Is Preferred...**

**... by Sponsors .. because it insures a day-to-day association with quality.**

**Ap Preferred**

50 Rockefeller Plaza



New York 20, N. Y.

Still the best protection for release prints . . .

# PEERLESS TREATMENT

. . . and the most widely used.

"Peerless Treatment  
makes prints last longer."



## PEERLESS NCO

The best way to preserve original and other pre-print material.

# PEERLESS RECONDITIONING

Scratch Removal - Rehumidification - Repairs - Cleaning  
Avoids unnecessary print replacements  
and saves irreplaceable originals.

## PEER-RENU

Shrunken pre-print material restored  
to printing tolerance and focus.

## PEERLESS SERVICE FOR TV SHOWS

To relieve Distributors and Syndicators of  
film operational burdens. Assurance that  
prints will always be in ready  
condition for next air dates . . .  
with commercials  
properly cut-in.

**P**EEERLESS  
FILM PROCESSING CORPORATION  
165 WEST 46th STREET, NEW YORK 36, NEW YORK  
959 SEWARD STREET, HOLLYWOOD 38, CALIF.

Licensed Installations for **PEERLESS TREATMENT** at:

ATHENS, GA • BOSTON • CHICAGO • DAYTON • DETROIT • GARY • HOLLYWOOD • KANSAS CITY  
MEMPHIS • NEW YORK • SAN FRANCISCO • ST. PAUL • WASHINGTON  
Berne • Brussels • London & Denham • Madrid • Mexico City • Sydney • The Hague • Toronto

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



**RADIO HISTORY**  
**TELEVISION DAILY**

presents

# *TV SERVICE COMPANIES*

LARGE SCREENS — COLOR PROCESSES —  
LENSES — LABORATORIES — SPOT &  
FLOOD LAMPS — CARPETS — BACKGROUND  
PROCESSES — RAW STOCK — STORAGE VAULTS  
— LIBRARY SHOTS — STATION BROKERS —  
SCREENING ROOMS — MONITORING — COSTUMES

**1959**



# TV SERVICE FIRMS

(Also see Equipment Manufacturers)

## Large Screen

**Bodde Screen Co.**, 11541 Bradley Ave., San Fernando, Calif. . . . . EMpire 5-2551  
**General Precision Laboratory, Inc.**, 63 Bedford Rd., Pleasantville, N. Y.  
**Radio Corporation of America**, Camden, N. J.  
**S.O.S. Cinema Supply Corp.**, 602 West 52nd St., New York, N. Y. . . . . PLaza 7-0440

## Lenses

**Bausch & Lomb Optical Co.**, 739 St. Paul St., Rochester, N. Y.  
**Camera Equipment Co.**, 315 W. 43rd St., New York, N. Y. . . . . JUdson 6-1420  
**Century Projector Corp.**, 729 7th Avenue, New York, N. Y. . . . . CIRCLE 5-7048  
**National Theatre Supply**, 92 Gold St., New York, N. Y. . . . . BEekman 3-4170  
**Projection Optics Co., Inc.**, 330 Lyell Avenue, Rochester, N. Y.  
**Raytone Screen Co.**, 165 Clermont Ave., Brooklyn 5, N. Y. . . . . TRiangle 5-4152  
**S.O.S. Cinema Supply Corp.**, 602 West 52nd St., New York, N. Y. . . . . PLaza 7-0440

## Laboratories

**LOS ANGELES, CALIF.**

**Acme Film Laboratories, Inc.**  
 1161 N. Highland Ave. (38) .Hollywood 4-7471

**Anseo Processing Lab.**  
 6424 Santa Monica Blvd. . . . . OLdfield 4-0550  
**BRM Film Co.**  
 5634 Melrose Ave. . . . . HOLlywood 9-6566  
**Cinema Research**  
 7000 Romaine . . . . . OLdfield 4-2438  
**Color Reproduction Co.**  
 7936 Santa Monica Blvd. (46) . . . . . OLdfield 4-8010

**Consolidated Film Industries**  
 959 Seward St. (38) . . . . . HOLlywood 9-1441  
**DeLuxe Labs.**  
 1418 N. Western . . . . . HOLlywood 9-3141  
**Dunn, Linwood G.**  
 1153 N. Highland Ave. . . . . HOLlywood 9-5808  
**Eastman Kodak Research Laboratory**  
 1017 N. Las Palmas Ave. (38) . . . . . HOLlywood 5-7151

**Film Effects of Hollywood**  
 1153 N. Highland (38) . . . . . HOLlywood 9-5808  
**Film Service Laboratories**  
 6327 Santa Monica Blvd. . . . . HOLlywood 2-3237  
**Flora Color**

1103 N. El Centro . . . . . HOLlywood 7-9559  
**General Film Labs Corp.**  
 1546 N. Argyle Ave. . . . . HOLlywood 2-6171

**Hollywood Film Enterprises Inc.**  
 6060 Sunset Blvd. (28) . . . . . HOLlywood 4-2181  
**Houston Color Film Labs.**  
 230 W. Olive Ave., Burbank . . . . . VICTORIA 9-4627



# News Is Preferred . . .

*. . . by Sponsors . . . because it insures  
 a day-to-day association with quality.*

# Ap Preferred

50 Rockefeller Plaza



New York 20, N. Y.

## TV SERVICE FIRMS

**Mercer, Ray, & Co.**  
4241 Normal Ave. (29) . . . . . Normandy 3-9331

**Modern Movies, Inc.**  
6018 Fountain Ave. . . . . Hollywood 4-7295

**National Screen Service**  
7026 Santa Monica Blvd. . . . . Hollywood 5-3136

**Pacific Colorfilm**  
8248 Santa Monica Blvd. . . . . Oldfield 4-0747

**Pathe Laboratories, Inc.**  
6823 Santa Monica Blvd. . . . . Hollywood 9-3961

**Peerless Film Processing**  
959 Seward . . . . . Hollywood 4-7156

**Permafilm, Inc.**  
6446 Santa Monica Blvd. . . . . Hollywood 4-4168

**Producers Photographic Lab. Inc.**  
6556 Santa Monica Blvd. . . . . Hollywood 2-1334

**Richters Film Lab.**  
1715 N. Mariposa Ave. . . . . Normandy 4-3215

**Technicolor Motion Picture Corp.**  
6311 Romaine St. . . . . Hollywood 7-1101

**Telefilm, Inc.**  
6039 Hollywood Blvd. . . . . Hollywood 9-7205

**Westheimer Co.**  
6585 Santa Monica Blvd. . . . . Hollywood 2-6381

### SAN FRANCISCO, CALIF.

**Ball Film Laboratory**  
1256 Howard St. . . . . Underhill 1-8638

**Cinematic Developments Co.**  
2125 - 32nd Ave. . . . . Montrose 4-2435

**Commercial Film Enterprises**  
125 Hyde St. . . . . Ordway 3-9162

**D. D. Monaco Proc. Lab.**  
2434 Leavenworth . . . . . Ordway 3-0511

**Motion Picture Service Co.**  
125 Hyde St. . . . . Ordway 3-9162

**Multichrome Laboratories**  
760 Gough St. . . . . Hemlock 1-6567

**Sola Photo & Sound**  
37 Prospect Ave. . . . . Atwater 2-6004

### COLORADO

**Alexander Film Co.**  
Colorado Springs . . . . . Main 4200

**Johnson Tele-Visuals**  
Wheatridge, Colo. . . . . Belmont 3-6231

**Western Cine Service**  
114 East Eighth Ave., Denver. . . . . Amherst 6-3061

### WASHINGTON, D. C.

**Byron, Inc.**  
1226 Wisconsin Ave., N.W. . . . . Federal 3-4000

**Capital Film Laboratories, Inc.**  
1905 Fairview Ave., N.E. . . . . Lawrence 6-4634

**Koster Film Facilities, Inc.**  
1017 N. J. Ave., S.E. . . . . Lincoln 4-4410

**Nat'l Cine Labs.**  
2006 Powhatan Rd., Hyattsville. . . . . HA 2-4333

### ATLANTA, GA.

**Beechland Wood Films, Inc.**  
752 Spring St., N.W. . . . . Trinity 6-7558

**Paramount News**  
135 Cain, N.W. . . . . Jackson 3-1636

**Strickland Film Co.**  
220 Pharr Rd., N.E. . . . . Cedar 3-5317

### CHICAGO, ILL.

**Atlas Film Corp.**  
1111 S. Boulevard, Oak Pk. . . . . Austin 7-8620

**Bell and Howell Co.**  
7100 McCormick, Lincolnwood. . . . . AM 2-1600

**Chicago Film Laboratory, Inc.**  
1322 W. Belmont Ave. . . . . Bittersweet 8-6780

**Colburn, Geo. W., Laboratory**  
165 N. Wacker Dr. . . . . Dearborn 8-6780

**Crescent Film Laboratories**  
7510 N. Ashland. . . . . Ambassador 2-5000

**Eskay Color Print, Inc.**  
1325 S. Wabash. . . . . Wabash 2-8583

**Filmack Studios**  
1327 S. Wabash Ave. . . . . Harrison 7-3395

# GUFFANTI

means **QUALITY**  
film processors for over 25 years

- Complete Lab Service
- 35 mm and 16 mm black and white and color
- Highly-trained Technicians
- Specialized Service

Servicing Top Television Film  
Producers & Distributors

*"The Most Progressive  
Independent Laboratories"*

**GUFFANTI**  
*Film Laboratories, Inc.*  
630 Ninth Ave., New York  
**Columbus 5-5530**

## TRADE SHOWROOMS OFFICE FURNITURE, LTD.



**SOL "SHORTY" RISSNER**  
and  
**SAM GRAND**

Invite you to see the largest  
selection of office furniture  
in New York.

**OFFICE FURNITURE, LTD.**  
351 East 61st Street, New York  
**TEmpleton 8-2816**

# TV SERVICE FIRMS

**Wilding Picture Productions Inc.**  
1345 W. Argyle St. .... LOngbeach 1-8410

## DES MOINES, IOWA

**Parrot Films Studio**  
1000-14th Pl. .... ATlantic 2-4211

## GARY, INDIANA

**Lakeside Laboratory**  
5929 E. Dunes Hwy. .... GArY 8-1114

## INDIANAPOLIS, IND.

**Robert Young Studio**  
1050 S. Holt Rd. .... CHapel 4-9526

## NEW ORLEANS, LA.

**Motion Picture Advertising Service Co. Inc.**  
1032 Carondelet St. .... RAymond 2253

## BALTIMORE, MD.

**Alpha Film Laboratories**  
6000 Pimlico Rd. .... LIberty 6216

## BOSTON, MASS.

**Master Motion Picture Co.**  
50 Piedmont St. .... HAncock 6-3592

## DETROIT, MICH.

**General Film Laboratory, Inc.**  
66 Sibley .... WOodward 1-7818

**Jam Handy Organization**  
2821 E. Grand Blvd. .... TRinity 5-2450

**Wilding Picture Prod., Inc.**  
4925 Cadieux St. .... TUxedo 5-3740

## ST. PAUL, MINN.

**Reld H Ray Film Industries**  
2269 Ford Parkway .... MIddway 9-1393

## KANSAS CITY, MO.

**The Calvin Co**  
1105 Truman Rd. .... HArrison 1-1230

**Eso-S Pictures**  
1121 W. 47th St. .... VAentine 1-8780

**Studna, Louis, Films**  
3214 Gilham Rd. .... LOgan 1-6300

## FORT LEE, N. J.

**Consolidated Film Industries**  
Main Street .... WInder 4-3400

## NEW YORK, N. Y.

**Color Service Co.**  
115 W. 46th St. .... JUdson 6-0853

**Comprehensive Filmtreat Inc.**  
421 W. 54th St. .... COlumbus 5-0372

**Consolidated Film Industries**  
Div. of Republic Pictures Corp.

1740 Broadway .... WInder 4-1700  
Fort Lee, N. J. .... WInder 4-3400

**Criterion Film Labs, Inc.**  
33 W. 60th St. .... COlumbus 5-2180

**Custom Film Lab.**  
1780 Broadway .... CIrcle 5-4830

**DeLuxe Laboratories, Inc. (20th Century-Fox)**  
850 Tenth Ave. .... CIrcle 7-3220

**Du-Art Film Laboratories, Inc.**  
245 W 55th St. .... PLaza 7-4580

**FilmLab, Inc.**  
126 W. 46th St. .... JUdson 2-2863

**GUFFANTI FILM LABORATORIES, INC.**  
630 Ninth Ave. .... COlumbus 5-5530

**Kin-O-Lux, Inc.**  
17 W. 45th St. .... JUdson 6-1880

**Lab-TV**  
247 W. 46th St. .... JUdson 6-2293

**Malcolm Laboratories Corp.**  
244 W. 49th St. .... CIrcle 6-6150

**Mecca Film Laboratories, Inc.**  
630 Ninth Ave. .... COlumbus 5-7876

**Mercury Film Laboratories Inc.**  
723 Seventh Ave. .... CIrcle 5-4930

**Movielab Color Corp.**  
619 W. 54th St. .... JUdson 6-0360

**National Screen Service Corp.**  
1600 Broadway .... CIrcle 6-5700

**Paramount Laboratory**  
34-54 35th St., Long Island City. .... RA 8-8000

**Paramount News Laboratory**  
Office: 544 W. 43rd St. .... LOngacre 3-4300

**Pathe Laboratories, Inc.**  
105 E. 106th St. .... TRafalgar 6-1120

**Peerless Film Processing**  
165 W. 46th St. .... PLaza 7-3630

**Precision Film Laboratories**  
21 W. 46th St. .... JUdson 2-3970

**Quality Film Lab.**  
450 W. 56th St. .... JUdson 6-4912

**Rapid Film Technique, Inc.**  
21 W. 46th St. .... STillwell 6-4601  
37-02 - 27th St., L. I. C. .... STillwell 6-4601

**Swift Motion Picture Lab.**  
1183 University Ave. .... CY 3-2400

**Titra Film Labs**  
1600 Broadway .... PLaza 7-6681

**Tri Art Color Corp.**  
245 W. 55th St. .... PLaza 7-4580

**Video Film Laboratories**  
350 W. 50th St. .... JUdson 6-7196

## CLEVELAND, O.

**Escar Motion Picture Service, Inc.**  
7315 Carnegie Ave. .... ENdicott 1-2707

## DAYTON, O.

**Film Assoc., Inc.**  
4600 S. Dixie Ave. .... ZE nth 1-2164

## PHILADELPHIA, PA.

**Beswick, Harold W.**  
1017 W. Allegheny Ave. .... BAldwin 9-9355

**News Reel Laboratory**  
1729 Sansom St. .... RI ttenhouse 6-3892

**Welsh Studios**  
1209 E. Chelton Ave. .... LI vingstone 8-4811

## DALLAS, TEX.

**Big D Film Lab**  
4215 Gaston Ave. .... TAylor 4-1341

**Jamieson Film Co.**  
3825 Bryan .... TAylor 3-8158

**Southwest Film Laboratory, Inc.**  
3024 Fort Worth. .... WHitehall 6-2184

**Variety Pictures, Inc.**  
3825 Bryan .... TAylor 3-8158

## MILWAUKEE, WISC.

**Film Arts Productions, Inc.**  
1700 S. 19th St. .... MI tchell 5-0523

## CANADA

### CALGARY

**Barnes Calgary Film Production Co.**

### MONTREAL

**Associated Screen News, Ltd.**  
5271 Western Ave. .... DE xter 1186

**Cinecraft Studios, Inc.**  
1184 St. Catherine St. W. .... LA ncester 8092

**Northern M. P. Labs, Inc.**  
10 Dell Park Ave. ....

### TORONTO

**Associated Screen News, Ltd.**  
100 Adelaide St. W. .... WA verly 4671

## TV SERVICE FIRMS

Audio Pictures, Ltd.  
310 Lake Shore Rd. . . . . CLifford 1-5211

S. W. Caldwell Ltd.  
447 Jarvis St. . . . . WA 2-2103

Film Laboratories of Canada, Ltd.  
310 Lakeshore Rd. . . . . CLifford 1-5211

Shelly Films, Ltd.  
156 King St. W. . . . . LYndhurst 3431

### OTTAWA

Crawley Films, Ltd.  
19 Fairmont Ave.

National Film Board of Canada  
John & Sussex Sts. . . . . DIdeau 9-5730

### REGINA, SASK.

General Films, Ltd.  
1924 Rose St.

### VANCOUVER

Motion Skreenadz, Ltd.  
Film Exchange Bldg.

Trans-Canada Films, Ltd.  
1210 Burrard St. . . . . PA 1458

Vancouver Motion Pictures, Ltd.  
Film Exchange Bldg.

## Color Processes

Acme Film Labs  
1161 N. Highland, Hollywood 38, Calif.; HOLY-wood 4-7471.

Anso Color  
Anso Division of General Aniline & Film Corp.,  
2229 Vaux Hall Rd., Union, N. J.; 405 Lexington  
Ave., N. Y.; OXford 7-6161; 6424 Santa  
Monica Blvd., Hollywood; Hollywood 9-2918.

Cinema Research  
716 N. La Brea, Hollywood 38, Calif.; WEBster  
3-9301.

Color Reproduction Co.  
7936 Santa Monica Blvd., Hollywood 46, Calif.;  
OLdfield 4-8010.

Consolidated Film Ind.  
959 N. Seward St., Hollywood; HOLLYwood  
9-1441.

De Luxe Laboratory  
850 Tenth Ave., N. Y. C.; Circle 7-3220; 1418  
N. Western Ave.; Hollywood, Calif.; HOLLYwood  
9-3141.

Eastman Kodak Co.  
Rochester, N. Y.

Eastman Kodak Research Lab.  
1017 N. Las Palmas Ave., Hollywood; HOLLY-wood  
5-7151.

Film Effects  
1153 N. Highland Ave., Hollywood 38, Calif.;  
HOLLYwood 9-5808.

Flora Color  
1103 El Centro Ave., Hollywood, Calif.; HOLLY-wood  
7-9559.

Kodachrome  
Eastman Kodak Co., Rochester, N. Y. (16 and  
8 mm. for motion pictures; 35 mm. cartridges  
for stills only.) 6060 Hollywood Blvd., HOLLY-wood;  
HO 4-2181.

Mercer, Ray, & Co.  
4241 Normal Ave., Hollywood; NORMandy 3-  
9331.

Pathe Lab., Inc.  
6823 Santa Monica Blvd., Hollywood; HOLLY-wood  
9-3961.

Polacolor Process  
Polaroid Corp., Cambridge 39, Mass.

Technicolor Motion Picture Corp.  
6311 Romaine St., Hollywood 38, Calif.; HOLLY-wood  
7-1101; Office: 30 Rockefeller Plaza,  
New York, N. Y.; Circle 7-7934.

Video Color, Inc.  
11 E. 48th St., N. Y.; MUrray Hill 8-8190.

## Projectors

Ballantyne Co., 1712 Jackson, Omaha 2, Nebr.

Bodde Projector Co., 11541 Bradley Ave., San  
Fernando, Calif. . . . . EMpire 6-2551

Century Projector Corp., 720 7th Ave., New York  
N. Y. . . . . Circle 5-7048

Camera Equipment Co., 315 W. 43rd St., New  
York, N. Y. . . . . JUdson 6-1420

## Spot and Flood Lamps

Adams Lighting, Inc., 10 First St., Pelham, N. Y.  
PElham 8-4003

Ariel Davis Supply Co., 3687 S. State St., Salt  
Lake City, Utah.

Capitol Stage Lighting Co., 527 W. 45th St., New  
York, N. Y. . . . . Circle 6-7770

Compco Corp., 2251 W. St. Paul Avenue, Chicago  
47, Ill. . . . . EVerglade 4-1000

General Electric Co., 1013 Williamson Bldg.  
Cleveland, O.

International Motion Picture Consultants, Inc.,  
National Press Building, Washington, D. C.

Kliegl Bros., 321 W. 50th St., New York, N. Y.  
COlumbus 5-0130

Mitchell Camera Corp., 666 West Harvard St.,  
Glendale 4, Calif. . . . . CHapman 5-1086

Motiograph, Inc., 4441 W. Lake St., Chicago 24,  
Ill. . . . . ES 8-6600

National Theater Supply, 92 Gold St., New York,  
N. Y. . . . . BEekman 3-4170

Radiant Lamp Corp., 300 Jelliff Ave., Newark 8,  
N. J.

Radio Corp. of America, Front & Cooper Sts., Cam-  
den, N. J.

S.O.S. Cinema Supply Corp., 602 W. 52nd St., New  
York 19, N. Y. . . . . PL 7-0440

Sylvania Electric Products Co., 1740 Broadway,  
New York, N. Y. . . . . JUdson 6-2424

Wenzel Projector Co., 2509 S. State St., Chicago  
16, Ill. . . . . CA 5-6285

Westinghouse Electric Corp., 2519 Wilkens Ave.,  
Baltimore 3, Md.

## Carpets

Bigelow Carpet Co., 140 Madison Ave., New York,  
N. Y. . . . . ORegon 9-3000

Hardwick & Magee Co., Lehigh Ave. & 7th St.,  
Philadelphia 33, Pa. . . . . Baldwin 3-2000

A. & M. Karageusian, Inc., 295 5th Ave., New  
York, N. Y. . . . . ORegon 9-1220

James Lees & Sons Co., Bridgeport, Pa.

C. H. Masland & Sons, Carlisle, Pa.

Alexander Smith, Inc., 295 5th Ave., New York  
16, N. Y. . . . . MUrray Hill 9-1300

## Background Processes

### LOS ANGELES, CALIF.

Acme Film Laboratories, Inc.  
1161 N. Highland Ave. (38) . HOLLYwood 4-7471

Anderson, Howard A., Co.  
751 N. Fairfax. . . . . OLiver 3-4880

Bodde Screen Co.  
11541 Bradley Ave., San Fernando, Calif.  
EMpire 5-2551

## TV SERVICE FIRMS

**Cinema Research**  
7000 Romaine, Hollywood (38) .OLdfield 4-2438  
Hollywood 2-7464

**Consolidated Films Industries, Inc.**  
959 Seward St. . . . . Hollywood 9-1441

**Mercer, Ray**  
4241 Normal Ave. . . . . NOrmandy 3-9331

**Pathe Laboratories, Inc.**  
6823 Santa Monica Blvd. . . . . HOLlywood 9-3961

**Technicolor Motion Picture Corp.**  
6311 Romaine St. . . . . HOLlywood 7-1101

## Raw Stock

**Anso**  
Anso Division of General Aniline & Film Corp.,  
Binghamton, N. Y.; 405 Lexington Ave.,  
OXford 7-6161, New York 19, N. Y.; 6424  
Santa Monica Blvd., HOLlywood 9-2918, HOLly-  
wood, Calif.

**DuPont**  
I. E. du Pont de Nemours and Co. (Inc.).  
Photo Products Division, Wilmington, Del.;  
7051 Santa Monica Blvd., HOLlywood 9-5147,  
HOLlywood 38, Calif. Factories: Parlin, N. J.

**Eastman**  
See W. J. German, Inc., Factories: Eastman  
Kodak Co., Rochester, N. Y.

**German, W. J., Inc.**  
Distributor of Eastman motion picture film.  
John St., Fort Lee, N. J., WInsdor 8-5100;  
6677 Santa Monica Blvd., HOLlywood 4-6131  
HOLlywood 38, Calif.

## Storage Vaults

### LOS ANGELES, CALIF.

**Hollywood Film Co.**  
956 Seward St. . . . . Hollywood 2-3284

**Seward Film Vaults**  
1010 N. Seward St. . . . . Hollywood 4-0141

### NEW YORK, N. Y.

**Bonded Film Storage Corp.**  
630 Ninth Ave. . . . . JUdson 6-1030

**Consolidated Film Industries,  
Div. of Republic Pictures Corp.**  
1740 Broadway . . . . . JUdson 6-1700

## Stock Shot Libraries

### LOS ANGELES, CALIF.

**ABC Film Library**  
1103 El Centro. . . . . HOLlywood 2-7522

**Bailey Color Stock Library**  
7934 Santa Monica, HOLlywood, Calif.;  
OLdfield 4-8197

**Elmer Dyer**  
711 N. La Jolla Ave. (46) . . . . . WEbster 9-8308

**Lee Green Stock Footage**  
1400 Ridgewood Place. . . . . HOLlywood 3-3587

**Sherman Grinberg Film Libraries**  
1918 S. Vermont. . . . . REpublic 1-8791

**Holbrook's Film Library**  
6577 Santa Monica Blvd. . . . . HOLlywood 7-7715

**Mercer, Ray & Co.**  
4241 Normal Ave. (27) . . . . . NOrmandy 3-9331

**Smith, Howard K., Films**  
2408 W. Seventh St. . . . . DUmkirk 7-8228

### NEW YORK, N. Y.

**NBC Film Library**  
105 E. 106th St. . . . . CI 7-8300

**Stock Shots To Order, Inc.**  
550 5th Ave. . . . . CIrcle 6-0690

## Cartoon Producers

### LOS ANGELES, CALIF.

**Animation, Inc.**  
736 N. Seward St., HOLlywood (38)  
HOLlywood 4-1117

**Avery, Tex, Cartoons**  
10681 Santa Monica Blvd., Los Angeles (25)  
GRanite 7-3325

**Cain, Mary, I & P Service**  
7107 DeLongpre, HOLlywood (46)  
HOLlywood 4-5186

**Cascade Pictures**  
1027 N. Seward St., Los Angeles (38)  
HOLlywood 2-6481

**Churchill-Wexler**  
801 No. Seward St., Los Angeles (38)  
HOLlywood 9-1576

**Cinema Research Corp.**  
7000 Romaine St., H'wood (38) .OLdfield 4-4117

**Disney, Walt**  
2400 W. Alameda, Burbank . . . . . VICTORIA 9-3461

**Glenar (Sid) Productions**  
6618 1/2 Sunset Blvd. (38) . . . . . HOLlywood 4-0406

**Lantz, Walter**  
861 Seward St. . . . . HOLlywood 9-2907

**Mercer, Ray**  
4241 Normal Ave. . . . . NOrmandy 3-9331

**Miles, Celine, I & P Service**  
6350 DeLongpre, HOLlywood (28)  
HOLlywood 9-3009

**Muck, Hedy, I & P Service**  
1040 No. Las Palmas, HOLlywood (28)  
HOLlywood 4-5496

**Patin, Ray, Productions, Inc.**  
6650 Sunset Blvd., HOLlywood (28)  
HOLlywood 2-1147

**Playhouse Pictures**  
1401 No. La Brea, HOLlywood (28)  
HOLlywood 5-2193

**Quartet Films**  
8490 McIrose Ave., HOLlywood (46)  
OLive 3-4466

**Sketchbook Films**  
4455 Clybourn Ave., No. HOLlywood  
STANley 7-4729

**Sutherland Productions, Inc.**  
201 No. Occidental Blvd., Los Angeles (26)  
DUmkirk 8-5121

**Technique Productions**  
9424 Dayton Way, Beverly Hills. . . . . CR 5-8646

**Tele-mation**  
728 1/2 No. Highland, HOLlywood (38)  
HOLlywood 2-4519

**Thompson, Le Ora, Associates**  
733 No. La Brea, HOLlywood (28)  
WEbster 8-3764

**Thompson's, Auril, I & P Service**  
11459 Riverside Drive, No. HOLlywood  
POplar 6-5723

**United Productions of America**  
4440 Lakeside Dr., Burbank. . . . . TH 2-7171

**Warner Bros. Cartoons, Inc.**  
461 S. Calif. St., Burbank. . . . . THornwall 4-2633

### NEW ROCHELLE, N. Y.

**Terry, Paul**  
38 Centre Ave. . . . . NEw Rochelle 2-3466

### NEW YORK, N. Y.

**Disney, Walt, Productions**  
477 Madison Ave. . . . . PLaza 9-3880

**Eshbaugh, Ted, Studios, Inc.**  
109 W. 64th St. . . . . TRafalgar 3-0720

**Famous Studios**  
25 W. 45th St. . . . . JUdson 2-4500

**Halas & Batchelor Cartoon Films**  
11 W. 42nd St. . . . . LOngacre 4-3346

**Smith, Fletcher, Studios, Inc.**  
321 E. 44th St. . . . . MUrray Hill 9010



**Prizes,  
Premiums, Etc.**

- Community Club Service**  
20 E. 46th St. . . . . Murray Hill 7-4466
- The Reuben H. Donnelley Corp.**  
305 East 45th St., N. Y. C. . . . . ORegon 9-4000
- Robert A. Gold**  
302 East 4th St., N. Y. C. . . . . ORegon 7-3880
- Robert Marr**  
80 Eighth Ave., N. Y. C.
- S. J. Reiner Co., Inc.**  
155 Mineola Blvd. . . . . Murray Hill 2-8540
- Richard S. Robbins**  
163 Bleecker St., N. Y. C. . . . . SPring 7-2568
- Spotlight Promotions**  
1150 6th Ave., N. Y. C. . . . . OXford 7-3322

**Radio-TV  
Station Brokers**

- Blackburn & Co.**  
Washington, D. C.: Washington Bldg., STerling 3-4341. James W. Blackburn, partner.  
Chicago, Ill.: 333 N. Michigan Ave., FInancial 6-6460.
- Haskell Bloomberg**  
Lowell, Mass.: 208 Fairmount St., GLenview 5-5823. Haskell Bloomberg, Gen. Mgr., Muriel Joan Bloomberg, Asst. Gen. Mgr.
- R. C. Orisler Co.**  
Cincinnati, O.: Fifth-Third Bank Bldg., DUmbar 1-7775.  
New York: 41 E. 42nd St., MU 7-8436.
- Hamilton, Stubblefield, Twining & Assoc.**  
Washington, D. C.: 1737 DeSales St., N.W., EX 3-3456. Wm. T. Stubblefield.  
Cleveland, Ohio: 2414 Terminal Tower, TO 1-6727. Jackson B. Maurer.  
Chicago, Ill.: Tribune Tower, DE 7-2754. Ray V. Hamilton, Barney Ogle.  
San Francisco, Calif.: 111 Sutter St., EX 2-5671. W. R. Twining.
- ALLEN, KANDER & CO.**  
Washington, D. C.: 1625 Eye St., N.W., NA-tional 8-1990.  
New York 17, N. Y.: 60 E. 42nd St., MUrray Hill 7-4242.  
Chicago 1, Ill.: 35 E. Wacker Dr., RANdolph 6-6760.  
Denver, Colo.: 1700 Broadway, AComa 2-3623.

- Frederick Pittera Associates**  
New York: 500 Fifth Ave., COlumbus 5-5400.
- Radio Broadcast/Management Associates**  
Wirthman Bldg., Kansas City 9, Mo.; WEst-port 1-3322. Executive Consultants, John L. Humphreys and N. E. Paton.
- Howard E. Stark**  
New York 22, N. Y.: 50 East 58th St., EL-dorado 5-0405.

**Screening Rooms**

*NEW YORK, N. Y.*

- Bondel's Film Center Theater**  
630 Ninth Ave. . . . . JUdson 6-1030
- International Theatre (210 seats)**  
120 W. 42nd St. . . . . WISconsin 7-9907
- Johnny Victor Theater**  
40 W. 49th St. . . . . JUdson 6-3800
- Movielab Theatre Service, Inc.**  
619 W. 54th St. . . . . JUdson 6-0360
- Preview Theater**  
1600 Broadway . . . . . CIRCLE 6-0865
- R.C.A. Victor**  
411 Fifth Ave. . . . . MUrray Hill 3-7611

**Commercials Monitoring**

- National TV Monitor, Inc.**  
541 Lexington Ave., N. Y. C. . . . . PLaza 3-3815

**Costumes**

*NEW YORK, N. Y.*

- Bally-Hoo Theatrical Costume Co.**  
160 W. 48th St. . . . . CIRCLE 5-6334
- Berthe, Mme.**  
110 W. 47th St. . . . . PLaza 7-4170
- Brooks Costumes**  
3 W. 61st St. . . . . PLaza 7-5800
- Eaves Costume Co., Inc.**  
151 W. 46th St. . . . . PLaza 7-3730
- Lillian Costume Co.**  
56 W. 56th St. . . . . CIRCLE 5-5199
- Stage Costumes, Inc.**  
3 W. 61st St. . . . . CIRCLE 7-7948

**SEE PAGE 942**

**FOR MOTION PICTURE THEATRES**

**EQUIPPED FOR TELEVISION**



**Ed Herlihy**

**TELEVISION DAILY**

presents

***BEHIND  
THE MIKE  
and  
BEFORE  
THE CAMERA***

**1959**

# **KOKOMO The CLOWN**

*Created and Portrayed  
by  
Alvie Maddox*

*Management: CINDY CAMERON — MU 3-1536 — JU 6-6300*



# RADIO-TV ARTISTS

RADIO AND TELEVISION  
—their work during 1958

## — A —

- AAKER, LEE**  
The Adventures of Rin Tin Tin  
ABC-TV
- ADAMS, EDIE**  
The Chevy Show  
NBC-TV
- AGRONSKY, MARTIN**  
Look Here  
NBC-TV
- ALAMPI, RUTH**  
Farm News  
NBC
- ALBERONI, SHERRY**  
The Ed Wynn Show  
NBC-TV
- ALBRIGHT, LOLA**  
Peter Gunn  
NBC-TV
- ALEXANDER, BEN**  
Dragnet  
NBC-TV
- ALLEN, CASEY**  
B. April 25, Minneapolis, Minn.;  
Kitty Foyle, NBC-TV; Studio  
One, Ma Perkins, CBS
- ALLEN, STEVE**  
The Steve Allen Show  
NBC-TV

- AMECHE, DON**  
Don Ameche's Real Life  
Stories  
NBC
- AMES, TEAL**  
The Edge of Night  
CBS-TV
- ANDERSON, HERB OSCAR**  
The Herb Oscar Anderson  
Show  
ABC
- ANDERSON, WARNER**  
The Lineup  
CBS-TV

## ANDREWS, JOHNNY

B. April 1, Boston, Mass.; Johnny  
Andrews Radio Show, WRCA;  
Sunday Schedule, NBC-TV; Mon-  
itor (as Communicator) NBC; Hi-  
Mom, WRCA-TV; Arlene Francis  
Show, NBC

- ARNAZ, DESI**  
Westinghouse Lucille Ball-  
Desi Arnaz Shows  
CBS-TV
- ARNESS, JAMES**  
Gunsmoke  
CBS-TV
- ASTAIRE, FRED**  
An Evening with Fred  
Astaire (Special)  
NBC-TV

## — B —

- BACKUS, JIM**  
I Married Joan, NBC-TV;  
The Jim Backus Show, ABC
- BAER, PARLEY**  
Gunsmoke  
CBS
- BAILEY, JACK**  
Queen for a Day  
NBC-TV
- BAILEY, ROBERT**  
Yours Truly, Johnny Dollar  
CBS
- BALL, LUCILLE**  
Westinghouse Lucille Ball-  
Desi Arnaz Shows; Westing-  
house Desilu Playhouse  
CBS-TV
- BALLABIO,  
DENNIS**  
B. October 21, 1943; Perry Como  
Show, Milton Berle Show, NBC-  
TV; Whispering Streets, ABC-  
Radio; My True Story, NBC-  
Radio; U. S. Steel Hour, Vincent  
Lopez Show, Herb Shriner, Studio  
One, Hugo Winterhalter, Mitch  
Miller, Julius LaRosa; R.C.A.  
Victor & Coral Records; Frigi-  
daire Commercials



MIMI  
BENZELL



**PAT  
HERNON**

**"WEATHER — 6"**

WRCA-TV for  
N. Y. Telephone Co.

**COMMERCIALS:**

- De-Caf Coffee
- Vicks Vaporub
- Chap-Stick (Radio)

**SPORTS — PLAY-BY-PLAY**



**BILL  
MALONE**

**Currently — Spokesman For**

- Dual Filter Tareyton
- Falstaff Beer

**Commercials**

- Bell Telephone
- Top Brass

**As Always**

"Tempo"—WMAL-Radio, Washington, D. C.  
"Sports"—WMAL-TV, Washington, D. C.



**BUD  
PALMER**

**DOING NOW —**

- CBS-TV**
- Hockey
  - Pre-Game Hockey  
for RISE
- WPIX-TV**
- Host, Gourmet Club
- WINS**
- N. Y. Rangers  
for BUDWEISER



**DR. JOYCE  
BROTHERS**

*Winner of*

**THE MENNEN AWARD, 1959**

**DR. JOYCE BROTHERS SHOW**

WRCA-TV

Mon. - Thur. - Fri. 1. P.M. to 1:25

**PERSONAL REPRESENTATIVE — LESTER LEWIS ASSOC.**

**BANCROFT, GRIFFING**  
Griffing Bancroft and the  
News; Capitol Cloakroom;  
The Leading Question  
CBS

**BARRY, GENE**  
Bat Masterson  
NBC-TV

**BARRY, JACK**  
Tic Tac Dough; Twenty One;  
Concentration  
NBC-TV

**BAXTER, ANN**  
The Same Christmas  
ABC

**BEAN, ORSON**  
Masquerade Party  
NBC-TV

**BEAUMONT, HUGH**  
Leave It to Beaver  
ABC-TV

**BECK, JACKSON**  
B. July 23, 1912, New York City;  
Edge of Night, U. S. Steel Hour,  
CBS-TV; Commercials for Ches-  
terfield, Ambassador Beer, Stude-  
baker Lark, Scotkin

**BECKER, SANDY**  
Young Doctor Malone  
CBS

**BENDIX, WILLIAM**  
Life of Riley  
NBC-TV

**BENNETT, JOAN**  
Five Star Matinee  
NBC

**BENNY, JACK**  
B. Feb. 14, 1894; The Jack  
Benny Show, CBS, CBS-TV

**MIMI BENZELL**

**BENOIT, PATRICIA**  
Today Is Ours  
NBC-TV

**BERGEN, FRANCES**  
Yancy Derringer  
CBS-TV

**BERGEN, POLLY**  
To Tell The Truth (panelist)  
CBS-TV

**BERLE, MILTON**  
Milton Berle Show, NBC-TV

**BERNARDI, HERSCHEL**  
Peter Gunn

**BERNSTEIN, LEONARD**  
The New York Philharmonic,  
CBS; New York Philharmonic,  
Young People's Concerts,  
CBS-TV; Lincoln Presents  
Leonard Bernstein and the  
New York Philharmonic,  
CBS-TV

**BERRY, NOAH, Jr.**  
Circus Boy  
NBC-TV

**BETTGER, LYLE**  
Court of Last Resort  
NBC-TV

**BETZ, CARL**  
The Donna Reed Show  
ABC-TV

**BILLINGSLEY, BARBARA**  
Leave It to Beaver  
ABC-TV

**BLAINE, JIMMY**

**BLAIR, JANET**  
The Chevy Show  
NBC-TV

**BLAKE, AMANDA**  
Gunsmoke  
CBS-TV

**BLODELL, GLORIA**  
Life of Riley  
NBC-TV

**BOB and RAY**  
Monitor  
NBC

**BOND, WARD**  
Wagon Train  
NBC-TV

**BONTEMPI, PINO  
& FEDORA**  
Continental Cookery with the  
Bontempis, WABC-TV; Continen-  
tal Cookery, What's Cooking?  
At Home with Fedora Bontempi,  
Channel 8 Kitchen, For Ladies  
Only, WNHC-TV, New Haven,  
Conn.

**BOONE, PAT**  
B. June 1, 1934, Jacksonville,  
Fla.; Pat Boone Chevy Showroom,  
ABC-TV

**BOONE, RICHARD**  
Have Gun, Will Travel  
CBS-TV

**BORG, MARGE**

**BORGE, VICTOR**  
Victor Borge's Comedy and  
Music  
CBS-TV

**BOWMAN, LEE**  
Five Star Matinee  
NBC

**FRITZI MAX**

**SPOKESWOMAN**

**ACTRESS**

**NARRATOR**

**SU 7-5400**





BRYNA  
RAEBURN

RADIO REGISTRY



*Howdy!*

*Bob  
Smith*



## RADIO-TV ARTISTS

**BOYER, CHARLES**  
The Alcoa Theatre  
NBC-TV

**BRADDOCK, MICKEY**  
Circus Boy  
NBC-TV

**BRANDS, X.**  
Yancy Derringer  
CBS-TV

**BRENNAN, WALTER**  
The Real McCoys  
ABC-TV

**BRESLIN, PAT**  
The People's Choice  
NBC-TV

**BRITON, PAMELA**  
Blondie  
NBC-TV

**BRONSON, CHARLES**  
Man with a Camera  
ABC-TV

**BROPHY, SALLY**  
Buckskin  
NBC-TV

**BROTHERS,  
DR. JOYCE**

The Dr. Joyce Brothers Program,  
WRCA-TV

**BROWN, JIM L.**  
The Adventures of Rin Tin  
Tin  
ABC-TV

**BROWN, JOHN MASON**  
The Last Word  
CBS

**BROWN, PETER**  
Lawman  
ABC-TV

**BRYSON, LYMAN**  
Invitation to Learning  
CBS

**BUNCE, ALAN**  
The Couple Next Door, CBS

**BURKE, PAUL**  
Noah's Ark  
NBC-TV

**BURNETT, DON**  
Northwest Passage  
NBC-TV

**BURNS, GEORGE**  
George Burns Show  
NBC-TV

**BURNS, STAN**  
Entertainment Press Conference,  
DuMont; NBC Monitor; Cerebral  
Palsy Telethon, WOR-TV; Stan  
Burns Show, WINS

**BURK, ANNE**  
As the World Turns  
CBS-TV

**BURR, RAYMOND**  
Perry Mason  
CBS-TV

**BUTTONS, RED**  
Sayonara; The Big Circus

**BUTTRAM, PAT**  
Just Entertainment  
CBS

**BYINGTON,  
SPRING**  
B. October 17, Colorado Springs,  
Colo.; December Bride, CBS-TV

**BYRNES, EDWARD**  
77 Sunset Strip  
ABC-TV

— C —

**CAESAR, SID**  
Sid Caesar Invites You,  
ABC-TV; The Chevy Show,  
NBC-TV

**CALHOUN, RORY**  
The Texan  
CBS-TV

**CALMER, NED**  
Ned Calmer and the News  
CBS

**CAMARGO, RALPH**  
U. S. Steel, Our Miss Brooks,  
William Bendix Show, Have Gun,  
Will Travel; CBS-TV

**CAMPBELL, KAY**  
Ma Perkins  
CBS

**CAKEY, MacDONALD**  
Five Star Matinee  
NBC

**CARLISLE, KITTY**  
To Tell the Truth (panelist)  
CBS-TV

**CARLON, FRAN**

**CARNEY, ART**  
Art Carney Meets Peter and  
the Wolf  
ABC-TV

**CARROLL, MADELEINE**  
Affairs of Dr. Gentry  
NBC

**CARROLL, PAT**

**CASALS, PABLO**  
U. N. Day Concert  
ABC

**CAULFIELD, JOAN**  
Sally  
NBC-TV

**CERF, BENNETT**  
What's My Line (panelist)  
CBS-TV

**CHANDLER, GEORGE**  
Lassie  
CBS-TV



**DICK  
CLARK**  
**ABC-TV NETWORK**

"AMERICAN BANDSTAND" MONDAY THROUGH FRIDAYS  
4:00-5:30 P.M., NYT

"DICK CLARK SHOW" SATURDAYS 7:30-8:00 P.M., NYT



**SPRING  
BYINGTON**

*Star of*

**DECEMBER  
BRIDE**



**"Here's Looking At You"**

**RICHARD WILLIS**

## RADIO-TV ARTISTS

**CHAPIN, LAUREN**  
Father Knows Best  
NBC-TV

**CHAPMAN, LONNIE**  
The Investigator  
NBC-TV

**CLARK, BLAIR**  
The World Tonight  
CBS

**CLARK, DICK**  
Dick Clark Show; American  
Bandstand, ABC-TV

**COCA, IMOGENE**  
Sid Caesar Invites You  
ABC-TV

**COLLINGWOOD, CHARLES**  
Charles Collingwood and the  
News  
CBS

**COLLINS, DOROTHY**  
Your Hit Parade  
CBS-TV

**COLLYER, BUD**  
To Tell the Truth (host and  
emcee), CBS-TV; Beat the  
Clock, ABC-TV

**COMO, PERRY**  
Perry Como Show, NBC-TV

**CONNERS, CHUCK**  
The Rifleman  
ABC-TV

**CONRAD, WILLIAM**  
Gunsmoke  
CBS

**CONREID, HANS**  
The Jack Parr Show  
NBC-TV

**CONTE, JOHN**  
B. Sept. 15, Palmer, Mass.;  
Matinee Theatre, NBC; TV Hour  
of Stars, NTA-Film Net.

**CONWAY, PAT**  
Tombstone Territory  
ABC-TV

**COOGAN, RICHARD**  
The Californians  
NBC-TV

**COOPER, JACKIE**  
The People's Choice  
NBC-TV

**CORCORAN, NOREEN**  
Bachelor Father  
CBS-TV

### CORDELL, CARL

**CORRELL, CHARLES**  
Amos 'n Andy Music Hall  
CBS

**COTTEN, JOSEPH**  
The Joseph Cotten Show  
NBC-TV

**CRAWFORD, JOHNNY**  
The Rifleman  
ABC-TV

**CRENNA, RICHARD**  
The Real McCoys  
ABC-TV

**CROCKETT, JAN**  
For Love or Money, Jimmie Dean  
Show; CBS-TV

**CROSBY, BING**  
Bing Crosby Show  
ABC-TV

**CROSBY, BOB**  
The Bob Crosby Show,  
NBC-TV; Hollywood "Y"  
Day, ABC

**CROSS, MILTON**  
The Same Christmas  
ABC

**CULLEN, BILL**  
I've Got A Secret (panelist)  
CBS-TV

**CULP, ROBERT**  
Trackdown  
CBS-TV

**CUMMINGS, BOB**  
The Bob Cummings Show  
NBC-TV

### — D —

**DALTON, ALENE**  
The Story Princess  
ABC

**DALY, JOHN**  
What's My Line (moderator)  
CBS-TV

**DAMON, JERRY**  
All Night in New York  
NBC

**D'ANDREA, TOM**  
Life of Riley  
NBC-TV

**DAVIS, ANN B.**  
The Bob Cummings Show  
NBC-TV

**DAVIS, JOAN**  
I Married Joan  
NBC-TV

**DAY, LARAINÉ**  
Masquerade Party  
NBC-TV

**DEAN, JIMMY**  
Jimmy Dean Show, CBS-TV

**DeCAMP, ROSEMARY**  
The Bob Cummings Show  
NBC-TV

**DE CYR, ZEL**  
Do You Trust Your Wife, ABC-  
TV; Tic Tac Dough, NBC-TV;  
Voice Artist for Kiwi Polish;  
Rinso, Scott Paper, Cocoa Puffs,  
Mercury Cars, Telephone Co.,  
Clearasil



## Jimmy Dean

Star of his own

## "Jimmy Dean Show"

(Daily, CBS-TV, 2-2:30 EST)

*Personal Management*

Tom Martin



*Exclusively*

Columbia Records

*Press Relations*

Mike Merrick Associates



*26th Year*

**DON McNEILL'S**  
**Breakfast Club**



**PAUL WINCHELL**

and

**JERRY MAHONEY**

Management-Counsel:

**GOLDFARB, MIRENBURG & VALLON**

Public Relations:

**MARVIN KOHN**

## RADIO-TV ARTISTS

**DEHNER, JOHN**  
Have Gun, Will Travel  
CBS

### **DESMOND, JOHNNY**

Johnny Desmond Show, CBS; Your  
Hit Parade, CBS-TV

**DEVINE, ANDY**  
Andy's Gang  
NBC-TV

**DE WITT, GEORGE**  
Name That Tune  
CBS-TV

**DIAMOND, BOBBY**  
Fury  
NBC-TV

**DIETRICH, MARLENE**  
NBC

**DISNEY, WALT**  
Walt Disney Presents  
ABC-TV

### **DODD, JIMMIE**

B. March 28, Cincinnati, Ohio;  
Mickey Mouse Club, ABC-TV

**DONAHUE, ELINOR**  
Father Knows Best  
NBC-TV

### **DONALD, PETER**

**DOUGLAS, JACK**  
Bold Journey  
ABC-TV

**DOW, TONY**  
Leave It to Beaver  
ABC-TV

**DOWNS, HUGH**  
Concentration, The Arlene  
Francis Show, The Jack Paar  
Show  
ABC-TV

**DRAKE, GALEN**  
The Galen Drake Show  
CBS

**DRAPER, RUSTY**  
Rusty Draper Show  
CBS

**DREW, WENDY**  
As the World Turns  
CBS-TV

**DRU, JOANNE**  
Five Star Matinee  
NBC

**DUMAS, HELENE**  
Romance of Helen Trent  
CBS

**DRAPER, RUSTY**  
Rusty Draper Show  
CBS

**DREW, WENDY**  
As the World Turns  
CBS-TV

**DRU, JOANNE**  
Five Star Matinee  
NBC

**DUMAS, HELENE**  
Romance of Helen Trent  
CBS

### — E —

**ERSEN, BUDDY**  
Northwest Passage  
NBC-TV

### **EDWARDS, RALPH**

B. June 12, 1913, Merino, Colo.;  
This Is Your Life, NBC-TV

**ELDRIDGE, FLORENCE**  
The Same Christmas  
ABC

**ELIZABETH, QUEEN II**  
Christmas Message (England)  
ABC

**ELLIS, GEORGIA**  
Gunsmoke  
CBS

**EMERSON, HOPE**  
Peter Gunn  
NBC-TV

### **ERICKSON, CORYDON**

TV Dramas, Dubbing, Slide Films,  
Transcriptions, Records, Stage,  
Industrials and Broadway, Stock,  
Radio, Commercials Live and  
Film, Screen, Paramount, Uni-  
versal International, "The Naked  
City," Columbia, Phil Silvers, etc.

### **ERICKSON, HELENE**

Currently V.O. "Dante's Dream-  
er," Paramount Pictures; Detec-  
tive Story; New York Confiden-  
tial; The Naked City, 3X Colum-  
bia Pictures; Singing—Leonard  
Bernstein Presents; Beethoven's  
Ninth Symphony Chorale; Town  
Hall, "Boystowns of Italy," etc.;  
Radio, TV, Opera, etc.

### **ERICKSON, LAUNCELOT**

Screen "Hatful of Rain"—20th  
Century Fox; The Naked City,  
Columbia Pictures, Five Star  
Matinee, Transcriptions, Com-  
mercials Live and Film; Also  
Singing, TV Dramas, Studio One,  
Omnibus. U. S. Steel, etc.

**EVANS, BERGEN**  
The Last Word  
CBS

(Continued on Page 117)



**FRAN CARLON**



**CASEY ALLEN**

308 WEST 4th ST.  
SU. 7-5400

# THE COUPLE NEXT DOOR

starring



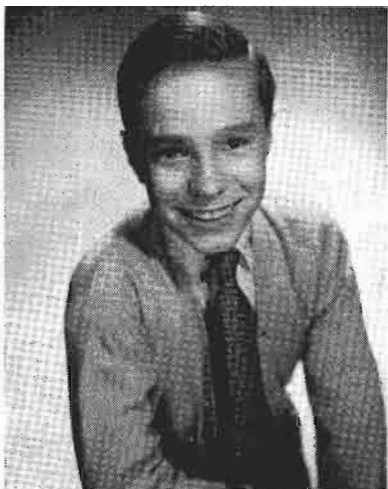
**PEG LYNCH**  
and  
**ALAN BUNCE**

written by  
**PEG LYNCH**

produced by  
**WALTER HART**  
**CBS RADIO NETWORK**  
**Monday thru Friday**  
**12:45-1 P.M.**

Agency:  
Ashley-Steiner, Inc.

**J  
o  
h  
n  
n  
y  
  
D  
e  
s  
m  
o  
n  
d**



**CORYDON ERICKSON**

CURRENTLY V.O. "DANTE'S DREAMER"—  
DANTE PARAMOUNT PICTURES. THE NAKED  
CITY COLUMBIA PICTURES ETC.

LE 2-1100



**LAUNCELOT ERICKSON**

FIVE STAR MATINEE, DUBBING, TRAN-  
SCRIPTIONS, T.V. DRAMAS & COMMER-  
CIALS LIVE & FILM, SCREEN "HATFUL OF  
RAIN" 20TH CENTURY FOX, "THE NAKED  
CITY" COLUMBIA PICTURES ETC.

LE 2-1100

**DON'T HOLLA!**

**DON'T HOLLA!**

**DON'T HOLLA!**

**DON'T HOLLA!**

**DON'T HOLLA!**

**DON'T HOLLA!**

**DON'T HOLLA**

**THE RITZ BROTHERS**

RED BUTTONS

THE BIG CIRCUS

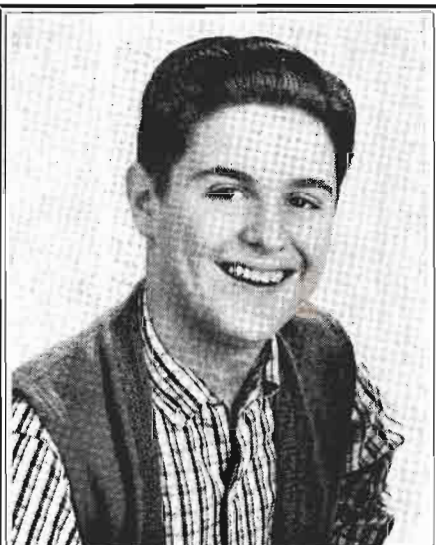


**JACKSON BECK**

ANNOUNCER—ACTOR  
NARRATOR

JU 2-8800

Represented By:  
Marjorie Morrow



**DENNIS BALLABIO**

Teen-Age  
Recording Vocalist and Actor  
Television • Radio • Commercials

JU 2-8800

Jimmy

Blaine



## RADIO-TV ARTISTS

(Continued from Page 1113)

**EVANS, GENE**  
My Friend Flicka  
NBC-TV

**EVANS, MAURICE**  
Hallmark Hall of Fame  
NBC-TV

### — F —

**FABARES, SHELLEY**  
The Donna Reed Show  
ABC-TV

**FASSETT, JIM**  
The New York Philharmonic  
CBS

**FIELDS, LINDA**  
"LEE"

Studio One, Robert Montgomery Presents, My True Story, County Fair; Spokeswoman on "Price Is Right" and "Treasure Hunt"

**FITZMAURICE, MICHAEL**

**FLOOD, ANN**  
From These Roots  
NBC-TV

**FOLEY, RED**  
The Red Foley Show  
NBC

**FORBES, MURRAY . .**  
Ma Perkins  
CBS

**FORBES, SCOTT**  
The Adventures of Jim Bowie  
ABC-TV

**FORD, PAUL**  
The Phil Silvers Show,  
"You'll Never Get Rich"  
CBS-TV

**FORD, TENNESSEE**  
**ERNIE**

B. Feb. 13, 1919, Bristol, Tenn.;  
Tennessee Ernie Ford Show, The  
Ford Show, NBC-TV; Capitol  
Records

**FORSYTHE, JOHN**  
Bachelor Father  
CBS-TV

**FOSTER, STUART**  
Galen Drake Show  
CBS

**FOUNTAIN, PETE**  
The Plymouth Show: Dodge  
Dancing Party  
ABC-TV

**FRANCIS, ARLENE**  
Home Show, Arlene Francis Show,  
NBC-TV; What's My Line? ABC-  
TV

**FRANCISCUS, JAMES**  
Jim Halloran  
ABC-TV

**FRANKLIN, JOE**  
B. Mar. 9, 1926, New York,  
N. Y.; Joe Franklin's Memory  
Lane, WABC-TV

**FRAWLEY, WILLIAM**  
Westinghouse Lucille Ball-  
Desi Arnaz Shows  
CBS-TV

**FREDERICKS, DEAN**  
Steve Canyon  
NBC-TV

**FREEMAN, FLORENCE**

B. July 29, 1911, N. Y. C.,  
N. Y.; Wendy Warren & the  
News, WCBS; From These Roots,  
NBC-TV; Young Widder Brown,  
Woman of America, Maxwell  
House Showboat, NBC; Valiant  
Lady, CBS

**FROST, ALICE**  
Second Mrs. Burton  
CBS

### — G —

**GARDNER, HY**  
To Tell the Truth (panelist)  
CBS-TV

**GARNER, JAMES**  
Hollywood "Y" Day, ABC;  
Maverick, ABC-TV

**GARROWAY, DAVE**  
Today: Wide, Wide World  
NBC-TV

**GILBERT, JOHNNY**  
Music Bingo, NBC-TV

**GLEASON, JACKIE**  
The Honeymooners, NBV-TV; The  
Jackie Gleason Show, CBS-TV

**GOBEL, GEORGE**  
Monitor, NBC; The George  
Gobel Show, NBC-TV

**GODFREY, ARTHUR**  
Arthur Godfrey Time; Arthur  
Godfrey Show, CBS, CBS-TV  
(Continued on Page 1119)



**JOHNNY ANDREWS**



**LYNN MERRILL**

JU 2-8800



**FEDORA BONTEMPI**

WABC - TV  
Saturday—12 Noon  
WNHC - TV  
Monday Thru Friday—11:30 A.M.



**LINDA "LEE" FIELDS**

TV — RADIO — STAGE  
Commercials — Spokeswoman  
Singer



**GLORIA MCGHEE**



**HELENE ERICKSON**

CURRENTLY V. O. "DANTE'S DREAMER" PARAMOUNT PICTURES, ALSO RADIO, T.V. "BOYS-TOWNS OF ITALY," TOWN HALL ETC. LEONARD BERNSTEIN PRESENTS THE N. Y. PHILHARMONIC, NEW YORK CONFIDENTIAL, THE NAKED CITY, COLUMBIA PICTURES, (3X) ETC.  
LE 2-1100

## RADIO-TV ARTISTS

(Continued from Page 1117)

### — H —

**GOODMAN, DODY**  
Bert Parks' Bandstand, NBC;  
The Jack Paar Show  
NBC-TV

**GORDON, BRUCE**  
Behind Closed Doors  
NBC-TV

**GOSDEN, FREEMAN**  
Amos 'n' Andy Music Hall  
CBS

**GOSFIELD, MAURICE**  
The Phil Silvers Show,  
"You'll Never Get Rich"  
CBS-TV

**GOTHARD, DAVID**  
Romance of Helen Trent  
CBS

**GRAHAM, BILLY**  
Hour of Decision, NBC; Billy  
Graham's Crusade, ABC-TV

**GRANIK, ED**  
Youth Wants to Know  
NBC-TV

**GRAVES, ERNEST**  
Today is Ours  
NBC-TV

**GRAVES, PETER**  
Fury  
NBC-TV

**GRAY, BILLY**  
Father Knows Best  
NBC-TV

**GRAY, DONALD**  
Detective's Diary; Saber of  
London  
NBC-TV

**GREAZA, WALTER, N.**  
Edge of Night, Jackie Gleason  
Show, Phil Silvers Show, CBS

**GREENE, RICHARD**  
Robin Hood  
CBS-TV

**GRIFFIN, MERV**  
Play Your Hunch, CBS-TV  
The Merv Griffin Show, ABC

**HAGEN, KEVIN**  
Yancy Derringer  
CBS-TV

**HALL, HELEN**  
Monitor  
NBC

**HARDIN, TY**  
Cheyenne  
ABC-TV

**HARRISON, REX**  
The Same Christmas  
ABC

**HAYES, PETER LIND**  
Peter Lind Hayes Show  
ABC-TV

**HEALY, MARY**  
Peter Lind Hayes Show  
ABC-TV

**HEATHERTON, RAY**  
Celebrity Table  
NBC

**HEFFNER, RICHARD D.**  
The Open Mind  
NBC-TV

### HEFNER, KETH

#### E.

B. Jan. 5, 1929, Chicago Ill.;  
"Time For Fun," featured as  
Johnny Jellybean, WABC-TV

**HENDERSON, MARCIA**  
Dear Phoebe  
NBC-TV

**HERBERT, DON**  
Watch Mr. Wizard  
NBC-TV

### HERLIHY, ED

My True Story Monitor NBC

**HERMAN, GEORGE**  
George Herman and the News  
CBS

**HICKMAN, DWAYNE**  
The Bob Cummings Show  
NBC-TV

**HILL, EDWIN C.**  
The Nativity  
ABC

**HITCHCOCK, ALFRED**  
Alfred Hitchcock Presents  
(host)  
CBS-TV

**HOLM, CELESTE**  
Five Star Matinee  
NBC

**HOPE, BOB**  
B. May 29, 1903, London,  
England; The Bob Hope  
Show, NBC, NBC-TV; Army  
of Stars (Christmas) ABC;  
Monitor, NBC

**HORTON, ROBERT**  
Wagon Train  
NBC-TV

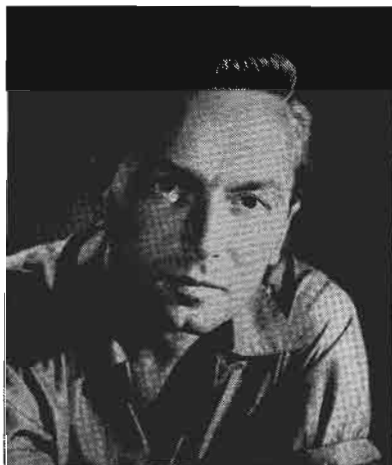
**HUTCHINS, WILL**  
Sugarfoot  
ABC-TV

### — J —

**JACKSON, ALLAN**  
Allan Jackson and the News  
CBS

**JAMES, DENNIS**  
Startime U. S. A. (Civil  
Defense)  
ABC

**JEFFREYS, ANNE**  
Love That Jill  
ABC-TV



**Johnny Johnston**



**JAN McART**

actress—singer  
William Morris Agency



**HORACE McMAHON**



**BILL WENDELL**

MCA



**CARL CORDELL**

Personal Representatives  
Ashley - Steiner—MU 8-8330



**JOHN  
CONTE**

Wm. Morris Agency

## RADIO-TV ARTISTS

### JOHNSTON, JOHNNY C.

B. December 1, 1916, Kansas City, Mo.; Johnny Johnston Show, WMGM Radio; Patrice Munsel Show, ABC-TV; Masquerade Party, NBC-TV

### JORDAN, JIM

Fibber McGee and Molly  
NBC

### JORDAN, MARIAN

Fibber McGee and Molly  
NBC

### — K —

### KALTENBORN, H. V.

The Same Christmas  
ABC

### KAYE, SAMMY

Music from Manhattan  
ABC-TV

### KEESHAN, ROBERT

Captain Kangaroo  
CBS-TV

### KEITH, RICHARD

Westinghouse Lucille Ball-Desi Arnaz Shows, CBS-TV

### KELLY, JACK

Maverick  
ABC-TV

### KENNEDY, ADAM

The Californians  
NBC-TV

### KILGALLEN, DOROTHY

What's My Line (panelist)  
CBS-TV

### KING, JOHN REED

B. October 25, 1914, Wilmington, Del.; For Love or Money, CBS-TV; Give & Take Missus Goes A-Shopping, CBS CBS-TV; Chance of a Lifetime, ABC-TV

### KIRK, PHYLLIS

The Thin Man  
NBC-TV

### KNOTT'S, DON

The Steve Allen Show  
NBC-TV

### — L —

### LaGALLIENNE, EVA

The Same Christmas  
ABC

### LAINE, FRANKIE

B. March 30, Chicago, Ill.; Big Record, Perry Como, Garry Moore Show, Steve Allen, Milton Berle, Patti Page, Ed Sullivan Show, Danny Thomas (TV Appearances)

### LAKE, ARTHUR

Blondie  
NBC-TV

### LARKIN, JOHN

The Edge of Night  
CBS-TV

### LARSEN, KEITH

Northwest Passage  
NBC-TV

### LASSIE

Lassie  
CBS-TV

### LAUGHTON, CHARLES

The Same Christmas  
ABC

### LAUTER, HARRY

Tales of the Texas Rangers  
ABC-TV

### LAVELLI, TONY

B. July 11, 1926, Somerville, Mass.; Ed Sullivan Show, Arthur Godfrey Show, CBS; Steve Allen Show, NBC

### LAWFORD, PETER

Dear Phoebe; The Thin Man  
NBC-TV

### LEMBECK, HARVEY

The Phil Silvers Show "You'll Never Get Rich"  
CBS-TV

### LEMMON, JACK

The Alcoa Theatre  
NBC-TV

### LESCOULIE, JACK

Brains & Brawn; Today  
NBC-TV

### LeSUEUR, LARRY

Larry LeSueur and the News  
CBS

### LEWIS, JERRY

B. March 16, 1926, Newark, N. J.; The Jerry Lewis Show,  
NBC-TV

### LEWIS, ROBERT Q.

B. April 5, 1924, New York, N. Y.;  
The Robert Q. Lewis Show.

### LEWIS, SHARI

Hi, Mom!  
NBC-TV

### LIBERACE

The Liberace Show  
ABC-TV

### LINKLETTER, ART

House Party, CBS, CBS-TV;  
People Are Funny, NBC-TV;  
Hollywood "Y" Day, ABC

### LOCKHART, JUNE

Lassie  
CBS-TV

### LOGGIA, ROBERT

Walt Disney Presents  
ABC-TV



**DUNCAN MacDONALD**

Commentator

WNAC—Yankee Network  
Boston



**FLORENCE FREEMAN**




*Best wishes  
Pat Carroll*

**PAT CARROLL**



**JOHNNY GILBERT**  
**"MUSIC BINGO"**  
 ABC-TV  
 Management  
 Directional Enterprises  
 CI 6-8431

Jerry Levy Fred Amsel



*Henny Youngman*  
**Star of Everything**

Represented By GAC—  
 Press Henry Dorman



**JACKIE OBLINGER**  
 Hostess-Emcee

**WHIS-TV**  
 Bluefield  
 West Virginia





**PETER DONALD**



**MICHAEL FITZMAURICE**

Exclusive Management  
Carl Eastman

80 Park Ave.

MU 2-4986



**JIMMIE DODD**

"Mickey Mouse Club"



**KEITH HEFNER**

"Johnny Jelly Bean"

WABC-TV

PL 1-0767



## RADIO-TV ARTISTS

— N —

**MATHERS, JERRY**  
Leave It to Beaver  
ABC-TV

### MAX, FRITZI

B. August 10, 1912, Brooklyn, N. Y. Commercials for: National Safety Council; Mutual of Omaha; Dash, Polident, New York Confidential; Documentaries for Radcliffe College; Sperry & Hutchinson Green Stamps

**MAXWELL, ELSA**  
The Jack Paar Show  
NBC-TV

**MEADOWS, AUDREY**  
Masquerade Party  
NBC-TV

**MELVIN, ALLAN**  
The Phil Silvers Show "You'll Never Get Rich"  
CBS-TV

**MENCHIN, YEHUDI**  
U. N. Day Concert  
ABC

### MERCER, JOHNNY

B. Nov. 18, 1909, Savannah, Ga.

**MERLIN, JAN**  
Rough Riders  
ABC-TV

### MERRILL, LYNN

Ben Hecht Show, Channel 7,  
WABC-TV

**MILLER, GLENN, ORCHESTRA**  
with Ray McKinley  
Tribute to the Major  
ABC

**MILLER, HOWARD**  
NBC-TV, CBS

**MILLER, MARVIN**  
The Millionaire  
CBS-TV

**MILLER, MITCH**  
Mitch Miller Show  
CBS

**MITCHELL, GUY**  
Guy Mitchell Show  
ABC-TV

**MONTGOMERY, GEORGE**  
Cimarron City  
NBC-TV

**MOORE, GARRY**  
I've Got A Secret (host and emcee), The Garry Moore Show, CBS-TV; Timex All-Star Jazz Show, CBS-TV

**MOORE, MARY ALICE**  
From These Roots  
NBC-TV

**MORGAN, HENRY**  
I've Got A Secret (panelist)  
CBS-TV

**MUNSEL, PATRICE**  
Patrice Munsel Show  
ABC-TV

**MURRAY, ARTHUR**  
The Arthur Murray Party  
NBC-TV

### MURRAY, JAN

Treasure Hunt, NBC-TV

**MURRAY, KATHLEEN**  
Kitty Foyle  
NBC-TV

**MURRAY, KATHRYN**  
The Arthur Murray Party  
NBC-TV

**MURROW, EDWARD R.**  
Edward R. Murrow with the News  
CBS

**MYERSON, BESS**  
The Big Payoff  
CBS-TV

**NADER, GEORGE**  
Ellery Queen  
NBC-TV

**NARZ, JACK**  
Top Dollar  
CBS-TV

### NELSON, DAVID

B. October 24, 1936, New York City, N. Y.; The Adventures of Ozzie and Harriet, ABC-TV

### NELSON, HARRIET

B. July 18, Des Moines, Iowa; The Adventures of Ozzie and Harriet, ABC-TV

### NELSON, LOU

Ed Sullivan Show, Frankie Laine Show, CBS-TV

### NELSON, OZZIE

B. March 20, Jersey City, N. J.; The Adventures of Ozzie and Harriet, ABC-TV

### NELSON, RICKY

B. May 8, 1940, Teaneck, N. J.; The Adventures of Ozzie & Harriet, ABC-TV; Recording Imperial Records

### NICHOLSON, NICK

**NIMMO, BILL**  
For Love or Money  
CBS-TV

**NIVEN, DAVID**  
The Alcoa Theatre  
NBC-TV



**JACK STERLING**



**MIKE WALLACE**



**ROBERT  
PAIGE**



**LOU NELSON**

MANAGEMENT  
BERGER-ROSS-STEINMAN  
PL 1-2156



**JOHN CAMERON SWAYZE**



**"JOE FRANKLIN'S  
MEMORY LANE"**

FIVE AFTERNOONS A WEEK;  
FIFTH YEAR OVER  
**WABC-TV, N. Y.**  
OFFICE: WI 7-2517

# RADIO-TV ARTISTS

**NOLAN, KATHY**  
The Real McCoys  
ABC-TV

**NOLAN, TOMMY**  
Buckskin  
NBC-TV

**NORRIS, KATHI**  
True Story  
NBC-TV

**NOVINS, STUART**  
Face the Nation  
CBS

**NYE, LOUIS**  
The Steve Allen Show  
NBC-TV

## — O —

**O'BRIAN, HUGH**  
Life and Legend of Wyatt  
Earp  
ABC-TV

## **OBLINGER, JACKIE**

B. Sept. 16, 1929; Wilkes-Barre, Pa.; It's a Woman's Whirl; Hostess; Sea Hunt, Cisco Kid, Target; Sunday Night Show, WHIS-TV

**O'BRIEN, LOUISE**  
Galen Drake  
CBS

**O'DONNELL, JACKLYN**  
The Ed Wynn Show  
NBC-TV

**OISTRAKH, DAVID**  
U. N. Day Concert  
ABC

**O'KEEFE, WALTER**  
Nightline  
NBC

**OLSEN, JOHNNY**  
Name That Tune, CBS-TV;  
Olsen Rumpus Room, MBS,  
Radio

**O'NEAL, PATRICK**  
Today Is Ours  
NBC-TV

**OWEN, ETHEL**  
Second Mrs. Burton  
CBS

## — P —

**PAAR, JACK**  
The Jack Paar Show  
NBC-TV

**PAGE, PATTI**  
The Oldsmobile Show  
ABC-TV

**PAIGE, BOB**  
The Big Payoff, CBS-TV

**PALMER, BETSY**  
I've Got A Secret (panelist)  
CBS-TV; Today, NBC-TV

**PARKER, WILLARD**  
Tales of the Texas Rangers  
ABC-TV

**PAYNE, JOHN**  
The Restless Gun  
NBC-TV

**PAYNE, VIRGINIA**  
Ma Perkins  
CBS

**PEALE, DR. NORMAN  
VINCENT**  
NBC

**PEARL, MINNIE**  
Grand Ole Opry  
NBC

**PEARSON, JOHNNY**  
The Johnny Pearson Show  
ABC

**PETERSEN, PAUL**  
The Donna Reed Show  
ABC-TV

**POSTON, TOM**  
The Steve Allen Show  
NBC-TV

**POWELL, DICK**  
Dick Powell's Zane Grey  
Theatre  
CBS-TV

**POWELL, JANE**  
The Alcoa Theatre  
NBC-TV

**PRESTON, WAYDE**  
Colt 45  
ABC-TV

**PROVOST, JON**  
Lassie  
CBS-TV

## — R —

## **RAEBURN, BRYNA**

Don Ameche's Real Life Stories, Five Star Matinee, Pepper Young's Family, Affairs of Dr. Gentry, True Story, NBC; By the People, Mutual; Backstage Wife, Helen Trent, CBS

**RANDELL, RON**  
O. S. S.  
ABC-TV

**RATHBONE, BASIL**  
The Same Christmas  
ABC

**RAYBURN, GENE**  
The Steve Allen Show: Dough  
Re Mi  
NBC-TV

**REDFIELD, WILLIAM**  
As the World Turns  
CBS-TV

**REED, DONNA**  
The Donna Reed Show  
ABC-TV

**REED, LYDIA**  
The Real McCoys  
ABC-TV



**JOHN REED KING**



**JIM LOWE**

WCBS RADIO

DOT RECORDS

## RADIO-TV ARTISTS

### REEVES, GEORGE

Superman  
ABC-TV

### REEVES, JIM

The Jim Reeves Show  
ABC

### REILLY, HUGH

Lassie  
CBS-TV

### REIMERS, ED

B. October 26, Moline, Ill.;  
Playhouse 90, CBS-TV; Mave-  
rick, ABC-TV

### REINER, CARL

Keep Talking  
CBS-TV

### REYNOLDS, MARJORIE

Life of Riley  
NBC-TV

### RICHARDS, JEFF

Jefferson Drum  
NBC-TV

### RITZ BROS.

### RIZZUTO, PHIL

Sports Time  
CBS

### ROBERTSON, DALE

Tales of Wells Fargo  
NBC-TV

### RODMAN, VIC

Noah's Ark  
NBC-TV

### ROGERS, GINGER

Ginger Rogers Show (Pontiac  
Special)  
CBS-TV

### ROMERO, CESAR

Masquerade Party  
NBC-TV

### RUSSELL, JACK

Your Show of Shows, NBC-TV  
Opera, Max Liebman Specials,  
Producer's Showcase, WRCA-TV;  
Omnibus, WABC-TV; Woolworth  
Hour, WCBS

### RUSSELL, JOHN

Lawman  
ABC-TV

### RUSSELL, ROSALIND

"Wonderful Town"  
CBS-TV

### RUTGERS UNIVERSITY GLEE

CLUB and DOUGLASS  
COLLEGE CHOIR

Concert  
ABC

### RYAN, ROBERT

The Alcoa Theatre  
NBC-TV

## — S —

### ST. JOHN, HOWARD

The Investigator  
NBC-TV

### SANDERS, HONEY

Off Broadway: "She Shall Have  
Music"; Summer Stock: "Carou-  
sel," "Plain & Fancy," High  
Button Shoes, Naughty Marietta;  
TV: Edge of Night, CBS

### SAWYER, JOE

The Adventures of Rin Tin  
Tin  
ABC-TV

### SEVAREID, ERIC

News Analysis  
CBS

### SEYMOUR, ANNE

Whispering Streets  
CBS

### SHEEN, FULTON J.

Christmas Message  
ABC

### SHORE, DINAH

The Dinah Shore Chevy Show  
NBC-TV

### SILVERS, PHIL

The Phil Silvers Show "You'll  
Never Get Rich"  
CBS-TV

### SINATRA, FRANK

Frank Sinatra Show  
ABC-TV

### SMITH, BOB

Howdy Doody, NBC-TV

### SMITH, HOWARD K.

Howard K. Smith and the  
News  
CBS

### SMITH, ROGER

77 Sunset Strip  
ABC-TV

### SOCKMAN, DR. RALPH W.

National Radio Pulpit  
NBC

### SOMERS, CAROL

Romance of Helen Trent  
CBS

### SOSNIK, HARRY

Startime U. S. A. (Civil  
Defense)  
ABC

### SOSS, WILMA

Pocketbook News  
NBC

### SOTHERN, ANN

The Ann Sothern Show  
CBS-TV

### SPIVAK, LAWRENCE

Meet the Press  
NBC-TV

### STAFFORD, MARIAN

Treasure Hunt  
NBC-TV



**RONALD MACCONE**



**ED REIMERS**

Management  
MCA

## RADIO-TV ARTISTS

**STANG, ARNOLD**  
Bert Parks' Bandstand  
NBC

**STERLING, JACK**  
B. June 24, 1915, Baltimore,  
Md.; Jack Sterling Show, WCBS,  
New York

**STERLING, ROBERT**  
Love That Jill  
ABC-TV  
**STEVENS, CRAIG**  
Peter Gunn  
NBC-TV  
**STORM, GALE**  
The Gale Storm Show  
CBS-TV

**SWANSON, GLORIA**  
The Same Christmas  
ABC

**SWAYZE, JOHN  
CAMERON**

**SZELL, GEORGE**  
The Cleveland Orchestra  
CBS

### — T —

**TAYLOR, KENT**  
Rough Riders  
ABC-TV  
**TEMPLE, SHIRLEY**  
Shirley Temple's Storybook  
NBC-TV

**THOMAS, DANNY**  
B. January 6, 1914, Dearfield,  
Mich.; The Danny Thomas Show,  
CBS-TV

**THOMAS, LOWELL**  
Lowell Thomas  
CBS

### — V —

**VAN DOREN, CHARLES**  
Today: Wide, Wide World  
NBC-TV  
**VAN VOORHIS, WESTBROOK**  
No Warning  
NBC-TV

### — W —

**WALKER, CLINT**  
Cheyenne  
ABC-TV  
**WALLACE, MIKE**  
Mike Wallace Interview, ABC-TV

**WALLACE, ANDRE**  
Romance of Helen Trent  
CBS

**WASHBROOK, JOHNNY**  
My Friend Flicka

**WEBB, JACK**  
Dragnet  
NBC-TV

**WEBB, (JOHN)  
RICHARD**

B. September 9, 1920, Bloomington, Ill.; 77 Sunset Strip, NBC; Maverick, Cheyenne, Sugarfoot, ABC; Navy Log, U. S. Border Patrol (Series), CBS; Behind Closed Doors

**WEIST, DWIGHT**  
Second Mrs. Burton  
CBS

**WELDON, JIMMY**

**WELK, LAWRENCE**  
The Lawrence Welk Show,  
The Lawrence Welk Army  
Show, New Year's Eve  
Program, ABC; Dodge  
Dancing Party, The Plymouth  
Show, ABC-TV

**WENDELL, BILL**

**WHITE, BETTY**  
Betty White Show  
ABC-TV

**WILLIAMS, ROY**  
Mickey Mouse Club  
ABC-TV

**WILLIS, RICHARD  
WINCHELL, PAUL**

The Paul Winchell Show, ABC-TV; Monitor, NBC  
**WINCHELL, WALTER**  
Walter Winchell File  
ABC-TV

**WINTERS,  
JONATHAN**

The Jonathan Winters Show, The  
Jack Paar Show, NBC-TV

**WYATT, JANE**  
Father Knows Best  
NBC-TV

**WYMAN, JANE**  
The Jane Wyman Show  
NBC-TV

**WYNN, ED**  
The Ed Wynn Show  
NBC-TV

### — Y —

**YOUNG, LORETTA**  
The Loretta Young Show  
NBC-TV

**YOUNG, ROBERT**  
B. Feb. 22, Chicago, Ill.; Father  
Knows Best, NBC-TV

**YOUNGMAN,  
HENNY**



**NICK NICHOLSON**

NBC-TV  
**HOWDY DOODY — RUFF & REDDY**  
CBS-TV  
**TOP DOLLAR**



**MARGE BORG**

Girl Disc Jockey  
Spokeswoman  
Femcee  
**WDXI-TV — RADIO**  
Jackson, Tenn.



## LILLIAN BRIGGS

PERSONAL MANAGER  
JACK PETRILL  
CO 5-5769

# VOCAL ARTISTS

RADIO AND TELEVISION

—their work during 1958

— A —

**ADAMS, DARLENE**  
WRMN, Elgin, Ill.

**ADAMS, GRACE**  
WGA V, Amsterdam, N. Y.

## AMES BROTHERS

Oasis Show, Steve Allen Show,  
Pat Boone, Julius LaRosa, NBC-  
TV; Big Record, Ed Sullivan,  
CBS-TV

**AMOROSO, JOHNNY**  
Music from Manhattan  
ABC-TV

**ANDERSON, KEITH**  
Ohio Valley Boys  
WETZ, New Martinsville,  
W. Va.

**ANGELO, MICHAEL**  
Your Favorites  
WMCK, McKeesport, Pa.

**ARLAND, JEANIE**  
Good Neighbor Time  
WCCO, Minneapolis, Minn.

**ARO, BOBBY**  
WMFG, Hibbing, Minn.

**AUSTIN, JO**  
KELO-TV, Sioux Falls, S. D.

— B —

**BAILEY, SANDRA**  
Teen Tempos  
WLBT, Jackson, Miss.

**BAIN, BUDDY**  
WCMA, Corinth, Miss.  
**BENCE, DEAN & MARIE**  
WCON, Cornelia, Ga.

**BENNETT, CAROLE**  
The Herb Oscar Anderson  
Show  
ABC

**BENNETT, DOTTYE**  
KMOX-TV, St. Louis, Mo.

**BERGEN, POLLY**  
The Polly Bergen Show  
NBC-TV

**BISSELL, MAZIE**  
The Johnny Evans Show  
WIS-TV, Columbia, S. C.

**BOONE, DON**  
Vine Street Jamboree  
WNOP, Newport, Ky.

**BOONE, PAT**  
The Pat Boone Chevy Show-  
room  
ABC-TV

**BROGA SISTERS**  
Cowltown Hoedown  
KCUL, Ft. Worth, Tex.

## BREWER, MARY LOU

B. November 12, 1931, Washing-  
ton, D. C.; Arthur Godfrey Talent  
Scouts, Arthur Godfrey Morning  
Show, CBS-TV; Jack Paar Show,  
NBC-TV; Best in Music, Upbeat  
Saturday Night, CBS-Radio; Re-  
cording for Westminster Records

## BRIGGS, LILLIAN

B. June 4, 1935, Allentown, Pa.;  
Alan Freed, Jack Paar, Dick  
Clark, Jimmy Dean, New York  
City Network; Howard Miller,  
NBC Chicago

**BROCKMAN, ROY**  
WJBN, Lebanon, Ky.

**BROWN, BETTY**  
WRMN, Elgin, Ill.

**BROWN, KAY**  
The Johnny Pearson Show  
ABC

**BROWN, RED**  
KROD-TV, El Paso, Tex.

**BRUNELL, REE**  
McElhatton's Matinee  
KCBS, San Francisco, Calif.

**BURNETT, RAMONA**  
This is Music  
ABC-TV



A Great New  
Singing Star

# AL WARD

7 Weeks Roseland Dance City

5 Weeks GAC-Hamid Shows

Plus

Radio — TV — Records

Management GAC

or Contact Lew Heilbronner

Gen. Mgr.: WJQS

Jackson, Mississippi

# JOHNNY MERCER



## THE **MELLO-LARKS**

- **JINGLES**
- **TV**
- **RADIO**

Recordings

Night Clubs

Industrial Shows

Creation of Commercials

★

**DIRECTIONAL ENTERPRISES**

200 W. 57th St.

New York 19, N. Y.



**— C —**

**CAHILL, BOB**  
Joe Martin Calling  
WOW, Omaha, Neb.

**CALDWELL, LARRY**  
KCSJ, Pueblo, Colo.

**CALLAHAN, BOB**  
McElhatton's Matinee  
KOBS, San Francisco, Calif.

**CAMPBELL, JUNE**  
Country Music  
WAIN, Columbia, Ky.

**CAREY, JOSIE**  
Storyland  
KDKA-TV, Pittsburgh, Pa.

**CARMACK, ARTHUR**  
Songs by Sunny South QT  
WBMK, West Point, Ga.

**CARROLL, BOB**  
Bert Parks' Bandstand  
NBC

**CARROLL, JUDY**  
Guest House  
WJR, Detroit, Mich.

**CARROLL, SHIRLEY**  
Requestfully Yours  
WHSM, Hayward, Wis.

**CARY, STAN**  
WMAZ-TV, Macon, Ga.

**CHARLES, GLORIA**  
WGRO, Lake City, Fla.

**CHARLES, RAY**  
The Johnny Pearson Show  
ABC;  
The Ray Charles Singers—  
Perry Como Show  
NBC-TV

**CHASE, BUD**  
This is Music  
ABC-TV

**CLEMENTS, ZEKE**  
Hi Neighbor Time  
WENO, Nashville, Tenn.

**CLINE, ROBERT**  
Folk Songs  
WSPN, Saratoga Springs,  
N. Y.

**CLOONEY, ROSEMARY**  
The Lux Show starring Rose-  
mary Clooney  
NBC-TV

**COCHRAN, SYLVIA**  
WAVU, Albertville, Ala.

**CODY, WAYNE**  
WMAV, Springfield, Ill.

**CONLEY, HENRI**  
Saturday Night Jamboree  
WSAZ-TV, Huntington,  
W. Va.

**COPELAND, ALAN**  
Your Hit Parade  
NBC-TV

**COREY, JILL**  
Your Hit Parade  
NBC-TV

**CROCKETT, JAN**

**CROSBY, BING**  
The Bing Crosby Show  
ABC-TV

**CURTIS, CHET**  
WTKO, Ithaca, N. Y.

**— D —**

**DALEY, BARBARA**  
Guest Book  
KLOK-TV, Provo, Utah

**DALTON, DAVE**  
WABI, Bangor, Me.

**DALY, LARRY**  
WENN, Birmingham, Ala.

**DANIELS, BO**  
Twilite Time  
WGAV, Amsterdam, N. Y.

**DARNELL, MELISSA**  
Junior Time  
WLBT, Jackson, Miss.

**DAVIS, GARY**  
Disc Rock  
WGNS, Murfreesboro, Tenn.

**DEAL, JACK**  
WHCU, Ithaca, N. Y.

**DEAN, LARRY**  
Smiling Time  
WHLN, Harlan, Ky.

**DEMARCO, RITA**  
KWKK Pasadena, Calif.

**DEMARCO, TONY**  
KWKK, Pasadena, Calif.

**DESAPRADEL, CARMEN**  
Cocina del Hogar  
WKAQ-TV, San Juan, P. R.

**DIEBOLD, JOHN**  
WWL, New Orleans, La.

**DILLARD, DOTTIE**  
Waking Crew  
WSM, Nashville, Tenn.

**DOBBS, BYRON**  
WCHK, Canton, Ga.

**DOREY, RAY**  
New England Farm & Home  
Program  
WHDH, WHDH-TV, Boston,  
Mass.

**DRAKE, GEORGIA**  
Polka-Go-Round  
WBKB, Chicago, Ill.

**DUFRAINE, AL**  
Buckaroos  
WICY, Malone, N. Y.

**DUNNIGAN, JACK &  
GERTRUDE**  
WJTN, Jamestown, N. Y.

**— E —**

**EAGER, CLAY**  
WMNI, Columbus, Ohio

**EANES, JIM 'SMILING'**  
Shenandoah Valley Boys  
WHEE, Martinsville, Va.

**ELLIS, LARRY**  
Music from Manhattan  
ABC-TV

**JAYE P. MORGAN**



**MGM Records**  
**Television**  
**Personal**  
**Appearances**



Pers. Mgt.  
**DURGOM-KATZ**  
Associates  
40 West 55th St.  
New York, N. Y.

**the MORGAN BROS.**

# RADIO-TV VOCAL ARTISTS

**ERWAY, SHARI**  
KOLN-TV, Lincoln, Neb.  
**ESTES, DON**  
KPRC, Houston, Tex.  
**ESTRADE, LUIS**  
Casino del Aire  
KFFN, Phoenix, Ariz.  
**EVANS, DEAN**  
KCIJ, Shreveport, La.

## — F —

**FAILE, TOMMY**  
Corner Store  
WBT, Charlotte, N. C.  
**FAIRCHILD, DOUGLAS**  
Cactus Pryor Show  
KTBC-TV, Austin, Tex.  
**FERNANDEZ, ROSITA**  
Caravan  
KCOR, KCOR-TV,  
San Antonio, Tex.

## FIELDS, LINDA

**"LEE"**

Studio One, Robert Montgomery Presents, My True Story, County Fair; Spokeswoman on "Price Is Right" and "Treasure Hunt"

**FINECY, LEE**  
KCOW, Alliance, Neb.  
**FINGAL, NANCY**  
County Fair  
KDKA-TV, Pittsburgh, Pa.  
**FISHER, CHIP**  
WDCR, Hanover, N. H.  
**FISHER, EDDIE**  
The Eddie Fisher Show  
NBC-TV  
**FORTIER, ROSELLE COURY**  
Morning Toast  
WCOU, Lewiston, Me.

**FOSTER, STUART**  
Bert Parks' Bandstand  
NBC  
**FRANKLIN, CHUCK**  
Sunny Valley Boys  
WBAM, Montgomery, Ala.  
**FRANKLIN, JOE**  
WKMT, Kings Mountain,  
N. C.  
**FULLER, PHYLIS**  
WSLB, Ogdensburg, N. Y.

## — G —

**GEHRING, DON**  
WLFH, Little Falls, N. Y.  
**GIBSON, DON**  
Middy Merry-go-Round  
WNOX, Knoxville, Tenn.  
**GIBSON, VIRGINIA**  
Your Hit Parade  
NBC-TV  
**GILES, PERCY**  
Downbeat  
WHMS, Charleston, W. Va.  
**GIPSON, JACK**  
Cedar Ridge Boys  
WBAP, Fort Worth, Tex.  
**GORME, EYDIE**  
The Steve Allen Show  
NBC-TV  
**GREENBIE, HELEN**  
WSPN, Saratoga Springs,  
N. Y.  
**GRIFFIN, MERV**  
The Merv Griffin Show  
ABC

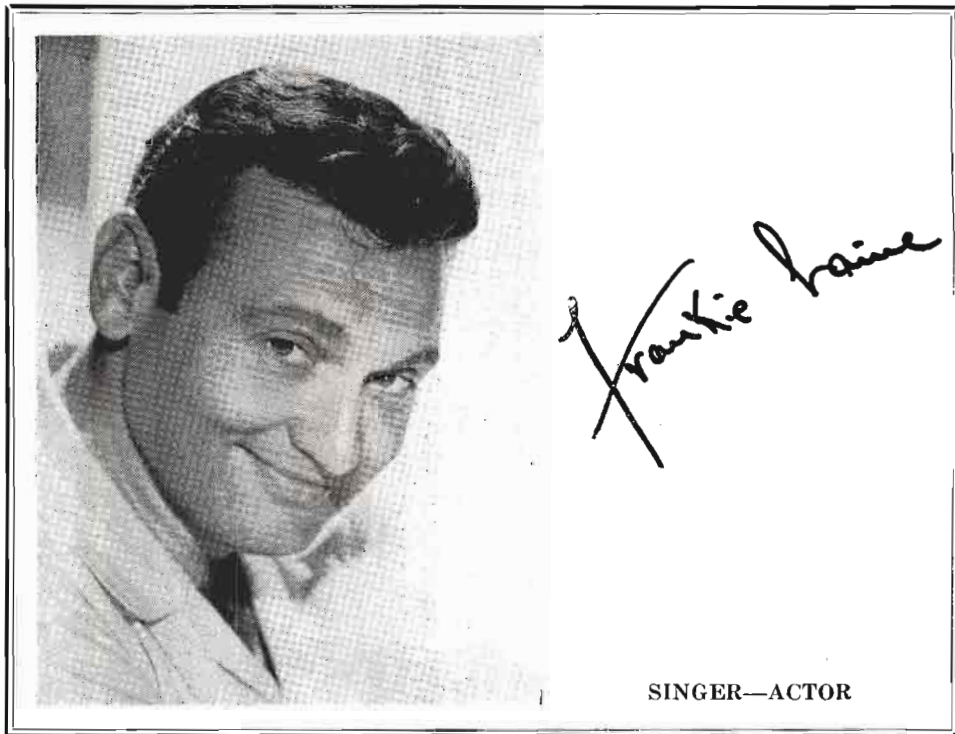
## GROVE, BETTY ANN

The Jim Backus Show, ABC

**GUYCE, RAY**  
Western Jamboree  
WPCO, Mt. Vernon, Ind.

## — H —

**HALL, BUDDY**  
Waking Crew  
WSM, Nashville, Tenn.  
**HAMILTON, PHYLLIS ANN**  
WBEX, Chillicothe, Ohio  
**HANAFIN, EARL**  
WJDA, Quincy, Mass.  
**HANSON, BURT**  
Good Neighbor Time  
WCCO, Minneapolis, Minn.  
**HARMER, SHIRLEY**  
The Gobel-Fisher Show  
NBC-TV  
**HARRIS, JIMMY**  
WEVA, Emporia, Va.  
**HARRIS, RAY**  
Gospel Crusaders  
WFIW, Fairfield, Ill.  
**HASKELL, JACK**  
The Jim Backus Show  
ABC  
**HAYES, RICHARD**  
The Johnny Pearson Show,  
ABC  
Bert Parks' Bandstand, NBC  
**HEALY, MARY**  
The Peter Lind Hayes Show  
ABC-TV  
**HENEGAR, TRIO**  
WZOB, Fort Payne, Ala.  
**HILBURN, W. H.**  
Western Interlude  
KBOP, Pleasanton, Tex.  
**HILLMAN, JERRY**  
Jazz Collere  
KNBA, Vallejo, Calif.  
**HOEBEE, RALPH**  
WJWL, Georgetown, Del.  
**HOLT, BETTY**  
The Merv Griffin Show  
ABC  
**HOOPER, LARRY**  
Dodge Dancing Party; The  
Plymouth Show, ABC-TV



SINGER—ACTOR

**RADIO-TV VOCAL ARTISTS**

**HOUSER, RAY**  
Take It Easy Time  
WTON, Staunton, Va.

**HOUSTON, BOB**  
Do You Remember  
KNN, KVBC, Farmington,  
N. M.

**HUBER, AL**  
WTCO, Campbellsville, Ky.

**HUGGINS, JUANITA**  
KTRE-TV, Lufkin, Tex.

**HUNNICUT, CAROL**  
Corner Store  
WBT, Charlotte, N. C.

**HUNT, BILL**  
Feminine Fancies  
WKZO-TV, Kalamazoo,  
Mich.

**— J —**

**JOHNSON, GAIL**  
This Is Music  
ABC-TV

**JOHNSON, MARVIN**  
Mountain Music Time  
WHLN, Harlan, Ky.

**JOHNSON, POLLY**  
KOTA-TV, Rapid City, S. D.

**JOHNSON, WARREN**  
Fran Battershe Show  
WSUN-TV, St. Petersburg,  
Fla.

**JOHNSTON,  
JOHNNY C.**

B. December 1, 1916, Kansas  
City, Mo.; Johnny Johnston Show,  
WGM Radio; Patrice Munsel  
Show, ABC-TV; Masquerade  
Party, NBC-TV

**JONES, BODY**  
Top Ten  
WLOW, Norfolk, Va.  
**JONES, QUARTET**  
WZOB, Fort Payne, Ala.

**— K —**

**KANUL, HANK**  
Music from Manhattan  
ABC-TV

**KELSEY, VIRGINIA**  
WGMA, Hollywood, Fla.

**KENDALL, FRED**  
Guest House  
WJR, Detroit, Mich.

**KERR, ANITA, QUARTET**  
The Jim Reeves Show  
ABC

**KILGORE, MERLE**  
KCIJ, Shreveport, La.

**KINGSLEY, NICK**  
WMOK, Metropolis, Ill.

**KINNEY, BOB**  
Country Style  
WCHN, Norwich, N. Y.

**KNIGHT, TERESA**  
WAPI, Birmingham, Ala.

**KNIPPERS, OTTIS J.**  
Your Gospel Singer  
WDXE, Lawrenceburg,  
Tenn.

**KOVAR, JOYCE**  
WMAM, Marinette, Wis.

**KRIZAN, SUNNY**  
Entertainment Train  
KATL, Miles City, Mont.

**— L —**

**LANDFORD, BILL**  
WAAA, Winston-Salem, N. C.

**LAINÉ, FRANKIE**

**LANE, RAE**  
Music with a Mood  
WGNS, Murfreesboro, Tenn.

**LATELY, MARY ANNE**  
KEPS, Eagle Pass, Tex.

**LAWRENCE, STEVE**  
The Steve Allen Show  
NBC-TV

**LEE, ANNA**  
KROD-TV, El Paso, Tex.

**LEE, BOBBY**  
WDOG, Marine City, Mich.

**LEE, NANCY**  
The Hilltoppers  
WOWO, Fort Wayne, Ind.

**LEE, NORMA**  
Saturday Night Jamboree  
WSAZ-TV, Huntington,  
W. Va.

**LENNON SISTERS, THE**  
The Lawrence Welk Show,  
ABC;  
Dodge Dancing Party; The  
Plymouth Show, ABC-TV

**LENWAY, FRED**  
Jim Deline and the Gang  
WSYR, WSYR-TV, Syracuse,  
N. Y.

**LEONETTI, TOMMY**  
Your Hit Parade  
NBC-TV

**LIGHTSEY, ANN LEE**  
WHAB, Baxley, Ga.

**LLAMAS, BEATRIZ**  
Mexican Music  
KCOR, San Antonio, Tex.

**LLOYD, TOMMY**  
WTOD, Toledo, Ohio

**LOCKWOOD, ROBERT E.**  
WLEU, Erie, Pa.



**JACK RUSSELL**

RA 8-7655



**LOUISE O'BRIEN**

The Galen Drake Show  
CBS Radio

— MCA —

# RADIO-TV VOCAL ARTISTS

**LON, ALICE**  
Eodge Dancing Party; The  
Plymouth Show, ABC-TV;  
The Lawrence Welk Show,  
ABC

**LOVELL, MARILYNN**  
The Liberate Show  
ABC-TV

**LUCAS, JIM**  
WAPI-TV, Birmingham, Ala.

## — Mc —

**McCOYS, THE**  
Cowntown Hoedown  
KCUL, Ft. Worth, Tex.

## — M —

**MACKENZIE, GISELE**  
The Gisele MacKenzie Show  
NBC-TV

**MALE, COLIN**  
This Is Music  
ABC-TV

**MANNING, HOWARD**  
Breakfast at the Sheraton  
WBEN, Buffalo, N. Y.

**MARCH, CAROL**  
WGN, Chicago, Ill.

**MARICH, MARIETTA**  
KPRC-TV, Houston, Tex.

**MARTINEZ, HILDA**  
Romantic Moment  
KCOR-TV, San Antonio, Tex.

**MASSEY, CURT**  
KRCB, Los Angeles, Calif.

**MEADOWS, JANE**  
Woman's Whirl  
WHIS-TV, Bluefield, W. Va.

**MELLO-LARKS**  
Howard Miller Show, Jerry Lewis  
Show, NBC-Color TV

**MELTON, GLEN**  
Toast 'n Coffee  
WGFB, Evansville, Ind.

**MERCER, JOHNNY**

**MEREDITH, BUDDY**  
Musical Roundup  
KOTA, KOTA-TV,  
Rapid City, S. D.

**MICHAELS, RAY**  
Music from Manhattan  
ABC-TV

**MIDDLETON, RAY**  
Voice of Firestone  
ABC-TV

**MILLER BROTHERS**  
KWFT, Wichita Falls, Tex.

**MILLER, LOIS**  
WBBD, Bradenton, Fla.

**MILLER, MAC**  
WCBI-TV, Columbus, Miss.

**MILNE, NANCY**  
Songs for You  
WDBJ, Roanoke, Va.

**MIRANDA, MICKEY**  
Caribe Motors Show  
WKAQ-TV, San Juan, P. R.

**MITCHELL, GUY**  
Guy Mitchell Show  
ABC-TV

**MITCHELL, LUCILLE**  
WPFL, Montrose, Pa.

**MONTANEZ, JIMMY**  
Invitation to Serenade  
WLEO, Ponce, P. R.

**MONTGOMERY, LOUIS**  
WCOH, Newnan, Ga.

**MORENO, BUDDY**  
KMOX-TV, St. Louis, Mo.

**MORGAN, JAYE P.**

**MORGAN, MARION**  
The Bill Weaver Show  
KNX, Los Angeles, Calif.

**MORROW, DORETTA**  
Voice of Firestone  
ABC-TV

**MUNSEL, PATRICE**  
Patrice Munsel Show  
ABC-TV

**MURPHY, BILL**  
Kissin' Cousin Show  
WJER, Dover, Ohio

## — N —

**NELSON, CLARE**

**NELSON, RICK**  
The Adventures of Ozzie and  
Harriet  
ABC-TV

**NICHOLS, CAL**  
Arizona Wranglers  
KPIN, Casa Grande, Ariz.

**NOEL, DICK**  
The Breakfast Club  
ABC

## — O —

**O'BRIEN, LOUISE**

Galen Drake Show, CBS Radio  
**O'CONNELL, HELEN**  
Today Show  
NBC-TV



**CLARE NELSON**

Personal Management—Hal Dennis  
TEmpleton 8-4824



**BETTY ANN GROVE**

Personal Mgr.  
PETER DEAN  
CO 5-0789

## RADIO-TV VOCAL ARTISTS

**O'DAIR, MARGIE**  
WVL, New Orleans, La.

**OLSEN, DOROTHY**  
Bert Parks' Bandstand  
NBC

**OLSEN, SHIRLEY**  
At Your Request  
KVVU, Logan, Utah

**OWENS, DON**  
WARL, Arlington, Va.

### — P —

**PACK, MARSHALL**  
Precious Memories  
WEAS, Decatur, Ga.

**PAGE, PATTI**  
The Patti Page Show  
ABC-TV

**PEREZ, JUAN**  
Mexican Troubadour  
KIDD, Monterey, Calif.

**PERRY, EDNA**  
The Jerry Warren Show  
WGLI, Babylon, N. Y.

**PETERSEN, JOAN**  
The Jerry Warren Show  
WGLI, Babylon, N. Y.

**PETERSHAGEN, RICH**  
Sitting On Top O' The  
World  
KWAT, Watertown, S. D.

**PETERSON, MARLAN**  
Noontime RF'D  
WMT, Cedar Rapids, Iowa

**PHILLIPS, PETE**  
Southside Hayride  
WEVA, Emporia, Va.

**PORTER, EVERETT**  
WRGA, Rome, Ga.

**POSEN, MIRIAM**  
Music in the Air  
WHMS, Charleston, W. Va.

**POWELL, BALDWIN**  
WEKY, Richmond, Ky.

**PRICE, VIVIAN**  
WMEV, Marion, Va.

**PROCTOR, EMILY**  
WAVU, Albertville, Ala.

### — R —

**RAITT, JOHN**  
The Chevy Show  
NBC-TV

**REED, KAREN**  
KNOX, Grand Forks, N. D.

**REEDER, TOM**  
WABB, Mobile, Ala.

**REEVES, JIM**  
The Jim Reeves Show  
ABC

**RICHARDS, CAROL**  
The Breakfast Club  
ABC

**ROBERTS, LYNN**  
Music From Manhattan  
ABC-TV

**RODRIGUE, GENE**  
KTIB, Thibodaux, La.

**RODRIGUEZ, FELIPE**  
India Canta  
WTL, Mayaguez, P. R.

**ROMAN, DICK**  
The Liberace Show  
ABC-TV

**RONDO, DON**  
The Herb Oscar Anderson  
Show  
ABC

**RUCKER, JOAN**  
WTND, Orangeburg, S. C.

**RUSSELL, JACK**  
Your Show of Shows, NBC-TV  
Opera, Max Liebman Specials,  
Producer's Showcase, WRCA-TV;  
Omnibus, WABC-TV; Woolworth  
Hour, WCBS.

### — S —

**SAILOR, DELORIS**  
WJHO, Opelika, Ala.

**SAPACK, MIKE**  
WDAU-TV, Scranton, Pa.

**SAPACK, TERRI**  
WDAU-TV, Scranton, Pa.

**SCOTT, GWEN**  
Solrice with Sontag  
WOC, WOC-TV, Davenport,  
Iowa

**SCOTT, WALTER**  
Eagle Recording Artist

**SEACRIST, EDDY**  
Pieces of Eight  
WCHS, Charleston, W. Va.

**SHARP, TIP**  
Pickin' N Singin'  
WWKY, Winchester, Ky.

**SIL, SUSAN**  
Music From Manhattan  
ABC-TV

**SINATRA, FRANK**  
Frank Sinatra Show  
ABC-TV

**SKINNER, JIMMIE**  
Tri-City Jamboree  
WNOP, Newport, Ky.

**SMITH, BOB**  
Howdy Doody Show, NBC-TV;  
This Is Music, ABC-TV



*Jan Crockett*

Management: PETER DEAN — CO 5-0789



**MARY LOU BREWER**  
AL. 5-9550

# RADIO-TV VOCAL ARTISTS

**SMITH, SHORTY**  
WWNS, Statesboro, Ga.

**SONTAG, GEORGE**  
WOC, Davenport, Iowa

**STACY, JEANNE**  
Songs For You  
KPAT, Frederick, Okla.

**STAFFORD, JO**  
Voice of Firestone  
ABC-TV

**STAMPER, JOE**  
Kentucky Mountain Boys  
WKKS, Vanceburg, Ky.

**STARR, BILLY**  
KDJI, Holbrook, Ariz.

**STEPHENS, GINNY**  
Ed Harvey Show  
WCAU, WCAU-TV,  
Philadelphia, Pa.

**STEVENS, RISE**  
Voice of Firestone  
ABC-TV

**STEWART, SMOKEY**  
KDJI, Holbrook, Ariz.

**STRANGE, BILLY**  
The Bill Weaver Show  
KNX, Los Angeles, Calif.

**STRUBBAR, ROLAND**  
Surprize Package  
WSIV, Pekin, Ill.

**SUZUKI, PAT**  
Bert Parks' Bandstand  
NBC

**SWANN, LINDA**  
WEYE, Sanford, N. C.

## — T —

**TAYLOR, VERNON**  
WARL, Arlington, Va.

**THOMSON, JIM**  
Tempus Fugit  
WRAL-TV, Raleigh, N. C.

**TILTON, MARTHA**  
KRCA, Los Angeles, Calif.

**TUREK, BEVERLY**  
WFAU, Augusta, Me.

## — W —

**WADDELL, BOB**  
WFMY-TV, Greensboro, N. C.

**WALDEN, CLIFF**  
WREM, Reimsen, N. Y.

**WARD, AL**  
Roseland Dance City; G. A. C.  
Hamid Shows; Radio-TV-Records

**WARD, JOHNSON, SINGERS**  
Spiritual Time  
WLAG, LaGrange, Ga.

**WARD, MADDY**  
Joe Martin Calling  
WOW, Omaha, Neb.

**WARE, FLOISE**  
Emma and Ellie Show  
WWNS, Statesboro, Ga.

**WATSON, DOLORES**  
The Jim Reeves Show  
ABC

**WATT, GINGER**  
WMCK, McKeesport, Pa.

**WATTS, WORTHAM**  
KTRM, Beaumont, Tex.

**WEHNER, EILEEN**  
Jim Deline and the Gang  
WSYR, WSYR-TV,  
Syracuse, N. Y.

**WELLS, BERT**  
Party Time  
KLMA-TV, Yakima, Wash.

**WELLS, KENLYN**  
Soirce with Sontag  
WOC-TV, Davenport, Iowa

**WELSH, CHUCK**  
Luncheon at the Ones  
WILC, Pittsburgh, Pa.

**WEST, WAYNE**  
KOLN TV, Lincoln, Neb.

**WHEELER, DODIE**  
Woman to Woman  
KJNO, Juneau, Alaska

**WILLIAMS, ANDY**  
The Chevy Showroom  
ABC-TV

**WILSON, ANDY**  
WLOF-TV, Orlando, Fla.

**WINDER, PAT**  
Melody Time  
KHHH, Pampa, Tex.

**WITHERSPOON, DAVID**  
Tempus Fugit  
WRAL-TV, Raleigh, N. C.

**WRIGHT, DOYLE**  
WBMK, West Point, Ga.

**WRIGHT, HANK**  
Barnyard Jamboree  
WJPF, Herrin, Ill.

**WRIGHT, TERESA**  
WAPI-TV, Birmingham, Ala.

**WRIGHTSON, EARL**  
The Arlene Francis Show  
NBC-TV

**WYNN, JAN**  
Dinner Date  
WJR, Detroit, Mich.

*At your service . . .*

**CARL BYOIR & ASSOCIATES, INC.**

800 Second Avenue, New York City  
YUkon 6-6100

Offices:  
New York  
Washington  
Chicago  
Los Angeles

For information  
or special features  
contact  
Muriel Fox Aronson,  
Director, Radio-TV Dept.



# **PUBLIC RELATIONS AND PUBLICITY FIRMS**

## **Addresses and Telephone Numbers for New York, Los Angeles, Chicago and Washington**

### **NEW YORK**

**ALBER, DAVID O., ASSOC.**  
44 E. 53rd St. (22) ..TEmpleton 8-8300

**Ames, Michael, Assoc.**  
550 - 5th Ave.....Circle 7-2045

**Baldwin, The Organization**  
133 East 54th St. (22).....PLaza 5-9830

**BARKAS & SHALIT, INC.**  
16 E. 41st St.....MUrray Hill 6-8670

**Basch, Buddy, Office**  
17 East 45th St. (17)....MUrray Hill 7-8351

**Birdwell, Russell & Assoc.**  
30 Rockefeller, Plaza (20)....Circle 6-1164

**BRANDT PUB. REL. & PROM.**  
147 E. 50th St.....PLaza 3-1626

**Brenon & Morgan Assoc.**  
36 West 56th St.....Circle 5-2750

**BYOIR, CARL & ASSOC., INC.**  
800 2nd Ave.....YUkon 6-6100

**Central Public Relations**  
441 Lexington Ave.....MUrray Hill 2-2662

**Communications Counsellors**  
750 Third Ave.....OXford 7-7330

**Dean, Phil, Assoc.**  
6 East 39th St.....MUrray Hill 5-1895

**DINE & KALMUS**  
430 Park Ave.....PLaza 3-1370

# **ESP**

## **EARL S. PEED PUBLIC RELATIONS**

New York/527 Madison Avenue/PLaza 1-0030

Los Angeles/9125 Sunset Boulevard/CRestview 5-6007

**PUBLIC RELATIONS—PUBLICITY FIRMS** ~~~~~

**DORMANN, HENRY O.**  
55 East End Ave.....YUkon 8-4010

**Elkes, Asher B.**  
16 East 52nd St.....PLaza 3-8116

**Falk, Richard R., Assoc.**  
220 West 42nd St. (36)....CHickering 4-5797

**Farnol, Lynn**  
50 Rockefeller Plaza.....JUdson 6-5777

**Art Flynn Assoc.**  
590 Fifth Ave. (36).....CO 5-3400

**Fritchen, Dean H.**  
219 East 66th St.....YUkon 8-6597

**Ganshaw & Atlee**  
119 West 57th St.....CIrcle 5-9125

**Gollin, Ed**  
49 W. 57th St.....PLaza 5-3032

**Hailoran, Ursula & Assoc.**  
375 Park Ave.....PLaza 1-1543

**HEIN, JAC CO.**  
55 W. 54th St.....CIrcle 6-8130

**Harrison, Edward**  
1501 B'way (36).....LAcKawanna 4-1318

**Jacobs, Arthur P.**  
3 East 54th St.....TEmpleton 8-0730

**Katz, Alfred**  
60 East 56th St.....PLaza 7-4775

**Larkin, Mark**  
8315 Lefferts Blvd., Kew Gardens, L. I.  
.....VIrginia 9-6340

**Meadow, Noel, Assoc.**  
229 West 42nd St. (36)....LONgacre 5-7763

**McCARTY, MILBURN, ASSOC., INC.**  
17 East 45th St. (17) .MU. Hill 7-7773

**Norton & Condon, Inc.**  
207 E. 31st St.....PLaza 9-4010

**PEED, EARL S.**  
527 Madison Ave. (22) ..PLaza 1-0030

**PENZELL, LARRY**  
15 E. 48th St.....PLaza 5-1366

**Pine, Arthur, Assoc.**  
67 West 44th St.....MUrray Hill 7-2680

**Proctor, James D.**  
545 Fifth Ave. (19)....MUrray Hill 7-5084

**Queen, Robert I.**  
1420 Wood Rd. ....TA 9-6427

**Richard, Max, Inc.**  
1776 B'way (19).....PLaza 7-6414

**Roffman, Richard H., Assoc.**  
675 West End Ave.....RIverside 9-3647

**ROGERS & COWAN**  
40 East 49th St. (17) ....PLaza 9-6272

**Russell, Joe, Assoc.**  
156 West 48th St.....CIrcle 5-4848

**Schreier, George, Assoc.**  
400 Madison Ave. (17).....PLaza 3-6640

**Smith, Betty, Assoc.**  
15 East 48th St.....PLaza 5-2068

**Sonnenberg, Benjamin**  
247 Park Ave. (17).....PLaza 5-2200

**Taplinger, Robert S., Assoc., Inc.**  
608 Fifth Ave. (20).....PLaza 7-8040

ROGERS & COWAN, INC.

PUBLIC RELATIONS



**PUBLIC RELATIONS—PUBLICITY FIRMS**

**Tele-Theatre Corp.**  
c/o Robert Kerr, 41 W. 53rd St. Circle 6-7043

**Waller, Tom, Assoc.**  
516 Fifth Ave. (18)....Murray Hill 7-1277

**Waxman, A. P.**  
55 Central Park W. (23) SUsquehanna 7-4181

**Weil, Joe, Assoc.**  
299 Madison Ave.....OXford 7-0279

**Wolhandler Associates**  
280 Madison Ave., N. Y. 16....ORegon 9-8386

**Cleary-Strauss & Irwin**  
7175 Sunset Blvd. (46)....HOLlywood 2-6486

**Communication's Counselors, Inc.**  
8720 Sunset Blvd. (46).....OLympia 2-5252

**Conlon, Scoop**  
10111 Valley Spring Lane.....POplar 2-2526

**Crawford, Marge**  
6253 Hollywood Blvd.....HOLlywood 3-6831

**Doff, Red**  
449 S. Beverly Dr.....CResview 6-1152

**Eddy, Arthur**  
8584 Sunset Blvd.....OLympia 2-7155

**Epstein, David**  
6777 Hollywood Blvd.....HOLlywood 2-6881

**Essig Co., The**  
4063 Radford. Studio City.....POplar 3-4365

**Ettinger Co., The**  
8720 Sunset Blvd.....OLympia 2-5252

**Evelove, Alex**  
223 S. Beverly Dr.....BRadshaw 2-7858

**Ferguson, Helen**  
151 El Camino Dr.....Bradshaw 2-3323

**Fisher, George, Assoc.**  
6525 Sunset Blvd.....HOLlywood 3-1161

**Flynn, Edward J.**  
7046 Hollywood Blvd.....HOLlywood 3-3277

**Foladare & Assoc.**  
1741 N. Ivar.....HOLlywood 9-8135

**Freeman & Wick**  
6606 Sunset Blvd.....HOLlywood 2-2395

**Gardiner-Ross**  
9956 1/2 Santa Monica Blvd. CResview 4-2387

**Glass-Seltzer**  
8734 Sunset Blvd.....OLympia 2-5947

**LOS ANGELES**

**Abarbanel, Sam X.**  
1135 S. Beverly Dr., L. A...CResview 4-6876

**Ashton-Winter**  
8746 Sunset Blvd.....OLEander 5-8297

**Auer, Miles Bohm**  
124 N. Crescent Hghts. ....HOLlywood 2-6416

**Barnett, Bev**  
8780 Sunset Blvd. (46)....CResview 5-5186

**Bennet, Harry**  
3440 Wilshire, Rm. 1215 (5)...DUnkirk 7-8371

**Bernard, Judd**  
449 S. Beverly Dr.....CResview 5-4403

**Best, Barbara,**  
1610 N. Argyle Ave. (28)..HOLlywood 9-2904

**Blowitz-Maskel**  
6305 Yucca St.....HOLlywood 2-3291

**Bozell & Jacobs, Inc.**  
340 N. Rodeo Dr.....BRadshaw 2-2081

**Brenon & Morgan Assoc.**  
6262 Sunset Blvd.....HOLlywood 2-6311

**Byoir, Carl & Assoc.**  
727 West 7th St.....TRInity 6421

**DAVID O. ALBER  
ASSOCIATES**

**National  
Television and Radio  
Publicity**

New York and Hollywood

**DINE AND KALMUS**

**Public Relations Counselors**  
*Specialists in  
Radio and Television*

**Josef C. Dine                      Allan H. Kalmus**

**430 Park Avenue  
New York 22, N. Y.  
Plaza 3-1370**

***BERNIE KAMINS***

**PUBLIC RELATIONS**

239½ So. Beverly Drive

Beverly Hills, Calif.

CRestview 1-8141



**HENRY O. DORMANN**

55 EAST END AVENUE • NEW YORK CITY

YU 8-4010

**BARKAS  
AND  
SHALIT, INC.**

**PUBLIC RELATIONS**

**REPRESENTING:**

**DICK CLARK**

**CAPTAIN KANGAROO**

**SPLENEX ENTERPRISES**

16 EAST 41st ST.

NEW YORK 17, N.Y.

MURRAY HILL 6-8670

**BRANDT**

**PUBLIC RELATIONS AND  
PROMOTION**

147 E. 50TH ST.

N. Y. 22, N. Y.

PLAZA 3-1626

## PUBLIC RELATIONS—PUBLICITY FIRMS

- Hansen Assoc.**  
5880 Hollywood Blvd.....HOLlywood 2-1133
- Hanson & Schwam**  
6705 Sunset Blvd.....HOLlywood 9-8371
- Harshe-Rotman, Inc.**  
6399 Wilshire Blvd.....OLive 3-8530
- Hebert, William**  
8800 Wilshire Blvd.....CRestview 5-0614
- Hill & Knowlton, Inc.**  
1509 Cross Roads of the World  
.....HOLlywood 9-8371
- Honigberg, Sam & Assoc.**  
6269 Selma.....HOLlywood 5-0409
- Jacobs, Arthur P.**  
449 S. Beverly Dr.....CRestview 4-8471
- Juneau, C. B., Inc.**  
8447 Wilshire Blvd..... OLive 3-1770
- .....
- 239½ S. Beverly Dr..CRestview 1-8141
- Kaplan, Ralph J. Assoc.**  
6606 Selma.....HOLlywood 2-2961
- Keene & Assoc.**  
108 West 6th St.....MAdison 6-3291
- Keller, Jack**  
4223 Lemp Ave.....POplar 3-3080
- Kennedy, King, Bill Hendrix**  
1430 Bellefast Dr. (46).....CRestview 1-8276
- Kennedy-Walker & Wooten**  
8693 Wilshire Blvd.....OLympia 2-0555
- Kline, Walter & Assoc.**  
1436 N. Serrano.....HOLlywood 2-6371
- Lawson, Jack**  
13000 Blairwood Dr., Studio City  
.....STanley 3-3590
- Leighton, Joe**  
6253 Hollywood Blvd.....HOLlywood 5-1001
- LEWIN/KAUFMAN/SCHWARTZ**  
259 S. Beverly Dr....BRadshaw 2-0744
- Lieberman, Frank & Assoc., Inc.**  
8733 Sunset Blvd.....OLympia 2-2837
- Loeff, Ted**  
259 S. Beverly Dr.....BRadshaw 2-6597
- McCarty, Milburn, Assoc., Inc.**  
6253 Hollywood Blvd.....HO 5-2141
- McDermott, Pat**  
521 N. La Cienega Blvd....OLeander 5-8322
- McFadden & Eddy Assoc.**  
9155 Sunset Blvd.....BRadshaw 2-1133
- Mason, Bernice**  
6223 Selma Ave.....HOLlywood 7-3084
- Mayer, Howard G. & Dale O'Brien**  
6331 Hollywood Blvd. (28)..HOLlywood 3-5658
- Millar, Mack**  
1823 Coldwater Canyon.... CRestview 5-8830
- Miller, Steve & Assoc.**  
449 S. Beverly Dr.....CRestview 6-8172
- Milligan, Bernie**  
11144 Valley Spring Pl.....STate 7-6660
- Moses, Chas. A. & Assoc.**  
780 N. Gower St., L. A.....HOLlywood 9-6950
- Mulcahy, J. T. & Henry Arnsten**  
451 N. La Cienega Blvd. (48) OLympia 2-2836
- Parks-Morrison Co.**  
8820 Sunset Blvd. (46).....OLeander 5-6744
- Peirce, Bill**  
8582 Sunset Blvd.....BRadshaw 2-1723
- Perret, Frank**  
10444 Santa Monica Blvd...BRadshaw 2-1045
- Pettebone, Jean**  
8706 Sunset Plaza Pl. (46) CRestview 5-3660

**CHARLES POMERANTZ**

Public Relations

PUBLICITY • PUBLIC RELATIONS

**LARRY PENZELL**

15 E. 48th ST., NEW YORK 17, N. Y.  
PLAZA 5-1366-7



**Milburn  
McCarty  
Associates, Inc.**

**public  
relations**

**Industrial • Commercial  
Television**

*Offices:  
New York  
Hollywood  
Cleveland  
Miami*

*Also McCarty PR Network  
in 212 cities*

**Lewin/Kaufman/Schwartz**

**Public Relations**

259 So. Beverly Drive

Beverly Hills

BRadshaw 2-0744

Ray Rebhann  
Jane Duffy

- POMERANTZ, CHARLES**  
1741 N. Ivar.....HOLLYWOOD 7-6171
- Preston, Joel..**  
7266 Franklin Ave. (46)...CRestview 5-4341
- Procktor, Jack**  
6926 Melrose Ave. (38)....WEBster 6-7235
- Rackin, A. L.**  
357 N. Canon Dr.....CRestview 4-6841
- Roche, Frank & Assoc.**  
8721 Beverly Blvd. (48)....OLeander 5-7670
- Rogers, Charlotte**  
6626 Franklin Ave.....HOLLYWOOD 5-9470
- Rogers, Cowan, Inc.**  
250 N. Canon Dr.....CRestview 5-4581
- Rose, Glenn & Assoc.**  
8582 Sunset Blvd. (46)....OLympia 2-7056
- Ross, Jerry, Organization**  
1610 Arzyle.....HOLLYWOOD 9-8379
- Ryan-Norris**  
6253 Hollywood Blvd.....HOLLYWOOD 5-7310
- Sayer, Juanita**  
4643 Beverly Blvd.....HOLLYWOOD 5-5750
- Seofield, Ed, Assoc.**  
951 N. La Cienega Blvd. (46)  
.....OLeanedr 5-8578
- Sherman & Pam**  
1040 N. Las Palmas Ave....HOLLYWOOD 7-3111
- Simmons Assoc.**  
904 N. La Cienega Blvd....OLympia 2-1765
- Simpson, Len & Assoc.**  
6331 Hollywood Blvd.....HOLLYWOOD 3-5176
- Sloan Co.**  
8979 Sunset Blvd.....BRadshaw 2-7475
- Smith, Lou, Organization**  
270 N. Canon Dr.....CRestview 4-7251
- Spector, Hal**  
1467 Vine St.....HOLLYWOOD 3-6555
- Taplinger, Robert S. Assoc. Inc.**  
211 S. Beverly Dr.....BRadshaw 2-3025
- Thompson, J. Walter Co.**  
6505 Wilshire Blvd.....OLive 3-0300
- Watters, Bill**  
1271 St. Ives Pl.....BRadshaw 2-7205
- Weiser, Marly**  
9424 Dayton Place, B. H....CRestview 6-1776
- Weiss, Milton & Assoc.**  
8756 Holloway Dr.....OLeander 5-6781
- Williams, Berne-Mulvay, Kay**  
1508 Cross Roads of the World  
.....HOLLYWOOD 2-7401
- Wolcott & Assoc.**  
1308 Wilshire Blvd.....DUnkirk 5-5351

**CHICAGO**

- Allen, Jerry**  
807 N. Wabash Ave.....DElaware 7-6498
- Ballantine, Lucille**  
1260 N. Dearborn St.....WHItchall 4-5620
- Cox, Ted, Assoc.**  
140 N. Dearborn St.....CEntral 6-7796
- Cushman, Aaron**  
333 N. Michigan Ave.....Andover 3-0620
- Howe, Bob**  
540 N. Michigan Ave.....WHItchall 4-1303
- Janis, Martin E.**  
100 W. Montroe St.....CEntral 6-1670
- Joslyn, Margaret M.**  
740 N. Rush St.....MICHigan, 2-0661
- Joyce, Fred**  
720 S. Michigan Ave.....WAbash 2-4519

**Ap News  
Is Preferred**

... by Listeners — because it is  
dependable as well as interesting.

**Ap**

**Preferred**

50 Rockefeller Plaza • New York 20, N. Y.

**Kassel, Norman**  
54 W. Randolph St.....ANdover 3-2308

**Kraus, Herbert M.**  
140 N. Dearborn St.....RAndolph 6-3088

**McGuire, Jack**  
107 E. Ontario St.....MOhawk 4-3828

**Margolis, William G.**  
127 N. Dearborn St.....DEarborn 2-2427

**Mendelsohn, Howard**  
612 N. Michigan Ave.....MICHigan 2-0244

**Montague, Paul**  
193 N. State St.....MICHigan 2-6000

**Nack, Sophie**  
410 S. Michigan Ave.....HARRison 7-4250

**Neiman, Sheldon M., Inc.**  
32 W. Randolph St.....CENTral 6-3070

**Schickel, Steve, Enterprises**  
400 N. Michigan Ave.....WHitehall 4-3540

**Schooler, Lee**  
75 E. Wacker Dr.....RAndolph 6-2891

**Taplinger, Robert S. Assoc. Inc.**  
6 North Michigan Ave.....DEarborn 2-6792

**WASHINGTON**

**Byoir, Carl & Assoc.**  
National Press Bldg.....STERling 3-6565

**Kaufman, Henry J. & Assoc.**  
1419 H. St., N. W.....DISTRict 7-7400

**LaFalce, Rick J.**  
441 G. St., N. W.....NATional 8-6063

**Newmyer Assoc.**  
1000 Vermont Ave., N. W.....DISTRict 7-9200

*Jac Hein Company*

*Public Relations*



Television Consultants

55 West 54th Street  
New York 19, N. Y.

Circle 6-8130

# DAVID ALEXANDER

Live

KRAFT — U. S. STEEL

Film

“T” Series — CBS-TV — DEADLINE  
DECOY

★

Personal Management  
Hillard Elkins Inc.

## Don Richardson

*Director*



*Management*

JEROME HELLMAN

PL 3-7715



# RADIO-TV DIRECTORS

RADIO AND TELEVISION

—their work during 1958

— A —

## ADDISS, JUSTUS

G. E. Theatre, Alfred Hitchcock Presents, Wagon Train, Restless Gun.

## ALEXANDER, DAVID

Film: Decoy  
Live: U. S. Steel, Kraft

ALEXANDER, JOHN  
Anybody Can Play  
ABC-TV

ALMOND, PAUL  
Encounter  
ABC-TV

ALSWANG, RALPH  
Westinghouse Desilu Playhouse  
CBS-TV

ALTER, PAUL  
To Tell the Truth  
CBS-TV

APPEL, DON  
The Paul Winchell Show  
ABC-TV

ARCHAINBAUD, GEORGE  
Lassie  
CBS-TV

ASHLEY, IRA  
Young Doctor Malone, Burton  
CBS

AVERRACK, HY  
The Real McCoys  
ABC-TV

— B —

BANNER, BOB  
The Garry Moore Show, Ginger Rogers Show (Pontiac special)  
CBS-TV

BARE, RICHARD  
77 Sunset Strip  
ABC-TV

BARSHA, LEON  
Bold Journey  
ABC-TV

BEAUDINE, WILLIAM  
Walt Disney's Adventure Time, The Adventures of Rin Tin Tin, ABC-TV

BERENSON, IRVING  
U. N. on the Record  
CBS

BERLIN, ABBY  
The Ann Sothern Show  
CBS-TV

BERNS, SEYMOUR  
The Jack Benny Program (live)  
CBS-TV

BERNSTEIN, LEONARD  
New York Philharmonic  
Young People's Concerts  
CBS-TV

BIRCH, PETER  
Captain Kangaroo  
CBS-TV

BISHOP, TERRY  
Robin Hood  
CBS-TV

BLAIR, GEORGE  
Superman, Tales of the Texas Rangers  
ABC-TV

BLEYER, ROBERT  
The Peter Lind Hayes Show  
ABC-TV

BOGART, PAUL  
Armstrong Circle Theatre  
CBS-TV

BRAHM, JOHN  
Lux — Schlitz Playhouse  
CBS-TV

BROWN, HIMAN  
The Affairs of Dr. Gentry; Five Star Matinee; Don Ameche's Real Life Stories  
NBC

BROWNING, KIRK  
The Frank Sinatra Show  
ABC-TV

BUCHANAN, BRUCE  
Mickey Mouse Club  
ABC-TV

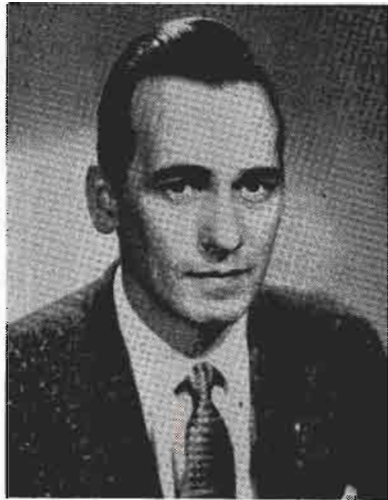
**BUNETTA, FRANK**  
Sid Caesar Invites You, ABC-TV

# FRANK BUNETTA

DIRECTOR-PRODUCER



**Cort Steen**



**CHET GIERLACH**

Producer—Director



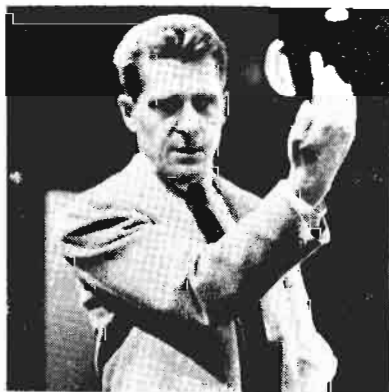
**BARRY SHEAR**  
PRODUCER DIRECTOR  
NBC

Brussels World's Fair Award 1958  
Sylvania Award 1957



New York - California

**GARRY SIMPSON**



Films and Live TV  
**PRODUCER-DIRECTOR**

Agent: Goldstone-Tobias  
Herb Tobias  
Beverly Hills, Calif.  
Crestview 6-1071  
Or in New York, Call . . .  
Greenwich, Conn.  
Townsend 9-3940



## RADIO-TV DIRECTORS

### — C —

**CARR, THOMAS**

Cheyenne, ABC-TV;  
Wanted — Dead or Alive  
CBS-TV

**CASELL, LAMAR**

The Last Word, CBS;  
The G-E College Bowl  
CBS-TV

**CATES, GILBERT**

B. June 6, 1933, New York City,  
N. Y.; Haggis Baggis, NBC-TV;  
ABC-TV; CBS-TV

**CLARK, JOHN**

This Is Music  
ABC-TV

**COLLERAN, BILL**

The Bing Crosby Show  
ABC-TV

**COOK, FIELDER**

Playhouse 90  
CBS-TV

**CORDAY, TED**

As the World Turns  
CBS-TV

**CORRIGAN, WILLIAM**

Armstrong Circle Theatre,  
"Little Women", CBS-TV

**CROSLAND, ALAN**

Cheyenne  
ABC-TV

### — D —

**DANIELS, JACK**

Woody Woodpecker  
ABC-TV

**DAVIS, EDDIE**

Tombstone Territory, Rough  
Riders, Adventure at Scott  
Island ABC-TV

**de CAPRIO, AL**

The Phil Silvers Show  
"You'll Never Get Rich"  
CBS-TV

**DeCORDOVA, FRED**

December Bride  
CBS-TV

**Di BENEDETTO, JULIO**

The Garry Moore Show  
CBS-TV

**DIETRICK, GARTH**

The Dick Clark Show  
ABC-TV

**DINEHART, ALAN**

Pantomime Quiz ABC-TV

**DISKIN, MARSHALL**

Campaign Roundup, Report  
Card 1958, John Daly and the  
News ABC-TV

**DOLAN, JIM**

Sports Time  
CBS

**DONEHUE, VINCENT J.**

Playhouse 90  
CBS-TV

**DONOVAN, TOM**

The United States Steel Hour,  
DuPont Show of the Mouth  
(The Hasty Heart), Playhouse  
90 (Time of Your Life)  
CBS-TV

**DUBIN, CHARLES S.**

Seven Lively Arts  
CBS-TV

**DUNLAP, RICHARD**

**DONOVAN**  
Voice of Firestone  
ABC-TV

**DURAND, JOE**

County Fair, NBC-TV

### — E —

**ENGLISH, JOHN**

Dick Powell's Zane Grey  
Theatre CBS-TV

### — F —

**FASSETT, JIM**

The New York Philharmonic  
CBS

**FELDMAN, DICK**

Art Carney Meets "Peter and  
the Wolf" ABC-TV

**FERRER, MEL**

Wonderful Town, Seven  
Lively Arts  
CBS-TV

**FOSTER, NORMAN**

Walt Disney Presents  
ABC-TV

**FRANKENHEIMER, JOHN**

Playhouse 90  
CBS-TV

**FRISTOE, ALLEN**

The Edge of Night  
CBS-TV

**FRYERS, ED**

Johns Hopkins File 7,  
ABC-TV



# LEONARD VALENTA

TELEVISION  
DIRECTOR

TRafalgar 7-0962

Agent:

Ashley Steiner, Inc.  
579 Fifth Ave., N.Y.C.  
MU 8-8330



**JOE DURAND**  
DIRECTOR  
OF  
COUNTY FAIR  
NBC-TV

**Frank Satenstein**

Director

**Jackie Gleason Show**

CBS-TV

**JUSTUS ADDISS**



*Director*

*Television*

"G.E. THEATER"

"ALFRED HITCHCOCK PRESENTS"

"WAGON TRAIN"

"RESTLESS GUN"

*Features*

"CRY BABY KILLER"

Allied Artists Release



**H. WESLEY KENNEY**

Producer-Director

LY 5-3764

# RADIO-TV DIRECTORS

## — G —

**GADETTE, FRED**  
You Asked For It  
ABC-TV

**GALLU, SAM**  
Navy Log  
ABC-TV

## GIERLACH, CHET

**GEISEL, DAVID**  
The Oldsmobile Show  
ABC-TV

**GERSTAD, HARRY**  
Superman  
ABC-TV

**GIBBS, PARKER**  
Bert Parks' Bandstand.  
The Eternal Light, NBC

**GOLTZ, SIDNEY**  
All-Star Golf  
ABC-TV

**GREENE, DAVIE**  
Pursuit  
CBS-TV

**GROSS, LLOYD**  
Play Your Hunch  
CBS-TV

**GUZMAN, CLAUDIO**  
Westinghouse Desilu  
Playhouse CBS-TV

## — H —

**HELLER, FRANKLIN**  
What's My Line, I've Got A  
Secret CBS-TV

**HENDERSON, FREDERICK**  
Arthur Godfrey Time  
CBS

**HEYES, DOUGLAS**  
Colt .45, Maverick  
ABC-TV

**HILL, GEORGE ROY**  
Seven Lively Arts, Playhouse  
90 CBS-TV

**HILLER, ARTHUR**  
Westinghouse Desilu Play-  
house, Playhouse 90 CBS-TV

**HIRSCHMAN, HERBERT**  
Playhouse 90  
CBS-TV

## HOBIN, BILL

The Pat Boone Chevy Showroom,  
ABC-TV

**HOBSON, JAMES**  
The Plymouth Show, Starring  
Lawrence Welk ABC-TV

**HOPPER, JERRY**  
Naked City ABC-TV

**HOWELL, BILL**  
As the World Turns CBS-TV

**HOWELL, CLIFF**  
Amos 'n' Andy Music Hall  
CBS

## — J —

**JACKMAN, FRED**  
Circus Boy  
ABC-TV

**JEWISON, NORMAN**  
Your Hit Parade CBS-TV

**JONSON, KEVIN**  
The Guy Mitchell Show  
ABC-TV

**JOHNSTONE, JACK**  
Yours Truly, Johnny Dollar  
CBS

**JONES, CLARK**  
The Patrice Munsel Show  
ABC-TV

## — K —

**KANE, MIKE**  
Art Linkletter's House Party  
CBS, CBS-TV

**KASPER, ED**  
Bowling Stars  
ABC-TV

**KAY, ROGER**  
Dick Powell's Zane Grey  
Theatre CBS-TV

## KENNEY, H. WESLEY

B. Jan. 3, Dayton, Ohio; True  
Story, Modern Romances, NBC;  
Nightbeat, Art Ford's Green-  
wich Village Party, DuMont

**KERN, JAMES V.**  
The Betty White Show  
ABC-TV

**KESLER, HENRY**  
West Point ABC-TV

**KNOWLES, BERNARD**  
Robin Hood CBS-TV

**KULIK, BUZZ**  
Pursuit, Playhouse 90 CBS-  
TV

## — L —

**LAFFERTY, PERRY**  
Name That Tune  
CBS-TV

**LANDIS, JOE**  
The Liberace Show  
ABC-TV

**LAYEN, ARNOLD**  
The Rifleman ABC-TV

**LEADER, ANTHONY**  
The Adventures of Jim Bowie  
ABC-TV

**LEFTWICH, ALEX**  
Mother's Day ABC-TV

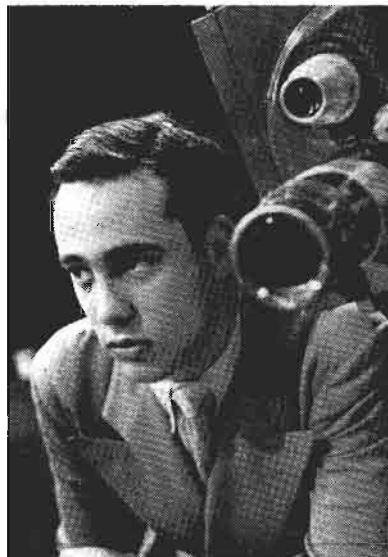
**LEONARD, RICHARD**  
Romance of Helen Trent  
CBS

**LEONARD, SHELDON**  
The Danny Thomas Show  
CBS-TV



### BILL HOBIN

Producer-Director  
The Pat Boone Chevy Showroom  
ABC-TV



### TED NATHANSON

DIRECTOR  
NBC-TV

# RADIO-TV DIRECTORS

## LUMET, SIDNEY

The United States Steel Hour,  
Du Pont Show of the Month  
(Count of Monte Cristo)  
CBS-TV

## — Mc —

**McCULLOUGH, ANDREW**  
The Donna Reed Show  
ABC-TV

**McDONALD, FRANK**  
The Life and Legend of  
Wyatt Earp ABC-TV

**McDOUGALL, FRANK**  
Wanted — Dead or Alive  
CBS-TV

**McLAGLEN, ANDREW V.**  
Have Gun, Will Travel  
CBS-TV

## — M —

**MacALLEN, JAMES**  
As the World Turns CBS-TV

**MacDONNELL, NORMAN S.**  
Gunsmoke, Have Gun, Will  
Travel CBS

**MacGREGOR, KEN**  
My True Story NBC

**MacKENZIE, MURDO**  
Rusty Draper Show CBS

**MacLAGLEN, ANDREW**  
Gunsmoke CBS-TV

**MANN, DELBERT**  
Playhouse 90 CBS-TV

**MARSHALL, WILLIAM**  
Metropolitan Opera CBS

**MARTINSON, LESLIE H.**  
Sugarfoot ABC-TV

## MAYER, GERALD

Man With a Camera ABC-TV

## MILLER, SIDNEY

The Ann Sothern Show  
CBS-TV

## MINER, ALLEN

Westinghouse Desilu  
Playhouse CBS-TV

## MOORE, ED

Cowtown Rodeo  
ABC-TV

## MULLIGAN, BOB

Du Pont Show of the Month  
(What Every Woman Knows)  
(The Human Comedy)  
(Bridge of San Luis Rey)  
(Member of the Wedding) (A  
Tale of Two Cities)  
Playhouse 90 CBS-TV

## — N —

## NADELL, EDMUND

The Peter Lind Hayes Show  
ABC-TV

## NATHANSON, TED

NBC-TV

## NELSON, OZZIE

The Adventures of Ozzie and  
Harriet ABC-TV

## NELSON, RALPH

Du Pont Show of the Month  
(Aladdin) Playhouse 90  
(Nutcracker) (Return of An-  
sel Gibbs)

## NICKELL, PAUL

Pursuit CBS-TV

## — O —

## O'BRIEN, RAY

All-Star Golf ABC-TV

## ORENSTEIN, LEO

Encounter ABC-TV

## — P —

## PAUL, BYRON

The Verdict Is Yours  
CBS-TV

## PENN, ARTHUR

Playhouse 90 CBS-TV

## PETERSON, CLIFF

The Breakfast Club ABC

## PETRIE, DANIEL

Du Pont Show of the Month  
(Wuthering Heights) Play-  
house 90 CBS-TV

## PITTMAN, MONTGOMERY

Lawman, ABC-TV

## POST, TED

Westinghouse Desilu  
Playhouse CBS-TV

## — R —

## REISNER, ALLEN

Playhouse 90, Westinghouse  
Desilu Playhouse CBS-TV

## RICH, DAVID

Playhouse 90 CBS-TV

## RICHARDSON, DON

Wonderful World of Little Julius;  
The United States Steel Hour,  
CBS-TV

## ROBBIE, SEYMOUR

Music Bingo, ABC-TV;  
Top Dollar, CBS-TV

## ROBERTS, PAUL

Ma Perkins, Whispering  
Streets, Happiness CBS

## ROBERTSON, LARRY

Day in Court

# DICK SCHNEIDER

## DIRECTOR

## NBC-TV

**ROBSON, WILLIAM N.**  
Suspense CBS

**RUBEN, AARON**  
The Phil Silvers Show 'You'll  
Never Get Rich' CBS-TV

**RUSSELL, WILLIAM**  
Perry Mason  
CBS-TV

— S —

**SALE, RICHARD**  
Yancy Derringer  
CBS-TV

**SAMETH, JACK**  
Open Hearing ABC-TV

**SANDWICK, RICHARD**  
The Edge of Night  
CBS-TV

**SATENSTEIN,  
FRANK**  
Jackie Gleason Show, CBS-TV

**SCHAEFER, GEORGE**  
Gift of the Magi, Du Pont  
Show of the Month (Harvey)  
CBS-TV

**SCHAFFNER, FRANKLIN**  
Playhouse 90 CBS-TV

**SHEAR, BARRY**

**SCHNEIDER,  
DICK N.**  
Wide Wide World, Emmy Awards,  
Academy Awards, Survival Street,  
Do Re Mi, NBC-TV; Salute to  
Eisenhower, Closed Circuit, Demo.  
& Rep. Conventions, NBC

**SEGAL, ALEX**  
The United States Steel Hour,  
Du Pont Show of the Month  
(The Winslow Boy) CBS-TV

**SEITER, WILLIAM**  
Love That Jill ABC-TV

**SEABOURNE, PETER**  
Robin Hood, CBS-TV

**SHELDON, JAMES**  
West Point ABC-TV

**SIDARIS, WILLIAM**  
Confession ABC-TV

**SIMPSON, GARRY**  
B. Feb. 16, 1919, United States;  
Wide Wide World, Armstrong  
Circle Theatre, Campbell Sound-  
stage, The Jimmy Durante Show,  
Philco Television Playhouse, The  
Ed Wynn Show, NBC

**SIODMAK, ROBERT**  
O. S. S. ABC-TV

**SKUTCH, IRA**  
Beat the Clock ABC-TV

**SMIGHT, JACK**  
Victor Borge's Comedy and  
Music  
CBS-TV

**SPOSA, LOU**  
ESP ABC-TV

**STEARNS, JOHNNY**  
Make Me Laugh ABC-TV

**STEEN, CORT**  
B. July 14, 1918, Pittsburgh, Pa.;  
Voice of Firestone, Sammy Kaye's  
Music from Manhattan, ABC-TV;  
\$64,000 Question, \$64,000 Chal-  
lenge, Top Dollar, CBS-TV

**STENTA, RICHARD**  
Couple Next Door CBS

**SULLIVAN, JACK**  
Chance for Romance  
ABC-TV

**SWIFT, DAVID**  
Playhouse 90 CBS-TV

— T —

**THORPE, JERRY**  
The Walter Winchell File,  
ABC-TV; Westinghouse  
Lucille Ball-Desi Arnaz  
Shows, CBS-TV

**TOKAR, NORMAN**  
Leave it to Beaver  
ABC-TV

**TUBBS, CARL**  
The Baseball Corner  
ABC-TV

**TULLY, MONTGOMERY**  
Scotland Yard  
ABC-TV

— V —

**VALENTA,  
LEONARD F.**  
B. Nov. 22, 1923, Philadelphia,  
Pa.; Big Story, NBC-TV; Studio  
One, Tales of Tomorrow, Charlie  
Wild, CBS-TV

**VINCENT, CHICK**  
Pepper Young's Family  
NBC

**VOUTSAS, GEORGE**  
Bert Parks' Bandstand; The  
Eternal Light, Pocketbook  
News  
NBC

— W —

**WALKER, ROBERT G.**  
Circus Boy  
ABC-TV

**WITNEY, WILLIAM**  
Zorro  
ABC-TV

**WEIS, DON**  
The Jack Benny Program  
CBS-TV

**WENDKOS, PAUL**  
Playhouse 90  
CBS-TV

**WEYMAN, RONALD**  
Stars of Jazz, Encounter  
ABC-TV

**WHELAN, KEN**  
For Love or Money  
CBS-TV

**WHORF, RICHARD**  
Gunsmoke  
CBS-TV

**WINSTON, RON**  
Playhouse 90  
CBS-TV

— Y —

**YATES, EDWARD J.**  
American Bandstand  
ABC-TV

**YURDIN, CLAY**  
Chance for Romance  
ABC-TV

— Z —

**ZIRATO, BRUNO**  
Galen Drake Show  
CBS

# HERBERT B. LEONARD

*Producer*

"THE NAKED CITY" — ABC-TV

"THE ADVENTURES OF RIN TIN TIN" — ABC-TV

"RESCUE 8" — Syndication

"CIRCUS BOY" — NBC-TV

*Co-Producer*

*in association with Screen Gems*

# RADIO-TV PRODUCERS

RADIO AND TELEVISION  
—their work during 1958

## — A —

**ABERT, PAUL**  
WTIC-TV, Hartford, Conn.

**ACKERMAN, HARRY**  
Leave It to Beaver, Tales of the Texas Rangers  
ABC-TV

**ADAME, JULIAN**  
Dig This: Talent Search  
KRGV-TV, Weslaco, Tex.

**ADAMS, STAN**  
KELP-TV, El Paso, Tex.

**ALLEN, CHUCK**  
Teen Tempos  
WLBT, Jackson, Miss.

**ALLEN, CLYDE**  
Bandstand  
WTVM, Columbus, Ga.

**ALLINGHAM, BOB**  
Easy Does It  
KVAR, Phoenix-Mesa, Ariz.

**ALMOND, PAUL**  
Encounter  
ABC-TV

**AMODIO, JOHN**  
KROD-TV, El Paso, Tex.

**ANDERSON, WILLIAM H.**  
Zorro  
ABC-TV

**ANDREWS, CHARLES**  
Arthur Godfrey Time  
CBS, CBS-TV

## ANELIA, RITA

B. April 23, 1921, Brooklyn, N. Y.; The Intimate Side of Opera (New Series, 13 weeks)

**ANNAND, FRANK**  
WCHS, Charleston, W. Va.

**ANTHONY, JOHN**  
WITL-TV, Milwaukee, Wisc.

**APPEL, DON**  
The Paul Winchell Show  
ABC-TV

**ARNAZ, DESI**  
Westinghouse Lucille Ball-Desi Arnaz Shows  
CBS-TV

**ASHLEY, IRA**  
Young Doctor Malone; Burton  
CBS

**ASTOL, LALO, Sr.**  
KCOE Theatre  
KCOE-TV, San Antonio, Tex.

**ATKINS, GLEN, Jr.**  
WLOS-TV, Ashville, N. C.

**AUCHINCLOSS, GORDON**  
The Johnny Pearson Show  
ABC

**AUSTIN, BOB**  
Ranger Hal  
WJXT, Jacksonville, Fla.

**AYERS, TED**  
Face the Nation  
CBS

## — B —

**BABBIN, JACQUELINE**  
Armstrong Circle Theatre  
CBS-TV

**BACH, BOB**  
What's My Line  
CBS-TV

**BAILEY, JAMES**  
Channel 3 Clubhouse  
WKZO-TV, Kalamazoo, Mich.

**BAKER, JERRY**  
KELP-TV, El Paso, Tex.

**BAKER, JIMMIE**  
Rough Riders  
ABC-TV

**BANNER, BOB**  
The Garry Moore Show, Ginger Rogers Show (Pontiac Special)  
CBS-TV

**BENSON, LEON**  
West Point  
ABC-TV

**BERG, HAL**  
Hatchy Malatchy  
WNEP-TV, Scranton, Pa.

**BERGER, NORMAN**  
WKBN-TV, Youngstown, Ohio

**BERGSTRUM, RALPH**  
The Breakfast Club  
ABC

**BERNAL, MANUEL**  
Home Sweet Home  
KCOE-TV, San Antonio, Tex.

**BIDUS, JOHN**  
WRCV-TV, Philadelphia, Pa.

**BLACKBURN, NORMAN**  
Circus Boy  
ABC-TV

**BLACKWELL, BURT**  
WAVE-TV, Louisville, Ky.

**BLAIR, JIM**  
WBOY-TV, Clarksburg, W. Va.

**BLOOM, DAN**  
The World Tonight  
CBS

**BLUE, PAUL**  
KLZ-TV, Denver, Colo.

**BORDEN, THOMAS**  
WTAE, Pittsburgh, Pa.

**BOWE, GEORGE**  
WTIC-TV, Hartford, Conn.

**BOWLES, KEN**  
KRGF-TV, Chattanooga, Tenn.

**BOYD, MILTON**  
WBBF-TV, Rock Island, Ill.

**BRADDOCK, ART**  
WJTV, Jackson, Miss.

**BRADY, BEN**  
Perry Mason  
CBS-TV

**BREEN, MIKE**  
WSYR-TV, Syracuse, N. Y.

**BRESLER, JERRY**  
The Merv Griffin Show  
ABC

**BRICKEN, JULES**  
Lux—Schlitz Playhouse  
CBS-TV

**BROCK, PARA LEE**  
4-H Hour  
WAGA-TV, Atlanta, Ga.

**BRODKIN, HERBERT**  
Playhouse 90  
CBS-TV

**BROOKS, BRUCE**  
KROD-TV, El Paso, Tex.

**BROOKS, RAY**  
The 4 Sharps  
WHIS-TV, Bluefield, W. Va.

**BROWN, HI**  
The Affairs of Dr. Gentry, Five Star Matinee, Don Ameche's Real Life Stories  
NBC

**BROWN, ORVAL**  
TV News Digest  
KSBY-TV, San Luis Obispo, Calif.

**BROWN, PEN**  
KFBB-TV, Great Falls, Mont.

**BRUESS, ROBERT**  
WSAU-TV, Wausau, Wisc.

**BRYANT, JEANICE**  
WABL-TV, Bangor, Me.

**RUCK, JULES**  
O. S. S.  
ABC-TV

**BURDICK, JERRY**  
Bob Brandy Time  
WTVG, Chattanooga, Tenn.

**BURNETT, MURRAY**  
Chance for Romance  
ABC-TV

**BURR, EUGENE**  
The Verdict Is Yours  
CBS-TV

## — C —

**CAPSTAFF, AL**  
Monitor, Nightline, NBC  
Image Series  
NBC

**CARLIN, STEVE**  
Top Dollar  
CBS-TV

**CARLTON, CARL**  
Princess Mary's Castle  
WEKB, Chicago, Ill.

**CARNEY, JOSEPH**  
Jazz Party  
KMSP-TV, Minneapolis, Minn.

**CARR, PAUL**  
Bingo at Home  
KLOR-TV, Provo, Utah

**CARVER, JACK**  
KLZ-TV, Denver, Colo.

## CATES, GILBERT

B. June 6, 1933, New York City; Haggis Baggis, NBC-TV; ABC-TV; CBS-TV

**CHAMBERLAIN, CRAN**  
You Asked For It  
ABC-TV

**CHAMPION, BOB**  
Poneye  
WSOC-TV, Charlotte, N. C.

**CHARLES, GEORGE**  
The Oldsmobile Show  
ABC-TV

**CHERKEZIAN, NAZARET**  
Eye on New York  
WCBS-TV, New York, N. Y.

**CHRISTENSEN, JAMES A.**  
WBEN-TV, Buffalo, N. Y.

**CHUMLEY, RAY**  
Circle 3 Ranch  
WRGP-TV, Chattanooga, Tenn.

**CHUN, CLARENCE**  
Televi Digest  
KONA-TV, Honolulu, Hawaii

**CLAVER, ROBERT E.**  
Captain Kangaroo  
CBS-TV

**CLAWSON, GRANT R.**  
KSL-TV, Salt Lake City, Utah

**CLEARY, JOHN**  
"The G-E College Bowl"  
CBS-TV

**COBB, DENNIS**  
WXEX-TV, Petersburg-Richmond, Va.



ANN MARLOWE

Producer-Packager

Jaime del Valle



"THE LINEUP"

"SAN FRANCISCO BEAT"



## RADIO-TV PRODUCERS

**COE, FRED**

Playhouse 90  
CBS-TV

**COHAN, PHIL**

The Guy Mitchell Show  
ABC-TV

**COHAN, ALBERT J.**

The Ann Sothern Show  
CBS-TV

**COLE, SIDNEY**

Robin Hood  
CBS-TV

**COLERAN, BILL**

The Bing Crosby Show  
ABC-TV

**COLLIER, WALT**

5 Star Final  
KSYD-TV, Wichita Falls,  
Tex.

**COLLIGAN, JIM**

The Baseball Corner  
ABC-TV

**COLLYER, BUD**

Beat the Clock  
ABC-TV

**COLVIN, JERRY**

Refreshment Time  
KTBS-TV, Shreveport, La.

**CONGER, WILLIAM**

KMSO-TV, Missoula, Ont.

**CONKLIN, HARTWELL**

WLOF-TV, Orlando, Fla.

**CONNELLY, JOE**

Leave it to Beaver  
ABC-TV

**COOLEY, LEE**

Perry Como Show, NBC-TV; "Big  
Record," CBS-TV

**CORNER, MERLE**

Pictorial News Review  
WHIO-TV, Dayton, Ohio

**COSTELLO, ROBERT**

Armstrong Circle Theatre  
CBS-TV

**COUGHLIN, ALFRED**

The Merv Griffin Show  
ABC

**CRAFT, JAMES**

KNOE-TV, Monroe, La.

**CROSS, PERRY**

"County Fair," NBC-TV

**CROTHERS, GEORGE**

Invitation to Learning  
CBS

— D —

**DAUGHERTY, DUFF**

Rainbow House  
KONA-TV, Honolulu, Hawaii

**DAUGHERTY, JEAN**

Magic Toy Shop  
WHEN-TV, Syracuse, N. Y.

**DAVID, RUSS**

Fun Fare  
KSD-TV, St. Louis, Mo.

**DAVIS, WALT**

4:30 Hop  
KTSM-TV, El Paso, Tex.

**DEL VALLE,  
JAIME**

B. Jan., 19, 1910, Los Angeles,  
Calif.; The Line Up, San Fran-  
cisco Beat, CBS-TV; Film Sales

**DeMET, PETER**

All-Star Golf  
ABC-TV

**DESSART, GEORGE**

WCAU-TV, Philadelphia, Pa.

**DEVENDORF, DON**

WSAV-TV, Savannah, Ga.

**DIETRICH, GARTH**

Timex All-Star Jazz Show,  
CBS-TV

**DISNEY, WALT**

Walt Disney's Adventure  
Time; Zorro; Mickey Mouse  
Club  
ABC-TV

**DOLAN, JAMES M.**

Sports Time  
CBS

**DOLMAN, GEORGE**

The News Eye  
KSYD-TV, Wichita Falls,  
Tex.

**DONLON, ED**

The Johnny Evans Show  
WIS-TV, Columbia, S. C.

**DUDDY, LYN**

The Merv Griffin Show  
ABC

**DUFF, GORDON**

Playhouse 90 (Time of Your  
Life); Du Pont Show of the  
Month (Hasty Heart)  
CBS-TV

**DUNHAM, WALLY**

This is Music  
ABC-TV

**DUTCHER, BILL**

WMT-TV, Cedar Rapids, Iowa

— E —

**EDELMAN, LOUIS F.**

The Adventures of Jim  
Bowie, The Life and Legend  
of Wyatt Earp, ABC-TV  
The Danny Thomas Show,  
CBS-TV



**CLARK JONES**

PRODUCER — DIRECTOR



**RICHARD D. HEFFNER**

PRODUCER-MODERATOR

"OPEN MIND"

WRCA-TV

# RADIO-TV PRODUCERS

## EDWARDS, RALPH

B. June 13, Merino, Colo.;  
This Is Your Life, NBC-TV

### EDWARDS, SUE

Romper Room  
WTVN-TV, Columbus, Ohio

### ELLSWORTH, WHITNEY

Superman  
ABC-TV

### END, JACK

WROC-TV, Rochester, N. Y.

### ENDICOTT, BILL

KTNT-TV, Tacoma, Wash.

### ENGLANDER, ROGER

New York Philharmonic  
Young People's Concerts  
CBS-TV

### EPSTEIN, JON

Adventure at Scott Island  
ABC-TV

### EWING, ED

Wrestling  
WDBJ-TV, Roanoke, Va.

— F —

### FANNING, BILL

KOMO-TV, Seattle, Wash.

## FARREN, JACK

Concentration, Bob Smith Show,  
NBC-TV; Windy Dink & You,  
CBS-TV

### FASSETT, JIM

The New York Philharmonic;  
The Cleveland Orchestra CBS

### FATES, GIL

What's My Line, I've Got A  
Secret, To Tell the Truth  
CBS-TV

### FEDDERSON, DON

The Betty White Show,  
ABC-TV; The Millionaire,  
CBS-TV

### FELDMAN, CHESTER

I've Got A Secret  
CBS-TV

### FENNELLY, VINCENT M.

Trackdown  
CBS-TV

### FENNELLY, VINCENT M.

Trackdown  
CBS-TV

### FENTRESS, JACK

KNOE-TV, Monroe, La.

### FIELDS, RALPH

"Wonderful Town"  
CBS-TV

### FISHER, CHARLES

As the World Turns  
CBS-TV

### FITZPATRICK, TOM

WSYR-TV, Syracuse, N. Y.

### FLACK, DON

WPTV, Palm Beach, Fla.

### FLETCHER, VIC

WEEK-TV, Peoria, Ill.

### FLETTRICH, TERRY

Cap'n Sam — Midday  
WDSU-TV, New Orleans,  
La.

### FOREHAND, JACK

Pepsi-Cola Merry-Go-Round  
WECT, Wilmington, N. C.

## FORREST, RAY

Children's Theatre, WRCA-TV

### FOWLES, KEITH

WAGM-TV, Presque Isle, Me.

### FRAMER, WALT

For Love or Money  
CBS-TV

### FREDERICKS, JACK

Good Living  
WKTU, Utica, N. Y.

### FREEMAN, DOUGLAS

WRVA-TV, Richmond, Va.

### FREEMAN, EVERETT

Bachelor Father  
CBS-TV

### FREES, JACK

WPTV, Palm Beach, Fla.

### FRIENDLY, FRED W.

"Small World"  
CBS-TV

### FRIERSON, BOB

Talk Back  
WIS-TV, Columbia, S. C.

### FRYER, ROBERT

"Wonderful Town"  
CBS-TV

— G —

### GALLU, SAM

Navy Log  
ABC-TV

### GARDEN, WILLIAM A.

Notre Dame Football  
WNDU-TV, South Bend, Ind.

### GARDNER, ARTHUR

The Rifleman  
ABC-TV

### GARNER, JAMES

WDEF-TV, Chattanooga,  
Tenn.

### GASSETT, CHARLES

Major Mars  
WTVM, Columbus, Ga.

### GEORGE, DICK

News & Weather  
WMAZ-TV, Macon, Ga.

### GERECHT, MARJE

At Home with Kitty  
WWLP, Springfield, Mass.



**PERRY CROSS**

Executive Producer

"COUNTY FAIR"

NBC-TV



**RAY FORREST**

PRODUCER-HOST  
CHILDREN'S THEATRE  
WRCA-TV

## RADIO-TV PRODUCERS

**GINGELL, GEORGE**  
Chattahoochee RFD  
WRBL-TV, Columbus, Ga.

**GLIDDEN, EDITH**  
Especially For You  
WOC-TV, Davenport, Iowa

**GOLDEN, ROBERT**  
Lassie  
CBS-TV

**GOLDMAN, ROBERT**  
Seven Lively Arts  
CBS-TV

**GOLTZ, SIDNEY C.**  
All-Star Golf  
ABC-TV

**GOODELL, JOHN**  
People Are Funny  
NBC

**GOTTLIEB, ALEX**  
The Gale Storm Show,  
CBS-TV; Love That Jill,  
ABC-TV

**GRAHAM, LEWIS**  
Ted Mack and the Original  
Amateur Hour  
CBS-TV

**GRANET, BERT**  
Westinghouse Lucille Ball —  
Desi Arnaz Shows, CBS-TV;  
The Walter Winchell File,  
ABC-TV

**GRAVES, JIM**  
At Home with Rozell  
WRBL-TV, Columbus, Ga.

**GREEN, FRANK**  
WLVA-TV, Lynchburg, Va.

**GREEN, JOHN B.**  
Art Carney Meets 'Peter and  
the Wolf'  
ABC-TV

**GRUENBERG,  
AXEL**

"This Is Your Life," NBC-TV

**GUEDEL, JOHN**  
Art Linkletter's House Party  
CBS, CBS-TV; Anybody Can  
Play, ABC-TV

**GUTIERREZ, HENRY H.**  
KGNS-TV, Laredo, Tex.

### — H —

**HALL, ALLEN**  
Moviehouse: Standout  
WLW-I, Indianapolis, Ind.

**HALL, CHARLES**  
Saturday Night Jamboree  
WSAZ-TV, Huntington, W.  
Va.

**HAMILTON, JOE**  
The Garry Moore Show  
CBS-TV

**HAMMERSTEIN, WILLIAM**  
Arthur Godfrey Show  
CBS-TV

**HANCE, WILEY**  
Small Explosion  
ABC-TV

**HANSCHMAN, NANCY**  
The Leading Question  
CBS

**HANSEN, LLOYD**  
KOVV-TV, Stockton, Calif.

**HARMS, JOHN**  
WCSH-TV, Portland, Me.

**HARPOLE, JIMMIE**  
WJTV, Jackson, Miss.

**HARRISON, JOAN**  
Alfred Hitchcock Presents  
CBS-TV

**HART, WALTER**  
The Couple Next Door  
CBS

**HAYS, GENE**  
KTVU, San Francisco-  
Oakland, Calif.

**HAZARD, STU**  
Flinty's Attic  
WJLM TV, Lansing, Mich.

**HEATTER, MERRILL**  
Top Dollar  
CBS-TV

**HEFFNER,  
RICHARD D.**

B. Aug. 5, 1925, New York,  
N. Y.; The Open Mind, WRCA-  
TV, New York, N. Y.

**HEIDER, FREDERICK**  
Voice of Firestone  
ABC-TV

**HENRY, FRED**  
The Liberace Show, The  
Betty White Show, ABC-TV

**HENRY, JIM**  
Kids Korner  
KVTU, Sioux City, Iowa

**HERRIDGE, ROBERT**  
Seven Lively Arts  
CBS-TV

**HEYWARD, DEKE**  
The Dick Clark Show  
ABC-TV

**HILL, EARL**  
Cartoon Corners  
KTBS-TV, Shreveport, La.

**HOBIN, BILL**  
Timex All-Star Jazz Show,  
Phil Silvers on Broadway,  
CBS-TV; The Pat Boone Chevy  
Showroom  
ABC-TV

**HOLLANDER, JEAN**  
Beat the Clock  
ABC-TV

**HOLLENBECK, BILL**  
Nighthawk  
XETV, San Diego, Calif.

# Jack Farren

Producer

## CONCENTRATION

NBC-TV

# AXEL GRUENBERG

PRODUCER

for

RALPH EDWARDS'

"THIS IS YOUR LIFE"

NBC-TV

# RADIO-TV PRODUCERS

**HOOK, ARTHUR**  
News, Tam's Time, Club 21  
WPTA, Fort Wayne, Ind.

**HOEHL, SAM**  
Teen Age Dancetime  
KVIQ-TV, Eureka, Calif.

**HORWICH, DR. FRANCES**  
Ding Dong School  
WGN-TV, Chicago, Ill.

**HORWITZ, HOWIE**  
77 Sunset Strip  
ABC-TV

**HOUGHTON, A. E. JR.**  
Man with a Camera  
ABC-TV

**HOUSEMAN, JOHN**  
Playhouse 90, Seven Lively  
Arts CBS-TV

**HOWELL, CLIFF**  
Amos 'n' Andy Music Hall  
CBS

**HUDSON, HAL**  
Dick Powell's Zane Grey  
Theatre CBS-TV

**HUGGINS, ROY**  
77 Sunset Strip, Maverick,  
Colt 45, ABC-TV

**HUMMERT, ANN**  
Romance of Helen Trent CBS

**HUMMERT, FRANK**  
Romance of Helen Trent  
CBS

**HUNTER, HARRY**  
Norman Ross and Facsimile  
WBKB, Chicago, Ill.

## — J —

**JACKSON, GAIL PATRICK**  
Perry Mason  
CBS-TV

**JAMPPEL, CARL**  
Mother's Day  
ABC-TV

**JANIS, HAL**  
Sid Caesar Invites You  
ABC-TV

**JENSEN, BYRON**  
Guest Book  
KLOR-TV, Provo, Utah

**JOHNSON, BOB**  
KELO-TV, Sioux Falls, S. D.

**JOHNSON, JOHNNY**  
WAFL-TV, Birmingham, Ala.

**JOHNSTONE, JACK**  
Yours Truly, Johnny Dollar  
CBS

**JONES, CLARK R.**  
B. April 10, 1920, Clearfield,  
Pa.; Perry Como Show, NBC-TV;  
The Patrice Munsel Show, ABC-  
TV

**JONES, ED**  
Cap'n Ken's Showboat  
WOC-TV, Davenport, Iowa

**JOYCE, ROBERT M.**  
Commodore Bob Show  
WMTW-TV, Poland Spring,  
Me.

## — K —

**KAISER, ROBERT**  
Downtown  
WTRF-TV, Wheeling, W.  
Va.

**KEMP, JAY**  
KOOL-TV, Phoenix, Ariz.

**KILEY, JOSEPH**  
Forrest Willis Show  
WTRI, Albany, N. Y.

**KINBERG, JUD**  
Seven Lively Arts  
CBS-TV

**KLEIBACKER, F.R.**  
WEIC, Pittsburgh, Pa.

**KLEIN, LEWIS**  
Cowtown Rodeo  
ABC-TV

**KNUDHOLT, EDWARD**  
WKNX-TV, Saginaw, Mich.

**KONDOLF, GEORGE**  
The United States Steel Hour  
CBS-TV

**KOPLOW, GEORGE**  
WHBF-TV, Rock Island, Ill.

**KORTNER, PETER**  
Pursuit  
CBS-TV

## — L —

**LACKNER, ED**  
KOMO-TV, Seattle, Wash.

**LAFFERTY, PERRY**  
Your Hit Parade  
CBS-TV

**LANTZ, WALTER**  
Woody Woodpecker  
ABC-TV

**LASSALLY, PETER**  
Nightline  
NBC

**LAYNE, GEORGE**  
WKRQ-TV, Mobile, Ala.

**LEARY, JOHN**  
WRCV-TV, Philadelphia, Pa.

**LEHR, MILTON H.**  
Caribe Motors Shows  
WKAQ-TV, San Juan, P. R.

**LEICHTNER, FRITZ**  
Spinach Playhouse  
WSAZ-TV, Huntington, W.  
Va.

**LENEX, DON**  
Cinderella Weekend  
WCAU-TV, Philadelphia, Pa.

**EDGAR PETERSON**

EXECUTIVE PRODUCER

CBS-TV

*Lee Cooley*

EXECUTIVE DIRECTOR  
OF PROGRAMS

PARAMOUNT TELEVISION  
PRODUCTIONS  
HOLLYWOOD

## RADIO-TV PRODUCERS

### LEONARD, HERBERT B.

The Adventures of Rin Tin Tin,  
NBC-TV; Naked City, ABC-TV

**LESSER, JULIAN**  
Bold Journey  
ABC-TV

**LEVY, JULES**  
The Rifleman  
ABC-TV

**LEVY, PARKE**  
December Bride  
CBS-TV

**LEWINE, RICHARD**  
Du Pont Show of the Month  
(Aladdin) CBS-TV

**LEWIS, BOB**  
WBBQ-TV, Memphis, Tenn.

**LEWIS, RALPH**  
WFMY-TV, Greensboro,  
N. C.

**LITTELL, BLAINE**  
The World Tonight  
CBS

**LJUNGH, ESSE W.**  
Encounter  
ABC-TV

**LLOYD, TED**  
My True Story  
NBC

**LOOS, MARY**  
Yancy Derringer  
CBS-TV

**LOUTHER, JOHN**  
Sunday  
WVET-TV, Rochester, N. Y.

**LUM, GEORGE**  
Ted Randal Show  
KPIX, San Francisco, Calif.

**LUSCHER, DICK**  
WJZ-TV, Baltimore, Md.

**LUTZ, SAM**  
The Plymouth Show, starring  
Lawrence Welk

### — Mc —

**McCOURT, BOB**  
Kilgo's Kanteen  
WSOC-TV, Charlotte, N. C.

**McDONALD, AL**  
Fun Wagon  
KOTA-TV, Rapid City S. D.

**McDONNELL, NORMAN S.**  
Gunsmoke, Have Gun, Will  
Travel CBS

**McGARRETT, GEORGE**  
The Jim Backus Show  
ABC

**McGAW, BILL**  
KDKA-TV, Pittsburgh, Pa.

**McKAY, DOUGLAS**  
Howard Miller Program  
CBS

**McKENNA, JACK**  
WDSM-TV, Duluth, Minn.

**McNULTY, JACK**  
WDSM-TV, Duluth, Minn.

**McNULTY, GERARD**  
WSUN-TV, St. Petersburg,  
Fla.

### — M —

**MacDONNELL, NORMAN**  
Gunsmoke  
CBS-TV

**MacKENZIE, BLAIR**  
WVEC-TV, Hampton-Norfolk,  
Va.

**MacKENZIE, MURDO**  
Rusty Draper Show  
CBS

**MacNEILL, JOHN**  
Pepsi-Cola Merry-Go-Round  
WECT, Wilmington, N. C.

**MAMMARELLA, TONY**  
American Bandstand  
ABC-TV; WFIL-TV,  
Philadelphia, Pa.

**MANNERS, SAM**  
Naked City  
ABC-TV

**MANULIS, MARTIN**  
Playhouse 90  
CBS-TV

**MARCUS, HELEN**  
Beat the Clock  
ABC-TV

**MARION, IRA**  
Disaster! The Noble Challenge  
ABC

**MARKS, HILLIARD**  
The Jack Benny Program  
CBS-TV

**MARLOWE, ANN**  
B. Juley, New York City, N. Y.

**MARLOWE, MICHAEL**  
Capitol Cloakroom  
CBS

**MARRER, FR. ROBERT**  
The Greatest of These  
WSTV-TV, Steubenville,  
Ohio

**MARRINAN, PAT**  
Spotlight on Youth  
KHJ-TV, Los Angeles, Calif.

**MARTIN, DOUG**  
WCBS, Charleston, W. Va.

**MAYS, HERSHEL**  
Big 10 Jamboree  
KTUE, El Dorado, Ark.

**MEYER, HARLAN**  
WREX-TV, Rockford, Ill.

**MILLER, BILL**  
KONO-TV, San Antonio, Tex.

**MILLER, CHARLES**  
KMOX-TV, St. Louis, Mo.

**MILLS, TED**  
The Oldsmobile Show  
ABC-TV

**MITTLEMAN, RICK**  
You Asked for It  
ABC-TV



## GIL CATES

Producer — Director

# RADIO-TV PRODUCERS

**MONROE, HOWARD**  
Party Time  
WBTW, Florence, S. C.

**MONTAGNE, EDWARD J.**  
The Phil Silvers Show  
"You'll Never Get Rich"  
CBS-TV

**MORGAN, BOB**  
Studio Wrestling  
WTVG, Chattanooga, Tenn.

**MORGAN, LEO**  
ESP  
ABC-TV

**MORSE, CARLTON**  
The Woman in My House;  
One Man's Family  
NBC

**MOSHER, BOB**  
Leave It to Beaver  
ABC-TV

**MULLIGAN, GENE**  
KTVU, San Francisco-  
Oakland, Calif.

**MULVEY, WILLIAM**  
WBFG-TV, Altoona, Pa.

**MURROW, EDWARD R.**  
"Small World"  
CBS-TV

**MUSIELLO, FRANK**  
The Peter Lind Hayes Show  
ABC-TV

## — N —

**NAAR, JOSEPH T.**  
Lux — Schlitz Playhouse  
CBS-TV

**NAZE, STAN**  
WSAU-TV, Wausau, Wis.

**NELSON, DOLPH**  
Anybody Can Play  
ABC-TV

**NELSON, LEE**  
WABL-TV, Bangor, Me.

**NELSON, NOD**  
WAPL-TV, Birmingham, Ala.

**NELSON, OZZIE**  
The Adventures of Ozzie and  
Harriet  
ABC-TV

**NELSON, RALPH**  
Du Pont Show of the Mouth  
(Humlet)  
CBS-TV

**NEMSER, SANDRA**  
Answer, Please!  
CBS

**NEWMAN, JACK**  
WKXX-TV, Saginaw, Mich.

**NEWSOME, LOUIS**  
WNCT, Greenville, N. C.

**NICHOLS, BILL**  
The United States Steel Hour  
CBS-TV

**NICHOLSON, MAC**  
WNCT, Greenville, N. C.

**NIESEN, MATT**  
Bowling Stars  
ABC-TV

**NOBLE, FRED**  
Ty Cobb Show  
KRGV-TV, Weslaco, Tex.

**NOEL, KEN**  
Ann Alden Show  
KFJZ-TV, Fort Worth, Tex.

## — O —

**O'DELL, GENE**  
WLW-1, Indianapolis, Ind.

**ORENSTEIN, LEO**  
Encounter  
ABC-TV

**ORR, WILLIAM T.**  
Colt .45, Cheyenne, Maverick,  
Sugarfoot, ABC-TV

**OSBORN, BOB**  
WOW-TV, Omaha, Neb.

**OSMAN, HARRY**  
WRCV-TV, Philadelphia, Pa.

**OVERLANDER, BOB**  
WSAV-TV, Savannah, Ga.

**OWEN, TONY**  
The Donna Reed Show  
ABC-TV

## — P —

**PABON, MARIO**  
Show Libbys  
WKAQ-TV, San Juan, P. R.

**PACKER, PETER**  
Luk — Selditz Playhouse  
CBS-TV

**PALMER, SI**  
KOA-TV, Denver, Colo.

**PARKER, CLYDE**  
Little Rock Today  
KARK-TV, Little Rock, Ark.

**PARRIS, JACK**  
WJRT, Flint, Mich.

**PATTON, DON**  
Oscar Levant Show  
KHJ-TV, Los Angeles, Calif.

**PEPIN, LEO**  
The Adventures of Ozzie and  
Harriet ABC-TV

## PETERSON, EDGAR

B. Jan. 12, 1913, Mobile, Ala.;  
Executive Producer, CBS-TV,  
Hollywood

**PETTYJOHN, JAMES M.**  
WRCV-TV, Philadelphia, Pa.

**PINCUS, IRVING**  
The Real McCoys  
ABC-TV

**PINCUS, NORMAN**  
The Real McCoys  
ABC-TV

**PITTMAN, FRANK**  
Tombstone Territory  
ABC-TV

**POLLACHECK, CHARLES**  
The Edge of Night  
CBS-TV

**POOLE, BURNELL JR.**  
WUSH-TV, Portland, Me.

**POOLE, JACK**  
Premiere Theatre  
WEAT-TV, W. Palm Beach,  
Fla.

**POOLE, LYNN**  
Johns Hopkins File 7  
ABC-TV

**PORTER, STAN**  
WHIQ-TV, Memphis, Tenn.

**POSS, STANLEY**  
The Jackie Gleason Show  
CBS-TV

**PRATT, JAMES**  
Walt Disney Presents  
ABC-TV

**PRATT, PAUL**  
KTUL-TV, Tulsa, Okla.

**PRYOR, WALLY**  
Now Dig This  
KTHQ-TV, Austin, Tex.

## — Q —

**QUENELE, TOM**  
WFMY-TV, Greensboro, N. C.

## — R —

**RAINGER, DAN**  
KTVT, Salt Lake City, Utah

**RAND, DICK**  
Karlton Karnival  
KENI-TV, Anchorage, Alaska

**RASKY, HARRY**  
The Last Word  
CBS

**REEVES, CHUCK**  
The Dick Clark Show  
ABC-TV

**RICHARD, HARRY**  
Open House  
WJXT, Jacksonville, Fla.

**RICHARDS, ALDEN R.**  
KSL-TV, Salt Lake City, Utah

**RICHTER, DICK**  
WBOY-TV, Clarksburg, W.  
Va.

**ROACH, HAL JR.**  
Telephone Time, Love That  
Jill ABC-TV

**ROBERTS, PAUL**  
Ma Perkins, Right to Happi-  
ness, Whispering Streets  
CBS

**ROBERTS, WILLIAM**  
The Donna Reed Show  
ABC-TV

**ROBINSON, EMMETT**  
WCSG-TV, Charleston, S. C.

**ROBINSON, JOHN**  
Wanted — Dead or Alive  
CBS-TV

**ROBSON, WILLIAM N.**  
Suspense  
CBS

**ROBY, HOWARD**  
WTVN-TV, Columbus, Ohio

**ROCKLAND, FRED**  
WLW-1, Indianapolis, Ind.

**RODIN, GIL**  
The Liberate Show  
ABC-TV

**ROGERS, TOMMY**  
Off The Record  
KPSM-TV, El Paso, Tex.

**ROLFE, SAM**  
Have Gun, Will Travel  
CBS-TV

**ROMIG, JERRY**  
Saturday Session  
WDSU-TV, New Orleans, La.

**ROOT, JOE**  
Romper Room  
WLBZ-TV, Jackson, Miss.

**ROSENTHAL, MORT**  
WDAU-TV, Scranton, Pa.

**ROWE, BOB**  
Play Your Hunch  
CBS-TV

**ROWELL, GLENN**  
Fun Wagon  
KOMA-TV, Rapid City, S. D.

**RUSSELL, CHARLES W.**  
Pursuit  
CBS-TV

## — S —

**SABOFF, ROBERT**  
Bert Parks' Bandstand  
NBC

**SALE, RICHARD**  
Yancy Derringer  
CBS-TV

**SANDERS, MARLENE**  
WNEW-TV, New York, N. Y.

**SANICOLA, HENRY W.**  
The Frank Sinatra Show  
ABC-TV

**SAWYER, JACK**  
WMBD-TV, Peoria, Ill.

**SCHAEFER, GEORGE**  
Gift of the Magi  
CBS-TV

**SCHEERER, BOB**  
The Chevy Showroom  
ABC-TV

**SCHERMER, JULES**  
Lawman  
ABC-TV

**SCHMUTZ, FRED**  
Parents Should Know  
KARK-TV, Little Rock, Ark.

**SCHOUBIN, HARRY**  
Buddy Deane  
WJZ-TV, Baltimore, Md.

**SCHUFELT, ROBERT**  
KVAL-TV, Eugene, Ore.  
Weekend

# RADIO-TV PRODUCERS

**SCHWARZ, RAY**  
WJET, Flint, Mich.

**SCIOSCIA, MIKE**  
WXEX-TV, Petersburg-  
Richmond, Va.

**SCOTT, ED**  
Sheriff Scotty  
KBTU, Denver, Colo.

**SCOTT, STU**  
Stu & George  
KVIQ-TV, Eureka, Calif.

**SCRUBY, BRIAN**  
WMBD-TV, Peoria, Ill.

**SEARLES, NORM**  
WROC-TV, Rochester, N. Y.

**SEINFELD, JONAL**  
Tales of the Texas Ranger  
ABC-TV

**SELDEN, ALBERT**  
"Little Women"  
CBS-TV

**SELF, WILLIAM**  
The Frank Sinatra Show  
ABC-TV

**SELIGMAN, SELIG J.**  
Day in Court  
ABC-TV

**SHERCK, PHIL**  
Peggy's Playhouse  
WJIM-TV, Lansing, Mich.

**SHERMAN, ALLAN**  
Victor Borge's Comedy and  
Music, Phil Silvers on Broad-  
way  
CBS-TV

**SHEVELOVE, BURT**  
Art Carney Meets 'Peter and  
the Wolf'  
ABC-TV

**SHOOK, DEL**  
Top O' Mornin', Panorama,  
WDBJ-TV, Roanoke, Va.

**SIDDONS, HEYWARD**  
KOA-TV, Denver, Colo.

**SILVER, ARTHUR W.**  
Cheyenne  
ABC-TV

**SIMON, GEORGE**  
Timex All-Star Jazz Show  
CBS-TV; Sammy Kaye's Music  
from Manhattan, ABC-TV

**SIMMONS, ED**  
Just Entertainment  
CBS

**SINGER, AL**  
Name That Tune  
CBS-TV

**SISK, ROBERT F.**  
The Life and Legend of  
Wyatt Earp

**SLOCUM, KENT**  
Weather  
KVTU, Sioux City, Iowa

**SMART, DAVE**  
Jana Demas Show  
WHIO-TV, Dayton, Ohio

**SMIGHT, JACK**  
Victor Borge's Comedy and  
Music, CBS-TV

**SMITH, SID**  
Teenage Downbeat  
WBAP-TV, Fort Worth, Tex.

**SNOWDEN, ALEC**  
Scotland Yard  
ABC-TV

**SOBOL, EDWARD**  
The Plymouth Show, starring  
Lawrence Welk ABC-TV

**SOTHAM, JOHN**  
Country Junction  
WLAC-TV, Nashville, Tenn.

**SOUVAIN, GERALDINE**  
Metropolitan Opera  
CBS

**SPANOS, DICK**  
Wonders of Archery  
KGUN-TV, Tucson, Ariz.

**SPARKS, ROBERT**  
Bachelor Father, Have Gun,  
Will Travel  
CBS-TV

**SPIVEY, SAM**  
Auburn Football  
WSFA-TV, Montgomery, Ala.

**STAGG, JERRY**  
Telephone Time  
ABC-TV

**STAPP, JACK**  
The Jim Reeves Show  
ABC

**STEARNS, JOHNNY**  
Make Me Laugh, Music  
Bingo, ABC-TV; The Herb  
Oscar Anderson Show, ABC

**STECK, RICHARD II**  
WLOF-TV, Orlando, Fla.

**STEMBRIDGE, JIMMIE A.**  
Flat & Scruggs  
WIWV, Tupelo, Miss.

**STENTA, RICHARD**  
Mitch Miller Show  
CBS

**STOKEY, MIKE**  
Pantomime Quiz  
ABC-TV

**STRAND, PETER**  
WXYZ-TV, Detroit, Mich.

**SUSSKIND, DAVID**  
Du Pont Show of the Month  
CBS-TV

**SUTTON, T. J.**  
OKLW-TV, Detroit, Mich.

## — T —

**TAMBER, SID**  
The Big Payoff  
CBS-TV

**TARCHER, JEREMY**  
WNEW-TV, New York, N. Y.

**TATELMAN, HARRY**  
Sugarfoot  
ABC-TV

**THOMAS, FRAZIER**  
Garfield Goose  
WGN-TV, Chicago, Ill.

**THOMAS, JERRY**  
The Adventures of Rin Tin  
Tin  
ABC-TV

**THORNTON, PHILIP J.**  
Charlie Dugdale Show  
KPIX, San Francisco, Calif.

**THRALL, DICK**  
KPKA-TV, Pittsburgh, Pa.

**TIMMONS, DAVID**  
Curriculum Studies  
WBAP-TV, Fort Worth, Tex.

**TRENT, RAY**  
KDUB-TV, Lubbock, Tex.

**TRIPP, PAUL**  
On the Carousel  
WCBS-TV, New York, N. Y.

**TROCAINE, FRANCES**  
What's My Line  
CBS-TV

**TURET, LARRY**  
WTT-TV, Milwaukee, Wis.

**TURNER, CLAYTON**  
Nightmare  
KFJZ-TV, Fort Worth, Tex.

## — U —

**UNGER, MAURICE**  
West Point Rough Riders  
ABC-TV

**UTLEY, JOHN**  
WOWL-TV, Florence, Ala.

**UTTAL, WARREN**  
WLVA-TV, Lynchburg, Va.

## — V —

**VEST, DON**  
Religious programs  
WRVA-TV, Richmond, Va.

**VINCE, JOHN**  
WTAE, Pittsburgh, Pa.

**VINCENT, CHICK**  
Pepper Young's Family  
NBC

## — W —

**WADE, EDGAR**  
Space Ship C-8  
WBTW, Florence, S. C.

**WAGNER, JAMES**  
Stars of Tomorrow  
WARD-TV, Johnstown, Pa.

**WAKE, ARNOLD**  
KOOL-TV, Phoenix, Ariz.

**WALD, BOB**  
For Love or Money  
CBS-TV

**WALSH, BILL**  
Walt Disney's Adventure Time  
Mickey Mouse Club ABC-TV

**WALTERS, BOBBY**  
Moonmist  
WIS-TV, Columbia, S. C.

**WARD, DEL**  
WMAZ-TV, Macon, Ga.

**WATSON, PAUL**  
Party Line  
WSFA-TV, Montgomery, Ala.

**WEBB, BILL**  
You Asked for It ABC-TV

**WEEDMAN, SID**  
Romper Room; Kindergarten  
College  
WLW-I, Indianapolis, Ind.

**WELLS, DOUG**  
KTHV, Little Rock, Ark.

**WHITE, ANDY**  
Tombstone Territory  
ABC-TV

**WHITE, LAWRENCE**  
Sammy Kaye's Music from  
Manhattan, ABC-TV; Timex  
All-Star Jazz Shows, CBS-TV

**WHITMAN, ROGER C.**  
"Man Around the House"  
CBS

**WILKISON, GORDON**  
Woman's World  
KTBC-TV, Austin, Tex.

**WILLIAMS, BILL**  
Popeye  
WLAC-TV, Nashville, Tenn.

**WILLIAMS, ROBERT**  
Fun Time  
WCBI-TV, Columbus, Miss.

**WILSON, GEORGE**  
Nine Teen Time  
WSTV-TV, Steubenville, Ohio

**WILSON, JOE**  
House Call  
WVET-TV, Rochester, N. Y.

**WOLAS, EVA**  
Pursuit  
CBS-TV

**WOLF, HERB**  
Keep Talking  
CBS-TV

**WRIGHT, JAY**  
Salt Lake City Tabernacle  
Choir and Organ Program  
CBS

**WYATT, JACK**  
Confession  
ABC-TV

**WYLIE, MARY LOU**  
KTUL-TV, Tulsa, Okla.

## — Y —

**YAWS, HOWARD**  
KONO-TV, San Antonio, Tex.

## — Z —

**ZIRATO, BRUNO JR.**  
Galen Drake  
CBS



**PAUL TAUBMAN**  
**MUSICAL DIRECTOR**

*“TWENTY ONE”*

*“TIC TAC DOUGH”*

*“DOUGH RE MI”*

*“EDGE OF NIGHT”*

*“CONCENTRATION”*

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 1958

## — A —

**ABBOTT, DONALD, V.**  
KWWL, Waterloo, Iowa

**ADEMY, JOHN**  
WBIG, Greensboro, N. C.

**AGA, ROGER**  
KXRA, Alexandria, Minn.

**ALFMAN, JOE**  
KPRL, Paso Robles, Calif.

**ALEXANDER, VAN**  
The Guy Mitchell Show  
ABC-TV

**ALLEN, BOB**  
KLPR, Oklahoma City, Okla.

**ALLEN, DUANE**  
KRFO, Owatonna, Minn.

**ALLEN, JAMES**  
WTUS, Jackson, Tenn.

**ALLISON, BRETT**  
KRBC, Abilene, Tex.

**ANDERSON, AL**  
KGOS, Torrington, Wyo.

**ANDERSON, ALVIN**  
WTWR, Two Rivers, Wisc.

**ANDREWS, BETTY**  
WJEN, Hagerstown, Md.

**ANTHONY, GEORGE**  
WOND, Pleasantville, N. J.

**ANTONINI, ALFREDO**  
Seven Lively Arts  
CBS-TV

**ARNETTE, NADINE**  
WCLG, Morgantown, W. Va.

**ATKINS, ROBERT**  
WTCB, Flomaton, Ala.

**ATTAWAY, JOYCE C.**  
WCOH, Newnan, Ga.

**AVILES, JUAN**  
WITA, San Juan, P. R.

**AYRES, MITCHELL**  
The Perry Como Show  
NBC-TV

**AYRES, NORMAN**  
Mr. Music  
WCSH-TV, Portland, Me.

## — B —

**BAILEY, BETTY**  
WNPT, Tuscaloosa, Ala.

**BALLANTINE, EDDIE**  
Breakfast Club  
ABC

**BALZER, FRITZ**  
WRC, Washington, D. C.

**BANCROFT, PIERSON**  
KTAR, Phoenix, Ariz.

**BARKER, BETTY**  
KTUC, Tucson, Ariz.

**BARR, FRED**  
WGLI, Babylon, N. Y.  
WWRL, New York, N. Y.

**BARRERA, HECTOR E.**  
KUNO, Corpus Christi, Tex.

**BARTON, DICQUE**  
KWTX, Waco, Tex.

**BAUM, BARBARA**  
WNET, Miami Beach, Fla.

**BEALS, RAY H.**  
KVGB, Great Bend, Kan.

**BEARD, NAOMI**  
WTCO, Campbellsville, Ky.

**BELLAMY, VIC**  
WHEN, Harrodsburg, Ky.

**BENSON, BROWNIE**  
Romper Room  
WSAZ-TV, Huntington, W. Va.

**BIERE, MARVIN**  
KR0D, El Paso, Tex.

**BLACK, JERRY**  
KOSA, Odessa, Tex.

**BLANK, RALPH**  
WJJD, Chicago, Ill.

**BLOCH, RAY**  
The Jackie Gleason Show  
CBS-TV

**BOITEL, CLAUDE**  
Jim Deline and the Gang  
WSYR-TV, Syracuse, N. Y.

**BOTT, SHIRLEY**  
KDON, Salinas, Calif.

**BOUDREAU, HAL**  
KHVH, Honolulu, Hawaii

**BOUTILIER, GRACE**  
WPTV, Palm Beach, Fla.

**BOWMAN, LLOYD J.**  
KATL, Miles City, Mont.

**BRADLEY, OWEN**  
The Jim Reeves Show  
ABC

**BRADY, WILLIAM P.**  
WEDC, Chicago, Ill.



## SAMMY KAYE

ABC-TV



Exclusively  
Columbia Records



Management—JACK PHILBIN



Direction—  
JOE GLASER  
Associated Booking Corp.

## MUSICAL DIRECTORS

**BRAGG, PAUL**  
KPRK, Livingston, Mont.  
**BREGMAN, BUDDY**  
The Eddie Fisher Show  
NBC-TV

**BRENEMAN, TOM JR.**  
KNEZ, Lompoc, Calif.

**BRENNER, SHIRLEY**  
WITZ, Jasper, Ind.

**BRESSLER, JERRY**  
The Merv Griffin Show  
ABC

**BRIDGES, ROBBY**  
WKMT, Kings Mountain, N. C.

**BRIGHT, WELDON**  
KGNC, KGNC-TV,  
Amarillo, Tex.

**BROSCHÉ, BRYANT**  
Open House  
WJXT, Jacksonville, Fla.

**BROWN, VERA**  
KRVN, Lexington, Neb.

**BULLARD, CAROLE**  
KSIS, Sedalia, Mo.

**BULLEN, MARY ANN**  
KVNÜ, Logan, Utah

**BURLEY, RICHARD**  
KBTK, Missoula, Mont.

**BURTON, ARLENE**  
KGST, Fresno, Calif.

**BUTLER, JOSEPH F.**  
WKLZ, Kalamazoo, Mich.

**BUTTOLPH, DAVID**  
Maverick  
ABC-TV

**BYCROFT, HOWARD**  
WOTR, Corry, Pa.

**BYRD, VIRGINIA**  
WISH, WISH-TV,  
Indianapolis, Ind.

— C —

**CADE, PATSY**  
WULA, Eufaula, Ala.

**CAIRO, MARIA ELENA**  
KEPS, Eagle Pass, Tex.

**CALABRESE, RAY**  
WHLM, Bloomsburg, Pa.

**CALDO, JACK**  
WHAW, Weston, W. Va.

**CAMARGO, MATEO**  
KCOR, KCOR-TV,  
San Antonio, Tex.

**CAMPBELL, DICK**  
WDVA, Danville, Va.

**CAMPERSON, BILL**  
WHOL, Allentown, Pa.

**CARLEY, JAMES**  
WPIN, St. Petersburg, Fla.

**CARLISLE, ROBERT**  
Lassie  
CBS-TV

**CARPENTER, ROBERT E.**  
KPIG, Cedar Rapids, Iowa

**CARTER, KAY**  
WGBI, Scranton, Pa.

**CASTLE, JAY**  
WLAG, La Grange, Ga.

**CHADWICK, EVELYN**  
WICA, Ashtabula, Ohio

**CHAMBERS, KEITH**  
Keys to Music  
WBOY-TV, Clarksburg, W. Va.

**CHASINS, ABRAM**  
WQXR, New York, N. Y.

**CHESNEY, RUSSELL**  
KCLB, Minot, N. D.

**CLARK, ALLAN**  
WKY-TV, Oklahoma City,  
Okla.

**CLARK, BILL**  
WMAM, Marinette, Wis.

**CLARK, GEORGE**  
KJIM, Fort Worth, Tex.

**CLARK, JAMES**  
WJR, Detroit, Mich.

**CLARY, ROBERT**  
WSOY, Decatur, Ill.

**CLAUSER, AL**  
KTUL-TV, Tulsa, Okla.

**CLAYTON, EARL JR.**  
KSOK, Arkansas City, Kan.

**CLOSE, DEAN L.**  
WLEM, Emporium, Pa.

**COE, BARBARA**  
KLRA, Little Rock, Ark.

**COFFEEN, DICK**  
WMBD, Peoria, Ill.

**COLE, BUDDY**  
The Bing Crosby Show  
ABC-TV

**COLEMAN, HARRY**  
KCEE, Tucson, Ariz.

**COLLINS, JERRY**  
WNOX, Knoxville, Tenn.

**COLVARD, LORENE**  
WMP5, Chattanooga, Tenn.

**CONNILLO, CLYDE**  
KOA, Denver, Colo.

**COOPER, ADRIAN R.**  
WHKK, Akron, Ohio

**COOPER, HARRY**  
WHOM, New York, N. Y.

**CORLIS, ANDY**  
KUDU, Ventura, Calif.

**COSTA, JOHN**  
Jeff Jordan Show, Josie's  
Storyland

**COTE, BERT**  
Ladies' Fair  
WMTW-TV, Poland Spring,  
Me.

**COY, CINDY**  
WPDX, Clarksburg, W. Va.

**CRAFT, CHRIS**  
WCOS, Columbia, S. C.

**CRAHAN, BETTY**  
KOEL, Oelwein, Iowa

— D —

**DANIELS, TIM**  
WDSG, Dyersburg, Tenn.

**DARR, GENE**  
KFXD, Nampa, Ida.



## JERRY JEROME

Creator of  
Jingles  
and  
Musical Backgrounds  
for  
Radio and Television  
Commercials

1 Snapdragon Lane  
Roslyn Heights, L. I.  
MAyfair 1-4567  
SU 7-5400

## MUSICAL DIRECTORS

**DAVENPORT, DON**  
WEKZ, Monroe, Wisc.

**DAVIS, ART**  
WBAP, Fort Worth, Tex.

**DAVIS, BILL**  
WLOW, Norfolk, Va.

**DAVIS, JAY**  
KBUC, Corona, Calif.

**DAVIS, BILL**  
WLOW, Norfolk, Va.

**DAVIS, JAY**  
KBUC, Corona, Calif.

**DAVIS, PAT**  
WHIE, Griffin, Ga.

**DAVIS, ROZANN**  
KMBC, Kansas City, Mo.

**DAWSON, JACK**  
WWIN, Baltimore, Md.

**DEARTH, EARLE**  
Dick Powell's Zane Grey Theatre CBS-TV

**DE BYLE, DON**  
WSAU, Wausau, Wis.

**DECK, PAUL**  
WCMR, Elkhart, Ind.

**De COORLEY, LLOYD**  
KDEX, Dexter, Mo.

**DEEGAN, MICHAEL**  
WJMJ, Philadelphia, Pa.

**DeMATTOS, JEANNE (MRS.)**  
WNBZ, Saranac Lake, N. Y.

**DE VOL, FRANK**  
The Betty White Show ABC-TV

**DEWING, CAROL**  
WCVS, Springfield, Ill.

**DE WITT, JOHN**  
WWHG, Hornell, N. Y.

**DEIHL, GEORGE**  
WFLN, Philadelphia, Pa.

**DISALI, NINO**  
WPAW, Pawtucket-Providence, R. I.

**DIXON, JOHN**  
WALA, Mobile, Ala.

**DOEHLEMAN, MARILYN**  
WING, Dayton, Ohio

**DOERR, ALAN W.**  
WGMS, Washington, D. C.

**DONZE, ELMO**  
KSGM, Ste. Genevieve, Mo.

**DOOLEY, CHARLES 'PETE'**  
WEOA, Evansville, Ind.

**DOUGLAS, BOB**  
WHA V, Haverhill, Mass.

**DOW, ROBERT**  
WGUY, Bangor, Me.

**DOWNING, DON**  
KENE, Toppenish, Wash.

**DRAPER, KEN**  
KSTT, Davenport, Iowa

**DRIVER, TED**  
KUKI, Ukiah, Calif.

**DRUMHELLER, PHIL**  
WBZY, Torrington, Conn.

**DUNBAR, JIM**  
WDSU, New Orleans, La.

**DUNKELBERGER, THOMAS**  
WHIO, Dayton, Ohio

**DUNNING, OWEN**  
Hi Neighbor KOIN-TV, Portland, Ore.

**DUPRE, MITCH**  
WCMP, Pine City, Minn.

**DYER, WILLARD**  
KTBC, KTBC-TV, Austin, Tex.

— E —

**ECK, LAWRENCE**  
KLTN, Blackwell, Okla.

**EELS, MARY ANN**  
WMT, Cedar Rapids, Iowa

**ELDRIDGE, G. V.**  
KOB, Albuquerque, N. M.

**ELGART, LARRY**  
RCA-Victor

**ELLISON, PAUL**  
WHAR, Clarksburg, W. Va.

**ENGEL, LEHMAN**  
"Wonderful Town"  
CBS-TV

**ENIS, BILL**  
KXOL, Fort Worth, Tex.

**ERBE, GALE**  
KHEP, Phoenix, Ariz.

**ERICKSEN, ALICE**  
KIT, Yakima, Wash.

**ERWAY, GUY S.**  
WAYE, Baltimore, Md.

**ETTERS, CLARENCE**  
WBT, Charlotte, N. C.

**EUSTACE, JOHN H.**  
WPDM, Potsdam, N. Y.

— F —

**FAIRCHILD, PAUL**  
WDOC, Prestonsburg, Ky.

**FENNELL, GEORGE**  
WHYE, Roanoke, Va.

**FIELDS, BUDDY**  
WRHI, Rock Hill, S. C.

**FINLAY, FRED**  
KVBC, Farmington, N. M.

**FLANAGHAN, PAUL**  
WPTN, Albany, N. Y.

**FLOURNOY, ROSE**  
WRBL, Columbus, Ga.

**FOSTER, JAMES L.**  
WTAY, Robinson, Ill.

**FOUTS, DIANA**  
KSFA, Nacogdoches, Tex.

**FRAISER, TOBY**  
WLSL, Big Stone Gap, Va.

**FRENCH, DON**  
KFMB, San Diego, Calif.

**FROST, DON**  
KMNS, Sioux City, Iowa

**FRYE, J. ALLEN**  
KSIX, Corpus Christie, Tex.

**FULLER, JERRY**  
KSST, Sulphur Springs, Tex.



# CHARLES SANFORD

— 0 —

MUSICAL DIRECTOR

— 0 —

CO 5-1068

## MUSICAL DIRECTORS

— G —

**GABROURY, JOHN**  
KYCA, Prescott, Ariz.

**GALLICCHIO, JOSEPH**  
The Howard Miller Show,  
NBC-TV; WMAQ, WNBQ,  
Chicago, Ill.

**GALLUP, SUE**  
KGFL, Roswell, N. M.

**GARBSCH, EVELYN**  
WCCN, Neillsville, Wis.

**GARRETT, SNUFF**  
KSYD, Wichita Falls, Tex.

**GARRETT, VIOLA**  
WEUP, Huntsville, Ala.

**GART, JOHN**

**GEARING, JOE**  
WTV, Titusville, Pa.

**GIBBON, JIM**  
WLAU, Laurel, Miss.

**GIBSON, JERRY**  
KBRC, Mount Vernon, Wash.

**GILBERT, HERSHEL  
BURKE**  
The Loretta Young Show  
NBC-TV

**GILROY, GERALD**  
WPTS, Pittston, Pa.

**GITZ, JEAN**  
WLCX, La Crosse, Wis.

**GLASSMEYER, GLORIA**  
WZIP, Cincinnati, Ohio

**GOLDSMITH, JERRY**  
Pursuit  
CBS-TV

**GORDON, HAL**  
WXYZ, WXYZ-TV,  
Detroit, Mich.

**GOSDIN, REVIN**  
WBAM, Montgomery, Ala.

**GOW, ART**  
KLZ-TV, Denver, Colo.

**GRAHAM, FRANCIS**  
WAIN, Columbia, Ky.

**GRAHAM, JERRY**  
KVNC, Winslow, Ariz.

**GREEN, BERNARD**  
Sid Caesar Invites You  
ABC-TV

**GREENER, BILL**  
WBEL, Beloit, Wis.

**GREENSTIEN, NORMA**  
WLIB, New York, N. Y.

**GRIFFITHS, TOM**  
WCMW, Canton, Ohio

**GRIGGS, CHARLES**  
WINE, Buffalo, N. Y.

**GROSS, JACK JR.**  
KSON, San Diego, Calif.

— H —

**HAEBERLE, CARL B.**  
WPLH, Huntington, W. Va.

**HAINES, FRANK**  
KVEN, Ventura, Calif.

**HALEY, PAT**  
WMCK, McKeesport, Pa.

**HAISEMA, EVELYN**  
WASK, Lafayette, Ind.

**HAMANN, GLORIA**  
WDOK, Cleveland, Ohio

**HANCOCK, DENNIS JR.**  
WBOP, Pensacola, Fla.

**HARPER, MARY**  
WDSP, DeFuniak Springs,  
Fla.

**HARWOOD, BRIAN**  
WDEV, Waterbury, Vt.

**HASTINGS, HAL**  
Phil Silvers on Broadway,  
Gitt of the Mairi, Little  
Women CBS-TV

**HATCH, WILBUR**  
Lucille Ball—Desi Arnaz  
Shows  
CBS-TV

**HAUPT, JAMES**  
WQXQ, Ormond Beach, Fla.

**HAYES, DOLORES**  
KEKC, Kansas City, Mo.

**HAYMAN, RICHARD**  
ESP  
ABC-TV

**HAYS, REX D.**  
WNAX, Yankton, S. D.

**HEATH, SHEILA**  
WEIC, Charleston, Ill.

**HEFTI, NEAL**  
GAC, Coral Records

**HENDERSON, LUTHER JR.**  
Victor Borge's Comedy and  
Music, CBS-TV

**HENDERSON,  
SKITCH**  
B. Jan. 27; Steve Allen Show,  
NBC-TV; Bandstand, NBC

**HERMAN, FRED**  
WSSV, Petersburg, Va.

**HERMANN, RALPH**  
The Herb Oscar Anderson  
Show ABC

**HICKS, DORIS**  
WTK, Durham, N. C.

**HODGE, TED**  
WENY, Elmira, N. Y.

**HOFF, CARL**  
The Bob Crosby Show  
NBC-TV

**HOFFMANN, CHARLES**  
WNEB, Daytona Beach, Fla.

**HOGAN, HARLAN**  
WSBT, South Bend, Ind.

**HOGAN, JAMES**  
Jim Deline and the Gang  
WSYR-TV, Syracuse, N. Y.

**HOHENGARTEN, CARL**  
KMOX-TV, St. Louis, Mo.

**HOLLIDAY, BOB**  
KBUZ, Phoenix, Ariz.

**HOLMES, RICHARD B.**  
WILM, Wilmington, Del.

**HOOGENHOUS, MARY**  
WCOW, Sparta, Wis.

**HOOPER, SHIRLEY**  
WRKH, Rockwood, Tenn.



**BERNIE WAYNE**

**MUSICAL  
CONDUCTOR**

1619 Broadway PL 7-4960 New York, N. Y.

## MUSICAL DIRECTORS

**HORN, LE ANN**  
KIXL, Dallas, Tex.

**HOVER, FREEMAN**  
KCSR, Chadron, Neb.

**HOVIS, AL**  
WWOK, Charlotte, N. C.

**HOWARD, BILL**  
KAVL, Rocky Ford, Colo.

**HOYT, DON**  
WACK, Newark, N. Y.

**HUBBARD, JOAN**  
WETZ, New Hartinsville, W. Va.

**HUBBS, BILL**  
KTUN, Pecos, Tex.

**HULTS, ARLO**  
For Love or Money  
CBS-TV

**HUNT, GEORGE**  
Party Line  
KAKE-TV, Wichita, Kan.

**HUNT, WEBB**  
KNUZ, Houston, Tex.

**HUNTER, ALFRED**  
KSDO, San Diego, Calif.

**HURLEY, BOB**  
WGAY, Silver Spring, Md.

**HYDE, MARY**  
WBBC, Flint, Mich.

**HYDEN, STUART**  
KBCL, Shreveport, La.

**HYER, IVAN**  
WCHN, Norwich, N. Y.

### — I —

**IHRKE, ELMER**  
WEMP, Milwaukee, Wis.

**IMBROGLIO, JOSEPH**  
WFBR, Baltimore, Md.

**IRELAND, DICK**  
WJDY, Salisbury, Md.

### — J —

**JACKSON, GRAHAM**  
WERD, Atlanta, Ga.

**JACOBSON, PAUL V.**  
KXGN, Glendive, Mont.

**JARRETT, LEAH**  
WRGA, Rome, Ga.

### JEROME, JERRY

B. June 19, 1912, New York;  
Sylvania Awards, New York  
Heart Fund; RCA Camden Records,  
MGM Records; ABC Paramount Records

**JESSEN, DICK**  
WCVI, Connellsville, Pa.

**JETER, LEE**  
KFLJ, Walsenburg, Colo.

**JEWELL, JIM**  
KNBX, Kirkland, Wash.

**JONES, JAMES D.**  
KGVV, Greenville, Tex.

**JONES, SHIRLEY**  
WDOS, Oneonta, N. Y.

**JOHNSON, GERALD D.**  
WFST, Caribou, Me.

**JOHNSON, LEWIS F.**  
WMGR, Bainbridge, Ga.

**JOHNSON, SHERMAN**  
WQIC, Meridian, Miss.

**JOHNS, BILL**  
WSAC, Radcliff, Ky.

**JONES, EDWARD**  
WJNX, Rockville, Md.

**JONES, MARGARET**  
WBPD, Orangeburg, S. C.

### — K —

**KABITZKE, GUS**  
WMIL, Milwaukee, Wis.

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

**KAMONT, RICHARD S.**  
WIMS, Michigan City, Ind.

**KAYE, SAMMY**  
Serenade Room, Sunday Serenade, ABC; So You Want to Lead a Band, ABC-TV; Columbia Records, RCA, Thesaurus

**KEELY, MELVIN F.**  
KAYE, Puyallup, Wash.

**KELLEY, CHAUNCEY**  
WFRP, Savannah, Ga.

**KEMP, ED**  
KDYL, Salt Lake City, Utah

**KENNEDY, BEN**  
KCOK, Tulare, Calif.

**KENNEDY, TOM**  
WJLL, Niagara Falls, N. Y.

**KILGORE, WILLIAM S.**  
WCYB, Bristol, Va.

**KIRSCHBAUM, HARRIET (MRS.)**  
WLYC, Williamsport, Pa.

**KIRWAN, DENNIS**  
KWIP, Merced, Calif.

**KISSEK, KEITH**  
KEMO, Independence, Mo.

**KNIGHT, JOHN**  
WAZP, Yazoo City, Miss.

**KNIGHT, MORRIS**  
WRFC, Athens, Ga.

**KNIGHT, WAYNE**  
WAGM, Presque Isle, Me.

**KNORR, JOHN**  
WBLF, Bellefonte, Pa.

**KOSTAL, IRWIN**  
The Garry Moore Show  
CBS-TV

**KOTTLER, MISCHA**  
WWI, WWJ-TV, Detroit, Mich.

**KOURY, REX**  
KVNI, Coeur D'Alene, Ida.

**KOZIOL, PATRICIA**  
WARE, Ware, Mass.

**KRONBERG, BONNIE**  
WOOD, Grand Rapids, Mich.

**KUNKEL, JERRY**  
KUSH, Cushing, Okla.

**KYLER, SID**  
WSAU-TV, Wausau, Wis.

### — L —

**LACKENBAUER, WILLIAM**  
WILI, Willimantic, Conn.



**EDDY MANSON**  
COMPOSER — CONDUCTOR  
ARRANGER

Personal Rep — Dell Peters  
MU 7-1750



**SKITCH HENDERSON**

# MUSICAL DIRECTORS

**LAFAYOUR, DAVE**  
KRFL, Moscow, Ida.

**LAMBERT, NORM**  
WABI, WABI-TV, Bangor, Me.

**LAMM, AL**  
WOW, WOW-TV, Omaha, Neb.

**LANE, RICHARD D.**  
WSBC, Chicago, Ill.

**LARSON, WAYNE**  
WJAG, Norfolk, Neb.

**LAUDEMAN, PETE**  
WDSU-TV, New Orleans, La.

**LAVA, WILLIAM**  
Zorro  
4RC-TV

**LAWRENCE, BILL**  
KRXX, Rexburg, Ida.

**LAWRENCE, ELLIOT**  
The Jim Backus Show  
ABC

**LAWRENCE, MILTON**  
WAPI, WAPI-TV,  
Birmingham, Ala.

**L'ECUYER, JOHN J.**  
WTSL, Hanover, N. H.

**LEE, MARION**  
KLX, Oakland, Calif.

**LEIGH, LEONARD**  
KSTP, St. Paul —  
Minneapolis, Minn.

**LENNING, DEN**  
KDMA, Montevideo, Minn.

**LEREPP, HERB**  
KBOM, Bismarck, N. D.

**LEVINS, ROBERT**  
WICY, Malone, N. Y.

**LEWIS, EARL**  
WHTT, New Bern, N. C.

**LEWIS, WELDON**  
KBBB, Borger, Tex.

**LINDSAY, COSTIN**  
WPAQ, Mt. Airy, N. C.

**LINSEY, JOHN**  
WESY, Leland-Grenville,  
Miss.

**LINSEY, MORT**  
The Pat Boone-Chevy  
Showroom ABC-TV

**LINN, HARRY**  
WKVA, Lewistown, Pa.

**LOCKHART, HARRY**  
WAVE, WAVE-TV,  
Louisville, Ky.

**LOMBARDO, GUY**  
B. June 2, 1901, London, Ont.,  
Canada; Lombardoland, U.S.A.,  
Mutual; Guy Lombardo Show,  
Transcribed Syndicated; Rhein-  
gold Summer Serenade, NBC-TV

**LORENZ, DON**  
WJUN, Mexico, Pa.

**LUCKHURST, BILL**  
KBRO, Bremerton, Wash.

**LYNCH, FRANK J. III**  
KMM, Tularosa, N. M.

**LYNN, KAY**  
KPAL, Fulton, Mo.

**LYONS, PATRICIA**  
WBB, Kansas City, Mo.

## — Me —

**McADOO, DICK**  
KFDM, Beaumont, Tex.

**McCAMMON, GEORGE**  
KBVM, Lancaster, Calif.

**McCARTY, LARRY**  
KDDD, Dumas, Tex.

**McCOY, MARLYS**  
WMOD, Moundsville, W. Va.

**McDOUGAL, DOUG**  
KDJI, Holbrook, Ariz.

**McFOLIN, JOE**  
KCHJ, Delane, Calif.

**McGANN, ROSEMARY**  
WJBK, Detroit, Mich.

**McGINNIS, PAT**  
KBBM, Monticello, Ark.

**McKINNEY, A. J.**  
KHUZ, Borger, Tex.

**McKINNEY, ALENE**  
KBIG, Avalon, Calif.

**McLAUGHLIN, BOB**  
KDEO, San Diego, Calif.

**McRITCHIE, GREG**  
You Asked For It  
ABC-TV

## — M —

**MacDONALD, HOWARD**  
KFB, Great Falls, Mont.

**MACKEY, BRUCE**  
WKRT, Cortland, N. Y.

**MACKEY, MARTHA**  
WEYE, Sanford, N. C.

**MacKINNON, DON**  
WPON, Pontiac, Mich.

**MacTAVISH, BOB**  
KARM, Fresno, Calif.

**MAHIN, GRAHAM**  
Bold Journey  
ABC-TV

**MANSON, EDDY**

**MAPLES, GRADY FRANKLIN**  
KBYG, Big Spring, Tex.

**MARCELLINO, MUZZY**  
Art Linkletter's House Party  
CBS-TV

**MARKHAM, JAMES**  
WAPL, Appleton, Wis.

**MARKS, FRANKLYN**  
Walt Disney Presents  
ABC-TV

**MARSTON, KEN**  
WDXE, Lawrenceburg, Tenn.

**MARX, LLOYD**  
Ted Mack and the Original  
Amateur Hour  
CBS-TV

**MASSEY, CURT**  
KRCA, Los Angeles, Calif.

**MAUPIN, REX**  
WBKB, Chicago, Ill.

**MAUPIN, ROBERT**  
WZOB, Fort Payne, Ala.



**MURRAY ROSS**



**LARRY ELGART**  
and his orchestra  
are now with  
RCA-VICTOR

## MUSICAL DIRECTORS

**MAY, BILLY**  
Kraft Music Hall, starring  
Milton Berle  
NBC-TV

**MELIS, JOSE**  
The Jack Paar Show  
NBC-TV

**MELLETTTE, DAN**  
WSSC, Sumter, S. C.

**MENDOZA, CANDY**  
Spanish Program  
KASK, Ontario, Calif.

**MERCKER, KENNY**  
WMFJ, Daytona Beach, Fla.

**MERRICK, MAHLON**  
The Jack Benny Program  
CBS-TV

**MERTZ, CHARLES**  
WMRM, Marion, Ohio

**METCALFE, ROBERT E.**  
WOHI, East Liverpool, Ohio

**METCHNEK, BILL**  
WCCO-TV, Minneapolis-St.  
Paul, Minn.

**METTLER, WILLIAM R.**  
KRIG, Odessa, Tex.

**MIKUL, BEN**  
WJHO, Opelika, Ala.

**MILLER, BILL**  
WHMS, Charleston, W. Va.

**MILLER, HERMAN**  
WFPR, Hammond, Ind.

**MONTGOMERY, PAUL**  
WRAL-TV, Raleigh, N. C.

**MOREY, HENRI**  
WDVL, Vineland, N. J.

**MORGAN, HARV**  
WMNI, Columbus, Ohio

**MOSLEY, ED**  
KREM, Spokane, Wash.

**MOULDER, IRMA**  
WDMF, Buford, Ga.

**MULVANEY, DON**  
KROX, Crookston, Minn.

**MURRAY, HAL**  
WVKO, Columbus, Ohio

**MURRAY, JOE**  
WJEE, Richmond, Va.

— N —

**NAGY, MARY ELIZABETH**  
WLAC, Nashville, Tenn.

**NALLE, BILLY**  
TV: Radio; Commercials;  
RCA Victor Records, I  
Remember Mama; Arthur  
Godfrey; Ed Sullivan;  
duPont: Jazz Spectaculars

**NASH, RUBY**  
KPST, Preston, Idaho

**NEAL, PAUL**  
WBNS, Columbus, Ohio

**NEAL, SAM**  
WJEH, Gallipolis, Ohio

**NEDIN, RICHARD**  
WEOK, Poughkeepsie, N. Y.

**NELSON, ART**  
KLIF, Dallas, Tex.

**NEWCOMB, GENEVIEVE**  
WJAX, Falls Church, Va.

**NEWSOM, ELMER**  
WGNS, Murfreesboro, Tenn.

**NICHOLS, TERRY**  
WPLA, Plant City, Fla.

**NICHOLSON, NICK**  
Top Dollar, CBS; Howdy Doody,  
Ruff and Reddy, NBC

**NILSON, ROY**  
WHOO, Orlando, Fla.

**NININGER, EVELYN H.**  
WDBJ, Roanoke, Va.

**NUNN, R. DOUG**  
WNOP, Newport, Ky.

— O —

**OLENDEN, BEN**  
WRMN, Elgin, Ill.

**OLSON, RICHARD**  
WEZY, Cocoa, Fla.

**OLSON, WALLACE**  
WCCO, Minneapolis, Minn.

**O'NEILL, JOE**  
WVDC, Washington, D. C.

**ORTIZ, ROBERTO**  
WJLL, Mayaguez, P. R.

**OSBORN, JO ANN**  
WMIX, Mt. Vernon, Ill.

**OTTERSON, LOUISE**  
WJVA, South Bend, Ind.

— P —

**PAGE, DOROTHY**  
WPAY, Portsmouth, Ohio

**PALEN, EILEEN**  
WOKZ, Alton, Ill.

**PALMER, BILL**  
Casper Capers  
WTVN-TV, Columbus, Ohio

**PALMER, COY**  
KPDN, Pampa, Tex.

**PALMER, SHIRLEY**  
WKNB, West Hartford, Conn.

**PATTERSON, LOUISE**  
WFAU, Augusta, Me.

**PAUL, CHARLES**  
As the World Turns  
CBS-TV

**PAYNE, LLOYD**  
WDXB, Chattanooga, Tenn.

**PENDELTON, C. F.**  
KJBS, San Francisco, Calif.

**PERSON, ROD**  
KANO, Anoka, Minn.

**PETERS, JAMES**  
WAVZ, New Haven, Conn.

**PETERSON, JIM A.**  
KDSN, Denison, Iowa

**PETERSON, SANDRA**  
KLMS, Lincoln, Neb.

**PFLIEGGER, GEORGE**  
WJTN, Jamestown, N. Y.

**PHABY, LAWSON**  
WIBV, Belleville, Ill.

**PHIELPS, HAL**  
KBMN, Bozeman, Mont.



**HANK SYLVERN**

Composer — Conductor — Arranger

JU 2-8600



**NEAL HEFTI**

and his  
"Band With a Sweet Beat"

GAC

Coral Records

Promotion: BUDDY BASCH

## MUSICAL DIRECTORS

**PHELPS, JONATHAN**  
WGKA, Atlanta, Ga.  
**PILDNER, HENRY**  
WGAR, Cleveland, Ohio  
**PINCKNEY, LLOYD C.**  
WSPN, Saratoga Springs,  
N. Y.  
**PRENSHAW, RICHARD**  
Teen Tempos  
WLBT, Jackson, Miss.  
**PRICE, WILLIAM**  
WPPO, Stroudsburg, Pa.  
**FRITCHARD, BARBARA**  
WNOG, Naples, Fla.  
**PUDNEY, EARLE**  
WRGB, Schenectady, N. Y.  
**PUTT, CHARLES**  
KVOE, Emporia, Kan.

### — Q —

**QUAVE, EDWARD D.**  
WPMP, Pascagoula, Miss.

### — R —

**RALSTON, HARLAN E.**  
WHBF, Rock Island, Ill.  
**RASKIN, JUNE**  
WGNV, Newburgh, N. Y.  
**RATLIFF, DANNY**  
WHAB, Baxley, Ga.  
**RAY, GENE**  
WBMK, West Point, Ga.  
**REDMOND, DICK**  
WHP, Harrisburg, Pa.  
**REEDER, CHARLES**  
WPFJ, Middletown, Ohio  
**REILLY, ALICE**  
WTVR, Richmond, Va.  
**REPINE, BURT**  
WRVA, Richmond, Va.  
**RICHARDS, DONALD**  
WAUX, Waukesha, Wis.  
**RICHARDS, HORACE**  
WTPA, Pottsville, Pa.

**RICHARDS, JACK**  
WEIM, Fitchburg, Mass.  
**RICHARDS, NELL**  
KSEM, Moses Lake, Wash.  
**RICHARDS, STAN**  
WORL, Boston, Mass.  
**RICHARDSON, KAY**  
KRSN, Los Alamos, N. M.  
**RIDDLE, NELSON**  
The Frank Sinatra Show,  
ABC-TV; Ginger Rogers  
Show (Pontiac Special)  
CBS-TV  
**RILEY, RALPH**  
Open House  
WHZ-TV, Zanesville, Ohio

### RIO, ROSA

My True Story, NBC; Bert &  
Harry Piel Commercials; Direc-  
tor of Hammond Organ School

**RIPOSO, TONY**  
One For The Show  
WHEN-TV, Syracuse, N. Y.  
**RISNER, ELLAMAE**  
KRMS, Osage Beach, Mo.  
**RIVETTE, KERNY**  
KTRM, Beaumont, Tex.  
**ROWELL, ROBERT**  
KDTN, Dubuque, Iowa  
**ROBARDS, CARY**  
WSIV, Pekin, Ill.  
**ROBERTS, EARL**  
KOSE, Osceola, Ark.  
**ROBERTSON, KENNETH**  
WCST, Berkeley Springs,  
W. Va.  
**ROBINSON, GORDON**  
The Liberate Show  
ABC-TV  
**ROGERS, HAROLD**  
WFSC, Franklin, N. C.  
**ROPER, PAT (MRS.)**  
WGBF, Evansville, Ind.  
**ROSAMOND, ROBERT**  
WTBO, Cumberland, Md.

### ROSS, MURRAY

**ROSS, ROY**  
WMGM, New York, N. Y.  
**ROTHMAN, LEE**  
WRIT, Milwaukee, Wis.  
**RUDOLPH, JOE**  
WAIT, Chicago, Ill.  
**RUIZ, JULIAN**  
KOWN, Escondido, Calif.  
**RUMMINGER, BARBARA**  
WMUO, Greenville, S. C.

### — S —

**SAFFORD, TED**  
WINF, Manchester, Conn.

### SANFORD, CHARLES

B. June 17, 1905, New York City,  
N. Y.; Patrice Munsel Shows,  
ABC-TV; Your Show of Shows,  
Bob Hope Show, Jerry Lewis  
Show, Ray Bolger Show, Max  
Liebman Presents, NBC-TV

**SCHLEIF, DAVID**  
WBKV, West Bend, Wis.  
**SCHLICHTING, JOAN**  
KCRS, Midland, Tex.  
**SCHMITT, PAUL**  
KPRC-TV, Houston, Tex.  
**SCHORR, J. ARNOLD**  
WRVM, Rochester, N. Y.  
**SCHUETT, PAUL**  
KPUG, Bellingham, Wash.  
**SCHULZ, MARVIN L.**  
KRSI, Minneapolis, Minn.  
**SCHWARCK, RUTH M.**  
KICD, Spencer, Iowa  
**SCHWARTZ, IRA**  
WLOF-TV, Orlando, Fla.  
**SEESE, LUCILLE**  
Saturday Night Jamboree  
WSAZ-TV, Huntington, W.  
Va.

# JOHN GART

COMPOSER-ARRANGER

for { Jingles  
B. G. Music  
Films  
Records

501 Madison Ave.  
N. Y. C.

# JACK SHAINDLIN

Musical Direction  
CINERAMA — TODD-AO  
CINEMIRACLE



## MUSICAL DIRECTORS

**SEGREST, CHARLES**  
 KPAC, Port Arthur, Tex.

**SHANDLIN, JACK**  
 20th Century-Fox, Columbia;  
 Louis deRochemont Prods.; Coral,  
 Mercury Records

**SHIPLEY, JIM**  
 WJBR, Dover, Ohio

**SHOEN, VIC**  
 The Oldsmobile Show  
 ABC-TV

**SHORE, PETE**  
 WEAM, Washington, D. C.

**SIMPSON, JOHN**  
 KOTA, Rapid City, S. D.

**SIMS, BILL**  
 WTSP, St. Petersburg, Fla.

**SINGER, JOE**  
 WHOW, Clinton, Ill.

**SKINNER, THOMAS**  
 WIEL, Elizabethtown, Ky.

**SLACK, DR. PETER**  
 KGER, Long Beach, Calif.

**SLATTON, PAT**  
 WJBB, Haleyville, Ala.

**SMITH, BOB**  
 WFAL, Fayetteville, N. C.

**SMITH, PAUL**  
 Walt Disney's Adventure  
 Time ABC-TV

**SMITH, SMITTY**  
 The 4 Sharps

**WHIS-TV, Bluefield, W. Va.**

**SNYDER, DICK**  
 KCHA, Charles City, Iowa

**SOMOHANO, ARTURO**  
 WKAQ-TV, San Juan, P. R.

**SONTAG, GEORGE O.**  
 WOC-TV, Davenport, Iowa

**SOSNIK, HARRY**  
 Your Hit Parade  
 CBS-TV

**SPENCER, HARRY W.**  
 WBTM, Danville, Va.

**SPIEGEL, DIANE**  
 KCUJ, Ft. Worth, Tex.

**STAGG, JOHN**  
 WDCL, Clearwater, Fla.

**STALBERG, HERMAN**  
 KIDD, Monterey, Calif.

**STANLEY, JIM**  
 WGH, Newport News-  
 Norfolk, Va.

**STANZIOLA, JOHN**  
 WAZL, Hazleton, Pa.

**STEPHENS, DAVE**  
 Cinderella Weekend  
 WCAU-TV, Philadelphia, Pa.

**STEPHENS, JONATHAN**  
 WABB, Mobile, Ala.

**STEVENS, KEITH**  
 The Ann Southern Show  
 CBS-TV

**STEWART, BECKY ANN**  
 WPBC, Minneapolis, Minn.

**STEWART, CHUCK**  
 WRBC, Jackson, Miss.

**STEWART, DAVE**  
 WKBL, Covington, Tenn.

**STEWART, NORMA JEAN**  
 WJPF, Herrin, Ill.

**STOCKTON, EFFIE**  
 WWL, New Orleans, La.

**STOGNER, EARL**  
 WILA, Danville, Va.

**STONE, WILL**  
 WEVA, Emporia, Va.

**STORDAHL, AXEL**  
 Victor Borge's Comedy and  
 Music, CBS-TV

**STORIE, ED**  
 WGGG, Gainesville, Ga.

**STOUT, CARL**  
 WCEC, Rocky Mount, N. C.

**STOUT, DR. WILLIAM H.**  
 WHAP, Hopewell, Va.

**STROPE, ARNIE**  
 WFHR, Wisconsin Rapids,  
 Wis.

**STUART, EARL**  
 WWJ-TV, Detroit, Mich.

**SULLINS, JESSIE G.**  
 WTOE, Spruce Pine, N. C.

**SWAIN, BOBBY**  
 KMOX, St. Louis, Mo.

**SWANSON, LOU**  
 KNOE, Monroe, La.

**SYLVERN, HENRY (HANK)**  
 B. March 26th, N. Y. C., N. Y.;  
 Man of the Hour, Dotto, CBS-  
 TV; Upbeat, Best in Music, Key-  
 board Concert, CBS; Dotto, NBC-  
 TV; Chance for Romance, ABC-  
 TV

**SYMONS, JIM**  
 WLDS, Jacksonville, Ill.

### — T —

**TAUBMAN, PAUL**  
 The Edge of Night, CBS-TV;  
 Twenty One, Tic Tac Dough,  
 You're On Your Own, Winky  
 Dink and You, Bride and Groom

**TEFFETELLER, TEDDIE BOB**  
 WEAG, Alcoa, Tenn.

**TEMPLEMAN, MARION**  
 KWPC, Muscatine, Iowa

**THOMPSON, ELWOOD**  
 WPVL, Painesville, Ohio

**THOMPSON, MAURICE**  
 WJDX, WLBT, Jackson, Miss.

**TICE, FRANCES M.**  
 WCAV, Cayce-West Columbia,  
 S. C.

**TORRES, PEPITO**  
 Show Libbys  
 WKAQ-TV, San Juan, P. R.

**TOWNE, JOHNNY**  
 WLYN, Lynn, Mass.

**TOWNES, MILOW**  
 KLIK, Jefferson City, Mo.

**TOWNSEND, WALLY**  
 CKLW, CKLW-TV,  
 Detroit, Mich.

**TRAVIS, VICTOR**  
 WMJD, Atlantic City, N. J.

**TRENDLER, ROBERT**  
 WGN-TV, Chicago, Ill.

**TROTTER, JOHN SCOTT**  
 The George Gobel Show  
 NBC-TV

**TROUP, BOBBY**  
 Stars of Jazz  
 ABC-TV

**TURNER, DORICE**  
 WEBQ, Harrisburg, Ill.

**TURNER, RON**  
 WKMI, Kalamazoo, Mich.

**TURENTINE, BOB**  
 KLVT, Levelland, Tex.

### — U —

**UNDERHILL, G. D.**  
 WHEN, Tallahassee, Fla.

**UNDERWOOD, LIZ**  
 WRNL, Richmond, Va.

### — V —

**VALENTINE, DAN**  
 WCKR, Miami, Fla.

**VAN, JOHNNY**  
 WGES, Chicago, Ill.

**VAN HORNE, DR. ARTHUR**  
 WCHK, Canton, Ga.

**VAN PELT, PAULINE**  
 KFJB, Marshalltown, Iowa

**VAN STEENBURGH, SHIRLEY**  
 WABY, Albany, N. Y.

**VOGEL, C. P. JR.**  
 WWRN, Beckley, W. Va.

**VOORHEES, DONALD**  
 The Telephone Hour  
 NBC

### — W —

**WADE, PEGGY**  
 WCEH, Hawkinsville, Ga.

**WAGNER, JACK**  
 KNBC, San Francisco, Calif.

**WAGONER, RICHARD**  
 WRIC, Richlands, Va.

**WALKER, CLARA S.**  
 WJWL, Georgetown, Del.

**WALKER, DON**  
 Your Hit Parade  
 NBC-TV

**WALKER, DUSTY**  
 WELS, Lansing, Mich.

**WALKER, EDWARD C.**  
 WFJA, Tampa, Fla.

**WALKER, HENRY**  
 WEDO, McKeesport, Pa.

**WALSH, JOHNNY**  
 KEDO, Longview, Wash.

**WALTER, ROD**  
 KPRB, Redmond, Ore.

**WALTERS, CLARENCE**  
 WJBL, Holland, Mich.

**WALTON, GEORGE**  
 KJAY, Topeka, Kan.

**WARD, FRANK**  
 WAKR, Akron, Ohio

**WATSON, BARBARA**  
 WOWO, Fort Wayne, Ind.

**WATSON, HOWARD**  
 KPBA, Pine Bluff, Ark.

**WATTLEB, BUD**  
 WERE, Cleveland, Ohio

### — WAYNE, BERNIE

ABC Paramount Records; In-  
 dustrial Shows, Buick, General  
 Motors, Philco; Miss America  
 Pageant, Paramount Pictures,  
 NBC-TV

**WAYNE, ROGER**  
 WHLI, Hempstead, N. Y.

**WEBB, ELIZABETH**  
 WCHV, Charlottesville, Va.

**WEED, BUDDY**  
 The Merv Griffin Show; The  
 Johnny Pearson Show ABC

**WEEKLEY, EARLE**  
 WWSA, WWSA-TV,  
 Harrisonburg, Va.

**WELK, LAWRENCE**  
 The Plymouth Show, starring  
 Lawrence Welk

**WESTERFIELD, VIRGINIA**  
 KMED, Medford, Ore.

**WESTON, PAUL**  
 Art Carney Meets 'Peter and  
 the Wolf', ABC-TV The Sid  
 Caesar Chevy Show, NBC-TV

**WHEELER, WENDY**  
 KTAT, Frederick, Okla.

**WHITE, ALBERT**  
 KCBS, San Francisco, Calif.

**WHITE, ROBERT**  
 WJCA, New York, N. Y.

**WIETHAN, DICK**  
 KTCB, Malden, Mo.

**WILKINSON, RALPH NORMAN**  
 The United States Steel Hour  
 CBS-TV

**WILSON, GRANT**  
 WJW-TV, Cleveland, Ohio

**WILSON, KENNETH H.**  
 WEDH, Boston, Mass.

**WILSON, STANLEY**  
 Bachelor Father CBS-TV

**WITHAM, NATHAN B.**  
 WDCR, Hanover, N. H.

**WOLFORD, DON**  
 WKBN-TV, Youngstown,  
 Ohio

### — Y —

**YORK, BILL**  
 KFSB, Joplin, Mo.

**YOUNG, VERN**  
 KSOP, Salt Lake City, Utah

**YOUNGBLOOD, JIM**  
 WPAD, Paducah, Ky.

### — Z —

**ZELKOWITZ, STEPHEN W.**  
 WMVO, Mount Vernon, Ohio

**ZIMMERMAN, HARRY**  
 The Dinah Shore Chevy Show  
 NBC-TV



**BEN GRAUER**

**NBC**

**Radio**

**TV**



**GABE  
PRESSMAN**

— • —

**WRCA/WRCA-TV  
NEWS**

# NEWS COMMENTATORS

**RADIO AND TELEVISION**  
—their work during 1958

— **A** —

**ABRAMS, AL JR.**  
WEDO, McKeesport, Pa.

**ACKER, TOM**  
KROC, Rochester, Minn.

**ADAIR, DOUG**  
WJW-TV, Cleveland, Ohio

**ADAMS, MARK**  
KYA, San Francisco, Calif.

**ADAMS, ROBERT**  
WPAG, Ann Arbor, Mich.

**ADAMS, W. CLARENCE**  
The Morning Herald  
KBTM, Jonesboro, Ark.

**ADAMS, WES**  
WKRT, Cortland, N. Y.

**AGRONSKY, MARTIN**  
News on the Hour  
NBC

**AGUILAR, JUAN**  
KABQ, Albuquerque, N. M.

**AILSTROM, JAMES**  
WPVL, Painesville, Ohio

**AKER, DICK**  
KVOL, Lafayette, La.

**AKERS, CARL**  
Channel 7 Reporting  
KLZ-TV, Denver, Colo.

**ALCOTE, CARROLL**  
KNX, Los Angeles, Calif.

**ALLEN, CLARE**  
WEBR, Buffalo, N. Y.

**ALLEN, FRANK**  
KCOV, Alliance, Neb.

**ALLEN, FRED**  
KSRO, Santa Rosa, Calif.

**ALLEN, GEORGE**  
WBVP, Beaver Falls, Pa.

**ALLEN, SPENCER**  
KMOX-TV, St. Louis, Mo.

**AMOLE, GENE**  
KEEN, Denver, Colo.

**ANDERSEN, ANDY**  
WGBB, Freeport, N. Y.

**ANDERSON, BILL**  
Mobile News  
WXLW, Indianapolis, Ind.

**ANDERSON, ED**  
WVIC-TV, Hartford, Conn.

**ANDERSON, FRED**  
WHYE, Roanoke, Va.

**ANDERSON, KIRK**  
WFGM, Fitchburg, Mass.

**ANDERSON, OMER**  
News Around the World  
(Frankfurt)  
ABC

**ANDERSON, R. L.**  
WCHO, Washington, Ohio

**ANDERSON, RALPH**  
KNOG, Nogales, Ariz.

**ANTHONY, FRANK**  
World Happenings  
KCFI, Roswell, N. M.

**ANTHONY, JOE**  
KHHH, Pampa, Tex.

**ARCHER, BILL**  
WPTV, Palm Beach, Fla.

**ARCIGA, JOSEPH**  
KALI, Pasadena, Calif.

**ARDREY, ROBERT**  
WHAT, Philadelphia, Pa.

**ARGUEDO, OSCAR**  
KCOR, San Antonio, Tex.

**ARLINGTON, CHARLES**  
KFWB, Hollywood, Calif.

**ARMSTRONG, STU**  
WITI-TV, Milwaukee, Wis.

**ARNOT, CHARLES (CAIRO)**  
John Daly and the News: ABC  
News with Don Goddard: Prologue 1959 ABC-TV: News Around the World, ABC

**ARTHUR, BOB**  
WEEK-TV, Peoria, Ill.

**ARTHURS, BILL**  
WRFD, Worthington, Ohio

**ASHLEY, CHARLES J.**  
WSUN, WSUN-TV, St. Petersburg, Fla.

**ATKINS, TOM**  
WPFA, Fort Wayne, Ind.

**AUSLEY, WALLY**  
WTEK, Durham, N. C.

**AVERY, CURT**  
KCMC-TV, Texarkana, Tex.

— **B** —

**BABCOCK, DICK**  
WMBL, Morehead City, N. C.

**BABCOCK, JOHN**  
KFWE, Hollywood, Calif.

**BACK, GUNNAR**  
WFIL-TV, Philadelphia, Pa.

**BACKMON, LON**  
WCMS, Norfolk, Va.

**BADER, HUGH**  
WHB, Kansas City, Mo.



**CLETE ROBERTS**

## U. S. TELEVISION NEWSFILM INC.

5800 Sunset Boulevard  
Hollywood 28, Calif.

Tel.: HOLLYWOOD 3-7147  
Cable: UTEBUS



INTERNATIONAL TELEVISION  
NEWSFILM SERVICE

# RADIO-TV NEWS COMMENTATORS

**BAGGOTT, GEORGE**  
WATH, Athens, Ohio

**BAHNSEN, ALVIN C.**  
Youth Forum  
WWRL, New York, N. Y.

**BAILEY, GEORGE**  
News Around the World  
(Vienna) ABC

**BAILEY, NORM**  
Smile Awhile  
WFPA, Manchester, N. H.

**BAIR, PAUL**  
WLL, St. Louis, Mo.

**BAKER, DR. ALONZO**  
KQVR-TV, Stockton, Calif.

**BALMERT, FRANK**  
Schaefer's News  
WPAV, Portsmouth, Ohio

**BANFIELD, BOB**  
Sohio Reporter  
WHIZ-TV, Zanesville, Ohio

## BANGHART, KENNETH

Sunday Eleventh Hour News,  
WRCA-TV; The Ken Banghart  
Show 4:05-6:00 P. M., WRCA-  
Radio; 6 PM News, NBC

**BARBONE, TED**  
WTOG, Toledo, Ohio

**BARCLAY, PAUL**  
WHUM, Reading, Pa.

**BARRETS, BARRY**  
News on the Air  
WKNB, West Hartford,  
Conn.

**BARKER, BOB**  
Hi Neighbor  
KDLN, Detroit Lakes, Minn.

**BARK, BOB**  
WKMI, Kalamazoo, Mich.

**BARRETT, GEORGE**  
WIRL, Peoria, Ill.

**BARRON, BOB**  
WING, Dayton, Ohio

**BARRON, KARL**  
KPIM, San Rafael, Calif.

**BARRY, JACK**  
WAMS, Wilmington, Del.

**BARRY, ROBERT**  
WMNS, Olean, N. Y.

**BARTHOLOMEW, JOHN**  
KBTV, Denver, Colo.

**BARTON, STAN**  
KMAQ, Maquoketa, Iowa

**BARWICK, LEW**  
WLNJ, Murphysboro, Ill.

**BASSO, NICK**  
WSAZ, WSAZ-TV,  
Huntington, W. Va.

**BATES, KARL**  
WLEK, Sandusky, Ohio

**BATTEN, JIM**  
WFAI, Fayetteville, N. C.

**BEATTY, MORGAN**  
News of the World: Life and  
the World, NBC

**BEKAS, TONY**  
WNAR, Norristown, Pa.

**BELCHER, ROD**  
KTNT-TV, Tacoma, Wash.

**BELL, FINIS**  
KGER, Long Beach, Calif.

**BELL, JOHN S.**  
WDOG, Marine City, Mich.

**BELL, RIDLEY**  
WRBL-TV, Columbus, Ga.

**BENESH, FRANK**  
WJRT, Flint, Mich.

**BENNETT, FRED**  
KDRO, Sedalia, Mo.

**BENTLEY, GARY**  
Shell News  
KSBY-TV, San Luis Obispo,  
Calif.

**BERK, PHIL**  
Regional News  
KOMU-TV, Columbia, Mo.

**BERKELEY, GEORGE**  
WLLD, Boston, Mass.

**BERNSTEIN, ETHAN**  
KBIF, Fresno, Calif.

**BERRILL, LARRY**  
KBIG, Avalon, Calif.

**BEST, VICTOR**  
WBZ-TV, Boston, Mass.

**BEVINS, S. C.**  
WMLF, Pineville, Ky.

**BIDDLE, JERRY**  
WMBD, Peoria, Ill.

**BIGLER, TOM**  
WLEK, Wilkes-Barre, Pa.

**BILLMAN, BOB**  
KVTY, Sioux City, Iowa

**BISHOFF, WALTER**  
WTUX, Wilmington, Del.

**BISHOP, NORMAN**  
WDAK, Columbus, Ga.

**BISHOP, PAT**  
Feature Wire  
KFI, Los Angeles, Calif.

**BISSEY, JAMES W.**  
WBLY, Springfield, Ohio

**BLACKBURN, BILL**  
WJXT, Jacksonville, Fla.

**BLACKWELL, LEE**  
WSBC, Chicago, Ill.

**BLAIR, FRANK**  
Monitor, NBC Radio;  
Today, NBC-TV

**BLALACK, BOB**  
KYOS, Merced, Calif.

**BLISS, JOCK**  
WLAJ, Grand Rapids, Mich.

**BOAL, ALAN**  
KQV, Pittsburgh, Pa.

**BOARDMAN, EARL**  
WLAP, Lexington, Ky.

**BODDEN, ROBERT**  
WSWW, Platteville, Wis.

**BODKIN, LARRY**  
WZOK, Jacksonville, Fla.

**BOGGS, NEIL**  
WKAZ, Charleston, W. Va.

**BOISSEAU, PAT**  
WKRC, Cincinnati, Ohio



**BOB WILSON**  
NBC — New York



**KENNETH BANGHART**  
NBC — WRCA - WRCA-TV  
CI 7-8300

# RADIO-TV NEWS COMMENTATORS

- BOLEN, BILL**  
WSGN, Birmingham, Ala.
- BOLTON, PAUL**  
KTBC, KTBC-TV,  
Austin, Tex.
- BOIRMANN, JIM**  
Editorial Roundup  
WGCO, Minneapolis, Minn.
- BOSLEY, LYLE**  
The World Tonight  
WKTU, Utica, N. Y.
- BOSMAN, JOHN**  
WABI, Bangor, Me.
- BOWEL, RICHARD**  
WCBG, Chambersburg, Pa.
- BOWLES, JOHN**  
WNEM-TV, Bay City, Mich.
- BOYD, FOREST**  
Deadline News  
WLW-I, Indianapolis, Ind.
- BOYES, HARRY**  
WION, Ionia, Mich.
- BOYLE, JAMES**  
Late News Reporter  
WTVR, Richmond, Va.
- BRADFORD, BOB**  
WRFC, Athens, Ga.
- BRADFORD, WILLIAM**  
KSST, Sulphur Springs, Tex.
- BRADLEY, DON**  
WMBV-TV, Marinette, Wis.
- BRAMHALL, BILL**  
WRIT, Milwaukee, Wis.
- BRANCH, TAYLOR**  
KFJZ-TV, Fort Worth, Tex.
- BRANDT, JACK**  
WITZ, Jasper, Ind.
- BRANUM, CHARLES**  
WEBQ, Harrisburg, Ill.
- BRANUM, LARRY**  
KNEL, Brady, Tex.
- BREDDIN, J. K.**  
Spectator  
WFIG, Sumter, S. C.
- BREEN, ED**  
KQTV, Fort Dodge, Iowa
- BRELAND, ED**  
WAML, Laurel, Miss.
- BRESCIA, ROWLAND**  
WGLI, Babylon, N. Y.
- BRIGHT, R. L.**  
WRMF, Titusville, Fla.
- BRINKLEY, DAVID**  
News  
NBC, NBC-TV
- BRITT, JIM**  
WHDH-TV, Boston, Mass.
- BROKAW, FORREST**  
KVOO, Tulsa, Okla.
- BROOKS, CLIFF**  
Our Town  
WGBF, Evansville, Ind.
- BROOKS, NED**  
Three Star Extra, NBC:  
Meet the Press, NBC-TV
- BROUGHMAN, GLEN**  
WRBL, WRBL-TV,  
Columbus, Ga.
- BROWN, A. B.**  
Behind the Headlines  
WGWR, Asheboro, N. C.
- BROWN, BEV. E.**  
KGAS, Carthage, Tex.
- BROWN, CECIL**  
News, NBC
- BROWN, DONN**  
The Local Picture  
KCLS, Flagstaff, Ariz.
- BROWN, HOWARD**  
WCKT, Miami, Fla.
- BROWN, JERRY**  
WGNS, Murfreesboro, Tenn.
- BROWN, ROBERT**  
WMAY, Springfield, Ill.
- BROWN, TED**  
KBOX, Dallas, Tex.
- BROWN, WARD**  
WSAL, Logansport, Ind.
- BROWNING, GUS**  
WBPD, Orangeburg, S. C.
- BROWNING, ROBERT**  
WSKN, Saugerties, N. Y.
- BRUCE, R. M.**  
KNBA, Vadlejo, Calif.
- BRUNER, BOB**  
WMT, WMT-TV, Cedar  
Rapids, Iowa
- BRYANT, BUD**  
WGHA, Columbus, Ga.
- BRYANT, TED**  
The World Today  
KING-TV, Seattle, Wash.
- BRYSON, CONREY**  
Close Up  
KTSM, KTSM-TV, El Paso,  
Tex.
- BUCKLE, DAVE**  
WJET, Erie, Pa.
- BULLEN, REED**  
KVNU, Logan, Utah
- BUNDLIE, CHARLES K.**  
KNOX, Grand Forks, N. D.
- BUNN, BILL**  
WGTM, Wilson, N. C.
- BURGOYNE, TED**  
WTSP, St. Petersburg, Fla.
- BURKE, DR. ALBERT E.**  
WKNE, West Hartford, Conn.
- BURKE, J. FRANK, SR.**  
KPOP, Los Angeles, Calif.
- BURKE, MERLE**  
Highlights from Headlines  
WLPO, LaSalle, Ill.
- BURKE, TODD**  
WEOL, Elyria-Lorain, Ohio
- BURNES, JIM**  
WBRC, Hartford, Conn.
- BURNS, ALLAN**  
WHBQ, WHBQ-TV,  
Memphis, Tenn.
- BURNS, BILL**  
KDKA-TV, Pittsburgh, Pa.
- BUSH, RAY**  
KLTR, Blackwell, Okla.
- BUTTER, CLYDE**  
KCNY, San Marcos, Tex.
- BUTTS, RAY**  
Dateline; Dixie  
WULA, Eufaula, Ala.
- BUTZ, BOB**  
KLZ-TV, Denver, Colo.
- BYRD, EARL E.**  
WTRX, Bellaire, Ohio
- BYRD, HERBIE**  
KVLC, Little Rock, Ark.
- BYRNES, SYDNEY E.**  
WADS, Ansonia, Conn.
- BYRON, JAMES A.**  
WBAP, Fort Worth, Tex.
- C —
- CADDELL, RAYMOND**  
WHSC, Hartsville, S. C.
- CAIN, BOB**  
WHK, Cleveland, Ohio
- CAINE, BEN**  
City Heartbeat  
KDEF, Albuquerque, N. M.
- CALDWELL, DURHAM**  
WSPR, Springfic'd, Mass.
- CALDWELL, HOWARD**  
WTHI, Terre Haute, Ind.
- CALHOUN, JOHN C.**  
WJWL, Georgetown, Del.
- CAMERON, FRANK**  
WHOP, Hopkinsville, Ky.
- CAMMERON, DON**  
KSIR, Wichita, Kan.
- CAMPBELL, JACK**  
KDZA, Pueblo, Colo.
- CAMPBELL, JIM**  
WFLM, Bloomsburg, Pa.
- CANHAM, ERWIN D.**  
Commentary, ABC: Election  
Coverage, ABC-TV
- CANTELON, JOHN**  
WBBC, Flint, Mich.
- CAPUTO, EDWARD**  
WNHC, New Haven, Conn.
- CARDWELL, LEIGH**  
KRGV, KRGV-TV, Westlaco,  
Tex.
- CAREY, JOHN**  
WMID, Atlantic City, N. J.
- CAREY, MAX**  
WJOL, Joliet, Ill.
- CARLIN, BOB**  
WANE, Fort Wayne, Ind.
- CARLSON, W. R.**  
WLVC, Williamsport, Pa.
- CARNAY, RAY**  
Mobile News Director  
KIOA, Des Moines, Iowa
- CARR, DICK**  
Texoma Newslite  
KTXO, Sherman, Tex.
- CARROLL, ALAN**  
WBO, Owego, N. Y.
- CARROLL, BILL**  
KJAY, Topeka, Kan.
- CARTEK, ED**  
WSFA-TV, Montgomery, Ala.
- CASEY, CHARLES**  
KSLV, Monte Vista, Colo.
- CASTLE, BILLY**  
WMIL, Milwaukee, Wis.
- CATTERTON, A. V.**  
WMEG, Eau Gallie, Fla.
- CAWLEY, TOM**  
WINR, WINR-TV,  
Binghamton, N. Y.
- CAYWOOD, D. T.**  
Capital Comments  
WFKY, Frankfort, Ky.
- CEDERBERG, CARL**  
WWJ, Detroit, Mich.
- CESSNA, HAL**  
WOWO, Fort Wayne, Ind.
- CHAMBERLAIN, STEWART  
E.**  
KZUM, Farmington, N. M.
- CHAMBERLIN, MIKE**  
WBCM, Bay City, Mich.
- CHANAY, DICK**  
KWHI, Brenham, Tex.
- CHAPA, JOSE E.**  
WSBC, Chicago, Ill.
- CHAPEL, JOHN K.**  
KLX, Oakland, Calif.
- CHAPMAN, FRED**  
KFXD, Nampa, Ida.
- CHAPMAN, JOHN**  
WMIX, Mt. Vernon, Ill.
- CHARLES, BRUCE**  
WHK, Cleveland, Ohio
- CHASE, GENE**  
WIL, St. Louis, Mo.
- CHASSE, ROBERT**  
WFBB, Fernandina Beach,  
Fla.
- CHATFIELD, CHARLES**  
Letter to the Editor  
WHCU, Ithaca, N. Y.
- CHEVERTON, DICK**  
WOOD, WOOD-TV,  
Grand Rapids, Mich.
- CHILSEN, WALTER JOHN**  
WSAU, WSAU-TV,  
Wausau, Wis.
- CHRISTENSEN, HARRY**  
KNBX, Kirkland, Wash.
- CHRISTIE, GEORGE**  
Open Mike  
WTSP, St. Petersburg, Fla.
- CIPOLLA, CHIP**  
WILLI, Hempstead, N. Y.
- CLARK, AL**  
KWRY, Winner, S. D.
- CLARK, BILL**  
News Analysis  
WHOO, Orlando, Fla.
- CLARK, BUD**  
WIL, St. Louis, Mo.
- CLARK, KEN**  
KTHE, Thermopolis, Wyo.
- CLARK, RAY**  
WOW, WOW-TV, Omaha,  
Neb.
- CLAUSSEN, GENE**  
KXIC, Iowa City, Iowa
- CLAYTON, BOB**  
KXLT, Helena, Mont.
- CLEARY, J. M.**  
WESB, Bradford, Pa.

# RADIO-TV NEWS COMMENTATORS

- CLEMENTS, JACK**  
WRVA, Richmond, Va.
- CLIFFORD, KEN**  
KCOK, Tulare, Calif.
- CLJNE, CLAY**  
WDBM, Statesville, N. C.
- CLYDE, BOB**  
WREX-TV, Rockford, Ill.
- COCHRAN, RON**  
WCBS-TV, New York, N. Y.
- COCHRUM, GLEN**  
WKYB, Paducah, Ky.
- COGGINS, JIMMIE**  
WKDK, Newberry, S. C.
- COLE, CHARLES**  
KOLD, Tucson, Ariz.
- COLE, GRADY**  
WBT, Charlotte, N. C.
- COLEMAN, J. D.**  
KBTK, Missoula, Mont.
- COLEY, HAL**  
KMCO, Conroe, Tex.
- COLLINS, DAVE**  
WRFD, Worthington, Ohio
- COLLINS, DON**  
KDRO-TV, Sedalia, Mo.
- COLLINS, LARRY**  
News Around the World  
(Beirut)  
ABC
- COMER, WILLIAM B.**  
KBCH, Oceanlake, Ore.
- COMPTON, DICK**  
KVTV, Sioux City, Iowa
- CONNELLY, ROBERT**  
WWNH, Rochester, N. H.
- CONNOR, RALPH**  
KCMS, Manitou Springs,  
Colo.
- CONNOR, TOM**  
WEEK-TV, Peoria, Ill.
- CONNORS, DAVID A., JR.**  
WNLC, New London, Conn.
- CONOHAN, CLIFF**  
WISC, Madison, Wis.
- CONRAD, CHARLES**  
WPBC, Minneapolis, Minn.
- CONRAD, STEVE**  
WDEF-TV, Chattanooga,  
Tenn.
- CONSIDINE, BOB**  
On the Line with Bob  
Conside  
NBC
- CONWAY, ED**  
WDC, Pittsburgh, Pa.
- COOPER, GEORGE**  
KVOU, Uvalde, Tex.
- CORBETT, JIM**  
WGTO, Cypress Gardens,  
Fla.
- CORBIN, LOU**  
Issues in the Air  
WFBR, Baltimore, Md.
- CORDRAY, BOB**  
WPFB, Middletown, Ohio
- CORNELL, CAMERON**  
WSGA, Savannah, Ga.
- CORPORON, JOHN**  
Dateline Washington  
WDSU-TV, New Orleans,  
La.
- COSTELLO, ED**  
KOSA-TV, Odessa, Tex.
- COTTAM, RICHARD**  
KFRU, Columbia, Mo.
- COURTNEY, ALAN**  
WQAM, Miami, Fla.
- COVINGTON, FRED**  
WTVM, Columbus, Ga.
- COWAN, COLEY**  
WJBD, Salem, Ill.
- COY, KEN**  
KCKT-TV, KGLD-TV  
Great Bend, Kan.
- CRABILL, VON**  
WAVI, Dayton, Ohio
- CRAGER, JOEL**  
Weekday News  
ABC
- CRAGO, BILL**  
KFWB, Hollywood, Calif.
- CRAIG, BILL**  
WHAP, Hopewell, Va.
- CRAIG, CHARLES**  
WDVA, Danville, Va.
- CRAIG, ED**  
WLAG, LaGrange, Ga.
- CRAIG, JACK**  
KERG, Eugene, Ore.
- CRANDALL, JERRY**  
Morning in Michigan  
WTVB, Coldwater, Mich.
- CRANDELL, VIC**  
Around Your Town  
KGOS, Torrington, Wyo.
- CRANE, DAVE**  
WDEV, Waterbury, Vt.
- CRAWFORD, JOHN H.**  
KTFB, Texarkana, Tex.
- CREMER, CHUCK**  
WREX-TV, Rockford, Ill.
- CRISSEY, DONALD E.**  
WINE, Buffalo, N. Y.
- CRISWELL, BILL**  
WTRF-TV, Wheeling, W. Va.
- CROCKER, LEON H.**  
KDMO, Carthage, Mo.
- CROCKETT, WALTER C.**  
WCYB, WCYB-TV, Bristol,  
Va.
- CROFT, MIKE**  
WKVA, Lewistown, Pa.
- CROSS, CHARLES**  
KPDN, Pampa, Tex.
- CROSS, MILTON**  
Weekend :55 News  
ABC
- CROUCH, AL**  
K-NUZ, Houston, Tex.
- CROUCH, PAUL**  
Reporters Notebook  
WMSC, Columbia, S. C.
- CROWLEY, FRANK**  
KANA, Anaconda, Mont.
- CRYSTAL, LES**  
WFBG, WFBG-TV,  
Altoona, Pa.
- CULLEN, JANE**  
KWIP, Merced, Calif.
- CULLIN, RAY**  
KGNC, KGNC-TV,  
Amarillo, Tex.
- CUMMINGS, BOB**  
KGY, Olympia, Wash.
- CUMMISKEY, JOE**  
WHEN, Syracuse, N. Y.
- CURRY, BUD**  
KAKC, Tulsa, Okla.
- CURTIS, HENRY, JR.**  
Newsreel  
KBOI-TV, Boise, Ida.
- CURTIS, JIM**  
WSBA-TV, York, Pa.
- CURTIS, RAY**  
WDAM-TV, Hattiesburg-  
Laurel, Miss.

## — D —

- D'ACCARDO, GENE**  
KFLV, Modesto, Calif.
- DALE, ALLAN**  
KEYS, Corpus Christi, Tex.
- DALTON, JIM**  
Reporters Notebook  
WHIS-TV, Bluefield, W. Va.
- DALTON, KEN**  
WBET, Brockton, Mass.
- DALY, JOHN**  
John Daly and the News; Re-  
port Card; Election Coverage;  
Prologue 1959; ABC, ABC-TV
- DANAHER, TOM**  
KWMT, Fort Dodge, Iowa
- DANES, SPENCER**  
WMEI, Miami Beach, Fla.
- DANIELS, BO**  
WLFH, Little Falls, N. Y.
- D'ARCY, MICHAEL**  
KOLL, Omaha, Neb.
- DARDANO, NICK**  
WTLB, Utica, N. Y.
- DARY, DAVE**  
KWFT, Wichita Falls, Tex.
- DASHER, WYLENA**  
WNER, Live Oak, Fla.
- DAVIDSON, BRYAN**  
WJBD, Salem, Ill.
- DAVIDSON, FRANK**  
KONP, Port Angeles, Wash.
- DAVIS, ALVIN**  
WCRT, Birmingham, Ala.
- DAVIS, CHARLES**  
WAPI, WAPI-TV, Birming-  
ham, Ala.
- DAVIS, ED**  
WFPG, Atlantic City, N. J.
- DAVIS, JIM**  
Today's Headlines  
WRDW-TV, Augusta, Ga.
- DAVIS, LOU**  
WPAC, Patchogue, N. Y.
- DAVIS, MADISON**  
WOWL, WOWL-TV, Florence,  
Ala.
- DAVIS, MELTON**  
News Around the World  
(Rome) ABC
- DAVIS, REX**  
KMOX, St. Louis, Mo.
- DAVIS, SID**  
WKBN, WKBN-TV,  
Youngstown, Ohio
- DAVIS, WAYNE**  
WFIS, Fountain Inn, S. C.
- DAVIS, ZONA B.**  
WCRA, Evingham, Ill.
- DAWSON, DALE**  
WGHN, Grand Haven, Mich.
- DAY, BILL**  
WAPL, Appleton, Wis.
- DAY, CHARLES**  
WGAR, Cleveland, Ohio
- DAY, JOHN**  
WHDH, WHDH-TV,  
Boston, Mass.
- DAYE, ROLAND**  
La. Nat'l. Bank News  
WAFB-TV, Baton Rouge, La.
- DEANE, JERRY**  
WISC-TV, Madison, Wis.
- DEBNAM, W. E.**  
WNCT, Greenville, N. C.
- DECKER, TOM**  
City Edition  
WVET-TV, Rochester, N. Y.
- DEER, JIMMY**  
WDKA, Columbus, Ga.
- DEICH, DAVE**  
WAXX, Chippewa Falls, Wis.
- DELANEY, JACK**  
WNBH, New Bedford, Mass.
- DEMOULPIED, DAVE**  
WBRK, Pittsfield, Mass.
- DENMARK, E. T.**  
Florida News  
WOOF, Dothan, Ala.
- de ORTEGA, GIL**  
WKAQ, Santurce, P. R.
- de SLOOVRE, FRED**  
WIBG, Philadelphia, Pa.
- DEVERELL, ED**  
KFSB, San Diego, Calif.
- DEVINE, ROBERT**  
KDES, Palm Springs, Calif.
- DIEDERICH, AL**  
KRVN, Lexington, Neb.
- DIELH, BILL**  
WLOW, Norfolk, Va.
- DIXON, RANDY**  
The Negro World  
WDAS, Philadelphia, Pa.
- DIXON, ROY**  
KTRM, Beaumont, Tex.
- DOBBINS, JOSEPH**  
WLNH, Laconia, N. H.
- DOCKERY, DON**  
WGRO, Lake City, Fla.
- DODD, FRANK S.**  
WPAR, Parkersburg, W. Va.

# RADIO-TV NEWS COMMENTATORS

**DODGE, ED S.**  
WTFN, Tryon, N. C.

**DOEDEN, JERI**  
KAGR, Yuba City, Calif.

**DOOLITTLE, LEW**  
Capital Comment  
WCMR, Harrisburg, Pa.

**DOREMUS, WARREN**  
WHCC, WHEC-TV,  
Rochester, N. Y.

**DORSEY, CLAUDE**  
KMBC, Kansas City, Mo.

**DOTY, DICK**  
WTRL, Bradenton, Fla.

**DOUGLAS, LES**  
WILL, Willimantic, Conn.

**DOWNEY, PAT**  
WCVS, Springfield, Ill.

**DOYLE, GEORGE**  
KFH, Wichita, Kan.

**DRAGIN, TED**  
Rush-hour Roundup  
WSAV, Savannah, Ga.

**DRAKE, FRED**  
WDON, Wheaton, Md.

**DRAKE, MYRON**  
KTAR, Phoenix, Ariz.

**DRAKE, RICHARD**  
WGII, Babylon, N. Y.

**DREIER, ALEX**  
News on the Hour; Man on  
the Go  
NBC

**DRUSKY, ROY**  
KEVE, Minneapolis, Minn.

**DRYFOOS, LEON**  
WLEU, Erie, Pa.

**DUBARD, VASSAR**  
WRBC, Jackson, Miss.

**DUDLEY, DAVE**  
KEVE, Minneapolis, Minn.

**DU MOND, JOE, JR.**  
KAIR, Tucson, Ariz.

**DUNBAR, WILLIS**  
WKZO, WKZO-TV,  
Kalamazoo, Mich.

**DUNCAN, JAMES H.**  
KSIL, Silver City, N. M.

**DUNLAP, WALLACE**  
WTAO, Boston, Mass.

**DUNLEVEY, JIM**  
WQUB, Galesburg, Ill.

**DUNNAGAN, KEN**  
KRDD, El Paso, Tex.

**DUNNE, JIMMY**  
KNAF, Fredericksburg, Tex.

**DUNSTER, GEORGE**  
WTHH, Port Huron, Mich.

**DURKIN, JAY**  
WDEW, Westfield, Mass.

## — E —

**EADIE, DEANE**  
WSNJ, Bridgeton, N. J.

**EAKINS, PHIL**  
KOAT-TV, Albuquerque,  
N. M.

**EAMES, WILLIAM A.**  
KSL-TV, Salt Lake City,  
Utah

**EARLE, BILL**  
WIEL, Elizabethtown, Ky.

**EATON, RICHARD**  
WINX, Rockville, Md.

**EATON, RICHARD**  
WJMO, Cleveland, Ohio

**EATON, ROY**  
KXOL, Fort Worth, Tex.

**EBEL, WALTER M.**  
KBLO, Hot Springs, Ark.

**ECKERT, ED**  
WRGB, Schenectady, N. Y.

**EDMONSON, AUSTIN**  
WAOV, Vincennes, Ind.

**EDWARDS, BOB**  
KNCM, Moberly, Mo.

**EDWARDS, CHARLES**  
WRAM, Monmouth, Ill.

**EDWARDS, DARRELL**  
WTIV, Titusville, Pa.

**EDWARDS, DON**  
KROC-TV, Rochester, Minn.

**EDWARDS, FRANK**  
WTFV, Bloomington, Ind.

**EDWARDS, JOHN**  
News Around the World; Eis-  
enhower Press Conferences,  
ABC; John Daly and the  
News; ABC News with Don  
Goddard, ABC-TV

**EID, LEIF**  
News  
NBC

**EINHAUS, ROBERT**  
KJAN, Atlantic, Iowa

**ELLEIN, NOBERT**  
WDLC, Port Jervis, N. Y.

**ELLIOT, KEN**  
KRMD, Shreveport, La.

**ELLIOTT, DOYCE**  
KOSA-TV, Odessa, Tex.

**ELLIOTT, JIM**  
WNAE, Bridgeport, Conn.

**ELLIS, KEN**  
WMNI, Columbus, Ohio

**ELLISON, DUNCAN**  
KDUB-TV, Lubbock, Tex.

**ELLISON, WILLIAM G.**  
WHBF, Rock Island, Ill.

**ELSTON, E. G.**  
World News Roundup  
KCUE, Red Wing, Minn.

**EMMERSON, BYRON**  
WMIX, Mt. Vernon, Ill.

**ENGLER, HOLLAND**  
WGN, Chicago, Ill.

**ERICKSON, EDWARD**  
WRRZ, Oil City, Pa.

**ERICKSON, LLOYD**  
KLWN, Lawrence, Kan.

**ERLICH, M. D.**  
WWNH, Rochester, N. H.

**ESCHEN, FRANK**  
KSD, St. Louis, Mo.

**EUGENE, LES**  
KCMC-TV, Texarkana, Tex.

**EVANS, JIM**  
WHLM, Bloomsburg, Pa.

**EVANS, WALT**  
KTBB, Tyler, Tex.

**EVERSOLE, JACK**  
WKCT, Bowling Green, Ky.

## — F —

**FACENDA, JOHN**  
WCAU-TV, Philadelphia, Pa.

**FAIRCLOTH, JACK**  
WEAT-TV, West Palm  
Beach, Fla.

**FAIRWEATHER, JACK**  
KVOC, Casper, Wyo.

**FALK, RAY**  
News Around the World  
(Tokyo) ABC

**FALLON, JOHN S.**  
WSME, Sanford, Me.

**FANG, IRV**  
KWKW, Pasadena, Calif.

**FARISS, WAYNE**  
WCKT, Miami, Fla.

**FEMMEL, DICK**  
John Daly and the News;  
ABC News with Don  
Goddard  
ABC-TV, WXYZ-TV (Detroit)

**FENNER, LYLE**  
KXL, Portland, Ore.

**FENTRESS, STEVE**  
WGN, Chicago, Ill.

**FIEDLER, LOU**  
WFOB, Fostoria, Ohio

**FIELD, FRANK**  
KMA, Shenandoah, Iowa

**FIELDS, BILL**  
WKDK, Newberry, S. C.

**FINNEY, E. DEAN**  
Periscope  
WTWN, St. Johnsbury, Vt.

**FINNEY, FREDERIC N.**  
KTUC, Tucson, Ariz.

**FINNING, FRANK**  
WKNE, Keene, N. H.

**FIORANI, ROSE**  
WPST, Pittston, Pa.

**FIRMIN, JAMES H.**  
WMOK, Metropolis, Ill.

**FISHER, BOB**  
WRMN, Elgin, Ill.

**FISHER, ELDER A.**  
WHKK, Akron, Ohio

**FISHER, JERRY**  
KEYS, Corpus Christi, Tex.

**FISHER, LEWIS**  
WINS, New York, N. Y.

**FITCH, JERRY**  
Sunday Commentary  
KGLN, Glenwood Springs,  
 Colo.

**FITZ, C. W.**  
WABL, Amite, La.

**FITZGIBBONS, JACK**  
WAKR, WAKR-TV, Akron,  
 Ohio

**FLAHERTY, PAT**  
KPRC, KPRC-TV, Houston,  
 Tex.

**FLANNERY, HARRY**  
KMOX, St. Louis, Mo.

**FLANNERY, JACK**  
WCAP, Lowell, Mass.

**FLAXINGTON, REV. WARD  
B.**  
Plain Thoughts of a Plain  
Citizen  
WWHG, Hornell, N. Y.

**FLEMING, ED**  
KNXT, Los Angeles, Calif.

**FLEMING, ROBERT**  
John Daly and the News; ABC  
News with Don Goddard; Re-  
port Card; Election Coverage;  
ABC, ABC-TV

**FLEMMING, AL**  
KELO, KELO-TV  
Sioux Falls, S. D.

**FLETCHER, NORMAN A.**  
KNOC, Natchitoches, La.

**FLOURNOY, BOB**  
WKY, Oklahoma City, Okla.

**FLUEGEL, CRES**  
WEEK, Peoria, Ill.

**FLYNN, ARTHUR**  
WHAV, Haverhill, Mass.

**FOARD, A. G., JR.**  
WJRI, Lenoir, N. C.

**FOGARTY, JACK**  
WCPO, Cincinnati, Ohio

**FOLDMAN, BOB**  
WCAP, Lowell, Mass.

**FONTAINE, HERBERT**  
WJDA, Quincy, Mass.

**FORBES, GILBERT**  
WFBM, Indianapolis, Ind.

**FORD, DICK**  
WPZZ, Plattsburgh, N. Y.

**FORD, MARK**  
KDAY, Hollywood, Calif.

**FORESTER, DOROTHY**  
KVBC, Farmington, N. M.

**FORREST, WILLIAM**  
Foot Notes on the Headlines  
WGN, Newburgh, N. Y.

**FORRESTER, ROY**  
KLYR, Clarksville, Ark.

**FOSTER, CHUCK**  
KOIN-TV, Portland, Ore.

**FOSTER, WALTON**  
KWER, San Angelo, Tex.

**FOSTER, WAYNE**  
WYTH, Madison, Ga.

**FOX, BILL**  
KTNT-TV, Tacoma, Wash.

**FRANCIS, DICK**  
WDSM, WDSM-TV,  
 Superior, Wis.

**FRANK, BILL**  
Around the Town  
WILM, Wilmington, Del.

**FRANK, DON**  
WHOA, San Juan, P. R.

# RADIO-TV NEWS COMMENTATORS

**FRANK, ROBERT**  
WOC-TV,  
Davenport, Iowa

**FRANKLIN, FRED**  
News of the North  
KTRF, Thief River Falls,  
Minn.

**FRANKLIN, JOHN**  
WRCV, Philadelphia, Pa.

**FRASER, DON**  
WICO, Salisbury, Md.

**FRASER, GORDON**  
Monitor, NBC

**FRAWLEY, TOM**  
WHIO, Dayton, Ohio

**FREDERICK, PAULINE**  
News, NBC, NBC-TV

**FREDEKICKS, CLARE**  
WOBY, Cheboygan, Mich.

**FREDERICKS, DIRK**  
Weekday News—Evening  
ABC

**FREEDMAN, BERT**  
WVMC, Mt. Carmel, Ill.

**FREEMAN, GEORGE**  
WNHC, New Haven, Conn.

**FRIEND, GEORGE**  
WPLA, Plant City, Fla.

**FRITS, JAMES C.**  
KAGT, Anacortes, Wash.

**FUCHS, LARRY**  
WCRB, Boston, Mass.

**FYFFE, BILL**  
WJRT, Flint, Mich.

## — G —

**GAAL, FRANK**  
WJBK, Detroit, Mich.

**GAFFANEY, L. L.**  
KOLS, Pryor, Okla.

**GAGE, FRED**  
News Cavalcade  
WLAM, Lewiston, Me.

**GAINES, WALT**  
WGA-V, Amsterdam, N. Y.

**GALLETTE, RICHARD T.**  
WAVZ, New Haven, Conn.

**GALLO, JOHN W.**  
WRIT, Milwaukee, Wis.

**GAMBLE, BOB**  
WKY-TV, Oklahoma City,  
Okla.

**GAMER, GREG**  
KAKE-TV, Wichita, Kan.

**GARBER, PAUL**  
WABL, Adrian, Mich.

**GARDELLA, FRED**  
Our Town  
WBNC, Conway, H. H.

**GARDINER, DON**  
Weekday News  
ABC

**GARDNER, REED**  
WZOK, Jacksonville, Fla.

**GARTLAND, JACK**  
WPTM, Trenton, N. J.

**GASMAN, BILL**  
KREW, Sunnyside, Wash.

**GATES, HALLEY**  
KENO, Las Vegas, Nev.

**GAYMAN, VAUGHN**  
WDBQ, Dubuque, Iowa

**GEER, STEVE**  
WHEN, WHEN-TV,  
Syracuse, N. Y.

**GENTRY, BILL**  
WCHV, Charlottesville, Va.

**GEORGE, ABNER**  
KOTA, Rapid City, S. D.

**GEORGE, FRANK**  
KDKA, Pittsburgh, Pa.

**GERAGHTY, LARRY**  
WCSH-TV, Portland, Me.

**GERARD, GEORGE**  
News Around the World  
(Geneva)  
ABC

**GESSNER, ROBERT**  
WNNJ, Newton, N. J.

**GHEZA, BOB**  
WBOF, Virginia Beach, Va.

**GIBSON, JOE**  
WWSW, Pittsburgh, Pa.

**GIBSON, PHIL**  
WMBD, Peoria, Ill.

**GIBSON, ROY**  
KDYL, KTVT, Salt Lake  
City, Utah

**GIFFORD, DAVE**  
WICU, Erie, Pa.

**GIGUERE, JON**  
KCSJ, Pueblo, Colo.

**GILBERT, LIVINGSTON**  
3 Star Final  
WAVE, WAVE-TV,  
Louisville, Ky.

**GILLESPIE, DAVE**  
WOHS, Shelby, N. C.

**GILLESPIE, JOE**  
KNBC, San Francisco, Calif.

**GILMORE, JOHN**  
WBNY, Buffalo, N. Y.

**GIMZEK, ED**  
WWBZ, Vineland, N. J.

**GIROUX, LEE**  
KRCA, Los Angeles, Calif.

**GITTINGS, CLARENCE**  
KTVO, Ottumwa, Iowa

**GLADSTONE, HENRY**  
WOR, New York, N. Y.

**GLAWE, JOHN**  
Northeastern Newsreel  
WNEP-TV, Scranton, Pa.

**GLEASON, JOHN H.**  
WMS, Michigan City, Ind.

**GLANN, BILL**  
KRSN, Los Alamos, N. M.

**GODDARD, DON**  
John Daly and the News; Re-  
port Card; ABC News with  
Don Goddard; Election Cov-  
erage; Pope Pius Obituary;  
Prologue 1959  
ABC-TV; ABC Commentary

**GODDARD, WILLIAM**  
Listening Post  
WGSN, Huntington, N. Y.

**GOERCH, CARL**  
WPTF, Raleigh, N. C.

**GOODE, GEORGE**  
KSON, San Diego, Calif.

**GOODMAN, GEORGE**  
WLIB, New York, N. Y.

**GOODRICH, ROGER**  
WHEC, WHEC-TV,  
Rochester, N. Y.

**GORDON, LOU**  
WXYZ-TV, Detroit, Mich.

**GORFKLE, NORMAN**  
KJBE, Pendleton, Ore.

**GORMLY, BILL**  
KIMO, Independence, Mo.

**GOSHORN, ROY B.**  
WHOL, Allentown, Pa.

**GRAHAM, GORDON**  
WLW-1, Indianapolis, Ind.

**GRAMER, BILL**  
WGTO, Cypress Gardens, Fla.

**GRANT, AUSTIN**  
CKLW, CKLW-TV, Detroit,  
Mich.

## GRAUER, BEN

B. June 2, 1908, New York,  
N. Y.; Ask Congress, Citizens  
Union Searchlight, Discussion,  
WRCA, WRCA-TV; Monitor —  
Communicator, Sound of Science,  
9 PM — News on the Hour,  
NBC Radio Network

**GRAY, J. S.**  
WCED, DuBois, Pa.

**GRAY, LYMAN**  
WALB, Albany, Ga.

**GREEN, CHARLES**  
WNJR, Newark, N. J.

**GREEN, GEORGE**  
Four Star Final  
KOOK-TV, Billings, Mont.

**GREEN, H. E.**  
News and Interviews  
KFKA, Greeley, Colo.

**GREEN, RALPH**  
KFKA, Greeley, Colo.

**GREEN, ROBERT**  
WKMT, Kings Mountain, N.  
C.

**GRESHAM, FERRELL**  
KELD, El Dorado, Ark.

**GRETES, RANDY**  
WWEZ, Vineland, N. J.

**GRIDER, DON**  
WIRE, Indianapolis, Ind.

**GRIFFIN, MIKE**  
WDSM-TV, Duluth, Minn.

**GRIFFITH, FRED**  
WTIP, Charleston, W. Va.

**GRIFFITH, LES**  
Weekday News—Evening  
ABC

**GRIGGS, JERRY**  
WMSL-TV, Decatur, Ala.

**GRIMSBY, ROGER**  
WXIX-TV, Milwaukee, Wis.

**GROFF, WILL**  
WEZN, Elizabethtown, Pa.

**GROSSENBACHER, BOB**  
WNBZ, Wellsboro, Pa.

**GROVE, BILL**  
WJXT, Jacksonville, Fla.

**GUNN, BEN**  
City Camera  
WAGA-TV, Atlanta, Ga.

**GUTHRIE, WARREN**  
Sohio Reporter  
WJW-TV, Cleveland, Ohio

## — H —

**HACKES, PETER**  
News, NBC

**HAGEMAN, HAROLD**  
WCUE, Akron, Ohio

**HAGERTY, JERRY**  
Tri State Final  
WSEE, Erie, Pa.

**HAGUE, EARL**  
WPIK, Alexandria, Va.

**HAIN, LOU**  
Behind the Headlines  
WBCB, Levittown, Pa.

**HAINES, MARLIN**  
Falstaff News  
KROD-TV, El Paso, Tex.

**HALEY, BILL**  
WROC-TV, Rochester, N. Y.

**HALL, WILSON**  
News on the Hour  
NBC

**HALLIGAN, JOHN**  
KBOE, Oskaloosa, Iowa

**HALLORAN, RYAN**  
WAVE, Louisville, Ky.

**HALTERMAN, KENNETH**  
WCUE, Akron, Ohio

**HALVERSON, PAT**  
KSYD-TV, Wichita Falls,  
Tex.

**HAMBV, W. H.**  
WDXX, Clarksville, Tenn.

**HAMILTON, GENE**  
Monitor, NBC

**HAMILTON, JACK**  
Breakfast Edition  
KIDD, Monterey, Calif.

**HAMMOND, FRED**  
Eso Reporter  
WWL, New Orleans, La.

**HANEY, FRED**  
WCNC, Elizabeth City,  
N. C.

**HANGEN, WELLES**  
News, NBC, NBC-TV

**HANSEN, HANS (Copenhagen)**  
News Around the World  
ABC

**HANSON, EUGENE**  
Polk County News Round-up  
KETX, Livingston, Tex.

**HARDIN, JIM**  
Breakfast Edition  
WCOH, Newnan, Ga.

**HARDY, BOB**  
WIL, St. Louis, Mo.



# RADIO-TV NEWS COMMENTATORS

- HARKNESS, RICHARD**  
News on the Hour  
NBC
- HARPER, JERRY**  
WMTV, Madison, Wis.
- HARPER, JOE**  
WHP-TV, Harrisburg, Pa.
- HARRIEK, BOYD**  
WTAR, Norfolk, Va.
- HARRINGTON, JOHN**  
KTAR, Phoenix, Ariz.
- HARRIS, DAVE**  
KBIF, Fresno, Calif.
- HARRISON, BRAD**  
KSTL, St. Louis, Mo.
- HARRISON, CHUCK**  
WMBD-TV, Peoria, Ill.
- HARRISON, ROBERT**  
WBNC, Henderson, N. C.
- HARSCH, JOSEPH C.**  
News  
NBC
- HART, DON**  
WSNJ, Bridgeton, N. J.
- HARTLEY, HOWARD**  
Five Star Final  
WDCL, WTAN, Clearwater,  
Fla.
- HARVEY, HANK**  
WIMA, Lima, Ohio
- HARVEY, JOHN**  
KJBS, San Francisco, Calif.
- HARVEY, PAUL**  
Paul Harvey News;  
(WBKB-TV-Local)  
Election Coverage  
ABC, ABC-TV
- HARVEY, PAUL**  
WSAT, Salisbury, N. C.
- HARVILLE, CHARLIE**  
WFMV-TV, Greensboro,  
N. C.
- HATCH, ERIC**  
WBIS, Bristol, Conn.
- HAWKEY, BOB**  
WJNO, West Palm Beach, Fla.
- HAYDEN, WILLIAM**  
WIOU, Kokomo, Ind.
- HAYES, GEORGE**  
Weekend :55 News  
ABC
- HAYS, JIM**  
K-GUN-TV, Tucson, Ariz.
- HAYWARD, BRUCE**  
KTVI, St. Louis, Mo.
- HELMS, JESSE**  
WRAL-TV, Raleigh, N. C.
- HENDERSON, BROOKS**  
KSTP, St. Paul-  
Minneapolis, Minn.
- HENDERSON, JOE**  
KMUS, Muskogee, Okla.
- HENDRICKSON, MORT**  
Headlines & Bylines  
WDVL, Vineland, N. J.
- HENLE, RAY**  
Three Star Extra  
NBC
- HENRY, BILL**  
WSPA-TV, Montgomery, Ala.
- HENRY, JOHN**  
KOA, Denver, Colo.
- HENRY, MIKE**  
KFWB, Hollywood, Calif.
- HENRY, STEVE**  
WECL, Eau Claire, Wis.
- HENSTROM, RICHARD**  
KLOR-TV, Provo, Utah
- HERBERT, ALAN**  
WHIO, Dayton, Ohio
- HERLIHY, ED**  
Monitor, NBC
- HERMAN, DON**  
WHRV, Ann Arbor, Mich.
- HERRING, CHARLES**  
KING-TV, Seattle, Wash.
- HEUER, MYRON**  
Dinner Bell News  
KCUE, Red Wing, Minn.
- HEWITT, BOB**  
WCVS, Springfield, Ill.
- HICKLING, LEE**  
WNB-TV, Binghamton,  
N. Y.
- HICKOX, RICHARD**  
WISH-TV, Indianapolis, Ind.
- HICKS, CAP**  
WRGA, Rome, Ga.
- HIGGINS, PAT**  
KFSD, KFSD-TV,  
San Diego, Calif.
- HIGHTOWER, TED**  
WSB, Atlanta, Ga.
- HILDEBRAND, KEN**  
KQV, Pittsburgh, Pa.
- HILDRETH, RICHARD**  
WIRY, Plattsburgh, N. Y.
- HILL, BAYNE**  
WDSP, DeFuniak Springs,  
Fla.
- HILL, DOUG**  
KELO, KELO-TV,  
Sioux Falls, S. D.
- HILL, ROBERT**  
WNAX, Yankton, S. D.
- HILLE, BOB**  
KSD, St. Louis, Mo.
- HILLEGAS, FRED**  
WSYR, Syracuse, N. Y.
- HILMAER, GLENN H.**  
WCME, Brunswick, Me.
- HINCKLE, ED**  
WVET, Rochester, N. Y.
- HINES, BILL**  
WGST, Atlanta, Ga.
- HINSHAW, FRED MOORE**  
WLBC, WLBC-TV,  
Muncie, Ind.
- HOARTY, LEO**  
WBOF, Virginia Beach, Va.
- HOBBS, JAMES B., JR.**  
WSPA-TV, Spartanburg,  
S. C.
- HODGKINSON, BRIAN**  
WDOK, Cleveland, Ohio
- HOFFMAN, GEORGE**  
WWCA, Gary, Ind.
- HOLBERT, DON**  
KTOE, Mankato, Minn.
- HOLBROOK, CLYDE**  
Behind the Stories  
KCOG, Centerville, Iowa
- HOLCOMB, GRANT**  
KNXT, Los Angeles, Calif.
- HOLDERFIELD, W. D.**  
WFPA, Fort Payne, Ala.
- HOLIDAY, JON**  
Alemite News Desk  
WIST, Charlotte, N. C.
- HOLM, CAL**  
WAKR, Akron, Ohio
- HOLM, JOHN H.**  
KBRL, McCook, Neb.
- HOLTMAN, MARTIN**  
WTVR, Richmond, Va.
- HONEYMAN, RUSS**  
WDXI, Jackson, Tenn.
- HOOD, BILL**  
KSYD-TV, Wichita Falls,  
Tex.
- HOOPER, JACK**  
WHGB, Harrisburg, Pa.
- HOOPER, WILLIAM**  
WVTK, Knoxville, Tenn.
- HOOPER, DICK**  
KREM, Spokane, Wash.
- HOPKINS, GENE**  
WLSJ, Big Stone Gap, Va.
- HORAN, BOB**  
WKAZ, Charleston, W. Va.
- HORAN, BOB**  
WSAZ-TV, Huntington,  
W. Va.
- HORGAN, EDWARD**  
WEIM, Fitchburg, Mass.
- HORNING, DICK**  
WTCN-TV, Minneapolis,  
Minn.
- HOSS, DAVE**  
Editorially Speaking  
KPLY, Corvallis, Ore.
- HOWARD, GLEN**  
WMIC, Monroe, Mich.
- HOWARD, GLENN**  
WOHO, Toledo, Ohio
- HOWE, LLOYD G.**  
WPDM, Potsdam, N. Y.
- HOWE, QUINCY**  
ABC Commentary; Quincy  
Howe Commentary; Week of  
the World, ABC; Report Card;  
Election Coverage; Prologue  
ABC-TV
- HOWELL, HENRY**  
WOAI, WOAI-TV, San  
Antonio, Tex.
- HOWICK, BOB**  
WHHH, Warren, Ohio
- HOWSER, DON**  
WGNs, Murfreesboro, Tenn.
- HOYT, ROBERT**  
Business News  
WSBT, South Bend, Ind.
- HUBBARD, ERROL**  
WCNT, Centralia, Ill.
- HUDDLESTON, JOHN**  
KSD-O, San Diego, Calif.
- HUDSON, LEW**  
KWOA, Worthington, Minn.
- HUFF, OSCAR**  
WKMF, Flint, Mich.
- HUFF, OSCAR**  
WTOL-TV, Toledo, Ohio
- HUGHES, DON R.**  
KIOA, Des Moines, Iowa
- HUGHES, EVAN H.**  
KVOL, Lafayette, La.
- HUGHES, JOHN B.**  
WTAE, Pittsburgh, Pa.
- HUGHES, PAUL**  
KVAR, Phoenix-Mesa, Ariz.
- HUMBERT, BILL**  
Talking It Over  
KGAK, Gallup, N. M.
- HUNTLEY, CHET**  
News; Outlook  
NBC, NBC-TV
- HUNTLEY, FRANK**  
News Around the World  
(Formosa)  
ABC
- HUNTLEY, HANK**  
KHHH, Pampa, Tex.
- HURST, JACK**  
WLEE, Richmond, Va.
- HUTTO, RICK**  
WDVH, Gainesville, Fla.
- HYATT, MARION**  
WAUD, Auburn, Ala.
- HYDER, BILL**  
WHEY, Millington, Tenn.
- HYLTON, CHARLES**  
Banner News  
WLOG, Logan, W. Va.
- HYMAN, MARK**  
WHAT, Philadelphia, Pa.

— I —

- IHE, CARL**  
KDKA-TV, Pittsburgh, Pa.
- INGSTAD, BOB**  
KOVC, Valley City, N. D.
- IONNE, JOE**  
WWRN, Marion, Ohio
- IRELAND, MILLARD**  
KOMO, Seattle, Wash.
- IRVING, DICK**  
KRES, St. Joseph, Mo.
- ISAAC, W. T.**  
WHRE, Danville, Ky.
- ISON, W. W.**  
WKIS, Orlando, Fla.
- IZZARD, BOB**  
KGNC, KGNC-TV,  
Amarillo, Tex.

— J —

- JACKSON, KEITH**  
ROMO-TV, Seattle, Wash.

# RADIO-TV NEWS COMMENTATORS

**JACKSON, RIVERS**  
WCEH, Hawkinsville, Ga.

**JACOBS, WHITNEY**  
Listener Speaks  
WINF, Manchester, Conn.

**JACOBUS, BILL**  
Between the Lines  
WTTB, Vero Beach, Fla.

**JACOBY, DICK**  
KETV, Omaha, Neb.

**JAMES, TONY**  
WGEB, Freeport, N. Y.

**JANES, DOLPH**  
KORE, Eugene, Ore.

**JARLSON, ALAN**  
KRAM, KLAS-TV,  
Las Vegas, Nev.

**JARRELL, W. W.**  
WTKT, Thomasville, Ga.

**JASON, LEE**  
KJEO, Fresno, Calif.

**JEFFERSON, WALTER**  
KPRC-TV, Houston, Tex.

**JEFFRIES, ALLEN**  
WISH, Indianapolis, Ind.

**JELKS, WATT**  
KTIB, Thibodaux, La.

**JESTER, LEWIS T.**  
WVEC, WVEC-TV,  
Hampton-Norfolk, Va.

**JETER, FLOYD**  
Across Back Yard Fence  
KFLJ, Walsenburg, Colo.

**JIMENEZ, JUAN ORTIZ**  
Titulares Warner-Lambert  
WKAQ, WKAQ-TV, San Juan,  
P. R.

**JOHN, DICK**  
WKY, WKY-TV,  
Oklahoma City, Okla.

**JOHNSON, CHUCK**  
WELL, Hempstead, N. Y.

**JOHNSON, DICK**  
KBOM, Bismarck, N. D.

**JOHNSON, GEORGE**  
WQUA, Moline, Ill.

**JOHNSON, WAYNE**  
WERE, Cleveland, Ohio

**JOLLS, TOM**  
WUSJ, Lockport, N. Y.

**JONES, BOB**  
WAPI, WAPI-TV,  
Birmingham, Ala.

**JONES, CLARENCE**  
Straight from the Horses  
Mouth  
WBPB, Orangeburg, S. C.

**JONES, E. Z.**  
Melville News  
WBBB, Burlington, N. C.

**JONES, TED**  
WTKO, Ithaca, N. Y.

**JOYNER, JACK**  
WSIX, WSIX-TV,  
Nashville, Tenn.

## — K —

**KABO, JOHN**  
WARD-TV, Johnstown, Pa.

**KAIN, RED**  
WLAN, Lancaster, Pa.

**KALBER, FLOYD**  
KMTV, Omaha, Neb.

**KAPLAN, RALPH**  
KYSN, Colorado Springs,  
Colo.

**KAPLOW, HERB**  
News  
NBC, NBC-TV

**KARNS, BRUCE**  
KJOK, Junction City, Kan.

**KASSELL, CY**  
WHLL, Boston-Medford,  
Mass.

**KAUFMAN, BOB**  
WISR, Butler, Pa.

**KEANE, JERRY**  
WDOL, Athens, Ga.

**KEEN, HAROLD**  
KFMB-TV, San Diego, Calif.

**KEHOE, RON**  
WDCR, Hanover, N. H.

**KELLEHER, PHIL**  
WCKR, Miami, Fla.

**KELLER, SAM**  
WOKK, Meridian Miss.

**KELLEY, ELMER**  
WFWM, Madisonville, Ky.

**KELLEY, MORRIS**  
KWBG, Boone, Iowa

**KELLY, ROLAND**  
WSBT, South Bend, Ind.

**KELSO, JIM**  
News Round-up  
WFAI, Fayetteville, N. C.

**KENNEDY, ED**  
Special Assignment  
WWLP, Springfield Mass.

**KENNEDY, JESS**  
WMBD, Peoria, Ill.

**KENNEDY, KEVIN**  
WPIX, New York, N. Y.

**KENT, JIM**  
WMAK, Nashville, Tenn.

**KENT, TONY**  
Up To The Minute  
KFSD, KFSD-TV,  
San Diego, Calif.

**KERLIN, J. C.**  
What Goes On Here?  
WGBF, Evansville, Ind.

**KERN, BRUCE**  
WTIC-TV, Hartford, Conn.

**KERR, FRANK**  
KUDU, Ventura, Calif.

**KERR, THOMAS**  
Rural Roundup  
WTCO, Campbellsville, Ky.

**KESSLER, DAVID E.**  
WHAM, Rochester, N. Y.

**KETNER, WILL**  
Tri-County News  
WVAM, Altoona, Pa.

**KEVORKIAN, HARRY**  
WDBJ, Roanoke, Va.

**KIDNEY, DICK**  
WGH, Newport News-  
Norfolk, Va.

**KIERMAN, WALTER**  
Monitor, NBC

**KILPATRICK, JIMMY**  
News in Revue  
WJHO, Opelika, Ala.

**KINARD, LEE**  
WFMY-TV, Greensboro,  
N. C.

**KING, HAL**  
WHOP, Hopkinsville, Ky.

**KING, REX**  
It Happened this Week  
KIFW, Sitka, Alaska

**KING, WILLIAM**  
WENK, Union City, Tenn.

**KINNIRY, PAUL**  
WDAN, Danville, Ill.

**KIRBY, HAL**  
WVWR, Russellville, Ala.

**KIRBY, JONATHAN**  
KCBQ, San Diego, Calif.

**KIRCHHEIM, WILLIAM**  
WBBQ, Augusta, Ga.

**KLINE, ERNIE**  
WBVP, Beaver Falls, Pa.

**KNIGHT, CHARLES**  
WNDU, South Bend, Ind.

**KNIGHT, JEFF**  
WYDE, Birmingham, Ala.

**KNIGHT, KIRK**  
WWJ, WWJ-TV, Detroit,  
Mich.

**KNIGHT, LLOYD**  
KDEN, Denver, Colo.

**KNOX, BOB**  
WIBG, Philadelphia, Pa.

**KNOX, RALPH**  
WBBF, Rochester, N. Y.

**KNUTSON, HAL**  
Western Edition  
KBOI, Boise, Idaho

**KNUTSON, MILO G.**  
WKTY, La Crosse, Wis.

**KOCH, JAMES**  
WBFB-TV, Rock Island, Ill.

**KOELSCH, JOSEPH**  
WRCO, Richland Center, Wis.

**KRASNE, BYRON**  
KOLN-TV, Lincoln, Neb.

**KREGELOH, HUBERT**  
WSPR, Springfield, Mass.

**KRUPP, ROGER**  
KSTP, St. Paul-Minneapolis,  
Minn.

**KRUSE, DARYL**  
KXLT, Helena, Mont.

**KURTZ, KEN**  
WIS, Columbia, S. C.

**KUSHON, FRED**  
KACY, Oxnard, Calif.

**KUTZ, EDWARD C.**  
WSPD, Toledo, Ohio

## — L —

**LAFFERTY, JAMES**  
WANS, Anderson, S. C.

**LaFRANCE, CONNIE**  
WSMN, Nashua, N. H.

**LAITTE, REGINALD**  
WWOK, Charlotte, N. C.

**LAMANNA, JAMES**  
WFBL, Syracuse, N. Y.

**LA MERE, ROY**  
WCMS, Norfolk, Va.

**LANCASTER, CHARLES**  
WLBN, Lebanon, Ky.

**LANDERS, WILLIAM B.**  
WTWV, Tupelo, Miss.

**LANDON, FORREST**  
WDBJ, Roanoke, Va.

**LANE, ART**  
WIBG, Philadelphia, Pa.

**LANG, MIKE**  
WFAI, Fayetteville, N. C.

**LANGSTON, JOE**  
WNPT, Tuscaloosa, Ala.

**LANTZ, RICHARD**  
Night Final  
WTOC-TV, Savannah, Ga.

**LaPRISE, RAY**  
WNUB, Daytona Beach, Fla.

**LARSEN, G. ROY (WHITEY)**  
WNAK, Yankton, S. D.

**LARSON, CARL**  
WTKO, Ithaca, N. Y.

**LARVENZ, LARRY**  
WGMA, Hollywood, Fla.

**LATHAM, JACK**  
KROA, Los Angeles, Calif.

**LAURENCE, JOCK**  
WNAK, Wilkes-Barre, Pa.

**LaVIE, AL**  
WSKY, Asheville, N. C.

**LAVIGNE, RICHARD**  
WREB, Holyoke, Mass.

**LAWRENCE, KEN**  
WMIC, Monroe, Mich.

**LAWS, RAY**  
WHAM, Rochester, N. Y.

**LAWTON, FLEETWOOD**  
KTYM, Inglewood, Calif.

**LeBOEUF, JIM**  
WSMB, New Orleans, La.

**LEBSACK, LYLE**  
KSDN, Aberdeen, S. D.

**LECIUS, ED**  
Voice of Community  
WOTW, Nashua, N. H.

**LEE, BOB**  
KARM, Fresno, Calif.

**LEE, BOB**  
WCOM, Parkersburg, W. Va.

**LEE, DAVID**  
Five Star Final  
KMSP-TV, Minneapolis,  
Minn.

**LEE, ED**  
KLEO, Wichita, Kan.

**LEE, REV. HARRY R.**  
Religion in News  
WWHG, Hornell, N. Y.

**LEE, JOE**  
KNAK, Salt Lake City, Utah

## RADIO-TV NEWS COMMENTATORS

- LEEDS, DAVID**  
WMCA, New York, N. Y.
- LEGGE, ERNIE**  
WLOF-TV, Orlando, Fla.
- LEGOW, FRANK**  
WADC, Akron, Ohio
- LEISURE, CLARENCE**  
KNBC, San Francisco, Calif.
- LEONARD, DICK**  
Bay Area Background  
KCBS, San Francisco, Calif.
- LEONARD, EDISON**  
WSAN, Allentown, Pa.
- LEONARD, VINCE**  
WRCV-TV, Philadelphia, Pa.
- LESTER, DOUGLAS**  
WBAB, Babylon, N. Y.
- LEVIN, MARLIN**  
News Around the World (Tel Aviv)  
ABC
- LEVINE, IRVING R.**  
News, NBC
- LEVINE, MIKE**  
KDKA, Pittsburgh, Pa.
- LEWIS, CHARLES**  
WWJ, Detroit, Mich.
- LEWIS, J. SHELDON**  
What, Why, Where  
WELM, Elmira, N. Y.
- LEWIS, JOHN**  
WBAL, Baltimore, Md.
- LEWIS, LEON**  
Community News Roundup  
WWBL, New York, N. Y.
- LIGGITT, PAUL T.**  
WBFB, Rock Island, Ill.
- LILLIBRIDGE, SAM**  
KLEN, Killeen, Tex.
- LINDMAN, STUART A.**  
WTCN, Minneapolis, Minn.
- LINDSEY, BILL**  
KVOY, Yuma, Ariz.
- LIPPEE, GEORGE A.**  
WDOG, Marine City, Mich.
- LIPPOLD, HENRY**  
WMT-TV, Cedar Rapids, Iowa
- LISSER, ALAN**  
KBIG, Avalon, Calif.
- LITTLE, JAMES G.**  
WTAG, Worcester, Mass.
- LOYD, MORT**  
WRGP-TV, Chattanooga, Tenn.
- LOYD, VINCE**  
Morning Edition  
WGN-TV, Chicago, Ill.
- LODGE, BOB (CHICAGO)**  
John Daly and the News;  
ABC with Don Goddard  
ABC-TV
- LOFLIN, BOB**  
WKRG-TV, Mobile, Ala.
- LONG, CHET**  
WENS, Columbus, Ohio
- LONG, PAUL**  
KDKA, Pittsburgh, Pa.
- LONGSHAW, GEORGE**  
KWBB, Wichita, Kan.
- LOOS, MONTE**  
KOLR, Sterling, Colo.
- LORD, GEORGE**  
World on Parade  
WCAU, Philadelphia, Pa.
- LOSSIER, OSCAR**  
WPCT, Putnam, Conn.
- LOUDEN, RODNEY V.**  
KEED, Springfield, Ore.
- LOVE, JIM**  
KLON, Blytheville, Ark.
- LOW, DALE**  
KNCM, Moberly, Mo.
- LOW, ROBERT**  
News Around the World  
(Madrid)  
ABC
- LOWERY, JAMES**  
WSEN, Baldwinsville, N. Y.
- LOWERY, JAMES, Jr.**  
WOHI, East Liverpool, Ohio
- LOZANO, GUILLERMO**  
KCOR, San Antonio, Tex.
- LUCAS, WILLIAM E.**  
WSAV-TV, Savannah, Ga.
- LULLOFF, ROBERT**  
WCCN, Neillsville, Wisc.
- LUND, JACK**  
Overtone Extra  
KFAM, St. Cloud, Minn.
- L'UPO, TONY**  
WCOM, Lawrence, Mass.
- LYMAN, PETE**  
Final Edition  
WBOY-TV, Clarksburg,  
W. Va.
- LYNN, BOB**  
K-NUZ, Houston, Tex.
- LYONS, DONALD**  
KPAC, Port Arthur, Tex.

### — Mc —

- McBEE, KEITH**  
WJZ-TV, Baltimore, Md.
- McBRIDE, Alys MAE**  
WHLB, Virginia, Minn.
- McBRIDE, BOB**  
WMBH, Joplin, Mo.
- McCAFFERY, JOHN K. M.**  
News, NBC-TV
- McCAIN, BILL**  
WAKE, Atlanta, Ga.
- McCARTHY, RUTH**  
News Around the World  
(Havana)  
ABC
- McCARTHY, TOM**  
WNOP, Newport, Ky.
- McCARTNEY, CHARLES**  
KANO, Anoka, Minn.
- McCARTY, MARSH**  
WPAR, Parkersburg, W. Va.
- McCARTY, WILLIAM**  
Dateline Today  
WPEO, Peoria, Ill.
- McCAULEY, JOHN B.**  
WKBZ, Muskegon, Mich.
- McCLAUCHERTY, KYLE**  
KGIW, Alamosa, Colo.
- McCORMICK, JOHN**  
KUDU, Ventura, Calif.
- McCORMICK, ROBERT**  
News, NBC
- McCRARY, EVERETT**  
WJSB Crestview, Fla.
- McCREARY, MAC**  
KORC, Mineral Wells, Tex.
- McCUEN, CHICK**  
WTCN, WTCN-TV, Minneapo-  
lis, Minn.
- McCURDY, JOE**  
WQUB, Galesburg, Ill.
- McCUTCHEON, DON M.**  
KBZY, Salem, Ore.
- McDONALD, BEN**  
Carolinas TV Reporter  
WECT, Wilmington, N. C.
- McDOUGALD, DON**  
WWNS, Statesboro, Ga.
- McDOWELL, AL**  
KDKA, Pittsburgh, Pa.
- McEWEN, CHARLES**  
KTRB, Modesto, Calif.
- McEWUN, JIM**  
Trends of Our Times  
WCLG, Morgantown, W. Va.
- McFARLIN, MAC**  
WEOA, WEHT, Evansville,  
Ind.
- McGAUGHEY, ROBERT H.**  
WKOA, Hopkinsville, Ky.
- McGEE, FRANK**  
News, NBC, NBC-TV
- McGOUGH, AL**  
WCUB, Manitowoc, Wisc.
- McGOWAN, GEORGE**  
KEX, Portland, Ore.
- McGRANER, PAUL**  
WKIC, Hazard, Ky.
- McGREDIE, MAC**  
Home Edition  
KIHR, Hood River, Ore.
- McHALE, THOMAS**  
WELL, Battle Creek, Mich.

- McINTIRE, RUSS**  
WSTP, Salisbury, N. C.
- McINTOSH, HUGH**  
KOMO, Seattle, Wash.
- McINTYRE, NEIL**  
Valley News  
KPAY, Chico, Calif.
- McKEE, BOB**  
KQV, Pittsburgh, Pa.
- McKEE, DICK**  
Editorial of the Air  
WKCB, Berlin, N. H.
- McKEEHAR, BOB**  
KMOP, Tucson, Ariz.
- McKENZIE, MAX**  
WHAB, Baxley, Ga.
- McKINNON, GEORGE**  
Nite Cap News  
KOOK-TV, Billings, Mont.
- McLEAN, JACK**  
WHLI, Niagara Falls, N. Y.
- McLOUGHLIN, LAMONT**  
Deadline  
WNDU, WNDU-TV, South  
Bend, Ind.
- McMAHON, TOM**  
WHDL, Olean, N. Y.
- McMARTIN, COLE**  
WMT, Cedar Rapids, Iowa
- McMURRAY, SCOTT**  
WSTV, Steubenville, Ohio
- McMURTRIE, BURT**  
KTAC, Tacoma, Wash.
- McPADDEN, JACK**  
Twin State News  
WCFR, Springfield, Vt.

### — M —

- MACAULAY, BOB**  
Talk of the Town  
WAGN, Menominee, Mich.
- MACDONALD, ARCH**  
WBZ-TV, Boston, Mass.
- MacFARLANE, IAN ROSS**  
WAYE, Baltimore, Md.
- MACK, KEN**  
WTVN, Columbus, Ohio
- MACKAY, DALLAS L.**  
WEYE, Sanford, N. C.
- MAGILL, MAURY**  
WGRD, Grand Rapids, Mich.
- MAGNUSSON, HENRY**  
WCSH-TV, Portland, Me.
- MAGUIRE, DICK**  
Final Edition  
KIDD, Monterey, Calif.
- MAHON, DICK**  
WCAT, Orange, Mass.
- MAINELLA, GUY**  
WOKY, Milwaukee, Wisc.
- MALLORY, DON**  
KRIO, McAllen, Tex.
- MANNING, CLARKE**  
WILS, Lansing, Mich.
- MARBLE, HARRY**  
WGAN, WGAN-TV, Portland,  
Me.
- MAREINISS, JOEL**  
Round the Town  
WSYR-TV, Syracuse, N. Y.
- MARLOW, JESSE**  
WBFB-TV, Rock Island, Ill.
- MARQUIS, DALE**  
WSPA-TV, Spartanburg, S. C.
- MARSHALL, BEN**  
WWJ, Detroit, Mich.
- MARSHALL, ED**  
KLLA, Leesville, La.
- MARTIN, BOB**  
WEBN, Harrodsburg, Ky.
- MARTIN, CHUCK**  
KAML, Kenedy, Tex.
- MARTIN, CLAUDE**  
WNEP-TV, Scranton, Pa.
- MARTIN, DAVE**  
KIUN, Pecos, Tex.
- MARTIN, JIM**  
WGAR, Cleveland, Ohio
- MARTIN, LEW**  
WDSM-TV, Duluth, Minn.

# RADIO-TV NEWS COMMENTATORS

- MARTIN, MILLIE**  
WBR, Weirton, W. Va.
- MARTIN, RALPH**  
WDGY, Minneapolis, Minn.
- MARTINEZ, AL**  
KEPS, Eagle Pass, Tex.
- MARVIN, DAVE**  
WIZE, Springfield, Ohio
- MARVIN, LARRY**  
Dinnertime News  
KRKS, Ridgecrest, Calif.
- MASON, BILL**  
WQUA, Moline, Ill.
- MATLOCK, STAN**  
WKRC, Cincinnati, Ohio
- MATOS, HERMES**  
Extra de la Tarde  
WTIL, Mayaguez, P. R.
- MATTHEWS, FRANK**  
WOAL, San Antonio, Tex.
- MATTS, TOM**  
KBOX, Dallas, Tex.
- MAXHAM, GLENN**  
WEBC, Duluth, Minn.
- MAY, ROY**  
WLL, St. Louis, Mo.
- MAY, WALTER E.**  
WPRT, Prestonsburg, Ky.
- MAY, WOODY**  
Editors Corner  
WAND, Canton, Ohio
- MAYHEW, FRED E.**  
KANN, Sinton-Corpus  
Christie, Tex.
- MEAD, WARREN**  
KWVL, Waterloo, Iowa
- MEIGHAN, PAUL**  
KBCL, Shreveport, La.
- MELENDEZ, F.**  
WXRJ, Guayama, P. R.
- MELENDEZ, J. COLON**  
WLEO, Ponce, P. R.
- METCALF, JAMES**  
World at Large  
WOAL-TV, San Antonio, Tex.
- MEYER, STAN**  
RFD #5  
KFBB, KFBB-TV, Great Falls,  
Mont.
- MEYERS, WES**  
News & Views  
KSYC, Yreka, Calif.
- MICHAELS, BOB**  
Dateline Washington  
WEAM, Washington, D. C.
- MICZKO, PAUL**  
WGES, Chicago, Ill.
- MILES, VIC**  
WFOA, San Juan, P. R.
- MILES, WILLIAM**  
WBNY, Buffalo, N. Y.
- MULLER, BILL**  
WTAX, Springfield, Ill.
- MILLER, BILL**  
Around the Town  
WCMR, Elkhart, Ind.
- MILLER, BOB**  
WPTV, Palm Beach, Fla.
- MILLER, BRUCE**  
WESU, New Orleans, La.
- MILLER, BRUCE**  
KALL, Salt Lake City, Utah
- MILLER, DON**  
KNMS, Sioux City, Iowa
- MILLER, LOU**  
5-Star Final  
WNEM-TV, Bay City, Mich.
- MILLER, RAY**  
KPRC, Houston, Tex.
- MILLS, FRED**  
KANA, Anaconda, Mont.
- MILLS, JACK**  
KSIB, Creston, Iowa
- MINAHAN, ANNE**  
WCCM, Lawrence, Mass.
- MINSHALL, BILL**  
Your Esso Reporter  
WIS-TV, Columbia, S. C.
- MILES, RONALD**  
WTHH, Port Huron, Mich.
- MITCHELL, TED**  
KTLM, San Rafael, Calif.
- MITCHELL, CHUCK**  
WVOL, Nashville, Tenn.
- MITCHELL, DOUG**  
KUTV, Salt Lake City, Utah
- MITLER, MILTON E.**  
Editorially Speaking  
WADK, Newport, R. I.
- MITTAN, RAY**  
WHFB, Benton Harbor, Mich.
- MIX, GALE**  
KRPL, Moscow, Idaho
- MOBLEY, PRESTON**  
WERD, Atlanta, Ga.
- MOFIELD, RAY**  
WCBL, Benton, Ky.
- MONDAY, RAY**  
WTLB, Ulica, N. Y.
- MONGOLD, ROSS**  
KNIM, Maryville, Mo.
- MONROE, BILL**  
Editorials  
WDSU-TV, New Orleans, La.
- MONROE, HARRY**  
WRVA, Richmond, Va.
- MONROE, TIM**  
KDYL, Salt Lake City, Utah
- MOOR, PAUL**  
News Around the World  
(Berlin)  
ABC
- MOORE, DICK**  
KBOX, Dallas, Tex.
- MOORE, GLENN**  
KYNG, Coos Bay, Ore.
- MOORE, JOHNNY**  
WDSG, Dyersburg, Tenn.
- MOORE, NORB**  
KLPW, Union, Mo.
- MORENO, EDWARD**  
KCOR-TV, San Antonio, Tex.
- MORGAN, EDWARD P.**  
News, ABC: Election Coverage;  
Report Card: Prologue  
1959  
ABC-TV
- MORGAN, JAMES T.**  
WHLN, Harlan, Ky.
- MORGAN, MURRAY**  
KMO, Tacoma, Wash.
- MORPHEW, DICK**  
WJDX, Jackson, Miss.
- MORRIS, AUBREY**  
WSB, Atlanta, Ga.
- MORRIS, BILL**  
WRGA, Rome, Ga.
- MORRIS, JACK**  
KTUL, KTUL-TV, Tulsa  
Okla.
- MORRISON, HERB**  
WPAE, Pittsburgh, Pa.
- MOSS, JOHN**  
WTOO, Toledo, Ohio
- MOYLE, WILL**  
WVET, Rochester, N. Y.
- MOZLEY, DON**  
KCBS, San Francisco, Calif.
- MUELLE, MERRILL**  
News, NBC, NBC-TV
- MUHLSTEIN, DAVE**  
KLIF, Dallas, Tex.
- MULLEN, JAY**  
WLSV, Wellsville, N. Y.
- MULLINAX, WALLY**  
WESC, Greenville, S. C.
- MUNGER, JOHN**  
WJPS, Evansville, Ind.
- MUNOZ, LUIS**  
KUNO, Corpus Christi, Tex.
- MUNYAN, HARRY**  
WCKR, Miami, Fla.
- MUNYON, DWAIN**  
WISV, Viroqua, Wisc.
- MURPHY, JACK**  
KOOL, KOOL-TV, Phoenix,  
Ariz.
- MURPHY, JIM**  
WBMK, West Point, Ga.
- MURPHY, JIM**  
WAUX, Waukesha, Wisc.
- MURPHY, WILLIAM B.**  
KLYK, Spokane, Wash.
- MURRAY, DON**  
WDBJ-TV, Roanoke, Va.
- MURRAY, MEL**  
WFOB, Postoria, Ohio

## — N —

- NAKAI, RAYMOND**  
Reservation News  
KCLS, Flagstaff, Ariz.
- NAUGHTON, JIM**  
KOME, Tulsa, Okla.
- NAVEN, DEAN**  
KMA, Shenandoah, Iowa
- NEAL, BRUCE**  
KXOL, Fort Worth, Tex.
- NEBEL, DAVID**  
WLCS, Baton Rouge, La.
- NEBLET, BOB**  
WJTV, Jackson, Miss.
- NEEL, BILL**  
KTHV, Little Rock, Ark.
- NEELSON, M. L.**  
WHO, WHO-TV, Des Moines,  
Iowa
- NEELSON, LLOYD**  
WORC, Worcester, Mass.
- NEELSON, LYLE R.**  
WCMP, Pine City, Minn.
- NEELSON, ROBERT**  
WSYR, Syracuse, N. Y.
- NENNO, BILL**  
WFLR, Dundee, N. Y.
- NEVINS, GERRY**  
Open Forum  
WADK, Newport, R. I.
- NEWMAN, EDWIN**  
News, NBC, NBC-TV
- NEWMAN, YALE (LONDON)**  
ABC News with Don Goddard;  
John Daly and the News;  
Prologue 1959, ABC-TV
- NICHOLS, DAVID**  
News Around the World  
ABC
- NICHOLS, LESLIE A.**  
KTUU, San Francisco-Oak-  
land, Calif.
- NICKLES, R. W.**  
KFAL, Fulton, Mo.
- NIKITAS, CHRIS**  
WFEA, Manchester, N. H.
- NOLAN, PHIL**  
KALL, Salt Lake City, Utah
- NORMAN, DON**  
News That's Live  
WEW, St. Louis, Mo.
- NORMAN, ROBERT**  
WEOK, Poughkeepsie, N. Y.
- NORTON, DON**  
KOTV, Tulsa, Okla.

## — O —

- ORBERG, ANDREW**  
WRVA-TV, Richmond, Va.
- O'BRIEN, JOHN**  
Feature Section  
KDUB-TV, Lubbock, Tex.
- O'BRIEN, TOM**  
B. April 3, 1925, New York,  
N. Y.; News, WJMS; Chevrolet  
Weekend News, CBS Radio; Big  
Story, WNEW-TV; Monitor, NBC
- O'CONNOR, DONALD**  
Deadline 12  
WISN-TV, Milwaukee, Wisc.
- O'CONNOR, LEN**  
WMAQ, WNBQ, Chicago, Ill.
- O'DELL, TERENCE**  
CKLW, Detroit, Mich.
- ODENS, PETE**  
KXO, El Centro, Calif.
- OGLES, HOWARD H.**  
News Over the Coffee Cup  
WFKN, Franklin, Ky.
- OHMAN, WILLIAM**  
WPEL, Montrose, Pa.
- OLSEN, BOB**  
WKRQ-TV, Mobile, Ala.

# RADIO-TV NEWS COMMENTATORS

**O'NEILL, GENE**  
 WWON, Woonsocket, R. I.  
**ORLOWSKI, JOE**  
 KAGE, Winona, Minn.  
**ORTON, DEAN**  
 KCBS, Midland, Tex.  
**OSBORNE, KEX**  
 WDOC, Prestonsburg, Ky.  
**OSGOOD, DICK**  
 WXYZ, Detroit, Mich.  
**OTERO, EVELIO**  
 Telenocias  
 WKQA-TV, San Juan, P. R.  
**OWENS, PAUL**  
 WLBN, Lebanon, Ky.  
**OWENS, RAY**  
 WHEN-TV, Syracuse, N. Y.  
**OYLER, HAL**  
 KIRX, Kirksville, Mo.

## — P —

**PACHMAN, LEN**  
 KNOG, Nogales, Ariz.  
**PALEN, DAN C.**  
 KXGN, KXGN-TV, Glendive,  
 Mont.  
**PALMER, BRUCE B.**  
 KWTW, Oklahoma City, Okla.  
**PALMER, CHARLES**  
 KRNO, San Bernardino, Calif.  
**PALMER, CURT**  
 KWDM, Des Moines, Iowa  
**PARDUA, ROBERT**  
 Newsbreak  
 WFPA, Fort Payne, Ala.  
**PARHAM, JOHN**  
 KPIN, Casa Grande, Ariz.  
**PARISE, JULIA**  
 WMFG, Hibbing, Minn.  
**PARKS, DEL**  
 WDRF, Chester, Pa.  
**PARKS, HARLAN**  
 WLFA, Lafayette, Ga.  
**PARKS, LARRY**  
 WLAU, Laurel, Miss.  
**PATRICK, LARRY**  
 WMBR, Jacksonville, Fla.  
**PATRICK, RICHARD**  
 WDON, Wheaton, Md.  
**PATTERSON, JIM**  
 WBT, Charlotte, N. C.  
**PATTERSON, JOHN**  
 WDEJ-TV, Roanoke, Va.  
**PATTERSON, PATT**  
 WWCA, Gary, Ind.  
**PAUL, JAN**  
 KIKO, Globe-Miami, Ariz.  
**PAYNE, LARRY**  
 WPON, Pontiac, Mich.  
**PAYNE, PALMER**  
 WGIR, Manchester, N. H.  
**PEARCE, BARTHOL**  
 KTRB, Modesto, Calif.  
**PEARSON, DREW**  
 WWJB, Brooksville, Fla.  
**PEARSON, DREW**  
 KEEN, San Jose, Calif.  
**PEARSON, FORT**  
 Channel 5 News  
 KPX, San Francisco, Calif.  
**PEARSON, LEON**  
 Monitor, News on the Air  
 NBC  
**PENNY, GEORGE A.**  
 WRAL, Raleigh, N. C.  
**PENNYBACKER, ED**  
 KQEO, Albuquerque, N. M.  
**PEPPER, FRANK**  
 WTAL, WCTV, Tallahassee,  
 Fla.  
**PEREZ, JOSE M.**  
 Tribuna Knickerbocker  
 WHOM, New York, N. Y.  
**PERRRET, ART**  
 WTOR, Torrington, Conn.  
**PERRY, BOB**  
 WRKH, Rockwood, Tenn.  
**PERRY, JOHN**  
 WGBI, WDAU-TV, Scranton,  
 Pa.

**PETER, RICHARD**  
 Your Radio Journal  
 KINY, Juneau, Alaska  
**PETERS, ART**  
 Quaker City Beat  
 WDAS, Philadelphia, Pa.  
**PETERS, JOHN**  
 Ford Dealer News  
 WBOY-TV, Clarksburg,  
 W. Va.  
**PETERSON, ARNOLD**  
 WATW, Ashland, Wis.  
**PETERSON, BOB**  
 WCHK, Canton, Ga.  
**PETERSON, DALE G.**  
 KCID, Caldwell, Idaho  
**PETREE, MARTIN**  
 WLPR, New Albany, Ind.  
**PETRIK, DICK**  
 KOEL, Oelwein, Iowa  
**PETTIT, LLOYD**  
 WGN, WGN-TV, Chicago, Ill.  
**PFATER, DAVID N.**  
 WNOG, Naples, Fla.  
**PFISTER, ROBERT E.**  
 WEMS, Michigan City, Ind.  
**PHELAN, PAT**  
 WTVN-TV, Columbus, Ohio  
**PHILLIPS, DON**  
 Capsule Comment  
 WEW, St. Louis, Mo.  
**PHILLIPS, GEORGE T.**  
 WAVZ, New Haven, Conn.  
**PHILLIPS, PHIL**  
 KBRS, Springdale, Ark.  
**PHILLIPS, RON**  
 KNPT, Newport, Ore.  
**PHILPPS, JOE**  
 WWDC, Washington, D. C.  
**PICKEN, DONALD**  
 KMCD, Fairfield, Iowa  
**PIEL, BUD**  
 KACE, Riverside, Calif.  
**PIERCE, ARTHUR**  
 WEAV, Plattsburgh, N. Y.  
**PIERCE, JACK**  
 KPUG, Bellingham, Wash.  
**PIERSON, BILL**  
 KTLN, Denver, Colo.  
**PIET, JOHN**  
 WMNI, Columbus, Ohio  
**PIKE, CLAUDE**  
 KRWC, Forest Grove, Ore.  
**PINGALORE, JACK**  
 Town Crier  
 WERI, Westerly, R. I.  
**PITCOCK, BOB**  
 KRDO-TV, Colorado Springs,  
 Colo.  
**PLASCAK, MARTIN**  
 WBOW, Terre Haute, Ind.  
**PLATT, BILL**  
 KFH, Wichita, Kan.  
**PLAUCHE, JOHN**  
 KEUN, Eunice, La.  
**PLENN, JAIME**  
 News Around the World  
 (Mexico City)  
 ABC  
**POLING, DOUGLAS**  
 WOHO, Toledo, Ohio  
**POLLOCK, ED**  
 WWVA, Wheeling, W. Va.  
**PONTRICH, NOLAN**  
 WHBN, Harrodsburg, Ky.  
**PORTER, BEN**  
 WBML, Macon, Ga.  
**PORTER, FRANK**  
 Editorially Speaking  
 KHBP, Phoenix, Ariz.  
**PORTER, J. SHERMAN**  
 WJEH, Gallipolis, Ohio  
**POSTON, WILEY K.**  
 KETX, Livingston, Tex.  
**POTTER, DON**  
 Six Star Edition  
 WJIM-TV, Lansing, Mich.  
**POWELL, JOHN**  
 WPRS, Paris, Ill.  
**POWELL, RUSSELL**  
 KPFE, Fresno, Calif.

**POWELL, TOM**  
 WGBI, WDAU-TV, Scranton,  
 Pa.  
**PRELEE, MIKE**  
 WERE, Cleveland, Ohio  
**PRESELY, R. N. (BOB)**  
 KHAT, Phoenix, Ariz.  
**PRESSMAN, GABE**  
 Shell Local News, WRCA-TV; On  
 the Spot Reports, WRCA, WRCA-  
 TV  
**PRESTRIDGE, FLO**  
 KDBS, Alexandria, La.  
**PRICE, JOHN**  
 Operation Newsbeat  
 WKAT, Miami Beach, Fla.  
**PRICE, SAM, JR.**  
 WBMK, West Point, Ga.  
**PROCTOR, JACK**  
 Topic Today  
 KONP, Port Angeles, Wash.  
**PROUTY, GERALD W.**  
 WREM, Remsen, N. Y.  
**PROVENCE, BOB**  
 WSOC-TV, Charlotte, N. C.  
**PRUITT, A. L.**  
 Al's Almanac  
 WSBB, New Smyrna Beach,  
 Fla.  
**PUMPHREY, HORACE**  
 WSGN, Birmingham, Ala.  
**PYLE, GLENN R.**  
 WBYS, Canton, Ill.  
**PYNE, JOE**  
 WMID, Atlantic City, N. J.

## — Q —

**QUESINBERRY, GARRY**  
 WPAQ, Mt. Airy, N. C.  
**QUINLAN, TOM**  
 KWBG, Boone, Iowa

## — R —

**RABER, ALAN D.**  
 WKAP, Allentown, Pa.  
**RAMSBURG, JIM**  
 WDGJ, Minneapolis, Minn.  
**RAMOS, RALPH**  
 Tri-City News  
 KFDM, KFDM-TV, Beaumont,  
 Tex.  
**RAND, TED**  
 KDRS, Paragould, Ark.  
**RANDALL, DAVE**  
 Three Star Final  
 WTOG-TV, Savannah, Ga.  
**RANDALL, JIM**  
 KFSB, Joplin, Mo.  
**RANDALL, PORTER**  
 KFJZ-TV, Fort Worth, Tex.  
**RANDALL, BOB**  
 WOKY, Milwaukee, Wisc.  
**RANTANEN, IRV**  
 WAIT, Chicago, Ill.  
**RASH, BRYSON**  
 WRC, Washington, D. C.:  
 News, NBC  
**RASMUSSEN, TOM**  
 KHIL, Brighton, Colo.  
**RAY, GEORGE**  
 WTVH, Peoria, Ill.  
**READ, BROOKS**  
 Esso Reporter  
 WBRZ-TV, Baton Rouge, La.  
**REBER, SYBILLA A.**  
 WSAY, Rochester, N. Y.  
**REDABAUGH, HAROLD**  
 KRDO-TV, Colorado Springs,  
 Colo.  
**REDMOND, DON**  
 WPAC, Patchogue, N. Y.  
**REED, JIM**  
 Radio Front Page  
 KWEL, Midland, Tex.  
**REEVES, DICK**  
 Panorama Perspective  
 WWVA, Wheeling, W. Va.

# RADIO-TV NEWS COMMENTATORS

- REEVES, JIM**  
WPEN, Philadelphia, Pa.
- REID, BOB**  
WENO, Nashville, Tenn.
- REID, RICHARD**  
WARE, Ware, Mass.
- REILLEY, RANDY**  
WHYE, Roanoke, Va.
- RENICK, RALPH**  
WTVJ, Miami, Fla.
- REX, JOE**  
WMBD-TV, Peoria, Ill.
- REYES, NICK**  
KTOW, Oklahoma City, Okla.
- RHAME, L. RICHARD**  
WTND, Orangeburg, S. C.
- RHODES, JOHN**  
WRRR, Rockford, Ill.
- RICE, CRAWFORD**  
WTVT, Tampa, Fla.
- RICE, JOHN D.**  
WCOW, Sparta, Wisc.
- RICH, JOHN**  
News  
NBC
- RICH, STANLEY**  
News Around the World  
(Hong Kong)  
ABC
- RICHARDS, BILL**  
WCHS, Charleston, W. Va.
- RICHARDS, RON**  
Editor's Desk  
KGVO, KMSO-TV, Missoula,  
Mont.
- RICHARDSON, LARRY**  
WFBM-TV, Indianapolis, Ind.
- RICHIE, BILL**  
KWFT, Wichita Falls, Tex.
- RICHMOND, DICK**  
WAVY, WAVY-TV, Norfolk,  
Va.
- RIDENOUR, TEX**  
WJER, Dover, Ohio
- RIDER, JACK**  
WELS, Kinston, N. C.
- RIGGANS, BUZZ**  
WLAP, Lexington, Ky.
- RILEY, DON**  
KIRO-TV, Seattle, Wash.
- RILEY, DUANE, X.**  
WKNX, WKNX-TV, Saginaw,  
Mich.
- RINAKEK, SAM**  
KIRO-TV, Seattle, Wash.
- RIND, JULES**  
WPEN, Philadelphia, Pa.
- RIOS, LUIS A.**  
WORA, Mayaguez, P. R.
- ROBERTS, CLETE**  
B. Feb. 1, 1912, Portland, Ore.;  
Clete Roberts Reports; The Big  
Three—News; Buick Commer-  
cials; U. S. Television Newsfilm  
Inc.
- ROBERTS, DON**  
WKKS, Vanceburg, Ky.
- ROBERTS, DONALD**  
WCOU, Lewiston, Me.
- ROBERTS, KENT**  
KLVC, Leadville, Colo.
- ROBERTSON, JIM**  
WKO, Hopkinsville, Ky.
- ROBINSON, DONALD L.**  
KURA, Moab, Utah
- ROBINSON, HERB**  
KOMO-TV, Seattle, Wash.
- ROBY, MAX**  
KMOX-TV, St. Louis, Mo.
- ROGERS, ART**  
KWYN, Wynne, Ark.
- ROGERS, JAMES III**  
WPDM, Potsdam, N. Y.
- ROGERS, JOHN T.**  
Around the Town  
WCVA, Culpepper, Va.
- ROLL, RICHARD T.**  
WTVH, Peoria, Ill.
- RONALD, STAN**  
WKAN, Kanakee, Ill.
- ROPER, GENE**  
WBHQ-TV, Memphis, Tenn.
- ROSE, JOE**  
Inside Track
- KONA-TV, Honolulu, Hawaii**
- ROSE, JOEL**  
WHKK, Akron, Ohio
- ROSENBLUM, RAY**  
WTIG, Maassillon, Ohio
- ROSS, AL**  
KGKX, Sterling, Colo.
- ROSS, DICK**  
KGW-TV, Portland, Ore.
- ROSS, DON**  
KFMB, San Diego, Calif.
- ROSS, JACK**  
WHAM, Rochester, N. Y.
- ROSS, MARTY**  
WPTR, Albany, N. Y.
- ROSS, NORMAN**  
WBKB, Chicago, Ill.
- ROTH, KEN**  
WGMA, Hollywood, Fla.
- ROWLAND, DON**  
Pan Am News  
KLFY-TV, Lafayette, La.
- ROY, TOM**  
WKLA, Ludington, Mich.
- ROYBURN, MILT**  
WIPS, Ticonderoga, N. Y.
- RUFF, BILL**  
WSYR-TV, Syracuse, N. Y.
- RUGH, VIC**  
KLWN, Lawrence, Kan.
- RUNDLES, JAMES**  
WOKJ, Jackson, Miss.
- RUNYON, BOB**  
WKMH, Detroit-Dearborn,  
Mich.
- RUNYON, CHUCK**  
WSAC, Radcliff, Ky.
- RUPPLE, LARRY**  
WHRV, Ann Arbor, Mich.
- RUSSELL, BARRY**  
Farm News & Markets  
KOKT-TV, KGLD-TV, Great  
Bend, Kan.
- RUSSELL, DON**  
Monitor  
NBC
- RUSSELL, FRAN**  
WLVA, WLVA-TV, Lynch-  
burg, Va.
- RUSSELL, FRANK**  
KITO, San Bernardino, Calif.
- RUTLEDGE, KEN**  
KOSA, Odessa, Tex.
- RYAN, BOB**  
KSTP, St. Paul - Minneapolis,  
Minn.
- RYAN, BILL**  
News, NBC
- RYAN, THOMAS**  
WGUY, Bangor, Me.
- RYAN, TOM**  
WBBF, Rochester, N. Y.
- S —
- SAKS, BERNARD**  
WISL, Shamokin, Pa.
- SALERNO, SAM**  
KLAS, Las Vegas, Nev.
- SAMBORN, ALBERT**  
WPAG, Ann Arbor, Mich.
- SANDERS, BOB**  
WAUD, Auburn, Ala.
- SANDERS, RICHARD**  
WJDX, WLBT, Jackson, Miss.
- SANFORD, HARVEY**  
KICD, Spencer, Iowa
- SANFORD, KEN**  
KSTB, Breckenridge, Tex.
- SANTORO, BILL**  
WARD-TV, Johnstown, Pa.
- SARDELLA, CARLO**  
News & Views  
WOND, Pleasantville, N. J.
- SAXON, JOE**  
WCMW, Canton, Ohio
- SCHAEFFER, MARTIN**  
WSON, Henderson, Ky.
- SCHAFFER, BOB**  
KXOL, Fort Worth, Tex.
- SCHAUGHENCY, ED**  
KDKA, Pittsburgh, Pa.
- SCHEINER, SID**  
This We Believe  
KFTM, Fort Morgan, Colo.
- SCHERER, RAY**  
News, NBC
- SCHMELLING, NOEM**  
KRSD, Rapid City, S. D.
- SCHMITZ, DICK**  
KAKC, Tulsa, Okla.
- SCHNEIDER, RAY**  
WWSW, Pittsburgh, Pa.
- SCHOENFELD, LARRY**  
WPUV, Pulaski, Va.
- SCHOOFCRAFT, BILL**  
WTVG, Chattanooga, Tenn.
- WRIF, Rossville, Ga.**
- SCHOOFF, JAY**  
Mobile Mike  
WEZY, Cocoa, Fla.
- SCHREIBER, ART**  
Ohio Fuel News  
WHIZ, WHIZ-TV, Zanesville,  
Ohio
- SCHULLER, BOB**  
WCMP, Pine City, Minn.
- SCHUMACHER, ORVILLE**  
KCAL, Redlands, Calif.
- SCHWARTZ, ANN**  
WSDB, Homestead, Fla.
- SCHWARTZ, BERNARD**  
KPRL, Paso Robles, Calif.
- SCHWENT, ALEX**  
KSGM, Ste. Genevieve, Mo.
- SCOTT, JACK**  
WTRC, Elkhart, Ind.
- SCOTT, NORMAN**  
WFOR, Hattiesburg, Miss.
- SCOTT, ROBERT J.**  
Kowboy News  
KOWB, Laramie, Wyo.
- SEAY, THOMAS D.**  
KFTV, Paris, Tex.
- SECONDARI, JOHN**  
ABC Commentary; Open Hear-  
ing; Report Card; Pope John  
XXIII Coronation; Prologue  
1959  
ABC-TV
- SEEL, CHARLIE**  
Boardwalker  
WLDB, Atlantic City, N. J.
- SEIBERT, RAY**  
WHHH, Warren, Ohio
- SELIKOFF, ART**  
KVOX, Moorhead, Minn.
- SEMPRINT, EDGAR H.**  
Cape Comment  
WOCB, West Yarmouth, Mass.
- SERRA, LOUIS**  
WEIR, Weirton, W. Va.
- SETLIFFE, WILLIAM**  
WEIC, Charleston, Ill.
- SHADBURN, GRADY**  
WALB-TV, Albany, Ga.
- SHADEL, BILL**  
News Around the World,  
ABC, Election Coverage;  
Prologue 1959, ABC-TV
- SHAPIRO, HENRY**  
News Around the World  
(Moscow)  
ABC
- SHARPE, JACK**  
Night Patrol  
WEBR, Buffalo, N. Y.
- SHAUGHNESSY, DICK**  
Service at 30  
WMAY, Springfield, Ill.
- SHAW, CHARLES**  
WCAU, WCAU-TV, Philadel-  
phia, Pa.
- SHAW, HOWARD F.**  
KCID, Caldwell, Idaho
- SHAW, JOSEPH V.**  
Views the News  
WTSL, Hanover, N. H.

# RADIO-TV NEWS COMMENTATORS

- SHAY, DAVE**  
Saturday Dateline  
WOW-TV, Omaha, Neb.
- SHEEHAN, JOHN**  
WORC, Worcester, Mass.
- SHEEHAN, WILLIAM**  
WJR, Detroit, Mich.
- SHELL, TED**  
WBNS, Columbus, Ohio
- SHELLEY, JOHN D.**  
WHO, WHO-TV, Des Moines, Iowa
- SHEPARD, CHARLIE**  
Esso Reporter  
WECT, Wilmington, N. C.
- SHERER, ED**  
Sunshine Dateline  
WMOP, Ocala, Fla.
- SHERIDAN, LEE**  
Tomorrow's Headlines  
WRDW-TV, Augusta, Ga.
- SHERMAN, DICK**  
WISC, Madison, Wisc.
- SHERWOOD, DON**  
WLMA, Lima, Ohio
- SHERWOOD, DON**  
WOKY, Milwaukee, Wisc.
- SHINN, JUNEAU**  
KLLX, Twin Falls, Idaho
- SHEPLEY, ROBERT**  
KENT, Shreveport, La.
- SHIVERS, JOE**  
WEEU, Reading, Pa.
- SHOEMAKER, JACK**  
WSPD, Toledo, Ohio
- SHUMATE, GENE**  
KRXX, Rexburg, Idaho
- SHUMATE, TOM**  
KICD, Spencer, Iowa
- SHUTE, DENNY**  
WKTQ, South Paris-Norway, Me.
- SHUTTS, WILLIAM F.**  
KVOC, Casper, Wyo.
- SIDEBOTTOMS, SID**  
World Round-up  
WLOC, Munfordville, Ky.
- SIEGRIST, BOB**  
WMIL, Milwaukee, Wisc.
- SIKORA, DR. WALTER**  
WGES, Chicago, Ill.
- SILVA, FRANK**  
WPTS, Pittston, Pa.
- SIMPKINS, PAUL**  
WBAM, Montgomery, Ala.
- SKINNER, DAVE**  
WGNX, WGNX-TV, Saginaw, Mich.
- SKINNER, RALPH**  
Air-ditorial  
WLAM, Lewiston, Me.
- SLATES, J. W.**  
KFSA, Fort Smith, Ark.
- SMALLWOOD, DOT**  
WCEH, Hawkinsville, Ga.
- SMITH, BECKLEY**  
WAMP, Pittsburgh, Pa.
- SMITH, BURLEIGH**  
KERO-TV, Bakersfield, Calif.
- SMITH, CHARLES C.**  
It Seems To Me  
WDEC, Americus, Ga.
- SMITH, DAVENPORT**  
WBRC, WBRC-TV, Birmingham, Ala.
- SMITH, DONALD R.**  
WMBR, Jacksonville, Fla.
- SMITH, DUANE**  
WCMR, Elkhart, Ind.
- SMITH, HAMP**  
WLAT, Conway, S. C.
- SMITH, IVAN**  
Night Beat  
KGW-TV, Portland, Ore.
- SMITH, LYNN**  
WKCB, Berlin, N. Y.
- SMITH, PAUL**  
KXIC, Iowa City, Iowa
- SMITH, RALPH**  
WBRL, Peoria, Ill.
- SMITH, RALPH**  
WHIO, Dayton, Ohio
- SNOW, HARLAN B.**  
KSIS, Sedalia, Mo.
- SNOW, SPENCER**  
KFJR, North Bend, Ore.
- SNOWDON, CHARLES T.**  
WCVI, Connelisville, Pa.
- SNYDER, BILL**  
WJAX, Jacksonville, Fla.
- SNYDER, TOM**  
WSAV-TV, Savannah, Ga.
- SOKOLSKY, GEORGE**  
Commentary, ABC
- SOLEIN, JEFF**  
Radio Newsreel  
KABR, Aberdeen, S. D.
- SOSS, WILMA**  
Pocketbook News, NBC
- SOWELL, F. C.**  
What's Happening  
WLAC, Nashville, Tenn.
- SPEARE, DAN**  
KLYD, Bakersfield, Calif.
- SPECIAL, JOHN**  
KCKC, San Bernardino, Calif.
- SPEER, FRED**  
WKEZ, Muskegon, Mich.
- SPENCER, TOM**  
KLVT, Levelland, Tex.
- SPRADLIN, ROBERT**  
WEKY, Richmond, Ky.
- SPRAGUE, BILL**  
WRC, Washington, D. C.
- STADLER, GLEN M.**  
KEED, Springfield, Ore.
- STALLINGS, CURTIS**  
Over the Back Fence  
KVOE, Emporia, Kan.
- STALLINGS, DUD**  
KNED, McAlester, Okla.
- STAMPS, J. WELDON**  
KFAY, Fayetteville, Ark.
- STANLEY, BILL**  
WDSU, New Orleans, La.
- STANTON, ELVIN**  
WJRD, Tuscaloosa, Ala.
- STANTON, P. J.**  
WJMJ, Philadelphia, Pa.
- STARK, CHARLES**  
KVOE, Emporia, Kan.
- STARNS, JACK**  
WFNS, Burlington, N. C.
- STARR, RAY**  
WGRO, Lake City, Fla.
- STEER, JIM**  
KROC-TV, Rochester, Minn.
- STEIN, WALLY**  
Sohio Reporter  
WPAY, Portsmouth, Ohio
- STERNBERGER, ESTELLE**  
WLJB, New York, N. Y.
- STEWART, BILL**  
Editorials  
WPBC, Minneapolis, Minn.
- STEWART, CHARLIE**  
WNEX, Macon, Ga.
- STEWART, DON**  
KIKO, Globe-Miami, Ariz.
- STEWART, FLOYD**  
KRMO, Monett, Mo.
- STEWART, JIM**  
WBCA, Bay Minette, Ala.
- STEWART, PAT**  
KAFY, Bakersfield, Calif.
- STICKLE, DAVID**  
WMAR-TV, Baltimore, Md.
- STILLE, BERT**  
WTVN, Columbus, Ohio
- STINSON, BILL**  
KORC, Mineral Wells, Tex.
- STINSON, JOHN B.**  
Banner Lines  
WAME, Miami, Fla.
- STOCKDALE, ROBERT**  
Pulsebeat  
WSEN, Baldwinville, N. Y.
- STODDER, KEN**  
KVIQ-TV, Eureka, Calif.
- STOKKE, DICK**  
KPKF, Bellevue, Wash.
- STONE, BUD**  
WOWO, Fort Wayne, Ind.
- STONE, JOHN LEWIS**  
KBIX, Muskogee, Okla.
- STOUT, BILL**  
KNXT, Los Angeles, Calif.
- STOUT, NED C.**  
WCLT, Newark, Ohio
- STRASER, JOHN**  
WICA, Ashtabula, Ohio
- STRASNER, DON**  
KGYN, Guymon, Okla.
- STRASZHEIM, JERRY**  
WTNS, Coshocton, Ohio
- STRAUS, NATHAN**  
WMCA, New York, N. Y.
- STREETER, HOWARD**  
WFBR, Baltimore, Md.
- STRINGFELLOW, SAM**  
KMHT, Marshall, Tex.
- STURDEVANT, ROBERT (PARIS)**  
News Around the World, ABC; ABC News with Don Goddard; John Daly and the News; Prologue 1959, ABC-TV
- SULLIVAN, CHARLEY**  
WHBQ, Memphis, Tenn.
- SULLIVAN, FRANK**  
KGBT, Harlingen, Tex.
- SULLIVAN, JOHN A.**  
WCAX, WCAX-TV, Burlington, Vt.
- SULLIVAN, JOHN T.**  
WEKY, Richmond, Ky.
- SULLIVAN, PAUL**  
WIP, Philadelphia, Pa.
- SUNKEL, BUD**  
WDAN, Danville, Ill.
- SWANEY, HAL**  
Esso News  
WGAN-TV, Portland, Me.
- SWANSON, DICK**  
Top of the Week  
WGST, Atlanta, Ga.

## — T —

- TALBOT, BILL**  
KMTV, Omaha, Neb.
- TALOR, JOHN T.**  
WMOD, Moundsville, W. Va.
- TANNEHILL, RAY**  
WBBW, Youngstown, Ohio
- TARKINSON, CHARLES**  
Tri-State News  
WMTW-TV, Poland Spring, Me.
- TARPLEY, DAN**  
KFYO, Lubbock, Tex.
- TATE, HARVEY**  
KADO, Marshall, Tex.
- TAYLOR, AL**  
Early Riser News  
WIP, Philadelphia, Pa.
- TAYLOR, BOB**  
KOLN-TV, Lincoln, Neb.
- TAYLOR, CLIFF**  
WLEU, Erie, Pa.
- TAYLOR, DEAN**  
WHEC, WHEC-TV, Rochester, N. Y.
- TAYLOR, PAUL**  
WRCV, Philadelphia, Pa.
- TAYLOR, S. BRYDEN**  
WVPO, Stroudsburg, Pa.
- TEMBY, BRITTON**  
WWJ, Detroit, Mich.
- TEMPLE, FRED**  
WDSR, Lake City, Fla.
- TERRY, JOHN R.**  
Ohio-Go-Round  
WVKO, Columbus, Ohio
- TETRAULT, ERNIE**  
WRGB, Schenectady, N. Y.
- THALMAN, BILL**  
WHLI, Wheeling, W. Va.
- THERIEN, LARRY**  
WHYN, Springfield, Mass.

# RADIO-TV NEWS COMMENTATORS

**THOMAS, BOB**  
Radio Feature Story  
WJAG, Norfolk, Neb.

**THOMAS, JOHN G.**  
WCKB, Dunn, N. C.

**THOMAS, MATT**  
WMAR-TV, Baltimore, Md.

**THOMAS, W. J.**  
Main Street Editor  
WAKU, Latrobe, Pa.

**THOMPSON, BOB**  
WCAY, Cayce-West Columbia  
S. C.

**THOMPSON, GORDON**  
KGAL, Lebanon, Ore.

**THOMPSON, JAMES**  
WPPA, Pottsville, Pa.

**THOMPSON, JAY**  
KSTB, Breckenridge, Tex.

**THOMPSON, JOHN**  
KRIZ, Phoenix, Ariz.

**THOMPSON, OLIVER**  
Nightcap News  
KT VH, Hutchinson, Kan.

**THOMPSON, RON**  
WBLG, Lexington, Ky.

**THOMPSON, TOM**  
KBLI, Blackfoot, Idaho

**THOMSEN, JACK**  
WOC, WOC-TV,  
Davenport, Iowa

**THOMSON, TONY**  
WEOL, Elyria-Lorain, Ohio

**TIBBITTS, ROBERT**  
KWOS, Jefferson City, Mo.

**TILLMAN, JOHN**  
WPIX, New York, N. Y.

**TJAPKES, DOUGLAS J.**  
WJBL, Holland, Mich.

**TOBIAS, RICHARD M.**  
WCLL, Corning, N. Y.

**TOMLINSON, BILL**  
WOWO, Fort Wayne, Ind.

**TOWNES, CAL**  
WHAP, Hopewell, Va.

**TOWNSEND, CHET**  
WJPF, Herrin, Ill.

**TRAVIS, EDWARD**  
WGH, Newport News-  
Norfolk, Va.

## — U —

**UEBELHART, JIM**  
WSPD, Toledo, Ohio

**ULRICH, BOB**  
KJEO, Fresno, Calif.

**UMPLEBY, BOB**  
WJOB, Hammond, Ind.

**UPRIGHT, GENE**  
The Shell Late News  
WIS-TV, Columbia, S. C.

**UTLEY, CLIFTON**  
WMAQ, WNBQ, Chicago, Ill.

## — V —

**VALENTINE, L. L.**  
WFKN, Franklin, Ky.

**VAN, LYLE**  
News on the Human Side  
WOR, New York, N. Y.

**VANDENBERG, EDWARD**  
WKRZ, Oil City, Pa.

**VANDERCOOK, JOHN W.**  
News, ABC: Election  
Coverage, ABC-TV

**VANDERSLOOT, CHUCK**  
WFUR, Grand Rapids, Mich.

**VANDEVENTER, BOB**  
KTRN, Wichita Falls, Tex.

**VAN GILDER, MARVIN**  
KDMO, Carthage, Mo.

**VAN HORN, ARTHUR**  
Weekend :56 News  
ABC

**VAN SLYCKE, HARRY**  
KAKI, San Antonio, Tex.  
KWEL, Midland, Tex.

**VAUGHN, BOB**  
WSUN-TV, St. Petersburg,  
Fla.

**VIDNOVIC, SAM**  
WMCK, McKeesport, Pa.

**VILLANUEVA, ROBERTO**  
KIWW, San Antonio, Tex.

**VINALL, J.**  
WJR, Detroit, Mich.

**VOGEL, LEE**  
WHB, Kansas City, Mo.

**VOLGER, GEORGE J.**  
KWPC, Muscatine, Iowa

**VON GOERKEN, CHUCK**  
KENO, Las Vegas, Nev.

**von LEUWEN, KARL**  
KPAC-TV, Port Arthur, Tex.

**VOS, LEE**  
KBIX, Muskogee, Okla.

## — W —

**WABER, TOM**  
WXYZ, Detroit, Mich.

**WADE, J. PAUL**  
WLCM, Lancaster, S. C.

**WAGNER, JAY**  
Town Topics  
WLEC, Sandusky, Ohio

**WAGNER, JOHN**  
KWBB, Wichita, Kan.

**WAGY, NORM**  
WBBW, Youngstown, Ohio

**WAINWRIGHT, BOB**  
World Round-up  
KBSF, Springhill, La.

**WALLES, DALLAS**  
KRGV, KRGV-TV,  
Weslaco, Tex.

**WALKER, F.**  
WFOY, St. Augustine, Fla.

**WALLACE, JIM**  
WRIT, Milwaukee, Wis.

**WALLER, BILL**  
WHLL, Wheeling, W. Va.

**WALSH, JOHN**  
WGUY, Bangor, Me.

**WARD, JAY**  
KFKF, Bellevue, Wash.

**WARD, L. AUDREY**  
WHBI, Newark, N. J.

**WARD, MAC**  
KNOE-TV, Monroe, La.

**WARD, ROBERT E.**  
WGOR, Georgetown, Ky.

**WARD, RUSS**  
WRC-TV, Washington, D. C.

**WARE, JACK**  
KOOL, KOOL-TV,  
Phoenix, Ariz.

**WARNER, MEL**  
WCEC, Rocky Mount, N. C.

**WARREN, BILL**  
KDEO, San Diego, Calif.

**WARREN, BOB**  
WICS, Springfield, Ill.

**WARREN, CHUCK**  
KCEE, Tucson, Ariz.

**WARREN, JOEL**  
I look at World  
WISR, Butler, Pa.

**WAV, DOUG. L.**  
WAVP, Avon Park, Fla.

**WAYNE, DON**  
WHIO-TV, Dayton, Ohio

**WAYNE, MAURIE**  
KTBS-TV, Shreveport, La.

**WEBB, CHUCK**  
Panorama  
KGUN-TV, Tucson, Ariz.

**WEBB, DON**  
WKRC, Cincinnati, Ohio

**WEBB, KAI**  
KBUZ, Phoenix, Ariz.

**WEBSTER, ROBERT "DOC"**  
WJTN, Jamestown, N. Y.

**WEED, BOB**  
KSWO, KSWO-TV, Lawton,  
Okla.

**WEEKS, ED**  
KOVC, Valley City, N. D.

**WESTERKAMP, DICK**  
WWJ, Detroit, Mich.

**WESTHALL, JAMES E.**  
WLNH, Laconia, N. H.

**WESTON, JOHN**  
KPX, San Francisco, Calif.

**WESTOVER, JIM**  
KEKA, Pittsburgh, Pa.

**WHEELER, DICK**  
Evening Edition News  
WFAA-TV, Dallas, Tex.

**WHITELEY, BOB**  
WKBL, Covington, Tenn.

**WHITFORD, DICK**  
WHLS, Port Huron, Mich.

**WIEBELL, TOM**  
WHIZ, Zanesville, Ohio

**WILKINS, JOE, JR.**  
Channel 5 Newsreel of the Air  
KFBB-TV, Great Falls, Mont.

**WILKINS, PATRICK C.**  
KEX, Portland, Ore.

**WILLIAMS, BILL**  
WSM, Nashville, Tenn.

**WILSON, BILL**  
House by the Roadside  
KILA, Hilo, Hawaii

## WILSON, BOB

B. Aug. 27, 1915, Muncie, Ind.;  
The Saturday Night News,  
WRCA-TV; The World News  
Roundup, Metropolitan Life's  
Good Morning News, Today in  
Wall Street, The 11th Hour  
News Special, WRCA; NBC News,  
NBC-TV

**WILSON, BOB**  
KWYO, Sheridan, Wyo.

**WILSON, RAY**  
KFMB-TV, San Diego, Calif.

**WILSON, ROGER**  
KBKC, Kansas City, Mo.

**WILSON, RON**  
WLAV, Grand Rapids, Mich.

**WINTER, WILLIAM**  
Commentary (Hollywood)  
ABC:  
Election Coverage, ABC-TV

**WISEMAN, CLYDE**  
WOKZ, Alton, Ill.

**WITCHER, MAX**  
KWAT, Watertown, S. D.

**WOLFANGER, DAVID**  
Mr. Soundoff  
WSLB, Ogdensburg, N. Y.

**WOLFE, NAOMI**  
Listen Ladies  
WNNJ, Newton, N. J.

**WOLFE, ROLAND**  
WMAK, Nashville, Tenn.

**WOLFE, TED**  
WKAZ, Charleston, W. Va.

**WORKHOVEN, MERRILL**  
Four Bell News  
WOW, Omaha, Neb.

**WRIGHT, J. K.**  
KSIX, KZTV, Corpus Christi,  
Tex.

## — Y —

**YAZELL, GEORGE**  
WOAY-TV, Oak Hill-Beckley,  
W. Va.

**YORK, JOHN**  
WRR, Dallas, Tex.

**YOUNG, BOB**  
News Behind the News  
KENI-TV, Anchorage,  
Alaska

## — Z —

**ZACHARY, HUGH**  
Tomorrow's Headlines  
Tonight  
WFLB, Fayetteville, N. C.

**ZERKLE, BOB**  
This is the News  
WKAI, Macomb, Ill.

**ZIEBARTH, E. W.**  
WCCO, Minneapolis, Minn.

**ZURLO, SAM**  
Talk of the Town  
WGAV, Amsterdam, N. Y.



## RADIO-TV SPORTS COMMENTATORS

**BLUM, BOB**  
KEEN, San Jose, Calif.

**BLUMENAUER, CHARLES**  
KAML, Kennedy, Tex.

**BOGCESS, JOHN**  
WTOT, Marianna, Fla.

**BOHNHOFF, ED**  
KILLO, Grand Forks, N. D.

**BOLAND, JOE**  
Pro Football  
CBS-TV; Notre Dame Football  
ABC

**BOLAND, JOE**  
WSBT, South Bend, Ind.

**BONNER, JIM**  
WRCV, Philadelphia, Pa.

**BOSE, ERIC**  
WSAI, Cincinnati, Ohio

**BOTTORFF, DON**  
KDES, Palm Springs, Calif.

**BOUDREAU, LOU**  
WGN, Chicago, Ill.

**BOWER, BOB**  
WTPP, Charleston, W. Va.

**BOYD, DON**  
WCLO, Jamesville, Wis.

**BOYD, RAY**  
KHUZ, Borger, Tex.

**BOYD, TOM**  
KIDD, Monterey, Calif.

**BOYD, TOM**  
EGAL, Lebanon, Ore.

**BOYER, JOHNNY**  
WCAE, Pittsburgh, Pa.

**BRADLEY, BOB**  
WRBL, WRBL-TV,  
Columbus, Ga.

**BRADWAY, HARRY**  
WASK, WFAM-TV,  
Lafayette, Ind.

**BRADY, BILL**  
WILD, Boston, Mass.

**BRADY, JOHN**  
KVHC, O'Neill, Neb.

**BRAYFIELD, RAY**  
WHOA, San Juan, P. R.

**BRESCIA, DICK**  
WDEW, Westfield, Mass.

**BREWER, NORMAN**  
WMPS, Memphis, Tenn.

**BRICKHOUSE, JACK**  
WGN, Chicago, Ill.

**BRIGGS, KEN**  
KMUS, Muskogee, Okla.

**BRIGHT, HARRY**  
WETZ, New Martinsville,  
W. Va.

**BRITT, TOM**  
WKIP, Poughkeepsie, N. Y.

**BROADHURST, WALT**  
WPDZ, Clarksburg, W. Va.

**BRODE, BUDDY**  
WNAR, Norristown, Pa.

**BRODERS, SPANK**  
KXIC, Iowa City, Iowa

**BRODY, STEVE**  
KBZY, Salem, Ore.

**BROOKE, GLENN**  
KBRC, Mount Vernon, Wash.

**BROOKS, BOB**  
KCRG, KCRG-TV,  
Cedar Rapids, Iowa

**BROWN, BO**  
KETZ, Livingston, Tex.

**BROWN, BURLEIGH**  
WWLP, Springfield, Mass.

**BROWN, HANK**  
WLFH, Little Falls, N. Y.

**BROWN, JAMES A.**  
WEKY, Richmond, Ky.

**BROWN, JIM**  
KBUC, Corona, Calif.

**BROWN, JOE L.**  
WTOE, Spruce Pine, N. C.

**BROWN, JOHNNY**  
WOOH, Newnan, Ga.

**BROWN, PETE**  
WKTU, Utica, N. Y.

**BROWN, RAYMOND**  
WHUB, Cookeville, Tenn.

**BROWN, TERRY**  
WKXY, Sarasota, Fla.

**BROWNELL, JIM**  
WANS, Anderson, S. C.

**BRUCE, CHUCK**  
Race of the Week  
WEDH-TV, Boston, Mass.

**BRUCE, DAVE**  
WEMB, Erwin, Tenn.

**BRUGGEMAN, VERN**  
KUTV, Salt Lake City,  
Utah

**BRUMBELOW, MIKE**  
KTSM-TV, El Paso, Tex.

**BRUNDIGE, BILL**  
KEJ-TV, Los Angeles, Calif.

**BRYAN, GLENN**  
KURY, Brookings, Ore.

**BRYANT, KENNETH L.**  
WKET, Covington, La.

**BUCK, JACK**  
KMOX, St. Louis, Mo.

**BUEHLER, DON**  
WHFB, Benton Harbor,  
Mich.

**BUETEL, FRANK**  
WTCN, WTCN-TV,  
Minneapolis, Minn.

**BUNCH, JIM**  
KORE, Eugene, Ore.

**BUNN, NEAL**  
WORM, Savannah, Tenn.

**BURCHETT, LANIER**  
WAIN, Columbia, Ky.

**BURGESS, SMOKEY**  
WTVM, Columbus, Ga.

**BURICK, SI**  
WHIO, Dayton, Ohio

**BURLIN, HERB**  
WRIG, Wausau, Wis.

**BURNES, BOB**  
Texaco Sports  
KMOX, St. Louis, Mo.

**BURNS, BIFF**  
WCHK, Canton, Ga.

**BURNS, EDWARD**  
WTSV, Viroqua, Wis.

**BURNS, JIM**  
WNCO, Ashland, Ohio

**BURT, JIM**  
KELO, KELO-TV,  
Sioux Falls, S. D.

**BUTLER, CATOR**  
KXLT, Helena, Mont.

**CAHILL, AL**  
WPTZ, Plattsburgh, N. Y.

**CAIN, DOYLE**  
KFXD, Nampa, Ida.

**CALDWELL, CHARLES H.**  
WJPS, Evansville, Ind.

**CALLERMAN, JOHN**  
KPAN, Hereford, Tex.

**CAMERON, GEORGE**  
WEAV, Plattsburgh, N. Y.

**CAMERON, TOM**  
WJEF, Grand Rapids, Mich.

**CAMPBELL, BILL**  
WCAU, WCAU-TV,  
Philadelphia, Pa.

**CAMPBELL, DON**  
KLCB, Libby, Mont.

**CAMPBELL, JOHN T.**  
KXLL, Missoula, Mont.

**CAMPBELL, NEENIE**  
Caravan Sports  
WMCK, McKeesport, Pa.

**CAMPBELL, PERRY**  
KSFA, Nacogdoches, Tex.

**CANE, LENNY**  
WIRY, Plattsburgh, N. Y.

**CANEL, BUCK**  
WHOM, New York, N. Y.

**CANTFORT, VAN**  
WAYV, WAVY-TV,  
Norfolk, Va.

**CANTON, AMY**  
WCVI, Connellsville, Pa.

**CANTON, MORT**  
WRL, Peoria, Ill.

**CANTOR, SY**  
WGII, Babylon, N. Y.

**CANTY, JACK**  
WCCM, Lawrence, Mass.

**CAPOSELLO, FRED**  
Horse Racing  
CBS-TV

**CARAY, HARRY**  
Cardinal Baseball Games  
KMOX, St. Louis, Mo.

**CARDENAS, RENE**  
KWKW, Pasadena, Calif.

**CARIKER, KEN**  
KWTV, Oklahoma City,  
Okla.

**CARLSON, BOB**  
Record Session  
KERK, Kirksville, Mo.

**CARMICHAEL, LES**  
KMOX-TV, St. Louis, Mo.

**CARPENTER, JOHN L.**  
KOIN-TV, Portland, Ore.

**CARR, DAVE**  
WFOB, Postoria, Ohio

**CARR, JOHN**  
WLAF, LaFollette, Tenn.

**CARROLL, JIM**  
KTLU, Rusk, Tex.

**CARSON, TOM**  
WJW, Cleveland, Ohio

**CARY, JOHN**  
KSLM, Salem, Ore.

**CASE, GEORGE**  
WTTM, Trenton, N. J.

**CASEY, AL**  
KGEK, Sterling, Colo.

**CASEY, DAN**  
WAMS, Wilmington, Del.

**CAVANAUGH, JOE**  
WARD-TV, Johnstown, Pa.

**CHALDY, BUD**  
KXGN-TV, Glendive, Mont.

**CHALK, SONNY**  
Coaches Report  
WMOX, Meridian, Miss.

**CHALMERS, JIM**  
WFGM, Fitchburg, Mass.

**CHARLES, BERT**  
WVVO, Columbus, Ohio

**CHASE, BOB**  
WOWO, Fort Wayne, Ind.

**CHAUVIN, JOHN**  
WFPR, Hammond, La.

**CHESTER, FRANKLIN**  
On the Bench  
WGWC, Selma, Ala.

**CHILDS, LELAND**  
WAPI-TV, Birmingham, Ala.

**CHRISTMAN, PAUL**  
Pro Football  
CBS-TV

**CIRALDO, AL**  
WGST, Atlanta, Ga.

**CLARK, BOB**  
WCME, Brunswick, Me.

**CLARK, K.**  
KART, Jerome, Ida.

**CLARK, LEE**  
KPSD, San Diego, Calif.

**CLARK, LES**  
WGAR, Cleveland, Ohio

**CLARK, RAYMOND**  
Slim's Sports  
WABI, Bangor, Me.

**CLAWSON, LEW**  
Touchdown Tally Sheet  
WWVA, Wheeling, W. Va.

**CLAY, RANDY**  
World at Large  
WOAI, WOAI-TV, San  
Antonio, Tex.

**CLOUD, LEO**  
KGAK, Gallup, N. M.

**CLOUTIER, LEO**  
WGTR, Manchester, N. H.

**COFFIN, ED**  
KIDD, Monterey, Calif.

— C —

# RADIO-TV SPORTS COMMENTATORS

**COLBY, LEN**  
WKZO, WKZO-TV,  
Kalamazoo, Mich.

**COLE, BILL**  
KFNF, Shenandoah, Iowa

**COLE, DON**  
KGXC, Sidney, Mont.

**COLEMAN, BILL**  
WJDA, Quincy, Mass.

**COLEMAN, KEN**  
All-Star Football  
ABC

**COLLIER, ART**  
Deadline Sports  
WLW-I, Indianapolis, Ind.

**COLLINS, JOE**  
KGNC-TV, Amarillo, Tex.

**COLLINS, JON**  
WGNS, Murfreesboro, Tenn.

**COLLINS, SID**  
Fox's Den  
WTBC, Indianapolis, Ind.

**COLUMBUS, JOHN A.**  
WPUV, Pulaski, Va.

**COMPTON, H. LEWIS**  
WHEE, Martinsville, Va.

**CONNOLLY, BILL**  
WRSA, Saratoga Springs,  
N. Y.

**CONNOR, GEORGE**  
Bowling  
CBS-TV

**CONNORS, JOHN**  
KLZ-TV, Denver, Colo.

**COOK, BOB**  
KOLR, Sterling, Colo.

**COOK, DAN**  
Bowling  
KENS-TV, San Antonio, Tex.

**COOK, FRED**  
KTNC, Falls City, Neb.

**COOLEY, JOHN**  
WGAY, Silver Spring, Md.

**COOPER, GEORGE**  
KGY, Olympia, Wash.

**COPE, EARL**  
WFVA, Fredericksburg, Va.

**CORBIN, BOB**  
WWCA, Gary, Ind.

**CORDARO, MATT**  
WBO, Owego, N. Y.

**CORDELL, SAM**  
WBM, McMinnville, Tenn.

**COREY, JOE**  
WERI, Westerly, R. I.

**CORLEY, BILL**  
WBNS, Columbus, Ohio

**COSELL, HOWARD**  
Baseball Preview; Sports Focus;  
Blue-Grass Football; Harness Racing, ABC-TV; Speaking of Sports; Baseball Preview; Football Scoreboard.  
ABC

**COSGROVE, DON**  
WEAM, Washington, D. C.

**COTE, DOC**  
WTWN, St. Johnsbury, Vt.

**COVERT, JEAN**  
KTBC-TV, Austin, Tex.

**COX, ORVAL**  
WSAT, Salisbury, N. C.

**CRAIG, BENNY**  
KTHV, Little Rock, Ark.

**CRAMER, CRIS**  
WCHV, Charlottesville, Va.

**CREAGER, MACK**  
KRMG, KOTV, Tulsa, Okla.

**CRISTIL, JACK**  
WELO, Tupelo, Miss.

**CROCKETT, HUDLEY**  
WGNS, Murfreesboro, Tenn.

**CROCKETT, HUDLEY**  
WSIX, WSIX-TV,  
Nashville Tenn.

**CROGHAN, JOE**  
WBAL, Baltimore, Md.

**CROWN, KEITH, COACH**  
Coaches Corner  
WWCA, Gary, Ind.

**CUMMINS, FRANK**  
WSTR, Sturgis, Mich.

**CUMMINS, JACK**  
WTVJ, Miami, Fla.

**CUMMINS, TAIT**  
WMT, WMT-TV, Cedar  
Rapids, Iowa

**CUNEO, GENE**  
WLEU, Erie, Pa.

**CUNNINGHAM, DON**  
WBEN, Buffalo, N. Y.

**CURRY, BUTCH**  
WYLD, New Orleans, La.

**CURTIS, DICK**  
WIEL, Elizabethtown, Ky.

**CURTIS, DON**  
WLTC, Gastonia, N. C.

**CUSICK, FRED**  
Hockey  
CBS-TV

## — D —

**DALE, JACK**  
KFYO, Lubbock, Tex.

**DANEHE, DICK**  
All-Star Golf  
ABC-TV

**DANIELS, CHRIS**  
WKY, WKY-TV,  
Oklahoma City, Okla.

**DARBY, BART**  
WSFA-TV, Montgomery, Ala.

**DARLING, RICKEY**  
KBLT, Big Lake, Tex.

**DAVID, GIL**  
WHAW, Weston, W. Va.

**DAVID, JEFF**  
KVOL, Lafayette, La.

**DAVIDSON, RANDY**  
WAKN, Aiken, S. C.

**DAVIS, DICK**  
WKNX, WKNX-TV,  
Saginaw, Mich.

**DAVIS, GUY R.**  
WOTR, Corry, Pa.

**DAVIS, LEN**  
WGL, Fort Wayne, Ind.

**DAVIS, LES**  
KVTV, Sioux City, Iowa

**DAVIS, LESLIE H.**  
WNAX, Yankton, S. D.

**DAVIS, RALPH**  
WKKS, Vanceburg, Ky.

**DEAN, DIZZY**  
Baseball (pre-game)  
CBS-TV

**DECKER, TOM**  
WVET, Rochester, N. Y.

**DEES, ART**  
WGOA, Winter Garden, Fla.

**DELANEY, BOB**  
WCBS-TV, New York, N. Y.

**DELANEY, BOB**  
WCTV, Tallahassee, Fla.

**DELANO, CHARLES**  
KDBM, Dillon, Mont.

**DELUCA, PETE**  
KCRT, Trinidad, Colo.

**DENMAN, REX**  
WACL, Waycross, Ga.

**DENT, GARY**  
WWNR, Beckley, W. Va.

**DE ROYEN, KARL**  
KEUN, Eunice, La.

**DEER, JOHN**  
Masters and PGA Golf  
CBS-TV

**DE SAUTELL, BUD**  
KGIW, Alamosa, Colo.

**DE VICTOR, MARTY**  
WBNS, Columbus, Ohio

**DEWITT, DEWEY**  
WAGM, WAGM-TV,  
Presque Isle, Me.

**DEYOANNES, A. M.**  
WHLB, Virginia, Minn.

**DIAMOND, BILL**  
WKE, Newport, Vt.

**DICKINSON, RUSS**  
KWDM, Des Moines, Iowa

**DICKMEYER, BEN**  
KTOE, Mankato, Minn.

**DICKSON, BOB**  
KRGV, Weslaco, Tex.

**DIGHTON, JOHN**  
Highlights in Sports  
WBLL, Leesburg, Fla.

**DILLON, GENE**  
WCMW, Canton, Ohio

**DILLON, LEN**  
WFAS, White Plains, N. Y.

**DIONNE, BOB**  
WNRI, Woonsocket, R. I.

**DITMER, BOB**  
WHGR, Houghton Lake, Mich.

**DITERT, ED**  
KRIC, Beaumont, Tex.

**DOBELSTEIN, BOB**  
WGRO, Lake City, Fla.

**DOEBLER, SHERM**  
Flying A Sports  
WITT, Lewisburg, Pa.

**DOGGETTE, HARRY**  
Fifteen Final Sports  
WVEC-TV, Hampton-Norfolk,  
Va.  
Harrisburg, Pa.

**DOHL, PAUL**  
WCHN, Norwich, N. Y.

**DOLL, DICK**  
WJER, Dover, Ohio

**DOMMER, BILL**  
WBEL, Beloit, Wis.

**DONLEY, RED**  
WSTV, WSTV-TV,  
Steubenville, Ohio

**DONNELLA, BILL**  
WTRC, Elkhart, Ind.

**DONOVAN, MIKE**  
KANA, Anaconda, Mont.

**DOUGLAS, GEORGE**  
Tiger Football  
WDSR, Lake City, Fla.

**DOUGLAS, WAYNE**  
KTUC, Tucson, Ariz.

**DOWDLE, JOHN**  
KSRC, Socorro, N. M.

**DRAPER, LARRY**  
WMBA, Ambridge, Pa.

**DREES, JACK**  
Wednesday Night Fights, All-Star Football, ABC-TV;  
National AAU, CBS-TV

**DROELLE, GEORGE P., JR.**  
WGLI, Corning, N. Y.

**DUBBERT, JOSEPH**  
KMCD, Fairfield, Iowa

**DUDLEY, BILL**  
Locker Room  
WLVA-TV, Lynchburg, Va.

**DUDLEY, JIMMY**  
WERE, Cleveland, Ohio

**DULL, JIM**  
WGBI, Scranton, Pa.

**DUNBAR, WALT**  
WFGA-TV, Jacksonville, Fla.

**DUNNE, JIM**  
KVEP, Redding, Calif.

**DUNPHY, DON**  
Cavalcade of Sports  
NBC

**DUROCHER, LEO**  
NBC, NBC-TV

## — E —

**ECKERT, JOHN**  
WDAN, Danville, Ill.

**EDENS, BILL**  
KWEL, Midland, Tex.

**EDWARDS, JOE**  
WAMW, Washington, Ind.

**EDWARDS, PAUL**  
WBEC, Pittsfield, Mass.

**EGAN, LEO**  
WBZ-TV, Boston, Mass.

**EISENSTEIN, JACK**  
WMID, Atlantic City, N. J.

**ELIAS, BOB**  
Armchair Quarterback  
KPMC, Bakersfield, Calif.

**ELIAS, EDDIE**  
WAKR, Akron, Ohio

**ELLIOT, BOB**  
KSON, San Diego, Calif.

# RADIO-TV SPORTS COMMENTATORS

**ELLIOTT, BILL**  
KLYD, Bakersfield, Calif.

**ELLIOTT, BUMP**  
WHRV, Ann Arbor, Mich.

**ELLIOTT, J. C.**  
WPDW, Potsdam, N. Y.

**ELLIOTT, WIN**  
Cavalcade of Sports  
NBC

**ELLS, RICHARD**  
WJHL, WJHL-TV,  
Johnson City, Tenn.

**ENGBRETSON, HAL**  
KNBA, Vallejo, Calif.

**ENROTH, DICK**  
WCCO, WCCO-TV,  
Minneapolis-St. Paul, Minn.

**ENSGN, GEORGE**  
KTUR, Turlock, Calif.

**ERDMANN, JAKE**  
WRAC, Racine, Wis.

**ERDOSSY, BILL**  
WFP, WHP-TV,  
Harrisburg, Pa.

**ERICKSON, BOB**  
KOKX, Keokuk, Iowa

**ERP, JOHNNY**  
WMAQ, Chicago, Ill.

**ERVIN, BILL**  
KARE, Atchison, Kan.

**ERVIN, PUSS**  
Jim Hill Sportscope  
KCUL, Ft. Worth, Tex.

**ERWIN, JIM**  
KMLB, Monroe, La.

**ETHERTON, BILL**  
WNDU, WNDU-TV,  
South Bend, Ind.

**EUBANKS, BLAIR**  
WTAR, Norfolk, Va.

**EURICH, BOB**  
KGST, Fresno, Calif.

**EVANS, JONES**  
WBAX, Wilkes-Barre, Pa.

**EVANS, MEL**  
WAVU, Albertville, Ala.

**EVASHEVSKI, FORREST**  
Bowling  
CBS-TV

## — F —

**FABIAN, DICK**  
WCER, Charlotte, Mich.

**FALESI, FRANK**  
WADP, Kane, Pa.

**FALON, FRANK**  
WBOB, Boston, Mass.

**FALON, FRANK**  
KWTX, Waco, Tex.

**FALON, KENNETH P., JR.**  
WJDA, Quincy, Mass.

**FANT, JULIAN**  
WFOY, St. Augustine, Fla.

**FARRELL, BOB**  
WACK, Newark, N. Y.

**FARRELL, MAURY**  
WBRC, Birmingham, Ala.

**FARRINGTON, FRANK**  
KFAM, St. Cloud, Minn.

**FARRIS, CLINT**  
WVOT, Wilson, N. C.

**FEASTER, ROBERT D.**  
WDAX, McRae, Ga.

**FEATHERS, JIM**  
WCLG, Morgantown, W. Va.

**FENSLER, DICK**  
KMAN, Manhattan, Kan.

**FERGUSON, JOHN**  
Telesports Final  
WBRZ-TV, Baton Rouge, La.

**FIDLER, DOC**  
WISL, Shamokin, Pa.

**FIELD, ALLAN**  
WTOR, Torrington, Conn.

**FIELD, BRYAN**  
Horse Racing  
CBS-TV

**FINCANNON, ROBERT**  
WMRI, Marion, Ind.

**FINGER, FRED**  
WECB, Levittown, Pa.

**FINLAYSON, JACK**  
KRDO-TV, Colorado  
Springs, Colo.

**FINLEY, BOB**  
KLTR, Blackwell, Okla.

**FISHER, AUB**  
KABR, Aberdeen, S. D.

**FISHER, HANK**  
WBEK-TV, Peoria, Ill.

**FISHER, LEE**  
KOMU-TV, Columbia, Mo.

**FITZGERALD, JOHN**  
Press Box  
WJW-TV, Cleveland, Ohio

**FITZPATRICK, WILLARD**  
WLMJ, Jackson, Ohio

**FLEISCHMAN, SOL**  
Florida Fishing  
WTVT, Tampa, Fla.

**FLEMING, PAT**  
WDBQ, Dubuque, Iowa

**FLEMING, BILL**  
WWJ, Detroit, Mich.

**FLETCHER, NORMAN A.**  
KNOC, Natchitoches, La.

**FLORES, RAFAEL PONT**  
WKAQ, Santurce, P. R.

**FLOWERS, CHARLIE**  
KMHT, Marshall, Tex.

**FLOYD, GARY**  
KGER, Long Beach, Calif.

**FLYNN, JOHN**  
Shorts in Sports  
WICY, Malone, N. Y.

**FLYNN, TONY**  
Deadline 12  
WISN, WISN-TV,  
Milwaukee, Wis.

**FOOTIT, JIM**  
KVAL, Kellogg-Wallace, Ida.

**FORBES, BOB**  
WTHI, Terre Haute, Ind.

**FORNEY, JIM**  
WLAN, Lancaster, Pa.

**FOSS, JOE**  
Bowling  
CBS-TV

**FOSTER, BUD**  
KLX, Oakland, Calif.  
KTUV, San Francisco-  
Oakland, Calif.

**FOUTS, BOB**  
KCBS, San Francisco, Calif.

**FOX, BILL**  
Fox's Den  
WLBC, Indianapolis, Ind.

**FRANKE, JERRY**  
WUSJ, Lockport, N. Y.

**FREDRICK, DON**  
KASI, Ames, Iowa

**FRED, DON**  
WCMR, Elkhart, Ind.

**FRENCH, BOB**  
WVSC, Somerset, Pa.

**FRENCH, JACK**  
KNOX, Grand Forks, N. D.

**FRENCH, ROBERT**  
KONP, Port Angeles, Wash.

**FREW, DAVE**  
WEIR, Weirton, W. Va.

**FRINK, BILL**  
WIMA, Lima, Ohio

**FROH, DAVID**  
WJLS, Lansing, Mich.

**FUHS, DOUG**  
Sportfolio  
KBMN, Bozeman, Mont.

**FULMER, DALE**  
WHLM, Bloomsburg, Pa.

**FULTON, BOB**  
WCOS, WIS-TV,  
Columbia, S. C.

**FULTON, ROBERT**  
KFRE, Fresno, Calif.

## — G —

**GAFFE, ROGER**  
KFRU, Columbia, Mo.

**GAIR, WALLY**  
WICS, Springfield, Ill.

**GALL, JOE**  
WWJB, Brooksville, Fla.

**GALLUP, STAN**  
KGFL, Roswell, N. M.

**GALVIN, DAN**  
Sports Mike  
KSRO, Santa Rosa, Calif.

**GANN, HAROLD**  
KARM, Fresno, Calif.

**GANTT, EBB**  
WCGC, Belmont, N. C.

**GARAGIOLA, JOE**  
KMXX, St. Louis, Mo.

**GARDNER, BILL**  
WFBG-TV, Altoona, Pa.

**GARDNER, DON**  
WKBN, WKBN-TV,  
Youngstown, Ohio

**GARRISON, BOB**  
KHHH, Pampa, Tex.

**GARRISON, JOHN**  
WFUN, Huntsville, Ala.

**GATES, ED**  
Stock Car Races  
WHMS, Charleston, W. Va.

**GENTRY, HARRY**  
WLOH, Princeton, W. Va.

**GEREAU, RICK**  
KWAT, Watertown, S. D.

**GERVAN, JAMES R.**  
WJWL, Georgetown, Del.

**GIBBONS, BILL**  
WFGN, Gaffney, S. C.

**GIBBONS, JIM**  
WRC-TV, Washington, D.C.

**GIBSON, ARCH E.**  
KSOK, Arkansas City, Kan.

**GIBSON, CHARLES**  
KEVA, Shamrock, Tex.

**GILBERT, CHARLES**  
KASM, Albany, Minn.

**GILBERT, EARLE**  
KRFO, Owatonna, Minn.

**GILBERT, GARY**  
KNGS, Hanford, Calif.

**GILL, DON**  
KAYS, Hays, Kan.

**GIOVANNI, FELIX**  
WGA V, Amsterdam, N. Y.

**GLEEVE, STAN**  
KSVC, Richfield, Vt.

**GLENN, JIMMY**  
KDRO, Sedalia, Mo.

**GLENN, RALPH**  
WOND, Pleasantville, N. J.

**GLENN, TONY**  
KSTL, St. Louis, Mo.

**GLICKMAN, MARTY**  
Warm-Up Time  
WMGM, New York, N. Y.;  
Harness Racing, ABC-TV

**GLIEBER, FRANK**  
WRR, Dallas, Tex.

**GOBLE, JAKE**  
WEIC, Charleston, Ill.

**GOCHIS, BILL**  
KTUT, Tooele, Utah

**GODFREY, RICHARD**  
WGAD, Gadsden, Ala.

**GOERNER, FREDERICK A.**  
KSL-TV, Salt Lake City,  
Utah

**GOLDEN, RAY**  
KSTN, Stockton, Calif.

**GONZALES, BERYLE**  
KVON, Napa, Calif.

**GONZALES, HANK**  
KSYC, Yreka, Calif.

**GONZALEZ, V.**  
WXR F, Guayama, P. R.

**GOODMAN, JIMMY**  
KIBL, Beeville, Tex.

**GOODMAN, KEN**  
WXEX-TV, Petersburg-  
Richmond, Va.

**GOODRICH, BILL**  
WLBT, WJDX, Jackson,  
Miss.

**GOODRICH, ROGER**  
WHFC, WHFC-TV,  
Rochester, N. Y.

# RADIO-TV SPORTS COMMENTATORS

- GOODSON, GENE**  
KOPY, Kingsville, Tex.
- GORDON, BOB**  
WFLR, Dundee, N. Y.
- GOUGH, GLENN**  
WMSA, Massena, N. Y.
- GOVE, DICK**  
Tri-State News  
WMTW-TV, Poland Spring, Me.
- GWODY, CURT**  
Boston Red Sox. Report on Sports, WHDH, WHDH-TV, Boston Mass. NBC, NBC-TV
- GRAHAM, JIM**  
WESV, Viroqua, Wis.
- GRANBERG, FRANK**  
KGLN, Glenwood Springs, Colo.
- GRAND, CARL**  
Grandstand  
WNAB, Bridgeport, Conn.
- GRANGE, RED**  
All-Star Football  
ABC-TV: NBC, NBC-TV
- GRANT, VINCE**  
KRKS, Ridgecrest, Calif.
- GRAY, ED**  
WKNE, Keene, N. H.
- GRAY, GENE**  
WJHO, Opelika, Ala.
- GRAY, JAMES**  
WTVR, Richmond, Va.
- GRAYHAM, KEN**  
KWOA, Worthington, Minn.
- GREBE, GUS**  
KWIZ, Santa Ana, Calif.
- GREEN, BILL**  
WYZE, Atlanta, Ga.
- GREENLEE, BILL**  
WPRW, Manassas, Va.
- GREENWALD, HANK**  
WWBZ, Vineland, N. J.
- GRIEVE, STAN**  
KLIK, Jefferson City, Mo.
- GRIFFIN, JERRY**  
WDAU-TV, Scranton, Pa.
- GRIFFITHS, BILL**  
WELM, Elmira, N. Y.
- GRIFFITHS, DAVE**  
WSCR, Scranton, Pa.
- GRINER, EVERETT**  
WMGA, Moultrie, Ga.
- GRISSOM, DON**  
WHIE, Griffin, Ga.
- GRISWOLD, ROGER**  
WBMD, Baltimore, Md.
- GRIZZARD, HERMAN**  
WLAC, Nashville, Tenn.
- GROSS, DON**  
KFSS, Joplin, Mo.
- GROSS, JERRY**  
WMAN, Mansfield, Ohio
- GRUBB, JACK**  
WTNC, Thomasville, N. C.
- GULDAGER, MIKE**  
KERG, Eugene, Ore.
- GUNDAKER, ED**  
WHP, WHP-TV, Harrisburg, Pa.
- GUOKAS, MATT**  
WPEN, Philadelphia, Pa.
- H —
- HACKMAN, JACK**  
The Bullpen  
WDLB, Marshfield, Wis.
- HADLOCK, JIM**  
KLAS-TV, Las Vegas, Nev.
- HAGER, BOB**  
WDCR, Hanover, N. H.
- HAGER, MARLEN**  
WBRD, Bradenton, Fla.
- HAGERMAN, CHARLES J.**  
WKLA, Ludington, Mich.
- HAIRE, WELDON**  
WSMN, Nashua, N. H.
- HALE, GEORGE**  
WABI-TV, Bangor, Me.
- HALL, HALSEY**  
WCCO, Minneapolis, Minn.
- HALL, NORMAN**  
WENL, Boonville, Ind.
- HALL, PHIL BAKER**  
WTOO, Toledo, Ohio
- HAILYARD O.C., JR.**  
WEKY, Richmond, Ky.
- HAMILTON, ED**  
KCIJ, Shreveport, La.
- HAMILTON, KEN**  
WEBQ, Harrisburg, Ill.
- HAMLIN, TOM**  
WAPI, WAPI-TV, Birmingham, Ala.
- HANCOCK, AL**  
KSWO-TV, Lawton, Okla.
- HANDLAN, JOSEPH**  
WCOM, Parkersburg, W. Va.
- HANLON, JOHN**  
WEAN, Providence, R. I.
- HANNA, BOYCE J.**  
WADA, Shelby, N. C.
- HANNA, BUD**  
KHSL, KHSL-TV, Chico, Calif.
- HANNAHER, T. P.**  
Bench Warmer's Club  
KVOX, Moorhead, Minn.
- HANSON, HARLEY**  
KOTA, KOTA-TV, Rapid City, S. D.
- HARBISON, S. T.**  
WTAX, Springfield, Ill.
- HARDING, TURNEY**  
Sports on the Air  
WTCO, Campbellsville, Ky.
- HARKINS, CHUCK**  
KID, Idaho Falls, Ida.
- HARMON, TOM**  
Bowling  
CBS-TV
- HARMON, TOM**  
Texaco Sports Final  
KNX, Los Angeles, Calif.
- HARPER, BOB**  
Fifth Quarter  
WCOV, Montgomery, Ala.
- HARPER, JIM**  
WTRX, Bellaire, Ohio
- HARRINGTON, GENE**  
KFBB-TV, Great Falls, Mont.
- HARRIS, BOB**  
KOSA, Odessa, Tex.
- HARRIS, SONNY**  
WOOF, Dothan, Ala.
- HARRIS, WALTER**  
KTVU, San Francisco-Oakland, Calif.
- HARRISON, JOHN**  
KPIG, Cedar Rapids, Iowa
- HART, HAL**  
WOC-TV, Davenport, Iowa
- HARTLEY, HAL**  
KOKY, Little Rock, Ark.
- HARTMAN, SID**  
WCCO, Minneapolis, Minn.
- HARVILLE, CHARLIE**  
WFMY-TV, Greensboro, N. C.
- HARVISON, "FATS"**  
WLAU, Laurel, Miss.
- HARWELL, GENE**  
WMSL-TV, Decatur, Ala.
- HASSE, WARDEN L.**  
KPDN, Pampa, Tex.
- HATCHETT, WAYNE J.**  
KNIM, Maryville, Mo.
- HAWKINS, VERN**  
KWTO, Springfield, Mo.
- HAYDEN, WILLIAM**  
WIOU, Kokomo, Ind.
- HAYES, PAT**  
KIRO-TV, Seattle, Wash.
- HAYNES, JOHN**  
WTSL, Hanover, N. H.
- HAYS, JIM**  
Panorama  
KGUN-TV, Tucson, Ariz.
- HEAD, IVAN R.**  
KVSF, Sante Fe, N. M.
- HEALY, CHUCK**  
WBEN-TV, Buffalo, N. Y.
- HEALY, JIM**  
KBIG, Avalon, Calif.
- HEARN, CHICK**  
NBC, NBC-TV
- HEARN, CHICK**  
KRCA, Los Angeles, Calif.
- HEDRICK, TOM**  
KOCA, Kilgore, Tex.
- HEETLAND, JOHN**  
KFDA, Amarillo, Tex.
- HEINSOHN, TOMMY**  
WAAB, Worcester, Mass.
- HEISE, LARRY**  
Pacific Outdoors  
KVIQ-TV, Eureka, Calif.
- HELPER, AL**  
All Star Baseball Game, World Series, Rose Bowl Game, Friday Night Fights, NBC's Weekly Coverage of Football, NBC-TV; Dodgers Baseball Games, WOR-TV; Jack Benny Show, CBS-TV
- HELMUS, LYMAN**  
WJTV, Jackson, Miss.
- HENDRICKSON, JACK**  
WCOR, Lebanon, Tenn.
- HENRY, EARL**  
WHUM, Reading, Pa.
- HENRY, JOHN**  
KOA-TV, Denver, Colo.
- HERNANDEZ, TOMMY**  
WBBF, Fernandina Beach, Fla.
- HESSE, CHARLES**  
WRMN, Elgin, Ill.
- HEWETT, JACK**  
WENY, Elmira, N. Y.
- HICKERSON, EARL**  
University of Illinois  
Football  
WMAV, Springfield, Ill.
- HICKOK, BILL**  
WEIS, WEIS-TV, Bluefield, W. Va.
- HICKS, DAVE**  
KGGF, Coffeyville, Kan.
- HIGDON, JOE**  
WDAE, Tampa, Fla.
- HIGGINS, BILL**  
KVFD, KQTV, Fort Dodge, Iowa.
- HILL, DAVE**  
KMAN, Manhattan, Kan.
- HILL, EDDIE**  
WRR, Dallas, Tex.
- HILL, JIMMY**  
WEAG, Alcoa, Tenn.
- HILL, JOE**  
WTVN, WTVN-TV, Columbus, Ohio
- HINES, HUGH**  
WFSC, Franklin, N. C.
- HINNERS, ROBERT**  
WLEC, Sandusky, Ohio
- HIRSCH, ELROY**  
76 Sports Club  
KNXT, Los Angeles, Calif.
- HIRSCH, SONNY**  
WCKR, Miami, Fla.
- HODGES, DON**  
KUSH, Cushing, Okla.
- HOENIG, JAMES**  
WABJ, Adrian, Mich.
- HOFFMAN, PAUL**  
KBTM, Jonesboro, Ark.
- HOGAN, BILL**  
WLBG, Laurens, S. C.
- HOLBROOK, GIL**  
KLOG, Kelo, Wash.
- HOLCOMB, JACK**  
WEEU, Reading, Pa.
- HOLECKO, ANDY**  
WICA, Ashtabula, Ohio
- HOLLER, CARL**  
WITZ, Jasper, Ind.
- HOLLERN, MIKE**  
WDCR, Hanover, N. H.
- HOLLIS, BUD**  
KWTC, Barstow, Calif.

# RADIO-TV SPORTS COMMENTATORS

**HOLLMAN, HANK**  
WACT, Tuscaloosa, Ala.

**HOLLY, JOHN**  
WHKP, Hendersonville, N. C.

**HOLMES, JOHN**  
KODE, KODE-TV, Joplin, Mo.

**HOLTMANN, FRED**  
WPKY, Frankfort, Ky.

**HOONAN, BOB**  
KBKW, Aberdeen, Wash.

**HOOPER, DAN**  
KWBB, Wichita, Kan.

**HOPKINS, FRED**  
WLYC, Williamsport, Pa.

**HOPSON, CHARLES**  
WMOX, Metropolis, Ill.

**HOBNING, DUTCH**  
KSLB, Creston, Iowa

**HORNOR, CURTIS**  
Coaches Corner  
KBRS, Springdale, Ark.

**HORSTMAN, BOB**  
KRES, St. Joseph, Mo.

**HORTON, THAD**  
Tech Football  
WGST, Atlanta, Ga.

**HOSKINS, JACK**  
WELN, Harlan, Ky.

**HOUBIGAN, TERRY**  
WARK, Hagerstown, Md.

**HOWARD, HARRY**  
KVIQ-TV, Eureka, Calif.

**HOWARD, MARC**  
KOLN-TV, Lincoln, Neb.

**HOWARD, PAUL**  
WCUE, Akron, Ohio

**HOWARD, PETE**  
KFNF, Shenandoah, Iowa

**HUBBARD, HARRY**  
KINS, Eureka, Calif.

**HUBBELL, RALPH**  
WBEW, Buffalo, N. Y.

**HUDSON, DON**  
WWOK, Charlotte, N. C.

**HUGHES, ROBERT**  
Saturday Scoreboard  
WTRA, Latrobe, Pa.

**HUGHES, ROY**  
KSBY-TV, San Luis Obispo, Calif.

**HUMPHREYS, DAN**  
WPFB, Middletown, Ohio

**HUMPHRIES, HERBERT**  
KCRS, Midland, Tex.

**HUNTER, ALBERT**  
WESB, Bradford, Pa.

**HUNTINGTON, CLAY**  
KMO, KTAC, Tacoma, Wash.

**HURT, ZACK**  
KFJZ-TV, Fort Worth, Tex.

**HYDE, WARREN**  
Pigskin Parade  
WJBB, Haleyville, Ala.

**HYMAN, MARK**  
WHAT, Philadelphia, Pa.

## — I —

**INGELS, WALLIE**  
KBRS, Springdale, Ark.

**INGHAM, BOB**  
KSD, KSD-TV, St. Louis, Mo.

**IRWIN, BOB**  
WBCM, Bay City, Mich.

**ISAACS, FRED**  
WBOF, Virginia Beach, Va.

## — J —

**JACKSON, BJLL**  
WPIF, Raleigh, N. C.

**JACKSON, DICK**  
WSAL, Logansport, Ind.

**JACKSON, HAL**  
WLIB, New York, N. Y.

**JACKSON, LEVI**  
WCHB, Inkster, Mich.

**JACKSON, PHIL**  
WGGA, Gainesville, Ga.

**JACKSON, WAYNE**  
WECT, Wilmington, N. C.

**JACOBS, DAVE**  
WENC, Asheville, N. C.

**JACOBS, ROLLIE**  
WWLP, Springfield, Mass.

**JAMES, ALLEN**  
WKNX, WKNX-TV, Saginaw, Mich.

**JAMES, JOHN**  
WEDO, McKeesport, Pa.

**JAMES, PAUL**  
KTVT, Salt Lake City, Utah

**JARVIS, BILL**  
KCMS, Manitou Springs, Colo.

**JENKINS, BOB**  
KKNY, Kearney, Neb.

**JEWELL, TONY**  
Slants from the Sidelines  
KIUL, Garden City, Kan.

**JOHNSON, AL**  
WJAK, Jackson, Tenn.

**JOHNSON, BOB**  
KCAP, Helena, Mont.

**JOHNSON, BOB**  
WAKU, Latrobe, Pa.

**JOHNSON, BEUCE**  
WFAJ, Falls Church, Va.

**JOHNSON, BRYON**  
KELA, Centralia-Chehalis, Wash.

**JOHNSON, BUDDY**  
KPAC-TV, Port Arthur, Tex.

**JOHNSON, DEUCE**  
WGOV, Valdosta, Ga.

**JOHNSON, DICK**  
WNBP, Newburyport, Mass.

**JOHNSON, ED**  
WHAJ, Haverhill, Mass.

**JOHNSON, ROLLIE**  
WCCO-TV, Minneapolis-St. Paul, Minn.

**JOHNSON, RONALD**  
WSYD, Mt. Airy, N. C.

**JOHNSON, WARREN**  
WPFB, Middletown, Ohio

**JONES, BILL**  
WNAK, Wilkes-Barre, Pa.

**JONES, J. HOWARD**  
KWIV, Douglas, Wyo.

**JONES, JIMMY**  
KGAY, Salem, Ore.

**JONES, KEN**  
WCMJ, Ashland, Ky.

**JONKER, PETER**  
WDOC, Prestonsburg, Ky.

**JOWETT, TOM**  
KSIL, Silver City, N. M.

**JOYCE, FRANK**  
KOB, Albuquerque, N. M.

**JOYNES, JERRY**  
WROV, Roanoke, Va.

**JUNKERT, BOB**  
WDSM-TV, Duluth, Minn.

## — K —

**KAATZ, TORREY A.**  
WAGN, Menominee, Mich.

**KABER, RUSS**  
KOVJ, Valley City, N. D.

**KAHN, AL**  
Sports Capsule  
WAGR, Lumberton, N. C.

**KALLAY, ED**  
WAVE, Louisville, Ky.

**KAMINSKI, CHET**  
WAAJ, Worcester, Mass.

**KANE, BOB**  
WBCO, Richland Center, Wis.

**KARLBOM, DAVID**  
Football Forecaster  
WHTB, Talladega, Ala.

**KARNS, BRUCE**  
KJCK, Junction City, Kan.

**KASPEREK, DON**  
WGGG, Salamanca, N. Y.

**KASSERA, LOU**  
WBIZ, Eau Claire, Wis.

**KATH, KERB**  
KGOS, Torrington, Wyo.

**KAUFMAN, SAM**  
WOL, Washington, D. C.

**KAY, RONNIE**  
KLCN, Blytheville, Ark.

**KAYE, BOB**  
KANA, Anaconda, Mont.

**KEARNS, CHARLIE**  
WKTY, La Crosse, Wis.

**KEATING, BILL**  
WHYN, Springfield, Mass.

**KECK, MARION B.**  
KEYS, Corpus Christi, Tex.

**KEEZEI, BILL**  
WMTN, Morristown, Tenn.

**KEHL, TONY**  
KOLT, Scottsbluff, Neb.

**KEIM, ED**  
KSIG, Crowley, La.

**KEITER, LES**  
WINS, New York, N. Y.

**KEITH, JACK**  
KSCO, Santa Cruz, Calif.

**KELL, GEORGE**  
Baseball (pre-game)  
CBS-TV

**KELLER, ROGER**  
WSAZ-TV, Huntington, W. Va.

**KELLEY, BOB**  
Pro Football  
CBS-TV

**KELLEY, BOB**  
KMPC, Los Angeles, Calif.

**KELLY, GENE**  
WEP, Philadelphia, Pa.

**KELLY, J. C. Jr.**  
KGAS, Carthage, Tex.

**KELLY, TOM**  
WMBD, WMBD-TV Peoria, Ill.

**KENNEDY, ED**  
WKRC, Cincinnati, Ohio

**KETTERSON, WILL**  
WTRI, Albany, N. Y.

**KEYS, DICK**  
WHIZ, WHIZ-TV, Zanesville, Ohio

**KIENITZ, GARY**  
KWOA, Worthington, Minn.

**KIMBALL, ART**  
WCMY, Ottawa, Ill.

**KING, JACK**  
WROB, West Point, Miss.

**KING, LARRY**  
WKAT, Miami Beach, Fla.

**KINGMAN, JIM**  
WSPA-TV, Spartanburg, S. C.

**KINSINGER, VERN**  
KTEL, Walla Walla, Wash.

**KIRKSEY, PAUL**  
WBAC, Cleveland, Tenn.

**KIRMEYER, MIKE**  
KCOK, Tulare, Calif.

**KIRSHEN, CAL**  
Falstaff Sports  
KMTV, Omaha, Neb.

**KLAGAS, KARL**  
KVVU, Logan, Utah

**KLEIN, DON**  
KCBS, San Francisco, Calif.

**KLIMENT, BOB**  
WBNY, Buffalo, N. Y.

**KLINKERMAN, DALE**  
KWPT, Wichita Falls, Tex.

**KNAPP, CHRIST**  
WPPA, Pottsville, Pa.

**KNIGHT, EDWARD**  
KGFV, Kearney, Neb.

**KNIGHT, JIM**  
WTRF-TV, Wheeling, W. Va.

**KNIGHT, JOE**  
WAVE-TV, Louisville, Ky.

**KNOWLES, ED**  
WELH, Elmira Heights, N. Y.

**KNUTSON, HAL**  
KBOI-TV, Boise, Ida.

**KOHLER, PETER**  
KGAK, Gallup, N. M.

**KOOP, DELL**  
WJBL, Holland, Mich.

# RADIO-TV SPORTS COMMENTATORS

**KORZELIUS, GENE**  
WBNY, Buffalo, N. Y.  
**KOSTER, HERB**  
WGY, Schenectady, N. Y.  
**KRAHLING, ED**  
WFAH, Alliance, Ohio  
**KRAVITZ, PINKY**  
WMID, Atlantic City, N. J.  
**KREIGER, BILL**  
WFBC, Greenville, S. C.  
**KREMER, DON**  
WJIM-TV, Lansing, Mich.  
**KRIBBS, KEN**  
WEAG, Alcoa, Tenn.  
**KRIEGER, BILL**  
WFBC-TV, Greenville, S. C.  
**KRUEGER, RAY**  
KTRY, Bastrop, La.  
**KURTZ, LEW**  
WPAQ, Mt. Airy, N. C.

## — L —

**LACKAFT, SAM**  
KENE, Toppenish, Wash.  
**LACKEY, GEORGE**  
KRM5, Osage Beach, Mo.  
**LAFLIN, JACK**  
WCHS, Charleston, W. Va.  
**LaCRAMBOISE, WALLY**  
KBUH, Brigham City, Utah  
**LAHM, BILL S.**  
WCOW, Sparta, Wis.  
**La MARCA, JACK**  
KITO, San Bernardino, Calif.  
**LAMBERT, JAKE**  
WENO, Nashville, Tenn.  
**LAMBERT, VINCE**  
KVCV, Redding, Calif.  
**LaMEAK, DOUG**  
KGW, KGW-TV,  
Portland, Ore.  
**LAMM, CARL**  
WCKB, Dunn, N. C.  
**LANDIS, JOHN**  
KFIV, Modesto, Calif.  
**LANE, VAN**  
WDOK, Cleveland, Ohio  
**LANG, RAY**  
KXRA, Alexandria, Minn.  
**LANGE, HEL**  
Koutdoorsman  
KOVR-TV, Stockton, Calif.  
**LARSON, MEL**  
Daytona Beach Speedway  
Report  
WNDB, Daytona Beach, Fla.  
**LARSON, TONY**  
KUDY, Littleton, Colo.  
**LAUZE, BOB**  
WKXL, Concord, N. H.  
**LAVELLI, DANTE**  
WHK, Cleveland, Ohio  
**LAWS, BILL**  
KLX, Oakland, Calif.  
**LAWSON, BUZ**  
WGEE, Indianapolis, Ind.  
**LAYER, BRUCE**  
KPRC, Houston, Tex.  
**LEAMING, JIM**  
WIP, Philadelphia, Pa.  
**LEBHAR, BERT**  
WEAT-TV, W. Palm Beach,  
Fla.  
**LEBLANC, CHARLES**  
WEIM, Fitchburg, Mass.  
**LEDET, LES**  
KPAC, Port Arthur, Tex.  
**LEE, BARNEY**  
WJBK, Detroit, Mich.  
**LEE, BOB**  
KICK, Springfield, Mo.  
**LEE, FRANK**  
WMMN, Fairmont, W. Va.  
**LEE, JACK**  
KGHF, Pueblo, Colo.  
**LEE, ZEB**  
WSKY, Asheville, N. C.  
**LEO, FRED**  
KDEN, KBTW, Denver,  
Colo.

**LEWIS, BARNEY**  
WLDS, Jacksonville, Ill.  
**LEWIS, CHUCK**  
WPON, Pontiac, Mich.  
**LEWIS, ED**  
KMED, Medford, Ore.  
**LEWIS, EVAN**  
WBLA, Augusta, Ga.  
**LIBBY, JOHN**  
WCOU, Lewiston, Me.  
**LIBMAN, LEN**  
WTAO, Boston, Mass.  
**LIDDELL, JIMMY**  
WDSK, Cleveland, Miss.  
**LIEGROIS, WILFRED**  
WMAM, WMBV-TV,  
Marinette, Wis.  
**LIND, ELLIS**  
KSTN, Stockton, Calif.  
**LIPEZ, HARRIS**  
WBPZ, Lock Haven, Pa.  
**LISTER, BILL**  
WMTV, Madison, Wis.  
**LITCHFIELD, EDDIE**  
WPEP, Taunton, Mass.  
**LLORENS, SANTIAGO**  
WTLI, Mayaguez, P. R.  
**LLOYD, LONDON**  
WPAW, Pawtucket-Provi-  
dence, R. I.  
**LOCKETT, PAUL**  
WNAG, Grenada, Miss.  
**LOFFLER, ARMIN**  
KFIR, North Bend, Ore.  
**LOHMAN, MARTY**  
WSIV, Pekin, Ill.  
**LOMAX, STAN**  
WOR, New York, N. Y.  
**LOMBARDI, LOU**  
WKNE, Keene, N. H.  
**LOVE, CHARLES**  
WLCM, Lancaster, S. C.  
**LOVE, DAN**  
KTBC, Austin, Tex.  
**LOVELESS, GEORGE**  
KBRV, Soda Springs, Ida.  
**LOWE, ALFRED**  
WNEX, Macon, Ga.  
**LOWERY, JAMES**  
WSEN, Baldwinville, N. Y.  
**LOYN, OWEN**  
KCSR, Chadron, Neb.  
**LUCOFF, MANNY**  
WLOF-TV, Orlando, Fla.  
**LUJACK, JOHNNY**  
Bowling, Pro Football  
CBS-TV  
**LUNDBERG, JIM**  
KDXU, St. George, Utah  
**LUNDQUIST, JIM**  
KDHL, Faribault, Minn.  
**LUSK, BERNIE**  
KRCC, Rochester, Minn.  
**LYDLE, BILL**  
WSVA, WSVA-TV, Harrison-  
burg, Va.  
**LYNCH, BUDD**  
WWJ, Detroit, Mich.  
**LYNCH, EDDIE**  
WBGR, Jesup, Ga.  
**LYNCH, KEITH**  
WCLG, Morgantown, W. Va.  
**LYONS, DENNY**  
KRCK, Ridgecrest, Calif.

## — Mc —

**McALEECE, GERALD**  
KDPH, Dubuque, Iowa  
**McARTHUR, DOUG**  
KTAC, Tacoma, Wash.  
**McARTHUR, JIM**  
Masters and PGA Golf  
CBS-TV  
**McARTNEY, CHUCK**  
KANO, Anoka, Minn.  
**McCLAY, PAUL**  
WSB, Atlanta, Ga.  
**McCOLGAN, BILL**  
WGAR, Cleveland, Ohio  
**McCOY, AL**  
KOOL-TV, Phoenix, Ariz.

**McELDOWNEY, TODD**  
WOBT, Rhinelander, Wis.  
**McFALL, DON**  
Elkhart, Ind.  
**McGAVICK, JIM**  
KFKE, Bellevue, Wash.  
**McGRATH, NED**  
WJOC, Jamestown, N. Y.  
**McGLAUGHLIN, ED**  
KTM, San Rafael, Calif.  
**McGRAW, MAC**  
KFTR, Fort Morgan, Colo.  
**McGUIRE, DALE**  
WINF, Manchester, Conn.  
**McHARGUE, CORK**  
WBOW, Terre Haute, Ind.  
**McINTYRE, JIM**  
WISH, Indianapolis, Ind.  
**McKAY, JIM**  
Pro Football; Baseball (pre-  
game); Masters & PGA Golf;  
CBS-TV  
**McKAY, LES**  
KRCO, Prineville, Ore.  
**McKEEHN, DON**  
KREM, Spokane, Wash.  
**McKERNAN, ED**  
Sport Wrap-up  
KVOE, Emporia, Kan.  
**McKERNAN, JOHN**  
WLBZ, Bangor, Me.  
**McLAIN, DON V.**  
WOHS, Shelby, N. C.  
**McLEAN, DON**  
WHEL, Olean, N. Y.  
**McMULLEN, DICK**  
WALA, WALA-TV, Mobile,  
Ala.  
**McNAMEE, JACK**  
WOKO, Albany, N. Y.  
**McNERNEY, JIM**  
WKRT, Cortland, N. Y.

## — M —

**MacADIE, JACK**  
WICH, Norwich, Conn.  
**MacBETH, ALEX**  
WCCM, Lawrence, Mass.  
**MacDONALD, DAN**  
KPDQ, Portland, Ore.  
**MacDONALD, JOHN**  
WHEC, WHEC-TV, Rochester,  
N. Y.  
**MACK, JOE**  
WADS, Ansonia, Conn.  
**MACKIE, JACK**  
19th Hole  
WKIP, Poughkeepsie, N. Y.  
**MacNEIL, BOB**  
WSVA, WSVA-TV, Harrison-  
burg, Va.  
**MacWILLIAMS, DON**  
WCSH, WCSH-TV, Portland,  
Me.  
**MAGEE, ED**  
WGIL, Babylon, N. Y.  
**MAITH, LEN**  
WAML, Laurel, Miss.  
**MAKER, BOB**  
In the Lockerroom  
KCVL, Colville, Wash.  
**MALDONADO, JUAN**  
Hit Chesterfield  
WKAQ-TV, San Juan, P. R.  
**MAIONE, JOE**  
WEZE, Boston, Mass.  
**MANGEFRIIDA, FRANK**  
WBPA, Batavia, N. Y.  
**MANGOLD, FRANK**  
KWPC, Muscatine, Iowa  
**MANN, CARL**  
KPRC, KPRC-TV, Houston,  
Tex.  
**MANN, RAY, Jr.**  
WSSO, Starkville, Miss.  
**MANSON, LEE**  
WNHC, New Haven, Conn  
**MAPES, BILL**  
WOWL, WOWL-TV, Florence,  
Ala.

# RADIO-TV SPORTS COMMENTATORS

**MARCROFT, BILL**  
KUTV, Salt Lake City, Utah

**MARGET, MANNY**  
KVOX, Moorhead, Minn.

**MARIANETTI, GENE**  
Baseball Scoreboard  
KBTK, Missoula, Mont.

**MARIN, HERIBERTO**  
WKAQ, Santurce, P. R.

**MARINELLI, RON**  
WMPG, Hibbing, Minn.

**MARKHAM, RAYMOND**  
WIBV, Belleville, Ill.

**MARS, LEE**  
Sports-men's Corner  
KTBS-TV, Shreveport, La.

**MARSH, ROY**  
KASL, Newcastle, Wyo.

**MARSHALL, JIM**  
WCNT, Centralia, Ill.

**MARTIN, BOB**  
KLZ-TV, Denver, Colo.

**MARTIN, MURPHY**  
KTRE, KTRE-TV, Lufkin, Tex.

**MARTIN, NED**  
WCHS, Charleston, W. Va.

**MARTIN, RUSS**  
KGLC, Miami, Okla.

**MARTIN, TINY**  
WGTM, Wilson, N. C.

**MARTINDALE, KEITH**  
KBLI, Blackfoot, Ida.

**MARX, ELZER**  
WITY, Danville, Ill.

**MASON, FRANK**  
The Gulf Sports Folio  
WSLB, Ogdensburg, N. Y.

**MASON, LUTE**  
KFMB, KFMB-TV, San Diego, Calif.

**MAXWELL, JOCKO**  
WNJR, Newark, N. J.

**MAYS, AUBREY**  
KLVT, Levelland, Tex.

**MAZER, BILL**  
WGR, Buffalo, N. Y.

**MEDLEY, WARREN G.**  
WDKN, Dickson, Tenn.

**MEEK, TOMMY**  
WGCM, Gulfport, Miss.

**MEGUIRE, JACK**  
KSYD-TV, Wichita Falls, Tex.

**MEHAFFEY, JAY**  
Sports Whirl  
KOSA-TV, Odessa, Tex.

**MELBY, LOYD W.**  
KLTZ, Glasgow, Mont.

**MENDEL, ED**  
WDAK, Columbus, Ga.

**MENKE, ED**  
WBUI, Lexington, N. C.

**MERGEN, DAVE**  
WSWW, Platteville, Wisc.

**MERRILL, BILL**  
KRHD, Duncan, Okla.

**MERRIMAN, DON**  
WMNS, Olean, N. Y.

**MESSER, FRANK**  
WRNL, Richmond, Va.

**METZGER, DON**  
KACE, Riverside, Calif.

**MIKKALSON, BOB**  
WMT, Cedar Rapids, Iowa

**MILLER, BOB**  
KEYZ, Williston, N. D.

**MILLER, BUD**  
WISC-TV, Madison, Wisc.

**MILLER, JACK**  
KAKE-TV, Wichita, Kan.

**MILLER, JIM**  
WLAC, Nashville, Tenn.

**MILLER, STRETCH**  
WTVH, Peoria, Ill.

**MILTON, DEAN**  
WCLO, Janesville, Wisc.

**MUTTON, STAN**  
WRUM, Rumford, Me.

**MITCHELL, BILL**  
KCLS, Flagstaff, Ariz.

**MITCHELL, HARRY**  
WWSR, St. Albans, Vt.

**MITCHELL, JIM**  
WNIL, Niles, Mich.

**MITCHELL, JIM**  
WLOG, Logan, W. Va.

**MOFFETT, ERNEST W.**  
KSUE, Susanville, Calif.

**MOFIELD, RAY**  
Highlights  
WPAD, Paducah, Ky.

**MOHR, BOB**  
KACY, Oxnard, Calif.

**MOLEN, SAM**  
KMBT, Kansas City, Mo.

**MOLER, FLOYD**  
WHLs, Port Huron, Mich.

**MONK, CHARLES**  
KIMP, Mt. Pleasant, Tex.

**MONROE, BOB**  
Sittin' in with Monroe  
KCHA, Charles City, Iowa

**MONSEN, JAY**  
KSUB, Cedar City, Utah

**MONTALVO, FERNANDO**  
WORA, Mayaguez, P. R.

**MOORE, MONTE**  
KLWN, Lawrence, Kan.

**MCRAN, GUSSIE**  
Sports Extra  
WGM, New York, N. Y.

**MOREHOUSE, GENE**  
WFEA, Manchester, N. H.

**MOREY, GEORGE**  
KCTX, Childress, Tex.

**MORFORD, SAM**  
KCRB, Chanute, Kan.

**MORGAN, GEORGE**  
WEZN, Elizabethtown, Pa.

**MORGAN, ROBERT**  
WBOP, Pensacola, Fla.

**MORIARTY, ED**  
WREB, Holyoke, Mass.

**MORRIS, BUD**  
KCAP, Helena, Mont.

**MORRIS, TRUMAN**  
WBEX, Chillicothe, Ohio

**MORROW, BEN**  
WCBY, Cheboygan, Mich.

**MORTON, CONNIE**  
WRHI, Rock Hill, S. C.

**MOSHER, CLURE**  
WCKT, Miami, Fla.

**MOSS, DAVID**  
WKDN, Camden, N. J.

**MOTT, BOBBY**  
WTVM, Columbus, Ga.

**MOWRY, LEE**  
WRGA, Rome, Ga.

**MUELLER, ED**  
KRSD, Rapid City, S. D.

**MULHERIN, PATRICK**  
WBBQ, Augusta, Ga.

**MULLEN, JOHN**  
WGES, Chicago, Ill.

**MULLER, HARVEY**  
WHAT, Philadelphia, Pa.

**MULLINAX, ED**  
WLAG, LaGrange, Ga.

**MUNLEY, JACK**  
KTVH, Hutchinson, Kan.

**MUNSON, LARRY**  
Vanderbilt Sports  
WSM, Nashville, Tenn.

**MUNSON, NEIL**  
Prof. Dropkick  
KINY, Juneau, Alaska

**MURDOCK, CHARLIE**  
WQAM, Miami, Fla.

**MURDOCK, HOWARD**  
Northern Indiana Sports  
WIMS, Michigan City, Ind.

**MURPHY, BOB**  
Boston Red Sox, College  
Football  
WHDH, Boston, Mass.

**MURPHY, DENNIS**  
WEBC, Duluth, Minn.

**MURPHY, ED**  
WCME, Harrisburg, Pa.

**MURPHY, ROBERT**  
WATW, Ashland, Wisc.

**MURRAY, DON**  
WAZL, Hazleton, Pa.

**MURRAY, JIM**  
WSOY, Decatur, Ill.

**MURRAY, WILLIAM M.**  
KFQD, Anchorage, Alaska

**MYERS, ED**  
WSOC-TV, Charlotte, N. C.

## — N —

**NAGEL, J.**  
Sports Scope  
WCAY, Cayce-West Columbia, S. C.

**NAHAN, STU**  
KCRA, KCRA-TV, Sacramento, Calif.

**NAIMO, JACK**  
WJOB, Hammond, Ind.

**NAKEL, PAUL**  
WEOL, Elyria, Lorain, Ohio

**NASH, D. A., Jr.**  
KPST, Preston, Ida.

**NATION, HERSCHEL**  
WDEF-TV, Chattanooga, Tenn.

**NAUGLE, DAVE**  
KFJZ-TV, Fort Worth, Tex.

**NAVARRO, AUGIE**  
KALL, Salt Lake City, Utah

**NEAL, BOB**  
WERE, Cleveland, Ohio

**NEARMAN, NEMO**  
WHMS, Charleston, W. Va.

**NEARMAN, SHERMAN**  
WHMS, Charleston, W. Va.

**NELSON, DON R.**  
KPOR, Quincy, Wash.

**NELSON, JOHN**  
WWHG, Hornell, N. Y.

**NELSON, LINDSEY**  
NBC, NBC-TV

**NELSON, RAY**  
WAMV, East St. Louis, Ill.

**NELSON, TIM**  
WPTV, Titusville, Pa.

**NESBITT, RICK**  
KSTP, St. Paul-Minneapolis, Minn.

**NEWMAN, CY**  
WSSV, Petersburg, Va.

**NEY, CHUCK**  
KAYL, Storm Lake, Iowa

**NORWIG, GEORGE**  
WCSC-TV, Charleston, S. C.

**NORWOOD, BOB**  
WMIC, Monroe, Mich.

**NOYES, AL**  
Press Box  
WHAU, Haverhill, Mass.

**NUNN, LARRY**  
WTCO, Campbellsville, Ky.

**NYDELL, KEN**  
Roller Derby  
ABC-TV

**NYGARD, CLIFF**  
KBOM, Bismarck, N. D.

## — O —

**O'BRIEN, JOHN**  
KDUB-TV, Lubbock, Tex.

**O'BRIEN, SHERRY**  
WJMJ, Philadelphia, Pa.

**O'CONNOR, JOHN**  
KCRT, Trinidad, Colo.

**O'DELL, VIRGIL**  
WNEM-TV, Bay City, Mich.

**O'DONNELL, BILL**  
WSYR, WSYR-TV, Syracuse, N. Y.

**O'DONNELL, ODIE**  
WMOV, Ravenswood, W. Va.

**O'HALLORAN, HAL**  
KVOO, Tulsa, Okla.

**O'HARA, JACK**  
Harness Racing  
ABC-TV

**OLDS, BILL**  
WILI, Willimantic, Conn.

**OLSON, BOB**  
WJMS, Ironwood, Mich.

**OLSON, DANNY**  
KSOO, Sioux Falls, S. D.

# RADIO-TV SPORTS COMMENTATORS

**O'MARA, BILL**  
Gold Cup Regatta  
ABC-TV

**O'MARA, BILL**  
KING, KING-TV, Seattle,  
Wash.

**O'NEILL, JOHNNY**  
WMFR, High Point, N. C.

**O'ROURKE, JOHN**  
KTVO, Ottumwa, Iowa

**ORUM, BILL**  
KGWA, Enid, Okla.

**OSINA, ALEX**  
WSKN, Saugerties, N. Y.

**O'TOOLE, LARRY**  
WDDY, Gloucester, Va.

**OTTE, CHUCK**  
KLPW, Union, Mo.

**OVERBY, GENE**  
WFRG, Reidsville, N. C.

**OVERMAN, JACK**  
WPAY, Portsmouth, Ohio

**OWENS, BILL**  
KBLX, Muskogee, Okla.

**OWENS, MOREY**  
WROK, Rockford, Ill.

**OZINGA, TOM**  
WFUR, Grand Rapids, Mich.

## — P —

**PABON, SALVADOR E.**  
WTEL, Mayaguez, P. R.

**PALM, TIM**  
Review & Preview  
WJUN, Mexico, Pa.

**PALMER, BUD**  
Hockey-Play by Play, CBS-TV;  
Sports Page—Saturdays, Oct. '58  
to Dec. '58, NBC-TV; Jan. '59  
thru March '59, CBS-TV; N. Y.  
Rangers Hockey, WINS-Radio;  
Gourmet Club, WPIX

**PALMER, JIM**  
KNCM, Moberly, Mo.

**PALMER, TRAVIS**  
Football Forecast  
WSSO, Starkville, Miss.

**PARKER, FRED**  
KOWB, Laramie, Wyo.

**PARKER, JOHN**  
WWJ, WWJ-TV, Detroit,  
Mich.

**PARKER, LARRY**  
KSYL, Alexandria, La.

**PARKER, TONY**  
KMSP-TV, Minneapolis, Minn.

**PARKER, VIRGIL**  
KRSN, Los Alamos, N. M.

**PARTON, RED**  
WOLF, Syracuse, N. Y.

**PASEK, CHARLES F.**  
KYSM, Mankato, Minn.

**PASQUALI, JOE**  
WINC, Winchester, Va.

**PATRICK, JOE**  
Falstaff Sports  
KMTV, Omaha, Neb.

**PATRICK, VAN**  
WHRV, Ann Arbor, Mich.

**PATRICK, VAN**  
WKMH, Detroit- Dearborn,  
Mich.

**PAUL, JIM**  
WNOK, WNOK-TV, Columbia,  
S. C.

**PAUL, LEROY**  
WSFA-TV, Montgomery, Ala.

**PAULIN, ED**  
WMRN, Marion, Ohio

**PAYNE, JACK**  
WOW, WOW-TV, Omaha, Neb.

**PAYTON, JIM**  
WDSP-TV, Duluth, Minn.

**PEGANEX, RICHARD**  
WARE, Ware, Mass.

**PEELE, BILLY E.**  
WFMO, Fairmont, N. C.

**PEISS, ED**  
KOOK, Billings, Mont.

**PENFIELD, ADD**  
WBIG, Greensboro, N. C.

**PERLIN, BERNIE**  
KOLD, Tucson, Ariz.

**PERRY, DICK**  
KMNS, Sioux City, Iowa

**PETERS, BOB**  
WBLG, Lexington, Ky.

**PETERSEN, KELSEY**  
KSUM, Fairmont, Minn.

**PETERSON, JOHN**  
Sports Ten  
WHHH, Warren, Ohio

**PETREE, MARTIN**  
WLRP, New Albany, Ind.

**PETTIT, LLOYD**  
All-Star Football  
ABC

**PHOLEN, JOHN**  
KTSM, KTSM-TV, El Paso,  
Tex.

**PHILBIN, REGIS**  
KFMB-TV, San Diego, Calif.

**PIERCE, HARRY**  
KNLR, North Little Rock,  
Ark.

**PINGLE, JACK**  
WECL, Eau Claire, Wis.

**PINION, CLOVIS**  
Grid Guesses  
KSST, Sulphur Springs, Tex.

**PITTS, RANDY**  
KFAL, Fulton, Mo.

**PLATT, BILL**  
KSPI, Stillwater, Okla.

**PLATT, HARRY**  
WRIB, Providence, R. I.

**POPWELL, JAMES D.**  
WCEH, Hawkinsville, Ga.

**PORTER, DICK**  
KCKT-TV, KGLD-TV, Great  
Bend, Kan.

**PORTER, JIM**  
Jaspey, Touching All Bases  
WJEH, Gallipolis, Ohio

**PORTMANN, STANLEY R.**  
WPKN, Franklin, Ky.

**POWELL, NEV**  
KALB, Alexandria, La.

**POWERS, JIMMY**  
NBC, NBC-TV

**POWERS, PERCY**  
WJQS, Jackson, Miss.

**PRATER, FRANK**  
WIZE, Springfield, Ohio

**PRATT, ARTHUR E.**  
WPLM, No. Plymouth, Mass.

**PRESCOTT, HERMANN**  
WYOU, Newport News, Va.

**FRESHO, GORDON**  
KTKR, Taft, Calif.

**PRESTON, H. A. 'SKEET'**  
KJAN, Atlantic, Iowa

**PRIESGEN, DICK**  
WBCA, Bay Minette, Ala.

**PRIME, HARRY**  
WCAU, Philadelphia, Pa.

**PRINCE, BOB**  
WCAE, Pittsburgh, Pa.

## — Q —

**QUINLAN, JACK**  
WGN, Chicago, Ill.

## — R —

**RABAT, KEN**  
WJRT, Flint, Mich.

**RAFFERTY, JOHN**  
WHIT, New Bern, N. C.

**RAFFEY, DON**  
WIRA, Fort Pierce, Fla.

**RAHDERS, PAUL**  
KSDN, Aberdeen, S. D.

**RAHREB, EARL**  
WLAK, Lakeland, Fla.

**RAINBOLT, JACK**  
KMA, Shenandoah, Iowa

**RAINS, DOUG**  
KFDA-TV, Amarillo, Tex.

**RALEY, RAYMOND O. 'BUD'**  
KWYN, Wynne, Ark.

**RAND, AL**  
WRDO, Augusta, Me.

**RAND, FRED**  
WAZF, Yazoo City, Miss.

**RANDOLPH, JAY**  
WHAR, Clarksburg, W. Va.

**RANEY, CLAUDE**  
WHBQ, Memphis, Tenn.

**RANSFORD, DALE**  
KTOW, Oklahoma City, Okla.

**RASKIN, DICK**  
WGNY, Newburgh, N. Y.

**RAYBURN, JOHNNY**  
WEEK, Peoria, Ill.

**RAYMON, PAUL**  
WAGA-TV, Atlanta, Ga.

**REDDY, JOHN**  
WOKY, Milwaukee, Wis.

**REESE, JIM**  
WGCM, Gulfport, Miss.

**REESE, JIM**  
Digest  
KOSA-TV, Odessa, Tex.

**REEVE, RAY**  
WRAL, WRAL-TV, Raleigh,  
N. C.

**REEVE, RAY**  
WCEC, Rocky Mount, N. C.

**REIFF, GUY**  
KFKA, Greeley, Colo.

**REITMANN, ED**  
KCUE, Red Wing, Minn.

**REMINGTON, JACK**  
WKBC, Cincinnati, Ohio

**REYNOLDS, BOB**  
WJR, Detroit, Mich.

**REYNOLDS, RUSTY**  
KDOK, Tyler, Tex.

**REYNOLDS, WARREN**  
WLA V, Grand Rapids, Mich.

**RHODES, DUSTY**  
WKMF, Flint, Mich.

**RICE, BRUCE**  
Pro Football  
CBS-TV

**RICHARD, PAUL**  
WSPD, Toledo, Ohio

**RICHARDS, RAY**  
WDOE, Dunkirk, N. Y.

**RICHARDSON, BOB**  
KEYJ, Jamestown, N. D.

**RICHMOND, HYLE**  
WICU-TV, Erie, Pa.

**RIDGEWAY, CHARLIE**  
WBHB, Fitzgerald, Ga.

**RIGLER, ROBERT R.**  
KLCB, Libby, Mont.

**RILEY, BURKE**  
Sports Car Rally  
KVON, Napa, Calif.

**RILEY, CHAD**  
WTBO, Cumberland, Md.

**RILEY, RANDY**  
WARE, Ware, Mass.

**RISENHOOVER, DICK**  
KGNC, KGNC-TV, Amarillo,  
Tex.

**RISNER, JIM**  
KRMS, Osage Beach, Mo.

**ROBERTS, JACK**  
WBIS, Bristol, Conn.

**ROBERTS, W. R.**  
KNBA, Vallejo, Calif.

**ROBERTSON, ROBERT**  
KTNT, KTNT-TV, Tacoma,  
Wash.

**ROBIN, JERRY**  
WKLX, Paris, Ky.

**ROBINSON, OLLIE**  
WPRT, Prestonburg, Ky.

**ROBINSON, PAUL**  
WAYX, Waycross, Ga.

**ROBINSON, WILLIAM F.**  
WILE, Cambridge, Ohio

**ROBINSON, CLARENCE**  
KLOR-TV, Provo, Utah

**ROCKWOOD, LYNN**  
KOVO, Provo, Utah

**RODDY, BOB**  
WUPS, Ticonderoga, N. Y.

**RODRIGUEZ, EUGENIO, L.**  
WLEO, Ponce, P. R.



# RADIO-TV SPORTS COMMENTATORS

- ROGERS, DAVE**  
WJMX, Florence, S. C.
- ROGERS, KEN**  
KENN, Portales, N. M.
- ROHN, BILL**  
KELO, KELO-TV, Sioux Falls, S. D.
- ROLLINS, CHAP**  
KAMP, El Centro, Calif.
- ROMANO, RALPH**  
WWSC, Glens Falls, N. Y.
- ROMERO, JOHN**  
KLBJ-TV, Las Vegas, Nev.
- ROSELLA, JIM**  
Iroquois Sports Parade  
WJTN, Jamestown, N. Y.
- ROSS, CHARLES**  
WKCB, Berlin, N. H.
- ROSS, ED**  
This Week in Sports  
WELL, Wheeling, W. Va.
- ROTELLA, AL**  
WEMB, Erwin, Tenn.
- ROTZ, SID**  
WDZ, Decatur, Ill.
- ROUTH, BILL**  
WSSC, Sumter, S. C.
- ROY, DON**  
KDEF, Albuquerque, N. M.
- RUSH, RED**  
KPOA, Honolulu, T. H.
- RUSHING, JACK S.**  
WPLA, Plant City Fla.
- RUSSELL, EARLE**  
KSJO, San Jose, Calif.
- RUSSELL, LANCE**  
WHBQ-TV, Memphis, Tenn.
- RUSSELL, VERNE**  
KUJ, Walla Walla, Wash.
- RUST, ARTHUR Jr.**  
WWRL, New York, N. Y.
- RUST, BILL**  
KGV, Greenville, Tex.
- RUTLEDGE, BUDDY**  
WHMA, Anniston, Ala.
- RYAN, JOE**  
WALL, Middletown, N. Y.
- S —
- SALTER, ELMER G.**  
WAUD, Auburn, Ala.
- SAMP, PHIL**  
WMBD, Peoria, Ill.
- SANDERS, STAN**  
WDBM, Statesville, N. C.
- SARGEANT, RHETT**  
KLEN, Killeen, Tex.
- SAUER, JOHNNY**  
WING, Dayton, Ohio
- SAULINE, FRANK**  
WIMS, Michigan City, Ind.
- SAUTER, DAVE**  
Weather & News Roundup  
WTRI, Albany, N. Y.
- SAVAGE, BOB**  
WMAZ, WMAZ-TV, Macon, Ga.
- SAVITT, DUKE**  
WLYN, Lynn, Mass.
- SCEARCE, BOB**  
WAFB-TV, Baton Rouge, La.
- SCHAPP, MORTY**  
WBBB, Burlington, N. C.
- SCHENKEL, CHRIS**  
E. Aug. 21, 1923, Wobash, Ind.;  
St. Nick's Boxing, DuMont; New  
York Football Giants, Football  
Roundup, Horse Racing, CBS-TV;  
Tele Sports Digest, Tel RA Pro-  
ductions, Milwaukee Braves, Mid-  
west Network; Sports Final,  
WABC-TV
- SCHIERMEYER, JIM**  
KDUB-TV, Lubbock, Tex.
- SCHMIDT, BILL**  
Down That Home Stretch  
KAGE, Winona, Minn.
- SCHMIDT, LESTER**  
KZOL, Muleshoe, Tex.
- SCHOLEM, DICK**  
Richard's Sports Almanac  
WTIG, Massillon, Ohio
- SCHORR, RICHARD**  
WHOK, Lancaster, Ohio
- SCHRADER, WALT**  
WBOY-TV, Clarksburg,  
W. Va.
- SCHUCK, FREDIE**  
Cabalagata Deportiva Gillette  
WKAQ-TV, San Juan, P. R.
- SCHUSS, AL**  
KSDD, San Diego, Calif.
- SCHUSSLER, DALE M.**  
WKWK, Wheeling, W. Va.
- SCHWING, BILL**  
WBBF, Rochester, N. Y.
- SCOTT, BOB**  
KCHJ, Delane, Calif.
- SCOTT, KEN**  
Studio Wrestling  
WTVC, Chattanooga, Tenn.
- SCOTT, RAY**  
KDKA-TV, Pittsburgh, Pa.
- SCOTT, RAY**  
Bowling  
CBS-TV
- SEARS, LARRY**  
KFKA, Greeley, Colo.
- SEEHAFER, DON**  
WIGM, Medford, Wis.
- SEITZ, WILLIAM**  
WQXQ, Ormond Beach, Fla.
- SEMAN, RON**  
WJMO, Cleveland, Ohio
- SEXTON, BILL**  
KDEF, Albuquerque, N. M.
- SHADBURN, BILL**  
WSAV-TV, Savannah, Ga.
- SHAFFER, MAX**  
WDAN, WDAN-TV, Danville,  
Ill.
- SHANLEY, GIB**  
WOHO, Toledo, Ohio
- SHARP, ROGER**  
Sports Eyeopener  
WBLY, Springfield, Ohio
- SHEETZ, R. E.**  
KAPA, Raymond, Wash.
- SHEIL, BILL**  
WREX-TV, Rockford, Ill.
- SHEIL, MARK**  
The Record Book  
KWAT, Watertown, S. D.
- SHELLEY, BOB**  
WBFC-TV, Greenville, S. C.
- SHELLHAMMER, WILLIAM**  
WLEU, Erie, Pa.
- SHELTON, JIM**  
KGNS-TV, Laredo, Tex.
- SHERIDAN, LEE**  
WRDW, Augusta, Ga.
- SHERMAN, ART**  
WJAC-TV, Johnstown, Pa.
- SHERMAN, W. C. 'BUD'**  
WBAP, WBAP-TV, Fort  
Worth, Tex.
- SHINE, TOM**  
WGHN, Grand Haven, Mich.
- SHORT, PHIL**  
WVAM, Altoona, Pa.
- SHRIVER, HARRY**  
WFBR, Baltimore, Md.
- SIMMERMAKER, SAM**  
WTTV, Bloomington, Ind.
- SIMPSON, JIM**  
WRC, WRC-TV, Washington,  
D. C.
- SIMPSON, JIMMY**  
WFLB, Fayetteville, N. C.
- SIMS, FRANK**  
WKMH, Detroit-Dearborn,  
Mich.
- SIRILO, TOM**  
WHKK, Akron, Ohio
- SKIRVIN, MAX**  
WTTV, Bloomington, Ind.
- SLATER, SAM**  
WCOM, WTAP-TV, Parkers-  
burg, W. Va.
- SLUDER, DON**  
WMEV, Marion, Va.
- SMITH, BOB**  
WRVA, Richmond, Va.
- SMITH, BOCKY**  
WLOF-TV, Orlando, Fla.
- SMITH, CAL**  
WMLF, Pineville, Ky.
- SMITH, DALE**  
KFJB, Marshalltown, Iowa
- SMITH, DALE**  
WMRP, Lewistown, Pa.
- SMITH, JOHN A.**  
KTKR, Taft, Calif.
- SMITH, RAYMOND**  
WLOF, Orlando, Fla.
- SMITH, RUSS**  
KLPM, Minot, N. D.
- SMITH, SIG**  
KFSD, KFSD-TV, San Diego,  
Calif.
- SMITH, TED A.**  
KUMA, Pendleton, Ore.
- SMOLLON, JOHN E.**  
WJHO, Opelika, Ala.
- SMOTHERS, JAMES**  
WZOB, Fort Payne, Ala.
- SNYDER, BILL**  
WJAX, Jacksonville, Fla.
- SNYDER, ED**  
WDAX, McRae, Ga.
- SOBEL, BUD**  
WNOX, Knoxville, Tenn.
- SOBOL, JOHNNY**  
WILK, Wilkes-Barre, Pa.
- SOMMERVILLE, DAVE**  
WFYC, Alma, Mich.
- SORRELL, BILL**  
WMLS, Lansing, Mich.
- SPANGLE, BOB**  
KNPT, Newport, Ore.
- SPECK, KEN**  
WAND, Canton, Ohio
- SPENCER, LLOYD**  
KSEL, Lubbock, Tex.
- KVOW, Littlefield, Tex.**
- SPENCER, MILT**  
WFLA, Tampa, Fla.
- SPOTTS, JIM**  
WLEM, Emporium, Pa.
- SPRACKLIN, JIM**  
KWYO, Sheridan, Wyo.
- STANGEL, WOODY**  
WOMT, Manitowoc, Wis.
- STARNES, JACK**  
WFNS, Burlington, N. C.
- STARR, BOB**  
WJBC, Bloomington, N. C.
- STARWYCK, STEVE**  
Ozark Sports Review  
KHOG, Fayetteville, Ark.
- STEELE, PETE**  
KLIZ, Brainerd, Minn.
- STEELE, BOB**  
WTTT, WTTT-TV, Hartford,  
Conn.
- STEELE, JIMMY**  
WWL, New Orleans, La.
- STEELE, JOHN**  
KBBY, Billings, Mont.
- STENKAMP, JOHN**  
KIMA-TV, Yakima, Wash.
- STENSLAND, WARNER**  
KVNC, Winslow, Ariz.
- STENSON, WAYNE**  
KCVL, Colville, Wash.
- STERLING, VIC**  
KJEO, Fresno, Calif.
- STERN, BILL**  
WFLX, New York, N. Y.
- STEWART, LARRY**  
WDWS, Campaign, Ill.
- STEWART, SAM**  
KUDU, Ventura, Calif.
- STIEGLER, ERNIE**  
WAEB, Allentown, Pa.
- STODDER, KEN**  
KINS, Eureka, Calif.
- STONE, ROBERT**  
WMLF, Pineville, Ky.
- STONE, ROCKY**  
WOPI, Bristol, Tenn.

# RADIO-TV SPORTS COMMENTATORS

**STONE, RONNIE**  
KRS-L, Russell, Kan.

**STONE, VIRGIL**  
KTBB, Tyler, Tex.

**STOOPS, HAROLD**  
WACB, Kittanning, Pa.

**STOREY, ROY**  
KNX, Los Angeles, Calif.

**STOVER, JIM 'SMOKEY'**  
WCVA, Culpepper, Va.

**STRAIGHT, DICK**  
WHYS, Ocala, Fla.

**STRATTON, DICK**  
WMBR, Jacksonville, Fla.

**STRATTON, GIL**  
Pro Football  
CBS-TV

**STRICKLAND, BILL**  
WKCT, Bowling Green, Ky.

**STRICKLAND, D.**  
WHNY, McComb, Miss.

**STRICKLAND, ROY**  
WGLC, Centerville, Miss.

**STRINE, EARL**  
WCHA, Chambersburg, Pa.

**SWEENEY, DICK**  
WGWR, Asheboro, N. C.

**SWENY, FRANK**  
College Football  
WJJD, Chicago, Ill.

**SWISHER, BOB**  
WPSD-TV, Paducah, Ky.

**SWORD, MARTIN**  
KAHI, Auburn, Calif.

## T

**TABNER, DOUG**  
WTOL, WTOL-TV, Toledo, Ohio

**TAIT, JOE**  
WRAM, Monmouth, Ill.

**TAPLEY, CHARLES**  
WALA, WALA-TV, Mobile, Ala.

**TASNADY, JOHN**  
KUGN, Eugene, Ore.

**TAYLOR, DICK**  
WBTW, Florence, S. C.

**TAYLOR, JOE**  
WRIT, Milwaukee, Wisc.

**TEMPLETON, DINK**  
KFRC, San Francisco, Calif.

**THOMAS, MIKE**  
KVEN, Ventura, Calif.

**THOMASSON, HOMER**  
WDVA, Danville, Va.

**THOMPSON, BILLY**  
WGOR, Georgetown, Ky.

**THOMPSON, BOB**  
WION, Ionia, Mich.

**THOMPSON, GEORGE**  
KXOX, Sweetwater, Tex.

**THOMPSON, JIM**  
WJLJ, Niagara Falls, N. Y.

**THOMPSON, TOMMY**  
WHO, WHO-TV, Des Moines, Iowa

**THORNTON, WILBUR**  
KTCB, Malden, Mo.

**TIDWELL, TRAVIS**  
WSGN, Birmingham, Ala.

**TOEPP, JACK**  
WATT, Cadillac, Mich.

**TOOTHMAN, BOB**  
WBOY, Clarksburg, W. Va.

**FRAYNOR, PIE**  
KQV, Pittsburgh, Pa.

**IFREPS, MIKE**  
KSEK, Pittsburg, Kan.

**TRIPPLETT, JACK**  
WLIS, Old Saybrook, Conn.

**TROLAND, MAYNARD**  
KBUN, Bemidji, Minn.

**TRUSSELL, JAKE**  
KINE, Kingsville, Tex.

**TUCKER, DARELL**  
KIKO, Globe-Miami, Ariz.

**TUCKER, JOE**  
WWSW, Pittsburgh, Pa.

**TUCKER, RALPH**  
KWG, Stockton, Calif.

**TURNBULL, BEN**  
3-Ring Sports  
WDOS, Oneonta, N. Y.

**TURNER, BILL**  
The Sportsman  
WTTB, Vero Beach, Fla.

**TURNER, JIM**  
KCHJ, Delane, Calif.

**TURNER, ROBERT**  
WHAM, Rochester, N. Y.

**TURON, ED**  
WEOL, Elyria-Lorain, Ohio

**TWERELL, TINY**  
KOPR, Butte, Mont.

**TWIG, ROLAND**  
WICO, Salisbury, Md.

**TYLER, WAYNE**  
High School Huddle  
WLVA-TV, Lynchburg, Va.

## U

**UFER, ROBERT**  
WPAG, Ann Arbor, Mich.

**ULRICH, MAX**  
WSJS, WSJS-TV, Winston-Salem, N. C.

**UNGER, DICK**  
WWPF, Palatka, Fla.

**URBAN, JOHN**  
WGNV-TV, Carthage, Watertown, N. Y.

## V

**VACHE, BOB**  
KVAR, KTAR, Phoenix, Ariz.

**VALENTINO, DOM**  
WBET, Brockton, Mass.

**VALICENTI, JOE**  
WBBW, Youngstown, Ohio

**VANDERHEYDEN, BUD**  
WSTC, Stamford, Conn.

**VAN KUREN, JIM**  
CKLW, Detroit, Mich.

**VAN ROBY, C.**  
WTBO, Cumberland, Md.

**VAN VOORHIS, H. P.**  
WLBR, Lebanon, Pa.

**VARNEY, MYRON**  
WVNH, Rochester, N. H.

**VASSEY, KEN**  
WADA, Shelby, N. C.

**VAUGHN, BEN**  
KWTX-TV, Waco, Tex.

**VEIDT, BILL**  
Sports Capsule  
KCNY, San Marcos, Tex.

**VEITH, DON L.**  
KEDO, Longview, Wash.

**VOLKEMA, HAL**  
WHTC, Holland, Mich.

**VOY, DENNIS**  
KMAQ, Maquoketa, Iowa

## W

**WAHLQUIST, ANDY**  
KKOG, Ogden, Utah

**WAITE, DAVE**  
WDAM-TV, Hattiesburg-Laurel, Miss.

**WAITES, JIM**  
KTFS, Texarkana, Tex.

**WALDEN, WARREN**  
WJAR, Providence, R. I.

**WALESKI, EDDIE**  
WSBA-TV, York, Pa.

**WALKER, BOB**  
WGEN, Grand Haven, Mich.

**WALKER, CHARLIE**  
WDKD, Kingstree, S. C.

**WALKER, HAL**  
WXIX-TV, Milwaukee, Wisc.

**WALKER, LLOYD**  
KFTM, Fort Morgan, Colo.

**WALS, FRANK**  
WWBC, Bay City, Mich.

**WALTHALL, TUBBY**  
WJWS, South Hill, Va.

**WALTON, EARL**  
WJZM, Clarksville, Tenn.

**WALTON, ROBERT, Jr.**  
WSPN, Saratoga Springs, N. Y.

**WARD, BILL**  
Pigskin Party  
WBT, Charlotte, N. C.

**WARD, BILL**  
WDSG, Dyersburg, Tenn.

**WARD, RUSTY**  
WRIC, Richlands, Va.

**WARNER, WORTH**  
WPFL, Montrose, Pa.

**WATSON, CHARLIE**  
KBOA, Kennett, Mo.

**WATSON, DON**  
WFAU, Augusta, Me.

**WATT, JIM**  
KSTT, Davenport, Iowa

**WATTRICK, DON**  
Parade of Sports  
WXYZ-TV, Detroit, Mich.

**WATTS, BILL**  
WENT, Dayton, Tenn.

**WAYCASH, MILT**  
KOVO, Provo, Utah

**WEISKOPF, DON**  
KRPL, Moscow, Ida.

**WEST, JIM**  
WBAL, Baltimore, Md.

**WESTER, AL**  
WDSU-TV, New Orleans, La.

**WESTERFIELD, D.**  
WRMF, Titusville, Fla.

**WHALEN, JOSEPH B.**  
WPPO, Stroudsburg, Pa.

**WHEELER, RON**  
Musical Scoreboard  
KTAT, Frederick, Okla.

**WHITAKER, BOB**  
WMIX, Mt. Vernon, Ill.

**WHITAKER, JACK**  
WCAU-TV, Philadelphia, Pa.

**WHITE, CHARLES M.**  
WABZ, Albemarle, N. C.

**WHITE, DICK**  
KGNC, Amarillo, Tex.

**WHITEHEAD, BRUCE**  
KBOI, Boise, Ida.

**WILSON, FRANK**  
Pigskin Preview  
WRVA, Richmond, Va.

**WILSON, JIM**  
WSEB, South Bend, Ind.

**WILSON, JOE**  
Bowling Stars  
ABC-TV

**WILSON, LEO**  
WHOP, Hopkinsville, Ky.

**WILSON, PHIL**  
XETV, San Diego, Calif.

**WILSON, WARD**  
WEAT, West Palm Beach, Fla.

## WISMER, HARRY

Notre Dame Football, ABC; Blue-Grey Football Game, ABC-TV

**WNOROWSKI, FRED**  
KTER, Terrell, Tex.

**WOLF, FRED**  
Bowling Champions: Hot Rod Races  
WXYZ-TV, Detroit, Mich.

**WOLF, HAL**  
KNBC, San Francisco, Calif.

**WOLFE, ART**  
WBNF, WBNF-TV, Binghamton, N. Y.

**WYATT, GEORGE L.**  
WTWV, Tupelo, Miss.

**WYLLIE, BOB**  
WAKR, Akron, Ohio

**WYNNE, JIMMY**  
WAIR, Winston-Salem, N. C.

## Y

**YORK, TOM**  
WBRC-TV, Birmingham, Ala.

**YOUNG, BILL**  
WKMT, Kings Mountain, N. C.

# RADIO-TV WRITERS

## RADIO AND TELEVISION

—their work during 1958

### — A —

**ALSBERG, ARTHUR**

Bachelor Father  
CBS-TV

**ARBOGAST, BOB**

Day in Court  
ABC-TV

**ARNOLD, BUDDY**

Your Hit Parade  
CBS-TV

**ARTHUR, ROBERT ALAN**

Du Pont Show of the Month  
CBS-TV

**AYLESWORTH, JOHN**

Your Hit Parade  
CBS-TV

### — B —

**BABBIN, JACQUELINE**

Du Pont Show of the Month  
CBS-TV

**BACKUS, HENRY**

The Jim Backus Show  
ABC

**BALZER, GEORGE**

The Jack Benny Program  
CBS-TV

**BECK, HOWARD**

The Paul Winchell Show  
ABC-TV

**BERG, DICK**

Playhouse 90  
CBS-TV

**BIXBY, CARL**

Life Can Be Beautiful  
Edge of Night

**BOGERT, VINCENT**

The Garry Moore Show  
CBS-TV

**BORGE, VICTOR**

Victor Borge's Comedy and  
Music, CBS-TV

**BRINKLEY, DON**

Westinghouse Desilu  
Playhouse CBS-TV

**BROOKS, MEL**

Sid Caesar Invites You  
ABC-TV

**BROWNE, HOWARD**

Playhouse 90  
CBS-TV

**BURTON, BUD**

The Paul Winchell Show  
ABC-TV

### — C —

**CAGNO, JOE CAL**

**CARROLL, BOB JR.**

Lucille Ball — Desi Arnaz  
Shows; Westinghouse  
Desilu Playhouse  
CBS-TV

**CAVANAGH, JAMES P.**

Playhouse 90  
CBS-TV

**CHODOROV, JEROME**

Wonderful Town  
CBS-TV

**CLAIRE, LUDI**

Westinghouse Desilu  
Playhouse; Du Pont Show of  
the Month CBS-TV

**CONDON, BOB**

The Jim Backus Show  
ABC

**CONNELLY, JOE**

Leave It to Beaver  
ABC-TV

**COOL, GOMER**

You Asked For It  
ABC-TV

**COSTIGAN, JAMES**

Du Pont Show of the Month  
CBS-TV

### — D —

**DAVENPORT, BILL**

December Bride  
CBS-TV

**DAVIDSON, DAVID**

Playhouse 90  
CBS-TV

**DERMAN, LOU**

December Bride  
CBS-TV

**DERMAN, WILLIAM**

The Guy Mitchell Show  
ABC-TV

**DOUD, EARLE**

B. Feb. 14, 1927, Chicago, Ill.;  
Bob and Ray, ABC-TV; Jack  
Paar, Jackie Gleason, CBS; Jack  
Paar, Steve Allen, Jonathan Win-  
ters, NBC-TV; Father Knows  
Best, Screen Gems



**MILTON J. KRAMER**

DRAMA  
MYSTERY

DE. 9-7898

**CARL BIXBY**

**EDGE OF NIGHT**

**LIFE CAN BE BEAUTIFUL**

TELEVISION

Sturges Highway Southport, Conn.

Clearwater 9-3275

## RADIO-TV WRITERS

**DOUGALL, BERNARD**  
The Merv Griffin Show; The  
Johnny Pearson Show, ABC  
**DUDLEY, PAUL**  
O.S.S.  
ABC-TV  
**DYNE, MICHAEL**  
Du Pont Show of the Month  
CBS-TV

### — E —

**EINSTEIN, CHARLES**  
Playhouse 90  
CBS-TV  
**ELISON, JACK**  
The Real McCoys  
ABC-TV  
**ELLIOTT, SUMNER LOCKE**  
Du Pont Show of the Month  
CBS-TV  
**ENOCHS, KENNETH A.**  
Circus Boy  
ABC-TV

### — F —

**FAY, WILLIAM**  
Man With a Camera  
ABC-TV  
**FIELDS, JOSEPH**  
"Wonderful Town"  
CBS-TV  
**FINK, JULIAN**  
Dick Powell's Zane Grey  
Theatre CBS-TV  
**FINN, HERB**  
The Garry Moore Show  
CBS-TV  
**FISHER, BOB**  
Cheyenne  
ABC-TV  
**FLENDER, HAROLD**  
Voice of Firestone  
ABC-TV  
**FOOTE, HORTON**  
Playhouse 90  
CBS-TV

**FOSTER, NORMAN**  
Walt Disney Presents  
ABC-TV  
**FRIEDBERG, BILLY**  
The Phil Silvers Show  
"You'll Never Get Rich",  
CBS-TV

### — G —

**GAMMIE, BILL**  
The Pat Boone Chevy  
Showroom ABC-TV  
**GELBERT, LARRY**  
The Patrice Munsel Show,  
Sid Caesar Invites You,  
ABC-TV  
**GELLEN, AUDREY**  
Du Pont Show of the Month  
CBS-TV  
**GETHERS, STEVEN**  
Playhouse 90  
CBS-TV  
**GILER, BERNE**  
Playhouse 90  
CBS-TV  
**GILLIS, JACKSON**  
Walt Disney's Adventure Time  
ABC-TV  
**GILROY, FRANK D.**  
Playhouse 90  
CBS-TV  
**GLICKMAN, WILL**  
The Garry Moore Show,  
Phil Silvers on Broadway,  
CBS-TV  
**GOLDMAN, HAL**  
The Jack Benny Program  
CBS-TV  
**GORDON, AL**  
The Jack Benny Program  
CBS-TV  
**GOLDSMITH, MARTIN M.**  
Playhouse 90  
CBS-TV  
**GREGGORY, DAVID**  
Voice of Firestone  
ABC-TV

### — H —

**HAILEY, ARTHUR**  
The United States Steel Hour  
CBS-TV  
**HARGROVE, MARION**  
77 Sunset Strip, Colt. 45  
ABC-TV  
**HARRIS, SID**  
The Adventures of Jim Bowie  
ABC-TV  
**HAWLEY, LOWELL S.**  
Zorro  
ABC-TV  
**HAYES, RAPHAEL**  
Sugarfoot  
ABC-TV  
**HAZLITT, FREDERICK**  
The Life and Legend of  
Wyatt Earp ABC-TV  
**HEINEMAN, ARTHUR**  
The United States Steel Hour  
CBS-TV  
**HEYES, DOUGLAS**  
Maverick  
ABC-TV  
**HILL, BRETT**  
Rough Riders  
ABC-TV  
**HIRSON, ROGER O.**  
Playhouse 90  
CBS-TV  
**HOERL, ARTHUR**  
Tales of the Texas Rangers  
ABC-TV  
**HOPE, GEORGE**  
The Peter Lind Hayes Show  
ABC-TV  
**HOTCHNER, A. E.**  
Playhouse 90, Seven Lively  
Arts CBS-TV  
**HOWARD, BOB**  
Beat the Clock  
ABC-TV  
**HORNER, CHUCK**  
The Peter Lind Hayes Show  
ABC-TV

## JOE CAL CAGNO

### WRITER-ARTIST-PRODUCER

Personal Representative for —

Helene Dixon — Epic Records  
Wes Bryan — Clock Records  
Grady Chapman — Imperial Records  
Marge Borg — Radio-TV  
Benjamin & Marcus — Songwriters  
Sabrina Records  
Don Larkin — Radio-TV D. J.  
Jackie Hayes — Radio, TV and Movies

N. Y. C.: 370 Lexington Ave.  
Room 1007 OR. 9-7337

Rockville Centre: Box 96  
Rockville Centre, N. Y.  
Phones: RO. 6-2566—RO. 4-7737



## EARLE DOUD

(WRITER: COMEDY)

(Jack Paar — Bob and Ray)  
(Steve Allen — Johnny Carson)  
(Jackie Gleason — Jonathan Winters)  
("Father Knows Best")

(Representation:)  
(ASHLEY-STEINER INC.)

**— J —**

**JACK, DONALD**  
Breakthrough  
ABC-TV

**JACOBS, SEAMAN**  
The Betty White Show  
ABC-TV

**JACOBY, COLEMAN**  
The Phil Silvers Show  
"You'll Never Get Rich"  
CBS-TV

**JONES, JAY**  
The Paul Winchell Show  
ABC-TV

**JULIAN, ARTHUR**  
December Bride, CBS-TV

**— K —**

**KARP, DAVID**  
Playhouse 90  
CBS-TV

**KELLER, SHELDON**  
The Oldsmobile Show  
ABC-TV

**KINYO, ERNEST**  
Playhouse 90  
CBS-TV

**KRAMER, MILTON J.**

**— L —**

**LANDON, JOSEPH**  
Playhouse 90  
CBS-TV

**LANSBURY, BRUCE**  
Day in Court  
ABC-TV

**LEHNER, JIM**  
The Jim Backus Show  
ABC

**LEHR, WILSON**  
"Gift of the Magi"; Little  
Women (adapter), CBS-TV

**LESLIE, PHIL**  
The Donna Reed Show  
ABC-TV

**— Mc —**

**McGREVEY, JOHN**  
Westinghouse Desilu Playhouse.  
Dick Powell's Zane Grey  
Theatre, CBS-TV

**— M —**

**MANDEL, LORING**  
Seven Lively Arts  
CBS-TV

**MANKIEWICZ, DON M.**  
Playhouse 90  
CBS-TV

**MANNHEIM, MANNIE**  
Anybody Can Play  
ABC-TV

**MARTIN, MADELYN**  
Lucille Ball—Desi Arnaz  
Shows; Westinghouse Desilu  
Playhouse, CBS-TV

**MARTIN, QUINN**  
Westinghouse Desilu  
Playhouse CBS-TV

**MARK, MARVIN**  
The Jackie Gleason Show  
CBS-TV

**MESTON, JOHN**  
Gunsmoke, CBS-TV

**MILLER, J. P.**  
Playhouse 90  
CBS-TV

**MILLER, MERLE**  
Playhouse 90  
CBS-TV

**MILLS, EDDIE**  
Anybody Can Play  
ABC-TV

**MOLL, ELICK**  
Playhouse 90  
CBS-TV

**MONASH, PAUL**  
Westinghouse Desilu Play-  
house; Playhouse 90, CBS-TV

**MONASTER, NATE**  
Bachelor Father  
CBS-TV

**MORAN, LEONARD**  
The United States Steel Hour  
CBS-TV

**MORROW, BILL**  
The Bing Crosby Show  
ABC-TV

**MOSEL, TAD**  
Playhouse 90  
CBS-TV

**MOSHER, BOB**  
Leave It to Beaver  
ABC-TV

**— N —**

**NELSON, OZZIE**  
The Adventures of Ozzie and  
Harriet ABC-TV

**NEWMAN, WALTER**  
Westinghouse Desilu Play-  
house CBS-TV

**— O —**

**O'DEA, JOHN**  
The Adventures of Rin Tin  
Tin ABC-TV

**— P —**

**PARKER, RAY**  
Art Linkletter's House Party  
CBS-TV

**PECKINPAH, SAM**  
The Rifleman  
ABC-TV

**PEYSER, ARNOLD**  
The Garry Moore Show  
CBS-TV

**PHILLIPS, IRNA**  
As the World Turns  
CBS-TV

**POLLOCK, MARION**  
Anybody Can Play  
ABC-TV

**— Q —**

**QUEEN, BOB**  
Variety Shows, Dramatic Doc-  
umentaries, Panel Shows  
WRCA-TV; WCBS-TV;  
WABC-TV; WABD-TV;  
WNTA-TV; CBS Radio

**— R —**

**REISMAN, DEL**  
Playhouse 90  
CBS-TV

**REZNICK, SIDNEY**  
The Garry Moore Show  
CBS-TV

**RIESNER, DEAN**  
Lawman  
ABC-TV

**RIPLEY, BETTE**  
The Merv Griffin Show  
ABC

**ROSE, SI**  
The Betty White Show  
ABC-TV

**ROSEN, ARNIE**  
The Phil Silvers Show  
"You'll Never Get Rich"  
CBS-TV

**ROSEN, KEN**  
Day in Court  
ABC-TV

**RUSSELL, ANDY J.**  
Art Carney Meets "Peter and  
the Wolf", ABC-TV Playhouse  
90, CBS-TV

**RYAN, TERRY**  
The Phil Silvers Show  
"You'll Never Get Rich"  
CBS-TV

**— S —**

**SALE, RICHARD**  
Yancy Derringer  
CBS-TV

**SCHILLER, ROBERT**  
The Ann Sothern Show,  
Westinghouse, Lucille Ball—  
Desi Arnaz Shows, CBS-TV

**SCHWARTZ, ELMROY**  
Mother's Day  
ABC-TV

**SEELEN, JERRY**  
The Pat Boone Chevy  
Showroom ABC-TV

**SERLING, ROD**  
Westinghouse Desilu Play-  
house; Playhouse 90  
CBS-TV

**SHAW, DAVID**  
Playhouse 90  
CBS-TV

**SHERMAN, ALLAN**  
Phil Silvers on Broadway  
CBS-TV

**SILLIPHANT, STIRLING**  
Naked City  
ABC-TV

**SIMON, NEIL**  
Sid Caesar Invites You,  
ABC-TV The Phil Silvers  
Show "You'll Never Get  
Rich", CBS-TV

**SMITH, ROBERT PAUL**  
The Chevy Showroom  
ABC-TV

**SPELLING, AARON**  
Dick Powell's Zane Grey  
Theatre, Westinghouse Desilu  
Playhouse, Playhouse 90  
CBS-TV

**SPIES, ADRIAN**  
Westinghouse Desilu  
Playhouse, CBS-TV; The  
Walter Winchell File, ABC-TV

**STANDER, ARTHUR**  
The Danny Thomas Show  
CBS-TV

**STEIN, JOE**  
Phil Silvers on Broadway;  
Ginger Rogers Show (Pontiac  
Special) CBS-TV

**STEIN, SOL**  
The Liberace Show  
ABC-TV

**STERN, STEWART**  
Playhouse 90  
CBS-TV

**STONE, WALTER**  
The Jackie Gleason Show  
CBS-TV

**STYLER, BURT**  
West Point  
ABC-TV

**SWIFT, DAVID**  
Playhouse 90  
CBS-TV

**— T —**

**TIBBLES, GEORGE**  
The Betty White Show  
ABC-TV

**TULLY, MONTGOMERY**  
Scotland Yard  
ABC-TV

**— V —**

**VADNAY, LASLO**  
Telephone Time  
ABC-TV

**VLAHOS, JOHN**  
The United States Steel Hour  
CBS-TV

**— W —**

**WALDMAN, TOM**  
The Liberace Show  
ABC-TV

**WALLSTEN, ROBERT**  
Du Pont Show of the Month  
CBS-TV

**WARK, MARTY**  
Art Linkletter's House Party  
CBS-TV

**WARLEN, JUDITH**  
Scotland Yard  
ABC-TV

# MIKE BAKER

ANNOUNCER-  
NARRATOR-M.C.

JU 6-6300



# TOM O'BRIEN

" . . . broadcasting  
instant news from  
where it happens over  
Radio WINS."

JUdson 6-6300

# ANNOUNCERS — MC'S

## RADIO AND TELEVISION

—their work during 1958

### — A —

- ABBOTT, JIM**  
KFJZ-TV, Fort Worth, Tex.
- ABRAMS, TERRY**  
WKOK, Sunbury, Pa.
- ACKERLEY, BOB**  
KOMO, Seattle, Wash.
- ACYRIGG, BEN**  
WLOV-TV, Orlando, Fla.
- ADAMS, BILL**  
WKTG, Thomasville, Ga.
- ADAMS, CAL**  
KALB, Alexandria, La.
- ADAMS, ROGER**  
WADC, Akron, Ohio
- ADKINS, BOBBY**  
1420 Favorites  
WVOT, Wilson, N. C.
- AGA, ERCEL**  
KXRA, Alexandria, Minn.
- AGEE, LES**  
News As It Is  
KRHD, Duncan, Okla.
- AGOSTINO, PETE**  
Italian Hour  
WJVA, South Bend, Ind.
- AITKEN, KENNETH**  
KTKR, Taft, Calif.
- ALAN, MARK**  
Party Time  
WNJR, Newark, N. J.
- ALBERGHINI, H. J.**  
Crackpot Kollege  
WCOU, Lewiston, Me.
- ALBRIDGE, KEN**  
Party Line  
KFRU, Columbia, Mo.
- ALDERMAN, DON**  
Nite Beat  
WTRL, Bradenton, Fla.
- ALDFEDGE, SANDY**  
Request Time  
WBRD, Bradenton, Fla.
- ALEXANDER, NICK**  
KETH, Dubuque, Iowa
- ALEXANDER, OSCAR**  
WAAA, Winston-Salem, N. C.
- ALLAIRE, PHIL**  
Country Music  
WPAW, Pawtucket - Providence, R. I.
- ALLAN, STAN**  
WPAC, Patchogue, N. Y.
- ALLARD, ROBERT**  
Sounds in Stereophonic  
WOC, Davenport, Iowa
- ALLDREDGE, JAY**  
Free to Speak  
WBRC, Birmingham, Ala.
- ALLEN, BILL (HOSS)**  
Rush Hour Roundup  
WLAC, Nashville, Tenn.
- ALLEN, BOB**  
Through the Years  
KATL, Miles City, Mont.
- ALLEN, DE WITT**  
WALA, Mobile, Ala.
- ALLEN, JIM**  
Academy Award Theatre  
KLFY-TV, Lafayette, La.
- ALLEN, MARY**  
KGIW, Alamosa, Colo.
- ALLEN, PAUL**  
Bandstand  
KOAT-TV, Albuquerque, N.M.
- ALLEN, PETER**  
WQXR, New York, N. Y.
- ALLEN, RON**  
Music Festival  
WSCR, Scranton, Pa.
- ALLEN, TONY**  
WUSJ, Lockport, N. Y.
- ALLETTO, VINCE**  
WWL, New Orleans, La.
- ALLIN, HENRY**  
WKXP, Lexington, Ky.
- ALLINGER, RALPH**  
Nightbeat  
WIBX, Utica, N. Y.
- ALLISON, DALE K.**  
Koffee Klub  
KLOO, Corvallis, Ore.
- ALLISON, GENE**  
WISH-TV, Indianapolis, Ind.
- ALSTON, JOE**  
Popeye & Shock  
KENS-TV, San Antonio, Tex.
- ALTEN, HANS**  
WWCA, Gary, Ind.
- ALYWARD, JIM**  
WWNH, Rochester, N. H.
- AMBROSE, RON**  
Yawn Patrol  
WTRC, Elkhart, Ind.
- AMBURN, GLEN**  
KFLD, Floydada, Tex.
- AMMERMAN, DAN**  
Danny's Hideaway  
WVAM, Altoona, Pa.
- ANCELL, BOB**  
WERE, Cleveland, Ohio
- ANDERSEN, GORDON**  
WKLA, Ludington, Mich.



▶  
**BILL  
SHIPLEY**  
▶

# RADIO-TV ANNOUNCERS, EMCEES

- ANDERSON, ANDY**  
People Speak  
KHAM, Albuquerque, N.M.
- ANDERSON, EDDIE**  
WEVA, Emporia, Va.
- ANDERSON, GORDON**  
WKZO-TV, Kalamazoo, Mich.
- ANDERSON, JACK**  
KTXO, Sherman, Tex.
- ANDERSON, JOSEPH**  
WHBF, Rock Island, Ill.
- ANDERSON, KEN**  
WTCN, Minneapolis, Minn.
- ANDERSON, RAYMOND**  
WMAM, Marinette, Wis.
- ANDERSON, ROGER**  
Treasury of Music  
KYCA, Prescott, Ariz.
- ANDREASEN, REID**  
KVNÜ, Logan, Utah
- ANDRETTA, TONY**  
Spinner Sanctum  
KWJB, Globe, Ariz.
- ANDREWS, ANDY**  
WTIC-TV, Hartford, Conn.
- ANDREWS, DAVE**  
Dinnerbell Round-Up  
KMBC, Kansas City, Mo.
- ANDREWS, JOHNNY**  
The Johnny Andrews Show:  
Monitor  
NBC
- ANDRIESE, TED**  
For the Ladies  
WFUR, Grand Rapids, Mich.
- ANGELL, FERRY**  
KOWL, Tahoe Valley, Calif.
- ANTHONY, BILL**  
Hoosier News  
WFAM-TV, Lafayette, Ind.
- ANTHONY, HUGH**  
WCCM, Lawrence, Mass.
- ANTHONY, JAY**  
WHBI, Newark, N. J.
- ANTHONY, JOHN**  
WITI-TV, Milwaukee, Wis.
- ANTOINE, TEX**  
Tex Antoine and the Weather  
NBC-TV
- ANTONETTI, CLARA**  
Womens Point of View  
W TSA, Brattleboro, Vt.
- ARCHER, DON**  
KMLB, Monroe, La.
- ARGUEDO, OSCAR**  
Polkas  
KCOR-TV, San Antonio, Tex.
- ARMSTRONG, BOB**  
Destination Dawn  
WFOR, Portland, Me.
- ARNETT, CHARLIE**  
Old Trading Post  
WCLG, Morgantown, W. Va.
- ARNOLD, BILL**  
The Early Birds  
WCAX, Burlington, Vt.
- ARNOLD, BOB**  
970 Service Center  
WCSH, Portland, Me.
- ARNOLD, TED**  
WZOK, Jacksonville, Fla.
- ARREDONDO, FRANK**  
WKAQ, Santurce, P. R.
- ARTHUR, DOUG**  
Danceland  
WIBG, Philadelphia, Pa.
- ARTHUR, LLOYD**  
WECL, Eau Claire, Wisc.
- ARTHUR, VERN**  
KAGE, Winona, Minn.
- ASBURY, RON**  
WAKU, Latrobe, Pa.
- ASHCRAFT, GENE**  
Noontime Tunes  
KCLE, Cleburne, Tex.
- ASHLEY, BARBEE**  
WGVM, Greenville, Miss.
- ASHWORTH, AUDIE**  
Pop Parade  
WBMC, McMinnville, Tenn.
- ASKINS, ALLEN**  
Savannah River Rag  
WAKN, Aiken, S. C.
- ATRINSON, J. C.**  
Wake up with J. C.  
WAUG, Augusta, Ga.
- ATWATER, F. KENT**  
WJBI, Lenoir, N. C.
- ATWOOD, RUSS**  
Star Time  
WMAS, Springfield, Mass.
- AUSTIN, BILL**  
Pops Review  
WKIN, Kingsport, Tenn.
- AUSTIN, FLETCHER**  
Silver Screen  
WBT, Charlotte, N. C.
- AUSTIN, TED**  
Party Line  
WSTP, Salisbury, N. C.
- AVANCE, BILL**  
Rhythm & Blues  
KFTV, Paris, Tex.
- EVERY, BEN**  
Academy Theatre  
KOA-TV, Denver, Colo.
- AYALA, MARCOS GARCIA**  
La Cosa  
KIPN, Phoenix, Ariz.
- AYCOCK, ROY**  
Saturday Session  
WBOF, Virginia Beach, Va.
- AYLWARD, BILL**  
Saturday Radio  
WMTR, Morristown, N. J.

## — B —

- BABB, MORGAN**  
Red Hot & Blues  
WVOL, Nashville, Tenn.
- BAER, BILL**  
KBNZ, La Junta, Colo.
- BAERG, ROYCE**  
KJCK, Junction City, Kan.
- BAILEY, BOB**  
Music in Hi-Fi  
WECL, Eau Claire, Wisc.
- BAILEY, CARL**  
Catalina Cruise  
KBIG, Avalon, Calif.

# THE WAYNE HOWELL SHOW<sup>\*</sup>

## ALL NIGHT IN NEW YORK

### NBC — 660

\*YOUNG DOCTOR MALONE — NBC-TV  
NBC RADIO THEATRE

COMMERCIAL SPOTS:  
ROYAL PUDDINGS, CORNING  
GLASSWARE, YOURS?



## RADIO-TV ANNOUNCERS, EMCEES

- BAINÉ, JLM**  
Early Bird  
WNCO, Ashland, Ohio
- BAKER, ALLEN P.**  
WLBN, Lebanon, Ky.
- BAKER, ED**  
KVNI, Coeur D'Alene, Idaho
- BAKER, GEORGE**  
WESA, Charleroi, Pa.
- BAKER, GROVER**  
WRNB, New Bern, N. C.
- BAKER, MIKE**  
B. June 15, 1926, St. Thomas, Ont., Canada; Andy Williams, Pat Boone, ABC-TV; Jim Backus, ABC Radio; Gary Moore, CBS-TV; Big Story
- BAKER, NELSON**  
WJZ-TV, Baltimore, Md.
- BAKER, PAUL**  
Luncheon Lyrics  
KRWC, Forest Grove, Ore.
- BALDONI, LUIGI**  
Italian Hour  
WJVA, South Bend, Ind.
- BALE, FRANK**  
KDON, Salinas, Calif.
- BALE, NORM**  
Contact  
KWKH, Shreveport, La.
- BALL, NOEL**  
Saturday Showcase  
WSIX-TV, Nashville, Tenn.
- BANKSTON, RAY**  
Hits for the Mrs.  
KWFR, San Angelo, Tex.
- BANNON, ROBERT**  
WSKI, Montpelier, Vt.
- BARAN, HENRY**  
Ranger Hal  
WJXT, Jacksonville, Fla.
- BARBARETTE, JOSEPH**  
WBIS, Bristol, Conn.
- BARBER, DICK**  
KOA, Denver, Colo.
- BARBER, DON**  
Midday Movie  
WCKT, Miami, Fla.
- BARKER, BOB**  
Truth or Consequences  
NBC-TV
- BARKER, CLOTIS**  
Man On the Street  
KBHM, Branson, Mo.
- BARKWELL, PATSY**  
KFIR, North Bend, Ore.
- BARLEY, DAVE**  
WHITE, Talladega, Ala.
- BARNES, TED**  
Bop Hop  
WSIX-TV, Nashville, Tenn.
- BARNETT, DEAN**  
KPNF, Shenandoah, Iowa
- BARNETT, DON**  
Cal Poly Show  
KVEC, San Luis Obispo, Calif.
- BARRIE, ART**  
Peoples Opinions  
WSPD, Toledo, Ohio
- BARROS, JOSE**  
KIWW, San Antonio, Tex.
- BARRON, BOB**  
WEAZ, Charleston, W. Va.
- BARRY, DON**  
WIKE, Newport, Vt.
- BARRY, GUY**  
WCOY, Columbia, Pa.
- BARRY, MIKE**  
Barry's Beat  
WTNJ, Trenton, N. J.
- BARTEL, BOB**  
WPGC, Washington, D. C.
- BARTELL, BOB**  
Treasure Chest  
KONO-TV, San Antonio, Tex.
- BARTELL, PAUL**  
WMIL, Milwaukee, Wis.
- BARTON, JOHN**  
WHOW, Clinton, Ill.
- BASEHORE, JOHN**  
WCMB, Harrisburg, Pa.
- BASSETT, GEORGE**  
WGPA, Bethlehem, Pa.
- BASTIEN, VIC**  
KTUL-TV, Tulsa, Okla.
- BATEMAN, DON**  
Showcase  
KCEE, Tucson, Ariz.
- BATES, JIM**  
Hi Neighbor  
WSON, Henderson, Ky.
- BATES, THOMAS**  
WDXB, Chattanooga, Tenn.
- BATOZECH, RON**  
Crew Cut Capers  
WJOL, Joliet, Ill.
- BATTER, CLYDE**  
KMOP, Tucson, Ariz.
- BAUER, JOE**  
Album Time  
WZIP, Cincinnati, Ohio
- BAUER, RUSS**  
KNIM, Maryville, Mo.
- BAXTER, DR. FRANK**  
Telephone Time  
ABC-TV
- BAXTER, RAY**  
Easy Listenin'  
WJAX, Jacksonville, Fla.
- BEASLEY, JIM**  
Do You Remember  
WALM, Albion, Mich.
- BEASLEY, NORMAN**  
WPIK, Alexandria, Va.
- BEATTIE, BOB**  
Shopper  
KLOO, Corvallis, Ore.
- BEATTY, BILL**  
WWTB, Tampa, Fla.
- BEATTY, MORGAN**  
Monitor; News of the World; Life and the World  
NBC
- BEAUCHAMP, LEE**  
Sundial  
WVEC, Hampton, Va.



CY  
HARRICE

— • —

SU. 7-5400

# RADIO-TV ANNOUNCERS, EMCEES

- BECK, DON**  
Twin Fabulous Fifty  
WABL, Arlington, Va.
- BECK, JACKSON**  
B. July 23, 1912, New York City;  
Edge of Night, U. S. Steel Hour,  
CBS-TV; Commercial for Ches-  
terfield, Ambassador Beer, Stude-  
Baker Lark, Scotkin
- BECKER, BOB**  
WKLZ, Kalamazoo, Mich.
- BECKER, GEORGE**  
WEDC, Chicago, Ill.
- BECKER, SANDY**  
NBC-TV: WNEW-TV,  
New York, N. Y.
- BECKMAN, JOHNNY**  
Top Ten Dance Party  
WFGA-TV, Jacksonville, Fla.
- BEDELL, FORREST**  
WFRG, Reidsville, N. C.
- BEDFORD, PAUL**  
KYW, Cleveland, Ohio
- BEE, ALAN**  
Top Value Tips to  
Homemakers  
WLBT, Jackson, Miss.
- BEECHAM, WALLIE**  
WENO, Nashville, Tenn.
- BEGG, JAMES**  
Greenville Show  
WION, Ionia, Mich.
- BELANGER, TOM**  
WHLT, Huntington, Ind.
- BELL, ALLEN**  
KREW, Sunnyside, Wash.
- BELL, BOB**  
WGN, Chicago, Ill.
- BELL, JACK**  
KACE, Riverside, Calif.
- BELL, KEN**  
Ding Dong Bell  
WYZE, Atlanta, Ga.
- BENDER, AUGIE**  
WJWS, South Hill, Va.
- BENDER, TED**  
Today's Weather  
KTSM-TV, El Paso, Tex.
- BENDZYNSKI, LEON**  
Polish Programs  
WJMJ, Philadelphia, Pa.
- BENEDICT, ANDREW W.**  
Serviceman Speaks  
WWRL, New York, N. Y.
- BENNETT, ED**  
Hints for Housewives  
KVIQ-TV, Eureka, Calif.
- BENNETT, JOHN**  
Juke Joint  
WNNJ, Newton, N. J.
- BENNETT, LEN**  
WNHC, New Haven, Conn.
- BENNETT, LOU**  
WHAR, Clarksburg, W. Va.
- BENNETT, ROBERT**  
1350 Club  
WDCE, Dade City, Fla.
- BENNETT, TERRY**  
Shock Theatre  
WBKB, Chicago, Ill.
- BENNY, FRANK**  
Swap Shop  
KAHL, Auburn, Calif.
- BENOIST, W. E.**  
WKDX, Hamlet, N. C.
- BENSON, BOB**  
WJON, St. Cloud, Minn.
- BENSON, CHUCK**  
KALL, Salt Lake City, Utah
- BENSON, GORDON**  
KUTY, Palmdale, Calif.
- BENSON, RUSS**  
Guessing Game  
WOKZ, Alton, Ill.
- BERDAN, BIRD**  
For You, Madame  
WPTZ, Plattsburgh, N. Y.
- BERG, HERB**  
WWOK, Charlotte, N. C.
- BERG, NORM**  
Wasco Calling  
KWSO, Wasco, Calif.
- BERGESON, CHARLES W.**  
Ladies Day  
WJBK-TV, Detroit, Mich.
- BERGMAN, JIM**  
KUMA, Pendleton, Ore.
- BERMAN, KEITH**  
WEDO, McKeesport, Pa.
- BERNAL, MANUEL**  
KCOR, San Antonio, Tex.
- BERNAM, MEL**  
Open House  
WAMS, Wilmington, Del.
- BERRER, KENNETH**  
WKAN, Kankakee, Ill.
- BERRY, AL**  
Record Party  
WOAP, Owosso, Mich.
- BERRY, BILL**  
Yours Sincerely  
WDBO, Orlando, Fla.
- BERRY, DICK**  
Melody Mart  
WFIW, Fairfield, Ill.
- BERRY, JOE**  
WKAN, Kankakee, Ill.
- BERRY, ROBERT E.**  
WEIM, Pritchburg, Mass.
- BERRY, TOM**  
WKNX-TV, Saginaw, Mich.
- BESSE, TED**  
WHLT, Huntington, Ind.
- BETHEL, DAN**  
Make Mine Music  
WKBZ, Muskegon, Mich.
- BEUTEL, BILL**  
WGAR, Cleveland, Ohio
- BICHL, KEN**  
KYW, Cleveland, Ohio
- BICKFORD, RALPH**  
WAGM-TV, Presque Isle, Me.
- BILL, CHUCK**  
Serial Theatre  
WBKB, Chicago, Ill.
- BINGE, RALPH**  
WHRV, Ann Arbor, Mich.
- BINGHAM, RICHARD O.**  
KSL-TV, Salt Lake City, Utah



**JERRY DAMON**

Announcer



Narrator



M.C.



NBC — NBC-TV

## RADIO-TV ANNOUNCERS, EMCEES

**BIRDSONG, HUGH**  
Musical Clock  
WEIC, Charleston, Ill.

**BIRIN, DON**  
KLHO, Sioux Falls, S. D.

**BISHOP, GORDON**  
Man About Music  
WSTV, Steubenville, O.

**BLACK, JUNE**  
June's Tunes  
WRMF, Titusville, Fla.

**BLACK, KEN**  
KWDM, Des Moines, Iowa

**BLACK, LOUISE**  
Now!  
KLRJ-TV, Las Vegas, Nev.

**BLACK, MARTIN**  
Night Owl Club  
KLRJ-TV, Las Vegas, Nev.

**BLAINE, JIMMY**  
Ruff 'N Reddy, NBC-TV

**BLAIRE, CURT**  
Popeye Theatre  
WSFA-TV, Montgomery, Ala.

**BLAIR, ED**  
WAGA-TV, Atlanta, Ga.

**BLAIR, FRANK**  
Monitor, NBC

**BLAIR, RAY**  
WRRR, Rockford, Ill.

**BLANCHARD, LOWELL**  
Midday Merry-go-Round  
WNOX, Knoxville, Tenn.

**BLAND, SAM**  
Coffee Time  
WCEC, Rocky Mount, N. C.

**BLANKENSHIP, HALL**  
WRKH, Rockwood, Tenn.

**BLASKE, ART**  
WJON, St. Cloud, Minn.

**BLATTNER, BUDDY**  
Baseball Corner  
ABC-TV

**BLAZER, ELEANOR J.**  
Musical Homemaker  
WHOK, Lancaster, Ohio

**BLEAUX, JOE**  
KLCN, Blytheville, Ark.

**BLOEDORN, ROY**  
Polka Time  
WOMT, Manitowoc, Wis.

**BLOUNT, FORREST**  
Wonderful Town  
WGST, Atlanta, Ga.

**ROCK, BOB**  
Star Time  
KLAS, Las Vegas, Nev.

**BOEHM, PAT (MRS.)**  
Talk of the Town  
WHAN, Charleston, S. C.

**BOGGAN, JAMES**  
WMPA, Aberdeen, Miss.

**BOHN, MARK**  
KDSN, Denison, Iowa

**BOIVIN, JAY**  
Blue of Evening  
WGIR, Manchester, N. H.

**BOLEN, JIM**  
KMOX-TV, St. Louis, Mo.

**BOLTON, JOE**  
Three Stooges  
WPJX, New York, N. Y.

**BOND, BRYCE**  
WNOR, Norfolk, Va.

**BONNER, JIM**  
WRCV-TV, Philadelphia, Pa.

**BOOKSPAN, MARTIN**  
Stereo Parade  
WCRB, Boston, Mass.

**BOONE, JACK**  
KEED, Springfield, Ore.

**BOOTH, EDDY**  
KHSL, Chico, Calif.

**BORDEN, BARRY**  
Jazz In Review  
WHAT, Philadelphia, Pa.

**BORGESAN, ARTHUR J.**  
WGKA, Atlanta, Ga.

**BORLAND, RICK**  
KPOR, Quincy, Wash.

**BORRELLI, RALPH**  
Italian Programs  
WJMJ, Philadelphia, Pa.

**BORTELL, JOE**  
WCOY, Columbia, Pa.

**BOURNE, ALAN**  
WPOR, Portland, Me.

**BOWERS, ART**  
KATE, Albert Lea, Minn.

**BOWEN, JERRY**  
KHSL, Chico, Calif.

**BOWICK, BILL**  
Coffee With Bill  
WGBA, Columbus, Ga.

**BOWLER, CLARK**  
KEYY, Provo, Utah

**BOWMAN, ROGER**  
News, NBC, NBC-TV

**BOYD, BILL**  
KIUN, Pecos, Tex.

**BOYER, PHIL**  
KPDQ, Portland, Ore.

**BOYER, ROY**  
WVMC, Mt. Carmel, Ill.

**BRACHER, BERNIE**  
KROD-TV, El Paso, Tex.

**BRADLEY, BILL**  
WILD, Boston, Mass.

**BRADLEY, BRUCE**  
Rolling Home Show  
WROW, Albany, N. Y.

**BRADLEY, JAMES**  
KIHR, Hood River, Ore.

**BRADLEY, LYLE**  
WRVA, Richmond, Va.

**BRADLEY, ROBERT**  
WRCV-TV, Philadelphia, Pa.

**BRADLEY, WAYNE**  
KLYR, Clarksville, Ark.

**BRADSHAW, THOMAS R.**  
KSL-TV, Salt Lake City, Utah

**BRADSHAW, TOM**  
WLOW, Norfolk, Va.

**BRADY, DICK**  
WCBY, Cheboygan, Mich.

**BRADY, ED**  
KNBC, San Francisco, Calif.

**BRADY, WILLIAM**  
WDZ, Decatur, Ill.

### *Come to America's Oldest Broadcasting School*

### Complete Training in **ANNOUNCING** for

Emcees Dejays  
News and Sportscasters  
Commercials Announcers  
Radio-TV Demonstrators  
Special Events Commentators

Under the personal direction of PAT KELLY, for 25 years head of NBC's  
announcing department and trainer of today's great announcers  
and commentators.

-----  
**FCC COURSE**  
1st Class Operator's License  
-----

**COURSES in TELEVISION  
PROGRAMMING and PRODUCTION**

Taught by instructors currently active in the broadcasting industry.

**SRT**  
**THE ACADEMY OF BROADCASTING ARTS, INC.**

316 West 57th Street

PLaza 7-3211

New York 19, N. Y.

# RADIO-TV ANNOUNCERS, EMCEES

- BRAGO, NELSON**  
WJDA, Quincy, Mass.
- BRAND, CHARLES**  
Variety Matinee  
WKWK, Wheeling W. Va.
- BRANDL, MILT**  
WISN, Milwaukee, Wis.
- BRANDT, MEL**  
Monitor, NBC:  
Modern Romances, NBC-TV
- BRANDY, BOB**  
WTVC, Chattanooga, Tenn.
- BRANNAN, REUBEN F.**  
WEIO, Gadsden, Ala.
- BRASHER, JAMES**  
KTXJ, Jasper, Tex.
- BRENNAN, BILL**  
KOLT, Scottsbluff, Neb.
- BREWER, STERLING**  
WAPI-TV, Birmingham, Ala.
- BRICKETT, BOB**  
KSFA, Nacogdoches, Tex.
- BRICKHOUSE, JACK**  
Man on the Street  
WGN-TV, Chicago, Ill.
- BRIGGS, FRED**  
KONA-TV, Honolulu, Hawaii
- BRIGGS, JIM**  
WKAM, Gosden, Ind.
- BRIGHT, HOWARD**  
WEOA, Evansville, Ind.
- BRIMLEY, VERN**  
Teen Tune Time  
KLOR-TV, Provo, Utah
- BRINKMAN, AL**  
Nightwatch  
KNEB, Scottsbluff, Neb.
- BRITTAIN, BILL**  
WMAK, Nashville, Tenn.
- BRITTON, BILL**  
WPTV, Palm Beach, Fla.
- BRITTON, JACK**  
KTRN, Wichita Falls, Tex.
- BROCK, JOHN**  
WGOR, Georgetown, Ky.
- BROMBERG, L. J.**  
KCHA, Charles City, Iowa
- BROOKS, BILL**  
Hi Fi Hop  
KTVH, Hutchinson, Kan.
- BROOKS, JACK**  
Breakfast Newsboy  
WCCC, Hartford, Conn.
- BROOKS, NORMAN**  
WRCV-TV, Philadelphia, Pa.
- BROOKS, PHIL**  
WKFA, New Kensington, Pa.
- BROWN, ART**  
WWDC, Washington, D. C.
- BROWN, BILL**  
WPRS, Paris, Ill.
- BROWN, BOB**  
KCHA, Charles City, Iowa
- BROWN, BRUCE**  
Mid-day Melodies  
WCHB, Inkster, Mich.
- BROWN, CURTIS**  
KWOS, Jefferson City, Mo.
- BROWN, DON**  
Carnation Time  
KVON, Napa, Calif.
- BROWN, DOUG**  
Dig This  
KRGV-TV, Weslaco, Tex.
- BROWN, JACK**  
Top 60 in Dixie  
WCOS, Columbia, S. C.
- BROWN, FLOYD**  
WERN, Elgin, Ill.
- BROWN, LOU**  
KPAR-TV, Sweetwater, Tex.
- BROWN, PHIL**  
Cavalcade of Better Music  
WPBC, Minneapolis, Minn.
- BROWN, RON**  
KEEN, San Jose, Calif.
- BROWN, TIM**  
KRVN, Lexington, Neb.
- BROWNE, TOM**  
WIST, Charlotte, N. C.
- BRUCE, DON**  
KALL, Salt Lake City, Utah
- BRUCE, JACK**  
Missouri Valley Barn Dance  
WNAX, Yankton, S. D.
- BRUCHEY, DON**  
Channel 2 Theatre  
WMAE-TV, Baltimore, Md.
- BRUNDAGE, HUGH**  
KMPC, Los Angeles, Calif.
- BRUNETT, CARLOS**  
KCOR, San Antonio, Tex.
- BRUNNER, GALEN**  
WIGM, Medford, Wis.
- BRUSH, JACK**  
KVOX, Moorhead, Minn.
- BRYAN, HARRY**  
WCRF, Corinth, Miss.
- BRYANT, WILLIAM**  
Good Morning Ladies  
WDSG, Dyersburg, Tenn.
- BATLES, FRANK**  
KGAS, Carthage, Tex.
- BUCHANAN, IKE**  
Popeye Theatre  
WCTV, Tallahassee, Fla.
- BUCK, JIM**  
KAML, Kenedy, Tex.
- BUDD, MILTON**  
Town Crier  
WMBD, Peoria, Ill.
- BUEHLMAN, CLINT**  
Musical Clock  
WBEN, Buffalo, N. Y.
- BUFFINGTON, JIM**  
WMPA, Aberdeen, Miss.
- BUFFINGTON, JOEL**  
KASY, Auburn, Wash.
- BULLER, DICK**  
Melodies in Gold  
WKMH, Detroit-Dearborn, Mich.
- BUNCE, EDWARD**  
WSYL, Sylvania, Ga.
- BUNCH, JIM**  
KORE, Eugene, Ore.



**JOE GIVEN**

Spokesman  
Morning Newcasts  
WNEW

•  
Robert Coe Management  
144 West 57 Street  
New York 19



**RALPH CAMARGO**

RADIO-TV  
ACTOR-ANNOUNCER

NARRATOR  
JU 2-8800

## RADIO-TV ANNOUNCERS, EMCEES

**BURGESS, DANNY**  
Kiddies Karnival  
WCNY-TV, Carthage - Water-  
town, N. Y.

**BURGESS, FRANK**  
Chuck Wagon Roundup  
WBMA, Anniston, Ala.

**BURGESS, SMOKEY**  
WPNX, Phenix City, Ala..

**BURKES, STEVE**  
Chek Parade  
WMOX, Meridian, Miss.

**BURKLAND, LEN**  
KYUM, Yuma, Ariz.

### BURNS, STAN

Entertainment Press Conference,  
DuMont; NBC Monitor, Cerebral  
Palsy Telethon, WOR-TV; Stan  
Burns Show, WINS

**BURT, BOB**  
WFHR, Wisconsin Rapids,  
Wis.

**BURTENSHAW, BOB**  
Early Bird Bob  
KID, Idaho Falls, Idaho

**BURWELL, TED**  
WRNB, New Bern, N. C.

**WTYC, Rock Hill, S. C.**

**BUTLER, JIM**  
KKLY, Spokane, Wash.

**BUTLER, TUCKER**  
Wake Up and Smile  
WCVA, Culpepper, Va.

**BUTSCHER, THOMAS**  
Music T N T  
WCST, Berkeley Springs,  
W. Va.

**BUTTER, CLYDE**  
Morning Sound  
KCNV, San Marcos, Tex.

**BUTTS, TOM**  
WHSM, Hayward, Wis.

**BYRAM, GEORGE**  
Shock  
KBTW, Denver, Colo.

**BYRON, BOB**  
KPRC, Houston, Tex.

### — C —

**CADWELL, CLYDE**  
KPOP, Los Angeles, Calif.

**CAHILL, TOMMY**  
WING, Dayton, Ohio

**CALDWELL, DONN**  
WHLL, Wheeling, W. Va.

**CALDWELL, LAMAR**  
Dawn in Dixie  
WHSC, Hartsville, S. C.

**CALDWELL, MERLE**  
KOLS, Pryor, Okla.

**CALHOUN, BOBBY**  
KCLA, Pine Bluff, Ark.

**CALLAGHAN, JACK**  
Popeye  
WSOC-TV, Charlotte, N. C.

**CALLIGAN, VAN**  
WXIX-TV, Milwaukee, Wis.

**CALLOWAY, WINSTON**  
Golden Chariot  
WCRY, Macon, Ga.

**CALVERT, GARRY**  
WSTV, Steubenville, Ohio

**CALVERT, RAYMOND W.**  
KVOC, Casper, Wyo.

### CAMARGO, RALPH

U. S. Steel, Our Miss Brooks,  
William Bendix Show, Have Gun  
Will Travel, CBS-TV

**CAMERON, WALLY**  
WIOS, Tawas City, Mich.

**CAMPBELL, BUD**  
KARK-TV, Little Rock, Ark.

**CAMPBELL, DAVE**  
WAPI, Birmingham, Ala.

**CAMPBELL, DEE**  
WAVI, Dayton, Ohio

**CAMPBELL, SOUP**  
Saturday with Soup  
WFDF, Flint, Mich.

**CANFIELD, ROY**  
WMLF, Pineville, Ky.

**CANNON, JEAN**  
WPCC, Clinton, S. C.

**CANNON, LOWELL**  
Top Tunes  
KLAS, Las Vegas, Nev.

**CANTER, RUSSELL**  
WBNS, Columbus, Ohio

**CANTERBURY, MEL**  
WMON, Montgomery, W. Va.

**CANTOR, LOUIS**  
WDIA, Memphis, Tenn.

**CAPROL, ED**  
Wrestling  
WLW-A, Atlanta, Ga.

**CARAWAY, ALLEN**  
WHSM, Hayward, Wis.

**CARD, CLELLAN**  
Axel and His Dog  
WCCO-TV, Minneapolis - St.  
Paul, Minn.

**CARD, JERRY**  
WRPE, Rossville, Ga.

**CARDENAS, HUGH**  
KRSI, Minneapolis, Minn.

**CARDILLE, BILL**  
Luncheon  
WIC, Pittsburgh, Pa.

**CARL, LEN**  
WLAP, Lexington, Ky.

**CARLE, BENNY**  
Circle 6 Ranch  
WBRC-TV, Birmingham, Ala.

**CARLETON, LAD**  
WKBR, Manchester, N. H.

**CARLINI, ULYSSES**  
Peppo the Clown  
WEHT, Evansville, Ind.

**CARLISLE, JIM**  
Best on Wax  
WLAG, LaGrange, Ga.

**CARLSON, HERB**  
WARB, Covington, La.

**CARLTON, ROBERT**  
WJRI, Lenoir, N. C.



## FRANK SIMMS

Management — Willian J. Bratter  
SU 7-5400



## CARL CARUSO

ANNOUNCER - MC  
JU 2-8800

# RADIO-TV ANNOUNCERS, EMCEES

**CARMODY, BILL**  
Record Pre-Vue  
WEIC, Charleston, Ill.

**CARNEY, EARL**  
Carolina Special  
WDBM, Statesville, N. C.

**CARPENTER, WAYNE**  
KTIB, Thibodaux, La.

**CARPENTER, WILEY**  
WENC, Asheville, N. C.

**CARR, HERMAN**  
WBLY, Springfield, Ohio

**CARR, ROY**  
WTCN, Minneapolis, Minn.

**CARRIGAN, JIM**  
Show of Shows  
WCB1, Columbus, Miss.

**CARROLL, RALPH**  
WNBF, WNBF-TV, Bingham-  
ton, N. Y.

**CARSON, KIT**  
Nighttime Sylacauga  
Sylacauga, Ala.

**CARSTENS, AL**  
KATE, Albert Lea, Minn.

**CARTER, BOB**  
WPTA, Fort Wayne, Ind.

**CARTER, CAL**  
Ringo  
KAMD, Camden, Ark.

**CARTER, DIAMOND**  
WMFR, High Point, N. C.

**CARTER, ESTILL LEE**  
Dance Time  
WPRT, Prestonsburg, Ky.

**CARTER, JERRY**  
Showcase  
WKIP, Poughkeepsie, N. Y.

**CARTER, KEN**  
KDSX, Denison-Sherman, Tex.

**CARTER, ROGER**  
WADC, Akron, Ohio

**CARUSO, CARL**  
Modern Romances  
NBC-TV

**CASE, NELSON**  
Conquest, High Adventure, Garry  
Moore Show, CBS-TV; Pat  
Boone—Andy Williams, Sammy  
Kaye, ABC-TV; Tic-Tac-Dough,  
NBC-TV

**CASEY, JIM**  
WPON, Pontiac, Mich.

**CASSELMAN, CHET**  
KMPC, Los Angeles, Calif.

**CASTLEBURY, ROY**  
Coffee Time  
KFTV, Paris, Tex.

**CASTOR, CHARLES**  
KVCV, Redding, Calif.

**CAUSEY, BID**  
Capt. Showboat '58  
KNOE-TV, Monroe, La.

**CAVITT, DON**  
KRSL, Minneapolis, Minn.

**CAWOOD, JOHN**  
Roundup  
WMIK, Middlesboro, Ky.

**CHAMBERS, BOB**  
Telefriend  
KIXX, Provo, Utah

**CHAMBERS, JO**  
KVOL, Lafayette, La.

**CHAMPENESS, HAL**  
Chic Adams Show  
KENT-TV, Anchorage, Alaska

**CHAMPION, JESSE**  
WJLD, Birmingham, Ala.

**CHANDLER, JACK**  
KCMS, Manitou Springs, Colo.

**CHANEY, JACK**  
KJCK, Junction City, Kan.

**CHAPMAN, FRED**  
WSTU, Stuart, Fla.

**CHAPMAN, GLENN**  
KOLS, Pryor, Okla.

**CHAPMAN, JOHN**  
WMIX, Mt. Vernon, Ill.

**CHAPMAN, TOM**  
KSON, San Diego, Calif.

**CHAPPEL, LLOYD**  
KARM, Fresno, Calif.

**CHARF, AL**  
KFHA, Tacoma, Wash.

**CHASE, JIM**  
KGLC, Miami, Okla.

**CHASE, KEN**  
Town & Country Time  
WTVL, Waterville, Me.

**CHASE, WARD**  
WITI-TV, Milwaukee, Wis.

**CHASTEEN, BOB**  
Dawn Patrol  
WEBC, Duluth, Minn.

**CHAVEZ, FEDERICO**  
Casendas Musical  
KABQ, Albuquerque, N. M.

**CHEATHAM, JOHN**  
Neighbor John  
KATI, Casper, Wyo.

**CHERRY, AL**  
Sunnyside Up  
KRWC, Forest Grove, Ore.

**CHEVILET, DON**  
WNDU, South Bend, Ind.

**CHICK, JOHN**  
Tulsa Ballroom  
KRMG, Tulsa, Okla.

**CHILDS, RALPH**  
KMA, Shenandoah, Iowa

**CLARK, DICK**  
American Bandstand  
ABC-TV

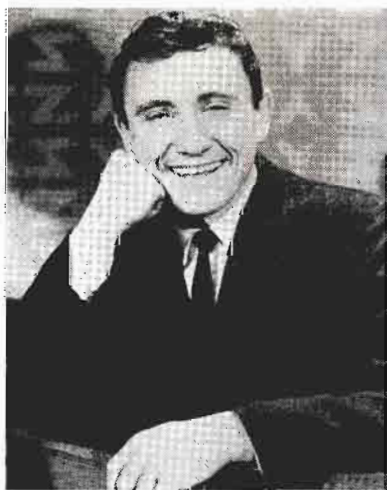
**CLARK, JAY**  
WAVZ, New Haven, Conn.

**CLARK, LEE**  
KFSB, KFSB-TV, San Diego,  
Calif.

**CLARK, TUBBIE**  
KTW, Seattle, Wash.

**CLARK, WARREN**  
KTUC, Tucson, Ariz.

**CLARKE, JOHN H.**  
Marathon, News, NBC; Contin-  
ental Class Room, Frances Lang-  
ford Special, NBC-TV



**MERV GRIFFIN**

William Bratter (Pers. Mngr.)

MCA



**GENE HAMILTON**

NBC — WRCA-TV

## RADIO-TV ANNOUNCERS, EMCEES

### CLAUS, DICK

Music for Moderns  
KIDD, Monterey, Calif.

### CLAYTON, BOB

Movie Seven  
WCKT, Miami, Fla.

### CLAYTON, BOB

Boston Ballroom  
WHDH-TV, Boston, Mass.

### CLAYTON, TOM

Souvenirs  
WLLH, Lowell, Mass.

### CLELAND, BOB

KTNT, Tacoma, Wash.

### CLEMENS, BOB

Coffee Date  
KZUM, Farmington, N. M.

### CLIFFORD, EDDIE

KTW, Seattle, Wash.

### CLIFTON, CHUCK

WROX, Clarksdale, Miss.

### CLIFTON, DON

WTUX, Wilmington, Del.

### CLINKHAMMER, JACK

Jack West Show  
WWOL, Buffalo, N. Y.

### CLOONEY, NICK

WLAP, Lexington, Ky.

### CLOVIS, CARL

WHAR, Clarksburg, W. Va.

### COATS, BOB

KEED, Springfield, Ore.

### COBB, LARRY

Pop The Question  
KOWB, Laramie, Wyo.

### CODDAIRE, BILL

Old Commuter  
WSTC, Stamford, Conn.

### COFFEY, WILLIAM

WILE, Cambridge, Ohio

### COFFMAN, CARLE

Hi-Fi Way  
KCEE, Tucson, Ariz.

### COHEN, DONNIE S.

KLLA, Leesville, La.

### COLE, DOUG

WIKE, Newport, Vi.

### COLE, PETER

WEAT, West Palm Beach, Fla.

### COLE, PINKNEY B., Jr.

1330 Club  
WTRO, Dyersburg, Tenn.

### COLEMAN, CHARLIE

Downbeat  
WHMS, Charleston, W. Va.

### COLEY, MARVIN A.

Easy Listening  
WABZ, Albemarle, N. C.

### COLLIER, RALPH

Wonderful Town  
WCAU, Philadelphia, Pa.

### COLLINS, FRED

Five Star Matinee  
NBC

### COLLINS, JERRY

Tennessee Barn Dance  
WNOX, Knoxville, Tenn.

### COLLINS, WILLIAM

WPMP, Pasenagoula, Miss.

### COLLINSWORTH, JACK

"Bama Beat"  
WULA, Eufaula, Ala.

### COLLYER, BUD

Beat the Clock, ABC-TV

### COLSTON, JIM

WMNS, Olean, N. Y.

### COMBS, MARK

WFMY-TV, Greensboro, N. C.

### COMBS, WAYNE

1390 Club  
WKIC, Hazard, Pa.

### COMPTON, LEWIS

Rise & Shine  
WHEE, Martinsville, Va.

### CONFER, KERBY E.

Night Train  
WMPT, Williamsport, Pa.

### CONNELL, JOHN

Lucky Lager Dance Time  
KPOA, Honolulu, T. H.

### CONTE, JOHN

Matinee Theater  
NBC-TV

### CONTI, LARRY

Night Club  
WSTV, Steubenville, Ohio

### CONWAY, ED

Woman's World  
WCPS, Tarboro, N. C.

### COOK, FRED

KTNC, Falls City, Neb.

### COOK, JAY

KRDO-TV, Colorado Springs,  
Colo.

### COOK, MAL

Ebony Bandstand  
WAUG, Augusta, Ga.

### COOK, REEVES

WBPD, Orangeburg, S. C.

### COOK, RUSS

Time Keeper Show  
WLOH, Princeton, W. Va.

### COOKE, ALISTAIR

Omnibus  
NBC-TV

### COOPER, JOE

Bingo  
KMSP-TV, Minneapolis, Minn.

### COOPER, STAN

The Early, Early Show  
KAHI, Auburn, Calif.

### COPE, FRANK

Ole Lazy Man  
WMRB, Greenville, S. C.

### COPEL, IRVIN

Time Keeper Show  
WJPF, Herrin, Ill.

### CORBETT, JOHN

Speaker of the House  
WBEN, WBEN-TV, Buffalo,  
N. Y.

### CORCORAN, BILL

Meet Your Neighbor  
KLFY-TV, Lafayette, La.



**JOHN CLARKE**

— NBC STAFF —



*Jim Coy*

RADIO-TV  
COMMERCIALS  
FILMS  
MC-HOST

JU. 2-8800

# RADIO-TV ANNOUNCERS, EMCEES

## CORDELL, CARL B.

B. December 12, 1923, Greensboro, N. C.; Cordell's Corner, WITN-TV; Quiz Club, WRC-TV; Lucky Partners, NBC-TV  
**CORNICK, BILL**  
 KSIB, Creston, Iowa  
**COSTIN, DICK**  
 Music for Fun  
 WBGR, Jesup, Ga.  
**COVAIA, AL**  
 KSBS, San Francisco, Calif.  
**COWAN, JIM**  
 KGEM, Boise, Idaho  
**COX, JIM**  
 WGGH, Marion, Ill.

## COY, JIM

B. October 5th, 1916, Kansas City, Mo.; Wanted Dead or Alive, CBS-TV; NBC Radio News (on the hour), Guy Lombardo Show, NBC-Radio; Radio New York, WOR; Rheingold Theatre, NBC-TV; Wednesday Night Fights, ABC-TV  
**CRADDOCK, JAMES**  
 KADO, Marshall, Tex.  
**CRAIG, BILL**  
 WXEX-TV, Petersburg-Richmond, Va.  
**CRAIG, TED**  
 WLIS, Old Saybrook, Conn.  
**CRAIG, VERN**  
 WKAP, Allentown, Pa.  
**CRANE, GENE**  
 Dividends for Homemakers  
 WCAU-TV, Philadelphia, Pa.  
**CRAWFORD, GENE**  
 Toast 'n Coffee  
 WGBF, Evansville, Ind.  
**CRAWFORD, GEORGE**  
 Bandwagon  
 WTAR, Norfolk, Va.

**CRAWFORD, JIM**  
 WJTV, Jackson, Miss.  
**CRAWFORD, JIM**  
 The Trading Post  
 WBTM, Danville, Va.  
**CRAYCRAFT, ROGER**  
 Sunday Concert  
 KLMO, Longmont, Colo.  
**CRITCHLOW, JOE**  
 KVOG, Ogden, Utah  
**CRUCKER, SID**  
 WAFB-TV, Baton Rouge, La.  
**CRUFT, MARTIN**  
 Hi-way 1370  
 WKMC, Roaring Spring, Pa.  
**CROMWELL, GEORGE**  
 KOIL, Omaha, Neb.  
**CROMWELL, JIMMY**  
 KTLU, Rusk, Tex.  
**CROSBY, JIM**  
 WYTH, Madison, Ga.  
**CROSS, MILTON**  
 The Metropolitan Opera; The Metropolitan Opera Auditions of the Air; The Same Christmas, ABC  
**CROUDUP, ANDY**  
 Spiritual Jubilee  
 WESY, Leland-Greenville, Miss.  
**CULLEN, BILL**  
 Pulse, NBC: The Price Is Right, NBC-TV  
**CUMMINGS, KEITH**  
 Caravan of Music  
 KWHN, Ft. Smith, Ark.  
**CUNNINGHAM, FRANK**  
 WPMP, Pascagoula, Miss.  
**CUNNINGHAM, HUNT**  
 Sunday Drive  
 WLAG, LaGrange, Ga.  
**CUNNINGHAM, JACQUES**  
 WHLD, Niagara Falls, N. Y.  
**CUNNINGHAM, JOE**  
 Hi-Fi in Stereo  
 WLBR, Lebanon, Pa.

**CUPP, MICKEY**  
 Coffee with Cupp  
 KCMC-TV, Texarkana, Tex.  
**CURRY, BILL**  
 Soundtrack  
 WIS, Columbia, S. C.  
**CURTIN, MARK**  
 KEYO, Lubbock, Tex.  
**CURTIS, AL**  
 Cartoon Capers  
 WBIR-TV, Knoxville, Tenn.  
**CUTLER, JIM**  
 WRAM, Monmouth, Ill.  
**CUTSHALL, HANK**  
 So. Dade Roundup  
 WSDS, Homestead, Fla.  
**CUTSHALL, JOHN**  
 WRAY, Princeton, Ind.

## — D —

**DABNEY, ROBERT**  
 WMOV, Ravenswood, W. Va.  
**DALE, BOB**  
 KFMB-TV, San Diego, Calif.  
**DALE, CURLY**  
 KFNF, Shenandoah, Iowa  
**DALE, JEFF**  
 Ark-La-Tex Jubilee  
 KWKH, Shreveport, La.  
**DALLE, BILL**  
 Cavalcade of Music  
 WCPO, Cincinnati, Ohio  
**DAMBACH, KEN**  
 WHBI, Newark, N. J.

## DAMON, JERRY

B. Orange, N. J.; NBC-TV Opera Theatre, My Gardner Calling, NBC-TV; Marathon, NBC Network; News on the Hour, Monitor, NBC  
**DANCY, WILLIAM**  
 Anything Goes  
 WWR, Beckley, W. Va.



**SONNY FOX**

Ashley-Steiner



**ALLEN SWIFT**

Captain of the "S. S. Popeye"  
 and  
 "The Voice of Everything—  
 But Firestone"



## RADIO-TV ANNOUNCERS, EMCEES

- DANEHE, DICK**  
All-Star Golf  
ABC-TV
- D'ANGELO, ARNIE**  
Top 10 Dance Party  
WHEN-TV, Syracuse, N. Y.
- DANIELS, BO**  
Hit Parade  
WGAU, Amsterdam, N. Y.
- DANIELS, DAN**  
WKMI, Kalamazoo, Mich.
- DANIELS, GARY**  
Daniels Den  
WCST, Berkeley Springs,  
W. Va.
- DANIELS, JACK**  
WJHL, Johnson City, Tenn.
- DANN, HARVEY**  
KFH, Wichita, Kan.
- DANOS, DEAN**  
KROY, Sacramento, Calif.
- DARK, JOHNNY**  
Tele-Quest Time  
WEAM, Washington, D. C.
- DARY, ALAN**  
Boston Movietime  
WBZ-TV, Boston, Mass.
- DAUER, DON**  
WSYR-TV, Syracuse, N. Y.
- DAUGHERTY, DOC**  
Club 43  
WSBA-TV, York, Pa.
- DAUGHERTY, PAUL**  
Assignment Atlanta  
WLW-A, Atlanta, Ga.
- DAVID, RUSS**  
Playhouse Party  
KSD, St. Louis, Mo.
- DAVID, STAN**  
Concert Festival  
WBAB, Babylon, N. Y.
- DAVIES, BOB**  
Ladies Matinee  
KOOL-TV, Phoenix, Ariz.
- DAVIS, ARCH**  
WFHR, Wisconsin Rapids,  
Wis.
- DAVIS, DAVE**  
WFBF, Fernandina Beach,  
Fla.
- DAVIS, DEWAYNE**  
Good Morning  
KINE, Kingsville, Tex.
- DAVIS, GEOFF**  
WROW, Albany, N. Y.
- DAVIS, HY**  
WABE, Mobile, Ala.
- DAVIS, JACK**  
WQUB, Galesburg, Ill.
- DAVIS, JIM**  
Sunday Hayride  
WBLJ, Dalton, Ga.
- DAVIS, JIM**  
WLWJ, Indianapolis, Ind.
- DAVIS, JOHN L.**  
Kitchen Klub  
WKEY, Covington, Va.
- DAVIS, LES**  
WROV, Roanoke, Va.
- DAWN, DICK**  
All-Night Downbeat  
WEAM, Washington, D. C.
- DAY, BOB**  
Let's Listen to Music  
WICY, Malone, N. Y.
- DAY, BOB**  
Breakfast Express  
WOKZ, Alton, Ill.
- DEACONS, JUDSON**  
Musicland  
WBGR, Jesup, Ga.
- DEAL, FRANK**  
WCYB-TV, Bristol, Va.
- DEAN, DAVE**  
KIMO, Independence, Mo.
- DEAN, JERRY**  
Jazz College  
KNBA, Vallejo, Calif.
- DEAN, LOU**  
Music 'Til Morning  
WRVA, Richmond, Va.
- DEAN, VICTOR**  
WING, Dayton, Ohio
- DeCARO, PAUL**  
WRIB, Providence, R. I.
- DEDRICK, DAVE**  
KERO, Sioux Falls, S. D.
- DEE, JIMMY**  
WRBC, Jackson, Miss.
- DeHAVEN, BOB**  
Good Neighbor Time  
WCCO, Minneapolis, Minn.
- DETRICK, HARRY**  
Hometown  
WATO, Oak Ridge, Tenn.
- DeLAPP, BOB**  
KELA, Centralia-Chehalis,  
Wash.
- DeLARA, MARIO**  
Radio Reloj  
WHOM, New York, N. Y.
- DELINNE, JIM**  
WSYR, Syracuse, N. Y.
- DEL VALLE, NELSON**  
WORA, Mayaguez, P. R.
- DeMATTEO, RON**  
WTSI, Hanover, N. H.
- DeMONBRUN, DON**  
KWRY, Winner, S. D.
- DeMOSS, LYLE**  
Loafin' with Lyle  
WOW, Omaha, Neb.
- DENNIS, JOE**  
WARK, Hagerstown, Md.
- DENSMOOR, JAMES**  
WCWC, Ripon, Wisc.
- DENT, CHUCK**  
WRGR, Starke, Fla.
- DERBYSHIRE, JACK**  
Early Riser's  
WBTA, Batavia, N. Y.
- DERR, RICHARD**  
WGPA, Bethlehem, Pa.
- DEUEL, BILL**  
Music Room  
WLYC, Williamsport, Pa.
- DEVANEY, KEN**  
KJEO, Fresno, Calif.
- DEXTER, JERRY**  
KENO, Las Vegas, Nev.



### DON MORROW

ANNOUNCER-HOST-ACTOR

JU 2-8800



### NELSON CASE

EXCLUSIVE MANAGEMENT

CARL EASTMAN

80 Park Ave.

MU 2-4986

# RADIO-TV ANNOUNCERS, EMCEES

**DEXTER, LARRY**  
KHAT, Phoenix, Ariz.

**DE WITT, JOHN**  
After Glow  
WWHG, Hornell, N. Y.

**DEYOUNG, JOHN**  
WGL, Fort Wayne, Ind.

**DIAZ, JUAN R.**  
Lebate Musical  
WHOM, New York, N. Y.

**DIAZ, R. COLON**  
India Canta  
WTIL, Mayaguez, P. R.

**DICKEY, GENE**  
Genesee Jamboree  
WBBC, Flint, Mich.

**DICKSON, BOB**  
Talent Search  
KRGV-TV, Weslaco, Tex.

**DICKSON, FRED**  
WSOC, Charlotte, N. C.

**DIEHL, BILL**  
Top Forty Show  
WDGY, Minneapolis, Minn.

**DIETZ, LARRY**  
This, That, and the Other  
KLMO, Longmont, Colo.

**DIFEE, BILL**  
WFNS, Burlington, N. C.

**DILLARD, WAYNE**  
Sunset Express  
KAVR, Apple Valley, Calif.

**DILLINGHAM, ALEX**  
WOOD-TV, Grand Rapids, Mich.

**DILLON, EUGENE**  
Make Yours Music  
WCMW, Canton, Ohio

**DILLON, PAT**  
Roller Derby  
ABC-TV

**DILWORTH, SCOTT**  
Swingshift  
WTAN, Clearwater, Fla.

**DINET, BOB**  
Minding Your Business  
WONG, Oneida, N. Y.

**DiNUNZIO, MARIO**  
WWON, Woonsocket, R. I.

**DRUENZO, NICK**  
Polka Party  
WMPR, Morristown, N. J.

**Di SALVO, HUGO**  
WIOU, Kokomo, Ind.

**DIXON, DICK**  
Platter Party  
KIXX, Provo, Utah

**DIXON, JOHN**  
WALA-TV, Mobile, Ala.

**DOBBS, JACK C.**  
Coffee Time  
WZOB, Fort Payne, Ala.

**DODEL, BILL**  
Rooster Reveille  
KRRL, Lewiston, Idaho

**DOKKA, JERRY**  
WLSO, Big Stone Gap, Va.

**DONAHOO, DEL**  
WOW-TV, Omaha, Neb.

**DONOVAN, DAN**  
WMEX, Boston, Mass.

**DORAIS, BILL**  
Festival of Music  
KLX, Oakland, Calif.

**DORSEY, TOM**  
WCOW, Sparta, Wisc.

**DOUBLEDAY, DEACON**  
WSYR, Syracuse, N. Y.

**DOUGHERTY, AL**  
KXLT, Helena, Mont.

**DOUGLAS, GLEN**  
WHLB, Virginia, Minn.

**DOUGLAS, JACK**  
Bold Journey  
ABC-TV

**DOUGLAS, JACK**  
WNIL, Niles, Mich.

**DOVER, BILL**  
KWTX-TV, Waco, Tex.

**DOWLING, BILL**  
WEDO, McKeesport, Pa.

**DOWNS, HUGH**  
Monitor, NBC

**DOYLE, FRANK**  
Morning Matinee  
WMMB, Melbourne, Fla.

**DRAGIN, TED**  
WSAV-TV, Savannah, Ga.

**DRAKE, JOHNNY**  
Big Bands Show  
WNAB, Bridgeport, Conn.

**DREIGHTON, FRANK**  
Startime, Weathervane  
WNUC-TV, South Bend, Ind.

**DRESEBACH, SANDY**  
Parade of Schools  
WPAY, Portsmouth, Ohio

**DRISCOLL, DICK**  
WMFG, Hibbing, Minn.

**DRUCKER, JACK**  
WIRA, Fort Pierce, Fla.

**DRUMMOND, BUDD L.**  
Houseparty  
WACB, Kittanning, Pa.

**DUANE, TERRY**  
WMIE, Miami, Fla.

**DUCK, ORMAN**  
WDOE, Dunkirk, N. Y.

**DUGDALE, CHARLIE**  
KPIX, San Francisco, Calif.

**DUNAWAY, BOBBIE**  
Romper Room  
WTVM, Columbus, Ga.

**DUNBAR, LEE**  
WHCU, Ithaca, N. Y.

**DUNCAN, TERRY**  
Spotlight  
KGHL-TV, Billings, Mont.

**DUNN, ED**  
WDSK, Cleveland, Miss.

**DUNN, GERRY**  
KOLT, Scottsbluff, Neb.

**DUNN, TOM**  
Dunn's Inn  
WPEO, Peoria, Ill.  
KLEO, Wichita, Kan.

**DUNNE, BOB**  
KDUB-TV, Lubbock, Tex.



**BUD COLLYER**



**BOB EMERICK**

Judson 2-8800

## RADIO-TV ANNOUNCERS, EMCEES

**DUNNE, STEVE**  
Truth or Consequences  
NBC-TV

**DUNNICLIFF, JOHN**  
KTRF, Thief River Falls,  
Minn.

**DUNPHY, DON**  
Cavalcade of Sports  
NBC

**DUNSFORD, ANN**  
Kiddie Time  
WECT, Wilmington, N. C.

**DUPUY, MONTY**  
Motorcade  
WFBC, WFBC-TV, Greenville,  
S. C.

**DURAN, TED**  
Fiesta Time  
KBUC, Corona, Calif.

**DURAND, TOM**  
WTTM, Trenton, N. J.

**DUVALL, JED**  
WTIK, Durham, N. C.

**DWYER, BILL**  
WHAM, Rochester, N. Y.

**DYER, BOB**  
WKNX-TV, Saginaw, Mich.

**DYER, HAL**  
WLNH, Laconia, N. H.

**DYKE, BILL**  
WISC, Madison, Wisc.

**DYKSTRA, LARRY**  
WJBL, Holland, Mich.

**DYMOND, WILLIAM**  
WTRA, Latrobe, Pa.

**DZIKOWSKI, CAS**  
Polish Hour  
WJVA, South Bend, Ind.

### — E —

**EARLE, BOB**  
WHCU, Ithaca, N. Y.

**EARLE, GEORGE**  
Breakfast at Heer's  
KWTO, Springfield, Mo.

**EARLEY, BILL**  
Morning Side of Record  
WEMB, Erwin, Tenn.

**EARLEY, TOM**  
Speak Your Peace  
WBCE, Levittown, Pa.

**EARLY, BOB**  
KIKO, Globe-Miami, Ariz.

**EARLY, BOB**  
KOOL, Phoenix, Ariz.

**EASTMAN, JIM**  
Radio Newsreel  
WBMC, McMinnville, Tenn.

**EBERSOLE, MERLE**  
WKMC, Roaring Spring, Pa.

**EDDY, RAY**  
WIST, Charlotte, N. C.

**EDENS, GARY**  
WSAT, Salisbury, N. C.

**EDLEMAN, CHUCK**  
WVEC, Hampton, Va.

**EDSEL, JACK**  
WRAM, Monmouth, Ill.

**EDWARDS, DON**  
KROC, Rochester, Minn.

**EDWARDS, GEORGE**  
WQXR, New York, N. Y.

**EDWARDS, HOP**  
WAPI, Birmingham, Ala.

**EDWARDS, JACK**  
Melody Inn  
WOMT, Manitowee, Wis.

**EGAN, BILL**  
WHBI, Newark, N. J.

**EGAN, LEO**  
WEZ-WBZA, Boston-Spring-  
field, Mass.

**EIGEN, JACK**  
WMAQ, Chicago, Ill.

**EISNER, JIM**  
Road Show  
KTIB, Thibodaux, La.

**ELDRIDGE, TED**  
WKNE, Keene, N. H.

**ELDRIDGE, GARY**  
WMOR, Morehead, Ky.

**ELIAS, EDDIE**  
WAKR-TV, Akron, Ohio

**ELKINS, JIM**  
KNOC, Natchitoches, La.

**ELLIOT, WIN**  
Cavalcade of Sports, NBC;  
"Win with a Winner", NBC-TV

**ELLIOTT, HANK**  
WORL, Boston, Mass.

**ELLIOTT, JIM**  
Jukebox  
WWWR, Russellville, Ala.

**ELLIOTT, JOHN**  
KRSD, Rapid City, S. D.

**ELLIOTT, KING**  
WAVO, Avondale Estates, Ga.

**ELLIOTT, MELVIN**  
WQXR, New York, N. Y.

**EMBRY, JIMMY**  
Coffee Club  
WPGO, Mt. Vernon, Ind.

**EMBRY, W. C.**  
KSOK, Arkansas City, Kan.

### EMERICK, ROBERT E. (BOB)

B. December 9, 1915, Tacoma,  
Wash.; Perry Mason, December  
Bride, Zane Grey Theatre, Dar-  
ringer, CBS

**EMERSON, BILL**  
Lunch at La Grange  
WBAB, Babylon, N. Y.

**EMBRY, BOB**  
Big Brother  
WBZ-TV, Boston, Mass.

**EMICH, HOWARD L.**  
WMAM, Marinette, Wis.

**EMMERT, LLOYD**  
Sunny Side Up  
KDRS, Paragould, Ark.

**EVANS, BOB**  
"T" Windsor  
KROD-TV, El Paso, Tex.



**BROOKE TAYLOR**

*Management*

MARY G. DOOLING

730-5th Ave., N.Y.C.

JU 6-6915



**PHIL TONKEN**

JU 2-8800

# RADIO-TV ANNOUNCERS, EMCEES

**ENGLISH, DAVID**  
Night Train  
WHGR, Houghton Lake, Mich.

**ENO, JACK**  
Night Patrol  
WEER, Buffalo, N. Y.

**ERBES, LESTER M.**  
KURA, Moab, Utah

**ERCK, LOU**  
KSST, Sulphur Springs, Tex.

**EUBANKS, BOB**  
KACY, Oxnard, Calif.

**EVANS, BILL**  
Companion Show  
WJJC, Commerce, Ga.

**EVANS, DON**  
KOPR, Butte, Mont.

**EVANS, GREG**  
Monitor-Local  
WRDO, Augusta, Maine

**EVANS, JEFF**  
Midday Matinee  
WRDW-TV, Augusta, Ga.

**EVANS, JOHNNY**  
WIS-TV, Columbia, S. C.

**EVERIT, TOM**  
Pow-Wow  
KBOP, Pleasanton, Tex.

**EWING, CLIFF**  
Modern Home  
KOOK, Billings, Mont.

**EYRE, AL**  
WTOR, Torrington, Conn.

**EYRICH, DICK**  
WSFR, Winter Haven, Fla.

## — F —

**FACEMYER, ROY**  
Jersey Jamboree  
WSNJ, Bridgeton, N. J.

**FAIRCHILD, ART**  
KVEN, Coeur D'Alene, Ida.

**FARIS, LYNN**  
Good Morning Show  
WBRC, Birmingham, Ala.

**FARMER, FRANCES**  
WFBM-TV, Indianapolis, Ind.

**FARRAYE, LOU**  
WNOR, Norfolk, Va.

**FARRINGTON, BOB**  
WHOO, Orlando, Fla.

**FARRINGTON, GLEN**  
WTAX, Springfield, Ill.

**FAULCONER, FRANK**  
WKXP, Lexington, Ky.

**FAULK, LINC**  
WCKB, Dunn, N. C.

**FAUSH, ERSKINE**  
WENN, Birmingham, Ala.

**FAY, JERRY**  
KOYN, Billings, Mont.

**FEATHERSTONE, CHARLES**  
WWSC, Glens Falls, N. Y.

**FEDUCCIA, L. A.**  
Coffee Break  
WDSK, Cleveland, Miss.

**FELLNER, FRANK**  
Music Box  
WMTR, Morristown, N. J.

**FENNEL, DICK**  
At Sundown  
WRDW-TV, Augusta, Ga.

**FENNEMAN, GEORGE**  
You Bet Your Life, NBC-TV  
Anybody Can Play, ABC-TV

**FERGUSON, DON**  
Jumpton  
WNOK-TV, Columbia, S. C.

**FERRIN, TOM**  
WMBV-TV, Marinette, Wis.

**FESPERMAN, HOMER**  
Bandstand  
WIS, Columbia, S. C.

**FESPERMAN, JAMES E.**  
KFSA, Fort Smith, Ark.

**FIELDS, ERIC C.**  
WPDM, Potsdam, N. Y.

**FILBEN, PAUL**  
WDEC, Americus, Ga.

**FILE, AUGIE**  
WALA, Mobile, Ala.

**FILESI, FRANK**  
WNAE, Warren, Pa.

**FILKINS, LARRY**  
KGNC-TV, Amarillo, Tex.

**FINLEY, ART**  
Kaleidoscope  
KROW, Oakland, Calif.

**FINLEY, CURT**  
KBMX, Coalinga, Calif.

**FISHER, ED**  
Holler Dollar  
WJW-TV, Cleveland, Ohio

**FISHER, GEORGE**  
WBBQ, Augusta, Ga.

**FISHER, JOHN**  
Bingo at Home  
WMBD-TV, Peoria, Ill.

**FISKE, FRED**  
WWDC, Washington, D. C.

**FITZGERALD, JIM**  
WORLD, Boston, Mass.

**FITZGERALD, PAT**  
Lamplight Theatre, Best of  
MGM  
WNDU-TV, South Bend, Ind.

**FITZMAURICE, MICHAEL**  
B. April 28, 1916, Chicago, Ill.

**FLAGG, PAUL**  
WERD, Atlanta, Ga.

**FLAHERTY, PAT**  
KBOE, Oskaloosa, Iowa

**FLATHER, HARLEY**  
KROC, Rochester, Minn.

**FLEET, TOM C., JR.**  
Have Fun  
KANN, Sinton-Corpus  
Christie, Tex.

**FLEETWOOD**  
Music Through the Night  
NBC

**FLEMING, ARNAULD**  
Buckeye Bugle Call  
WCLT, Newark, Ohio



**REX MARSHALL**

—MANAGEMENT—  
GEORGE F. FOLEY

730 Fifth Ave.

Judson 6-4312



**FRED SCOTT**

ANNOUNCER — MC — HOST

LE 5-1000

## RADIO-TV ANNOUNCERS, EMCEES

### FLEMING, JACK

Listen Ladies  
WAJR, Morgantown, W. Va.

### FLEMING, JACK

Wythe County Jamboree  
WYVE, Wytheville, Va.

### FLETCHER, CLIFF

KUJ, Walla Walla, Wash.

### FLETCHER, FRED

Tempus Fugit  
WRAL-TV, Raleigh, N. C.

### FLORENCE, GEORGE

WSLI, Jackson, Miss.

### FLORENCE, JERRY

Take It From The Top  
WOOO, DeLand, Fla.

### FLOHJP, BUZZ

KORE, Eugene, Ore.

### FLYNN, CHARLES

WFBG-TV, Altoona, Pa.

### FLYNN, ED

Almanac  
WRCB, Berlin, N. H.

### FOLAND, MYLES

WCPO, Cincinnati, Ohio

### FOLEY, DON

KROY, Sacramento, Calif.

### FORBES, BOB

Musical Alarm Clock  
WJMX, Florence, S. C.

### FORBES, JERRY

WSPR, Springfield, Mass.

### FORD, CHUCK

Minute Hand  
WLAK, Lakeland, Fla.

### FORD, CLIFF

KLRA, Little Rock, Ark.

### FORD, DAUN

Platter Panel  
KFEQ-TV, St. Joseph, Mo.

### FORD, DOUG

WCYB, Bristol, Va.

### FORD, MICHAEL

KTYM, Inglewood, Calif.

### FORD, TONY

WGES, Chicago, Ill.

### FORD, VINCE

WKMI, Kalamazoo, Mich.

### FORDYCE, JERRY

WLRP, New Albany, Ind.

### FORE, FANTROY

WFPM, Fort Valley, Ga.

### FORREST, RAY

Children's Theatre  
NBC-TV

### FORRESTER, ERNIE

KGNO, Dodge City, Kan.

### FORSLUND, FRED Z.

Morningside  
KCRB, Chanute, Kan.

### FORSYTH, DAVE

News Tonight  
WICU-TV, Erie, Pa.

### FOSTER, BOB

WGGH, Marion, Ill.

### FOSTER, IRV

WSNJ, Bridgeton, N. J.

### FOSTER, JOHN C.

WSNT, Sandersville, Ga.

### FOSTER, LAVERNE

WDSP, DePue, Ill.

### FOWLER, LARRY

Caravan  
KVOE, Emporia, Kan.

### FOX, GARY

WTRR, Sanford, Fla.

## FOX, IRWIN

### 'SONNY'

Wonderama, WNEW-TV; Price Is Right, NBC; Beat the Clock, ABC; To Tell The Truth, CBS; Breeze Commercials—Lever Bros.

### FOX, LES

WMMW, Meriden, Conn.

### FRANCIS, BILL

KLEN, Killeen, Tex.

### FRANCOIS, PAT

Carousel  
KFIV, Modesto, Calif.

### FRANK, JOE

KTUC, Tucson, Ariz.

### FRANKLIN, DON

Franklin Frolics

WCKR, Miami, Fla.

### FRANKLIN, JOHN

KUKI, Ukiah, Calif.

### FRANZ, DON

KATE, Albert Lea, Minn.

### FRASEK, GORDON

Monitor  
NBC

### FREDERICKS, ALAN

WGLI, Babylon, L. I.

### FREDINE, DARYL

KRTN, Raton, N. M.

### FREEMAN, BILL

KGFW, Kearney, Neb.

### FREEMAN, BILL

KTAR, Phoenix, Ariz.

### FREEMAN, HARRY

KFSA, Fort Smith, Ark.

### FREEMAN, JERNE

WJQS, Jackson, Miss.

### FREER, BOB

KRIO, McAllen, Tex.

### FREIN, DEAN

KXBC, Iowa City, Iowa

### FRENCH, PETE

KYW, Cleveland, Ohio

### FRIEDMAN, BERNARD

Concert Gems  
WISL, Shamokin, Pa.

### FROLAND, JOHN

WHBQ, Memphis, Tenn.

### FROMME, GALEN

Open Line  
WBAL, Baltimore, Md.

### FRIEND, BOB

KJAN, Atlantic, Iowa

### FRY, DUGAN

Musical Notebook  
WCLT, Newark, Ohio

### FRY, JERRY

Goldie's Gang  
KHSL-TV, Chico, Calif.

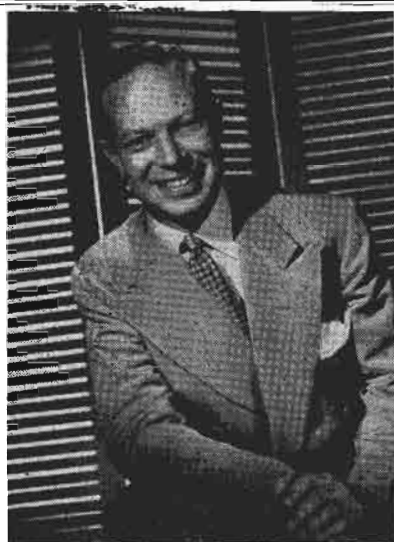


## RALPH PAUL

— MANAGEMENT —  
GEORGE F. FOLEY

730 Fifth Ave.

Judson 6-4312



## BILL ROGERS

—Management—  
George F. Foley

730 Fifth Ave.

Judson 6-4312

# RADIO-TV ANNOUNCERS, EMCEES

**FRYE, MARTIN**  
 WRFD, Worthington, Ohio  
**FUELHART, DAVID**  
 WNAE, Warren, Pa.  
**FULLER, BOB**  
 Little Rock University Speaks  
 KTHV, Little Rock, Ark.  
**FULLER, CHARLES**  
 Sun Up  
 WSUN, St. Petersburg, Fla.  
**FULLER, JACK**  
 Till Dawn Show  
 WLAV, Grand Rapids, Mich.  
**FUSCO, DANNY**  
 WRUN, Utica, N. Y.

— G —

**GABOR, BRUCE**  
 KNLR, North Little Rock, Ark.  
**GABRIELSON, CONRAD**  
 WHLB, Virginia, Minn.  
**GAETA, JACK**  
 Mostly Music  
 WMNS, Olean, N. Y.  
**GAGNIER, BOB**  
 KREW, Summerville, Wash.  
**GAINES, WILLIAM**  
 WKZO-TV, Kalamazoo, Mich.  
**GALGON, PAUL**  
 WKAP, Allentown, Pa.  
**GALL, GARY B.**  
 WCCN, Neillsville, Wis.  
**GALLAN, ADAM**  
 After School  
 WVAM, Altoona, Pa.  
**GALLEGHER, RACHEL**  
 Albert's Breakfast Club  
 KONP, Port Angeles, Wash.  
**GALLEGOS, JOSE**  
 Entre Vecinas  
 KABQ, Albuquerque, N. M.  
**GALLION, BOB**  
 WABB, Mobile, Ala.

**GALLOP, FRANK**  
 Monitor, NBC  
 The Perry Como Show,  
 NBC-TV  
**GANNON, JOE**  
 Operation 860  
 KWPC, Muscatine, Iowa  
**GARDELLA, HELEN**  
 Tempest in a Teacup  
 WBNC, Conway, N. H.  
**GARDNER, DON**  
 Monday Morning Headlines  
 ABC  
**GARDNER, JAY**  
 KVLV, Fallon, Nev.  
**GARDNER, RUSS**  
 Shenandoah Showcase  
 WWSA, WWSA-TV, Harrisonburg, Va.  
**GARLINGER, GEORGE**  
 WPFB, Middletown, Ohio  
**GARNER, AL**  
 WRGR, Starke, Fla.  
**GARNER, JOHNNY**  
 KPAC-TV, Port Arthur, Tex.  
**GARRE, ED**  
 KASY, Auburn, Wash.  
**GAREN, MORT**  
 KRSL, Minneapolis, Minn.  
**GARRETT, LEROY**  
 Blue Goose Show  
 WEUP, Huntsville, Ala.  
**GARREY, ANDY**  
 Weekend  
 KBKC, Kansas City, Mo.  
**GARRON, DOUG**  
 WSRO, Marlborough, Mass.  
**GARROWAY, DAVE**  
 Monitor, NBC  
**GARWOOD, JOHN**  
 1240 Club  
 WNBZ, Saranac Lake, N. Y.  
**GASTON, LYLE**  
 KGWA, Enid, Okla.  
**GATES, JIM**  
 WFBG-TV, Altoona, Pa.

**GATES, PAT**  
 WFAX, Falls Church, Va.  
**GATLIN, JOHN**  
 WFMW, Madisonville, Ky.  
**GAUSTAD, GEORGE**  
 KSDN, Aberdeen, S. D.  
**GAYLORD, CHESTER**  
 WFGM, Fitchburg, Mass.  
**GEARHART, VAL**  
 KRNO, San Bernardino, Calif.  
**KEDDS, DOROTHY**  
 WISV, Viroqua, Wis.  
**GENDRON, CLEM**  
 WTOL-TV, Toledo, Ohio  
**GENTILE, JOE**  
 WHRV, Ann Arbor, Mich.  
**GENTRI, JOHN**  
 KFSD, San Diego, Calif.  
**GEORGE, SAM**  
 KORA, Bryan, Tex.  
**GHORSE, LARRY**  
 Platter Patter  
 WBET, Brockton, Mass.  
**GIACONE, LYN**  
 Birthday Club  
 WABL, Amite, La.  
**GIBBS, HARRY**  
 Wrangler's Club  
 KSD-TV, St. Louis, Mo.  
**GIBBS, LAWRENCE**  
 KMLB, Monroe, La.  
**GIBIAN, JAY**  
 WJER, Dover, Ohio  
**GIBSON, DON**  
 600 Club  
 WGVF, Murphy, N. C.  
**GIBSON, JESS**  
 KSIW, Woodward, Okla.  
**GILBERT, GALEN O.**  
 Hometown News  
 KTLQ, Tahlequah, Okla.  
**GILBERT, JAY**  
 Musical Clock  
 KCAR, Clarksville, Tex.



**DEL SHARBUTT**  
**DEL SHARBUTT SHOW**

WABC — "Noon to 2" Monday thru Saturday  
 Personal Management — Kal Ross



**FRED PARSONS**

JU 2-8800

## RADIO-TV ANNOUNCERS, EMCEES

### GILBERT, JOHNNY

Music Bingo  
ABC-TV, NBC-TV

### GILKEY, SAM B.

WKOA, Hopkinsville, Ky.

### GILL, GRACE

Media Hora con Graciela  
K1FN, Phoenix, Ariz.

### GILMORE, BOB

Ladies Hall of Hits  
WLEE, Richmond, Va.

### GILMORE, TOM

KGWA, Enid, Okla.

### GIRAND, JOE

Show Case of Music  
W1NF, Manchester, Conn.

### GIVEN, JOE

Newscasts, WNEW  
Freelance Spokesman

### GLADDEN, BILL

Roadshow  
WAVE, Louisville, Ky.

### GLEASON, ROBERT

KTNT-TV, Tacoma, Wash.

### GLENN, BOB

WSTV-TV, Steubenville, Ohio

### GLICKMAN, MARTY

Cowtown Rodeo  
ABC-TV

### GLOYER, GEORGE

KTCS, Ft. Smith, Ark.

### GLOVER, HERB

WADF, Kane, Pa.

### GLYNN, JOHN

Music For You  
KSEK, Pittsburg, Kan.

### GODDARD, CHUCK

WEOL, Athens, Ga.

### GODWIN, CARROLL

The Music Beat  
WCSC, Charleston, S. C.

### GOLDEN, JIM

Music Maestro  
WARE, Ware, Mass.

### GOMBOS, ED

Afternoon Downbeat  
WCVA, Culpeper, Va.

### GONZALES, JOHN

WTOS, Tawas City, Mich.

### GONZALES, ED

WCMB, Harrisburg, Pa.

### GOODPASTURE, JOE

WE1B, Johnson City, Tenn.

### GORDON, BILL

KTRN, Wichita Falls, Tex.

### GORDON, CHARLES

Wake Up & Live  
WPLM, No. Plymouth, Mass.

### GRAUER, BEN

Monitor; Nightline, NBC  
Rad.; Searchlight, NBC-TV

### GRAULICH, BERT

Burnt Toast & Coffee  
WVCG, Coral Gables, Fla.

### GRAVES, C. D.

WROX, Clarksdale, Miss.

### GRAVES, CHUCK

KBOM, Bismarck, N. D.

### GRAVES, GENE

WTFM, Trenton, N. J.

### GRAVES, JIM

Studio Seaside  
WRBL, Columbus, Ga.

### GRAWET, JOE

WQXQ, Ormond Beach, Fla.

### GRAY, CURT

Fabulous Fifty  
WNET, Miami Beach, Fla.

### GRAY, DEAN

WPLB, Fayetteville, N. C.

### GRAY, JOHN

WSYR-TV, Syracuse, N. Y.

### GREEN, JIM

WFMV, Madisonville, Ky.

### GREENE, CARL

Kid-O-Rama  
KGUN-TV, Tucson, Ariz.

### GREENE, KENNETH

Dance Date  
WCAX, Burlington, Vt.

### GREENFIELD, JIM

Top of the Morning  
WSIR, Winter Haven, Fla.

### GREENWOOD, JOHN

Country Music Time  
WSTR, Sturgis, Mich.

### GREFSHEIM, ORIS

KUJ, Walla Walla, Wash.

### GREGG, AL

WYRN, Louisville, N. C.

### GREGORY, BILL

Meet Your Neighbor  
WNBF-TV, Binghamton, N. Y.

### GREGORY, WALKER

WOHS, Shelby, N. C.

### GREGSON, AL

WMBA, Ambridge, Pa.

### GRIEVES, JIM

KASL, Newcastle, Wyo.

### GRIFFIN, CHARLES

Jamboree  
KOSE, Osceola, Ark.

### GRIFFIN, MERV

B. July 6, 1928, San Mateo, Calif.; Merv Griffin Show, ABC-Radio; Play Your Hunch, ABC-TV

### GRIFFIN, PETE

Top Ten Dance Party  
WDEF-TV, Chattanooga, Tenn.

### GRIFFIN, VAN

Musical Clock  
KFRU, Columbia, Mo.

### GRISWOLD, JACK

630 Bandstand  
WEJL, Scranton, Pa.

### GRIZZARD, TED

Street Program  
WVLK, Lexington, Ky.

### GROBE, ALBERT

WQXR, New York, N. Y.

### GROHMAN, JIM

Synopated Clock  
WMMB, Melbourne, Fla.

# Ray Morgan

Announcer-M. C.

Rep. Dell Peters

521 - 5th Ave., N. Y. C.

MU 7-1750

# RADIO-TV ANNOUNCERS, EMCEES

**GROSS, ALLEN**  
Trading Post  
KSRG, Socorro, N. M.

**GROSS, TONY**  
WLAJ, LaFollette, Tenn.

**GROSSMAN, BOB**  
WXEX-TV, Petersburg - Richmond, Va.

**GROVE, MACK**  
WICA, Ashtabula, Ohio

**GROVER, JOHN**  
KNBC, San Francisco, Calif.

**GROW, RON**  
Flinty's Attie  
WJLM-TV, Lansing, Mich.

**GUEST, BOB**  
KRMS, Osage Beach, Mo.

**GUEST, BUD**  
WJR, Detroit, Mich.

**GUILFORD, RICK**  
Interfraternity Quiz  
WDCR, Hanover, N. H.

**GUILLORY, MAURICE**  
KEUN, Eunice, La.

**GUMM, BILL**  
WRJN, Racine, Wisc.

**GUMSKI, DICK**  
WMAB, Munising, Mich.

**GUNDERSON, DALE**  
KBKW, Aberdeen, Wash.

**GURRELL, STAN**  
Music Unlimited  
WKIP, Poughkeepsie, N. Y.

**GUY, QUIN**  
WCRR, Corinth, Miss.

## — H —

**HAACKE, LAUREN**  
Platter Palace  
KDIX-TV, Dickinson, N. D.

**HAAVEN, JON**  
KCMT, Alexandria, Minn.

**HACK, DONALD M.**  
WKLA, Ludington, Mich.

**HACK, GEORGE**  
Eastern Shore Today  
WBQC-TV, Salisbury, Md.

**HACKETT, TED**  
WTKO, Ithaca, N. Y.

**HADKIN, DICK**  
WPAC, Patchogue, N. Y.

**HAFFORD, BILL**  
Sports Round-Up  
KGUN-TV, Tucson, Ariz.

**HAGLER, BILL**  
Breakfast at the Horsley  
WAVU, Albertville, Ala.

**HAHN, BOB**  
Valley Bandstand  
KQVR-TV, Stockton, Calif.

**HAINES, WES**  
KJAN, Atlantic, Iowa

**HALE, BOB**  
Top 40  
KRIB, Mason City, Iowa

**HALE, HARRY**  
WVMC, Mt. Carmel, Ill.

**HALE, PHILIP**  
WKNB, West Hartford, Conn.

**HALEY, HAL**  
Hillbilly Showtime  
KETX, Livingston, Tex.

**HALL, BILL**  
Gospel Melodies  
WCHB, Inkster, Mich.

**HALL, DAVE**  
KPUG, Bellingham, Wash.

**HALL, JIM**  
KCAL, Redlands, Calif.

**HALL, JIM**  
WFNS, Burlington, N. C.

**HALL, MONTY**  
Monitor, NBC  
Bingo At Home,  
WNEW-TV, New York, N. Y.

**HALL, RADCLIFFE**  
News, NBC Radio

**HALL, REDD**  
WEMP, Milwaukee, Wisc.

**HALLORAN, RYAN**  
Movies at Midday  
WAVE-TV, Louisville, Ky.

**HAMILTON, GENE**  
Movie Four, WRCA-TV; Staff  
Announcing, WRCA-AM & FM;  
Commercials, NBC-TV

**HAMILTON, ROY**  
Musical Almanac  
WWWR, Russellville, Ala.

**HAMMOND, WILLIAM**  
Uncle Willies Club  
KFDM-TV, Beaumont, Tex.

**HANCOCK, AL**  
KSWO, Lawton, Okla.

**HANCOCK, JOHN**  
Words & Music  
WLXC, La Crosse, Wisc.

**HANLEY, DON**  
Coffee Time  
WMAJ, Springfield, Ill.

**HANNON, AL**  
Farm Digest  
KSYC, Yreka, Calif.

**HANSEN, PETER**  
The Plymouth Show  
ABC-TV

**HANSERD, TOM**  
WSM, Nashville, Tenn.

**HANSON, KENNETH**  
KFRE, Fresno, Calif.

**HANSON, WALT**  
Matinee Time  
WTRC, Elkhart, Ind.

**HARBAUGH, DAVE**  
WMIC, Monroe, Mich.

**HARDIE, DICK**  
Special Events  
KQVR-TV, Stockton, Calif.

**HARDWICK, BOB**  
WFBM, Indianapolis, Ind.

**HARDY, CARROLL**  
WHAM, Rochester, N. Y.

**HARDY, ED**  
Record Shop  
KVOW, Littlefield, Tex.

**HARGIS, DON**  
KWYO, Sheridan, Wyo.

**HARGROVE, MART**  
WMSL-TV, Decatur, Ala.

**HARKINS, BILL**  
Stairway to the Stars  
KVII-TV, Amarillo, Tex.

**HARLAN, JOHN**  
Quizdown  
KNXP, Los Angeles, Calif.

**HARMON, JAY**  
KFH, Wichita, Kan.

**HARPER, ANN**  
Starlight Theater  
KFJZ-TV, Forth Worth, Tex.

**HARPER, BOB**  
KGNO, Dodge City, Kan.

**HARPER, CHARLES**  
Shafter Home Hour  
KWSO, Wasco, Calif.

**HARPER, TOMMY**  
WMBR, Jacksonville, Fla.

**HARPER, WAYNE**  
KELD, El Dorado, Ark.

**HARRELL, WALT**  
Bumper to Bumper  
WNCO, Ashland, Ohio

**HARRELL, HANK**  
KHEM, Big Spring, Tex.

**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 Days, CBS

**HARRINGTON, HOWARD**  
Open House  
KOGA, Ogallala, Neb.

**HARRINGTON, JOHN**  
KVI, Seattle, Wash.

**HARRIS, BOB**  
WKAM, Gosden, Ind.

**HARRIS, DON**  
It Pays to Listen  
KCLE, Cleburne, Tex.

**HARRIS, HUGH**  
WMTR, Morristown, N. J.

**HARRIS, JACK**  
WJR, Detroit, Mich.

**HARRIS, TOM**  
Sunrise Roundup  
WHUB, Cookeville, Tenn.

**HARRISON, ARCH**  
Coffee Break  
WFVA, Fredericksburg, Va.

**HARRISON, CHIP**  
WTNC, Thomasville, N. C.

**HARRISON, CRAIG**  
KCBS, San Francisco, Calif.

**HARRISON, JOHN L.**  
Lucky Lager Dance Time  
KSEI, Pocatello, Idaho

**HARRISON, RON**  
Night Watch  
WAKR, Akron, Ohio

**HART, BILL**  
Cinderella Weekend  
WCAU-TV, Philadelphia, Pa.

**HARVEY, ED**  
WCAU, Philadelphia, Pa.

**HARVISON, KENNETH**  
KNEL, Brady, Tex.

**HATFIELD, DON**  
B-Square  
KSIR, Wichita, Kan.

**HAWKINS, DENNY**  
KASL, Newcastle, Wyo.

**HAWKINS, DON**  
Coffee Watch  
KSTP, St. Paul-Minneapolis,  
Minn.

**HAYMES, BOB**  
Dinner For One; Please  
Haymes  
NBC

**HAYNES, JERRY**  
Bandstand  
WFAA-TV, Dallas, Tex.

**HEAD, DON**  
Revue  
WTVB, Coldwater, Mich.

**HEALAN, RED**  
Hillbilly DeeJay  
WRFC, Athens, Ga.

**HEALY, DAN**  
1340 Club  
WBRK, Pittsfield, Mass.

**HEARON, JIM**  
WJPS, Evansville, Ind.

**HEFFERNAN, PAT**  
WCOW, Sparta, Wisc.

**HEFFINGTON, MARVIN**  
KLRA, Little Rock, Ark.

**HELMS, PAUL**  
Farm Show  
WFEB, Sylacauga, Ala.

**HELMSO, AL**  
KTVU, San Francisco - Oakland, Calif.

**HEMKE, BILL**  
KOLN-TV, Lincoln, Neb.

**HENDERSON, BILL**  
WEGO, Concord, N. C.

**HENDERSON, ROY**  
920 Club  
WMMN, Fairmont, W. Va.

**HENLEY, GARY**  
KREM, Spokane, Wash.

**HENNING, BILL**  
Terry Mann Show  
WWOL, Buffalo, N. Y.

**HENRICH, WALT**  
Album Merry-Go-Round  
WDOK, Cleveland, Ohio

**HENRY, CHARLES**  
Sunday in Hi-Fi  
WGNS, Murfreesboro, Tenn.

**HENRY, JOE**  
KTHE, Thermopolis, Wyo.

**HENRY, SAM**  
Beale St. Jive  
WOWL, Florence, Ala.

**HENSON, DOUG**  
WJMJ, Philadelphia, Pa.

**HENSON, GERALD**  
KODE-TV, Joplin, Mo.

**HERBERT, DAVEY**  
Mr. Banjo's Show  
WJW-TV, Cleveland, Ohio



# RADIO-TV ANNOUNCERS, EMCEES

**HERINK, JIM**  
Polka Party  
WMOD, Moundsville, W. Va.

**HERLIHY, ED**  
Monitor, My True Story,  
Guest of Honor, NBC Radio

**HERNON, PAT**  
"Weather 6"—WRCA-TV; Com-  
mercials for DeCaf, Chapstick,  
Beechnut Peppermint Gum

**HERRING, BILL**  
KWIX-TV, Waco, Tex.

**HERSON, BILL**  
WSPB, Sarasota, Fla.

**HESTER, CHARLES**  
WCPC, Houston, Miss.

**HESTER, VERN**  
Morning Watch  
WLYC, Williamsport, Pa.

**HESTOR, JEFF**  
WSLI, Jackson, Miss.

**HEWITT, WARREN**  
WCVS, Springfield, Ill.

**HICKEY, BILL**  
Rhythm at Random  
WBEC, Pittsfield, Mass.

**HICKMAN, RONNIE**  
WNNJ, Newton, N. J.

**HICKS, FRANK S.**  
WHBF, Rock Island, Ill.

**HIGH, STAN**  
High Toppers  
WKMF, Flint, Mich.

**HILDRETH, HOWARD**  
KBVM, Lancaster, Calif.

**HILL, MARVIN**  
WSYL, Sylvania, Ga.

**HINSON, GENE**  
WEGO, Concord, N. C.

**HIPPS, TOM**  
Popeye and Friends  
WTVM, Columbus, Ga.

**HOBBART, CHARLIE**  
WENY, Elmira, N. Y.

**HOBBY, WES**  
WADS, Ansonia, Conn.

**HODGSON, JAY**  
The Uncle Jay Show  
KTBC-TV, Austin, Tex.

**HOFTYSER, WILLIAM A.**  
Sound of Jazz—1958  
KBAM, Longview, Wash.

**HOGE, TOM**  
Breakfast Express  
WBLJ, Dalton, Ga.

**HOHL, FRED**  
Mayhem in the AM  
WAME, Miami, Fla.

**HOLCOMB, TRUITT**  
ESYL, Alexandria, La.

**HOLIDAY, JOHN**  
Play Radio  
WSPN, Saratoga Springs,  
N. Y.

**HOLLAND, HERSCHEL**  
KTVC-TV, Ensign, Kan.

**HOLLE, EVERETT**  
WAPI-TV, Birmingham, Ala.

**HOLLISTER, RICK**  
WMBR, Jacksonville, Fla.

**HOLMES, ROBERT**  
WLEU, Erie, Pa.

**HOLMES, ROGER**  
WAMS, Wilmington, Del.

**HONEYMAN, RUSS**  
The Magic of Music  
WDXN, Clarksville, Tenn.

**HOOLEY, JACK**  
WRCC-TV, Rochester, N. Y.

**HOOVER, HERBERT L.**  
KXLL, Spokoula, Mont.

**HOPPING, JOE**  
Clock Watcher  
KSEK, Pittsburg, Kan.

**HOPPLE, JOE**  
Tower of Albums  
WCMS, Norfolk, Va.

**HORNE, TANCIL A.**  
Carousel  
WQNI, Wilmington, N. C.

**HORTSMAN, RICHARD**  
WHEN, Syracuse, N. Y.

**HOTCHKISS, PERRY G.**  
KFTM, Fort Morgan, Colo.

**HOUGHTALING, F. WILLIAM**  
KTUT, Tooele, Utah

**HOUGHTON, BUD**  
Monterey Serenade  
KIDD, Monterey, Calif.

**HOULIHAN, BILL**  
Mr. Weather  
WEEK-TV, Peoria, Ill.

**HOWARD, CURLEY**  
WREV, Reidsville, N. C.

**HOWARD, DON**  
KHAS, Hastings, Neb.

**HOWARD, GLEN**  
Community Calendar  
WMIC, Monroe, Mich.

**HOWARD, HAL**  
WPNX, Phenix City, Ala.

**HOWARD, JERRY**  
Jamboree  
WFIS, Fountain Inn, S. C.

**HOWARD, LEN**  
KANA, Anaconda, Mont.

**HOWARD, MARTIN**  
Club 970  
WATH, Athens, Ohio

**HOWELL, WAYNE**  
Wayne Howell Show, Young Doc-  
tor Malone, NBC, NBC-TV

**HOWERTON, MACK**  
KTML, Marked Tree, Ark.

**HOYLE, DON**  
Weatherman  
WTVH, Peoria, Ill.

**HOYLE, STOWE**  
Little Rascals  
WFBC-TV, Greenville, S. C.

**HUBBARD, BEN**  
KSYL, Alexandria, La.

**HUDSON, BOB**  
WYLD, New Orleans, La.

**HUFF, FRED**  
KLWN, Lawrence, Kan.

**HUFFMAN, LOWELL**  
KAPR, Douglas, Ariz.

**HUGH, IVOR**  
Music Room  
WCCC, Hartford, Conn.

**HUGHES, Pat**  
KTBB, Tyler, Tex.

**HUIZENGA, GORDON**  
Welcome to Coopersville  
WGHN, Grand Haven, Mich.

**HULL, DICK**  
WFRP, Savannah, Ga.

**HULL, DOC**  
Hullaboo  
KRMG, Tulsa, Okla.

**HUMMEL, JIM**  
WAMV, East St. Louis, Ill.

**HUNDLEY, JERRY**  
KHAS, Hastings, Neb.

**HUNSAKER, LARRY**  
Musical Marathon  
KLGK, Logan, Utah

**HUNT, RALPH**  
KOOL, Phoenix, Ariz.

**HUNTER, JACK D.**  
WADC, Akron, Ohio

**HUNTLEY, JIM**  
KHHH, Pampa, Tex.

**HUSKEY, JERRY**  
WFRC, Reidsville, N. C.

**HUSSON, RAY**  
Bear's Den  
WMON, Montgomery, W. Va.

**HUSTON, GLEN**  
Computers Special  
KLYK, Spokane, Wash.

**HUTCH, NITA**  
WTVN, Columbus, Ohio

**HUTCHINS, SID**  
KORT-TV, EGLD-TV, Great  
Bend, Kan.

**HUTCHINSON, JIM**  
WHBQ-TV, Memphis, Tenn.

**HUTCHINSON, RAY**  
KOL, Seattle, Wash.

**HUTTON, BILL**  
KNOX, Grand Forks, N. D.

**HUTTON, ROGER**  
WMOV, Ravenswood, W. Va.

**HUXLEY, KEITH**  
WMTN, Morristown, Tenn.

**HYLE, BOB**  
WKVA, Lewistown, Pa.

**HYMAN, ED**  
KONO-TV, San Antonio, Tex.

**HYMAS, BRUCE B.**  
Magic of Melody  
KLGK, Logan, Utah

**HYNES, BOB**  
Carousel of Comedy  
WABI-TV, Bangor, Me.

## — I —

**IRWIN, COULTER**  
KGER, Long Beach, Calif.

**IRWIN, HAL**  
WPUV, Pulaski, Va.

**IVES, VIC**  
KVIP, Redding, Calif.

## — J —

**JACKSON, BOB**  
KGNC, Amarillo, Tex.

**JACKSON, HOWARD**  
WMFG, Hibbing, Minn.

**JACKSON, JAY**  
The Tac Dough  
NBC-TV

**JACKSON, LAVELLE**  
Morning Serenade  
WGSV, Guntersville, Ala.

**JACKSON, LEE**  
Playhouse 3  
WRGP-TV, Chattanooga,  
Tenn.

**JACKSON, TED**  
WRCV, Philadelphia, Pa.

**JAMES, DAVE**  
KJBS, San Francisco, Calif.

**JAMES, DON**  
WDBO, Orlando, Fla.

**JAMES, LES**  
Wax Parade  
WRHI, Rock Hill, S. C.

**JAMES, LLOYD**  
WDXN, Clarksville, Tenn.

**JAMES, RUSS**  
Breakfast Club  
KVEC, San Luis Obispo,  
Calif.

**JAMES, TAYLOR**  
KFRG, San Francisco, Calif.

**JAQUIS, LEWIS**  
WCMP, Pine City, Minn.

**JASANY, DICK**  
WGAR, Cleveland, Ohio

**JAY, BILL**  
Popeye  
WLAC-TV, Nashville, Tenn.

**JAY, JOHN**  
WILE, Cambridge, Ohio

**JELINEK, J. DAWSON**  
KFTM, Fort Morgan, Col.

**JENKS, HART**  
Teen DJ Contest  
WOW, Omaha, Neb.

**JENNINGS, ROBERT**  
WWSC, Glens Falls, N. Y.

**JENSEN, DICK**  
WAVO, Avondale Estates, Ga.

**JENSEN, LEE**  
Bandstand  
KBTF, Fresno, Calif.

**JENSEN, WALT**  
KWOA, Worthington, Minn.

**JETER, ASHLEY C., Jr.**  
WBEJ, Brenton, Ala.

**JOBS, JIMMY**  
Coffee Club  
WWPF, Palatka, Fla.

**JOHNSON, BILL**  
Time for Everybody  
WLAC, Nashville, Tenn.



## RADIO-TV ANNOUNCERS, EMCEES

- LACE, WILLIAM**  
Farmer's Almanac  
WBZN, Elizabethtown, Pa.
- LADD, GLENN**  
Hayride  
WCVP, Murphy, N.C.
- LAING, ART**  
Weathervane  
CKLW-TV, Detroit, Mich.
- LAKE, BOB**  
Music on the Mall  
KBUC, Corona, Calif.
- LAMB, ART**  
In Our Town  
WRC-TV, Washington, D.C.
- LAMB, BILL**  
Jam for Breakfast  
WKMF, Flint, Mich.
- LAMB, VOLNEY, JR.**  
Traffic Show  
WMFT, Terre Haute, Ind.
- LAMBERT, KEN**  
WLD5, Jacksonville, Ill.
- LAMBERT, TOM**  
WISN, Milwaukee, Wis.
- LAMONT, ROY**  
Teen Age Party  
WRVA-TV, Richmond, Va.
- LANCASTER, BOYCE**  
KTUL-TV, Tulsa, Okla.
- LANDFEAR, DEAN**  
Voice of Iowa  
WMT, Cedar Rapids, Iowa
- LONDON, PAT**  
1060 Music Hall  
WRCV, Philadelphia, Pa.
- LANDRY, BOB**  
WNRI, Woonsocket, R. I.
- LANDRY, JAMES, JR.**  
Musical Clock  
WMRI, Marion, Ind.
- LANE, ROBERT**  
WUZZ, Green Bay, Wis.
- LANG, ART**  
Music for the Young at Heart  
WFLB, Fayetteville, N.C.
- LANGE, HENRY**  
WTMS, Michigan City, Ind.
- LARCADE, HENRY**  
KPAC, Port Arthur, Tex.
- LARKIN, JACK**  
KNCM, Moberly, Mo.
- LARSEN, BOB**  
WRIT, Milwaukee, Wis.
- LARSON, ALVIN B.**  
KIFW, Sitka, Alaska
- LARSON, GENE**  
Larceny At Large  
KGFV, Kearney, Neb.
- LARSON, PAUL**  
WORC, Worcester, Mass.
- LISSITER, CHAD**  
WHEY, Millington, Tenn.
- LAUBE, RAY**  
WOAI-TV, San Antonio, Tex.
- LAUMAN, PAUL**  
WKRC, Cincinnati, Ohio
- LAVERNE, GENE**  
Showcase  
WFEA, Manchester, N.H.
- LAWRENCE, JERRY**  
KFL, Fulton, Mo.
- LAWRENCE, TOM**  
WTAP-TV, Parkersburg, W. Va.
- LAWRENCE, VINCE**  
WCAW, Charleston, W. Va.
- LAWSON, KEN**  
Popeye  
KVTV, Sioux City, Iowa
- LAWSON, WALT**  
Camp Meetin  
KHEM, Big Spring, Tex.
- LAZAROW, ART**  
WDDY, Gloucester, Va.
- LEA, DAVID**  
Stereo Studio  
WRBL, Columbus, Ga.
- LEACH, MYLES**  
Platter Paradise  
WGSV, Guntersville, Ala.
- LEAFSTEDT, RAY**  
Music in a Modern Mood  
KOEL, Oelwein, Iowa
- LEATHERS, JERRY**  
KFOR, Quincy, Wash.
- LEDUC, LOUIE**  
KANO, Anoka, Minn.
- LEE, CHUCK**  
KMOP, Tucson, Ariz.
- LEE, DICK**  
Thin 'n That  
WBBA, Pittsfield, Ill.
- LEE, JOE**  
Kiddie Kapers  
WACL, Waycross, Ga.
- LEE, STAN**  
Rise & Shine  
WCIL, Carbondale, Ill.
- LEE, TED**  
Music Shop  
WAIT, Chicago, Ill.
- LEGER, HARLOW**  
KCAP, Helena, Mont.
- LEGRANDE, LEWIS**  
KGNC, Amarillo, Tex.
- LEIGHTON, AL**  
KDLM, Detroit Lakes, Minn.
- LEJEUNE, HOUSTON**  
KEUN, Eunice, La.
- LEMKE, BILL**  
KRVN, Lexington, Neb.
- LENHARDT, NORM**  
WJBK, Detroit, Mich.
- LEONARD, BOB**  
The Vincent Lopez Show  
ABC
- LEONARD, CHARLIE**  
WEOA, Evansville, Ind.
- LEPAGE, JEAN**  
Brunch Time  
WMSA, Massena, N.Y.
- LE ROUX, ARCH**  
KHIT, Walla Walla, Wash.
- LESCOULIE, JACK**  
B. Nov. 17, 1917; Today, Meet  
the Champions, NBC-TV; Jackie  
Gleason, CBS-TV
- LESLIE, TOM**  
WKLX, Paris, Ky.
- LEWANDOWSKI, BOB**  
Polka-Go-Round  
WBKB, Chicago, Ill.
- LEWIS, BOB**  
Sale-A-Day  
KODE, Joplin, Mo.
- LEWIS, DICK**  
KLZ-TV, Denver, Colo.
- LEWIS, GEORGE**  
Saturday Night Jamboree  
WSAZ-TV, Huntington, W. Va.
- LEWIS, J. B.**  
Honest John Show  
KARNY, Kearney, Neb.
- LEWIS, JOHN**  
Panorama '59  
WKOB, Berlin, N. H.
- LEWIS, MILTON**  
Tempo  
WKIS, Orlando, Fla.
- LEWIS, ROBERT Q.**  
Make Me Laugh  
ABC-TV
- LEWIS, THOMAS L.**  
KCVL, Colville, Wash.
- LEY, FRANK**  
KUEQ, Phoenix, Ariz.
- LEYDEN, BILL**  
It Could Be You  
NBC-TV
- LIADIS, STEVE**  
WEIR, Weirton, W. Va.
- LIBERATORE, AL**  
WREM, Remsen, N.Y.
- LIBUTTI, GEORGE**  
WVET, Rochester, N.Y.
- LICK, MAXWELL**  
Starlight Theater  
WSEE, Erie, Pa.
- LIESCH, SHARON**  
KTHE, Thermopolis, Wyo.
- LINCOLN, ED**  
Alley 43  
WSBA-TV, York, Pa.
- LINDAMOOD, FRANK FOX**  
Listen Ladies  
WYVE, Wytheville, Va.
- LINDBERG, BOB**  
Teen Age Jam  
KBUR, Burlington, Iowa
- LINDROTH, BOB**  
Musical Day  
WJMS, Ironwood, Mich.
- LINGER, JERRY**  
WDXB, Chattanooga, Tenn.
- LINKLETTER, JACK**  
Haggis Baggis (Nighttime)  
NBC-TV
- LINN, CLARE**  
WTSF, St. Petersburg, Fla.
- LIVELY, BILL**  
KWFN, Ashland, Ore.
- LIVENGOOD, JAMES**  
KBUR, Burlington, Iowa
- LIVINGOOD, JAY**  
KVOG, Ogden, Utah
- LIVINGSTON, DAVE**  
KRIC, Beaumont, Tex.
- LIVINGSTON, JOHNNIE**  
WMSL-TV, Decatur, Ala.
- LLOYD, BOB E.**  
WHEC, WHEC-TV,  
Rochester, N.Y.
- LOCHNER, ART**  
Melody Matinee  
WPK, Alexandria, Va.
- LOCKWOOD, DAVE**  
KRUX, Phoenix, Ariz.
- LOCKWOOD, ED**  
WGOA, Winter Garden, Fla.
- LOFLAND, CHARLES**  
WJEF, Grand Rapids, Mich.
- LOGAN, DAVE**  
WBEX, Chillicothe, Ohio
- LOGAN, HORACE**  
Cowtown Hoedown  
KCUL, Fort Worth, Tex.
- LOGAN, JOHN**  
KRIG, Odessa, Tex.
- LONDON, ALLAN**  
WFRV-TV, Green Bay, Wis.
- LONDON, DICK**  
WARD-TV, Johnstown, Pa.
- LONERGAN, STAN**  
Captain Jinks  
WEEK-TV, Peoria, Ill.
- LONGWELL, BOB**  
Trader Bob Show  
WKMH,  
Detroit-Dearborn, Mich.
- LONGWORTH, BILL**  
Early Bird  
WGBI, Scranton, Pa.
- LOUNSBURY, JIM**  
Record Hop  
WBKB, Chicago, Ill.
- LOVE, BOB**  
Bandstand  
KBIF, Fresno, Calif.
- LOVE, SHIRLEY**  
Saturday Night Wrestling;  
Outdoor Club,  
WOAY-TV,  
Oak Hill-Beckley, W. Va.
- LOVUS, MILT**  
Soundtrack  
WAYX, Waycross, Ga.
- LOWE, JOHN**  
KGER, Long Beach, Calif.
- LOWE, KELLIE**  
WKOA, Hopkinsville, Ky.
- LOZANO, GUILLERMO**  
Caravan  
KCOR-TV, San Antonio, Tex.
- LUCAS, BEN**  
Talk of Town  
WRGA, Rome, Ga.
- LUCIER, JIM**  
Teen Time  
WMAB, Munising, Mich.
- LUECK, KEN**  
WNDB, Daytona Beach, Fla.

# RADIO-TV ANNOUNCERS, EMCEES

**LUND, HOWIE**  
Album Merry-Go-Round  
WDOK, Cleveland, Ohio

**LUNSFORD, BOB**  
WSTL, Eminence, Ky.

**LUSK, BERNIE**  
KROC-TV, Rochester, Minn.

**LUSSIER, OSCAR**  
WSRO, Marlborough, Mass.

**LUTZ, RON**  
Music to Milk By  
KFAL, Fulton, Mo.

**LYLES, OBY**  
WHSC, Hartsville, S. C.

**LYNCH, LEW**  
Album Review  
WOCB,  
West Yarmouth, Mass.

**LYNN, ANDY**  
Cow Jamboree  
KAYL, Storm Lake, Iowa

**LYON, JOHN**  
WBBQ, Augusta, Ga.

**LYONS, CLIFF**  
KWYO, Sheridan, Wyo.

**LYONS, TOM**  
Dr. Blues Show  
WEAG, Alcoa, Tenn.

**LYTLE, HARRY**  
Sunrise Salute  
WTAN, Clearwater, Fla.

## — Mc —

**McBRYDE, VANCE**  
Atlantic Weather  
WTCU TV, Erie, Pa.

**McCALL, BYRON**  
Easy to Remember  
KYCA, Prescott, Ariz.

**McCALL, STEVE**  
KRUX, Phoenix, Ariz.

**McCHESNEY, JOE**  
KWTX, Waco, Tex.

**McCLELLAN, JERRY**  
Coffee Time  
WKIN, Kingsport, Tenn.

**McCLENDON, RAY**  
The Express  
WAVU, Albertville, Ala.

**McCLUNE, JOHNNY**  
Record Shop  
WENN, Birmingham, Ala.

**McCORMICK, CHARLIE**  
Talk of the Town  
WEH, Gallipolis, Ohio

**McCOURT, DICK**  
Matinee  
WKAI, Macomb, Ill.

**McCOY, AL**  
KOOL, Phoenix, Ariz.

**McCOY, ROGER**  
26 Men  
WBOY-TV,  
Clarksburg, W. Va.

**McCRAW, COUG**  
KRIC, Beaumont, Tex.

**McCULLY, JOE**  
WSNJ, Bridgeton, N.J.

**McCULLOUGH, JOHN**  
Wake Up Show  
WNDU, South Bend, Ind.

**McDONALD, DAVE**  
1880 Club  
KLIZ, Brainerd, Minn.

**McDONALD, FRANK**  
KTYM, Inglewood, Calif.

**McDOUGALD, MIKE**  
Morning Toast  
WCHK, Canton, Ga.

**McELHATTON, DAVE**  
KCBS, San Francisco, Calif.

**McELRATH, JACK**  
KELP-TV, El Paso, Tex.

**McELROY, JACK**  
TV News Digest  
KSBY-TV,  
San Luis Obispo, Calif.

**McFARLAND, HARRY**  
KSIW, Woodward, Okla.

**McGARRY, MAC**  
Montage  
WRC-TV,  
Washington, D.C.

**McGARVIN, DICK**  
KGEM, Boise, Idaho

**McGAVICK, JIM**  
KFKF, Bellevue, Wash.

**McGEE, GIL**  
Night Train  
KWAL, Kellogg-Wallace, Ida.

**McGINNIS, PAT**  
KHBM, Monticello, Ark.

**McGLAUGHLIN, JERRY**  
KFJB, Marshalltown, Iowa

**McGOWAN, JOHN**  
KOSA-TV, Odessa, Tex.

**McHAN, DON**  
WGOV, Valdosta, Ga.

**McKAMY, KENT**  
Your Lucky Stars  
WIOH, Norwich, Conn.

**McKAY, TED**  
WERC, Cincinnati, Ohio

**McKEE, DAVE**  
Carolina in the Morning  
WANS, Anderson, S.C.

**McKEE, JACK**  
WCSC-TV, Charleston, S.C.

**McKENNEY, HOWARD**  
Yankee Trader  
WEIM, Fitchburg, Mass.

**McKEON, ED**  
The Breakfast Club  
ABC

**McKEOWN, GEORGE**  
This Morning  
WEKZ, Monroe, Wis.

**McKIM, RAY**  
KTNC, Falls City, Neb.

**McKINLEY, VERN**  
T'N'T  
WMVO, Mount Vernon, Ohio

**McKINNEY, GENE**  
Easy Does It  
KVAR, Phoenix-Mesa, Ariz.

**McKINNEY, JIM**  
WCVS, Springfield, Ill.

**McKINSTRY, BILL**  
WMIX, Mt. Vernon, Ill.

**McLACHLAN, DELL**  
WSON, Henderson, Ky.

**McLAIN, BOB**  
KCKC, San Bernardino, Calif.

**McLEAN, BILL**  
Movie Date  
KAKE-TV, Wichita, Kan.

**McLEAN, JEAN**  
KWIZ, Santa Ana, Calif.

**McLELLAN, BILL**  
KSLV, Monte Vista, Col.

**McLELLAND, ROBERT V.**  
Bopping with Bob  
WEBJ, Brewton, Ala.

**McLEOD, JOHNNY**  
WLAU, Laurel, Miss.

**McMURRY, JOE**  
KNEL, Brady, Tex.

**McNAIR, MAC**  
WTUS, Tuskegee, Ala.

**McNAMARA, PAUL**  
630 Mainstreet  
WEJL, Scranton, Pa.

**McROY, PAUL**  
WCIL, Carbondale, Ill.

## — M —

**MAAS, BOB**  
WKRT, Cortland, N.Y.

**MAC, BOB**  
Open Mike  
WCAT, Orange, Mass.

**MAC, RODDY**  
Comedy Klub House  
WREX-TV, Rockford, Ill.

**MacDONALD, BOB**  
Hi-Fi on KVI  
KVI, Seattle, Wash.

**MacDONALD, JOHN**  
KRBC, Abilene, Tex.

**MACE, MAX**  
WMRB, Greenville, S.C.

**MacFARLAND, BOB**  
Morning Shopper  
WDVL, Vineland, N.J.

**MACK, BILL**  
WEDC, Chicago, Ill.

**MACK, BOB**  
WLAU, Laurel, Miss.

**MACK, WAYNE**  
WDOK, Cleveland, Ohio

**MACKEY, BRUCE**  
WKRT, Cortland, N.Y.

**MacPHAREN, ANGUS**  
WKLA, Ludington, Mich.

**MacVARLEY, JERRY**  
Shut-In Program  
KCAR, Clarksville, Tex.

**MADILL, DON**  
Housewife Request  
WCCM, Lawrence, Mass.

**MAGGARD, AL**  
980 Club  
KGLN, Glenwood Springs,  
Colo.

**MAHONEY, GEORGE**  
Music, by George  
KOB, Albuquerque, N.M.

**MAHONEY, JOHN**  
KYW, Cleveland, Ohio

**MAJOR, DON**  
WEWO, Laurinburg, N.C.

**MALDEN, KEN**  
WILD, Boston, Mass.

**MALE, COLIN**  
This Is Music  
ABC-TV

**MALLICOAT, AL**  
KGER, Long Beach, Calif.

**MALLOW, JOHN**  
WGN, Chicago, Ill.

**MALONE, BILL**  
Tempo, WMAL-Radio, Washing-  
ton, D. C.; TV Sports Show,  
WMAL-TV

**MANLEY, BUD**  
KNOP-TV, North Platte,  
Neb.

**MANNING, JOSEPH**  
Open House  
WBTA, Batavia, N.Y.

**MANSFIELD, CHARLIE**  
Hits for Mrs.  
WHAV, Haverhill, Mass.

**MARCH, BOB**  
KTVU, San Francisco-  
Oakland, Calif.

**MARCO, FRED**  
For Ladies Only  
KKOG, Ogden, Utah

**MARDIS, BILL**  
Musical Clock  
WLOC, Munfordville, Ky.

**MARER, BRAD**  
Premiere Theatre  
WEAT-TV, W. Palm Beach,  
Fla.

**MARKLE, TINY**  
WAVZ, New Haven, Conn.

**MARKS, HERB**  
Cap'n Five  
WRAL-TV, Raleigh, N.C.

**MARLOWE, JIM**  
Melody Lounge  
WHYN, Springfield, Mass.

**MARSH, CHUCK**  
WDOG, Marine City, Mich.

**MARSH, REID**  
WFRC, Reidsville, N.C.

**MARSHALL, BOB**  
WAGA-TV, Atlanta, Ga.

**MARSHALL, CHARLES**  
KLLA, Leesville, La.

**MARSHALL, GENE**  
KADO, Marshall, Tex.

**MARSHALL, JOHN**  
WPTV, Palm Beach, Fla.

# RADIO-TV ANNOUNCERS, EMCEES

## MARSHALL, REX

B. Jan. 9, 1919, New Jersey;  
Disneyland, ABC-TV; December  
Bride, Doug Edwards News, Zane  
Grey Theatre, CBS-TV; Loretta  
Young Show, The Line-Up, NBC-  
TV

## MARSHALL, RIC

Morning Mayor  
KLEO, Wichita, Kan.

## MARTIN, CHET

KSRO, Santa Rosa, Calif.

## MARTIN, CLIF

WDOG, Marine City, Mich.

## MARTIN, FRANK

WTVB, Coldwater, Mich.

## MARTIN, JIM

WISE, Butler, Pa.

## MARTIN, JOHN

Top Tunes  
KRDG, Redding, Calif.

## MARTEN, JOHN

WRFD, Worthington, Ohio

## MARTIN, KEN

WELL, Hempstead, N.Y.

## MARTIN, WARREN

WHIO-TV, Dayton, Ohio

## MARTINDALE, KEITH

Top Tunes  
KRDG, Redding, Calif.

## MARTINDALE, WINK

WBBQ, Memphis, Tenn.

## MARTINS, JENNINGS

Downtown  
WTRF-TV, Wheeling, W. Va.

## MARVIN, TONY

Arthur Godfrey Time  
CBS-TV

## MARZOA, EDWARD

WJWL, Georgetown, Del.

## MASANZ, WARREN

WATW, Ashland, Wis.

## MASON, BILL

WDBQ, Dubuque, Iowa

## MASON, BOB

WSAT, Salisbury, N.C.

## MASON, JOHN

Family Theatre  
WMBD-TV, Peoria, Ill.

## MASTIN, CHARLES

WEKY, Richmond, Ky.

## MATHIS, LEE

Musical Modes  
WRFB, Warner Robins, Ga.

## MATNEY, DON

WBUY, Lexington, N.C.

## MATTHEWS, LEON

Party Line  
KSPI, Stillwater, Okla.

## MAULDIN, CHARLIE

KORA, Bryan, Tex.

## MAX, FRITZI

B. August 10, 1912, Brooklyn,  
N. Y.; Commercials for: National  
Safety Council, Mutual of  
Omaha, Dash, Polident, New  
York Confidential; Documentaries  
for Radcliffe College; Sperry &  
Hutchinson Green Stamps

## MAXWELL, WIN

WBMK, West Point, Ga.

## MAYER, JOE

WCUE, Akron, Ohio

## MAYES, TOMMY

WFKN, Franklin, Ky.

## MAYNES, JAMES

KALI, Pasadena, Calif.

## MAYS, JOHN

Hometown News  
KBOA, Kennett, Mo.

## MEADE, GARY

Teen-Age Dance Time  
KVIQ-TV, Eureka, Calif.

## MEADOR, ROBERT

KPBA, Pine Bluff, Ark.

## MEADS, WALLY

KSDO, San Diego, Calif.

## MEARIAN, MIKE

Childrens Theater  
WBEN-TV, Buffalo, N.Y.

## MEATH, EDDIE

WHEC, WHEC-TV,  
Rochester, N.Y.

## MEDINA, ALEX

Latin American Hour  
KMAP, Bakersfield, Calif.

## MEHAN, DICK

Platter Party  
KCLW, Hamilton, Tex.

## MELLICHAMP, BUD

Bandstand  
WGRQ, Lake City, Fla.

## MELLIN, DON

WEIR, Weirton, W. Va.

## MELON, RALPH

680 Party Line  
KFEQ, St. Joseph, Mo.

## MELTON, BERNIE

WFOR, Hattiesburg, Miss.

## MELTZER, AL

WEBB, Buffalo, N.Y.

## MENDINE, MARTIN

KCSJ, Pueblo, Colo.

## MENTZER, EARL

WJEJ, Hagerstown, Md.

## MERCER, CLIFF

WGN, Chicago, Ill.

## MERCER, WALLY

Rockin' with Bop  
WBOF, Pensacola, Fla.

## MERCHANT, WOODY

Old Dominion Jamboree  
WPRW, Manassas, Va.

## MERENS, LYMAN

You Can't Lose  
WLRN, Racine, Wis.

## MERRICK, WILLIAM A.

Philosophy  
KBMN, Bozeman, Mont.

## MESSER, NORMAN

WQAI-TV, San Antonio, Tex.

## MEYER, ED

KMMJ, Grand Island, Neb.

## MEYEL, JOHN

KXOK, St. Louis, Mo.

## MICHAELS, ALLEN

Sunshine Serenade  
WTOL, Toledo, Ohio

## MICHAELS, KEN

WRMF, Titusville, Fla.

## MICHEL, JOHNNY

WAQE, Towson, Md.

## MIDDLETON, ROBERT

WWSC, Glens Falls, N.Y.

## MILFORD, DALE

Evening Edition Weather  
WFAA-TV, Dallas, Tex.

## MILLER, BILL

WJNO, West Palm Beach,  
Fla.

## MILLER, BILL

KSWO, Lawton, Okla.

## MILLER, BOB

WLW-I, Indianapolis, Ind.

## MILLER, BOB

KJSK, Columbus, Neb.

## MILLER, BRUCE

WLOW, Norfolk, Va.

## MILLER, DICK

WJTV, Jackson, Miss.

## MILLER, MEL

Gold Platter Show  
WMEX, Boston, Mass.

## MILLER, NEIL

Top Ten Dance Party  
WDEF-TV, Chattanooga,  
Tenn.

## MILLER, PAT

Ranger's Club  
KGNB-TV, Laredo, Tex.

## MILLER, REX

KSWO, Lawton, Okla.

## MILLER, RON

WMIE, Miami, Fla.

## MILLS, BOB

What Goes with the Weather  
WVET-TV, Rochester, N.Y.

## MILLS, BOB

Sun-Up, Shock I  
KOTV, Tulsa, Okla.

## MILLS, CHUCK

KNOF, Prescott, Ariz.

## MILLS, FRANK

WBAP, WBAP-TV,  
Fort Worth, Tex.

## MILNE, BRUCE

Hillbilly Houseparty  
WABL, Amite, La.

## MILNER, ART

WKDN, Camden, N.J.

## MILNEE, GENE

Hotpoint Hot Seat  
WIP, Philadelphia, Pa.

## MILTON, JUD

KROD, El Paso, Tex.

## MILWEE, N. C.

Musical Clock  
WFUN, Huntsville, Ala.

## MIMS, ERNIE

WQUB, Galesburg, Ill.

## MITCHELL, CHARLES

Eso Reporter  
WBTW, Florence, S. C.

## MITCHELL, CLIFF

Farm Family  
KASM, Albany, Minn.

## MITCHELL, DENNY

Party Line  
WERL, Westerly, R. I.

## MITCHELL, DICK

KELA, Centralia-Chehalis,  
Wash.

## MITCHELL, EVERETT

National Farm & Home Hour  
NBC

## MITCHELL, GEORGE

Jive Before Five  
WAUD, Auburn, Ala.

## MITCHELL, HARRY

KEBO-TV, Bakersfield, Calif.

## MITCHELL, JERRY

WJOB, Hammond, Ind.

## MITCHELL, LYLE G.

KDMO, Carthage, Mo.

## MITCHELL, TIM

KAGR, Yuba City, Calif.

## MOCHAL, JAMES

KPIG, Cedar Rapids, Iowa

## MOCKMORE, DAVE

Musical Clock  
KBLJ, Walsenburg, Colo.

## MOHNKERN, LEN

Symphonic Varieties  
WHHH, Warren, Ohio

## MOLINARO, LARRY

Polka Party  
WNAR, Norristown, Pa.

## MOLINE, JOHN

Housewife's Matinee  
KLGa, Algona, Iowa

## MOLLISON, CRAIG V.

KWHO, Salt Lake City, Utah

## MOLONEY, JIM

WGES, Chicago, Ill.

## MONACO, DICK

KCAP, Helena, Mont.

## MONAGHAN, ART

WSKI, Montpelier, Vt.

## MONTGOMERY, ELAINE

Cabbages & Kings  
WAGN, Menominee, Mich.

## MONTGOMERY, ROBERT L.

Greatest Sound in Dixie  
WPET, Greensboro, N.C.

## MOODY, NOEL

KRMO, Monett, Mo.

## MOONEY, FRANK

WHUM, Reading, Pa.

## MOORE, DALE G.

Morning Melodies  
KBMN, Bozeman, Mont.

## MOORE, JIM

KXOK, St. Louis, Mo.

## MOORE, MERIEL

WETB, Johnson City, Tenn.

## MOORE, TOM

Jim Justice  
KTUE, El Dorado, Ark.

## MOORE, TOM

Ladies Fair  
KNXT, Los Angeles, Calif.

# RADIO-TV ANNOUNCERS, EMCEES

**MORALES, J. G.**  
WXRJ, Guayama, P. R.  
**MORAN, JACK**  
WKRC, Cincinnati, Ohio  
**MORELAND, KUZ**  
Koffee Klub  
KCRV, Caruthersville, Mo.  
**MORGAN, BOB**  
WBBW, Youngstown, Ohio  
**MORGAN, JACK**  
KCID, Caldwell, Idaho  
**MORGAN, MARTIN**  
WTSP, St. Petersburg, Fla.  
**MORGAN, MIKE**  
WELM, Elmira, N.Y.

## MORGAN, RAY

**MORGAN, ROBERT**  
Coffee Cup  
WBOP, Pensacola, Fla.  
**MORRIS, DON**  
KUMA, Pendleton, Ore.  
**MORRIS, LARRY**  
WYZE, Atlanta, Ga.  
**MORRIS, RAY**  
KEEN, San Jose, Calif.  
**MORRIS, ROD**  
Big O Jamboree  
KVIQ-TV, Eureka, Calif.  
**MORRISON, ROBERT**  
KMCD, Fairfield, Iowa  
**MORRISSEY, BILL**  
WKBR, Manchester, N.H.

## MORROW, DON

B. Jan. 29, 1927, Stamford, Conn.; G-E College Bowl, Jackie Gleason Show, CBS-TV; Lowell Thomas News, CBS-Radio; Rin-Tin-Tin, ABC-TV  
**MORTON, LOU**  
Morning Watch  
WGST Atlanta, Ga.  
**MOSS, LLOYD**  
WQXR, New York, N. Y.  
**MOSS, PHIL**  
WDIA, Memphis, Tenn.  
**MOTT, MAX**  
Woman's Club of Air  
KSEL, Lubbock, Tex.  
**MOWRY, JIM**  
WJJC, Commerce, Ga.  
**MOYNAHAN, CAROL**  
WGOR, Georgetown, Ky.  
**MULCAHY, JOHN F.**  
Coffee Break  
WRIV, Riverhead, N. Y.  
**MULLARKEY, TOM**  
Teenage Downbeat  
WBAP-TV, Fort Worth, Tex.  
**MULLEN, JOHN**  
WWLP, Springfield, Mass.  
**MULLIGAN, RAY**  
WSAN, Allentown, Pa.  
**MULLIN, KAYO**  
WSIV, Pekin, Ill.  
**MULLINS, LEONARD**  
WCLA, Claxton, Ga.  
**MULROY, BOB**  
KWG, Stockton, Calif.  
**MULVHILL, JOE**  
Police Beat  
WJW, Cleveland, Ohio  
**MUNDEN, GROVER**  
Club 60  
WMBL, Morehead City, N.C.  
**MUNT, PAUL B.**  
KOLN-TV, Lincoln, Neb.  
**MURDOCK, JACK**  
Coffee Break  
KTVI, St. Louis, Mo.  
**MURPHY, BILL**  
KXOK, St. Louis, Mo.  
**MURPHY, BILL**  
The Big Spin  
KLYK, Spokane, Wash.  
**MURRAY, LEE**  
Fun House; Roy Rogers  
WISN-TV, Milwaukee, Wis.  
**MURRAY, LOU**  
Starlight Symphony  
WRTA, Altoona, Pa.

**MUSCARE, ED**  
Spanish Hour  
KSKC, Socorro, N. M.  
**MUSIC, JOHN**  
WTOG, Toledo, Ohio  
**MYERS, BILL**  
Homeward Bound  
KGMC, Englewood-Denver, Colo.  
**MYERS, LARRY**  
WBRV, Boonville, N. Y.  
**MYERS, WALT**  
KCAL, Redlands, Calif.

## — N —

**NAHLEY, DON**  
WRBL-TV, Columbus, Ga.  
**NAJAMEY, ABE**  
800 Radio Row  
WCAD, Danbury, Conn.  
**NARZ, JACK**  
Dotto  
NBC-TV  
**NASH, BOB**  
KFYO, Lubbock, Tex.  
**NASH, WESLEY**  
KPST, Preston, Ida.  
**NEALE, TOM**  
WCOM, Parkersburg, W. Va.  
**NEIRLING, WALLY**  
Dawn Patrol  
WIRE, Indianapolis, Ind.  
**NELL, EVERETTE**  
WMCK, McKeesport, Pa.  
**NEILSON, ED**  
Breakfast in Bedlam  
WMNS, Olean, N.Y.  
**NELSON, BOB**  
WECL, Eau Claire, Wis.  
**NELSON, HOWARD**  
KJSK, Columbus, Neb.  
**NELSON, LINDSEY**  
Sports  
NBC-TV  
**NELSON, PAUL**  
KWEM, Des Moines, Iowa  
**NELSON, RICK**  
Bingo at Home  
WBRZ-TV, Baton Rouge, La.  
**NESLER, JERRY**  
KSDO, San Diego, Calif.  
**NESTER, ROY**  
Platter Party  
WINC, Winchester, Va.  
**NEUBERGER, STAN**  
Kaffee Klatch  
WEKZ, Monroe, Wis.  
**NEWELL, T. I.**  
KDSJ, Deadwood, S.D.  
**NEWHOUSE, JOHN**  
WSTC, Stamford, Conn.  
**NEWHOUSE, RON**  
WKLZ, Kalamazoo, Mich.  
**NEWMAN, SLIM**  
WNAR, Norristown, Pa.  
**NEWTON, JIM**  
KELP-TV, El Paso, Tex.  
**NEVINS, ELLIOT**  
The Early Bird  
WSKN, Saugerties, N.Y.  
**NICHOLS, BILL**  
WTYC, Rock Hill, S. C.  
**NICHOLSON, NICK**  
Take It Easy  
WISR, Butler, Pa.  
**NICKUM, BILL**  
Journey Into Melody  
WBRK, Pittsfield, Mass.  
**NIEMI, TED**  
Magazine of the Air  
WKBN, WKBN-TV, Youngstown, Ohio

**NIMMO, BILL**  
For Love Or Money, CBS-TV;  
Keep It in the Family, Who Do You Trust, ABC-TV; Daily News Report, WPIX  
**NIX, ED**  
KWIZ, Santa Ana, Calif.

**NOE, BOB**  
Man on Street  
WBKV, West Bend, Wis.  
**NOEL, SID**  
Wcmans World  
WWL, New Orleans, La.  
**NOLAN, JAMES W.**  
Party Time  
KIMA-TV, Yakima, Wash.  
**NOLAN, TIM**  
KPRC, Houston, Tex.  
**NORMAN, HERB**  
Social Security  
WWRL, New York, N. Y.  
**NORMAND, RAY**  
Morning Dial  
WFAU, Augusta, Me.  
**NORRIS, BARRY**  
KFJB, Marshalltown, Iowa  
**NORTHINGTON, JIM**  
Jim About Music  
WHKP, Hendersonville, N.C.  
**NORWOOD, BILL**  
WNCT, Greenville, N.C.  
**NYDELL, KEN**  
Roller Derby  
ABC-TV

## — O —

**OAKLEY, JERRY**  
Downbeat  
WCOG, Greensboro, N.C.  
**OBERLEY, J.**  
WIZE, Springfield, Ohio  
**OBLINGER, JACKIE**  
B. Sept. 16, 1929, Wilkes-Barre, Pa.; It's a Woman's Whirl, Hostess; Sea Hunt, Cisco Kid, Target; Sunday Night Show, WHIS-TV  
**O'BRIEN, DON**  
Hollywood Playhouse  
WCO-TV, Minneapolis-St. Paul, Minn.  
**O'BRIEN, ELLIS**  
Weather Man  
WCSH-TV, Portland, Me.  
**O'BRIEN, JOE**  
B. July 16, 1915, Yonkers, N. Y.; Joe's Place, WMCB; Commercials: Fab, El Producta, Chevron, TV; Schaeffer, Radio  
**O'BRIEN, MARY LOU**  
KBCL, Shreveport, La.  
**O'BRIEN, TOM**  
B. April 3, 1925, New York, N. Y.; News, WINS; Chevrolet Weekend News, CBS, Radio; Big Story, WNEW-TV; Monitor, NBC  
**O'CONNELL, BILL**  
WEZE, Boston, Mass.  
**O'CONNOR, BOB**  
Club 7-4-0  
WGSM, Huntington, N.Y.  
**O'DONNELL, LEW**  
Breakfast Bar  
WHEN-TV, Syracuse, N. Y.  
**OGLE, JIM**  
Meet Your Merchant  
KPIN, Casa Grande, Ariz.  
**O'KEEFE, WALTER**  
Nightline  
NBC  
**OLESON, DOUG**  
KBKW, Aberdeen, Wash.  
**OLIVE, GRAY**  
Music at Gray-break  
WMSC, Columbia, S. C.  
**OLIVER, LLOYD**  
Oliver Farm Show  
KARNY, Kearney, Neb.  
**OLIVER, W. M. JR.**  
Salute to Homemakers  
WREV, Reidsville, N.C.  
**OLSEN, JOHNNY**  
Play Your Hunch  
CBS-TV

# RADIO-TV ANNOUNCERS, EMCEES

**OLSEN, WES**  
WLA-V, Grand Rapids, Mich.

**OLSON, BRUNO**  
WHEP-TV, Rock Island, Ill.

**OLSON, GLEN**  
KOV-C, Valey City, N.D.

**OLSON, HARVEY**  
WDR-C, Hartford, Conn.

**OLSON, RAY**  
WSAL, Logansport, Ind.

**O'NEIL, CHUCK**  
Chuckwagon  
WFPA, Manchester, N.H.

**O'NEIL, PAT**  
WGMA, Holly wood, Fla.

**O'NEILL, KEVIN**  
Popeye Show  
WRRG-TV, Mobile, Ala.

**ORKIN, DICK**  
WLAN, Lancaster, Pa.

**ORMES, BILL**  
WAGG, Franklin, Tenn.

**ORR, BILL**  
Morning Watch  
KSTR, Grand Junction, Colo.

**ORR, JEROME**  
KELD, El Dorado, Ark.

**ORRELL, BOB**  
WGRO, Lake City, Fla.

**ORTEGON, VICTOR LARA**  
KUNO, Corpus Christi, Tex.

**ORTIZ, R.**  
WXR-F, Guayama, P. R.

**OSBORNE, RICHARD**  
KPAY, Fayetteville, Ark.

**OSTERMAN, LARRY**  
Koffee Klubb  
KCOW, Alliance, Neb.

**OTZMAN, JERRY**  
Morning Alarm  
WALM, Albion, Mich.

**OUELLETTE, GEORGE**  
Ladies' Fair  
WMTW-TV, Poland Spring, Me.

**OVERTON, JOE**  
Just Music  
WMAK, Nashville, Tenn.

**OWENS, EDDIE**  
Mostly Music  
WTRO, Dyersburg, Tenn.

**OWENS, JACK**  
WMAZ-TV, Macon, Ga.

**O'WRIL, BOB**  
Morning Beat  
WGAN-TV, Portland, Me.

## — P —

**PAFFORD, BUCK**  
WGOV, Valdosta, Ga.

**PAGE, DAVE**  
Capt. Cy's Cartoons  
KREM, Spokane, Wash.

**PAGEL, DUANE**  
KBRL, McCook, Neb.

**PAIN, BILL**  
KLPR, Oklahoma City, Okla.

**PAINTER, FRANK**  
Old Coonhunter  
WBLJ, Dalton, Ga.

**PALMER, BILL**  
Romper Room; Casper  
Capers  
WTVN-TV, Columbus, Ohio

**PALMER, BUD**  
Fight Beat  
NBC-TV

**PALMER, DUKE**  
Good Earth  
KBOR, Brownsville, Tex.

**PALMQUIST, JAMES R.**  
KLIR, Denver, Colo.

**PAPPAS, CHRIS**  
Sunrise Circus  
KVEN, Ventura, Calif.

**PARCHEK, PEG**  
KPEG, Spokane, Wash.

**PARKER, BEN L.**  
Tons in Pops  
KBOP, Pleasanton, Tex.

**PARKER, DONN**  
Top 50 Show

WMEX, Boston, Mass.

**PARKER, JACK**  
Popeye  
WNCT, Greenville, N. C.

**PARKER, JIM**  
KVON, Napa, Calif.

**PARKER, PAUL**  
Quaker Question Mike  
WIP, Philadelphia, Pa.

**PARKER, RUSTY**  
Scraping the Toast  
WLEV, Waterbury, Vt.

**PARKES, HAL**  
KEYY, Provo, Utah

**PARKS, BERT**  
County Fair, Masquerade  
Party, NBC-TV;  
Bert Parks Bandstand,  
NBC Radio

**PARKS, BUD**  
Breakfast Club  
WBRB, Mt. Clemens, Mich.

**PARMLEY, T. L.**  
KSKC, Arkansas City, Kan.

**PAROBY, DOMINICK**  
1540 Matinee  
WPTS, Pittston, Pa.

## PARSONS, FRED

B. June 13, 1920, Huntington,  
W. Va.; Road of Life, Right to  
Happiness, CBS-Radio; Lamp Un-  
to My Feet, CBS News, CBS-TV

**PARSONS, KEN**  
KPBA, Pine Bluff, Ark.

**PARSONS, LES**  
KTUL, Tulsa, Okla.

**PASS, NOEL**  
WMOX, Meridian, Miss.

**PATEE, GEORGE J.**  
KURA, Moab, Utah

**PATRICK, JOHN**  
Anniversary Club  
KDZA, Pueblo, Colo.

**PATRICK, PHIL**  
WCUB, Manitowoc, Wis.

**PATTERSON, CLARE**  
WPEL, Montrose, Pa.

**PATTERSON, GEORGE**  
KBVM, Lancaster, Calif.

**PATTERSON, PAUL**  
Music in the Night  
WLLH, Lowell, Mass.

**PAUL, ED**  
WCED, DuBois, Pa.

**PAUL, KING**  
WLEU, Erie, Pa.

## PAUL, RALPH

Strike It Rich, "Dotto," The  
Millionaire, Top Dollar, CBS-  
TV; Goodyear Playhouse, The Big  
Payoff, NBC-TV

**PAULSON, AL**  
KRSI, Minneapolis, Minn.

**PAXSON, BUD**  
WACK, Newark, N. Y.

**PAXTON, TOM**  
This Afternoon  
WKY-TV, Oklahoma City,  
Okla.

**PEACH, FRED**  
WHYN, Springfield, Mass.

**PEARSON, AL**  
KSRO, Santa Rosa, Calif.

**PECHINI, MARIO**  
KOYE, El Paso, Tex.

**PEELE, JERRY**  
WEWO, Laurinburg, N. C.

**PEEPER, LEO**  
Denver Bandstand  
KBTW, Denver, Colo.

**PEGG, WILLIAM F.**  
Midday Jamboree  
WTOE, Spruce Pine, N. C.

**PEGUES, ROBERT**  
Sunrise Serenade  
KINY, Juneau, Alaska

**PEISS, ED**  
Polka Time  
KOOK-TV, Billings, Mont.

**PELGER, FRED**  
Host with the Most  
KYUM, Yuma, Ariz.

**PELLE, FRED**  
The Gospel Hour  
WEAG, Alcoa, Tenn.

**PENCE, GEORGE J.**  
KCVL, Colville, Wash.

**PENDLEBURY, JIM**  
From Studio "C"  
KSEI, Pocatello, Ida

**PENROSE, BERN**  
Afternoon Muscade  
WTTM, Trenton, N. J.

**PERCIAL, JACK**  
WLEC, Sandusky, Ohio

**PERKINS, BILL**  
KOYN, Billings, Mont.

**PERLAIN, PETE**  
KGHL-TV, Billings, Mont.

**PERRIN, DON**  
WTVC, Chattanooga, Tenn.

**PERRY C. STUART**  
Music Around the Clock  
WWSR, St. Albans, Vt.

**PERRY, NICK**  
WTAE, Pittsburgh, Pa.

**PETERS, CHARLOTTE**  
KSD-TV, St. Louis, Mo.

**PETERS, KERK**  
WBLF, Bellefonte, Pa.

**PETERSEN, RODNEY**  
KBQE, Oskaloosa, Iowa

**PETERSON, ART**  
Musical Clock  
WFBL, Syracuse, N. Y.

**PETERSON, DON**  
KDSN, Denison, Iowa

**PETERSON, GEORGE**  
WYRN, Louisburg, N.C.

**PETERSON, JACK**  
Swap Shop  
WHKK, Akron, Ohio

**PETITO, GENE**  
Live Wrestling  
WBOY-TV, Clarksburg, W.  
Va.

**PETRICH, LEE**  
4:00 O'Clock Movie  
KENS-TV, San Antonio, Tex.

**PEAU, GEORGE E.**  
KXLL, Missoula, Mont.

**PEEPAUF, NICK**  
Pop Parade  
WTRR, Sanford, Fla.

**PEHELPS, BOB**  
WLOS-TV, Ashville, N.C.

**PIEHLER, BILL**  
WTUX, Wilmington, Del.

**PHILLIPS, A. G.**  
WLTC, Gastonia, N. C.

**PHILLIPS, BOB**  
KART, Jerome, Ida.

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

**PHILLIPS, DICK**  
WEVA, Emporia, Va.

**PHILLIUS, GENE**  
WMAN, Mansfield, Ohio

**PHILLIPS, KEN**  
WMBA, Ambridge, Pa.

**PHILLIPS, LEE**  
WKAT, Miami Beach, Fla.

**PHILLIPS, ROBERT**  
KWOS, Jefferson City, Mo.

**PHIPPS, LARRY**  
WINL, Murphysboro, Ill.

**PIATT, BOB**  
KENI-TV, Anchorage, Alaska

**PICKINS, PETE**  
Music for Everybody  
WKIC, Hazard, Ky.

**PIDGEON, G. D.**  
Skyline Interview  
WSBB, New Smyrna Beach,  
Fla.

**PIERCE, BILL**  
WEJL, Scranton, Pa.

**PIERCE, JACKIE**  
Gold Cast Theatre  
WTVJ, Miami, Fla.

# RADIO-TV ANNOUNCERS, EMCEES

## — R —

- PIERCE, W. A., JR.**  
WWCC, Bremen, Ga.
- PINCKNEY, LLOYD**  
Concert Hall  
WSPN, Saratoga Springs, N. Y.
- PINNER, JOE**  
Music Man  
WNOK, Columbia, S. C.
- PINNE, DUNCAN**  
WQXR, New York, N. Y.
- PITCAITHLEY, AL**  
KPBM, Carlsbad, N. M.
- PLAYER, JIM**  
Coffee Break  
WBTV, Florence, S. C.
- POLAO, RON**  
Ronaldo & His Records  
WTNJ, Trenton, N. J.
- POLMAN, NORM**  
WNHC, New Haven, Conn.
- POMALES, FELIX**  
Caravana Musical  
WITA, San Juan, P. R.
- POOLE, BOB**  
Partyline  
WFBC, Greenville, S. C.
- POOLE, BUCK**  
WRIM, Pahokee, Fla.
- POOLE, LYNN**  
Johns Hopkins File 7  
ABC-TV
- POOLE, RAY**  
KIDZ, Pueblo, Colo.
- PORWANICKI, LEO**  
WLIP, Kenosha, Wis.
- POTTA, PAT**  
KNAC-TV, Fort Smith, Ark.
- POTTER, EDWARD**  
Notes & Nonsense  
WTSB, Lumberton, N. C.
- POWELL, JACK**  
Dance Date  
WANE-TV, Fort Wayne, Ind.
- POWERS, DON**  
WRPB, Warner Robins, Ga.
- POWERS, JIMMY**  
Cavalcade of Sports  
NBC-TV
- PRATHER, KENNETH G.**  
KATI, Casper, Wyo.
- PRATT, BUD**  
Callin' All Neighbors  
KIS, Sedalia, Mo.
- PRATT, FLOYD**  
WWBC, Bay City, Mich.
- PREMONT, BOB**  
KCNV, San Marcos, Tex.
- PREVETTI, BILL**  
Teen Time Dance Party  
KQEO, KOAT-TV,  
Albiquerque, N. M.
- PRIAKOS, BILL**  
KTCS, Ft. Smith, Ark.
- PRICE, BILL**  
KNM, Maryville, Mo.
- PRICE, NATHAN**  
WGOA, Winter Garden, Fla.
- PRICE, SAM**  
KERG, Eugene, Ore.
- PRICE, VINCENT**  
ABC-TV
- PRINGLE, DAVID**  
WPAG, Ann Arbor, Mich.
- PROMER, HOWARD**  
Daybreaker Show  
WCFR, Springfield, Vt.
- PUFFER, GEORGE**  
WCLL, Corning, N. Y.
- PUGSLEY, BEN**  
Farm Visitor  
KMAQ, Maquoketa, Iowa
- PRYOR, CACTUS**  
KTBC-TV, Austin, Tex.
- RABEL, ED**  
Downbeat  
WHMS, Charleston, W. Va.
- RABELL, JACK**  
KSON, San Diego, Calif.
- RADA, JOE**  
WCAW, Charleston, W. Va.
- RAINEY, BUD**  
Daydreams  
WREB, Holyoke, Mass.
- RAMBO, GEORGE**  
Ramblin  
KWIN, Ashland, Ore.
- RAMSY, RAY**  
The AD-Caster  
WHIR, Danville, Ky.
- RANDAL, TED**  
KPX, San Francisco, Calif.
- RANDALL, DALE**  
KBOI-TV, Boise, Ida.
- RANEY, REX**  
WBIR-TV, Knoxville, Tenn.
- RANNIGER, BOB**  
1590 Club  
KGAS, Carthage, Tex.
- RAU, CHRIS**  
Western Varieties  
KSIS, Sedalia, Mo.
- RAY, CURT**  
KMOX-TV, St. Louis, Mo.
- RAY, HOWARD**  
Tops in Pops  
WFUN, Huntsville, Ala.
- RAY, JOE**  
Popeye and Friend  
WEE, Erie, Pa.
- RAYBALL, JOE**  
Call to Breakfast  
WHA V, Haverhill, Mass.
- RAYMOND, HAL**  
WEEK, Peoria, Ill.
- REAGON, WALTER**  
KSPA, Nacogdoches, Tex.
- RECORD, KEN**  
WHLT, Huntington, Ind.
- RECTOR, BRUCE**  
WRUN, Utica, N. Y.
- REDDELL, TOM**  
Weather  
KSWO-TV, Lawton, Okla.
- REDDER, DANNY**  
WKKS, Vanceburg, Ky.
- REED, DICK**  
KAFY, Bakersfield, Calif.
- REED, WARREN**  
KTNT-TV, Tacoma, Wash.
- REEL, DAVE**  
WCGC, Belmont, N. C.
- REESE, CARL**  
WERE, Cleveland, Ohio
- REESE, JAMES R., JR.**  
The Garden of Prayer  
WCBG, Chambersburg, Pa.
- REESE, WALTER**  
Spanky's Show  
WEHT, Evansville, Ind.
- REID, DICK**  
WCHS, Charleston, W. Va.
- REIDY, PAUL**  
WRDW, Augusta, Ga.
- REIG, HOWARD**  
News  
NBC Radio
- REIGHARD, RICK**  
WCUE, Akron, Ohio
- REIMERS, ED**  
B. October 26, Moline, Ill.; Play-  
house 90, CBS-TV; Maverick,  
ABC-TV
- REITZ, PINKY**  
Breakfast Time  
WLEC, Sandusky, Ohio
- RENCH, KENNY**  
Early Bird  
WPTW, Piqua, Ohio
- RENWICK, CHUCK**  
Eye Opener  
WJW, Cleveland, Ohio
- REX, JAMES**  
WMT-TV, Cedar Rapids, Iowa
- REY, MARIO**  
KALI, Pasadena, Calif.
- REYNOLDS, BUD**  
WTUS, Tuskegee, Ala.
- REYNOLDS, CLIFTON**  
Fun House  
WCSH-TV, Portland, Me.
- REYNOLDS, JACK**  
KLAS-TV, Las Vegas, Nev.
- REYNOLDS, LEE**  
Popeye, Grandpa's Place  
WTTG, Washington, D. C.
- RHOADS, JERRY**  
WJNO, West Palm Beach, Fla.
- RHODARMER, SCOTTY**  
WENC, Asheville, N. C.
- RHODES, C. L.**  
Morning Varieties  
WMYN, Madison,  
Mayodan, N. C.
- RHYNE, DON**  
Rise & Shine  
KGLU, Safford, Ariz.
- RICE, DICK**  
Tello-Test  
WSPD, Toledo, Ohio
- RICHARDS, BILL**  
WCHS, Charleston, W. Va.
- RICHARDS, FLOYD**  
WTIC-TV, Hartford, Conn.
- RICHARDS, JAMES**  
Dawn Patrol  
WKWK, Wheeling, W. Va.
- RICHARDS, STAN**  
WMPS, Memphis, Tenn.
- RICHARDS, TONY**  
Dance Party  
WLVA-TV, Lynchburg, Va.
- RICHARDSON, ANGEL**  
Pida Su Musica  
WITA, San Juan, P. R.
- RICHETER, AL**  
WORM, Savannah, Tenn.
- RICKENBACKER, ACE**  
WTYN, Tryon, N. C.
- RIDDLE, ALAN**  
Kitchen Klatter  
WESC, Greenville, S. C.
- RIDNER, JACK**  
Circle 6 Ranch  
WCTV, Tallahassee, Fla.
- RIGGS, AL**  
WKAZ, Charleston, W. Va.
- RIMERMAN, MARV**  
KELO, Sioux Falls, S. D.
- RISH, MANNY**  
920 Club  
WBBB, Burlington, N. C.
- RISLING, BOB**  
WJDA, Quincy, Mass.
- RITNER, BART**  
Morning Mail  
WCEC, Rocky Mount, N. C.
- ROBBINS, FRED**  
Haggis Baggis (daytime)  
NBC-TV;  
Monitor, NBC Radio
- ROBERTS, ART**  
WXLW, Indianapolis, Ind.
- ROBERTS, DON**  
KOA-TV, Denver, Colo.
- ROBERTS, HOWDY**  
Musical Clock  
WMT, Cedar Rapids, Iowa
- ROBERTS, MARTY**  
WDZ, Decatur, Ill.
- ROBERTS, PETER**  
Monitor, NBC
- ROBERTS, TED**  
Club Macombo  
WKAI, Macomb, Ill.
- ROBERTSON, TRAFTON**  
Contact  
WTAR, Norfolk, Va.
- ROBINSON, CARL**  
Best by Request  
KVOW, Littlefield, Tex.

## — Q —

- QUAVE, MACKIE**  
WIS, Columbia, S. C.



## RADIO-TV ANNOUNCERS, EMCEES

**ROBINSON, DAVID**  
KOMO, Seattle, Wash.

**ROBINSON, JOHNNY**  
WHYS, Ocala, Fla.

**ROBINSON, MAX**  
Saturday Breakfast Party  
WJTN, Jamestown, N. Y.

**ROBINSON, STAN**  
Weather Ahead  
WHIZ, WHIZ-TV,  
Zanesville, Ohio

**ROCHE, HAL**  
KBOR, Brownsville, Tex.

**ROCKHOLD, JOE**  
WHIO-TV, Dayton, Ohio

**ROCKUFELLER, JACK**  
KNOX, Grand Forks, N. D.

**ROCKWELL, GENE**  
Rocky's Roost  
WFAH, Alliance, Ohio

**RODEWALD, DON**  
KERO-TV, Bakersfield,  
Calif.

**RADIO, JIM**  
WFPG, Atlantic City, N. J.

**RODRIGUEZ, HECTOR**  
KUNO, Corpus Christi, Tex.

**ROEDEL, JOHN**  
KSD, St. Louis, Mo.

**ROGERS, BILL**  
\$64,000 Question, \$64,000 Chal-  
lenge, G.E. Theatre, CBS-TV;  
Texaco Command Performance,  
NBC-TV; Walter Winchell File,  
ABC-TV

**ROGERS, DAVE**  
Disc O Rama  
WJMX, Florence, S. C.

**ROGERS, GEORGE**  
Dialing for Dollars  
WMAR-TV, Baltimore, Md.

**ROGERS, JOHN**  
Halifax Music Hall  
WROD, Daytona Beach, Fla.

**ROLLINS, MIKE**  
KLLK, Jefferson City, Mo.

**ROMANCE, ED**  
WPPA, Pottsville, Pa.

**ROODHOF, TED**  
4-County Almanac  
WDOS, Oneonta, N. Y.

**ROPER, JAMES T.**  
KRITN, Raton, N. M.

**ROPER, JIM**  
WRIM, Pahokee, Fla.

**ROPER, PRES**  
WMAN, Mansfield, Ohio

**ROSE, FRED**  
Hillbilly Heaven  
KFAY, Fayetteville, Ark.

**ROSER, JIM**  
Sacred Song Time  
WCHO, Washington, Ohio

**ROSS, BARRY**  
KDJL, Holbrook, Ariz.

**ROSS, DON JOHN**  
WMT-TV, Cedar Rapids,  
Iowa

**ROSS, JACK**  
Harmony Home  
WBBC, Flint, Mich.

**ROSSE, CALVIN**  
1260 Club  
WCHV, Charlottesville, Va.

**ROSS, JIM**  
KIBL, Beeville, Tex.

**ROTH, ROBERT**  
WHEN, Syracuse, N. Y.

**ROUNTREE, BOB**  
WAAA, Winston-Salem, N. C.

**ROUSSEAU, GENE**  
WWON, Woonsocket, R. I.

**ROVANG, REX**  
KRLB, Mason City, Iowa

**ROWAN, G. B.**  
Guest Book  
KLOR-TV, Provo, Utah

**ROWE, FLO BEACH**  
Fl'o's Five  
WSLB, Ogdensburg, N. Y.

**ROWE, FREEMAN**  
The Companion Show  
WGFS, Covington, Ga.

**ROWLANDS, HUGH**  
Uncle Hugo  
WISN-TV, Milwaukee, Wis.

**ROY, MIKE**  
KCKC, San Bernardino, Calif.

**RUDD, SEARLE**  
KOLD, Tucson, Ariz.

**RULE, RON**  
Breakfast Club  
KUIK, Hillsboro, Ore.

**RULEY, TOM**  
860 Club  
WMRI, Marion, Ind.

**RUSH, CHARLES**  
WFIS, Fountain Inn, S. C.

**RUSSELL, DON**  
Monitor, NBC

**RUSSELL, KEN**  
WIVK, Knoxville, Tenn.

**RYAN, BILL**  
Headin' Home  
KVOO, Tulsa, Okla.

**RYAN, DICK**  
Teen Canteen,  
WJRT, Flint, Mich.

**RYAN, JOHNNY**  
Clockwatcher  
KVOO, Tulsa, Okla.

### — S —

**SADON, EARL**  
Early-Bird  
WBUT, Butler, Pa.

**SAFFLE, JOE**  
Wake Up Time  
KHAM, Albuquerque, N. M.

**SAGGESE, BOB**  
T.N.T.  
WBML, Macon, Ga.

**ST. THOMAS, DON**  
Saint Spins  
KTNF, Tacoma, Wash.

**SALEM, GEORGE**  
Of Women & Things  
KWBV, Colorado Springs,  
Colo.

**SALMANS, FRED**  
All Aboard for Fun  
KVII-TV, Amarillo, Tex.

**SAITER, BOB**  
KENO, Las Vegas, Nev.

**SANDERS, BOB**  
Noontime Melodies  
WAUD, Auburn, Ala.

**SANDERS, CREIGHTON**  
KTKL, Tillamook, Ore.

**SANDERS, HOWARD**  
WLIB, New York, N. Y.

**SANDERS, JACK**  
WKVA, Lewistown, Pa.

**SANDS, GEORGE**  
Rise & Shine  
WMAS, Springfield, Mass.

**SANNER, LYNN**  
KNOT, Prescott, Ariz.

**SANTON, CHESTER**  
WQXR, New York, N. Y.

**SAUNDERS, BRUCE**  
WSBT, South Bend, Ind.

**SAVITZ, ALLEN**  
WDOL, Athens, Ga.

**SAVITZ, BILL**  
Voice of the City  
WDSR, Lake City, Fla.

**SAWYER, BUD**  
WDXE, Lawrenceburg, Tenn.

**SCAFFE, WADE**  
WAVP, Avon Park, Fla.

**SCAMFER, RON**  
KBRO, Bremerton, Wash.

**SCANLAN, JIM**  
WOW-TV, Omaha, Neb.

**SCANNEL, JIM**  
Weather  
WMBV-TV, Marinette, Wis.

**SCHAFFER, RONALD**  
KBRL, McCook, Neb.

**SCHENKLEBERT, DALE**  
KICD, Spencer, Iowa

**SCHERER, JOE**  
KTLN, Denver, Colo.

**SCHLIPP, DICK**  
Showcase  
WEEU, Reading, Pa.

**SCHLADEMAN, DON**  
Ladies First  
WIRE, Indianapolis, Ind.

**SCHLICHTING, JOHN R.**  
WTWV, Tupelo, Miss.

**SCHOCK, JACK**  
Matinee Melodies  
WHP, Harrisburg, Pa.

**SCHOLZ, BOB**  
No Business Like Scholz  
Business  
WBEL, Beloit, Wis.

**SCHOTT, JAMES**  
KSGM, Ste. Genevieve, Mo.

**SCHRIMSHER, DON**  
Dishpan Club  
KSST, Sulphur Springs, Tex.

**SCHRIVA, GEORGE**  
WRNB, New Bern, N. C.

**SCHULTZ, OTTO**  
WIBV, Belleville, Ill.

**SCHULZ, BOB**  
WDBF, Delray Beach, Fla.

**SCHUSTER, E.J.**  
KTXO, Sherman, Tex.

**SCOTT, ANDY**  
Scott-land  
WMSC, Columbia, S. C.

**SCOTT, BOB**  
Weathervane  
WJRT, Flint, Mich.

**SCOTT, ED**  
Morning Movie  
WTVT, Tampa, Fla.

### SCOTT, FRED

B. June 25, Dayton, Ohio; Bugs  
Bunny Presents, Liberace-Host,  
WABD

**SCOTT, JACK**  
Just Before Luncheon  
WITT, Lewisburg, Pa.

**SCOTT, JIM**  
KPRC-TV, Houston, Tex.

**SCOTT, MIKE**  
WIZE, Springfield, Ohio

**SCOTT, RAY**  
WKPA, New Kensington, Pa.

**SCOTT, STAN**  
Nine Teen Time  
WSTV-TV, Steubenville,  
Ohio

**SCOTT, STU**  
KVIQ-TV, Eureka, Calif.

**SCOVILL, CLEVE**  
Musical Clock  
WCON, Cornelia, Ga.

**SEAVEY, NEAL**  
WLNH, Laconia, N. H.

**SEAY, JIM**  
Musical Date  
WCAY, Cayce-West Columbia  
S. C.

**SEELY, DOYLE**  
KINS, Eureka, Calif.

**SELF, JIMMY**  
KZOL, Muleshoe, Tex.

**SEMPLE, HUGH**  
KWDM, Des Moines, Iowa

**SENNETT, DAVE**  
WTLB, Utica, N. Y.

**SEVY, VERN**  
WKBN-TV, Youngstown,  
Ohio

**SEWELL, DOUG**  
KDUB-TV, Lubbock, Tex.

**SHADBURN, BILL**  
WSAV, Savannah, Ga.

**SHAFER, DAVE**  
WJER, Dover, Ohio

# RADIO-TV ANNOUNCERS, EMCEES

- SHAFER, GARY**  
WHDL, Olean, N. Y.
- SHALES, ROGER**  
WRMN, Elgin, Ill.
- SHANKWEILER, GLEN**  
WKOK, Sunbury, Pa.
- SHANNON, PAUL**  
WTAE, Pittsburgh, Pa.
- SHAPIRO, GEORGE**  
KTVC-TV, Ensign, Kan.
- SHARBUTT, DEL**  
B. Feb. 16, 1912, Cleburne, Tex.;  
Jim Backus, Radio; ABC; Your  
Hit Parade, NBC-TV, CBS-TV
- SHARP, DON**  
KALB, Alexandria, La.
- SHARP, IRVING**  
WDBJ, WDBJ-TV,  
Roanoke, Va.
- SHARPE, ED 'PAPPY'**  
Pop Deejay  
WRFC, Athens, Ga.
- SHAVOR, FRED D.**  
Dinner Theatre  
WTRI, Albany, N. Y.
- SHAW, BOB**  
Music Til Tomorrow  
WCSH, Portland, Me.
- SHAW, TED**  
Weather  
KSYD-TV, Wichita Falls,  
Tex.
- SHAY, JIM**  
Bumper to Bumper  
WAND, Canton, Ohio
- SHEA, BOB**  
KXOK, St. Louis, Mo.
- SHEA, FRAN**  
WTYM, Springfield, Mass.
- SHEIN, HERB**  
Bright & Early  
WKXL, Concord, N. H.
- SHELDON, GENE**  
Music in AM  
WWJB, Brooksville, Fla.
- SHELLADY, BOB**  
KKIC, Iowa City, Iowa
- SHELTON, GENE**  
WBBA, Pittsfield, Ill.
- SHELTON, JIM**  
Pick-a-Pocket  
WIBC, Indianapolis, Ind.
- SHELTON, JIM**  
KDSX, Denison-Sherman,  
Tex.
- SHEPPE, BOB**  
WFOY, St. Augustine, Fla.
- SHERBAHN, DICK**  
WLAN, Lancaster, Pa.
- SHERMAN, BRAD**  
WKAT, Miami Beach, Fla.
- SHERRY, ROD**  
KFSO-TV, San Diego, Calif.
- SHIELD, MIKE**  
Dance Date  
WJPF, Herrin, Ill.
- SHIELDS, TOM**  
Platter Party  
Tarboro, N. C.
- SHIMP, BERT**  
Turnabout  
WSAZ, Huntington, W. Va.
- SHIPLEY, BILL**  
The Big Story, NBC-TV; You Are  
There, Jonathan Winters Show,  
CBS-TV
- SHORE, HAL**  
Sound Off  
WBCM, Bay City, Mich.
- SHOWALTER, AL**  
KBRO, Bremerton, Wash.
- SHOYLING, CLIFF**  
WICU, Erie, Pa.
- SHREVE, BILL**  
WIFM, Elkin, N. C.
- SHROYER, KENNETH E.**  
WBAR, Bartow, Fla.
- SHULL, CHUCK**  
Weather  
WRVA-TV, Richmond, Va.
- SIKES, SHIRLEY**  
KMAN, Manhattan, Kan.
- SILKWOOD, JIM**  
KDOV, Medford, Ore.
- SILL, DAVE**  
WADP, Kane, Pa.
- SILVER, KEITH**  
WSPR, Springfield, Mass.
- SIMMONS, BARRY**  
Symphony Hall  
KLX, Oakland, Calif.
- SIMMS, FRANK**  
For Love or Money, Garry Moore  
Show, CBS-TV
- SIMON, JIM**  
KRIG, Odessa, Tex.
- SIMS, BOB**  
Parade of Music  
WHYS, Ocala, Fla.
- SIMS, HANK**  
Day in Court  
ABC-TV
- SINCLAIR, C. A.**  
2nd Cup of Coffee  
WPRW, Manassas, Va.
- SINCLAIR, DICK**  
Polka Party  
KFI, Los Angeles, Calif.
- SINGER, GEORGE**  
KTLN, Denver, Colo.
- SINK, IRDELL**  
Carosel  
WBUY, Lexington, N. C.
- SIZEMORE, ASHER**  
Noontime Jamboree  
WKLX, Paris, Ky.
- SKAFF, NED**  
Dinner At The Greystone  
WCHS, Charleston, W. Va.
- SKINNER, ED**  
Apron Serenade  
WNOK, WNOK-TV,  
Columbia, S. C.
- SKINNER, MORGAN**  
KBRV, Soda Springs, Ida.
- SLATON, BILL**  
Breakfast with Bill  
WJQS, Jackson, Miss.
- SLATTERY, JACK**  
Art Linkletter's House Party  
CBS-TV
- SLATTERY, JOE**  
A Guy Named Joe  
KWTO, Springfield, Mo.
- SLATTON, JOHN**  
WJBB, Haleyville, Ala.
- SLAYMAKER, GENE**  
KYW, Cleveland, Ohio
- SLOAN, MAYNARD**  
KRMO, Monett, Mo.
- SMALL, ROBERT**  
WISV, Viroqua, Wis.
- SMART, ART**  
Coffee Break  
KSEI, Pocatello, Ida.
- SMITH, BOB, Jr.**  
WCYB, Bristol, Va.
- SMITH, BOB**  
Morning Merry Go Round  
WTOC, Savannah, Ga.
- SMITH, BRYANT**  
Morning Beat  
KVBC, Farmington, N. M.
- SMITH, CARL**  
WLON, Lincolnton, N. C.
- SMITH, CY**  
Your Guy Cy  
KRNO, San Bernardino, Calif.
- SMITH, DICK**  
WMCK, McKeesport, Pa.
- SMITH, DON**  
Driver's Serenade  
KCLS, Flagstaff, Ariz.
- SMITH, DON**  
Safety Patrol  
WACL, Waycross, Ga.
- SMITH, FRED**  
KTXJ, Jasper, Tex.
- SMITH, GARDNER**  
WHEN, Syracuse, N. Y.
- SMITH, GARY**  
WAME, Miami, Fla.
- SMITH, GEORGE L.**  
KTUT, Tooele, Utah
- SMITH, GUY**  
KCKN, Kansas City, Kan.
- SMITH, HARRY K.**  
WFLN, Philadelphia, Pa.
- SMITH, HUGH**  
Good Morning Show  
KTRY, Bastrop, La.
- SMITH, HUGH**  
KOGT, Orange, Tex.
- SMITH, JACK**  
You Asked For It  
ABC-TV
- SMITH, JERE**  
Record Hop  
KMSP-TV, Minneapolis, Minn.
- SMITH, MARK**  
KONA-TV, Honolulu, Hawaii
- SMITH, MERRILL**  
Perkin with Pappy  
WOTW, Nashua, N. H.
- SMITH, PAUL**  
KDYL, Salt Lake City, Utah
- SMITH, PETE**  
Channel Hop  
KBIG, Avalon, Calif.
- SMITH, RAY**  
WKTG, Thomasville, Ga.
- SMITH, RICHARD**  
WLSV, Wellsville, N. Y.
- SMITH, RUDY**  
WCOM, Parkersburg, W. Va.
- SMITH, SHEL**  
KMAN, Manhattan, Kan.
- SMITH, WAYNE**  
KBIA, Columbia, Mo.
- SMYTH, ED**  
Chore Time  
WRCO, Richland Center, Wisc.
- SNODGRASS, DAVE**  
WGFS, Covington, Ga.
- SNYDER, PEG**  
KPEG, Spokane, Wash.
- SOHL, JIM**  
WARK, Hagerstown, Md.
- SOLANDER, GEORGE**  
Lucky Lager Dance Time  
KGVO, Missoula, Mont.
- SOSBY, EDDIE**  
KMTV, Omaha, Neb.
- SOUTHWOOD, TOMMY**  
Yawn Patrol  
WFKY, Frankfort, Ky.
- SPAHR, BILL**  
WDBJ, Roanoke, Va.

# RADIO-TV ANNOUNCERS, EMCEES

- SPAIN, WADE**  
Morning Jamboree  
KHLL, Brighton, Colo.
- SPEAKS, ALAN**  
Breakfast Party  
WHIZ, Zanesville, Ohio
- SPEAR, JIM**  
Moppett Shop  
WBOC-TV, Salisbury, Md.
- SPEARS, BEN**  
WPPM, Fort Valley, Ga.
- SPECK, DARREL**  
Country Music Caravan  
WANY, Albany, Ky.
- SPENCER, LES**  
WBNS, Columbus, Ohio
- SPICER, CY**  
Bingo at Home  
KNAC-TV, Fort Smith, Ark.
- SPOOR, JOE**  
WNBZ, Saranac Lake, N. Y.
- SPRINGER, CHUCK**  
KREM's Kamera  
KREM, Spokane, Wash.
- SPRINGMANN, TED**  
Moving Along  
KADY, St. Charles, Mo.
- SPURLING, CHARLES**  
WTCO, Campbellsville, Ky.
- STACKE, PAUL**  
Club 560  
WEBC, Duluth, Minn.
- STALLARD, DAL**  
KCKN, Kansas City, Kan.
- STAMPER, GIL**  
Preview  
WBT, Charlotte, N. C.
- STANLEY, ARTHUR**  
Hi-Fi Music  
WQUA, Moline, Ill.
- STANLEY, RED**  
Off the Record  
WACB, Kittanning, Pa.
- STANLEY, ROY**  
Weekend  
KBKC, Kansas City, Mo.
- STANT, JACK**  
Words & Music  
WDRF, Chester, Pa.
- STAPLETON, JIM**  
Junior Jamboree: Dance Party  
WLVA; WLVA-TV, Lynchburg, Va.
- STARCHER, BUDDY**  
WSVA, Harrisonburg, Va.
- STARK, DICK**  
B. Nov. 7, 1911, Grand Rapids, Mich.; Gunsмоke, What's My Line?, Leave It to Beaver, CBS-TV; Patrice Munsel, ABC-TV; Wells Fargo, Comedy Time, NBC-TV
- STARLING, DAVE**  
Ladies Day  
KFI, Los Angeles, Calif.
- STAVAS, JOE**  
Top O' The Morning  
KJAY, Topeka, Kan.
- STEELE, BRETT**  
KHAT, Phoenix, Ariz.
- STEELE, DAN**  
KMHT, Marshall, Tex.
- STEELE, DON**  
KLIK Klock  
KLIK, Jefferson City, Mo.
- STEFFES, ART**  
Afternoon of Albums  
KVOX, Moorhead, Minn.
- STELLING, JACK**  
WMMS, Bath, Me.
- STEMMLER, NICK**  
WWTB, Tampa, Fla.
- STENGER, FRANK**  
Matinee  
WCBI, Columbus, Miss.
- STENGER, PETE**  
Wake Up & Sing  
WSAZ, Huntington, W. Va.
- STENGLE, DAN**  
WAMV, East St. Louis, Ill.
- STEPHANS, GEORGE**  
Operation Music  
WARE, Ware, Mass.
- STEPHENS, CARL**  
Cartoon Carl  
WSFA-TV, Montgomery, Ala.
- STEPHENS, STEVE**  
Your Party  
KTHV, Little Rock, Ark.
- STERLING, BOB**  
KNGS, Hanford, Calif.
- STERLING, VIC**  
KJEO, Fresno, Calif.
- STERN, TESS**  
WTVN, Columbus, Ohio
- STEVENS, BILL**  
WCYB-TV, Bristol, Va.
- STEVENS, CHUCK**  
1570 Club  
WPTW, Piqua, Ohio
- STEVENS, DON**  
WMPB, Memphis, Tenn.
- STEVENS, MATT**  
Easy Listening  
WHHH, Warren, Ohio
- STEVENS, MAXIE, Jr.**  
Pop Music  
WRJW, Picayune, Miss.
- STEVENS, NAT**  
WTLB, Utica, N. Y.
- STEVENS, RALPH**  
WRAY, Princeton, Ind.
- STEVENS, RAY**  
WAQE, Towson, Md.
- STEWART, ESTILL**  
Hillbilly Hodown  
WDOC, Prestonsburg, Ky.
- STEWART, HAYES**  
XEM-TV, Mexicali-Baja, Calif.
- STEWART, JOHN**  
KDKA, Pittsburgh, Pa.
- STINGLEY, ROY**  
Fairfield Jamboree  
WHOK, Lancaster, Ohio
- STOHL, HANK**  
KD Cartoons  
KDKA-TV, Pittsburgh, Pa.
- STOKE, JIM**  
Deal for a Meal  
KYOS, Merced, Calif.
- STOLL, ALAN**  
KBCL, Shreveport, La.
- STONE, AL**  
Phone Forum  
WCSC, Charleston, S. C.
- STONE, DEWEY**  
WDEC, Americus, Ga.
- STONER, BOB**  
Road Show  
KWKH, Shreveport, La.
- STONER, PETER**  
WJBK, Detroit, Mich.
- STONIER-HAMNETT, RUSS**  
Classical Hour  
WCNC, Elizabeth City, N. C.
- STORM, JOE**  
Lunch at Pedlar  
WBZY, Torrington, Conn.
- STOUDT, JACK**  
KIRX, Kirksville, Mo.
- STOWE, JAMES A.**  
WOTR, Corry, Pa.
- STRAND, NORM**  
Cap'n Sandy Weather  
WSAV-TV, Savannah, Ga.
- STRATTON, DICK**  
Open House  
WJXT, Jacksonville, Fla.
- STRAUSS, JOHN**  
KNCO, Garden City, Kan.
- STRAUSS, WILLIAM**  
WQXR, New York, N. Y.
- STRECKER, JOHN**  
Weather  
KOMU-TV, Columbia, Mo.
- STUART, ALLEN**  
WHLL, Hempstead, N. Y.
- STUART, STREETER**  
WBZ - WBZA, Boston - Springfield, Mass.
- STURM, DEAN**  
WSAZ-TV, Huntington, W. Va.
- STURTZ, HOWIE**  
WCCN, Neillsville, Wis.
- STYLES, DANNY**  
Katman Show  
WNJR, Newark, N. J.
- SUIT, HAROLD**  
WALB-TV, Albany, Ga.
- SULLIVAN, ALEX**  
Long Island Nightcap  
WGLI, Babylon, N. Y.
- SULLIVAN, BILL**  
WCHA, Chambersburg, Pa.
- SULLIVAN, TIM**  
Commuter's Express  
KGMC, Engelwood-Denver, Colo.
- SUMMERRISE, BOB**  
KFKF, Bellevue, Wash.
- SUMMERS, BILL**  
Gospel Train  
WLOU, Louisville, Ky.
- SUNKEL, BUD**  
WDAN-TV, Danville, Ill.
- SUTTER, DICK**  
WRMN, Elgin, Ill.
- SWANN, JIMMY**  
WDAM-TV, Hattiesburg - Laurel, Miss.
- SWANSON, DEAN**  
KFJB, Marshalltown, Iowa
- SWAYZE, JOHN CAMERON**  
Chance for Romance  
ABC-TV
- SWIFT, ALLEN**  
Emcee of Popeye Show, WPIX; Commercials: I Love Lucy, Hitchcock Presents, CBS; Disneyland, ABC; Steve Allen Show, NBC; Dragnet
- SWINSON, BOBBY**  
Old Time Hymn Time  
KCLW, Hamilton, Tex.
- SWORD, ROGER**  
KPIN, Casa Grande, Ariz.
- SYNNES, ROD**  
WFRV-TV, Green Bay, Wis.
- SYRDAL, JIM**  
KCMT, Alexandria, Minn.

— T —

- TABLER, WALTER**  
Music for Mom  
KXOX, Sweetwater, Tex.
- TAFOYA, AL**  
KQEO, Albuquerque, N. M.
- TALLEY, JOHNNY**  
WENO, Nashville, Tenn.

# RADIO-TV ANNOUNCERS, EMCEES

**TANKY, NICK**  
WMCK, McKeesport, Pa.

**TATE, BILL**  
Night Train  
KOGT, Orange, Tex.

**TATUM, T. E.**  
Supper Club  
WHEE, Martinsville, Va.

**TAYLOR, BILL**  
WIRC, Hickory, N. C.

## TAYLOR, BROOKE

B. November 21, 1918, Indianapolis, Ind.

**TAYLOR, GENE**  
KOTA, KOTA-TV, Rapid City, S. D.

**TAYLOR, JIMMIE**  
WTCO, Campbellsville, Ky.

**TAYLOR, KEN**  
The Music Room  
WVCG, Coral Gables, Fla.

**TAYLOR, PERRY**  
KAND, Corsicana, Tex.

**TAYLOR, SAMMY**  
KWJ, Portland, Ore.

**TAYLOR, TED**  
KNBC, San Francisco, Calif.

**TAYLOR, W. S.**  
WKDX, Hamlet, N. C.

**TEEL, JERRY**  
KSTN, Stockton, Calif.

**TEGMEIER, DOUG**  
KTRF, Thief River Falls, Minn.

**TENNANT, JACK**  
WAJR, Morgantown, W. Va.

**TERRELL, RON**  
KTUL, Tulsa, Okla.

**TERRI, LOU**  
WDRG, Hartford, Conn.

**TERRY, BILL**  
Party Line  
WWPF, Palatka, Fla.

**THOMAS, BERNIE**  
Musically Yours  
KDEF, Albuquerque, N. M.

**THOMAS, BILL**  
WDBQ, Dubuque, Iowa

**THOMAS, GEORGE**  
Operation Nitcap  
WHLM, Bloomsburg, Pa.

**THOMAS, NORMAN A., Jr.**  
Today's Top Tunes  
WDNT, Dayton, Tenn.

**THOMAS, RAY**  
Musical Clock  
WHAN, Charleston, S. C.

**THOMAS, RIC**  
KOL, Seattle, Wash.

**THOMAS, TOM**  
Friendly Neighbor  
WERI, Westerly, R. I.

**THOMAS, WAYNE**  
KTIM, San Rafael, Calif.

**THOMASON, BILL**  
Sugar & Spice  
WBAC, Cleveland, Tenn.

**THOMPSON, BILL**  
KTIM, San Rafael, Calif.

**THOMPSON, BOB**  
KATE, Albert Lea, Minn.

**THOMPSON, CHUCK**  
Dixon on Disc  
WALA-TV, Mobile, Ala.

**THOMPSON, DANNY**  
Highway Patrol  
WTIP, Charleston, W. Va.

**THOMPSON, GORDON**  
KGAL, Lebanon, Ore.

**THOMPSON, JIM**  
WPPA, Pottsville, Pa.

**THOMPSON, RON**  
KTOW, Oklahoma City, Okla.

**THOMPSON, TINY**  
The 4 Sharps  
WHIS-TV, Bluefield, W. Va.

**THORNTON, CAL**  
WCLA, Claxton, Ga.

**THORP, WILLIAM**  
Open House  
WGBB, Freeport, N. Y.

**THORPE, BILL**  
Best of the Top 40  
WFBL, Syracuse, N. Y.

**TIDD, JACK**  
WDSR, Lake City, Fla.

**TILFORD, RUSS**  
Starlight Theater  
XETV, San Diego, Calif.

**TINGLEY, IRV**  
Toast 'n Tunes  
WRRR, Rockford, Ill.

**TIPPINS, AL**  
Popeye Playhouse  
WFGA-TV, Jacksonville, Fla.

**TOMLINSON, CLAUDE**  
Clock Show  
WIVK, Knoxville, Tenn.

**TOMKINS, TOM**  
KOLD, Tucson, Ariz.

## TONKEN, PHIL

**TONNEMACHER, FRANK**  
920 Bandstand  
WMNI, Columbus, Ohio

**TOPINKA, RUDY**  
WSAU, WSAU-TV, Wausau, Wis.

**TRAVIS, DAN**  
Danny's Hideaway  
WBNI, Boonville, Ind.

**TRELA, JOE**  
Polish Programs  
WONG, Oneida, N. Y.

**TRENT, STEVE**  
WCER, Charlotte, Mich.

**TRIGG, STEVE**  
KOSA, Odessa, Tex.

**TRIMBLE, ROBERT L.**  
WLSV, Wellsville, N. Y.

**TRIPLETT, JOHN**  
WSDB, Homestead, Fla.

**TROXLER, AL**  
Downbeat  
WCOG, Greensboro, N. C.

**TRUMBULL, DONALD**  
Afternoon Nocturne  
WNBZ, Saranac Lake, N. Y.

**TUCKER, JACK**  
WFVA, Fredericksburg, Va.

**TUNSTALL, BILL**  
Jumpin' Jack  
WCRY, Macon, Ga.

**TURK, AL**  
Bingo at Home  
WDAU-TV, Scranton, Pa.

**TURLEY, BOB**  
WKAZ, Charleston, W. Va.

**TURNAGE, JERRY**  
WFPR, Hammond, La.

**TURNAGE, MAURICE**  
WKBL, Covington, Tenn.

**TURNER, GRANT**  
WSM, Nashville, Tenn.

**TURNER, JIM**  
WSOC, Charlotte, N. C.

**TURNER, MIKE**  
WIRC, Hickory, N. C.

**TURNER, ROBERT PAUL**  
KVOC, Casper, Wyo.

**TYRELL, JOE**  
WFFB, Middletown, Ohio

**TYSS, TY**  
Party Line  
WGAV, Amsterdam, N. Y.

## — U —

**UNTERBORN, DICK**  
Cartoon Corners  
KTBS-TV, Shreveport, La.

**UPTON, DON**  
WIS-TV, Columbia, S. C.

## — V —

**VAIL, KIT**  
WKTY, La Crosse, Wis.

**VALENTINE, JIM**  
Open House  
WMMN, Fairmont, W. Va.

**VALLE, DAN**  
WFAS, White Plains, N. Y.

**VALLIQUETTE, BOB**  
WTIG, Massillon, Ohio

**VAN ANDEL, DOROTHY**  
Designs in Living  
WFUR, Grand Rapids, Mich.

**VAN CAMP, BOB**  
Morning Melodies  
WSB, Atlanta, Ga.

**VAN DEE, JAMES**  
Dancing Party  
WVMI, Biloxi, Miss.

**VANDERJACK, GUY**  
WPAG, Ann Arbor, Mich.

**VANDEVENTER, JERRY**  
Nightbeat  
WSB, Atlanta, Ga.

**VANDEVER, JOE**  
Housewife Time  
WDMF, Buford, Ga.

**VAN DYKE, DICK**  
Mother's Day  
ABC-TV

**VAN DYNE, WAYNE**  
The Daybreaker  
WSTV, Steubenville, Ohio

**VAUGHN, BOB**  
Home & Highway  
WSUN, St. Petersburg, Fla.

**VAUGHN, REESE J.**  
WBIA, Augusta, Ga.

**VENTER, MEL**  
KFRC, San Francisco, Calif.

**VENTRELLA, TONY**  
WEDC, Chicago, Ill.

**VESTAL, STAN**  
KNGS, Hanford Calif.

**VICK, GLENN**  
WGTM, Wilson, N. C.

**VIEDT, BEN**  
KWRV, Winner, S. D.

## — W —

**WADE, GILBERT**  
WFPR, Hammond, La.

**WADE, JEFF**  
1470 Melody Lane  
WLAM, Lewiston, Me.

**WADE, OZZIE**  
WKNE, Keene, N. H.

**WAGGONER, CHUCK**  
Songs at Sun-up  
WAGG, Franklin, Tenn.

**WAGNER, JOHNNY**  
Florida Calling  
WKIS, Orlando, Fla.

## RADIO-TV ANNOUNCERS, EMCEES

- WAGNER, JON**  
ELWN, Lawrence, Kan.
- WALKER, JOHNNY**  
Yawn Patrol  
WENL, Scranton, Pa.
- WALKER, TOM**  
Tom's Triple T  
KTCS, Ft. Smith, Ark.
- WALLACE, GIL**  
Koffee Klub  
WFIW, Fairfield, Ill.
- WALLACE, NORM**  
KPDQ, Portland, Ore.
- WALLER, EDMUND**  
WTOR, Torrington, Conn.
- WALLINSON, ED**  
WNAK, Wilkes-Barre, Pa.
- WALLISTON, ED**  
WNAK, Wilkes-Barre, Pa.
- WALSH, GORDON**  
Street of Dreams  
WENC, Winchester, Va.
- WALSH, TOM**  
Curtain Time  
WPEP, Taunton, Mass.
- WALTERS, LLOYD**  
KSCO, Santa Cruz, Calif.
- WARD, FRANK**  
Request Matinee  
WAKR, Akron, Ohio
- WARD, FRED**  
WOWL, Florence, Ala.
- WARD, TERRY**  
KOWL, Tahoe Valley, Calif.
- WARNERS, BOB**  
Tops for Teens  
WAYX, Waycross, Ga.
- WARNER, DICK**  
Warnerland  
WRDW, Augusta, Ga.
- WARREN, BILL**  
WERC, Cincinnati, Ohio
- WARREN, DOUG**  
Talk of the Town  
WKDN, Camden, N. J.
- WEAVER, BILL**  
*Party Line*  
WDAY-TV, Fargo, N. D.
- WEAVER, JOE**  
Penthouse Party  
WTOL, Toledo, Ohio
- WEBB, DICK**  
WFDF, Flint, Mich.
- WEBB, JAY**  
O Club  
WSBC, Chicago, Ill.
- WEBB, JOHNNY**  
KLRA, Little Rock, Ark.
- WEBB, RIC**  
KOLR, Butte, Mont.
- WEBB, RICK**  
WARB, Covington, La.
- WEBER, ART**  
Birthday Club  
KFBB-TV, Great Falls, Mont.
- WEBSTER, KURT**  
Teen-Age Dancing Party  
WAVY-TV, Norfolk, Va.
- WEEMS, BOB**  
WFPG, Atlantic City, N. J.
- WEILER, BOB**  
Country Cousins  
KDIX-TV, Dickinson, N.D.
- WELSH, JOHN**  
Music Room  
KTAC, Tacoma, Wash.
- WELTI, BOB**  
KTVT, Salt Lake City, Utah
- WENDALL, BON**  
KDJI, Holbrook, Ariz.
- WENDELL, BILL**  
March 22, N. Y., MCA
- WENDELL, BUD**  
KYW, Cleveland, Ohio
- WESLEY, BOB**  
WPON, Pontiac, Mich.
- WESLEY, TED**  
WTIG, Massillon, Ohio
- WESNER, LEE**  
WISC, Madison, Wisc.
- WESTON, JIM**  
KTML, Marked Tree, Ark.
- WHEELER, GREGG**  
KTAT, Frederick, Okla.
- WHITE, BILL**  
Variations in Music  
WGBI, Scranton, Pa.
- WHITE, BOB**  
WQXQ, Ormond Beach, Fla.
- WHITE, JACK**  
KDEN, Denver, Colo.
- WHITE, LEE**  
KPUG, Bellingham, Wash.
- WHITE, LEWIS**  
WJLD, Birmingham, Ala.
- WHITE, STANLEY**  
KSCO, Santa Cruz, Calif.
- WHITEHEAD, BRUCE**  
KBOI-TV, Boise, Ida.
- WHITESIDE, ARTHUR**  
WLOS-TV, Ashville, N. C.
- WHITLEY, CHARLES**  
WLTC, Gastonia, N. C.
- WILLIAMS, ALUN**  
WMCA, New York, N. Y.
- WILLIAMS, KEN**  
County Fair  
NBC-TV
- WILSON, DON**  
The Jack Benny Program  
CBS-TV
- WILSON, JOE**  
Bowling Stars  
ABC-TV
- WILSON, JOHN**  
KTAR, Phoenix, Ariz.
- WILSON, JOHNNY**  
Top Tunes  
WLSD, Big Stone Gap, Va.
- WINTERS, ROLAND**  
The Peter Lind Hayes Show  
ABC-TV
- WOLF, ROD**  
Harmony Highway  
WRTA, Altoona, Pa.
- WOLFE, JOHN**  
730 Matinee  
WDOS, Oneonta, N. Y.
- WOODS, CHARLES**  
People in the News  
ABC
- WOODS, JOHN**  
WAAB, Worcester, Mass.
- WOODS, WILLIAM H.**  
KDMO, Carthage, Mo.
- WOODWARD, GORDON**  
KSTN, Stockton, Calif.
- WOODWARD, LEE**  
Hollywood Showtime, Top  
Ten Dance Party  
KOTV, Tulsa, Okla.
- WRAY, HALL**  
Top of the Morning  
WHMA, Anniston, Ala.
- WRIGHT, BILL**  
Top of the Morning  
WIBG, Philadelphia, Pa.
- WRIGHT, DAVID**  
WFMY-TV, Greensboro, N. C.
- WUSSOW, GEORGE**  
KVCV, Redding, Calif.
- WYATT, GEORGE**  
WTWV, Tupelo, Miss.
- WYATT, JACK**  
Confession  
ABC-TV
- WYLLIE, GORDON**  
Mostly Music  
WTRL, Bradenton, Fla.

— Y —

- YANICH, BOBBY**  
WHGB, Harrisburg, Pa.
- YEAGER, RAY**  
Karousel  
KROW, Oakland, Calif.
- YELLAND, STARR**  
KLZ-TV, Denver, Colo.
- YONGUE, BOB**  
Up 'n Atom  
WATO, Oak Ridge, Tenn.
- YORK, TOM**  
WBRC-TV, Birmingham, Ala.

- YOULE, CLINT**  
The Weatherman  
WNBQ, Chicago, Ill.
- YOUNG, AL**  
Musical Announcer  
WCMA, Corinth, Miss.

- YOUNG, BILLY**  
KTRE, Lufkin, Tex.

- YOUNG, DALE**  
Detroit Bandstand  
WJBK-TV, Detroit, Mich.

- YOUNT, H. PRESTON, Jr.**  
Pres' Platter Party  
WHLF, South Boston, Va.

- YOUNG, O. C.**  
Disc Dance  
WHIS, WHIS-TV, Bluefield,  
W. Va.

- YOUNG, SID**  
Housewife Time  
WDMF, Buford, Ga.

- YOUNG, TINY**  
Meet the Merchant  
KAYE, Puyallup, Wash.

- YOUNGS, KENNETH**  
WREM, Remsen, N. Y.

— Z —

- ZACK, ED**  
WOC, Davenport, Iowa

- ZAPUTIL, BILL**  
KOYN, Billings, Mont.

- ZEIGLER, BOB**  
Drive In  
WISL, Shamokin, Pa.

- ZEYAN, BARRY**  
KANA, Anaconda, Mont.

- ZIMMERMAN, BOB**  
WCED, DuBois, Pa.

- ZINK, CHUCK**  
Popeye Playhouse  
WTVJ, Miami, Fla.

- ZUELLO, RUDY**  
Wake to Music  
WCKB, Dunn, N. C.



KLAVAN and FINCH

# DISC JOCKEYS

## RADIO AND TELEVISION

—their work during 1958

### — A —

**ADAMS, KAY**  
The House Party  
KRIZ, Phoenix, Ariz.

**ADAMS, GLENN**  
KAIR, Tucson, Ariz.

**ADAMS, JERRY**  
KLPR, Oklahoma City, Okla.

**ADAMS, JOHN**  
Junior Jazz  
KIDD, Monterey, Calif.

**ADAMS, JOHN**  
WTK, Durham, N. C.

**ADAMS, JOHN**  
Wake Up Hour  
WMNF, Richwood, W. Va.

**ADKINS, BOB**  
KNEW, Spokane, Wash.

**ADKINS, ROSS**  
KGHP, Pueblo, Colo.

**ADKISON, JOHN**  
Top "30"  
WDSP, DeFuniak Springs, Fla.

**AGEE, BOB**  
Top Forty  
WBIR, Knoxville, Tenn.

**AHLERS, W.**  
Record Roundup  
WHMI, Howell, Mich.

**ALBERT'S BOB**  
Up's & Down Show  
KDMA, Montevideo, Minn.

**ALBRIGHT, JIM**  
WPAC, Patchogue, N. Y.

**ALEXANDER, CHRIS**  
KLLA, Leesville, La.

**ALGER, MICK**  
Night Train  
KBNZ, La Junta, Colo.

**ALLAN, AARON**  
WOAI, San Antonio, Tex.

**ALLAN, LLOYD**  
Tune 1050  
KNBX, Kirkland, Wash.

**ALLBEE, CHARLES**  
Mid-afternoon Moods  
KGIW, Alamosa, Colo.

**ALLEN, BOB**  
Slim Short Show  
WGTM, Wilson, N. C.

**ALLEN, DON**  
Coffee, Toast & Tunes  
WBRT, Bardstow, Ky.

**ALLEN, FRED**  
WAAA, Winston-Salem, N. C.

**ALLEN, GENE**  
Melody Parade  
WENK, Union City, Tenn.

**ALLEN, HERB**  
Rhythm Roundtable  
WESA, Charleroi, Pa.

**ALLEN, JACK**  
Melody Matinee  
WTTM, Trenton, N. J.

**ALLEN, JOHN**  
Early Birds  
WFAA, Dallas, Tex.

**ALLEN, RODGER**  
WGGO, Salamanca, N. Y.

**ALLEN, ROGER**  
WKYB, Paducah, Ky.

**ALLEN, RON**  
Music Hall  
WSAL, Cincinnati, Ohio

**ALLEN, STEVE**  
Musical Clock  
WJEH, Gallipolis, Ohio

**ALLINSON, BOYD E.**  
RFD 1360  
KDBC, Mansfield, La.

**ALLMAN, PIERCE**  
Melody-Go-Round  
WFAA, Dallas, Tex.

**ALLWOOD, JIM**  
Hillbilly Heaven  
KWTO, Springfield, Mo.

**ALONSO, IVO LUIS**  
Artistas en Revistas  
KIFN, Phoenix, Ariz.

**ANDERSON, BILL**  
WJJC, Commerce, Ga.

**ANDERSON, CURLY**  
KURY, Brookings, Ore.

**ANDERSON, DAN**  
WLWL, Minneapolis, Minn.

**ANDERSON, DON**  
KASK, Ontario, Calif.

**ANDERSON, DON**  
KFH, Wichita, Kan.

**ANDERSON, DUANE**  
Matinee Melody  
KCM, Carroll, Iowa

**ANDERSON, DUKE**  
KWIZ, Santa Ana, Calif.

**ANDERSON, ERNIE**  
WHK, Cleveland, Ohio

**ANDERSON, GEORGE**  
Late Date  
WITY, Danville, Ill.

**ANDERSON, HERB**  
Requestfully Yours,  
WPIN, St. Petersburg, Fla.

**ANDERSON, HERB OSCAR**  
HOA Show  
WMCA, New York, N. Y.

**ANDERSON, HOWIE**  
Top 50 Tunes  
WLDL, Atlantic City, N. J.

**ANDERSON, J. W.**  
Spinorama  
WMCP, Columbia, Tenn.

**ANDERSON, JACK**  
KITXO, Sherman, Tex.

**ANDERSON, KARL**  
Melodies in Velvet  
WGMA, Hollywood, Fla.

**ANDERSON, KERRY**  
WGLC, Centreville, Miss.

**ANDERSON, MAX**  
Morning Man  
WBAP, Fort Worth, Tex.

**ANDERSON, SAMMY**  
WKAP, Allentown, Pa.

**ANDERSON, TERRY**  
WETZ, New Martinsville, W. Va.

**ANDREWS, ANDY**  
WHOO, Orlando, Fla.

**ANDREWS, JERRY**  
WBAL, Baltimore, Md.

**ANGLE, CLIP**  
WLYC, Williamsport, Pa.

**ANKENY, HENRY**  
Platter Party  
KIMO, Longmont, Colo.

**ANTHONY, AL**  
Hits for the Misses  
KAFY, Bakersfield, Calif.

**ANTHONY, CARMINE**  
WJJD, Chicago, Ill.

**ANTHONY, DON**  
Hi Fi For Housewives  
WWIN, Baltimore, Md.

**ANTHONY, JOE**  
Dancing Party  
WSSC, Sumter, S. C.

**ANTHONY, JOE**  
Harlem Serenade  
KMAC, San Antonio, Tex.

**ANTHONY, PAUL**  
KMON, Great Falls, Mont.

**ANTHONY, TOM**  
KDTH, Lubuque, Iowa

**ARCHARD, DAVE**  
WALT, Tampa, Fla.

**ARCHER, GENE**  
Mr. Music  
WRC, Washington, D. C.

**ARKELL, BUD**  
Up 'n Atom Show  
WANS, Anderson, S. C.

**ARLAN, JAY**  
Make Mine Music  
WFBN, Indianapolis, Ind.

**ARMSTRONG, DON**  
Up & Atom  
WDCL, Clearwater, Fla.

**ARMSTRONG, HAROLD**  
Early Bird Show  
KALV, Alva, Okla.

**ARMSTRONG, HAYWARD**  
The Hayride  
KOYL, Odessa, Tex.

**ARMSTRONG, TIM**  
KHSL, Chico, Calif.

**ARMSTRONG, TOM**  
WGAR, Cleveland, Ohio

**ARNOLD, CHARLES**  
Cool Rhythms  
WVOL, Nashville, Tenn.

**ARNOLD, CHUCK**  
WISN, Milwaukee, Wis.

**ARNOLD, HAP**  
KBYG, Big Spring, Tex.

**ARNOLD, RON**  
Pop Hits  
KTTN, Trenton, Mo.

**ARTHUR, PAUL**  
P. A. in the P. M.  
KBUN, Bemidji, Minn.

**ARTZ, RALPH**  
WSAN, Allentown, Pa.

**ASTOL, LALO, SR.**  
KCOR, San Antonio, Tex.

**ATHOS, BOB**  
Toast 'N Jam Session  
KLIZ, Brainerd, Minn.

**ATRINS, BILL**  
Timekeeper Show  
KDOK, Tyler, Tex.

**ATRINS, EDDIE**  
Mr. Music  
WJEH, Gallipolis, Ohio

**ATRINS, ROBERT**  
WTBC, Flomaton, Ala.

**ATRINSON, TOM**  
Musicland USA  
KSL, Silver City, N. M.

**ATEBERRY, TERRY**  
KCOL, Fort Collins, Colo.

**ATWOOD, BILL**  
Melody Time  
WAUG, Augusta, Ga.

**ANGELLO, JOE**  
WOHO, Toledo, Ohio

**AUSTIN, CHUCK**  
Road Show  
WERI, Westerly, R. I.

**AUTIO, TOM**  
Music Makers  
WBNC, Conway, N. H.

### — B —

**BABCOCK, SAM**  
KDEO, San Diego, Calif.

**BACARELLA, JOE**  
WMIC, Monroe, Mich.

**BAHN, CARL**  
Top's Tunes

**BAILEY, BILL**  
WIBV, Belleville, Ill.

**BAKER, JACK**  
Record Shop  
WEMP, Milwaukee, Wis.

## RADIO-TV DISC JOCKEYS

**BALDWIN, RUSS**  
 WIBX, Utica, N. Y.  
**BALL, ACE**  
 KHEM, Big Spring, Tex.  
**BALLARD, DAVE**  
 KTIK, Seattle, Wash.  
**BALLARD, DREW**  
 KVMC, Colorado City, Tex.  
**BANDY, BOB**  
 Coffee Club  
 WAPL, Appleton, Wis.  
**BANGERT, CHRIS**  
 WDSM, WDSM-TV,  
 Superior, Wis.  
**BARBER, BILL**  
 WOOD, Grand Rapids, Mich.  
**BARGE, CARL**  
 WFDF, Flint, Mich.  
**BARIL, GENE**  
 WJEF, Grand Rapids, Mich.  
**BARILE, LOU**  
 WIBX, Utica, N. Y.  
**BARKELY, MIKE**  
 Timekeeper  
 WKRZ, Oil City, Pa.  
**BARKER, BENARD**  
 WJHO, Opelika, Ala.  
**BARKER, DAVE**  
 Luncheon Concert  
 WOKO, Albany, N. Y.  
**BARKER, ROBERT**  
 Music Beat  
 WAAG, Adel, Ga.  
**BARKER, TED**  
 Joy Club  
 WJOY, Burlington, Vt.  
**BARKLEY, ROGER**  
 KALL, Salt Lake City, Utah  
**BARLOW, JOHN**  
 WFGM, Fitchburg, Mass.  
**BARNARD, BILL**  
 Top Banana Show  
 KWIZ, Santa Ana, Calif.  
**BARNES, JIM**  
 Town and Country Time  
 KABR, Aberdeen, S. D.

**BARNETT, BOB**  
 KVBC, Farmington, N. M.  
**BARNHILL, CHARLES**  
 Musical Roundup  
 KDRS, Paragould, Ark.  
**BARR, FRED**  
 Gospel Time  
 WWRL, New York, N. Y.  
**BARRETT, ART**  
 Country Music Album  
 WSIG, Mt. Jackson, Va.  
**HARRETT, DICK**  
 KCNO, Alturas, Calif.  
**BARRETT, RON**  
 KPDA, Amarillo, Tex.  
**BARRY, CARL**  
 WFOB, Fostoria, Ohio  
**BARRY, BENE**  
 WJNG, Dayton, Ohio  
**BARRY, NICK**  
 For Teenagers Only  
 WTIG, Massillon, Ohio  
**BARTEAU, FRANK**  
 Ranch Party  
 KCKY, Coolidge, Ariz.  
**BARTON, BOB**  
 Music in the Air  
 WSKN, Saugerties, N. Y.  
**BARTON, FRED**  
 WANE, Fort Wayne, Ind.  
**BARTON, KEARNEY**  
 KTW, Seattle, Wash.  
**BASS, MARTHA**  
 WSYL, Sylvania, Ga.  
**BASSETT, JOHN**  
 WBZ-WBZA, Boston-Springfield, Mass.  
**BATEMAN, JACK**  
 Record Room  
 KGGF, Coffeyville, Kan.  
**BAUER, BILL**  
 KTOE, Mankato, Minn.  
**BAUER, GEORGE**  
 WGN, Chicago, Ill.  
**BAUGHMAN, EARL**  
 WESC, Greenville, S. C.

**BAUM, ROD**  
 WFOB, Fostoria, Ohio  
**BAXTER, DAN**  
 Night Beat  
 WJBR, Detroit, Mich.  
**BAXTER, GORDON**  
 KOGT, Orange, Tex.  
**BEALE, GEORGE**  
 Reveille  
 WTSL, Hanover, N. H.  
**BEASLEY, BUZZ**  
 Hit the Road  
**BEATTIE, GEORGE T. III**  
 KWBY, Colorado Springs, Colo.  
**BEATY, JOHN**  
 WNOG, Naples, Fla.  
**BEBEE, RON**  
 WCWC, Ripon, Wis.  
**BECK, LEW**  
 KCOW, Alliance, Neb.  
**BECKMAN, SPOOK**  
 WTVN, Columbus, Ohio  
**BEECHLER, CASH**  
 Clockwatcher  
 WFYC, Alma, Mich.  
**BEEBS, BOBBY**  
 Musical Clock  
 KOBY, San Francisco, Calif.  
**BELL, JIMMIE**  
 Court of Good Music  
 KANN, Sinton-Corpus  
 Christie, Tex.  
**BELL, RALPH**  
 Sundown Serenade  
 WCMR, Elkhart, Ind.  
**BELLEW, TERRY**  
 KXOX, Sweetwater, Tex.  
**BELLMAN, BILL**  
 KRNO, San Bernardino, Calif.  
**BELSON, GORDON**  
 Housewife's Hit Parade  
 KXO, El Centro, Calif.

## BRAND NEW ! ! ! !

### UP-TO-DATE D. J. MAILING LIST and SUBSCRIPTION SERVICE

Subscriptions to Our 4200 Disc Jockey List  
 1000 Preferred Disc Jockeys  
 3200 General Disc Jockeys

Filed in Separate Categories

YOU WILL RECEIVE THE FOLLOWING TO  
OUR ONE YEAR SUBSCRIPTION SERVICE

- 1) You receive our list of 4200 DISC JOCKEYS on index cards.
  - 2) List is in strictest geographical and alphabetical order.
  - 3) Every three months we will send you changes on DISC JOCKEY list.
  - 4) We guarantee 100% accuracy on our list or 5c refunded for each mailing piece returned to you by post office and forwarded to our office within 3 weeks from purchase of list.
  - 5) All our index cards have street addresses of Radio stations.
- TOTAL PRICE \$80.00 + Parcel Post charge (Add 3% Sales Tax for N.Y.C.)

MAIL IN YOUR ORDER TODAY

*Accurate List Letter Service, Inc.*

1650 BROADWAY, NEW YORK 19, N. Y.

Phone: Columbus 5-8093

As an added "BONUS" we address *only* for our subscribers, gummed labels from the DISC JOCKEY list at a price of \$5.00 per 1000 names.



## RADIO-TV DISC JOCKEYS

- BENEDICT, BOB**  
1260 Club  
WWIS, Black River Falls, Wis.
- BERNARD, FRED**  
Listen to Long Island  
WGSN, Huntington, N. Y.
- BERRY, A. G. 'SFIKE'**  
Juke Box Time  
KERYJ, Jamestown, N. D.
- BERRY, AL**  
WPLA, Plant City, Fla.
- BERRY, BILL**  
Top Twenty  
WDSU, New Orleans, La.
- BERRY, JIM**  
WDXB, Chattanooga, Tenn.
- BERRY, TOM**  
WKNX, Saginaw, Mich.
- BERTENSHAW, BILL**  
U.S.A. Show  
WBBI, Newark, N. J.
- BESSELL, JERRY**  
Nightwatch  
WALB, Albany, Ga.
- BESSON, BILL**  
Top 30 — 1330  
KVOL, Lafayette, La.
- BETNKKE, DAVID**  
Musical Magazine  
WBKV, West Bend, Wis.
- BEVILL, FRED**  
KTRB, Modesto, Calif.
- BICKEL, PAT**  
WADP, Kane, Pa.
- BICKHAM, BENNY**  
WABL, Amite, La.
- BIELOH, JOHN**  
KTFS, Texarkana, Tex.
- BIGGS, TED**  
1320 Club  
KWHN, Ft. Smith, Ark.
- BILDERBACK, LES**  
Music for you  
WINI, Murphysboro, Ill.
- BILLINGTON, THOM**  
Juke Box  
WNOK, Columbia, S. C.
- BIMSON, PHIL**  
WKTY, La Crosse, Wis.
- BIRCHER, BILL**  
WTNJ, Trenton, N. J.
- BIRGE, JERRY**  
Melody Showcase  
WHIZ, Zanesville, Ohio
- BIRKHOLM, JIM**  
WBOM, Bay City, Mich.
- BISHOP, BARBARA**  
KHKI, Honolulu, Hawaii
- BISHOP, BENNY**  
Music in the Air  
WLDB, Atlantic City, N. J.
- BISHOP, BILL**  
WAIT, Chicago, Ill.
- BISHOP, NED**  
Night Watch  
KYOU, Greeley, Colo.
- BLACK, RONNIE**  
WSTL, Eminence, Ky.
- BLACKBURN, BOB**  
KXL, Portland, Ore.
- BLACKBURN, JOHN**  
Big John's Record Corner  
KZUM, Farmington, N. M.
- BLACKWELL, KEN**  
Serenade  
WCRS, Greenwood, S. CV.
- BLACKWELL, ROGER**  
KNIM, Maryville, Mo.
- BLAHA, DICK**  
Sunday Serenade  
WRAC, Racine, Wis.
- BLAINE, GENE**  
WAKE, Atlanta, Ga.
- BLAINE, JAMES W.**  
KTOO, Henderson, Nev.
- BLAIR, HARRY**  
WGL, Fort Wayne, Ind.
- BLANCHARD, RED**  
KPOP, Los Angeles, Calif.
- ELEDSON, HAROLD**  
Nightbeat  
WSAV, Savannah, Ga.
- BLODGETT, ROD**  
KTRF, Thief River Falls, Minn.
- BLOOD, RUSSELL**  
WSRO, Marlborough, Mass.
- BLOOM, AL**  
KFTM, Fort Morgan, Colo.
- BLOOM, LYNN**  
WMRF, Lewistown, Pa.
- BLOXOM, RUSS**  
Man on the Beat  
KCLE, Cleburne, Tex.
- BOARDMAN, GAEL**  
WEAV, Plattsburgh, N. Y.
- BOBBITT, M. E.**  
WTRK, Durham, N. C.
- BOCK, KEN**  
Newsic  
KDSS, Paragould, Ark.
- BOLENDER, DICK**  
Breakfast Show  
WBRK, Pittsfield, Mass.
- BOLLER, PHIL**  
WKMF, Flint, Mich.
- BOLLMAN, JIM**  
Downbeat  
KMRS, Morris, Minn.
- BOND, GARLAND**  
WETU, Wetumpka, Ala.
- BOND, GARY**  
KMAM, Tularosa, N. M.
- BOND, VIRGIL**  
KHEY, El Paso, Tex.
- BONDS, HOYT**  
Bonds with Bands  
WTCS, Flomaton, Ala.
- BONNER, ED**  
KXOK, St. Louis, Mo.
- BONNER, ED**  
WIL, St. Louis, Mo.
- BORBA, JOHN**  
KWIP, Merced, Calif.



**DICK ("Ricardo") SUGAR**

**WNTA — Pop Disc Jockey**

Specialist in Latin-American Music

Boulevard 1-7808



**JOE O'BRIEN**

**"JOE'S PLACE" — WMCA**

5 to 8 p.m. Daily

CONTACT: CARL EASTMAN

MU 2-4986

# RADIO-TV DISC JOCKEYS

- BORCHARD, CHUCK**  
Saturday Matinee  
WOAP, Owosso, Mich.
- BORELLI, BILL**  
WCCM, Lawrence, Mass.
- BORT, KEN**  
Stampede  
KGEM, Boise, Ida.
- BOSLEY, PAM**  
WLBN, Lebanon, Ky.
- BOSSEE, BILL**  
KWHI, Brenham, Tex.
- BRACKNEY, TOM**  
Easy Listening  
KSYC, Yreka, Calif.
- BRADLEY, BOB**  
WL0L, Minneapolis, Minn.
- BRADLEY, CURT**  
Smilin' Time  
WMIX, Mt. Vernon, Ill.
- BRADLEY, DICK**  
WARB, Covington, La.
- BRADLEY, MIKE**  
KOIL, Omaha, Neb.
- BRADLEY, SAM**  
KIMO, Independence, Mo.
- BRADY, BUD**  
KNOC, Natchitoches, La.
- BRAID, DON**  
WMBD, Peoria, Ill.
- BRAMLETT, GEORGE**  
KELD, El Dorado, Ark.
- BRANNON, JOE**  
Bop Time  
WEYE, Sanford, N. C.
- BRANSOME, BILL**  
WCAU, Philadelphia, Pa.
- BRANT, BILL**  
WEDO, McKeesport, Pa.
- BRANT, DOT**  
Designing Woman  
WKAI, Macomb, Ill.
- BRATT, BOB**  
WMFT, Terre Haute, Ind.
- BRAY, ED**  
WALT, Tampa, Fla.
- BREAD, GLENN**  
KXLT, Helena, Mont.
- BREECE, CHUCK**  
Indianapolis at Night  
WPBM, Indianapolis, Ind.
- BRELAND, BILL**  
WALD, Walterboro, S. C.
- BRENNER, PAUL**  
WNTA, Newark, N. J.
- BRETZ, RONNIE**  
Platter Parade  
WAUD, Auburn, Ala.
- BRIDGES, RAY**  
Nite Train  
KID, Idaho Falls, Ida.
- BRIGHAM, PAUL L.**  
WMGR, Bainbridge, Ga.
- BRIMMER, J. ALLEN**  
Milkin Time  
WJIV, Savannah, Ga.
- BRODERICK, DICK**  
KALL, Salt Lake City, Utah
- BRODIE, EARLE**  
Caravan  
WAKN, Aiken, S. C.
- BROOKS, AL**  
Music to Dawn  
WISH, Indianapolis, Ind.
- BROOKS, DALE**  
Big Boy Frolic  
WCST, Berkeley Springs, W. Va.
- BROOKS, EARNEST**  
Jubilee Train  
KPBA, Pine Bluff, Ark.
- BROOKS, FOSTER**  
WHAM, Rochester, N. Y.
- BROOKS, FRANK**  
Festival  
WTTM, Trenton, N. J.
- BROOKS, FRANK**  
WRVA, Richmond, Va.
- BROOKS, FRED**  
KRBC, Abilene, Tex.
- BROWN, BERNARD**  
WGST, Atlanta, Ga.
- BROWN, BILL**  
WNEB, Worcester, Mass.
- BROWN, BOB**  
KTUC, Tucson, Ariz.
- BROWN, BOB**  
WPLY, Plymouth, Wis.
- BROWN, DAN**  
Chuckwagon Roundup  
KTUT, Tooele, Utah
- BROWN, DICK**  
Kommutors  
KAFY, Bakersfield, Calif.
- BROWN, DICK**  
WWOK, Charlotte, N. C.
- BROWN, FRANK X.**  
Open House  
WRIV, Riverhead, N. Y.
- BROWN, GILES**  
WKIN, Kingsport, Tenn.
- BROWN, JIM**  
Musical Clock  
WCNT, Centralia, Ill.
- BROWN, PAT**  
KYSN, Colorado Springs, Colo.
- BROWN, PAUL**  
Brown Darby  
WMGW, Meadville, Pa.
- BROWN, R. C. (BOB)**  
Marathon of Music  
WLBK, DeKalb, Ill.
- BROWN, TED**  
Ted Brown & The Redhead  
WMGM, New York, N. Y.
- BROWNELL, BEN**  
Night Flight  
KLIV, Modesto, Calif.
- BROWNING, DAVE**  
WOHO, Toledo, Ohio
- BRÖYLE, CHUCK**  
House of Wax  
KYOU, Uvalde, Tex.
- BRUCE, AL**  
1270 Club  
WLBR, Lebanon, Pa.



**Bruce Morrow**

WINS



**ART FORD**

## RADIO-TV DISC JOCKEYS

**BRUCE, FRANK**  
WPLH, Huntington, W. Va.

**BRUNEL, JOHN**  
WSKI, Montpelier, Vt.

**BRUNES, LARRY**  
KTLI, Tillamook, Ore.

**BRUNO, GARY**  
Nitebeat  
KAGT, Anacortes, Wash.

**BRUTON, BOB**  
KXOL, Fort Worth, Tex.

**BRYAN, CHARLES**  
Big Music Date  
WSMB, New Orleans, La.

**BRYANT, BERK**  
Country Gentleman Time  
WBRG, Lynchburg, Va.

**BURNHAM, FRED**  
WCAT, Orange, Mass.

**BURNS, GENE**  
KBSF, Springhill, La.

**BURNS, JACK**  
KTUC, Tucson, Ariz.

**BURNS, RICHARD**  
Koo Koo Klock  
WTTM, Trenton, N. J.

**BURNS, STAN**  
Entertainment Press Conference,  
DuMont; NBC Monitor; Cerebral  
Palsey Telethon, WOR-TV; Stan  
Burns Show, WINS

**BURNS, TOMMY**  
KMA, Shenandoah, Iowa

**BURRIS, ROBERT**  
WAMV, East St. Louis, Ill.

**BURTON, JOE**  
WBOF, Virginia Beach, Va.

**BURWELL, BILL**  
Best on Wax  
WFMC, Goldsboro, N. C.

**BUTERA, SAL**  
WJER, Dover, Ohio

**BUTTS, JIM**  
Morning Melody Time  
WBHC, Hampton, S. C.

**BYARS, JOE**  
Daily Hit Parade  
WFUN, Huntsville, Ala.

**BYRD, JIMMY**  
Dr. Jive  
WSRC, Durham, N. C.

**BYRON, TOM**  
Record Rack  
WMST, Mt. Sterling, Ky.

### — C —

**CABANISS, CHARLES**  
Wake to Music  
WKMT, Kings Mountain,  
N. C.

**CADDELL, JAN**  
Pops for Saturday  
WHSC, Hartsville, S. C.

**CALKINS, BRIAN**  
KASY, Auburn, Wash.

**CALL, JACK**  
KCKN, Kansas City, Kan.

**CALLAN, BOB**  
Record Shop  
WMCA, New York, N. Y.

**CAMPBELL, JACK**  
Sleepwalker  
KVOO, Tulsa, Okla.

**CAMPBELL, JOHN**  
Campbell's A Comin'  
WSMN, Nashua, N. H.

**CANDLER, JOHN**  
KFSA, Port Smith, Ark.

**CANDLER, JOHN**  
Night Train  
WDVA, Danville, Va.

**CANNON, NORMAN**  
Hit Kit  
WHAP, Hopewell, Va.

**CAPPS, JIMMY**  
Our Best to You  
WPTF, Raleigh, N. C.

**CARD, DEX**  
Coffee with Card  
WGAN, Portland, Me.

**GARDEN, JOHN**  
WROK, Rockford, Ill.

**CARIDAS, BILL**  
Tempo  
WHOK, Lancaster, Ohio

**CARL, JOE**  
Top O' the Morning  
WSIX, Nashville, Tenn.

**CARLESON, ADE**  
Spinners Holiday  
KGHL, Billings, Mont.

**CARLSON, AL**  
KDLM, Detroit Lakes, Minn.

**CARLSON, W.**  
Tops in Pops  
WLLH, Lowell, Mass.

**CARLTON, JOHNNY**  
WPGC, Washington, D. C.

**CARNEY, JACK**  
WIL, St. Louis, Mo.

**CAROL, KEN**  
KODE, Joplin, Mo.

**CAROLA, RALPH**  
Dream Dancing  
WHYN, Springfield, Mass.

**CARON, CHARLES**  
WKNB, West Hartford, Conn.

**CARR, DICK**  
KTXO, Sherman, Tex.

**CARROLL, RALPH**  
KELO, Sioux Falls, S. D.

**CARROLL, ROGER**  
KGAY, Salem, Ore.

**CARSON, CHUCK**  
KSRO, Santa Rosa, Calif.

**CARTER, JAMES**  
Mr. Cee's Party  
WOIC, Columbia, S. C.

**CARTER, LEO**  
Jocko's Jamboree  
KOKY, Little Rock, Ark.

**CARTER, LEW**  
Jamboree  
WMOG, Brunswick, Ga.

**CARTER, VIVIAN**  
WWCA, Gary, Ind.



## JACK LACY WINS

"Listen to Lacy"

# RADIO-TV DISC JOCKEYS

- CASTO, BOB**  
On The Street Where You Live  
WCLG, Morgantown, W. Va.
- CERRI, BILL**  
Yawn Patrol  
WWIN, Baltimore, Md.
- CERRI, DICK**  
WRUN, Utica, N. Y.
- CERVERA, ERNESTO**  
KWKW, Pasadena, Calif.
- CHADDERTON, JACK**  
WLYN, Lynn, Mass.
- CHAMBURS, PAT**  
WDAE, Tampa, Fla.
- CIAMPINE, JOHN**  
Kitchen Club  
WMAB, Munising, Mich.
- CHAPMAN, HARRY**  
Moments in Music  
KHAM, Albuquerque, N. M.
- CHRISTE, PHIL**  
WBZ-WBZA, Boston-Springfield, Mass.
- CHRISTEN, ELLIOTT**  
Melody Corner  
KDEC, Decorah, Iowa
- CHRISTENSEN, DON**  
Party Line  
WBEV, Beaver Dam, Wis.
- CHRISTOPHER, BERT**  
Sunday Serenade  
WWJR, Brooksville, Fla.
- CHURCHES, GLENN**  
KCRA, Sacramento, Calif.
- CHURCHILL, NATE**  
Schools Out  
WAGM, Presque Isle, Me.
- CLARK, DANNY**  
Gospel Favorites  
WJIV, Savannah, Ga.
- CLARK, DEL**  
WJJD, Chicago, Ill.
- CLARK, DON**  
WCCM, Lawrence, Mass.
- CLARK, FRED**  
KLTR, Blackwell, Okla.
- CLARK, HOWARD**  
Country Music Time  
KBSF, Springhill, La.
- CLARK, NORM**  
Casual  
WCWC, Ripon, Wis.
- CLARK, TOM**  
KXLR, Little Rock, Ark.
- CLARKE, AL**  
Record Rack  
WYOU, Newport News, Va.
- CLARY, BOB**  
Musical Merrygoround  
WWBD, Bamberg, S. C.
- CLAWSON, JIM**  
Yawn Patrol  
KRKK, Rexburg, Ida.
- CLAXTON, DAVE**  
Rollin' Home Show  
WSLB, Ogdensburg, N. Y.
- CLAY, TOM**  
Jack the Bellboy  
WJBK, Detroit, Mich.
- CLAYBORNE, BRIGHTON**  
KHEP, Phoenix, Ariz.
- CLAYTON, BOB**  
Boston Ballroom  
WHDH, Boston, Mass.
- CLAYTON, DICK**  
WIL, St. Louis, Mo.
- CLEARY, ED**  
Sunrise Salute  
WELQ, Tupelo, Miss.
- CLEARY, THOMAS E.**  
WRIT, Milwaukee, Wis.
- CLEMANS, CHUCK**  
Mainly Music  
KCKY, Coolidge, Ariz.
- CLEMENT, JACK**  
WBLG, Lexington, Ky.
- CLEMENTS, WAYNE**  
Easy Listening  
WMEV, Marion, Va.
- CLOUD, DICK**  
KBYG, Big Spring, Tex.
- CO-ETTE, DICK**  
WAVI, Dayton, Ohio
- COFFEE, LEE**  
WIBV, Belleville, Ill.
- COFFEE, RAY**  
Record Request  
WMAF, Madison, Fla.
- COLBY, LEW**  
Ham 'n' Eggs  
WMMs, Bath, Me.
- COLE, BOB**  
KBUZ, Phoenix, Ariz.
- COLE, FRED B.**  
WHDH, Boston, Mass.
- COLEMAN, CHARLES**  
Gospel Hour  
WBHI, Newark, N. J.
- COLEMAN, CHARLIE**  
Downbeat  
WEMS, Charleston, W. Va.
- COLEMAN, JERY**  
KSEL Lubbock, Tex.
- COLES, ED**  
WSBA, York, Pa.
- COLLINS, BILL**  
WRFD, Worthington, Ohio
- COLLINS, BOB**  
WOAI, San Antonio, Tex.
- COLLINS, CHARLIE**  
WILM, Wilmington, Del.
- COLLINS, JIM**  
KTAR, Phoenix, Ariz.
- COLLINS, JIM**  
Hall of Hits Show  
WAMM, Flint, Mich.
- COLMAN, HARRY**  
KMCD, Fairfield, Iowa
- COMBES, JAMES W. JR.**  
1240 Club  
KSUE, Susanville, Calif.
- COMBS, JACK**  
WBLG, Lexington, Ky.
- COMER, CHUCK**  
KNBY, Newport, Ark.
- COMER, JOHN L.**  
KDSJ, Deadwood, S. D.
- COMLEY, JACK**  
WKNB, West Hartford, Conn.
- CONE, ROBERT G.**  
KDSJ, Deadwood, S. D.
- CONNELL, PAT**  
R & B Express  
WNJR, Newark, N. J.
- CONRAD, DICK**  
WBOL, Elyria-Lorain, Ohio
- CONRAD, RUSSELL**  
KEX, Portland, Ore.
- COOK, BILL**  
WVMC, Mt. Carmel, Ill.
- COOK, BOB**  
Coffee Club  
WPTW, Piqua, Ohio
- COOK, BOB**  
WRJN, Racine, Wis.
- COOK, ED**  
WFEC, Miami, Fla.
- COOK, JACK**  
Melody Madhouse  
WNOK, Columbia, S. C.
- COOK, JOE**  
Breakfast with the Cook  
KGGF, Coffeyville, Kan.
- COOK, LYNN**  
Platter Pantry  
KYOU, Greeley, Colo.
- COOK, RICHARD**  
WPDm, Potsdam, N. Y.
- COOKE, HENRY**  
WMAQ, Chicago, Ill.
- COOPER, AL**  
KHEM, Monticello, Ark.
- COOPER, HUGH**  
Dawn Patrol  
WCKI, Greer, S. C.
- COOPER, RICHARD**  
KALB, Alexandria, La.
- COOPER, TED**  
KOBY, San Francisco, Calif.
- COPE, FRANK**  
Alam Klok Klub  
KJBS, San Francisco, Calif.
- COPELAND, AL**  
Night Show  
KCKC, San Bernardino, Calif.
- COPPLE, LEONARD**  
Teen Age Hop  
KYUM, Yuma, Ariz.
- CORBETT, CARL**  
KCOG, Centerville, Iowa
- CORBIN, DICK**  
WOTW, Nashua, N. H.
- CORDER, RICHARD**  
KOGT, Orange, Tex.
- CORDIC, REGE**  
KDKA, Pittsburgh, Pa.
- CORBONE, MARTY**  
WNAK, Wilkes-Barre, Pa.
- CORMIER, FLOYD**  
Almanac  
KVOL, Lafayette, La.
- COBENLIUS, RUSS**  
KWYN, Wynne, Ark.
- CORNELL, KEN**  
WTLB, Utica, N. Y.
- CORRADO, PAT**  
Metronome  
WAJR, Morgantown, W. Va.
- CORRIGAN, JOHN**  
1170 Club  
WWVA, Wheeling, W. Va.
- CORVELLO, NICK**  
Night Watch  
WBOY, Clarksburg, W. Va.
- CORWIN, HAL**  
Stairway to the Stars  
KOWN, Escondido, Calif.
- COSGROVE, DON**  
Downbeat  
WEAM, Washington, D. C.
- COSS, PAUL**  
WAA-B, Worcester, Mass.
- COSTELLO, LEN**  
WKBB, Muskegon, Mich.
- COUGHLIN, LOU**  
WENTY, Elmira, N. Y.
- COVINGTON, GLADYS**  
WGOR, Georgetown, Ky.
- COX, BILL**  
WLCS, Baton Rouge, La.
- COX, FORREST**  
Morning Melodies  
WJDX, Jackson, Miss.
- COY, JIM**  
WOR, New York, N. Y.
- CRADDOCK, KATO**  
Roadside Inn  
WMLS, Sylacauga, Ala.
- CRAIG, BILL, JR.**  
Studio D  
WLBC, Muncie, Ind.
- CRAIN, MARVIN**  
Portfolio  
KNET, Palestine, Tex.
- CRANE, BOB**  
KNX, Los Angeles, Calif.
- CRAWFORD, BLACKIE**  
Country Time  
KHEM, Big Spring, Tex.
- CRAWFORD, CARL**  
Mostly Music  
WTSI, Hanover, N. H.
- CRAWFORD, JOHN**  
Platter Parade  
WAUD, Auburn, Ala.
- CRAWFORD, PAUL**  
KRGV, Weslaco, Tex.
- CREIGHTON, DAN**  
WELL, Battle Creek, Mich.
- CREVELING, JOHN**  
WJET, Erie, Pa.
- CREWS, COLEMAN**  
Feb 50  
WPET, Greensboro, N. C.
- CRONKHITE, BOB**  
KWIQ, Moses Lake, Wash.
- CRONKRIGHT, J. M.**  
Wake up to Music  
WLO, Frankfort, Ind.
- CROSBY, LEE**  
Dixie  
KTTM, San Rafael, Calif.

# RADIO-TV DISC JOCKEYS

- CROSBY, RICHARD**  
Record Party  
WTRA, Latrobe, Pa.
- CROSBY, WILLIS**  
Prayer Wheel  
WANS, Anderson, S. C.
- CUMMISKEY, BOB**  
1290 Hits  
WCCC, Hartford, Conn.
- CUNNINGHAM, DARREL**  
Musical Roundup  
KDRS, Paragould, Ark.
- D —
- DaBECCO, HENRY**  
KQV, Pittsburgh, Pa.
- DABOUL, JOE**  
Record Caravan  
WMAA, Springfield, Mass.
- DAHMER, BOY**  
WMT, Cedar Rapids, Iowa
- DAIL, GEORGE**  
WINN, Atlanta, Ga.
- DALE, BILLY**  
WTAO, Boston, Mass.
- DALE, REX**  
WAMP, Pittsburgh, Pa.
- DALE, STAN**  
WAIT, Chicago, Ill.
- DALTON, JACK**  
WROB, West Point, Miss.
- DANE, BILL**  
On the Night  
KTBC, Austin, Tex.
- DANIEL, DAN**  
WDGY, Minneapolis, Minn.
- DANIELS, BOB**  
WKID, Champaign-Urbana, Ill.
- DANIELS, BOB**  
WKID, Champaign-Urbana, Ill.
- DANIELS, DAVE**  
Open Hiway, U. S. A.  
WDRF, Chester, Pa.
- DANIELS, GEORGE**  
KRNO, San Bernardino, Calif.
- DANIELS, RICK**  
WIOU Kokomo, Ind.
- DARIEN, FRANK**  
KSJO, San Jose, Calif.
- DARY, ALAN**  
WBZ-WBZA, Boston-Springfield, Mass.
- DATE, DON**  
Downbeat  
WEAM, Washington, D. C.
- DAUGHERTY, DOC**  
WSBA, York, Pa.
- DAUGHERTY, JIM**  
Saturday Afternoon  
KWPC, Muscatine, Iowa
- DAVID, TOBY**  
OKLW, Detroit, Mich.
- DAVIDSON, DWIGHT**  
WWXL, Manchester, Ky.
- DAVIDSON, GENE**  
Platter Party  
WHUB, Cookeville, Tenn.
- DAVIES, BUD**  
CKLW, Detroit, Mich.
- DAVIS, BOB**  
Curtain Time  
WTON, Staunton, Va.
- DAVIS, BRAD**  
WACE, Springfield-Chicopee, Mass.
- DAVIS, CHUCK**  
KAMO, Rogers, Ark.
- DAVIS, DARRELL**  
Everything Goes  
KOCA, Kilgore, Tex.
- DAVIS, GENE**  
WEB, Kansas City, Mo.
- DAVIS, HERB**  
WARL, Arlington, Va.
- DAVIS, JEROME**  
Parade of Stars  
KMHT, Marshall, Tex.
- DAVIS, KATHY**  
High School Hi-lites  
WNBZ, Saranac Lake, N. Y.
- DAVIS, MAC**  
Late Bird Show  
KEDO, Longview, Wash.
- DAVIS, SONNY**  
WKLC, St. Albans, W. Va.
- DAVIS, STAN**  
KOXY, Oklahoma City, Okla.
- DAWSON, BILL**  
Pop Show  
WLMJ, Jackson, Ohio
- DAY, CARL**  
WTNS, Coshocton, Ohio
- DAY, FRANK**  
KDES, Palm Springs, Calif.
- DAY, GEORGE**  
KLYD, Bakersfield, Calif.
- DAY, JOHN**  
KXIC, Iowa City, Iowa
- DEAL, COY**  
860 Club  
KOSE, Osceola, Ark.
- DEAN, BOB**  
KDON, Salinas, Calif.
- DEAN, CAROL**  
Dean's Discs  
WCOU, Lewiston, Me.
- DEAN, DICK**  
Carnival of Music  
WKTO, South Paris-Norway, Me.
- DEAN, GARY**  
Under Glass  
KFIV, Modesto, Calif.
- DEANE, JOE**  
WBFB, Rochester, N. Y.
- DeBEAU, LARRY**  
Homeward Bound  
WTOL, Toledo, Ohio
- DEE, BOB**  
Tops of Morning  
WDOL, Athens, Ga.
- DEHN, DENNIS**  
KPDN, Pampa, Tex.
- DeLANCEY, CHARLES**  
WTNS, Coshocton, Ohio
- DeLAND, JIM**  
WWJ, Detroit, Mich.
- DeLaFENA, GENE**  
Alarm Clock Show  
KAIR, Tucson, Ariz.
- DELL, FRANK**  
WJAC, Johnstown, Pa.
- DEL SETTE, ELL**  
Club 1280  
WRSA, Saratoga Springs, N. Y.
- DELZELL, BILL**  
Disc-O-Rama  
KMMJ, Grand Island, Neb.
- DEMJOHN, BILL**  
WEIR, Weirton, W. Va.
- DENHAM, DICK**  
WINX, Rockville, Md.
- DENHAM, DENNY**  
Country Junction  
WGOV, Valdosta, Ga.
- DENNIS, BILL**  
WFAX, Falls Church, Va.
- DENNISTON, DAVE**  
Accent on Melody  
WRTA, Altoona, Pa.
- DENT, AL**  
WHK, Cleveland, Ohio
- DeSUZE, CARL**  
WBZ-WBZA, Boston-Springfield, Mass.
- DEVON, PRU**  
Nights in Latin America  
WQXR, New York, N. Y.
- DEWART, JIM**  
WERC, Erie, Pa.
- DEWEY, DAVID**  
WEAV, Plattsburgh, N. Y.
- DeWITT, CHUCK**  
WPN, St. Petersburg, Fla.
- DEXTER, DEX**  
KVEN, Coeur D'Alene, Ida.
- DIEM, MIKE**  
WJON, St. Cloud, Minn.
- DIGGS, BILL**  
Platter Party  
WCNC, Elizabeth City, N. C.
- DILL, FRANK**  
WGR, Buffalo, N. Y.
- DILLARD, DON**  
Record Club Show  
WDOH, Wheaton, Md.
- DITTLOFF, WAYNE**  
KBYG, Big Spring, Tex.
- DIXON, DAVE**  
KATZ, St. Louis, Mo.
- DIXON, JIMMY**  
KBBB, Borger, Tex.
- DIXON, LARRY**  
WCHB, Inkster, Mich.
- DOANE, STEVE**  
Platter Party  
WOCB, West Yarmouth, Mass.
- DODD, JIM**  
WKNX, Saginaw, Mich.
- DODSON, ROBERT F.**  
Western Jamboree  
KURV, Edinburg, Tex.
- DOGGETT, TOM**  
KORE, Eugene, Ore.
- DOLAN, JIM**  
WJVA, South Bend, Ind.
- DOLAN, TOM**  
Music Room  
WJZM, Clarksville, Tenn.
- DONADO, MAL**  
KANE, New Iberia, La.
- DONAHUE, PAT**  
Anything Goes  
KVOC, Casper, Wyo.
- DONAHUE, TOM**  
Studio 99  
WBG, Philadelphia, Pa.
- DONNELLY, JAMES**  
Mr. Matinee  
WJMJ, Philadelphia, Pa.
- DORAN, RUSS**  
KUGN, Eugene, Ore.
- DORN, JACK**  
WAKN, Aiken, S. C.
- DORRIS, BOB**  
KEEL, Beeville, Tex.
- DORSEY, JOE**  
Wire Request  
WEMP, Milwaukee, Wis.
- DORSEY, TERRY**  
Record Rack  
WDBQ, Dubuque, Iowa
- DOSS, RAY**  
Teen Hop  
WAIN, Columbia, Ky.
- DOSTON, AMOS**  
Shake, Rattle & Roll  
KXLW, St. Louis, Mo.
- DOTY, DON**  
Cavalcade of Better Music  
WPBC, Minneapolis, Minn.
- DOUGHERTY, CHUCK**  
KQV, Pittsburgh, Pa.
- DOUGLAS, JERRY**  
Rockin' Rhythm  
WCMT, Martin, Tenn.
- DOUGLAS, KEN**  
Contrasts in Music  
KWNO, Winona, Minn.
- DOUGLAS, RON**  
KLWN, Lawrence, Kan.
- DOUGLAS, SAM**  
WXOK, Baton Rouge, La.
- DOWDY, JIM**  
Hi Neighbor  
WACT, Tuscaloosa, Ala.
- DOWNEY, GEORGE**  
AM 1230 Club  
WNEB, Worcester, Mass.
- DOWNING, CLYDE**  
WRRR, Rockford, Ill.
- DOWNING, DON**  
KENE, Toppenish, Wash.
- DOYLE, TOM**  
WLOF, Orlando, Fla.
- DRU, GORDY**  
KFKW, Aberdeen, Wash.
- DRUM, DEWEY**  
WSOC, Charlotte, N. C.

# RADIO-TV DISC JOCKEYS

**DRURY, DICK**  
WJW, Cleveland, Ohio

**DU BLON, JACK**  
KCRS, Midland, Tex.

**DUGAN, SHORTY**  
Party Line  
KAYE, Puyallup, Wash.

**DUKE, KEN**  
Coffee Club  
KDDD, Dumas, Tex.

**DuLANEY, TONY**  
Ladies First  
WMOK, Metropolis, Ill.

**DUMAS, ROLAND**  
Tops in Pops  
WMAS, Springfield, Mass.

**DUMONT, OSCAR**  
WKDN, Camden, N. J.

**DUNBAR, JERRY**  
WBEL, Betoit, Wis.

**DUNCAN, DOPEY**  
WKAP, Allentown, Pa.

**DUNCAN, JIM**  
WGGH, Marion, Ill.

**DUNCAN, JOHNNY**  
WMOR, Morehead, Ky.

**DUNFEY, RAY**  
Wide Awake Show  
WIDE, Biddford, Me.

**DUNFORD, BOB**  
1260 Club  
WCLC, Jamestown, Tenn.

**DUNN, BOB**  
Festival of Music  
KLX, Oakland, Calif.

**DUPRE, HENRY**  
WWL, New Orleans, La.

**DWYER, 'DID'**  
Housewife's Hit Parade  
KLMO, Longmont, Colo.

**DYER, BILL**  
Plattler Party  
WITT, Lewisburg, Pa.

**DZIKOYSKI, JOE**  
Holiday House  
WMNE, Menomonie, Wis.

## — E —

**EAST, LEN**  
KDEO, San Diego, Calif.

**EATON, GORDON**  
As You Like It  
WCCO, Minneapolis, Minn.

**EATON, PIERRE**  
1600 Club  
WINX, Rockville, Md.

**EBBESON, HARRY**  
Harry's Corner  
KMA, Shenandoah, Iowa

**EBERHARDT, FRED**  
House of Wax  
KOOL, Phoenix, Ariz.

**EBERT, LARRY**  
WSAU, Wausau, Wis.

**EDEN, HARRY**  
Music Fest  
KCVR, Lodi, Calif.

**EDDY, DAVE**  
Pop Shop  
WALM, Albion, Mich.

**EDWARDS, CHUCK**  
KT XO, Sherman, Tex.

**EDWARDS, CRAIG**  
Panorama  
WSAC, Radcliff, Ky.

**EDWARDS, GENE**  
WJEF, Hagerstown, Md.

**EDWARDS, GEOFF**  
WEAT, West Palm Beach, Fla.

**EDWARDS, JAMES L.**  
KWOS, Jefferson City, Mo.

**EDWARDS, LARRY**  
Telequest  
KPAN, Hereford, Tex.

**EDWARDS, MARK**  
WBNY, Buffalo, N. Y.

**EDWARDS, PAUL**  
Just for You  
WBEC, Pittsfield, Mass.

**EDWARDS, RICK**  
Musical Clock  
WROK, Rockford, Ill.

**EDWARDSSEN, BILL**  
WGY, Schenectady, N. Y.

**EISENMAN, ABE**  
Break O' Day  
WJIV, Savannah, Ga.

**ELKINS, FRANK**  
Yawn Patrol  
WPRY, Perry, Fla.

**ELKINS, TOM**  
KSTT, Davenport, Iowa

**ELLE, STAN**  
Nightwatch  
KSDN, Aberdeen, S. D.

**ELLERS, FRED**  
KGFL, Roswell, N. M.

**ELLINGTON, DANNY**  
Best by Request  
KCTX, Childress, Tex.

**ELLIOTT, CAROL LEE**  
Gospel Hour  
KAYE, Puyallup, Wash.

**ELLIOTT, JACK**  
KXOK, St. Louis, Mo.

**ELLIOTT, JACQUE**  
Musical Snax  
KGBT, Harlingen, Tex.

**ELLIOTT, WEN**  
KGNQ, Dodge City, Kan.

**ELLIS, DICK**  
Sandman's Matinee  
WIKE, Newport, Vt.

**ELLIS, "HAP"**  
The Early Bird  
KOLT, Scottsbluff, Neb.

**ELLIS, KEN**  
WRUM, Rumford, Me.

**ELLISON, BILL**  
KAMP, El Centro, Calif.

**ELS, RON**  
1490 Club  
KDRO, Sedalia, Mo.

**EMERSON, BILL**  
Periscope  
WBAB, Babylon, N. Y.

**EMERY, BUCK**  
KFRB, Fairbanks, Alaska

**EMERY, RALPH**  
WSM, Nashville, Tenn.

**EMM, LOU**  
Breakfast in Bedlam  
WHIO, Dayton, Ohio

**EMPEY, CURTIS**  
KBRV, Soda Springs, Ida.

**ENTLEY, BOB**  
WKIC, St. Albans, W. Va.

**ERICKSON, BERT G.**  
Farm Parade  
WAPG, Arcadia, Fla.

**ERICKSON, ROALL**  
KMO, Trecoma, Wash.

**ERMEL, DENNY**  
Ton 30 Tunes  
KSLM, Salem, Ore.

**ERTIS, RUDY**  
V-8  
WSPD, Toledo, Ohio

**ETZEL, JACK**  
1330 Top 30  
WJPS, Evansville, Ind.

**EVANS, AL**  
Morning Music Man  
WHFB, Benton Harbor, Mich.

**EVANS, DAN**  
KGRT, Las Cruces, N. M.

**EVANS, GARY**  
KBUH, Brigham City, Utah

**EVANS, JIM**  
Morning in Muscle Shoals  
WOWL, Florence, Ala.

**EVANS, JOHN**  
WIS, Columbia, S. C.

**EVANS, MILTON**  
Almanac & Disc 'n Data  
KNET, Palestine, Tex.

**EVANS, RED**  
WTAL, Tallahassee, Fla.

**EVANS, SAM**  
Jam with Sam  
WGES, Chicago, Ill.

**EVERETT, GREG**  
Greg's Choice  
KRES, St. Joseph, Mo.

**EYES, LARRY**  
Club Carousel  
KIUL, Garden City, Kan.

**EWY, ELWOOD**  
Country Catalog  
KWAT, Watertown, S. D.

**EYE, ERNIE**  
Teen Time  
WFAI, Fayetteville, N. C.

## — F —

**FAGAN, JIM**  
WINE, Buffalo, N. Y.

**FAHAN, BILL**  
KAYL, Storm Lake, Iowa

**FAHRENBRUCH, JERRY**  
Fabulous Fifty  
KFKA, Greeley, Colo.

**FAIRBURN, TED**  
WLDS, Jacksonville, Ill.

**FAIRCHILD, JOHNNY**  
KOLL, Omaha, Neb.

**FALK, DICK**  
1 1/2 for the Road  
KBRO, Bremerton, Wash.

**FALK, VERN**  
This Afternoon  
WEKZ, Monroe, Wis.

**FANNIN, HANK**  
WHTB, Talladega, Ala.

**FANNING, DICK**  
WFAX, Fal's Church, Va.

**FAIRNSWORTH, BRUCE**  
WTYM, Springfield, Mass.

**FARRELL, CHARLIE**  
Sunday Showcase  
WBVP, Beaver Falls, Pa.

**FARRELL, GENE**  
Dance Party  
WNAH, Nashville, Tenn.

**FARRELL, JERRY**  
Teen Time Hop  
WJLL, Niagara Falls, N. Y.

**FARRELL, REED**  
WIL, St. Louis, Mo.

**FATMAN, LLOYD**  
Snap Club  
WHAT, Philadelphia, Pa.

**FAUBION, ROY**  
KFYO, Lubbock, Tex.

**FAY, DICK**  
Music Through the Night  
WERC, Hartford, Conn.

**FAYE, DENNIS**  
WAMV, East St. Louis, Ill.

**FEINSTEIN, JEFF**  
Music You Like  
WPAW, Pawtucket-Providence, R. I.

**FENDER, BOB**  
WEBC, Duluth, Minn.

**FENNELL, GEORGE**  
WHIL, Boston-Medford, Mass.

**FENNER, LOWELL**  
Coffee Break  
WEZY, Cocoa, Fla.

**FERGUSON, BOB**  
45 Club  
KJNO, Juneau, Alaska

**FERGUSON, STAN**  
The Music Man  
WCER, Charlotte, Mich.

**FERGUSON, TED**  
Tune-Dial  
KMRS, Morris, Minn.

**FERLAND, EDDIE**  
WHEC, WHEC-TV, Rochester, N. Y.

**FIELD, ELLIOT**  
KFWB, Ho'lywood, Calif.

**FIELDS, BILL**  
Something to Talk About  
WGES, Chicago, Ill.

**FINAN, JOE**  
KYW, Cleveland, Ohio

**FINCH, JAMES**  
KFNF, Shenandoah, Iowa

# RADIO-TV DISC JOCKEYS

**FINCH, TY**  
WILM, Wilmington, Del.

**FINLAY, FRED**  
KENN, Farmington, N. M.

**FINNERIN, BOB**  
Rise 'n Shine  
WMMN, Fairmont, W. Va.

**FINNEY, D. DENZIL**  
WCHS, Charleston, W. Va.

**FIORE, J.**  
Varieties  
WETS, Pittston, Pa.

**FISCHER, LARRY**  
KAKI, San Antonio, Tex.

**FISHER, JOHN**  
WGGO, Salamanca, N. Y.

**FITZGERALD, ED**  
WMAX, Grand Rapids, Mich.

**FIXARIS, FRANK**  
970 Road Show  
WCSH, Portland, Me.

**FLECK, LOREN**  
Request Time  
WTRA, Latrobe, Pa.

**FLEMING, JIM**  
WMTN, Morristown, Conn.

**FLEMING, JOE**  
Teen-Tune-Time  
WFIW, Farifield, Ill.

**FLINDERS, DON**  
KXLY, Spokane, Wash.

**FLINT, WALTER**  
Musical Clock  
WGPC, Albany, N. Y.

**FLORENCE, JIM**  
WISV, Viroqua, Wis.

**FLORES, JOSE LUGO**  
Cita a las Diez  
KIFN, Phoenix, Ariz.

**FLOYD, MAX**  
Show Time  
KORC, Mineral Wells, Tex.

**FOLEY, CHUCK**  
Disc and Data  
WORM, Savannah, Tenn.

**FORBES, HANK**  
WHDH, Boston, Mass.

**FORD, ART**  
WNTA, New York, N. Y.

**FORD, BILL**  
Platter Party  
WGWR, Asheboro, N. C.

**FORD, KENNY**  
1460 Club  
KCRB, Chanute, Kan.

**FORD, LARRY**  
Music Inc.  
WCRO, Johnstown, Pa.

**FORD, LEE ALLEN**  
WETU, Wetumpka, Ala.

**FORD, LES**  
Wake Up with Music  
WTBO, Cumberland, Md.

**FORD, MILTON, Q.**  
WOL, Washington, D. C.

**FORD, W. D.**  
Honeyboy's Roundup  
WSRC, Durham, N. C.

**FOREMAN, DON**  
KXLR, Little Rock, Ark.

**FORSELL, GENE**  
Musl-Clock  
KIST, Santa Barbara, Calif.

**FORSTER, LEE**  
WGGO, Salamanca, N. Y.

**FORTUNE, DON**  
WINE, Buffalo, N. Y.

**FOSLID, RAY, Jr.**  
Coffee Club  
KBUN, Bemidji, Minn.

**FOSTER, BILL**  
Music Hall  
KFEQ, St. Joseph, Mo.

**FOSTER, JACK**  
KGBT, Harlingen, Tex.

**FOSTER, JOHNNY**  
WILK, Wilkes-Barre, Pa.

**FOSTER, WAYNE**  
WYTH, Madison, Ga.

**FOWLER, JIM**  
Ridin' Easy  
WGPC, Albany, Ga.

**FOX, BRUCE**  
KLIX, Twin Falls, Ida.

**FRANCISCO, MARGO**  
School Activities  
WDCF, Dade City, Fla.

**FRANK, BEECHER**  
Wake Up with WAVE  
WAVE, Louisville, Ky.

**FRANK, PEG**  
KPEG, Spokane, Wash.

**FRANKLIN, BOB**  
WMPL, Hancock, Mich.

**FRAY, JACQUES**  
WQXR, New York, N. Y.

**FREDERICK, PAUL**  
Freeway 99  
KCHJ, Delano, Calif.

**FREDERICKS, ALAN**  
Night Train  
WHOM, New York, N. Y.

**FREEMAN, CLAUDE**  
Mostly Music  
WFBC, Greenville, S. C.

**FREEMAN, OLLIE**  
Gospel Traveler  
WTIM, San Rafael, Calif.

**FREEMAN, ROY**  
RFD Jamboree  
KTCB, Malden, Mo.

**FREEMAN, TIP**  
Evening Out  
KGEK, Sterling, Colo.

**FREIZE, MACK L.**  
Max Wax Shop  
WIFM, Elkin, N. C.

**FRENCH, DICK**  
WWJ, Detroit, Mich.

**FRENCH, DON**  
KFEM, San Diego, Calif.

**FRENCH, GLEN**  
Off the Record  
WWBD, Bamberg, S. C.

**FRENCH, J. A. Jr.**  
Good Morning  
WELC, Welch, W. Va.

**FRIEDMAN, RON**  
Musical Day  
WJMS, Ironwood, Mich.

**FRICTS, PAUL**  
Teen Pan Alley  
WMPR, High Point, N. C.

**FRITZ, ALENE**  
KNAF, Fredericksburg, Tex.

**FRITZ, EARL**  
KRIB, Mason City, Iowa

**FROST, JACK**  
WSPR, Springfield, Mass.

**FROST, STAN**  
The Minit Man Show  
KANO, Anoka, Minn.

**FRYE, LONNIE**  
1270 Club  
WBHC, Hampton, S. C.

**FUCCI, JIM**  
WJHO, Opelika, Ala.

**FULCHER, BOB**  
WPUV, Putaski, Va.

**FULLER, BOB**  
Early Bird  
KSLI, Silver City, N. M.

**FULTZ, HAL**  
Music Man Show  
WRDO, Augusta, Me.

**FURLONG, BOB**  
WSKI, Montpelier, Vt.

**FURRY, BOB**  
KTAR, Phoenix, Ariz.

**FURSETH, ERIK**  
WLS, Lansing, Mich.

**FUTRELL, LARRY**  
KWYN, Wynne, Ark.

**GALLOWAY, JERRY**  
KASO, Minden, La.

**GALVAN, JOE**  
Platter Pickin's  
KWPC, Muscatine, Iowa

**GAMBLING, JOHN A.**  
Studio X  
WOR, New York, N. Y.

**GARDNER, MILLER**  
Serenade in the Afternoon  
KEVY, Provo, Utah.

**GARGIAS, ALFONSO**  
Poems & Melodies  
KOYE, El Paso, Tex.

**GARLON, LAVERN**  
WMNE, Manomomie, Wisc.

**GARNEAU, TRACY**  
World of Music  
WMMW, Meriden, Conn.

**GARRETT, FRED**  
WAMM, Flint, Mich.

**GARRISON, JACK**  
Mister Music  
WBOF, Virginia Beach, Va.

**GARRITY, BOB**  
WAVZ, New Haven, Conn.

**GASKINS, JIM**  
WAIN, Columbia, Ky.

**GATTAS, JUAN**  
KIWW, San Antonio, Tex.

**GATZA, GARY**  
KBTK, Missoula, Mont.

**GAUGHAN, KENNETH**  
Shoppers Parade  
WREB, Holyoke, Mass.

**GAVIN, MIKE**  
WMNI, Columbus, Ohio

**GAY, BOB**  
Boogie Show  
WJAM, Marion, Ala.

**GAYLORD, WILLIE**  
WAMS, Wilmington, Del.

**GAYNOR, BOB**  
Gaynor's Glenn  
WQAM, Miami, Fla.

**GEEK, SANDY**  
WWTB, Tampa, Fla.

**GEM, KAY**  
KGEM, Boise, Ida.

**GEORGE, DAVID**  
Music for the Ages  
WEZN, Elizabethtown, Pa.

**GEORGE, LEE**  
KODE, Joplin, Mo.

**GEORGE, TOM**  
Morning Express  
WJBK, Detroit, Mich.

**GERNETZKE, HOWIE**  
WSAU, Wausau, Wisc.

**GERSON, BILL**  
WINN, Louisville, Ky.

**GETZ, BERT**  
KBRK, Brookings, S. D.

**GIBBONS, JIM**  
WOL, Washington, D. C.

**GIBBONS, WILLIAM**  
Rhythm Parade  
WANT, Richmond, Va.

**GIBSON, AL**  
WHTB, Talladega, Ala.

**GIBSON, PAT**  
Morning Musicale  
WSDB, Homestead, Fla.

**GIDEON, GENE**  
Musical Gems  
KBHM, Branson, Mo.

**GILBERT, BOB**  
KEYZ, Williston, N. D.

**GILBERT, GEORGE**  
WARM, Scranton, Pa.

**GILBERT, JOHN**  
Request Time  
WAVP, Avon Park, Fla.

**GILDERMANN, GIL**  
Supper Time Serenade  
WCVA, Culpeper, Va.

**GILLETTE, DAN**  
980 Club  
WCAP, Lowell, Mass.

**GILLIAM, RAY**  
Hillbilly Harmony  
WKDK, Newberry, S. C.

— G —

**GAINES, WALT**  
Morning Page & Party Line  
WLFH, Little Falls, N. Y.

**GALLAGHER, JOE**  
KRCK, Ridgecrest, Calif.

# RADIO-TV DISC JOCKEYS

- GILLIES, TOM**  
Clockwatcher  
WTRL, Bradenton, Fla.
- GILNETT, CLAIR**  
KFIR, North Bend, Ore.
- GOSSAGE, LEON**  
Club 1290  
WHGR, Houghton Lake, Mich.
- GOVE, ELLIOTT**  
Timekeeper  
WSYR, Syracuse, N. Y.
- GRADY, CHARLES**  
WMA, Lima, Ohio
- GRADY & HURST**  
WRCV, Philadelphia, Pa.
- GRADY, JACK**  
KSYD, Wichita Falls, Tex.
- GRAHAM, BILL**  
1490 Club  
WKE, Newport, Vt.
- GRAHAM, JULIAN**  
The Big Cannonball  
WDAS, Philadelphia, Pa.
- GRAHAM, RICHARD**  
WOHL, East Liverpool, Ohio
- GRAHAM, TED**  
WDOE, Dunkirk, N. Y.
- GRANDE, PATRICK D.**  
WHLF, South Boston, Va.
- GRANGER, JIM**  
Hospitality Time  
WEER, Warrenton, Va.
- GRANT, BRUCE**  
WGRD, Grand Rapids, Mich.
- GRANT, DON**  
Mail Bag  
WAG, Norfolk, Neb.
- GRANT, JIMMY**  
WKXY, Sarasota, Fla.
- GRANT, JOE**  
Top of the Morning  
WDVA, Danville, Va.
- GRANT, KEN**  
KNUZ, Houston, Tex.
- GRANT, LLOYD**  
Grandpa Windpenney  
WNAX, Yankton, S. D.
- GRATTON, BILL**  
KNEW, Spokane, Wash.
- GRAVELIN, NOBLE**  
Start with a Whistle  
WBCC, Flint, Mich.
- GRAY, BRAD**  
Club 1220  
KGYN, Guymon, Okla.
- GRAY, DICK**  
KRUX, Phoenix, Ariz.
- GRAY, GARY**  
1490 Club  
WDBQ, Dubuque, Iowa
- GRAY, JIM**  
WKPA, New Kensington, Pa.
- GRAY, MARTIN**  
KSIR, Wichita, Kan.
- GRAYSON, JAY**  
WBAL, Baltimore, Md.
- GRAZAN, JOE**  
Music Beat  
WBVP, Beaver Falls, Pa.
- GREEN, HAL**  
WBLF, Bellefonte, Pa.
- GREEN, LARRY**  
Rock & Roll Party  
W MCP, Columbia, Tenn.
- GREEN, MIKE**  
KICK, Springfield, Mo.
- GREENE, ART**  
Sentimental Serenade  
KDCC, Mansfield, La.
- GREENE, STAN**  
Designed for Listening  
WOMT, Manitowoc, Wisc.
- GREER, BOB**  
WALD, Walterboro, S. C.
- GREER, CHARLIE**  
Top O' the Morning  
WAKR, Akron, Ohio
- GREGOR, BILL**  
WWBZ, Vineland, N. J.
- GREGORY, GREG**  
Radio Center at Night  
KRDD, El Paso, Tex.
- GREGORY, KERM**  
Discapades  
WAEB, Allentown, Pa.
- GREGORY, WAYNE**  
WEKY, Richmond, Ky.
- GRIBBEN, ROBERT J.**  
KOTB, Dubuque, Iowa
- GRIFFIN, DAN**  
Starlite Serenade  
WOTW, Nashua, N. H.
- GRIFFIN, JERRY**  
WGBI, Scranton, Pa.
- GRIFFIN, MILT**  
Tennessee Jive  
WDXE, Lawrenceburg, Tenn.
- GRIFFIN, WAYNE**  
Big Mike Show  
WKBL, Covington, Tenn.
- GRIM, RAST**  
WLOH, Princeton, W. Va.
- GRIMM, SHERMAN**  
Lamplighter's Serenade  
WPAR, Parkersburg, W. Va.
- GRIMSLEY, VERN**  
KNCO, Garden City, Kan.
- GROCE, ROCKY**  
Rocky's Top 40  
WRVM, Rochester, N. Y.
- GROSS, RAYMOND**  
Record Rack  
WRKD, Rockland, Me.
- GROVES, JOE**  
Say it with Music  
KDEF, Albuquerque, N. M.
- GRUEHN, WAYNE**  
WSVA, Harrisonburg, Va.
- GRUNERT, RON**  
KRFO, Owatonna, Minn.
- GUEST, JACK**  
KOB, Albuquerque, N. M.
- GUIFFRE, GUS**  
KRAM, Las Vegas, Nev.
- GUITERREZ, BEN**  
Regalo Musical  
KPER, Gilroy, Calif.
- GUNKLE, VERNON**  
Gunk's Bunk  
KCLS, Flagstaff, Ariz.
- GUNTER, HARDROCK**  
Good Morning Show  
WWVA, Wheeling, W. Va.
- GUTIERREZ, LU**  
KAML, Kenedy, Tex.
- GUY, AUBREY**  
WMPS, Memphis, Tenn.
- GWYNN, EASY**  
WIBC, Indianapolis, Ind.

## — H —

- HACK, GEORGE**  
Platter Party  
WBOC, Salisbury, Md.
- HADLEY, ED**  
Musical Nitecap  
WCLO, Janesville, Wisc.
- HAEBERLE, JOHN**  
R. F. D. Requests  
WAGG, Franklin, Tenn.
- HAFER, BEN**  
WTND, Orangeburg, S. C.
- HAGEN, DEAN**  
KEYZ, Williston, N. D.
- HAGGETT, JIMMIE**  
Jive Junction  
KLCN, Blytheville, Ark.
- HAHN, BOB**  
Music for Morning  
KWG, Stockton, Calif.
- HAILEY, JOHN**  
Platter Party  
WAOV, Vincennes, Ind.
- HAIT, MAL**  
WKHP, Poughkeepsie, N. Y.
- HAK, DICK**  
Party Line  
KJFJ, Webster City, Iowa
- HALE, BOB**  
KRIB, Mason City, Iowa
- HALE, CECIL**  
Melody Hall  
WZIP, Cincinnati, Ohio
- HALE, EVAN**  
Koffee Klub  
KWIK, Pocatello, Ida.
- HALE, MILT**  
KDYL, Salt Lake City, Utah
- HALEY, BUD**  
KSDO, San Diego, Calif.
- HALL, BARNET**  
Barney's Music Hall  
WIFM, Elkin, N. C.
- HALL, ED**  
Jack the Bear  
WVOL, Nashville, Tenn.
- HALL, HERB**  
Tacoma Tonight  
KTAC, Tacoma, Wash.
- HALL, REEDY**  
Rockin' & Restin'  
WIEL, Elizabethtown, Ky.
- HALL, REX**  
Pays to Listen  
KRES, St. Joseph, Mo.
- HALL, TED**  
Night Mayor  
WHAV, Haverhill, Mass.
- HALVERSON, HAL**  
The Mrs. Show  
KILQ, Grand Forks, N. D.
- HAMILTON, BILL**  
WTTH, Port Huron, Mich.
- HAMILTON, BOB**  
KFAL, Fulton, Mo.
- HAMILTON, OLLIE**  
WJZM, Clarksville, Tenn.
- HAMMONS, JERRY**  
KDQN, DeQueen, Ark.
- HANCOCK, CHUCK**  
KDET, Center, Tex.
- HANCOCK, GEORGE**  
High School Rock  
WDSK, Cleveland, Miss.
- HANCOCK, HUNTER**  
KPOP, Los Angeles, Calif.
- HANNA, RICK**  
Rick 'n Records  
WBUT, Butler, Pa.
- HANNES, GARY**  
WIMS, Michigan City, Ind.
- HANSEN, HAL**  
Big Beat  
KSWC, Richfield, Vt.
- HANSEN, KEN**  
Open House  
KSEM, Moses Lake, Wash.
- HANSON, CHARLES**  
WISN, Milwaukee, Wisc.
- HARDEN, DOYLE**  
Harden's Garden  
KRHD, Duncan, Okla.
- HARDIN, CHUCK**  
KWTX, Waco, Tex.
- HARDY, JOHN**  
KSAN, San Francisco, Calif.
- HARE, TINY**  
WEAV, Plattsburgh, N. Y.
- HARGIS, DON**  
Rural Reveille  
KWYO, Sheridan, Wyo.
- HARLAN, WENDELL**  
KDQN, DeQueen, Ark.
- HARPE, RON**  
Turntable Terrace  
WTAN, Clearwater, Fla.
- HARPER, JIMMIE**  
WMBR, Jacksonville, Fla.
- HARRILL, NELSON J.**  
Wake Up Time  
WGWR, Asheboro, N. C.
- HARRIS, BILL**  
Music Date with '58  
KFXD, Nampa, Ida.
- HARRIS, BRUCE**  
WTCN, Minneapolis, Minn.
- HARRIS, CHICK**  
WBAM, Montgomery, Ala.
- HARRIS, STUART**  
WHOW, Clinton, Ill.
- HARRISON, NAP**  
KJCK, Junction City, Kan.



# RADIO-TV DISC JOCKEYS

**HARRISON, JOHN**  
Record Rack  
KBQB, Brownsville, Tex.

**HARRISON, LEE**  
Big Beat Show  
KEVA, Shamrock, Tex.

**HAYNES, DON**  
KENT, Shreveport, La.

**HAYNES, JOHNNY**  
Swampland Jamboree  
WMLS, Sylacauga, Ala.

**HAYS, BOBBY**  
KASO, Minden, La.

**HAYWARD, BRUCE**  
KXOK, St. Louis, Mo.

**HEALY, EDWIN P.**  
Breakfast Club  
WFSC, Franklin, N. C.

**HEALY, GENE**  
WILS, Lansing, Mich.

**HEATON, CHUCK**  
KXLY, Spokane, Wash.

**HECKENDORN, MILES**  
Early Bird Show  
WJUN, Mexico, Pa.

**HEFFINGTON, MAEV**  
KLRA, Little Rock, Ark.

**HEITZNER, DICK**  
Bumper to Bumper  
WKMf, Flint, Mich.

**HELGESON, BOB**  
KEBO, Sioux Falls, S. D.

**HELTON, BOB**  
Uncle Bob's Show  
WOOF, Dothan, Ala.

**HENDERSON, GIG**  
WVLC, Lexington, Ky.

**HENDERSON, HAP**  
WSDB, Homestead, Fla.

**HENDERSON, JIM**  
KAVE, Carlsbad, N. M.

**HENDERSON, STEVE**  
Dinner Date  
KOWB, Laramie, Wyo.

**HENDRICK, GEORGE**  
KPDN, Pampa, Tex.

**HENNIG, HAROLD**  
Morning Varieties  
WEOK, Poughkeepsie, N. Y.

**HENNINGS, PAUL**  
WNOR, Norfolk, Va.

**HENRY, BILL**  
WING, Dayton, Ohio

**HENRY PAT**  
KROW, Oakland, Calif.

**HENRY, WAYNE**  
Teen Time  
KPRK, Livingston, Mont.

**HEOHNER, WINS**  
Coffee Shop  
WDAD, Indiana, Pa.

**HEPPER, JIM**  
KRSD, Rapid City, S. D.

**HERBERT, DON**  
Campus Capers  
WNPT, Tuscaloosa, Ala.

**HERMAN, BERNIE**  
Nite Beat  
WIRE, Indianapolis, Ind.

**HERMANN, BILL**  
Coffee Klatsch  
WJOL, Joliet, Ill.

**HERNANDEZ, SAL**  
KALL, Pasadena, Calif.

**HESTER, CHERLES**  
Nifty Fifty  
WABG, Greenwood, Miss.

**HESTERMAN, BILL**  
KNAK, Salt Lake City, Utah

**HETRICH, WAYNE**  
WMRf, Lewistown, Pa.

**HICKOX, JOHN**  
KYNG, Coos Bay, Ore.

**HICKS, FRANK**  
120 Special  
KRED, Duncan, Okla.

**HIDDE, ED**  
WNBF, Binghamton, N. Y.

**HIGBEE, LYNN**  
Music on the Sunny Side  
KRMG, Tulsa, Okla.

**HIGGINS, MACK**  
Campus Requests  
WSSO, Starkville, Miss.

**HIGGINS, TOM**  
Just Jazz  
WWCA, Gary, Ind.

**HIGHAM, LEO**  
KID, Idaho Falls, Ida.

**HIGHT, BILL**  
KWEL, Midland, Tex.

**HILGER, ANDY**  
WJON, St. Cloud, Minn.

**HILL, WARD**  
KTRB, Modesto, Calif.

**HILLS, HAROLD**  
KTNT, Tacoma, Wash.

**HILLSON, NORM**  
Bandwagon Tempo  
WNAX, Yankton, S. D.

**HIRSCH, JERRY**  
Spins 'n Needles  
WGBF, Evansville, Ind.

**HODD, ODIE**  
KBIX, Muskogee, Okla.

**HODGSON, BOB**  
Moods in Music  
WRIV, Riverhead, N. Y.

**HOEY, MIKE**  
Behind the Mike  
KAVE, Carlsbad, N. M.

**HOFFER, BOB**  
WDAE, Tampa, Fla.

**HOFFMAN, MARK**  
Mark the Mad One  
WBLY, Springfield, Ohio

**HOFFMAN, PAUL**  
WKMI, Kalamazoo, Mich.

**HOGAN, ART**  
Over the Coffee Cups  
KFAL, Fulton, Mo.

**HOHMAN, BOB**  
Say It with Music  
WMOD, Moundsville, W. Va.

**HOLLAND, TOMMY**  
Magic of Music  
KMLW, Marlin, Tex.

**HOLLIDAY, BOB**  
Cavalcade of Better Music  
WPBC, Minneapolis, Minn.

**HOLLIDAY, JOHN**  
WRVM, Rochester, N. Y.

**HOLLINGSWORTH, DON**  
Musical Clock  
WHUB, Cookeville, Tenn.

**HOLM, CLAY**  
KENY, Bellingham, Wash.

**HOLMAN, SAM**  
WRIT, Milwaukee, Wisc.

**HOLMES, BOB**  
KSJO, San Jose, Calif.

**HOLMES, DICK**  
WILM, Wilmington, Del.

**HOLMES, LINCOLN**  
WINF, Manchester, Conn.

**HOLT, DICK**  
630 Club  
KIDD, Monterey, Calif.

**HOLT, MARY**  
Spirituals  
WJMO, Cleveland, Ohio

**HOLTBERG, MILO**  
KMUS, Muskogee, Okla.

**HONAKER, RAY**  
Coffee Pot  
WTON, Staunton, Va.

**HOOKER, LOREN**  
Bandstand  
WFKY, Frankfort, Ky.

**HOOKER, ROBERT**  
Dishwasher's Serenade  
KTRM, Beaumont, Tex.

**HOOKER, TED**  
Ebony Hit Parade  
WGTM, Wilson, N. C.

**HOOPER, RAY**  
Country Music Roundup  
WMST, Mt. Sterling, Ky.

**HOOPER, WELBY**  
Dixie Farm and Home Hour  
WANY, Albany, Ky.

**HOPKINS, MAX**  
1310 Club  
KOKK, Keokuk, Iowa

**HOPKINS, ROLAND**  
WBIS, Bristol, Conn.

**HOPKINS, TOM**  
WDLC, Port Jervis, N. Y.

**HOPKINS, WES**  
KYW, Cleveland, Ohio

**HOPPE, HENRY**  
Songs to Remember  
WJAX, Jacksonville, Fla.

**HOPPPUS, JACK**  
Campus Call  
WKBZ, Muskegon, Mich.

**HORN, AL**  
WKMI, Kalamazoo, Mich.

**HORN, RAY**  
KUIK, Hillsboro, Ore.

**HORNE, ED**  
WSME, Sanford, Me.

**HOUSEMAN, HERB**  
KLPW, Union, Mo.

**HOWARD, BILL**  
WEBO, Owego, N. Y.

**HOWARD, BOB**  
KCAP, Helena, Mont.

**HOWARD, DARELL**  
WOHS, Shelby, N. C.

**HOWARD, DICK**  
Bandstand  
KBMX, Coalinga, Calif.

**HOWARD, DON**  
KCBQ, San Diego, Calif.

**HOWARD, GARY**  
WKNE, Keene, N. H.

**HOWARD, JOE**  
WCHB, Inkster, Mich.

**HOWARD, SPECS**  
KYW, Cleveland, Ohio

**HOWARD, TOBE**  
LOU to You  
WLou, Louisville, Ky.

**HOWE, JACK**  
WTYC, Rock Hill, S. C.

**HOWELL, BILL**  
Road to Knox  
WSAC, Radcliff, Ky.

**HOWELL, PAUL E.**  
Gospel Hour  
WAPG, Arcadia, Fla.

**HOWELL, JIM**  
Record Prowell  
WHIG, Wausau, Wisc.

**HOWZE, ED**  
WJHL, Johnson City, Tenn.

**HOYLE, STONE**  
Motorcade  
WFBC, Greenville, S. C.

**HUBBARD, EDDIE**  
WGN, Chicago, Ill.

**HUBERT, DAVE**  
KIT, Yakima, Wash.

**HUDDLESTON, DARELL**  
KMUS, Muskogee, Okla.

**HUDGINS, JAMES**  
KCUL, Ft. Worth, Tex.

**HUDSON, GEORGE**  
Good Blues Show  
WNJR, Newark, N. J.

**HUDSON, HARVEY**  
WLEE, Richmond, Va.

**HUFF, EMORY**  
WBPD, Orangesburg, S.C.  
Bir Clock

**HUGGINS, FRED**  
Musical Clock  
WTCS, Flomaton, Ala.

**HUGHES, BRUCE**  
Nightbeat  
WMOX, Meridan, Miss.

**HUGHES, JOEL**  
Wake Up to Music  
WJSB, Crestview, Fla.

**HUMBLE, BILL**  
Dreamtime  
WRAL, Raleigh, N. C.

**HUNT, DENNIS**  
KSIR, Wichita, Kan.

**HUNT, JOHN, Jr.**  
Record Party  
WHSC, Hartsville, S. C.

# RADIO-TV DISC JOCKEYS

- HUNTER, DAN**  
Early Bird  
WFDF, Flint, Mich.
- HUNTER, DAVE**  
Sunshine 29  
WMOF, Ocala, Fla.
- HUOT, ED**  
WTRC, Elkhart, Ind.
- HUSHAK, GENE**  
Morning Watch  
WRSB, Saratoga Springs, N. Y.
- HUSTEAD, DICK**  
Road Show  
WBOY, Clarksburg, W. Va.
- HUSTON, DICK**  
WLEC, Sandusky, Ohio
- HUTTMAN, DEAN**  
KTUR, Turlock, Calif.
- HYDE, JOHNNY**  
KNOG, Nogales, Ariz.
- HYDEN, BILL**  
Two for the Show  
KVOO, Tulsa, Okla.
- HYER, IVAN**
- I —
- INKELAS, ROBERT**  
Music with Bob  
WSPN, Saratoga Springs, N. Y.
- INKMANN, PAUL**  
Top 40 Show  
KNOT, Prescott, Ariz.
- IRISH, BOB**  
BI in Hi-Fi  
WCUB, Manitowoc, Wis.
- IRONS, LYLE**  
Clock Watch  
KGYN, Guyton, Okla.
- IRWIN, DON**  
Off the Record  
KPMC, Bakerfield, Calif.
- ISLER, EMERSON**  
Easy Does It  
WWBD, Bamberg, S. C.
- ISLEY, JIM**  
Chocolate Jam  
WBBB, Burlington, N. C.
- J —
- JACKSON, BILL**  
WPTF, Raleigh, N. C.
- JACKSON, JACK**  
Anything Goes  
WSJC, Magee, Miss.
- JACKSON, MAURICE**  
Jackson's Beat  
WTVN, Columbus, Ohio
- JACKSON, RUBE**  
Travelling Time  
WRGA, Rome, Ga.
- JACOBSEN, BILL**  
KLVC, Leadville, Colo.
- JACORSON, PAUL**  
Off the Record  
KILO, Grand Forks, N. D.
- JAGOE, LARRY**  
KCUE, Red Wing, Minn.
- JAMES, DAVID**  
WNEX, Macon, Ga.
- JAMES, DENNIS**  
KOKE, Austin, Tex.
- JAMES, DON**  
KLTR, Blackwell, Okla.
- JANIS, LOUIS**  
Rendezvous  
WESA, Charleroi, Pa.
- JARVIS, BUD**  
Luncheon Melodies  
WVMI, Biloxi, Miss.
- JAYE, RONNIE**  
WUSJ, Lockport, N. Y.
- JEAHNIG, BOB**  
WHTC, Holland, Mich.
- JEFFERIES, BOB**  
WIZZ, Stretator, Ill.
- JEFFREY, JOE**  
Musical Matinee  
WCME, Brunswick, Me.
- JENKINS, BOB**  
KGY, Olympia, Wash.
- JENKINS, RONNIE**  
KENT, Shreveport, La.
- JENKINS, THOMAS J.**  
WBIA, Augusta, Ga.
- JENNINGS, BOB**  
KHSL, Chicco, Calif.
- JENNINGS, GEORGE**  
Music Box  
WCBG, Chambersburg, Pa.
- JENNINGS, JERRY**  
Tea Dance Party  
WPAD, Paducah, Ky.
- JENSEN, DEE F.**  
Chuckwagon Jubilee  
KLGK, Logan, Utah
- JENSEN, JIM**  
WMBD, Peoria, Ill.
- JERRIS, EARLE**  
WHK, Cleveland, Ohio
- JERUE, JOE**  
WLA V, Grand Rapids, Mich.
- JOHNSON, ALLAN**  
KCAP, Helena, Mont.
- JOHNSON, ART**  
Moods for Romance  
WDRG, Hartford, Conn.
- JOHNSON, BEN. E.**  
Rhythm Roundup  
WAGR, Lumberton, N. C.
- JOHNSON, BOB**  
KICK, Springfield, Mo.
- JOHNSON, BOB**  
WDCR, Hanover, N. H.
- JOHNSON, BRAD**  
WTCN, Minneapolis, Minn.
- JOHNSON, DOC**  
Date with Doc  
WBER, Knoxville, Tenn.
- JOHNSON, IRWIN**  
Early worm  
WBNS, Columbus, Ohio
- JOHNSON, J. C.**  
WJEM, Valdosta, Ga.
- JOHNSON, JAMES**  
WEUP, Huntsville, Ala.
- JOHNSON, JERRY**  
Heavenly Harmonies  
KRWC, Forest Grove, Ore.
- JOHNSON, KARL**  
Serenade for Sunday  
KKOG, Ogden, Utah
- JOHNSON, KENT**  
KPST, Preston, Ida.
- JOHNSON, LARRY**  
WWIS, Black River Falls, Wis.
- JOHNSON, PAUL**  
Noontime Jamboree  
WPRY, Perry, Fla.
- JOHNSON, PETE**  
KRPL, Moscow, Ida.
- JOHNSON, ROBERT**  
WCCN, Neillsville, Wisc.
- JOHNSON, ROOSEVELT**  
Record Club  
WERD, Atlanta, Ga.
- JOHNSTON, COLON**  
The Joe Carr Show  
WBKN, Newton, Miss.
- JOHNSTON, DICK**  
KUDU, Ventura, Calif.
- JOHNSTON, HUGH**  
WBBW, Youngstown, Ohio
- JONES, ARMAND**  
570 Matinee  
WBAP, Fort Worth, Tex.
- JONES, ARVIL**  
WWXL, Manchester, Ky.
- JONES, BOB**  
KOBY, San Francisco, Calif.
- JONES, BOB**  
Rhapsody  
WFLA, Tampa, Fla.
- JONES, BOB**  
WSOC, Charlotte, N. C.
- JONES, BUZZ**  
KOOL, Phoenix, Ariz.
- JONES, CARL**  
WILM, Wilmington, Del.
- JONES, DON**  
KBMV, Billings, Mont.
- JONES, E. RODNEY**  
Juke Box  
KXLW, St. Louis, Mo.
- JONES, FRANKIE**  
WCBL, Benton, Ky.
- JONES, FRED**  
KMAC, San Antonio, Tex.
- JONES, GAR**  
KLIX, Twin Falls, Ida.
- JONES, GERALD**  
Jive 'til Five  
WACL, Waycross, Ga.
- JONES, HAROLD**  
Country Music Time  
KOSE, Osceola, Ark.
- JONES, J. C.**  
WEYE, Sanford, N. C.
- JONES, JAMES A.**  
WWCC, Bremen, Ga.
- JONES, JAY**  
KTUL, Tulsa, Okla.
- JONES, JIM**  
WTAX, Springfield, Ill.
- JONES, JIMMY**  
KGV L, Greenville, Tex.
- JONES, LARRY**  
WDEW, Westfield, Mass.
- JONES, LYLE**  
KUKI, Ukiah, Calif.
- JONES, RED**  
KILF, Houston, Tex.
- JORDAN, GREGG**  
WHB, Kansas City, Mo.
- JORDAN, ROBERT**  
WPDM, Potsdam, N. Y.
- JOSEPH, BILL**  
1490 Club  
WLXC, La Crosse, Wis.
- JOYCE, BOB**  
WLLY, Richmond, Va.
- JULIAN, DON**  
Motoring thru Miami  
WMET, Miami Beach, Fla.
- K —
- KAHN, AL**  
Carolina in the Morning  
WAGR, Lumberton, N. C.
- KALIL, FRANK**  
Kalil's Caravan  
KBUZ, Phoenix, Ariz.
- KANE, BOB**  
KSAY, San Francisco, Calif.
- KARPSTEIN, CARL**  
KTIL, Tillamook, Ore.
- KASH, JESSE**  
Hi School Hit Parade  
WWKY, Winchester, Ky.
- KAY, ARTY**  
WVLK, Lexington, Ky.
- KAY, BOB**  
Mostly Music  
WAVE, Louisville, Ky.
- KAY, KENNY**  
WEOA, Evansville, Ind.
- KAYE, BARRY**  
WAMP, Pittsburgh, Pa.
- KAYE, BOB**  
WQAM, Miami, Fla.
- KAYE, GENE**  
WHOL, Allentown, Pa.
- KAYE, TOM E.**  
Words & Music  
WONG, Oneida, N. Y.
- KAZMARK, EARL**  
Bandstand  
KLYK, Spokane, Wash.

# FM INDUSTRY FINANCIAL DATA FOR THE PERIOD 1956-1957

## FM Broadcast Revenues, Expenses and Income, 1956-1957

<i>Item</i>	<i>1957</i>	<i>1956</i>	<i>1957</i>	<i>1956</i>
	<i>Number of Stations</i>	<i>Amount in (Millions)</i>	<i>Number of Stations</i>	<i>Amount in (Millions)</i>
<i>FM Broadcast Revenues</i>				
<b>FM Stations Operated By:</b>				
<b>AM Licensees:</b>				
Reporting no FM revenues.....	319	..	302	..
Reporting FM revenues.....	118	\$1.1	119	\$1.0
Non-AM Licensees.....	67	2.0	51	1.4
Total FM Stations.....	499	\$3.1	472	\$2.4
<i>Total FM Broadcast Expenses</i>				
<b>FM Stations Operated By:</b>				
Non-AM Licensees .....	67	\$2.5	51	\$1.8
Industry Total .....	..	*	..	*
<i>FM Broadcast Income (before Federal Income Tax)</i>				
<b>FM Stations Operated By:</b>				
Non-AM Licensees .....	67	\$(.05)	51	\$(0.4)
Industry Total .....	..	*	..	*

( ) Denotes loss.

\* 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.

Source: FCC.

## SESAC PUBLISHERS

- Kelman Music Corp.  
 Kendor Music, Inc.  
 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.
- Langdon Music  
 Le Fevre Trio, The  
 Lillenas, Haldor  
 Lillenas Publishing Co.  
 Lister, Mosie  
 Lister, Mosie, Publications  
 Littig, Frank, Music Publishing Co.  
 Liturgical Music Company  
 Liturgical Music Press, Inc.  
 Ludwig Music Publishing Co.
- Maciejowski, ZB.  
 Markiewicz, Adam  
 Master Music Press, Inc.  
 McKinley Publishers, Inc.  
 McLaughlin & Reilly Co.  
 Melody-Aire Press  
 Mercury Music Corp.  
 Modern Music Library  
 Moniuszko Publishing Co.  
 Moore, David  
 Morris-Henson Music Co.  
 Mosti, Joe, Accordion Mus. House  
 Music Press  
 Music Press, Inc.  
 Music Products Corp.  
 Musical Melody Publishers  
 Musicountry Tunes, Inc.
- National Music Company  
 National Music Company, Inc.  
 Natrass-Schenck, Inc.  
 Nazarene Publishing House  
 Nemmers, M. L. Publishing Co.  
 Network Music Publishers  
 Northwestern Press, The  
 Nowa Scena  
 Nowacki, Henryk X.
- Olympia, Edition  
 Ozark Music Public.
- Pace, Adger M.  
 Pagani, O., & Bro., Inc.  
 Pallma, Frank, Music Publisher  
 Pallma Music Co.  
 Pallma Music Products Corp.  
 Panella, Frank A.  
 Panella Music Co.  
 Paragon Music Publishers  
 Parks, J. A., Company, The  
 Parris Music Co.  
 Parris, O. A.  
 Perry, F. Clark, Co.  
 Perry's Sons, A. W., Inc.  
 Peterson, John W.  
 Pioneer Music Press
- Pizmon, Edition  
 Podgorski, I.  
 Polonia Publishing Co.  
 Polskie Towarzystwo Muzyki Wspolczesnej  
 Polskie Wydawnictwo Muzyki Wspolczesnej  
 Poltawski, 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 (Association 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  
 Sage & Sand Mus. Pub.  
 Sajewski, W. H., Music and Publishing Co., Inc.  
 Samely, Sam  
 Schmidt, Arthur P., Co., Inc., The  
 Schmitt, Hall & McCreary Co.  
 Schmitt, Paul A., Music Company  
 Schmitt Pubs., Inc.  
 Scholin, C. Albert, & Sons, Inc.  
 Schubert, Franz  
 Schubert, Franz, Music  
 Schubert, Franz, Music Pub.  
 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  
 Singspiration  
 Singtime Publishing Co.  
 Slaski, H.  
 Slater, Will W.  
 Smith, Alfred B.
- Southern Music Plate Co.  
 Speer, Ben, Music  
 Stamps Quartet Music Company, Inc.  
 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  
 Taylor, Lonnie, Publ.  
 Teddlie, Tillit S.  
 Tennessee Music & Printing Co.  
 Thomas, Alvis O.  
 Thomas, J. E.  
 Thompson Music Company  
 Times Square Mus. Publ.  
 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 Publisher  
 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.  
 Wiehler, Zygmunt  
 Wilensky, Moshe  
 Windsor Music Company  
 Winsett, R. E., Music Co.  
 Winternitz, Chanan  
 Witczyk, Stanislaw  
 "WJR"  
 Wohl, Jehuda  
 Woodward, M. H.  
 World Library of Sacred Music  
 Wydawnictwo Muzyczne Arcta  
 Wynert, Johnny
- "Zaiks," Zwiasek Autorow, Kompozytorow i Wydawcow  
 Zak, Czeslaw  
 Zalewski, B.  
 Zaremba, Alojzy

## SESAC PUBLISHERS

- Abernathy Pub. Co.  
 Accord, Edition  
 Accordion Music Publishing Co.  
 Adams, Jos. E., Public  
 Adamus, A.  
 Adamus, Zenobiusz  
 Albright Music Company  
 Amsco Music Publishing Co.  
 Andrea Music Co., Inc.  
 Arberne Music Co.  
 Arct, M.  
 Augsburg Publishing House  
 Avalon Music Publishing Co.  
 Aztec Music Company
- Babwin Publications  
 Barnes, A. S., & Company, Inc.  
 Barnhouse, C. L., Company  
 Bartlett, E. M.  
 Barwicki, K. T.  
 Bass Co., The  
 Bava's, John, Music  
 Beazley, Samuel W., & Son  
 Beirly, Alfred, Co.  
 Bendix Publishing Corp.  
 Bienstock, Siegfried  
 Blake, Whitney, Music Publishers  
 Braun, Herbert J.  
 Braun Music Co.  
 Braun Organization, The  
 Brenbar Music  
 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.  
 Century Press  
 Cerruti, John M.  
 Chandler-Ebel Music Co.  
 Chantry Music Press, Ltd.  
 Chart Mrs., Pub. House, Inc.  
 Choral Press  
 Church Music Co.  
 Clayton, Norman J.  
 Clef Music Corp.  
 Coanacher, B.  
 Coleman, Robert H.  
 Coleman, Robert H., Publishing Co.
- Colin, Charles  
 Composers Press, Inc., The  
 Concord Music Publishing Co., Inc.  
 Concordia Pub. House  
 Convention Press  
 Cooper, W. Oliver  
 Corona Music Pub. Co.  
 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 & Etridge  
 Dean & Franklin  
 Dean & Hensley  
 Dean & Morgan  
 Dean & Sebrn  
 Deiro, Pietro  
 Deiro, Pietro, Publications  
 Denison, T. S., & Company  
 Denison-Parris Music Co.  
 Denison Trio Music Co.  
 Di Bella, O., Music Co.  
 Diamant, Abraham
- Eagle Pass Mus. Publ.  
 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.
- Fairbank, H. W., Company  
 Faith Music, Inc.  
 Ferrill, J. W.  
 Firm Foundation Publishing House  
 FitzSimons, H. T., Co., Inc.  
 Forberg, Rob.  
 Forecast Music  
 Fouts, S. G.  
 Fouts-Payne Music Co.  
 Frador Music Market  
 Future Music
- Gale Music  
 Gebethner & Wolff  
 General Council of the Assemblies of God  
 Georgi & Vitak Music Co.  
 Gil-Ron, Edition  
 Ginsburg, Dov, Publ.  
 Goddard Publishing Co.  
 Gornston, David  
 Gospel Music Publications  
 Gospel Publishing House  
 Gospel Songs, Inc.  
 Grabczewski, F.  
 Grammer, Frank  
 Gregorian Institute of America  
 Gurley, Robert G.  
 Gurley Music Co.
- Haber-Helasco, H.  
 Hall, Connor B.  
 Hall House of Harmony  
 Hall Music Co., The  
 Hall & McCreary Co.  
 Hanson, Eddy  
 Hartford Music Co., The  
 Hart's Music Company  
 Hathaway, Franklin Earl, Mus. Pub.  
 Hawkins, Clyde W.  
 Hazemer, Edition  
 Heinrichshofen's Verlag  
 Henson, J. M., Music Co.  
 Heritage Music Publications, Inc.  
 Hicks, Charles  
 Highland Music Co.  
 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 Composers, Authors & Music Publishers
- Jastrzab, Edition  
 Jaworsky-Pandy Music Publishing Co.  
 Jeffress Music Company  
 Jewell, Fred, Music Co.  
 Jusko, Ralph, Editions  
 Jusko, Ralph, Publ., Inc.
- Kanner Music Publishing Co.  
 Keene, Hank, Inc.

# SESAC, INC.

By **PAUL HEINECKE**  
**President**

**I**F the space allotted were in proportion to my enthusiasm for what has been accomplished by the SESAC organization in the year 1958, then this report to you would know no bounds.

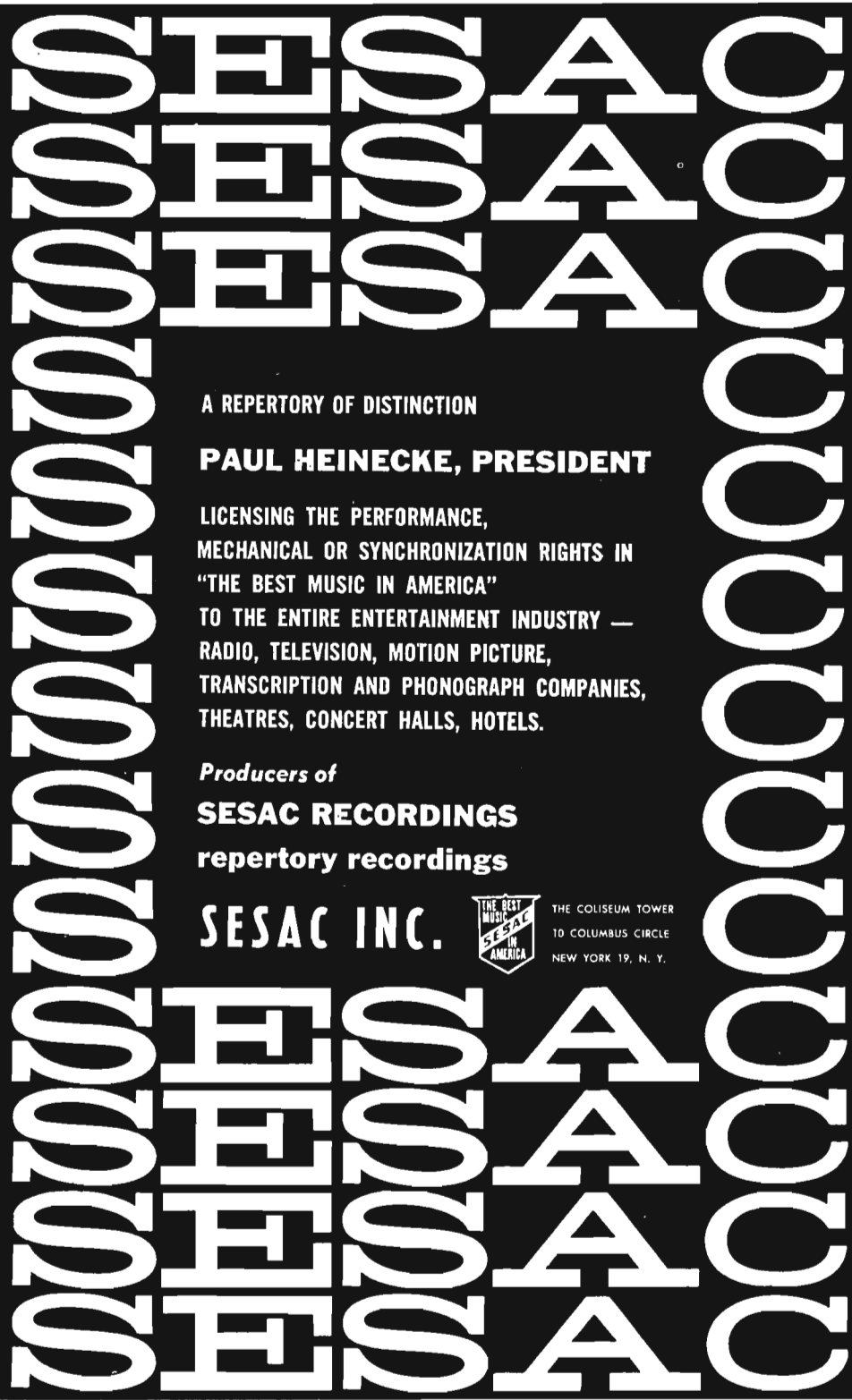
SESAC, now in its twenty-eighth year of service to its publisher affiliates and its licensees, offers a highly diversified repertory which is contained in 315 different publishers' catalogs. It is because of the broad scope and usability of the SESAC repertory that one finds millions of SESAC performances on AM, TV, FM, motion pictures, phonograph records, transcription libraries, tapes, concert halls, opera houses, hotels, ballrooms, theaters and symphony halls.

In 1957, SESAC introduced its now famous "repertory recordings," all top-character performances of the SESAC copyrighted repertory. In that year, over 75,000 of these albums featuring the finest in popular, jazz, classical, country and western, religious, mood, polka, novelty and military and collegiate band selections were distributed gratis to the broadcasting industry in this country, Canada and Hawaii. In 1958, another 125,000 "repertory recording" EP albums were distributed free and, at this writing, about 25,000 favorable and enthusiastic written comments have been received attesting to their excellent quality, leading artists, distinctive renditions and repeated on-the-air performances.

The year past also brought about growth of another SESAC Service-product—the Special Series Programs. These are salable packages of scripts and discs centered around various national holidays, religious celebrations, sports events and just plain entertainment ideas. All Special Series Programs are available to stations on an outright sale basis. We're proud of the way in which these series are so carefully planned, written and produced. No wonder they've been a sellout in all instances and that during this past Christmastime, we were able to keep just one step ahead of old St. Nick himself.

In the new year, Sesac Recordings will be bringing many new personalities your way, e.g., Marco Rizo, star of Tico Records who literally breathes in Latin-American tempo; Webb Pierce, incomparable exponent of the country and western tune who has recorded twelve classic sacred songs for SESAC; the Don Elliott Quintet, masters of modern jazz who are of RCA and Fantasy fame; and by popular demand, those stars of Decca Records, the Anita Kerr Singers, recorded for the first time with string accompaniment.

We believe that our efforts to give increased value and greater programming facility will help bring to listening audiences everywhere what is truly "The Best Music in America."



A REPERTORY OF DISTINCTION

**PAUL HEINECKE, PRESIDENT**

LICENSING THE PERFORMANCE,  
MECHANICAL OR SYNCHRONIZATION RIGHTS IN  
"THE BEST MUSIC IN AMERICA"  
TO THE ENTIRE ENTERTAINMENT INDUSTRY —  
RADIO, TELEVISION, MOTION PICTURE,  
TRANSCRIPTION AND PHONOGRAPH COMPANIES,  
THEATRES, CONCERT HALLS, HOTELS.

*Producers of*  
**SESAC RECORDINGS**  
repertory recordings

**SESAC INC.**



THE COLISEUM TOWER  
10 COLUMBUS CIRCLE  
NEW YORK 19, N. Y.

## BMI PUBLISHERS

Ranchero Songs  
Radon Music Co.  
Rainbow Melodies Music Co.  
Rainbow Music Publishers  
Raleigh Music Publishing Co.  
Rancho Music  
Rand Music Co.  
Rayven Music Co., Inc.  
Real American Pub. Co.  
Real Gone Music, Inc.  
Record Music Publ.  
Red, White & Blue Publications  
Red River Songs  
Regent Music Corp.  
Reis, Herb, Music Corp.  
Release Music, Inc.  
Republic Music Corporation  
Ricdebe  
Ricky Music Co.  
Ricordi G. & Co.  
Ridgeway Music  
River Music Co.  
Rockland Music Corp.  
Rodell Pub.  
Roe Publishing Co.  
Romance Music Publications  
Rongwen Music, Inc.  
Rondo Music  
Roosevelt Music Co.  
Rork, Ernest A., & Son  
Ror-ron Music  
Rosarch Pub. Co.  
Rumbalero Music, Inc.  
Rush-Berkshire Music Corp.  
Russell Music Co.  
Sanga Music Co.  
San Juan Music Publishing Corp.  
Sapphire Music Publisher  
Savoy Music Company  
Saxon Music Corp.  
Sawaya Publications, Inc., The  
Schaeffer's, Peter, Music Corp.  
Scepter Music Inc.  
Seabreeze Music, Inc.  
Sea-Lark Entr., Inc.  
Selbonn Music Co.  
Selroy Music Pub. Co.  
Shaw Music  
Shealy Music Pub. Co., Inc.  
Sheldon Music, Inc.  
Shell Music Co.  
Sheridan Music Corp.  
Sherman-Huston Music  
Sherwood Music Pub. Co.  
Shirgus Publishing  
Shopa Music Publications

Sidney Music Inc.  
Signet Music Co.  
Silver Star Music Pub. Co.  
Singer, Murray, Music Pub.  
Skrivanek Music  
Skyway Records & Music Pub.  
Society of Jewish Composers,  
Publishers and Songwriters  
Song Ads Inc.  
Song Prod., Inc.  
Songs of the Hills Music Pub.  
Co.  
Sooner Music Inc.  
Sophisticate Music, Inc.  
Sound Music Pub. Co.  
Space Songs  
Spanish Music Center  
Spanka Music Corp.  
Starday Music  
Starfire Music Corp.  
Starrite Pub. Co.  
Starstan Music Corp.  
Stella Music Co., Inc.  
Stern Music Publishing Co.  
Stevens Music Corporation  
Storm Music Co.  
Stratton Music, Inc.  
Stuart Music, Inc.  
Studio Music Co.  
Sudbury Music Corp.  
Sunbeam Music Corp.  
Sundial Songs  
Sunrise Music Company  
Surf Music Corp.  
Swansongs Publications  
Sweco Music Corp.  
Swing & Tempo Music Co.  
T-C Publishing Corp.  
T. J. Music  
Tamasa Music Co.  
Tannen Music, Inc.  
Taps Agency  
Tarry-Town Music Co.  
Terrace Music  
Terrific Tunes  
Thornett Music Corp.  
Thornwood Music Pub. Co.  
Tiffany Music Company  
Timberland Publishing Co.  
Time Music Company  
Tollie Music, Inc.  
Torpedo Music Inc.  
Trans Music Corp.  
Trans-World Music Publ., Inc.  
Travis Music, Inc.  
Tree Pub. Co.

Trend Music  
Trianon Publications  
Trinity Music Co., Inc.  
Tri-Park Music Corp.  
Trio Music Company  
Triumph Publications, Inc.  
Tropical Song Counter  
Tubb, Ernest, Music Inc.  
Tune Towne Tunes  
Twin Music Inc.

U. S. Music, Inc.  
Una Publishing Co.  
Unart Music Corp.  
Unique Music Publishers  
Urban, Max & Co.

Val Music Corporation  
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  
Venice Music, Inc.  
Vidor Publications  
View Music Co.  
Village Music Co.  
Villanova Music Co.  
Vincent Music Co., Inc.  
Viscount Music Co.  
Volunteer Music Sales Co.  
W. F. A. Enterprises  
Ward, Clara, Publications  
Ward & Sears Music, Inc.  
Warman Music  
Warren Publications  
Webster Music Company  
Weiss & Barry, Inc.  
Wemar Music Corporation  
Westbrook Publications  
Westbury Music Co.  
Wildcat Music  
Willet, Slim, Songs  
Williams, Dootsie, Pub.  
Williams, Kae, Music Inc.  
Winchester Music Inc.  
Winneton Music Corp.  
Wonder Music Pub. Co.  
Wonderland Music Co., Inc.  
Wyner Music Publishers

Yvonne Pub. Co.

Zodiac Music Corp.  
Zoeller Music Co.



# BMI PUBLISHERS

Leal, Felipe Valdes  
Legato Music Corp.  
Lenier Music Inc.  
Leora Music  
Les Kangas Music Pub. Co.  
Libijon Music Co.  
Levingston Music, Inc.  
Lin-Da Publ. Co.  
Little Jazz Music Pub., Inc.  
Locust Music Pub.  
Lion Public. Co.  
Lois Music Publishing Co.  
Lone Star Music Co.  
Lonzo & Oscar Music Pub. Co.  
Los Feliz Music Co.  
Lowell Music Corp.  
Lowery Music Co.  
Ludlow Music, Inc.  
Lupal Music Co.  
Luther Music, Inc.  
Lynbrook Music Inc.  
Lynn Music Corp.

M & M Music Co.  
Mac Heather Music House  
Mack-Nell Publications  
Maestro Music Company  
Maggie Music Co.  
Magnolia Music Corp.  
Magnus Music  
Main Street Songs, Inc.  
Mallory Music Pub.  
Major Melodies  
Major Minor Music  
Manhattan Melodies Music Pub.  
Manning House Music  
Marchant, J. C., Publications  
Marcy, Victor  
Mardi Gras Music Company  
Marfan Music Co.  
Marigold Music Co., Inc.  
Marielle Music Pub. Corp.  
Marino Music Company  
Mark-Lee Music Company  
Marks, E. B. Music Corp.  
Marlow, Ken  
Marlyn Music Pub.  
Marmor Music Inc.  
Martin, Mack, Music Co.  
Marvin Music Corp.  
Marpat Music Pub. Co.  
Martel Music Co.  
Martens, W. F., Music Co.  
Master Music Publishers  
Matador Music Pub. Co.  
Maxted Music Co.  
Maxwell, Ray, Pub. Co.

Mayland Music Publ. Co.  
Maytime Music, Inc.  
Maywood Music Co.  
Maze Publications  
Mellin Music, Inc.  
Melodies of the Americas  
Melody Lane, Inc. (Peer)  
Melody Trails, Inc.  
Memphis Music Publishers, The  
Merc-Dell Music Co.  
Mercer Music  
Merge Music  
Meridian Music Corp.  
Merion Music, Inc.  
Merit Music, Inc.  
Merrick Music Co.  
Merrymount Music Inc.  
Meteor Music  
Metorion Music Corp.  
Metric Music Co.  
Metropolitan Music Company  
Michele Pub. Co.  
Mickey Music  
Micor Publishing Company  
Mid Music  
Miller Song—Kraft Music Pub.  
Miller-Steinberg-Katz Music  
Mills, Sidney  
Mipa Productions, Inc.  
Miracle Music Company  
Mission Hills Publications  
Mission Pub. Co.  
Modern Music Publishing Co.  
Monahan Music Publications  
Money Music  
Monmouth Publishing Company  
Mono-Music  
Monroe, Bill, Music Inc.  
Montague Music Co.  
Montauk Music  
Montclare Music Corp.  
Monument Music, Inc.  
Moonbeam Music Co.  
Moonlight Music  
Morrison Music Company  
Morrissey Music Company  
Morro Music Corp.  
Morton Music Corp.  
Motion Music Co.  
Mr. Music Co.  
Munson Music Co.  
Murjac Music Pub. Co.  
Murob Music Publishers  
Music Art Publications  
Music for Frets  
Music of Today, Inc.  
Music Publications

Music World Corp.  
Musicabana of N. Y.  
Muzik Masters Company  
Navajo Music, Inc.  
New Era Music Corporation  
Newton, Al  
Niksich, Donald E.  
Nimisilla Music Company  
Noma Music Inc.  
Norma Music Co. Inc.  
Normandy Music, Inc.  
Nor-Va-Jak  
Nuclear Music Co.  
Nu-Tune Music Corporation  
Nutter, Carl, Music Pub. Co.

Oakhurst Music Pub. Co.  
Oceanic Music Co.  
Ohio Music Co.  
Old Charter Pub. Co., Inc.  
Old Hickory Music Inc.  
Old Judge Music  
Opal Music Inc.  
Open Road Music  
Optimist Songs Co.  
Oree Music  
Orlando Music Co.  
Oval Music Co.  
Ozark Music

Pal Music Co.  
Palladium Music Publishing Co.  
Pamco Music, Inc.  
Panhandle Music  
Pan Publ. Co.  
Parade Music  
Patricia Music Pub. Corp.  
Paul Music Co., Inc.  
Peer International Corporation  
Pemora Music Company, Inc.  
Pennant Music Pub. Co.  
Phoenix Music Corp.  
Piccadilly Music Corp.  
Pico Music Pub. Co.  
Pioneer Pub. Co.  
Pitchpipe Music Co.  
Pinelawn Music Pub. Co., Inc.  
Pleasant Valley Music  
Pocono Pub. Co. Inc.  
Porgie Music Corporation  
Portrait Music  
Presley, Elvis, Music, Inc.  
Progressive Music Publishing  
Pulse Publishing Corp.  
Pure Music

Quartet Music Co.  
Quintet Music Co.

## BMI PUBLISHERS

Dunbar Music Co.  
Dunhill Music Corp.  
Dynamic Music Co.

E & E Music Pub. Co.  
E.M.C. Music Pub. Co.  
Eagle Music Publishing Corp.  
Eastwick Music Co.  
Eccma Music Company  
Edizioni Kramer (Milano)  
Edizioni Mascheroni (Milano)  
Edizioni Musicali Di Lazzaro  
Edizioni Musicali Italiane  
Edizioni Suvini Zerboni  
Edlee Music Corp.  
Edward, Arthur, Music Co.  
Egap Music, Inc.  
Elkane Music Company  
Embassy Music Corp.  
Emblem Music Co.  
Emco Music Company  
Emcee Music  
Emerson Music Publications, Inc.  
Emperor Music Inc.  
Emporium Music  
Encore Music Publications, Inc.  
Englewood Pub.  
Eric Music, Inc.  
Eskelin, Neil, Pub. Co.  
Esquire Music Co.  
Essay Music Company  
Excellorec Music Co.

Fairfax Music Company  
Fairway Music Corp.  
Falstaff Music Co., Inc.  
Fanwood Music Publications  
Fee Bee Music  
Fellows Music  
Fern Music Inc.  
Fi-Del Music Publishing Co.  
Fine Songs  
Flair Pub. Co.  
Flex Songs  
Florida Music Company  
Folk Songs  
Folkways Music Publishers Inc.  
For-site Pub. Co.  
Four Star Sales Co.  
Fowler, Wallace Publications  
France Music Company  
Francis & Wilmore Music Pub.  
Franklin Pub. Co.  
Frederick Music Publ. Co.  
Freeman, Albert Edward  
Freeman, Porky, Pub. Co.  
G & H Music Publ. House  
G-Note Record Corp.  
G. M. S. Music Publishing Co.  
Gainsborough Music, Inc.  
Gala Music Publishing Corp.  
Gale & Gayles, Inc.  
Gallatin Music Corp.  
Gallo Music  
Gaviota Music Inc.  
Gay, Evelyn Pub. Co.  
Gaylord Music Co.  
Gilbert Music Publishers  
Gil Music Corp.  
Glad Music Co.

Glenwood Music Corp.  
Globe Music Corp.  
Gloria Music Co.  
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  
Golernor Music  
Gordon Music Company  
Gospel Quartet Music Co.  
Gospelstone Music Corp.  
Graham Music Co.  
Gralow Music Pub. Co.  
Granson, Jose, Music Co.  
Granite Music Co.  
Great Oaks Music  
Greenbrier Music Co.  
Green Music Publications  
Gregmark Music Co.  
Greta Music Co.

H & L Music Corp.  
Halama, Frank J., Publications  
Hamblen, Stuart, Music Co.  
Hanna & Co.  
Har-Bock Music Co.  
Harmonia Publishing Co.  
Harmony Music Publishers  
Harpeth Hills Music  
Harris & Vavrin  
Hartmann & Van Horn  
Harvard Music, Inc.  
Harvey Music  
Hawaii Conservatory Pub. Co.  
Hayloft Publications  
Heartline Music Co.  
Heart Songs  
Heim, Marty Music Co.  
Highland Music Co.  
Higuera Publ. Music  
Hilder Pub. Co.  
Hill and Range Songs, Inc.  
Hill Music Publishing Company  
Hillbilly Music Publishing Co.  
Hi-Lo Music  
Hilltown Music Inc.  
Hoffman Songs  
Hollenden Music Co.  
Hollis Music, Inc.  
Holmes Publications  
Horn Publications  
Hoosier Music Publications  
House of Carols  
House of Irish Songs  
Hudson-Dart Music Co.

Ichabod Music Co.  
Inco Music Company  
Independent Music Publishers  
Indigo Music, Inc.  
Inspirational Music Corp.  
Instrumental Music Inc.  
Inter-American Music Pub. Co.  
Iris-Trojan Music Corp.  
Islip Music Pub. Co.

J.D.A. Music  
Jaglea Music Corp.  
Jamboree Music  
James, Sonny, Music  
Jan Music  
January Corp., The  
Jari Music Co.  
Jaro Music  
Jat Music Co.  
Jatop Publ. Co., Inc.  
Jayco Music  
Jean Music Company  
Jeannette Music Pub.  
Jeramac Music Co.  
Jet Music Pub.  
Jiffy Pub. Co.  
Jill Music Co.  
Jimskip Music, Inc.  
Johnstone-Montei, Inc.  
Jones, David, Inc.  
Joni Music Inc.  
Judson Music Co.  
Julie Music Corp.

K.A.M. Prod. Corp.  
Kahl Music Co.  
Kaiser Music Co.  
Kampas, William T.  
Kanawha Music Pub.  
Keel Music Co.  
Kemo Music Co.  
Kendis, Sonny, Music Pub.  
Kenneth Publishing Company  
Ken-Rick Pub. Co.  
Kentucky Folk Music  
Kerr, Bob, Prod.  
Kerr, Edward  
Keyes, Baron, Pub.  
Keystone Music Co.  
Kingsbury Music, Inc.  
Kliff Prod. Inc.  
Klive Music Pub. Co.  
Knudson, Thurston  
Kord Music Company  
Koss Music Co.  
Kynd Music Pub.

Label Music Co.  
Lake Erie Music  
Lake Front Music  
Lakeland Music Co.  
Lamp Music Pub.  
Lance Music Pub.  
Lana Music  
Lane, Ziggy, Music  
Langley Music Co.  
Langlois Filmusic, Inc.  
Lang-Worth Publications, Inc.  
Lar-vell Music Corp.  
Larrabee Music Co.  
Lawn Music  
LaVinrac Music Co.

# BMI PUBLISHERS

• Due to a lack of space, the following list of BMI  
Affiliated Publishers is only partial

Argo Music Co.  
Abbott Music Pub.  
Acuff-Rose Publications  
Administration Music Pub. Co.  
Adams-Vee & Abbott, Inc.  
Adanac Music Company  
Admiration Music Inc.  
Adventure Music Co.  
Agatha Music Corp.  
Airlane Music, Inc.  
Aladdin Music Publications  
Algonquin Music, Inc.  
Aljean Music Co.  
Allen Rick Publications  
All State Music Co.  
Allen-Brinkley Pub.  
Aldon Music Inc.  
Alvin Music Corporation  
American Composer's Alliance  
American Music, Inc.  
Amijo Music  
Amor Publications  
Ample Music Pub. Co.  
Andrea Music Co.  
Andval-Music  
Angel Music Inc.  
Aragon Music Company  
Arc Music Corp.  
Arch Tone Pub. Co.  
Ariston Music Inc.  
Assembly Music  
Associated Composers, Inc.  
Associated Music Publishers, Inc.  
Athens Music  
Atlantic Music Corp.  
Autry, Gene Music Publishing  
Avas Music Pub. Co.  
Avery Music Company  
Avon Music, Inc.

Babb Music  
Barton, Earl, Music Co.  
Banbury Music, Inc.  
Banks Music Co.  
Bar Music Publishing Company  
Barclay Music Company  
Barron Music Company  
Baxter-Wright Music Co., Inc.  
Bayes Music Corp.  
Bayou Music Co.  
Becker-Williams Publications  
Beebee Music Pub. Inc.  
Beechwood Music Corp.  
Belfry Music  
Bell Music Co.  
Bell-Tone Music Publishing Co.  
Ben-Chazi Enter.  
Benell Music Publ.  
Bentley Music Co.  
Benton Public.  
Berger Publishing Company  
Berkeley Music, Inc.  
Berkshire Music Inc.  
Berry Music Corp.  
Beverly Music Inc.

Berwick Music Corp.  
Biernat & Dietz Music Publ.  
Big Chief Music Co.  
Big "T" Pub. Co.  
Billace Music Co.  
Biltmore Music, Inc.  
Blackwood Music  
Blaze Songs, Inc.  
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.  
Boxer Music Co.  
Boyt, Earl Pub. Co.  
BMI Canada Ltd.  
Bradshaw, Inc.  
Brazos Valley Music  
Brenner Music, Inc.  
Brent Music Corp.  
Brewster Music Pub. Inc.  
B. R. S. Music Corp.  
Brittany Music, Inc.  
Britton Music Corp.  
Broadcast Music, Inc.  
Brookdale Music Co.  
Brownwood Music Co.  
Bryden Music, Inc.  
Bugle Boy Music Co.  
Burley Music, Inc.  
Byron Music Co.  
Cajun, C. B.  
Calabar Music Pub.  
Calvert Pub. Co.  
Calvin Music Co.  
Cal-York Music, Inc.  
Candy's Playhouse Inc.  
Cana  
Canford Music, Inc.  
Capa Music  
Carlot Music, Inc.  
Carnegie Music Co.  
Carnival Music Company, Inc.  
Casa Musicale Sonzogno  
Cascales, Joe, Music Publisher  
Cash, Johnny, Music Inc.  
Cavalier Music Pub. Co.  
Cedarwood Pub. Co., Inc.  
Celestial Music Pub. Co., Inc.  
Central Songs, Inc.  
Century Songs, Inc.  
Cerabino, L. G.  
Challenge Music Co.  
Champ Music Co.  
Charill Music Pub. Co.  
Chase Music Co.  
Chaz-Mar Music Pub. Co.  
Chelsea Music Corporation  
Cherio Music Publishers, Inc.

Chicago Music Publisher  
Children's Record Guild  
Chips Music Corp.  
Chords Music Publishers  
Christian Music Publishing Co.  
Cille and Dail Publications  
Cireco Music  
Claremont Music Company  
Clockus Music Inc.  
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.  
Commodore Music Corporation  
Conley Music  
Contemporary Music  
Continental Record Co.  
Cool Music Co.  
Copar Music, Inc.  
Conrad Publ. Co.  
Cordial Music  
Coaxial Music Inc.  
Combine Music Corp.  
Coronation Music Inc.  
Country Music  
Cranford Music Corp.  
Crestline Music Pub.  
Crestwood Publications  
Cross Music Company  
Crossroads Music Co.  
Cundy-Betty Co.

Dallas Music Co., Inc.  
Dana Pub. Co.  
Danby Music Co.  
Dance Music Corp.  
Dandelion Music Co.  
Dare Music Co.  
Daywin Music, Inc.  
Debra Music  
Decatur Music Co.  
Delstone Music Co. Inc.  
Destiny Music Pub.  
De Vorzon Music Co.  
Dexter, Al, Music Publishing  
Dickinson, Harold H.  
Dinehart Music Company, The  
Diva Records, Inc.  
Dixie Music Publishing Co.  
Dolan, Ann  
Domino Music Corporation  
Don Carlos Music  
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

# BROADCAST MUSIC, INC.

By **CARL HAVERLIN**  
President

**B**ECAUSE it expresses our philosophy this year just as emphatically as it did in the past, we are repeating below our statement in previous years' RADIO ANNUAL AND TELEVISION YEARBOOK.

During each day 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 twentieth 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.

**OFFICERS OF BMI:** Sydney M. Kaye, Chairman of the Board, Vice President and General Counsel; Carl Haverlin, President; Robert J. Burton, Vice President, Domestic Performing Rights Administration, Secretary; Roy Harlow, Vice President in charge of Station Service; Glenn Dolberg, Vice President in charge of Station Relations; Jean Geiringer, Vice President, Foreign Relations; Robert Sour, Vice President, Writer Relations; Theodora Zavin, Assistant Vice President, Publisher Relations; Richard Kirk, Assistant Vice President, Publisher and Writer Relations (West Coast).

**DIRECTORS:** (elected annually): Sydney M. Kaye, Chairman; Alfred Beckman, John Elmer, Joseph E. Baudino, Carl Haverlin, William S. Hedges, Herbert Hollister, Leonard Kapner, Paul W. Morency, J. Leonard Reinsch, J. Harold Ryan, G. Richard Shafto, William Regan and E. R. Vadeboncoeur.

## ASCAP PUBLISHER MEMBERS

- Spartan Music Co.  
Spectacular Music, Inc.  
Spier, Larry, Inc.  
Spina Music  
Spinlan Music Corp.  
Spitzer, Henry, Music Pub. Co., Inc.  
Springton Pub. Co.  
Staff Music Pub. Co., The  
Stage Craft Music Corp.  
Standard Music Publishers, Ltd.  
Standard Music Corp.  
Stanley & Livingston, Inc.  
Stanley Music Co., Inc.  
Stanwood Music Corp.  
Starlight Music Co.  
Starlight Songs, Inc.  
Stratford Music Corp.  
Stasny Music Corp.  
State Music Pub. Co., Inc.  
Stephens, Bob, Inc.  
Stone Music Corp.  
Studio Music Corp.  
Styne & Cahn Music Co., Inc.  
Stuyvesant Music Corp.  
Summit Music Corp.  
Summy Pub. Co.  
Sunflower Music, Inc.  
Sunset Music Publishers, Inc.  
Supreme Music Corp.  
Surrey Music Co.  
Sweatman, Wilbur, Music Pub.  
Sweet Music, Inc.  
Symphony House Music Pub.
- T & H Music Pub.  
T V Music Co.  
Talent, Leo, Inc.  
Tamarick Music Inc.  
Tanglewood Music Corp.  
Tarpon Music Co.  
Tarto Music Pub. Inc.  
Taubman, Paul, Music Corp.  
Taurus Music Pub.  
Taylor, Larry, Music Corp.  
Tee Pee Music Co.  
Teleklew Prod. Inc.  
Templeton Pub. Co.  
Tempo Music, Inc.  
Tempo Pub. Co., The  
Teri Music Co., Inc.  
Texoma Music Corp.  
Thomas, John, Music Corp.  
Thompson, Kay, Music, Inc.  
Thornhill Music Co.  
Thornlee Music Corp.  
Threesome Music Co.
- Thunderbird Music  
Timely Music Co.  
Tinker Music Co.  
Tin Pan Alley  
Tobey Music Corp.  
Tobias & Lewis Music Pub.  
Tone Music Co.  
Top Notch Music Corp.  
Top Tunes Co.  
Torch Productions, Inc.  
Totem Music, Inc.  
Touchstone Music Co.  
Towne Music Corp.  
Toy Town Tunes  
Trans American Music Co.  
Transcontinental Music Corp.  
Tray Music Corp.  
Treble Music Pub., Inc.  
Triangle Music Corp.  
Tricky Music Inc.  
Tropical Music Pub.  
True Blue Music Pub. Co.  
Tune-House Publications  
Tweed Music Co.
- Union Music Dist. Co.  
United Artists Music  
UPA Music Co.  
United Music Corp.  
University Music Corp.  
Urban Music Publications
- Valando Music Corp.  
Valley Brook Pub., Inc.  
Valley Entertainment Ent., Inc.  
Valmount Music Pub.  
Valyr Music Corp.  
Vanderbilt Music Corp.  
Variety Music, Inc.  
Venus Music Corp.  
Vera Nova Music  
Vernon Music Corp.  
Veronique Pub. Co., Inc.  
Victoria Music Corp.  
Vicar Music Inc.  
Vickers Music Co.  
Victoria Pub. Co.  
Vic Vegas Pub. Co.  
Vier, Shelly Music  
Viking Music Corp.  
Villa Moret, Inc.  
Vim Music Corp.  
Vinrob Music Co.  
Vista Music Corp.  
Vivid Pub. Co.  
Vito Music Pub. Co.  
Vogel, Jerry, Music Co., Inc.  
Vogue Music Publications
- Volkwein Brothers, Inc.  
Vcnzell's  
Volta Music Corp.  
Voss Music Co.
- Walden Music Corp.  
Waldo Music Corp.  
Wald, Herb., Music Co.  
Wallen, Inc.  
Walton Music Corp.  
Warnow, Mark, Music  
Warock Music, Inc.  
Washington & Lee Pub.  
Waverly, Jack, Music Pub.  
Wayfarer Music, Inc.  
Webster Music Corp.  
Wedgewood Music Co.  
Welzheim Music Pub. Corp.  
Weintraub Music Co.  
Weiss, Mac, Music Pub. Co.  
Weiss, Sam, Music, Inc.  
Wells Music, Inc.  
Wemby Music Corp.  
Wendy Music Inc.  
West Coast Music Pub.  
Western Music Pub. Co.  
Whale Music Corp.  
Whalen Music  
Whitcup, Leonard, Inc.  
White Way Music Co.  
Whiting Music Corp.  
Williamson Music, Inc.  
Willis Music Co.  
W.illow Music Corp.  
Windy City Music Co.  
Winston Music Pub.  
Wintergreen Music, Inc.  
Wintersett Music Co.  
Witmark, M., & Sons  
Wizell & Day Music Corp.  
Wizell, Murray, Pub. Co.  
Wood, B. F., Music Co., The  
Woodbine Music Co.  
Woodward Music, Inc.  
Words & Music, Inc.  
World Music, Inc.  
Worth, Bobby, Music Pub., Inc.  
Wynn, Charles, Publications
- Yellen & Fain  
Yellowstone Music Pub.  
Yukon Music Corp.  
Youmans, Vincent, Co., Inc., The  
Young, Victor, Pub., Inc.
- Zachary Music  
Zephyr Music Pub. Co.

## ASCAP PUBLISHER MEMBERS

- Pioneer Valley Music Corp.  
 Piper Music Co.  
 Planetary Music Pub. Corp.  
 Players Music Corp., The  
 Playersville Inc.  
 Pleasant Music Pub. Corp.  
 Plymouth Music Co., Inc.  
 Pollsam Music Co.  
 "Pops" Music Pub. Co.  
 Popular Music Co.  
 Portilla Music Corp.  
 Post Music, Inc.  
 Preferred Music Co.  
 Presser, Theodore, Co.  
 Prestige Publishing Co.  
 Princess Music Pub. Corp.  
 Priscilla Music Corp.  
 Producers Music Pub. Co., Inc.  
 Promenade Music, Inc.  
 Putnam Music, Inc.  
 Pyramid Music Co.  
  
 "R" Music Co. Inc.  
 R. F. D. Music Pub. Co., Inc.  
 Ragtime Music Corp.  
 Randolph Music  
 Randy-Smith Music Corp.  
 Raphael, Fred, Music, Inc.  
 Raymor-McCollister Music  
     Publishers  
 Record Music Corp.  
 Record Songs, Inc.  
 Regal Music Pub.  
 Reis Publications, Inc.  
 Reliable Music Publisher  
 Religious Music Guild, Inc.  
 Remick Music Corp.  
 Rømsen, Alice, Inc.  
 Renault Music Co., Inc.  
 Rene, Leon, Pub.  
 Revere Music Co.  
 Revil Music, Inc.  
 Reynolds & Anthony Music Co.  
 Reynolds Music Co.  
 Rhyme & Rhythm, Inc.  
 Rialto Music Pub. Corp.  
 Richard Music Co.  
 Richelieu Music Pub. Co.  
 Richjon Publish. Co.  
 Ricki Music, Inc.  
 Ricordi, G., & Co.  
 Ringle, Dave  
 Rinn Music Co., Inc.  
 Ritchie Music Co., Inc.  
 Ritter, Tex, Music Pub., Inc.  
 Riverside Music Pub.  
 Robar Music Co.  
  
 Robbins Company, The  
 Robbins, J. J., Inc.  
 Robbins Music Corp.  
 Robert Music Corp.  
 Roberty Music Co.  
 Robinson, J. Russel, Inc.  
 Rodeheaver Co., The  
 Rodeo Music Co.  
 Roger Music, Inc.  
 Roncom Music Co.  
 Ronell, Ann, Music, Inc.  
 Rosarita Music, Inc.  
 Rose, David, Pub. Co.  
 Rosemeadow Pub. Corp.  
 Ross, Allan, Music Co.  
 Ross, Charles, Music Co., Inc.  
 Rossiter, Will  
 Round Table Music  
 Row, R. D., Music Co.  
 Rowell-Kelly Enterprises, Inc.  
 Roxbury Music Co.  
 Royalty Music Ltd.  
 Roy Music Co., Inc.  
 Royal Music Pub.  
 Ruby, Harry, Music Co.  
 Runbank, Inc.  
 Runnymede Music Co.  
 Ruval Music Co.  
 Ruxton Music Inc.  
 Rylan Music Corp.  
 Rytroc, Inc.  
  
 S & R Music Pub. Co.  
 Sacred Music Press of the  
     Hebrew Union College-Jewish  
     Institute of Religion  
 Saga Music Corp.  
 Salter Pub. Co.  
 St. Nicholas Music, Inc.  
 Sanders, Geo. H., Music Pub.  
 Sands Music Corp.  
 Sanjud Music Co., Inc.  
 Sanson Music Co.  
 Sapphire Songs  
 Sardo Brady Flagship Pub. Co.  
 Saunders Pub., Inc.  
 Savoy Music Co., Inc.  
 Schein Music Co.  
 Schirmer, G., Inc.  
 Schroeder, D. L.  
 Schumann Music Corp.  
 Schuster, Joe, Music Pub.  
 Schwartz Music Co.  
 Schwarz, Merrell, Music Co.,  
     The  
 Scott, Tony, Music Co.  
 Second Music Pub. Co., Inc.  
 Select Music Inc.  
  
 Seneca Music Co.  
 Sequence Music, Inc.  
 Serena Music  
 Sewan Music Pub. Inc.  
 Shale Enterprises, Inc.  
 Shamrock Music Pub., Inc.  
 Shapiro, Bernstein & Co., Inc.  
 Shapiro, Ted, Music Co.  
 Shari Music Pub. Corp.  
 Shattinger, Inc.  
 Shaw, Eddie, Music Co.  
 Shawn Music Co.  
 Shawnee Press, Inc.  
 Shayne, Larry, Music  
 Shearing Music Corp.  
 Shefter, Bert, Prod.  
 Shelley, David, Publishing Co  
 Shelley Music, Inc.  
 Sheriton Music Pub. Co.  
 Sherman, Al, Music Co.  
 Sherwin Music, Inc.  
 Shilkret, Nathaniel Music Co.,  
     Inc.  
 Shoreham Music Corp.  
 Show Tunes, Inc.  
 Shubert Music Pub. Corp.  
 Sigma Music, Inc.  
 Silhouette Music Corp.  
 Simon, George, Inc.  
 Sinatra Songs, Inc.  
 Skidmore Music Co., Inc.  
 Skinner Music Co., Inc.  
 Skip Music Co.  
 Skokie Music Co.  
 Skyline Music Co.  
 Skyview Music Corp.  
 Smith, Ethel, Music Corp.  
 Smith, William J., Music Co.,  
     Inc.  
 Smith-Foley Music Pub.  
 Snyder Music Corp.  
 Society for the Publication of  
     American Music, Inc.  
 Somerset Music, Inc.  
 Song-Art Music Inc.  
 Songfest Music Corp.  
 Songs, Inc.  
 Song Music Inc.  
 Songsmiths, Inc.  
 Soundpost, Inc.  
 Sounds Music Co.  
 South Sea Music Co.  
 Southern Music Co.  
 Southern Music Pub. Co., Inc.  
 Southwest Music Co.  
 Souvenir Songs  
 Sovereign Music Corp.  
 Sparrow Music

## ASCAP PUBLISHER MEMBERS

- Lowal Corp.  
 Lynjen Music Co.  
 Lynn Music Co.  
 Lyric Music Publishers, Inc.  
  
 M.S.I.  
 M.S.K. Music Co.  
 M.T. Tom Music Corp.  
 Madcap Music Publishers, Inc.  
 Madrigal Music Co.  
 Magidson Music Co.  
 Magnificent Music Inc.  
 Malden Music Corp.  
 Malin Music Inc.  
 Maltby, Richard, Inc.  
 Manchester Music, Inc.  
 Manhattan Music Publishers  
 Manks, Chaw, Blue Ribbon Music Co.  
 Manlowe Music Corp.  
 Manners, Dudley, Music  
 Manners Music  
 Manning Music Co.  
 Manor Music Co., Inc.  
 Mansion Music Corp.  
 Mappa Music, Inc.  
 Maraville Music Corp.  
 March Music  
 Marchant Music Publishers  
 Margery Music Corp.  
 Marguerita Music Co., Inc.  
 Marian Music Corp.  
 Mark-Jules Music Co.  
 Mark VII Music  
 Marks, Gerald, Music, Inc.  
 Markwood Music Co.  
 Marlan Music  
 Marlen Music Co.  
 Marlene Pub. Co.  
 Marlo Music Corp.  
 Marlong Music Corp.  
 Marpet Music Corp.  
 Mars Records, Inc.  
 Marster-Sound Music Inc.  
 Marti Music  
 Martin, James H., Inc.  
 Martin Music  
 Marvin Music Co.  
 Maser Music Publishing Corp.  
 Mason Music Corp.  
 Massey Music Co., Inc.  
 Mathis, Johnny, Music Inc.  
 Maurice, Peter, Music Co., Ltd.,  
 The  
 Maxwell Music Corp.  
 Maxwell-Wirges Publications  
 Mayfair Music Corp.  
 Maypole Music, Inc.  
 Maytone Music Publishers  
 Maxana Music Corp.  
 McHugh & Adamson Music, Inc.  
 Meadowbrook Music  
 Mecca Music Corp.  
 Medallion Songs  
 Melanie Music Co.  
 Melhedd Music Publishers  
 Melo-Art Music Pub.  
 Melody Music Co.  
 Melody Music, Inc.  
 Melomusic Publications, Inc.  
  
 Melrose Music Corp.  
 Melrose, Walter, Music Co.  
 Memory Music Publishers  
 Merit Music Co.  
 Met Music Publications  
 Michele Music Inc.  
 Midway Music Co.  
 Milbee Music, Inc.  
 Milene Music  
 Milford Music Co.  
 Miller, Bob, Inc.  
 Miller Music Corp.  
 Mills Music, Inc.  
 Mineo Hess Pub. Co.  
 Miranda Music Pub. Co.  
 Mitchell Music Corp.  
 Mode Music, Inc.  
 Modern Music Pub.  
 Mogull, Ivan, Music. Corp.  
 Mokell Music  
 Monaco, James V., Inc.  
 Monarch Music Co.  
 Monitor Music Corp.  
 Monmar Music, Inc.  
 Mood Music Co., Inc.  
 Moorpark Music Corp.  
 Morella Music Co.  
 Morley Music Co., Inc.  
 Morris, Edwin H., & Co., Inc.  
 Morrisania Music  
 Moss, Herbert M., Music  
 Movietone Music Corp.  
 Muirfield Music Corp.  
 Musette Publs., Inc.  
 Musi-Chord Pub. Co.  
 Music Hall Songs, Inc.  
 Music Makers Pub. Co.  
 Music Productions  
 Music Workshop  
 Musical Works  
 Musicland Pub. Co.  
 Mutual Music Society, Inc.  
 Myers Music  
  
 Nacio Pub., Inc.  
 Nan-Paul Music Corp.  
 National Music Pub. Corp.  
 Nationwide Songs, Inc.  
 Neiburg, Al J., Music Pub.  
 Neilson Music Co.  
 Nelson Music Pub. Co.  
 New Sounds in Modern Music  
 New World Music Corp.  
 New York Music  
 Newman, Charles, Pub.  
 Newman, Lee, Music  
 Newport Music Co.  
 Newton Music Co.  
 Noble Music Corp.  
 North & Son Music, Inc.  
 Northern Music Corp.  
 Northridge Music Co.  
 Noteworthy Music, Inc.  
 Novelty Music Co.  
  
 Oahu Publishing Co.  
 Oak Music Corp.  
 Oakland Music Co.  
  
 O'Connor and Miller Music Corp.  
 Octave Music Pub Corp.  
 Odette Music Corp.  
 Odin Music Inc.  
 Official Music Co., Inc.  
 O'Flynn, Charles, Pub.  
 O'Kay Music Co.  
 Old Homestead Pub. Co.  
 Olman, Abe, Music, Inc.  
 Omar Music Corp.  
 Oriole Music Corp.  
 Orlob Music Co.  
 Orten Music Co.  
 Oury, Mike, Music Pub.  
 Overbrook Pub. Co.  
 Owens-Kemp Music Co.  
 Oxford Music Corp.  
 Oxford University Press, Inc.  
  
 P. D. S. Music Pub., Inc.  
 Pageant Music Inc.  
 Paley Music Co.  
 Palomar Music Co.  
 Pambill Music Inc.  
 Pandee Music Pub. Co.  
 Palm Springs Music Co.  
 Panorama Music Co.  
 Panther Music Corp.  
 Par-Four Music Co.  
 Parliment Music Inc.  
 Par Music Corp.  
 Paradise Music Corp.  
 Parakeet Music Corp.  
 Paramount Music Corp.  
 Paramount-Roy Rogers Music Co., Inc.  
 Paris Music Co., Inc.  
 Parker Pub.  
 Patti Enter. Inc.  
 Paul, John, Music Corp.  
 Pauline Music Inc.  
 Paxton, George, Inc.  
 Pell Mell Music Co.  
 Penn Music Co.  
 Pepper, J. W., & Son, Inc.  
 Peters Music Co.  
 Photo Play Music Co., Inc.  
 Phylis Music Inc.  
 Piano Melodies  
 Piantadosi Music Pub.  
 Pic Music Corp.  
 Pickwick Music Corp.  
 Piedmont Music Co., Inc.  
 Pilot Music Pub. Co.  
 Pincus, George, & Sons  
 Pine Ridge Music, Inc.  
 Pinkard Pub., Inc.

## ASCAP PUBLISHER MEMBERS

- Golden Bell Songs  
 Golden Music Inc.  
 Goldmine Music, Inc.  
 Goldsen, Michael H., Inc.  
 Goldwyn, Samuel, Music Publ. Corp.  
 Gomalco Music Corp.  
 Goodman Music Co., Inc.  
 Gordon, Kaufman & Real, Inc.  
 Grady Music Co.  
 Graham Music Publishing Corp.  
 Grand Music Corp.  
 Granite Music Corp.  
 Gray, H. W., Co., Inc.  
 Grayson Music Co.  
 Greenwich Music Co., Inc.  
 Grosvenor House Music  
 Guild Music Publishers, Inc., The  
 Guild Publications of Calif. Inc.
- H. R. Music Corp.  
 Haggard Music Co.  
 Hall-Mack Co.  
 Hallmark Music, Inc.  
 Hamar Music  
 Halsey Music, Inc.  
 Hamilton Music Corp.  
 Hampshire House Publ. Corp.  
 Handy Brothers Music Co., Inc.  
 Hanover Music Corp.  
 Hansen, Charles H., Music Co.  
 Hap Music Inc.  
 Happiness Music Corp.  
 Harbet Music Publ. Co.  
 Harding Music Co.  
 Hargail Music Press  
 Harman Music, Inc.  
 Harmony House of San Francisco  
 Harmony Music Corp.  
 Harms, Inc.  
 Harms, T. B., Co.  
 Harral Music  
 Harris, Charles K., Music Publ., Co., Inc.  
 Harris, Harry, Music Publ. Co.  
 Harrison Music Corp.  
 Hartley Music Co., Inc.  
 Harvest Music Co. Inc.  
 Havenhurst Music  
 Harwin Music Corp.  
 Hawthorne Music Corp.  
 Hayrich Music Co.  
 Hayton-Horne Music Co.  
 Heartbeat Music Publishers  
 Hecht-Lancaster & Buzzell, Inc.  
 Hefti, Neal, Music, Inc.  
 Helayne Music Publ. Co. Inc.  
 Helena Music Corp.  
 Henmar Press Inc.  
 Herbert Music Co., Inc.  
 Herman Music, Inc.  
 Hillcrest Music Corp.  
 Hilltop Music, Inc.  
 Hillwood Music Co.  
 Hobby Music Co.  
 Holford Music Co.  
 Hollybros Music Co., Inc.  
 Hometown Music Co., Inc.  
 Homeyer, Charles W., & Co., Inc.  
 Hope Publishing Co.
- Horton, Vaughn, Inc.  
 House of James Inc.  
 House of Morgan  
 House of Nacio Herb Brown  
 House of Zog Music  
 Howard, Joe, Music Publisher  
 Hub Music Co., The  
 Hubert Music Corp.  
 Hudson Music Corp.  
 Hummable Music Co.  
 Huntzinger, R. L., Inc.
- Idriss-Brown-Tibb'es, Inc.  
 Ile-de-France Prod. Inc.  
 Imperial Music Publications  
 Indano Music Co.  
 Integrity Music Corp.  
 Intercollegiate Synd Inc.  
 Interlochen Press of  
     Nat. Music Camp  
 Interlude Music, Inc.  
 International Artists, Ltd.  
 International Music Co.  
 International Music, Inc.  
 Ivanhoe Music, Inc.  
 Ivy Music Corp.
- J. P. Music Co.  
 J.V.P. Pub. Co.  
 Jacobs, Walter, Inc.  
 James, Billy, Music Corp.  
 James Music Co.  
 James, Music, Inc.  
 Janfra Music Co.  
 Janfred Music  
 Jan-Lee Music  
 Janmur Music Corp.  
 Jay Music  
 Jay IV Company, The  
 Jaybar Music Co.  
 Jayvee Music Publishing Co.  
 Jefferson Music Co.  
 Jem Publications  
 Jenkins, Gordon, Inc.  
 Jenkins Music Co.  
 Jennings Publishing Co.  
 Jericho Music Corporation  
 Jewel Music Publishing Co., Inc.  
 Jo-Al Music Co.  
 Johnson, Jerry, Inc.  
 Johnstone Music Co., Inc.  
 Jolly Music  
 Jonathan Music Co., Inc.  
 Jones, Isham, Music Corp.  
 Joy Music, Inc.  
 Jubilee Music  
 Judy Music  
 Jungnickel, Ross, Inc.
- Kady Publishing Co.  
 Kahal, Irving, Music, Inc.  
 Kahn, Gus, Music Co.  
 Ka'men, Chas., Emmerick Inc.  
 Kanes Music Publishers  
 Karen Music Corp.  
 Karin Music  
 Kassel Airs Music Co.  
 Kassner, Edward, Music Co., Inc.  
 Keane, Michael, Inc.  
 Kearney Music Co.
- Keene Music  
 Keith Music  
 Kellem, Milton, Music Co., Inc.  
 Kelton, F. B., Music Co.  
 Kelton, Inc.  
 Kendis Music Corp.  
 Kenmor Music Co.  
 Kent Music Co.  
 Kenyon Music Corp.  
 Keyboard, Inc.  
 Keynote Music Co.  
 Keystone Music Co. of Calif.  
 Kickapoo Music Co.  
 King, Charles E.  
 Kingsway Music Corp.  
 Knickerbocker Songs, Inc.  
 Knollwood Music Corp.  
 Koff Music Co.  
 Kohn Music Co.  
 Korwin Music, Inc.  
 Kramer, Fred, Music Co.  
 Kramer-Whitney, Inc.  
 Krassnor-Share Music Publ.  
 Kuklapolitan Music Co.  
 Kulma Music Corp.
- Labell Music Co.  
 Lady Mac Music Co.  
 Laeteas Music Co.  
 Lake Forest Music Co.  
 Lake Shore Publishing Co., Inc.  
 Lamas Music Corp.  
 Lantern Music, Inc.  
 Largo Music Co.  
 La Salle Music Publishers, Inc.  
 Laurel Music Corp.  
 Lawson-Gould Music Publ., Inc.  
 Lear Music, Inc.  
 Lee Music Corp.  
 Leeds Music Corp.  
 Leftwich Publishing Co.  
 Leonia Songs Inc.  
 Lerner Music  
 Lero Music Co.  
 Leslie, Edgar, Inc.  
 Leslie Music Corp.  
 Leslie Productions  
 Lewis Music Publishing Co., Inc.  
 Lexington Music Co.  
 Liberty Songs, Inc.  
 Lido Music Inc.  
 Lilli Music Co.  
 Lincoln Music Corp.  
 Lindabet Music Corp.  
 Lindley Music Publishing Co.  
 Lion Music Corp.  
 Little, Ed, Music Co.  
 Livingston & Evans Music Co.  
 Liza Music Corp.  
 Loeb, John Jacob, Co.  
 Loena Music Pub. Co.  
 Lombardo Music, Inc.  
 Londontown Music Corp.  
 Longridge Music, Inc.  
 Longview Music Co., Inc.  
 Loop Music Pub. Co.  
 Lopez, V., Music Co.  
 Lord Music Publishing Co., Inc.  
 Lorenz Publishing Co.



# ASCAP PUBLISHER MEMBERS

Choice Music, Inc.  
 Christopher Music Co.  
 Church, John, Co., The  
 Cinema Songs, Inc.  
 Circus Music Co.  
 Citation Music, Inc.  
 Claire Music Co.  
 Clare Music Corp.  
 Claro Pub. Co.  
 Clarick Music Co., Inc.  
 Clarion Music Co.  
 Clover Music Co.  
 Cloverleaf Music  
 Coca Music Corp.  
 Cohan, George M., Music Publ.  
 Co., Inc.  
 Coleman-Ross Co., Inc.  
 Collie Music  
 Colony Music, Inc.  
 Columbia Pictures Music Corp.  
 Comet Music Corp.  
 Commander Publications  
 Commercial Music Co.  
 Commonwealth Music Co.  
 Composers Music  
 Compton Music Corp.  
 Concerto Music Corp.  
 Congress Music Publications  
 Congressional Music Publications  
 Connelly, Reg, Music, Inc.  
 Consolidated Music Publ., Inc.  
 Consonant Music, Inc.  
 Cooper Music Corp.  
 Corda Music Inc.  
 Cornell Music, Inc.  
 Coronado Pub. Co., Inc.  
 Coronet Music, Inc.  
 Cosmic Music, Inc.  
 Cosmopolitan Music Publishers  
 Counterpoint Music  
 Crane Music Publications  
 Credo Music Co.  
 Crescendo Music Corp.  
 Crescent Music Co., Inc.  
 Crest Music Co.  
 Crestview Music Corp.  
 Criterion Music Corp.  
 Cromwell Music, Inc.  
 Crystal Music Publishers, Inc.  
 Cunningham, Paul, Inc.  
 Cusenza, Frank J., Music  
 Publishing Co.

Da Fran Music Pub. Co.  
 Damus Music  
 Dance King Music  
 Daniels, Charles N., Inc.  
 Darlan  
 Dartmouth Music, Inc.  
 Dash, Connelly, Inc.  
 Davis, Joe, Music Co., Inc.  
 Dawn Music  
 Dawson Music Co., Inc.  
 Dayton Music Corp.  
 Dean Music  
 Deane & Doo Music  
 Debmarr Publishing Co., Inc.  
 Deep River Music, Inc.  
 Deerhaven Music Corp.  
 Delaware Music Corp.

Delkas Music Publishing Co.  
 Delmore Music Co.  
 Delta Research & Engineering  
 Co.  
 Dena Music, Inc.  
 Denham Music Co.  
 Denny Music, Inc.  
 Denric Music Corp.  
 Denslow Music, Inc.  
 Denton & Haskins Corp.  
 Desilu Music Corp.  
 Desmo Music, Inc.  
 De Sylvia, Brown & Henderson,  
 Inc.  
 Dexter Music Co.  
 Dey-Way Pub. Co.  
 Diana Music Inc.  
 Disney, Walt, Music Co.  
 Ditson, Oliver, Co.  
 Dona'dson Publishing Co.  
 Do-Ra-Me Music Pub. Inc.  
 Dorchester Music Corp.  
 Dorian Music Publishers, Inc.  
 Doris Music Corp.  
 Dorsey Brothers' Music, Inc.  
 Double-A Music Corp.  
 Dragon Music Co.  
 Drake Activities Co.  
 Dubonnet Music Publishing  
 Duet Music, Inc.  
 Durante, Jimmy, Music Publ.  
 Co., Inc.

E. D. M. Music Publishers  
 Earl Music Co.  
 Eastlake Music Inc.  
 East-West Music Co.  
 Ecaroh Music Inc.  
 Ecco Music, Inc.  
 ECF Music  
 Edition Musicus-New York, Inc.  
 Edmonds, Shepard N., Music  
 Pub. Co., The  
 Educational Music Service, Inc.  
 Edwards Music Co., Inc.  
 Elar Music Corp.  
 El Dorado Music Co.  
 Elkan, Henri, Music Publisher  
 Elkan-Vogel Co., Inc.  
 Elliot Music Co., Inc.  
 Elliott, Jack, Music Co.  
 Elmont Music Co.  
 Elsmo Bros. Pub.  
 El-Tone Music Co.  
 Embee Music Corp.  
 Emery Music, Inc.  
 Emes Music Co.  
 Empress Music, Inc.  
 Ensemble Music Press  
 Enterprise Music Corp.  
 Erica Music  
 Erosa Music Pub. Corp.  
 Erwin-Howard Music Corp.  
 Essex Music, Inc.  
 Eurasia Music Pub.  
 Evans Music Co.  
 Evans, Redd, Music Co.  
 Evergreen Music Corp.  
 Exeter Music, Inc.

Fairbanks Music Corp.  
 Famous Music Corp.  
 Fanfare Music Co.  
 Fantasy Music Inc.  
 Farmer Music Co.  
 Farrow Music, Inc.  
 Favorite Music, Inc.  
 Favorite Publishers, Inc.  
 Feist, Leo, Inc.  
 Fenner Publications  
 Fidelio Music Pub. Co.  
 Fideree Music Corp.  
 Fields, Arthur, Publications  
 Fillmore Music House  
 Fischer, Carl, Inc.  
 Fischer, J., & Brother  
 Fisher, Fred, Music Co., Inc.  
 Flamingo Music Co.  
 Flammer, Harold, Inc.  
 Flo Music, Inc.  
 Florence Music Co.  
 Foley, Charles  
 Ford Music Pub. Inc.  
 Foreign & Domestic Music Corp.  
 Foremost Music Co., Inc.  
 Forster Music Publisher, Inc.  
 Fortune Music Co.  
 Fortune Music, Inc.  
 42 Publishing Co., Inc.  
 Four Jays Music Co.  
 Fox, Sam, Publishing, Inc.  
 Frank Music Corp.  
 Franklin, Jimmie, Music Publ.  
 Friend Music Publ. Co., Inc.  
 Fullarton Music Inc.

G & C Music Corp.  
 GI Music Corp.  
 Galaxy Music Corp.  
 Gale Music  
 Gal'lico, Al, Music Co., Inc.  
 Gamble Hinged Music Co.  
 Gannon & Kent Music Co.  
 Gardner Music Corp.  
 Garland Music, Inc.  
 Garrick Music Co.  
 Gary Music, Inc.  
 Gate Music Co.  
 Gateway Music, Inc.  
 Gaumont Music Publishers, Ltd.  
 Gayle, Tim, Songs  
 Gem Music Corp.  
 Gemini Music Co.  
 General Music Publ. Co., Inc.  
 George Music Inc.  
 Georgeoff, Evan, Music Publ.  
 Co.  
 Gershwin Publishing Corp.  
 Gibraltar Music Co., Inc.  
 Gizi Music  
 Gilbert, Ray, Pub. Corp.  
 Gilead Music Co.  
 Gladstone Music Inc.  
 Gladys Music, Inc.  
 Glenbrook Music Corp.  
 Glenmore Music, Inc.  
 Global Music, Inc.  
 Gold, Jack, Music Co.  
 Go'd, Joe, Music Co.  
 Gold Medal Music

## ASCAP PUBLISHER MEMBERS

- A B C Music Corp.  
 A-H Music Corp.  
 A-M Music Corp.  
 A.M.C. Inc.  
 A Bar Music Pub. Inc.  
 Abbey Music Co., Inc.  
 Accolade Music Pub. Co.  
 Adams, George, Music Pub. Co.  
 Adler, Henry, Publishing Corp.  
 Ad Lib Publish. Co.  
 Admont Music, Inc.  
 Adrienne Music Co.  
 Advanced Music Corp.  
 Advertiser's Music Inc.  
 Agenda Songs  
 Ahlert, Fred, Music Corp.  
 Alamo Music, Inc.  
 Alaska Music Co. Inc.  
 Alba Music, Inc.  
 Aldo Music Co.  
 Albert Music Corp.  
 Alfred Music Co., Inc.  
 Allied Music Corp.  
 Allison's Music, Inc.  
 Almanac Music, Inc.  
 Alphan Music Publishers  
 Alta Music Co.  
 Alter, Louis, Music Publishers  
 AMA Music Co.  
 Ambassador Music, Inc.  
 Amber Music, Inc.  
 Amco Music Co.  
 Amsco Pub. Co.  
 Amenra Music  
 American Academy of Music, Inc.  
 American Music Co., The  
 American Music Edition  
 American Music Publishing Co.  
 "AMI" Educational Service, Inc.  
 AMPCO Music, Inc.  
 Anchor Music Co.  
 Andrew Music Corp.  
 Ankerford Music Corp.  
 Annavic Music Corp.  
 Anro Music Co.  
 Antobal Music Co.  
 Anton Publications  
 Antony, Frank  
 Anvil Music Co.  
 Apollo Music Co.  
 Apple Valley Music Co., Inc.  
 April Music, Inc.  
 Aqua Music Pub. Co.  
 Arbee Music Publishing Co., Inc.  
 Arcade Music Co.  
 Arch Music Co., Inc.  
 Arcot Music Publishing Co.  
 Ardmore Music Corp.  
 Argosy Music Corp.  
 Aries Music Inc.  
 Arista Music, Inc.  
 Arkayem Music Publishers  
 Arndt, Nola, Inc.  
 Arnel Music Corp.  
 Arpege Music Corp.  
 Arrow Music Co.  
 Arthur, Irving Music Corp.  
 Arthur Music  
 Artists Music, Inc.  
 Ascher, Emil, Inc.
- Ascot Music Pub.  
 Aspen Music Corp.  
 Atlas Music Corp.  
 Audubon Music, Inc.  
 Ayuba Music Inc.  
 Aztec Music, Inc.  
 Azure Pub.
- B. K. Music Pub.  
 B & R Music Publishing Co., Inc.  
 Bab Music Co.  
 Bae Music  
 Baer, Abel, Music Corp.  
 Baker Music, Inc.  
 Baker, Murray Music Pub. Co.  
 Ballard, Pat Pub.  
 Bandland, Inc.  
 Bantam Music Pub. Co., The  
 Barbour-Lee Music Corp.  
 Bark Music Corp.  
 Baron, M., Co.  
 Barry, Guy, Enterprises, Inc.  
 Barton Music Corp.  
 Basie, Diane Music Corp.  
 Bauer, Wm. H., Inc.  
 Beacon Music Co.  
 Beatrice Music Co., Inc.  
 Beach Music Pub. Co.  
 Beachside Music Inc.  
 Beaver Music Publishing Corp.  
 Bedack Music, Inc.  
 Beekman Music, Inc.  
 Bel-Air Music Corp.  
 Bell Song Publishing Co.  
 Belwyn, Inc.  
 Benay Music Corp.  
 Bennie Benjamin Music Inc.  
 Benson, John T., Publishing Co.  
 Benton Music Co.  
 Berlin, Irving, Music Corp.  
 Bernal Music Inc.  
 Bernie, Dave, Music Co.  
 Beta Music Co. Inc.  
 Beverly Music Corp.  
 Bibo Music, Inc.  
 Big Beat Music  
 Billboard Music Publishing Co.  
 Biltmore Music Corp.  
 Bing Music Co., Inc.  
 Birchard, C. C., and Co.  
 Birchwood Music Co.  
 Bishop Music Co.  
 Blackstone Music, Inc.  
 Blasco Music, Inc.  
 Bloch Publishing Co.  
 Block, Martin  
 Bloom, Ben, Music Corp.  
 Blossom Music Corp.  
 Blue Sun Music Publishing Co.  
 Boda Music Publishing Co.  
 Boelke-Bomart, Inc.  
 Bogat Music Corp.  
 Bogard Music Inc.  
 Boland-Leng, Inc.  
 Bond, Carrie Jacobs, & Son  
 Bond Street Music Corp.  
 Bonnie Music Inc.  
 Boosey and Hawkes, Inc.  
 Boston Music Co., The  
 Boulder Music Corp.
- Bourne, Inc.  
 Box & Cox (Publications), Inc.  
 Bradford Music, Inc.  
 Bandom-Music Co.  
 Breen & De Rose Music Corp.  
 Bregman, Vocco & Conn, Inc.  
 Brigadier Music Co.  
 Briegel, George F., Inc.  
 Brighton Music Co., Inc.  
 Bristol Music Corp.  
 Broadway Music Corp.  
 Brockwin Music Pub. Co.  
 Brodt Music Co.  
 Bromaur Music Corp.  
 Brooks Music Corp.  
 Broude Brothers  
 Brull Music, Inc.  
 Buckeye Music, Inc.  
 Buckingham Music Co.  
 Budd Music Corp.  
 Bulls-Eye Music, Inc.  
 Burdett Silver Co.  
 Burke & Van Heusen, Inc.  
 Burlington Music Corp.  
 Burnett, Ltd.  
 Burns Music Co.  
 Burvan Music Corp.  
 Bushkin, Joe, Music, Inc.  
 Buxton Hill Music Corp.  
 Byron Music Inc.
- C. R. Publishing Co.  
 Cadence Publications  
 Cadenza Music Co.  
 Caesar, Irving  
 Cahn Music Corp.  
 Cailliet, Lucien, Publication  
 Cal Music Co.  
 Calypso Music Inc.  
 Camelot Music Corp.  
 Campbell-Connelly, Inc.  
 Campbell, Lloyd, Pub.  
 Candell Music Pub. Inc.  
 Cara Music Publishing Co.  
 Caravan Music Corp.  
 Carbaugh Music  
 Carew, Roy J.  
 Caribbean Music Inc.  
 Carlvi Music Co.  
 Carlyle Music Publishing Corp.  
 Car-Mar Music  
 Carmen Music, Inc.  
 Carmichael Music Publications  
 Carnes, Joseph R., Music House  
 Carrie Music Co.  
 Carroll Publications  
 Case Music Corp.  
 Catawba Music Co.  
 Cavalcade Music Corp.  
 Cee Bee Music Co.  
 Cessna Music Co.  
 Chalen Music Pub. Co., Inc.  
 Champagne Music Corp.  
 Chandler Music Co.  
 Chappell & Co., Inc.  
 Charling Music Corp.  
 Chatham Music Corp.  
 Chatsworth Music, Inc.  
 Cherokee Music Co.  
 Chippendale Music, Inc.

# AMERICAN SOCIETY OF COMPOSERS AUTHORS AND PUBLISHERS

By **STANLEY ADAMS**  
**President**

**T**HE American Society of Composers, Authors and Publishers is a non-profit organization founded in 1914 as a clearing house for the performing rights of the creators of music—both popular and ‘serious’—and their publishers.

Under the Federal Copyright Law of 1909, copyright owners are entitled to payment for their works whenever they are performed publicly for profit. Through ASCAP, any user of music is able to obtain at a single source the right to perform the works of more than 4200 composers and 1000 publishers who are members of the Society, at a minimum of expense and without the necessity of negotiating for each separate use.

The Society’s repertory is an extensive one, in both range and volume. It is a “Who’s Who” of the leading tunes on popularity charts, in Broadway shows and Hollywood films over the years. ASCAP’s light classical repertory includes the best-loved songs of world renown written in the past half century. It also includes country and folk music, church and sacred selections, as well as a catalog of much of our contemporary classical music—symphonic, chamber and choral works, and recital selections.

Radio and television broadcasters have access to this entire repertory when they obtain an ASCAP license. This license guarantees them a clearance on all ASCAP composers’ and publishers’ music at the same time that it provides for the members themselves a sustained livelihood from the works of their own creation.

The Society’s headquarters are located at 575 Madison Avenue, New York 22, New York. It maintains twenty-three branch offices in major cities throughout the country.

The Society’s Board of Directors consists of twelve writer- and twelve publisher-members elected biennially by the writer- and publisher-membership respectively. Its officers are elected annually.

## **JINGLE PRODUCERS**

"GINGER" JOHNSON  
340 East 58th Street  
New York, New York  
PLaza 1-5575

LANG-WORTH FEATURE  
PROGRAMS, INC.  
1755 Broadway  
New York 19, New York  
Judson 6-5700

JACK LLOYD  
1445 Miller Way  
Hollywood 46, Calif.  
OLdfield 6-4607

ANDY LOVE PRODUCTIONS  
60 West 46th Street  
New York, New York  
CIRCLE 7-2278

MILNER PRODUCTIONS, INC.  
3800 Liberty Heights Avenue  
Baltimore 15, Maryland  
MOhawk 4-4221

MUSIC MAKERS, INC.  
45 West 45th Street  
New York, New York  
CIRCLE 5-3737

GEORGE R. NELSON  
208 State Street  
Schenectady, N. Y.  
Schenectady 4-4135

DEL OWENS PRODUCTIONS  
333 N. Michigan Ave.  
Chicago 1, Ill.  
FR 2-4811

LLOYD PEARSON  
ASSOCIATES  
509 Madison Ave., N. Y. C. 22  
EL 5-5430

JACK ROURKE PRODUCTIONS  
6331 Hollywood Blvd.  
Hollywood 28, Calif.  
Hollywood 3-7178

ROQUEMORE FILMS  
44 Mt. Vernon Blvd.  
Hamburg, N. Y.  
FR 3876

SATISFIER PRODUCTIONS  
200 West 57th Street  
New York 19, N. Y.  
Phone: CIRCLE 5-4149

SCOTT-TEXTOR PRODUCTIONS  
127 East 47th Street  
New York 17, New York  
PLaza 5-2789

RAYMOND SCOTT  
(THE JINGLE WORKSHOP)  
140 West 57th Street  
New York, New York  
PLaza 7-5685

SIGNATURE MUSIC, INC.  
240 East 53rd Street  
New York 22, New York  
MU 8-5068

SOUNDAC PRODUCTIONS, INC.  
2133 N.W. 11th Ave.  
Miami 37, Fla.  
FR 4-2655

SOUND IDEAS  
540 Woodland Ave.  
Haddonfield, N. J.  
HAzel 9-4482

SOUNDTRACKS  
236 West 52nd Street  
New York 19, New York  
CIRCLE 7-6444

STANDARD RADIO-  
TRANSCRIPTION SERVICES  
360 N. Michigan Ave.  
Chicago 1, Ill.  
STate 2-5322

WILBUR STREECH  
PRODUCTIONS, INC.  
135 West 52nd Street  
New York 19, New York  
Judson 2-3816

SURPRISE JINGLES  
250 Prospect Avenue  
Revere, Mass.  
REvere 8-5562

ROBERT SWANSON  
PRODUCTIONS  
689 Fifth Ave.  
New York City

UNITED FILM &  
RECORDING STUDIOS  
301 E. Erie St.  
Chicago 11, Ill.  
SUperior 7-9114

**SONNY KENDIS PRODUCTIONS**  
**MUSICAL COMMERCIALS**  
for TV • RADIO • FILM

•  
Uniquely, Entertainingly, Excitingly  
Built To Order  
For The Best Of Them

•  
**Quality . . . Experience . . . Originality**

•  
**Music Advisors To The Industry**

•  
P. O. Box No. 6164    Miami Beach 54, Florida  
'Phones: Union 6-1694 and Union 6-9711

•  
**SONNY KENDIS PRODUCTIONS**

## JINGLE PRODUCERS

### PHIL DAVIS MUSICAL ENTERPRISES, INC.

59 East 54th Street  
New York 22, New York  
Murray Hill 8-3950

### GORDON M. DAY PRODUCTIONS

15 West 44th Street  
New York 36, New York  
ORegon 9-3595

### DEMBY PRODUCTIONS, INC.

Hotel Plaza, 1 W. 58th St.  
New York 19, New York  
PLaza 9-2495

### FAILLACE PRODUCTIONS, INC.

59 East 54th Street  
New York 22, New York  
ELdorado 5-1752

### FORRELL, THOMAS & POLACK ASSOCIATES, INC.

157 West 57th Street  
New York 19, New York  
CIRCLE 6-9132

### CHUCK GOLDSTEIN PRODUCTIONS, INC.

730 Fifth Avenue  
New York 19, New York  
JUdson 6-7477

### HARRY S. GOODMAN PRODUCTIONS

19 East 53rd Street  
New York 22, New York  
PLaza 5-6131

### GOTHAM RECORDING CORPORATION

2 West 46th Street  
New York 36, New York  
JUdson 6-5577

### LEWIS G. GREEN PRODUCTIONS

520 N. Michigan Avenue  
Chicago 11, Illinois  
WHitehall 4-7440

### LANNY & GINGER GREY: SINGING COMMERCIALS, RADIO-TV

18 East 50th Street  
New York 22, New York  
PLaza 3-3350

### HAP MUSIC, INC.

200 West 57th Street  
New York 19, New York  
CIRCLE 6-5548

### HARDRIC PRODUCTIONS, INC.

510 Madison Avenue  
New York 22, New York  
AC 2-3354

### HUNN, FRITZ & HENKIN PRODUCTIONS, INC.

38 W. 48th Street  
New York 36, New York  
JUdson 2-5055

### JERRY JEROME

1 Snapdragon Lane  
Roslyn Heights, L. I.  
MAYfair 1-4567

### JEWELL RADIO & TV PRODUCTIONS

612 N. Michigan Avenue  
Chicago 11, Illinois  
MOhawk 4-5757

### THE JINGLE MILL, INC.

201 West 49th Street  
New York 19, New York  
PLaza 7-5730

### JINGLES BY KEVA MARCUS

12114 Hoffman Street  
Studio City, Calif.  
STanley 7-9861



## ROSA RIO

"My True Story" — NBC

SU 7-5400

Director of Hammond Organ School  
G. Schirmer Bldg., N. Y. C.

FRIEND-REISS

COHEN & ALESHIRE

KENYON & ECKHARDT

MAXON

WEISS & GELLER

THE MILLICUM CO.

ADS INCORPORATED

BROOKE, SMITH, FRENCH & DORRANCE

DE GARMO

SWEETS COMPANY OF AMERICA

GREY

FULLER, SMITH & ROSS

LUX-BRILL

BATTEN, BARTON, DURSTINE & OSBORN, INC.

RICHARD K. MANOFF

20TH CENTURY FOX

# Thanks, to All of You

FROM

**FORRELL  
THOMAS  
AND  
POLACK  
ASSOCIATES  
INC.**

Suite 903 157 West 57th Street  
New York 19, New York—CI 6-9132

GRANT

CLINTON E. FRANK

CAMBELL-EMALD

AITKEN-KYNETT

BENTON & BOWLES

GARDNER

VAN PRAG PRODUCTIONS

MGM PICTURES

COLUMBIA PICTURES

DONAHUE & COE

ROBERT LAWRENCE PRODUCTIONS

PINTOFF PRODUCTIONS

E. W. REYNOLDS LTD.

GEYER, MOREY, MADDEN & BALLARD

VICTOR A. BENNETT

HENRI, HURST & McDONALD

## GET THE NEW IDEA IN JINGLES

Creation and production of radio and television singing commercials. Original scoring for television, industrial and institutional films.

# JINGLE PRODUCERS

## —MUSICAL COMMERCIALS—

ACADEMY FILMS  
800 N. Seward Street  
Hollywood 38, Calif.  
Hollywood 2-0741

AD-STAFF, INC.  
9122 Hollywood Blvd.  
Hollywood 46, Calif.  
BR 2-2671

ADVERTISERS' BROADCAST-  
ING COMPANY

117 West 46th Street  
New York 36, New York  
PLaza 7-3560

ASSOCIATED BROADCAST  
ADVERTISING CO.

1188 S. Muirfield Rd.  
Los Angeles 19, Calif.  
Webster 6-5564

ASSOCIATED PROGRAM  
SERVICES

(Div. Muzak Corp.)  
221 Fourth Street  
New York 3, New York  
ORegon 4-7400

AUDIO VISUAL ASSOCIATES  
1459 N. Seward  
Hollywood 28, Calif.  
Hollywood 5-8444

BASCH RADIO & TV  
PRODUCTIONS  
17 East 45th Street  
New York, New York  
MURray Hill 2-8877

BEMILLER PRODUCTIONS  
749 N. Highland Avenue  
Hollywood 38, Calif.  
WEBster 5-3346

BERNARD-DEGEN  
1601 North Gower St.  
Hollywood 28, Calif.  
HOLLYwood 5-9886

CUMMINGS PRODUCTIONS,  
INC.  
4 West 56th Street  
New York 19, New York  
PLaza 7-6452

# Robert Swanson Productions

Dramatics 

Background Music 

TV Sound Track 

Jingles 



Swanson

**MUSICAL COMMERCIALS TO COVER  
THE WHOLE SCALE  
OF YOUR ADVERTISING NEEDS**

689 FIFTH AVENUE

NEW YORK CITY



EVERY MINUTE  
OF  
EVERY DAY\*

*there is a*

PHIL DAVIS  
MUSICAL COMMERCIAL

*on Radio & Television*

*building sales in every major market  
for all kinds of products*

*33,850*  
*(\*Current Broadcast Schedules average over ~~29,960~~ per week)*

**PHIL DAVIS**  
**MUSICAL ENTERPRISES**  
**INC.**

*59 East 54 Street New York 22 Murray Hill 8-3950*



**TELEVISION DAILY**

presents

***MUSIC***

---

**JINGLE PRODUCERS  
MUSICAL COMMERCIALS  
KEY PERSONNEL OF  
ASCAP — BMI — SESAC**



**1959**

# ASCAP

the  
*Music*  
of  
AMERICA

## POPULAR SONGS

The current hit songs, as well as those great standards of yesterday.

★ ★ ★

## *Rhythm & Blues*

The best in blues, syncopation and jazz — all typically American.



## Sacred Music

Songs of faith, hymns reflecting America's religious beliefs, as well as the more formal liturgical music.

★ ★ ★

## Production Numbers

The well-known songs from world-famous Broadway productions, past and present, as well as top Hollywood musicals.

★ ★ ★

## FOLK SONGS

Work songs, play songs, regional songs — telling the story of the American people.



## Symphonic & Concert Works

Music of outstanding modern American composers, as well as the distinguished composers of great classics.

★ ★ ★

More than 5,000 writers and publishers are constantly adding new works to the extensive ASCAP repertory.



AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS  
575 Madison Avenue, New York 22, N. Y.

## RADIO-TV EDITORS

Reading, Times: **Louls Schlossburg**  
Roaring Spring, Cove News: **Harold Barnhart**  
Saxton, Broad Top Bulletin: **Olin W. Horton**  
Scranton, Times: **Sid Benjamin**  
Scranton, Tribune: **Patrick McGlynn**  
Stroudsburg, Daily Record: **John Hill**  
West Chester, Daily Local: **William Dean, Jr.**  
Wilkes-Barre, Independent: **Jim Coco**  
Williamsport, Sun Gazette & Grit: **John Davis,**  
**Pat West**

### PUERTO RICO

San Juan, Island Times: **Helen Harman**

### RHODE ISLAND

Pawtucket, Times: **Joseph Costello**  
Providence, Evening Bulletin: **Miss Audrey Schenck**  
Providence, Journal-Bulletin: **Ted Holmberg**  
Woonsocket The Call: **Drew Deacon**

### SOUTH CAROLINA

Abbeville, Press & Banner: **Fred D. West**  
Anderson, Free Press: **J'm Klosky**  
Bamberg, Herald: **Evelyn K. Brabham**  
Cheraw, Chronicle: **A. M. Secrest**  
Florence, Morning News: **Joe Dabney**  
Fountain Inn, Tribune: **Ted Mahaffey**  
Greenville, News-Piedmont: **Harry Coggins**  
Greenville, Piedmont: **Winston Jones**  
Greenwood, Index Journal: **Jim Allen, Ed Chaffin**  
Landrum, Leader: **J. W. Lawrence**  
Newberry, Sun: **Dot Sanders**  
Orangeburg, Times & Democrat: **Ed Sims**  
Simpsonville, Golden Strip Journal: **Roy Etherridge**  
Sumter, Daily Item: **Margaret McElveen**

### SOUTH DAKOTA

Rapid City, Journal: **Jack Cannon**

### TENNESSEE

Clarksville, Leaf-Chronicle: **George Smith**  
Franklin, Review-Appeal: **Bill Arnulstead**  
Jackson, Sun: **Mrs. John Parrish**  
Knoxville, Journal: **Lowell Frazier**  
Knoxville, News-Sentinel: **Huch Allen, Gunby Rule**  
LaFollette, Press: **Guy Easterly**  
Memphis, Commercial Appeal: **Bob Johnson,**  
**Henry Mitchell, Dottie Strain**  
Memphis, Press Scimitar: **Louise Ahrens, Bob**  
**Johnson, Henry Mitchell, Clark Porteous**  
Murfreesboro, Daily News Journal: **Doug Sparks**  
Murfreesboro, Rutherford Courier: **Charles Cates**  
Nashville, Banner: **Red O'Donnell**  
Nashville, Tennessean: **Bill Maples**  
Oak Ridge, Oak Ridger: **Dick Smyser**

### TEXAS

Amarillo, Globe News Times: **Bill McReynolds**  
Austin, American-Statesman: **John Bustlin**  
Beaumont, Enterprise: **Merita Mills**  
Beaumont, Journal: **Mrs. Gladys Quilliam**  
Big Lake, Wildcat: **Mike J. West**  
Brenham, Banner-Press: **Tommy Whitehead**  
Carthage, Panola Watchman: **Clab Applegate**  
Dallas, Morning News: **Fairfax Nisbet**  
Dallas, Times Herald: **Bob Brock**  
Diboll, Angelina County Free Press: **Paul Durham**  
El Paso, Herald Post: **Chester Chope**  
El Paso, Times: **Nancy Miller**  
Fort Worth, Press: **Jack Gordon, Mary Kirkland**  
Fort Worth, Star Telegram: **Elston Brooks,**  
**Ira Cain, Leonard Smith**  
Houston, Chronicle: **Howard Stenell**  
Houston, Post: **David Westhelmer**  
Jasper, Newsday: **Bob Sanders**  
Levelland, Daily Sun News: **Beverly Henderson**  
Lubbock, Avalanche Journal: **R. C. Hankins,**  
**Jack Sheridan**  
Lufkin, Daily News: **M. Beaumier, Bill Bogart**  
Marshall, News-Messenger: **Millard Cope**  
Midland, Reporter-Telegram: **Jim Lindsey**  
Nacogdoches, Daily Sentinel: **Victor Fain**  
Orange, Leader: **Mrs. Jean Savon**  
Pecos, Enterprise: **Don Crutsinger**  
Pleasanton, Express: **W. E. Daetwyler**

Port Arthur, News: **Grace Foote**  
Poteet, News: **J. Kenedy**  
Rusk, Cherokeean: **Glen Brown**  
San Antonio, Express-News: **Ed Castillo,**  
**Fern Chick, Jayne Harris**  
San Antonio, Light: **Renwick Cary, Paul Trench**  
San Marcos, Record: **Lee Harr**  
Sweetwater, Reporter: **Larry Lawrence**  
Wichita Falls, Times: **Willard Underwood**

### UTAH

Logan, Herald Journal: **Ray Nelson**  
Salt Lake City, Deseret-News & Telegram:  
**Howard Pearson**  
Salt Lake City, Salt Lake Tribune: **Roy Hudson**

### VERMONT

Burlington, Daily News: **Bob Cronin**

### VIRGINIA

Danville, Bee: **Johnny Johnson**  
Danville, Commercial Appeal: **Pete Chaney**  
Gloucester, Gazette-Journal: **Bill DeHardt**  
Harrisonburg, Daily News Record: **Lathan Mims**  
Lynchburg, Advance & News: **Dave Wright**  
Marion, Smyth County News: **James Tindall**  
Newport News, Daily Press: **Helen Luna**  
Newport News, Herald: **M. Reid**  
Norfolk, Ledger Dispatch & Star: **Mary Hopkins**  
Norfolk, Virginian Pilot: **Warner Twyford**  
Petersburg, Progress-Index: **Thacher LaSelle**  
Pulaski, So. West Times: **Warren Mitchell**  
Richlands, News Progress: **Guy Hankins**  
Richmond, News Leader: **John Stratton**  
Richmond, Times-Dispatch: **Norman Rowe**  
Roanoke, Times & World News: **Jesse Chapman**  
Roanoke, World News: **Anne Griffin**  
Staunton, Evening Leader: **E. Lewis Knowles**  
Strasburg, Northern Va. Daily: **Jack Crawford**  
Waynesboro, News-Virginian: **Ed Berlin**

### WASHINGTON

Bellevue, American: **Bruce Helberg**  
Bellevue, Eastsider: **Neil Chany**  
Bellingham, Herald: **Bill Fowler**  
Port Angeles, Evening News: **Ivy Nelson**  
Seattle, Arrus: **Phillip Bailey**  
Seattle, Post-Intelligencer: **Bill Jahn**  
Seattle, Times: **Chet Skreen**  
Tacoma, News Tribune: **Helen Rogers**

### WEST VIRGINIA

Berkeley Springs, Messenger: **M. Buzzard**  
Charleston, Daily Mail: **Arnold Knapp,**  
**Sol Padlisky**  
Charleston, Gazette: **George Lawless, Julia Sadd**  
Charleston, Gazette-Mail: **Harold Gadd**  
Clarksburg, News: **Creel Cornwall**  
Fairmount, Times: **Art Pearce, Richard Young**  
Huntington, Advertiser: **George Jewell**  
Huntington, Herald Dispatch: **Custer Holliday**  
Lozan, Banner: **Don Pritchard**  
Morgantown, Dominion News: **Bill Hart**  
Morgantown, Post: **Brooks Cottle**  
Moundsville, Daily Echo: **Sam Shaw**  
Parkersburg, News: **Francis Hile**  
Wheeling, Intelligencer: **Haze Cochran**  
Wheeling, News Register: **Harry Dean,**  
**Arnold Lazarus, Nick Peterson**

### WISCONSIN

Beloit, Daily News: **Minnie Enkling**  
Janesville, Gazette: **Bill Gargano**  
La Crosse, Tribune: **Marge Lienlokken**  
Manitowoc, Herald-Times: **Roy Valitchka**  
Marshfield, News-Herald: **Floyd Toucher**  
Milwaukee, Journal: **Don Dooley, Don Dornbrook**  
Milwaukee, Sentinel: **Buck Herzog**  
Oshkosh, Daily Northwestern: **Don Lewis**  
Peshtigo, Times: **Leo Pesch**  
Racine, Journal-Times: **Wally Butterworth**  
Wausau, Record-Herald: **Frank Plano**  
Wisconsin Rapids, Daily Tribune: **Carl E. Otto**

### WYOMING

Sheridan, Press: **Bob Johnson, Dick Redburn**

## RADIO-TV EDITORS

Elmira, Star Gazette: Jim Morse  
 Highland, Hudson Valley Newspapers:  
     **Thomas McKinney**  
 Hyde Park, Record: Hillary Masters  
 Ithaca, Journal: Dave Barnett  
 Jamestown, Sun: Jim Fox  
 Little Falls, St. Johnsville News: John Schackelton  
 Little Falls, Times: John McGuire  
 Little Falls, Utica Papers: Jane Brown  
 Middletown, Record: Howard Rausch  
 New York, New York Age: Al Duckett  
 New York, Daily Mirror: Nick Kenny  
 New York, Herald-Tribune: Ily Gardner  
 New York, Journal-American: Jerry Karpf,

**Jack O'Brian**  
 New York, News: Ben Gross  
 New York, Post: Albert L. Cuslek, Bob Williams  
 New York, Telegraph: Leo Mishkin  
 New York, Times: Jack Gould  
 New York, World-Telegram: Harriet Van Horne,

**Dick Kleiner**  
 Newark-Rochester, Democrat & Chronicle:  
     **Charlie Ross**  
 Niagara Falls, Gazette: Dick Utts  
 Olean, Times Herald: Grey Fitzpatrick  
 Oneonta, Daily Star: Robert DePiantie  
 Port Jervis, Union-Gazette: Ralph Fredericks  
 Poughkeepsie, New Yorker: Charles Murray  
 Rochester, Democrat & Chronicle: Harold Nichols  
 Rochester, Times Union: Jack Hadley  
 Rome, Daily Sentinel: Margaret McCarthy  
 Schenectady, Union Star: Everett Finch  
 Shokan, Ontora Record: Thior Krugh  
 Syracuse, Herald-Journal: Margaret Miner,

**Robert Sokolsky**  
 Syracuse, Post Standard: Peg Stevens,  
     **Edward Workman**  
 Utica, Observer Dispatch: Robie Booth  
 Watertown, Daily Times: Dominic Pepp

### NORTH CAROLINA

Asheboro, Courier Tribune: Fred Burgess  
 Belmont, Banner: Bill Barrette  
 Charlotte, News: Emery Wister  
 Charlotte, Observer: Dick Banks, Mary Lou Davis  
 Fayetteville, Observer: Gibson Prather  
 Forest City, Courier: Stover Dunagan, Jr.  
 Gastonia, Gazette: Lyle Edwards  
 Greensboro, Record: Hugh Page  
 Hendersonville, Times News: Leo Wise  
 Kinston, Free Press: Jake Strother  
 Louisville, Franklin Times: Asher Johnson  
 Lumberton, The Robesonian: Hudley Williamson  
 Raleigh, News & Observer: Raymond Lowery,  
     **W. Shelton**

Raleigh, Times: Ann Cooke  
 Reidsville, Review: Frank Warren  
 Salisbury, Post: Jim Hurley III  
 Selma, Johnstonian Sun: Tom I. Davis  
 Shelby, Cleveland Times: John Brock  
 Shelby, Daily Star: Dave Gillespie  
 Spindale, Sun: Glenn James  
 Wilson, Daily News: Vernon Morton,  
     **Horace Overman**

### NORTH DAKOTA

Bismarek, Tribune: Jack Cuse  
 Dickinson, Press: Len Carroll  
 Fargo, Forum: Dell Johnson  
 Grand Forks, Herald: Jack Hagerty  
 Jamestown, Sun: Bill Wright  
 Jamestown, Statisman Co. Record:  
     **Mrs. Marge Smith**  
 Williston, Herald: Dan Halligan  
 Williston, Plains Reporter: Bill Shemorry

### OHIO

Akron, Beacon Journal: Art Cullison  
 Alliance, Review: Sue Horvath  
 Bellaire, Times Leader: Robert Fordyce  
 Bowling Green, Sentinel-Tribune: Paul Jones,  
     **Dean Koach**  
 Canton, Repository: Mary Ellen Robertson  
 Cincinnati, Enquirer: Magee Adams, E. B. Radcliffe  
 Cincinnati, Post-Times Star: Mary Wood

Cleveland, News: Jhn Frankel, Nancy Gallagher,  
     **Bert Reesing, Maurice Van Metro**  
 Cleveland, Plain Dealer: George Condon, Russ Kane  
 Cleveland, Press: Jim Frankel  
 Columbus, Citizen: Jo Bradley Reed  
 Columbus, Dispatch: Bob Connors, Tod Raper  
 Columbus, Star: Pauline Smith  
 Columbus, Ohio State Journal: Joe Mills  
 Coshocton, Tribune Company: Bill Wallace  
 Dayton, Daily News: Gee Mitchell  
 Dayton, Journal-Herald: Brainard Platt  
 Fostoria, Review-Times: Jim Huth  
 Ironton, Tribune: Jay Brushart  
 Jackson, Sun-Journal & Herald: Ed Clark  
 Marietta, Times: Andy Elliott  
 Marion, Star: Frances Haas  
 Martins Ferry, Times-Leader: Bob Fordyce  
 Niles, Daily Times: Agnes Lopatta  
 Portsmouth, Times: Miss Barbara Johnson  
 Ravenna, Evening Record: Joe Sicuro  
 Sandusky, Register: Willis Kelley  
 Springfield, News & Sun: Jim Duffy, Archer Martin  
 Steubenville Herald Star: Louis Blay  
 Toledo, Blade: Ray Oviatt, Don Wolfe  
 Toledo, Times: Ruth Elgutter  
 Youngstown, Boardman News: Jack Darnell  
 Youngstown, Indicator: Adrian Sifka  
 Zanesville, Signal & Times Recorder:  
     **Naomi Lorton**  
 Zanesville, Sunday Times Signal: Reed Mellon,  
     **Stan Robinson**

### OKLAHOMA

Lawton, Constitution Press: Bill Crawford  
 Muskogee, Phoenix-Times Democrat: John L. Stone  
 Oklahoma City, Advertiser: Bob Brown  
 Oklahoma City, North Star: John Harrison  
 Oklahoma City, Times: John Dexter  
 Stillwater, Daily News Press: James C. Stratton  
 Tulsa, Tribune: Jim Downing

### OREGON

Eugene, Register-Guard: Jack Craig  
 Klamath Falls, Herald-News: Floyd Wynne  
 Pendleton, East Oregonian: Nolan Skiff  
 Portland, Oregonian: B. Mike, Francis Murphy  
 Portland, Oregon Journal: William Moyes  
 Springfield, News: Red Hornish  
 The Dalles, Chronicle: James Weeks  
 Tillamook, Headlight Herald: Bill Kelly

### PENNSYLVANIA

Allentown, Call-Chronicle: Arthur Gearhart  
 Allentown, Evening Chronicle: E. Stickle  
 Allentown, Hess Bros.: Ruth Brooker  
 Allentown, Morning Call: Phil Storch  
 Altoona, Mirror: Pat Hinton  
 Beaver, Valley Times: Jack Malone  
 Bradford, Era: Mrs. Marian Hight  
 Bristol, Courier: Sand Oppenheimer  
 Butler, Eagle: Bill Faust  
 Charleroi, Mail: Bob Wiper  
 Coatesville, Record: George Heintzelman  
 DuBois, Courier-Express: Shelley Smoyer  
 Elizabethtown, Chronicle: Ray Westafar  
 Ellwood City, Ledger: William Kegal  
 Emporium, Press Independent: James P. Klees  
 Erie, Morning News: Dick Stone, Hy Yaple  
 Erie, Times: Bob Barrett, Joe Maher, Ed Wellejus  
 Johnstown, Tribune-Democrat: Ed Klym  
 Latrobe, Bulletin: Miss Jean Falk, Carol Krusan  
 Martinsburg, Morrison Cove Herald: Blair Bice  
 McKeesport, Daily News: Charles Wetzel  
 New Kensington, Daily Dispatch: Bob Thomas  
 Philadelphia, Bulletin: Elmer Cull, Bob Williams  
 Philadelphia, Daily News: Joseph Fox, Jerry  
     **Gaghan, Alfred Rubin, Ernie Schier, L. Schwartz**  
 Philadelphia, Inquirer: Harry Harris,  
     **Miss Jean Kuniuk**  
 Pittsburgh, Post Gazette: Win Fanning  
 Pittsburgh, Press: Carl Krug, Fred Remington  
 Pittsburgh, Sun-Telegraph: Karl Krug,  
     **Leonard Mendlowitz, Jim Pettliann**  
 Pittston, Gazette: Willard Peck  
 Reading, Eagle: Doc Thompson

**MAINE**

Augusta, Daily Kennebec Journal: **Jim McClay**  
 Lewiston, Daily Sun: **Kent Foster**  
 Lewiston, LeMessenger: **L. P. Gagne**  
 Lewiston, Sun & Journal: **Johnny Robinson**  
 Norway, Advertiser-Democrat: **Ben Tucker**  
 Portland, Evening Express, Press Herald, Sunday  
 Telegram: **Emery Stevens**  
 Portland, Press Herald: **Joe King**  
 Rockland, Courier-Gazette: **Sidney Cullen**

**MARYLAND**

Baltimore, Evening Sun: **Lou Cedrone,**  
**Hope Pantell**  
 Baltimore, Morning Sun: **Donald Kirkley,**  
**Robert Snyder**  
 Baltimore, News Post: **Aldine Bird**  
 Baltimore, Sunday American: **Bob Liston**  
 Hagerstown, Daily Mail: **George Rush**  
 Hagerstown, Morning Herald: **Joe Harp**  
 Salisbury, Advertiser: **Sam Sherwell**  
 Salisbury, Times: **Oscar L. Morris**

**MASSACHUSETTS**

Boston, American: **Tony LaCamera**  
 Boston, Christian Science Monitor: **Mabel Joyce**  
 Boston, Globe: **Elizabeth Sullivan**  
 Boston, Record: **Bill Buchanan**  
 Boston, Traveler-Herald: **Arthur Feterldge,**  
**Eleanor Roberts**  
 Brockton, Enterprise-Times: **Malcolm Dalton**  
 Gt. Barrington, Berkshire Courier: **Roz La Fontana**  
 Haverhill, Gazette: **Vin Driscoll**  
 Haverhill, Journal: **Jay Hanlon**  
 Lawrence, Eagle: **John Regan**  
 Lowell, Sun: **Frank Breen**  
 Lynn, Daily Evening Item: **Ralph Pearson**  
 Pittsfield, Berkshire Eagle: **Theodore Gliddings**  
 Pittsfield, Berkshire Evening Eagle: **Milton Bass**  
 Springfield, Morning Union, Daily News, Sunday  
 Republican: **Don McPhee**  
 West Yarmouth, Cape Cod Standard-Times:  
**Milt Cole**  
 Worcester, Evening Gazette: **James Gourgouras**  
 Worcester, Sunday Telegram: **Don Williams**  
 Worcester, Telegram: **Fred Rushton**

**MICHIGAN**

Ann Arbor, News: **Madlene Farrell**  
 Bay City, Times: **Elmer Bierman**  
 Detroit, Free Press: **Bettefou Peterson,**  
**Larry Payne, Dick Osgood**  
 Detroit, News: **Herschell Hart, Betty Hyde**  
 Detroit, Times: **Frances D'Hondt, Andy Wilson**  
 Flint, Journal: **Ralph Coulter**  
 Grand Rapids, Herald: **Sue Rogers**  
 Lansing, State Journal: **Thelma Harnett**  
 Menominee, Herald Leader: **Robert Murphy**  
 Munising, News: **Charley Symon**  
 Niles, Daily Star: **Don Carlson**  
 Owosso, Argus Press: **Mary Alice Campbell**  
 Pontiac, Free Press: **Larry Payne, Chuck Lewis**  
 Port Huron, Times Herald: **Al Haugner**  
 Saginaw, News: **Jerry Peters**  
 Wayne, Eagle: **Wesley Willitt**  
 Ypsilanti, Press: **Wayne Adair**

**MINNESOTA**

Albert Lea, Community Magazine: **Mac Lyon**  
 Albert Lea, Tribune: **Ken Allen**  
 Alexandria, Park Region Echo: **Gordon Deunow**  
 Anoka, Herald: **Warren Feist**  
 Anoka, Union: **Arch Pease**  
 Brainerd, Crow Wing County Review: **Bea Ross**  
 Brainerd, Daily Dispatch: **Floyd Emerson**  
 Cambridge, Star: **Russell Mills**  
 Detroit Lakes, Record: **Jack Benschopf**  
 Detroit Lakes, Tribune: **Wes Meyers**  
 Minneapolis, Star-Tribune: **Cedric Adams,**  
**Will Jones, Bob Murphy, Forrest Powers**  
 Montevideo, American & News: **Jack Mills**  
 Mora, Kanabec County Times: **Glen Hegge**

Pine City, Pine Poker Pioneer: **David Mills**  
 St. Cloud, Times Publishing Co.: **Jack Lund**  
 St. Paul, Dispatch & Pioneer Press: **Bill Diehl**  
 St. Paul, Pioneer Press: **Pat Klepper**  
 Winona, Daily News: **Bill Cole, Bill White**

**MISSISSIPPI**

Clarksdale, Press-Register: **Bill Skelton**  
 Corinth, Daily Corinthian: **Fred A. Parker**  
 Grenada, Daily Star: **Elizabeth Lee**  
 Grenada, County Weekly: **Mrs. W. W. Whitaker**  
 Jackson, Clarion Ledger: **Purser Hewitt**  
 Jackson, Daily News: **Frank Haines**  
 Jackson, State-Times: **Jane Petty**

**MISSOURI**

Flat River, Lead Belt News: **W. L. Bouchard**  
 Jefferson City, News Tribune Co.: **Joseph Majersky**  
 Kansas City, Star & Times: **Robert Hoyland**  
 Kansas City, TV Guide: **Jack Lynch**  
 Perryville, Monitor: **James Wehmeier**  
 Sedalia, Democrat: **D. Kelley Scruton**  
 Springfield, News Leader & Press: **Jim Billings**  
 St. Louis, Globe Democrat: **Peter V. Rahn, Jr.**  
 St. Louis, Post Dispatch: **Warner Schoyen**  
 Washington, Missourian: **Jim Miller**

**MONTANA**

Billings, Yellowstone News: **Al Schlatt, Jim Spiker**  
 Libby, Western News: **Olga Johnson**  
 Livingston, Park County News: **Fred Martin**  
 Miles City, Daily Star: **Robert J. Scanlan**

**NEBRASKA**

Chadron, Record: **Don Huls**  
 Falls City, Journal: **Bill Shook**  
 Lincoln, Star-Journal: **Miss Lucelgrace Switzer**  
 Norfolk, Daily News: **Nels Barth**  
 Norfolk, Shopper's Guide: **Jim Hall**  
 Omaha, South Omaha Sun: **Phil Gurney**  
 Omaha, World Herald: **Denman Kountze, Jr.**

**NEVADA**

Las Vegas, Review Journal: **Gene Tuttle**  
 Las Vegas, Sun: **Alan Jarlson**

**NEW HAMPSHIRE**

Berlin, Reporter: **Brud Warren**  
 Concord, Monitor: **Richard Keeler**  
 Lancaster, Coos County Democrat: **C. White**  
 Littleton, Courier: **Jaok Colby**  
 Manchester, Union-Leader: **Paul Tracy**  
 Nashua, Telegraph: **Fred Dobbens**  
 Penacook, Advertiser: **Charles H. Cummings**

**NEW JERSEY**

Atlantic City, Reporter: **Charlie Seel**  
 Bridgeton, Evening News: **Ralph Brandt**  
 Elmer, Times: **Gene Laning**  
 Port Norris, Advertiser: **Jerry Alden**  
 Trenton, Times: **Bob Mueller**  
 Trenton, Trentonian: **Sol Wienstein**

**NEW MEXICO**

Alamogordo, Daily News: **Billie Holder**  
 Socorro, El Defensor: **Mrs. Allee Morgan**  
 Tularosa, Basin Times: **Ed McMahon**

**NEW YORK**

Albany, Knickerbocker News: **Walter Hawver**  
 Albany, Times Union: **Mary Tessier**  
 Babylon, Town Leader: **John Maher**  
 Binghamton, Press: **Kimball Davis**  
 Binghamton, Sun: **Kit Snedaker**  
 Buffalo, Courier-Express: **J. Donald Schlaerth**  
 Buffalo, Evening News: **Sturgis Hedrick**  
 Cortland, Standard: **Walter Conklin**  
 Elmira, Advertiser: **Jim Morse**

## RADIO-TV EDITORS

Miami, Daily News: **Eae Marie Gerard, Art Grace**  
Miami, Herald: **Jack Anderson, Pearl Weiss**  
Miami, News: **Herb Kau, Pearl Weiss**  
Miami Beach, Sun: **Paul Bruun, SI Steinhauser**  
Orlando, Sentinel-Star: **Homer Pyle,**  
**Charles Wadsworth**  
Orlando, Star: **Chris Butler**  
Palmotto, Manatee Review: **Jack Barnes**  
Plant City, Courier: **Clay Coddington**  
Sarasota, Herald Tribune: **Lula Boucher,**  
**John Hogg**  
Sarasota, Journal: **Bill Copeland**  
Sarasota, News: **Phil Harris**  
St. Augustine, Record: **Tom King**  
St. Petersburg, Independent: **Bobbi Downs**  
St. Petersburg, Times: **John MacAleenan**  
Tampa, Times: **Letitia Gray**  
Tampa, Tribune: **Phil Barney**  
Titusville, Star-Advocate: **Gene Burnett**  
Vero Beach, Press-Journal: **Harry Schultz**

## GEORGIA

Atlanta, Constitution: **Paul Jones**  
Atlanta, Journal: **Norman Shavin**  
Augusta, Chronicle: **Don Shepherd**  
Augusta, Chronicle-Herald: **Henry Wright**  
Augusta, Herald: **David Playford**  
Bremen, Gateway: **Ann Meeks**  
Cochran, Journal: **Martha Smith**  
Columbus, Enquirer: **Dave Miller, William Rowe**  
Columbus, Ledger: **Wes Owens, William Rowe**  
Covington, News: **Bob Greer**  
Dalton, Citizen: **Mark Pace**  
Eastman, Times Journal: **Ed Methvin**  
Gainesville, Daily Times: **Kelth Whitmlre**  
Hawkinsville, Dispatch: **Carolyn McCune**  
Hogansville, Herald: **Cecil Hamby**  
Jesup, Sentinel: **Bryan Kearby**  
Lafayette, Walker County Messenger: **Joe Hall**  
LaGrange, News: **Phil Harrison**  
Millen, News: **Frank Edenfield, Walter Harrison**  
Newnan, News-Herald: **Mrs. James Thomasson**  
Rome, News Tribune: **Don Roberts**  
Savannah, Morning News: **Frank Rossiter**  
Sylvania, Screven Co. News: **L. S. Stegins**  
Sylvania, Telephone: **Dick Dows**  
Tallahassee, Journal: **Jane Skelton**  
Valdosta, Daily Times: **Joe Davis**  
Waycross, Journal-Herald: **Dorothy Smith**

## HAWAII

Honolulu, Advertiser: **Eddie Sherman**  
Honolulu, Star-Bulletin: **Walt Christy,**  
**Jane Vertrees**

## IDAHO

Caldwell, News Tribune: **Pete Hackworth**  
Grangeville, Idaho County Free Press: **Robert Anderson**  
Idaho Falls, Post-Register: **J. Robb Brady**  
Kellogg, Evening News: **Jane Cantrell**  
Lewiston, Tribune: **Phyllis Budweg**  
Preston, Citizen: **Don Smith**

## ILLINOIS

Champaign, News Gazette: **Larry Stewart**  
Champaign-Urbana, Courier: **Evelyn Brown**  
Charleston, Courier: **Harry Reid**  
Charleston, Daily News: **John Rardin**  
Chester, Herald Tribune: **Wayne Thorne**  
Chicago, American: **Janet Kern**  
Chicago, Daily News: **Terry Turner**  
Chicago, Defender: **Lee Blackwell, Allen G. Harris**  
Chicago, Sun-Times: **Irv Kuppelnet, Paul Molloy**  
Chicago, Tribune: **Herb Lyons, Larry Walters**  
Davenport, Times: **Miss Ina Wickham**  
Harrisburg, Daily Register: **Curt Small**  
Havana, Mason County Review: **Ken Braendle**  
Joliet, Spectator: **Burke Mead**  
Marion, Daily Republican: **Homer Butler**  
Moline, Dispatch: **Mrs. Cacia Reynolds**  
Pekin, Times: **Joyce Wilson**  
Peoria, Journal-Star: **William Littleton**

Pittsfield, Pike Co. Republican: **Paul Findley**  
Rockford, Morning Star & Register-Republic: **Betty Thro**  
Rock Island, Argus: **Charles Sanders**  
Springfield, Illinois State Journal-Register: **Wayne Allen**  
Waterloo, Republican: **Bob Voris**

## INDIANA

Boonville, Enquirer: **Norman Spradley**  
Elkhart, Truth: **Lou Sayre, Tom Stephenson**  
Evansville, Courier: **Benita Dugan**  
Evansville, Sunday Courier & Press: **Miss Ruth Ruggler**  
Evansville, Press: **Carol Wersloch**  
Fort Wayne, Journal-Gazette: **Mrs. Jean Maek**  
Fort Wayne, News-Sentinel: **Roger Taylor**  
Gary, Post Tribune: **Jerry Atkins**  
Hammond, Vindicator: **Robert Boeker**  
Indianapolis, News: **Charles Staff**  
Indianapolis, Star: **Juella Inman**  
Indianapolis, Times: **Nancy Lowe**  
Jasper, Dubois Co. Daily Herald: **Simon Stemle**  
Kokomo, Tribune: **Mrs. Grace Maher**  
Marion, Chronicle-Tribune: **Judy Smlth**  
Muncie, Evening Press: **Leon Parkinson**  
Muncie, Morning Star: **Jack Farris**  
New Albany, Tribune: **Wally Criswell**  
South Bend, Tribune: **James McNele**  
Vincennes, Sun Commercial: **Ross Garrigus**

## IOWA

Cedar Rapids, Gazette: **Nadine Subotnik**  
Davenport, Democrat: **Miss Polly Singleterry,**  
**William Wundram**  
Davenport, Daily Times: **Ron Lorenzen**  
Davenport, Times: **Ina Wlekham**  
Davenport, Sunday Times-Democrat: **Dick Hoffman**  
Des Moines, Register & Tribune: **Orden Dwight**  
Iowa City, Press-Citizen: **Nadine Subotnik**  
Waterloo, Courier: **Ted Stevens**

## KANSAS

Coffeyville, Journal: **Clyde Walthall**  
Kansas City, Kansan: **Shirley Rausch**  
Lawrence, Outlook: **Vic Rugh**  
Manhattan, Mercury: **Bill Colvin**  
Pittsburg, Headlight & Sun: **John Hay**  
Wichita, Beacon: **Bill Anderson**  
Wichita, Eagle: **Robert Lansing, Sr., Virginia Paine**

## KENTUCKY

Albany, Clinton County News: **A. B. Gibson**  
Ashland, Daily Independent: **John McGill**  
Bardstown, Kentucky Standard: **Elizabeth Spalding**  
Bowling Green, Park City Daily News: **Ray Gaines**  
Campbellsville, News-Journal: **Thomas Kerr**  
Elizabethtown, News: **Watts Franklin**  
Elizabethtown, Hardin County Enterprise: **Seymour Goodman, George Wright**  
Fort Knox, Inside The Turret: **Floie Bowles**  
Henderson, Gleaner-Journal: **Hugh E. Sandefur**  
Lebanon, Marion Falcon: **Paul Owens**  
Louisville, Courier-Journal: **Bill Ladd,**  
**Angela Prels**  
Louisville, Times: **Bill Rollins**  
New Castle, Henry County Local: **James Owens**  
Paducah, Sun-Democrat: **Preston Kennedy**  
Paris, Daily Enterprise: **J. Alverson**  
Paris, Kentucky-Citizen: **Paul Brannon**  
Pineville, Sun: **Harold Raines**  
Shively, Star Newsweek: **John Stine**  
Vanceburg, Lewis Co. Herald: **W. C. Dugan**

## LOUISIANA

Alexandria, Daily Town Talk: **Adrus LaBorde**  
New Orleans, States-Item: **Bob Sublette**  
New Orleans, Times-Picayune: **Sim Myers**  
Opelousas, Daily World: **John Thistlethwaite**  
Shreveport, Journal: **Al Hewitt, Larry Ronson**  
Shreveport, Times: **Pericles Alexander,**  
**James Briggs, Al Hewitt**  
Thibodaux, LaFourche Comet: **Herb Flood**  
Ville Platte, Gazette: **Jules Ashlock**

# RADIO-TV EDITORS

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

## ALABAMA

Anniston Star: **E. Cody Hall**  
Auburn, Lee County Bulletin: **Graham McTeer**  
Bay Minette, Baldwin Times: **Jimmy Nelson**  
Birmingham News: **Lillie Mae Caldwell**,  
**Roger Thames**  
Birmingham Post-Herald: **Enmett Weaver**  
Foley, The Outlooker: **Doris Rich**  
Fort Payne, DeKalb County News: **Dale Smith**  
Fort Payne, Times-Journal: **Doward Jones**  
Guntersville, Advertiser-Gleaner: **Porter Harvey**  
Haleyville, Advertiser: **W. D. Smith, Jr.**  
Huntsville, Mirror: **L. C. Jamar**  
Mobile, Press-Register: **Ellen Bodden**  
Montgomery, Advertiser-Journal: **Bob Higger**  
Opelika, Daily News: **Wink Blackmon**  
Phenix City, Citizen: **Julian Pinkston**  
Sylacauga, Advance: **Chris Kramer**  
Sylacauga, News: **Jep V. Greer**

## ARIZONA

Globe, Arizona Record: **John D. Senter, Jr.**  
Holbrook, Tribune: **V. P. Richards**  
Miami, Arizona Silver Belt: **Levis Barrett**  
Nogales, International: **Craig Pottinger**  
Phoenix, Sun: **W. T. Wright**  
Phoenix, Republic & Gazette: **Jack Curtis**,  
**Bobbie Johnson**  
Phoenix, Station Agency: **Pat Cook**  
Prescott, Courier: **Ed Hunt**  
Prescott, Yavapai Messenger: **Jack Rueter**  
Scottsdale, Arizonian: **Charles Lovegrove**  
Tucson, Daily Citizen: **Micheline Keating**  
Winslow, Mail: **J. Morris Richards**  
Yuma, Daily Sun: **Bob Werley**

## ARKANSAS

Camden, News: **Al Rose**  
Little Rock, Arkansas Democrat:  
**Inez Hale McDuff**  
Little Rock, Arkansas Gazette: **Martha Douglas**

## CALIFORNIA

Auburn, Placer Herald: **Douglas Campbell**  
Bakersfield, Bakersfield: **Walter Kane**  
Bakersfield, Californian: **Art Kuye**  
Brawley, News: **Ray Barnes**  
Chico, Enterprise Record: **Jack Wolohan**  
Corona, Riverside Enterprise: **Larry Wade**  
El Centro, Post & Press: **Dave Galloway**  
Fresno, Bee: **Gary Girard**  
Los Angeles, Examiner: **Jack Lait, Jr.**  
Los Angeles, Herald-Express: **Bob Hull**  
Los Angeles, Hollywood Citizen News:  
**Zma Palmer**  
Los Angeles, Mirror-News: **Paul Henniger**,  
**Hal Humphrey**  
Los Angeles, Times: **Cecil Smith**, **Don Page**  
Marysville, Appeal Democrat: **Bill Monahan**  
Monterey, Peninsula Herald: **Jim Harget**  
Nevada City, Nevada Nuggett: **Lynn Bramkamp**  
Oakland, Tribune: **James Abbe**  
Redding, Record-Searchlight: **Al Kildow**,  
**Tom Tallimini**  
Riverside, Press: **Larry Wade**  
Roseville, Press-Tribune: **Frank Sevrens**  
Salinas, Californian: **M. Putton**  
San Bernardino, Sun-Telegram: **Mary Sanchez**  
San Diego, Evening Tribune & Union:  
**Don Freeman**

San Diego, Tribune & Morning Union:  
**Dave McIntyre**  
San Francisco, Call-Bulletin: **Lynn Uhn**  
San Francisco, Chronicle: **Terrence O'Flaherty**,  
**Don Steward**  
San Francisco, Examiner: **Dwight Newton**  
San Francisco, News: **Bill Steif**, **Guy Wright**  
San Francisco, Progress: **Lucille Lundo**  
San Luis Obispo, Telegram-Tribune: **John Sarber**  
San Mateo, Times: **Bob Foster**  
San Rafael, Independent Journal: **Jack Craemer**  
Santa Rosa, Press Democrat: **Hilide Catz**  
Stockton, Record: **Tony Galento**  
Tahoe Valley, Lake Tahoe News: **Ben Benedict**  
Ventura, Star-Free Press: **Bob Button**  
Yreka, Siskiyou Daily News: **E. J. Fos**  
Yuba City, Independent: **Earl Brownlee**

## COLORADO

Alamos, San Luis Valley Daily Courier:  
**Cliff Edwards**  
Denver, Monitor: **Pauline Mahoney**  
Denver, Post: **Thompson Watt**  
Denver, Rocky Mountain News: **Lynn Glascock**,  
**Wallace Saunders**  
Fort Morgan, Times: **J. Dawson Jelinek**  
Grand Junction, Daily Sentinel: **Alan Pritchard**  
La Junta, Tribune-Democrat: **Spence Burtis**  
Trinidad, Chronicle News: **Bill Bloom**

## CONNECTICUT

Bridgeport, Sunday Herald: **Irwln Alpert**,  
**Leo Miller**  
Bridgeport, Post: **Fred Russell**  
Gilton, New London Day: **Dean Avery**  
Hartford, Courant: **Scott Akin**, **Viggo Anderson**,  
**Doris Kozma**, **M. Oakley Stafford**,  
**Robert Stansfield**  
Hartford, Times: **Tony Davenport**, **Jane Farrell**,  
**A. B. McGinley**  
Manchester, Herald: **Harold Turkington**  
New Britain, Herald: **Judith Weld**  
Torrington, Register: **Walt Gisselbrech**  
Waterbury, Republican: **Art Perret**

## DELAWARE

Wilmington, Journal: **Walter Bishoff**  
Wilmington, News-Journal: **Zona Herzog**

## DISTRICT OF COLUMBIA

Washington, Daily News: **Dave Reque**  
Washington, Evening Sun: **Bernard Harrison**  
Washington, Post & Times-Herald:  
**Laurence Laurent**

## FLORIDA

Bradenton, Herald: **John Hamner**  
Bradenton, St. Petersburg Times: **Jack Alexander**  
Clearwater, Sun: **Pat Neal**, **Celeste Roach**  
Fernandina Beach, News-Leader: **Herschel Williams**  
Jacksonville, Florida Times-Union: **Charles Brock**  
Jacksonville, Journal: **Ed Callaway**, **Ray Knight**  
Jacksonville, Radio-TV Week: **Del Fox**  
Jacksonville, TV-Week: **Yvonne Folsom**,  
**Betty Tway**  
Lake City, Columbia County Gazette: **Vera Elghmy**  
Lake City, Reporter: **R. L. Stieckland**  
Lakeland, Ledger: **Ann Adams**  
Madison, Enterprise Recorder: **T. C. Merchant, Jr.**  
Melbourne, The Daily Times: **Pearl S. Leech**



# WOMEN COMMENTATORS

**THORP, DELORES**  
KSIB, Creston, Iowa

**TIDMORE, EVELYN**  
WNPT, Tuscaloosa, Ala.

**TIERNEX, MARY JO**  
WTCN, Minneapolis, Minn.

**TIERNEX, MARY JOE**  
KMSP-TV, Minneapolis, Minn.

**TIERNEY, RITA**  
WFHR, Wisconsin Rapids, Wis.

**TOLAR, FRANCES**  
WMPA, Aberdeen, Miss.

**TOLMAN, MARY**  
WKTQ, South Paris-Norway, Me.

**TRANTINO, VIVIAN N.**  
WLIS, Old Saybrook, Conn.

**TRIBIOLI, JODIE**  
WLBR, Lebanon, Pa.

**TRINNEER, BETTY**  
KEEO, Longview, Wash.

**TUCKER, HELEN**  
WTSL, Hanover, N. H.

**TUCKER, MIDA H.**  
KGAK, Gallup, N. M.

**TURNER, PAT**  
WBEK, Pittsfield, Mass.

**TYSON, GERTRUDE**  
WMLS, Sylacauga, Ala.

## — U —

**ULMEN, JOAN**  
KYSM, Mankato, Minn.

**URBAN, MARY PAT**  
WSEN, Baldwinville, N. Y.

## — V —

**VALENTINE, LIZ**  
WCHV, Charlottesville, Va.

**VAN ALSTINE, PHYLLIS**  
WEAM, Washington, D. C.

**VANAMAN, JOYCE**  
WMVB, Millville, N. J.

**VAN HAVER, BETTY**  
WKBZ, Muskegon, Mich.

**VAUGHAN, VONNIE**  
KBMN, Bozeman, Mont.

**VEIDT, JERRI**  
KCNV, San Marcos, Tex.

**VERGANO, CEC**  
KCHJ, Delane, Calif.

**VESPOINT, FLORA**  
WHAR, Clarksburg, W. Va.

**VILLALONGIN, CAROLINA**  
KCOR, KCOR-TV, San Antonio, Tex.

## — W —

**WAGNER, ANN**  
WFBM, Indianapolis, Ind.

**WALCOTT, ELAINE**  
KTOW, Oklahoma City, Okla.

**WALKER, JOYCE**  
WTVB, Coldwater, Mich.

**WALKER, RUTH**  
WESB, Bradford, Pa.

**WALLACE, KATHERINE**  
KCAR, Clarksville, Tex.

**WALLING, ESTHER**  
WDOS, Oneonta, N. Y.

**WALLIS, BONNIE**  
KBOI-TV, Boise, Ida.

**WALSTRUM, MARTHA**  
WLW-I, Indianapolis, Ind.

**WARD, BARBARA A.**  
WJWL, Georgetown, Del.

**WARD, DEL**  
WMAZ, WMAZ-TV, Macon, Ga.

**WARD, JO ANN**  
WDSG, Dyersburg, Tenn.

**WARE, DIXIE**  
KNOE-TV, Monroe, La.

**WASHBURN, VIRGINIA**  
WHAP, Hopewell, Va.

**WATERHOUSE, NORMA JEAN**  
WCMR, Elkhart, Ind.

**WATERS, MARY**  
WHEN, Harrodsburg, Ky.

**WATERS, MURIEL**  
KHVH, Honolulu, Hawaii

**WEBB, ANNABEL**  
KSUM, Fairmount, Minn.

**WEBBER, EDITH DUNHAM**  
KWDM, Des Moines, Iowa

**WEBER, MARGARET**  
KAYL, Storm Lake, Iowa

**WEBER, MELVA**  
WJTN, Jamestown, N. Y.

**WEEDMAN, POLLY**  
KOTA, KOTA-TV, Rapid City, S. D.

**WEGER, MARY H.**  
WMAF, Madison, Fla.

**WEISERS, MARY**  
WTRA, Latrobe, Pa.

**WEILLER, LOUISE**  
WAVE, Louisville, Ky.

**WEISS, JAN**  
WPPA, Pottsville, Pa.

**WEISZ, EUNICE**  
WPLM, No. Plymouth, Mass.

**WELCOME, SHAN**  
KRTV, Great Falls, Mont.

**WELLS, LYDIA**  
WNAB, Bridgeport, Conn.

**WENDT, ELLEN**  
WLOF, Orlando, Fla.

**WENTWORTH, BILLIE**  
WSTL, Eminence, Ky.

**WERNER, CLARE**  
WWBC, Bay City, Mich.

**WERNER, JAN**  
WTCN-TV, Minneapolis, Minn.

**WEST, KAY**  
KEX, Portland, Ore.

**WESTON, JANE**  
WOWO, Fort Wayne, Ind.

**WESTPHAL, FLORENCE**  
WSIV, Pekin, Ill.

**WETZEL, LIBBY**  
KXOX, Sweetwater, Tex.

**WHALEY, MARCELLA**  
KBOI, Boise, Idaho

**WHEELER, DODIE**  
KJNO, Juneau, Alaska

**WHEELER, MARY**  
KTAT, Frederick, Okla.

**WHEELIS, WILMA**  
KDRS, Paragould, Ark.

**WHITE, MARY LU**  
KVHC, O'Neill, Neb.

**WHITEHEAD, FAYE**  
WPLA, Plant City, Fla.

**WHITEHEAD, MARIE**  
KTLU, Rusk, Tex.

**WHITLOCK, SALLIE J.**  
WEVA, Emporia, Va.

**WHITNEY, JANE**  
WKY-TV, Oklahoma City, Okla.

**WILEY, PEGGY**  
KWYO, Sheridan, Wyo.

**WILLIAMS, DIANE**  
WGB, Harrisburg, Pa.

**WILLIAMS, EDNA**  
WTND, Orangeburg, S. C.

**WILLIAMS, EDYTHE**  
WHIT, New Bern, N. C.

**WILLIAMS, JACKIE**  
KBLI, Blackfoot, Idaho

**WILLIAMS, JOANNE**  
WTYC, Rock Hill, S. C.

**WILLIAMS, JUDY**  
WARM, Scranton, Pa.

**WILLIAMS, LEE**  
KSWO-TV, Lawton, Okla.

**WILLIAMS, PAT**  
WWIS, Black River Falls, Wis.

**WILLOCK, GENNIE**  
KPAY, Chico, Calif.

**WILLS, BARBARA**  
WAGR, Lumberton, N. C.

**WILLS, JEAN**  
KSYD-TV, Wichita Falls, Tex.

**WILSON, CARRIE B.**  
WMYN, Madison-Mayodan, N. C.

**WILSON, JEAN**  
KVOE, Emporia, Kan.

**WILSON, LORRAINE**  
KLFW, Klamath Falls, Oreg.

**WILSON, LOUISE**  
WHAM, Rochester, N. Y.

**WILSON, MARY**  
WGLI, Babylon, L. I.

**WILSON, POLLYE**  
WEAG, Alcoa, Tenn.

**WILSON, REBA**  
WBAC, Cleveland, Tenn.

**WINCHELL, ESTHER**  
KCSR, Chadron, Neb.

**WINKELMANN, ELLEN**  
KDXU, St. George, Utah

**WINSLOW, LOUISE**  
WERE, Cleveland, Ohio

**WISE, KATHERINE**  
KOMO, KOMO-TV, Seattle, Wash.

**WISE, MADELINE**  
WHIO, Dayton, Ohio

**WISECUP, TRIPPI**  
WSOC-TV, Charlotte, N. C.

**WISEMAN, DORIS**  
KBRO, Bremerton, Wash.

**WISEMAN, SYLVIA**  
WSTP, Salisbury, N. C.

**WOLFE, SHIRLEY SPRADLIN**  
WTIP, Charleston, W. Va.

**WOLFENDEN, STELLA D.**  
WMEV, Marion, Va.

**WORD, ELIZABETH**  
WKCT, Bowling Green, Ky.

**WORKMAN, HELEN**  
WCAX-TV, Burlington, Vt.

**WORMELL, LIL**  
WABI, Bangor, Me.

**WORTH, KONNIE G.**  
KGW, KGW-TV, Portland, Ore.

**WREN, VIRGINIA**  
WCAD, Danbury, Conn.

**WRIGHT, CATHRYN**  
WSFA-TV, Montgomery, Ala.

**WRIGHT, MABRY**  
WNEE, Keene, N. H.

**WRIGHT, MARGARETE**  
WNAE, Warren, Pa.

**WRIGHT, NADINE**  
WDVA, Danville, Va.

**WRIGHT, NINA**  
KSOO, Sioux Falls, S. D.

**WRIGHT, RUTH**  
WBYS, Canton, Ill.

**WYATT, MARGARET**  
WHOP, Hopkinsville, Ky.

**WYCHE, ALICE**  
WERD, Atlanta, Ga.

**WYMAN, ALICE**  
WIS-TV, Columbia, S. C.

## — Y —

**YAPLE, HY**  
WSEE, Erie, Pa.

**YOHE, LAURA**  
WKPA, New Kensington, Pa.

**YOUNG, MARY EMMA**  
WHTC, Holland, Mich.

**YOUNG, RUTH**  
WEDO, McKeesport, Pa.

**YOUNTS, ELIZABETH M.**  
WEEB, Southern Pines, N. C.

## — Z —

**ZAHAN, FRANCES**  
WFLB, Fayetteville, N. C.

**ZIMMER, LEE**  
WOBT, Rhinelander, Wis.

## WOMEN COMMENTATORS

- SANDIN, NORMA**  
KDLM, Detroit Lakes, Minn.
- SAUNDERS, DOT**  
KCLS, Flagstaff, Ariz.
- SCARBROUGH, FAYE**  
WLAG, LaGrange, Ga.
- SCHAFER, NORA**  
WRBL-TV, Columbus, Ga.
- SCHERMERHORN, MERLE**  
KLCB, Libby, Mont.
- SCHOURICH, CATHY**  
WITY, Danville, Ill.
- SCHMITT, ELIZABETH**  
WNHC, New Haven, Conn.
- SCHRAM, VIOLET**  
KPOP, Los Angeles, Calif.
- SCHUKNECHT, SCOTTY**  
KNEZ, Lompoc, Calif.
- SCHWARTZ, DOROTHY**  
KPRL, Paso Robles, Calif.
- SCHWING, JOANNE**  
KPCAC-TV, Port Arthur, Tex.
- SCOTT, MAXINE**  
KSLM, Sikeston, Mo.
- SCOTT, PAT**  
KCLW, Hamilton, Tex.
- SCOTT, ROMAINE**  
WPAM, Pottsville, Pa.
- SEGARRA, NORY**  
WKAQ-TV, San Juan, P. R.
- SENER, HELYN**  
WTIK, Durham, N. C.
- SEYMOUR, FREDDIE**  
WBET, Brockton, Mass.
- SHANNON, MARY**  
WOTR, Corry, Pa.
- SHARP, FERN**  
WBNS, Columbus, Ohio
- SHARPE, MARJORIE BRIGHT**  
KITO, San Bernardino, Calif.
- SHAW, MARGARET ANN**  
KBKC, Kansas City, Mo.
- SHEIN, ALICE**  
WMOD, Moundsville, W. Va.
- SHELTON, MARY**  
KAMD, Camden, Ark.
- SHELTON, OWANAH**  
KWFT, Wichita Falls, Tex.
- SHAPARD, PAT**  
WDKN, Dickson, Tenn.
- SHERBAN, HELEN**  
KACE, Riverside, Calif.
- SHIPLEY, BRIGID**  
WJER, Dover, Ohio
- SHORT, KITTY**  
WGSA, Ephrata, Pa.
- SHOWALTER, BETTY**  
WTRL, Bradenton, Fla.
- SHUMATE, MAY FLOYD**  
KRXH, Rexburg, Ida.
- SHURTZ, MARGARET**  
WJHL, Johnson City, Tenn.
- SICKLES, HELEN**  
KSRC, Socorro, N. M.
- SIEG, ANN**  
WRFC, Athens, Ga.
- SILBER, LUCY**  
WMLF, Pineville, Ky.
- SIM, WILMA**  
KSD, KSD-TV, St. Louis, Mo.
- SIMMS, PHYLLIS V.**  
WAKR-TV, Akron, Ohio
- SIMPSON, JOY**  
WAVO, Avondale Estates, Ga.
- SIMPSON, MONA**  
WFIW, Fairfield, Ill.
- SLATON, NORMA**  
WEBQ, Harrisburg, Ill.
- SMART, ANN**  
KRBC, Abilene, Tex.
- SMITH, BERYL**  
WKID, Champaign-Urbana, Ill.
- SMITH, DORIS**  
WGGA, Gainesville, Ga.
- SMITH, DRUE**  
WDEF-TV, Chattanooga, Tenn.
- SMITH, JANE**  
KVEN, Ventura, Calif.
- SMITH, JOAN**  
KUKI, Utah, Calif.
- SMITH, JUNE**  
WACL, Waycross, Ga.
- SMITH, MARGARET A.**  
WIRC, Hickory, N. C.
- SMITH, MILDRED**  
WNOX, Knoxville, Tenn.
- SMITH, MURIEL**  
KIFI, Idaho Falls, Ida.
- SMITH, PAULINA**  
WCHS, Charleston, W. Va.
- SMITH, SUE MARSHALL**  
WDEC, Americus, Ga.
- SMOOT, ANN**  
WLOH, Princeton, W. Va.
- SMYSEK, BETTY**  
KPOA, Honolulu, T. H.
- SNOOK, VERA**  
WKVA, Lewistown, Pa.
- SOMMERS, MARGARET**  
KCRG, Cedar Rapids, Iowa
- SONTAG, ESTHER**  
WKBN-TV, Youngstown, Ohio
- SPAID, LORRAINE C.**  
KAVI, Rocky Ford, Col.
- SPAULDING, JEANNE**  
WUSJ, Lockport, N. Y.
- SPEAR, BEA**  
KDLX, Dickinson, N. D.
- SPEECE, WYNN D.**  
WNAZ, Yankton, S. D.
- STACKPOLE, CONNIE**  
WGIR, Manchester, N. H.
- STADLER, HELENE N.**  
KEED, Springfield, Ore.
- STAMPS, MILDRED**  
KFAY, Fayetteville, Ark.
- STANDLEY, MARJORIE**  
KYSN, Colorado Springs, Col.
- STANLEY, LOU DELIE**  
KBEL, Idabel, Okla.
- STANLEY, RUBY**  
KIMP, Mt. Pleasant, Tex.
- STANTON, ELLA M.**  
WEUP, Huntsville, Ala.
- STARK, BEVERLY**  
WMTV, Madison, Wis.
- STARR, BETTYE NELLE**  
KOSE, Osceola, Ark.
- STATON, MARGIE**  
WCEC, Rocky Mount, N. C.
- STAVE, MAR JEAN**  
KIHK, Hood River, Ore.
- ST. DENNIS, FRANCES**  
KPEG, Spokane, Wash.
- STEENSRUD, EILEEN**  
WEKZ, Monroe, Wis.
- STEEVES, PAT**  
WTWN, St. Johnsbury, Vt.
- STEGE, BRANDY**  
KRSN, Los Alamos, N. M.
- STENBERG, MARTHA JEAN**  
WDIA, Memphis, Tenn.
- STEPHENS, MARGARET**  
WTCR, Ashland, Ky.
- STEVENSON, CONNIE**  
WKLL, Concord, N. H.
- STEWART, CREIGHTON**  
WCAU, Philadelphia, Pa.
- STEWART, MARTHA**  
KRMG, Tulsa, Okla.
- STEWART, MURRAY**  
KELO, KELO-TV, Sioux Falls, S. D.
- STEWART, NORMA**  
KEPS, Eagle Pass, Tex.
- STEWART, RUENELL**  
WPET, Greensboro, N. C.
- STOFER, RUTH**  
KIKO, Globe-Miami, Ariz.
- STOKER, CARROLL**  
WFMV-TV, Greensboro, N. C.
- STOLPMAN, MARSHA**  
WTVC, Chattanooga, Tenn.
- STRAKER, EASTER**  
WMA, Lima, Ohio
- STRAUB, EDNA**  
KDBO, Mansfield, La.
- STRICKLIN, EDITH**  
WORM, Savannah, Tenn.
- STRUTIN, BETTY PARKS**  
WSCR, Scranton, Pa.
- SUGG, HELEN**  
WROX, Clarksdale, Miss.
- SULLIVAN, MARGARET**  
WRUS, Russellville, Ky.
- SULLIVAN, MILLIE**  
KCBA, KCRA-TV, Sacramento, Calif.
- SULLIVAN, RUTH DELMAR**  
KSIX, Corpus Christi, Tex.
- SUNDIN, ANITA**  
WOC, Davenport, Iowa
- SUNDIN, PAT**  
WOC-TV, Davenport, Iowa
- SWENSON, MILDRED**  
KWAT, Watertown, S. D.
- SWEZEY, EMMAGENE**  
WEHH, Elmira Heights, N. Y.
- SWIFT, MILDRED**  
KNOE-TV, Monroe, La.

### — T —

- TALLEY, RUTH**  
WLAC-TV, Nashville, Tenn.
- TALTON, MABEL**  
WMPM, Smithfield, N. C.
- TAYLOR, DOROTHY**  
KONP, Port Angeles, Wash.
- TAYLOR, ETHEL**  
WOIC, Columbia, S. C.
- TAYLOR, GERTRUDE S.**  
WTYN, Tryon, N. C.
- TAYLOR, LOUISE**  
WEIC, Charleston, Ill.
- TAYLOR, LYNN**  
KFSO-TV, San Diego, Calif.
- TAYLOR, NANCY**  
WSMN, Nashua, N. H.
- TAYLOR, PAT**  
WPEN, Philadelphia, Pa.
- TAYLOR, THELMA**  
WHEI, Newark, N. J.
- TENCH, CRIS**  
WCGC, Belmont, N. C.
- TEPPER, FLORENCE**  
WCAT, Orange, Mass.
- TERRY, JUANITA**  
WDNT, Dayton, Tenn.
- TERRY, NANCY**  
WOAI, WOAI-TV, San Antonio, Tex.
- THABES, NORDICA**  
KLLZ, Brainerd, Minn.
- THOMAS, ANNE**  
WMNS, Olean, N. Y.
- THOMAS, JOY**  
WHNY, McComb, Miss.
- THOMAS, MARY**  
WVAM, Altoona, Pa.
- THOMAS, MARY NELLE**  
WKBL, Covington, Tenn.
- THOMAS, PRISSY**  
WKY-TV, Oklahoma City, Okla.
- THOMPSON, B. J.**  
WTRC, Elkhart, Ind.
- THOMPSON, SARAH S.**  
WMBB, Greenville, S. C.
- THOMPSON, SHIRLEY ANN**  
WLBK, Lebanon, Ky.
- THOMSEN, CHRISTIE**  
WBEL, Beloit, Wis.

# WOMEN COMMENTATORS

**NUNNALLY, BETTY**  
WSSV, Petersburg, Va.  
**NUTTING, SUE**  
KNOT, Prescott, Ariz.

## — O —

**OBLINGER, JACKIE**  
WHIS-TV, Bluefield, W. Va.  
**ODAMES, ELIZABETH**  
WRUN, Utica, N. Y.  
**O'DELL, MOLLY**  
WFOA, San Juan, P. R.  
**OGDEN, ANN**  
KLIQ, Portland, Ore.  
**OGG, KAY**  
KAMP, El Centro, Calif.  
**OLIPHANT, PEGGY**  
KDBM, Dillon, Mont.  
**OLIVER, ANNITA S.**  
WCry, Macon, Ga.  
**OLIVER, KATY P.**  
WREv, Reidsville, N. C.  
**ONSTATT, ANN**  
KRCK, Ridgecrest, Calif.  
**OPPENHEIMER, KITTY**  
KTIM, San Rafael, Calif.  
**O'QUINN, JOAN**  
WHAB, Baxley, Ga.  
**ORADAT, MARY BELLE**  
WMRI, Marion, Ind.  
**OSBORN, MARIAN**  
WCHO, Washington, Ohio  
**OSMON, EMILY**  
WAMW, Washington, Ind.  
**OWEN, KAY**  
KOWN, Escondido, Calif.

## — P —

**PACKARD, MAGGY**  
KTEC, Santa Fe, N. M.  
**PAGE, CONNIE**  
KTNT-TV, Tacoma, Wash.  
**PAGE, MRS.**  
WJR, Detroit, Mich.  
**PAGNOTT, ELLIE**  
WPTS, Pittston, Pa.  
**PAIGE, EVALYN**  
WTVL, Waterville, Me.  
**PAINTER, BETTY**  
KVGB, Great Bend, Kan.  
**PANETTA, GENE**  
WBOY, Clarksburg, W. Va.  
**PANGLE, MARY LOU**  
KXO, El Centro, Calif.  
**PARHAM, BETTIE**  
KPIN, Casa Grande, Ariz.  
**PARKER, ETHEL**  
WELM, Elmira, N. Y.  
**PARKER, JANET**  
KHUZ, Borger, Tex.  
**PARKER, NANCY**  
WCAX-TV, Burlington, Vt.  
**PARKER, PRISCILLA**  
WDAE, Tampa, Fla.  
**PARMLEE, DEE**  
KVMC, Colorado City, Tex.  
**PARNELL, SARAH**  
WJAM, Marion, Ala  
**PARR, DOROTHY**  
WCNY-TV, Carthage-Water-  
town, N. Y.  
**PARR, JEANNE**  
WISC-TV, Madison, Wis.  
**PARRISH, WYNNE**  
WPDm, Potsdam, N. Y.  
**PATTILLO, NETTIE SUE**  
WFSC, Franklin, N. C.  
**PATON, MADELYN Y.**  
WMNC, Morganton, N. C.  
**PAUL, JAN**  
KIKO, Globe-Miami, Ariz.  
**PAYNE, MRS. REG. G.**  
KDET, Center, Tex.  
**PEARCE, BETTY**  
KVLV, Fallon, Nev.  
**PEARL, MARY**  
WJOY, Burlington, Vt.  
**PEDLOW, MARION**  
WDRF, Chester, Pa.

**PENLAND, NELL BATES**  
WAYX, Waycross, Ga.  
**PERKINS, MARGARET**  
KWIC, Barstow, Calif.  
**PESENTI, PHYLLIS**  
KMED, Medford, Ore.  
**PETERS, ESTHER**  
WLNH, Laconia, N. H.  
**PETERS, GARNET**  
KTRF, Thief River Falls,  
Minn.  
**PETERS, IRENE**  
KWLM, Willmar, Minn.  
**PETERS, (MRS.) JOS.**  
WAIN, Columbia, Ky.  
**PETERS, MARIANNE**  
KMTV, Omaha, Neb.  
**PETERSON, RAE**  
KFAM, St. Cloud, Minn.  
**PFADT, KAY**  
WJET, Erie, Pa.  
**PFEIFFER, MARY LOU**  
WRFD, Worthington, Ohio  
**PFISTER, BOBBY**  
KYCA, Prescott, Ariz.  
**PHAIR, JEAN**  
WKTU, Utica, N. Y.  
**PHILLIPS, GERRY**  
WLTC, Gastonia, N. C.  
**PHILLIPS, HAZEL**  
WWNR, Beckley, W. Va.  
**PHOENIX, ROSEMARY**  
WEDH-TV, Boston, Mass.  
**PINKLEY, PHOEBE**  
KAGE, Winona, Minn.  
**PLATZ, SALLY**  
WPVL, Plainesville, Ohio  
**POHL, JANE**  
WERI, Westerly, R. I.  
**PORTER, MAYE**  
KLGn, Logan, Utah  
**POSEN, MIRIAM**  
WHMS, Charleston, W. Va.  
**POSEY, JEANNE**  
KHSL-TV, Chico, Calif.  
**POTTER, ALICE**  
WPTZ, Plattsburgh, N. Y.  
**POTTERFIELD, PEGGY**  
WNDB, Daytona Beach, Fla.  
**POWELL, ALYCE M.**  
KVON, Napa, Calif.  
**POWELL, INEZ**  
WHBO, Tampa, Fla.  
**PRATHER, MISHA S.**  
KATI, Casper, Wyo.  
**PRATT, CLARA**  
KSEL, Lubbock, Tex.  
**PRESSLY, HARRIET**  
WPTF, Raleigh, N. C.  
**PRICE, PAM**  
WBBQ, Augusta, Ga.  
**PROTSMAN, FAITH M.**  
WNER, Live Oak, Fla.  
**PRUE, BEVERLY**  
WDOE, Dunkirk, N. Y.  
**PRUITT, BERNICE**  
WBBB, Burlington, N. C.  
**PUTT, MARY JANE**  
WOHL, East Liverpool, Ohio

## — Q —

**QUIMBY, WILDA GRIM**  
WRAC, Racine, Wis.  
**QUINN, FRAN**  
KJEO, Fresno, Calif.

## — R —

**RABB, K.**  
WJRI, Lenoir, N. C.  
**RACE, MARILYN**  
WHKK, Akron, Ohio  
**RACINE, SHIRLEY**  
KSYL, Alexandria, La.  
**RAGAN, MARY**  
WCOH, Newnan, Ga.  
**RANKIN, MARY**  
KVFD, Fort Dodge, Iowa  
**RATTEREE, FRAN**  
WSUN, WSUN-TV, St. Peters-

burg, Fla.  
**RAUTAVIRTA, VIRGINIA**  
WMFG, Hibbing, Minn.  
**RAY, DOROTHY**  
KXIC, Iowa City, Iowa  
**RAYMOND, (MRS.) EDDIE M.**  
WBRG, Lynchburg, Va.  
**REDDINGTON, RUTH**  
WKNE, Keene, N. H.  
**REED, SYBLE**  
KVTU, Sioux City, Iowa  
**REEDER, JEAN**  
KPSO, Fairfuries, Tex.  
**REGISTER, JANICE J.**  
WCLA, Claxton, Ga.  
**REED, ROSEMARY**  
WPFM, Fort Valley, Ga.  
**REID, SUE BAILEY**  
WEAN, Providence, R. I.  
**REILLY, JOANN EMEIDA**  
WAVZ, New Haven, Conn.  
**REISING, MARIE**  
WOND, Pleasantville, N. J.  
**REITAN, ELDA**  
KCUE, Red Wing, Minn.  
**REYNOLDS, OPAL**  
WMST, Mt. Sterling, Ky.  
**REYNOLDS, RITA**  
KCUL, Ft. Worth, Tex.  
**RICHARDS, JACKIE**  
WKRG-TV, Mobile, Ala.  
**RICHARDS, ZENA**  
KDEX, Dexter, Mo.  
**RIVERA, MARIA BELEN**  
WXRf, Guayama, P. R.  
**ROBERTS, BETTY**  
KPAN, Hereford, Tex.  
**ROEMER, MADGE**  
WTTB, Vero Beach, Fla.  
**ROGERS, ANN W.**  
WCVa, Culpepper, Va.  
**ROGERS, RUTH**  
WGSN, Huntington, N. Y.  
**ROGERSON, GLORIA**  
WHLL, Wheeling, W. Va.  
**ROLAND, JUNE**  
WWPA, Williamsport, Pa.  
**RONAN, HONORE**  
WDAV-TV, Danville, Ill.  
**ROSETTI, DELORES**  
KZUM, Farmington, N. M.  
**ROSS, JOAN**  
KSLM, Salem, Ore.  
**ROSSBACH, MARLENE**  
WBRK, Pittsfield, Mass.  
**ROWE, FREEMAN**  
WGFs, Covington, Ga.  
**ROYE, B. J.**  
WPRY, Perry, Fla.  
**RUBENSTEIN, EVE**  
KQTV, Fort Dodge, Iowa  
**RUENENAPP, ANN MARIE**  
WDOG, Marine City, Mich.  
**RUGH, GENE**  
KLWN, Lawrence, Kan.  
**RUNDVOLD, INGA**  
WRC-TV, Washington, D. C.  
**RUNNELS, IRENE**  
WIL, St. Louis, Mo.  
**RUNNELS, IRENE**  
KBOX, Dallas, Tex.  
**RUNNELS, IRENE**  
WRIT, Milwaukee, Wis.  
**RUSCH, MARGIE**  
KDSN, Denison, Iowa  
**RUSSELL, KAY**  
WSYR-TV, Syracuse, N. Y.  
**RUSSELL, MARVEY**  
KWTX, KWTX-TV, Waco, Tex.  
**RUST, SUE**  
WMMI, Columbus, Ohio  
**RYAN, HELEN**  
WTHI, Terre Haute, Ind.  
**RYTE, RITA**  
WEWO, Laurinburg, N. C.

## — S —

**SADLER, VERA**  
KTAC, Tacoma, Wash.  
**SALTER, ADELINE**  
KPAC-TV, Port Arthur, Tex.

## WOMEN COMMENTATORS

**McCOLLUM, COLEENE**  
 WRQB, West Point, Miss.  
**WCBI-TV**, Columbus, Miss.

**McCRAINE, THELMA**  
 WGIC, Centreville, Miss.

**McDAVITT, EVELYN**  
 WHIT, New Bern, N. C.

**McDONALD, MARGRET**  
 WBAP, WBAP-TV,  
 Fort Worth, Tex.

**McDONALD, MARY**  
 KOB, Albuquerque, N. M.

**McGEE, LAURA LOVELACE**  
 WCHK, Canton, Ga.

**McGIRK, ELINOR**  
 WRTA, Altoona, Pa.

**McGRAW, MARY E.**  
 WJNO, West Palm Beach, Fla.

**McGREGOR, MARGUERITE**  
 WPEP, Taunton, Mass.

**McGRUFF, MARY LOU**  
 WFOB, Postoria, Ohio

**McJOYNT, PAT**  
 WCLO, Janesville, Wis.

**McLELLAN, ANNETTE**  
 KBMX, Coalinga, Calif.

**McMACKEN, IRENE**  
 WRMN, Elgin, Ill.

**McMANUS, JOANNE**  
 WLCM, Lancaster, S. C.

**McMURRAY, BARBARA**  
 WLRP, New Albany, Ind.

**McNALL, TRUDY**  
 WRCC-TV, Rochester, N. Y.

**McNEELY, BETH**  
 WTSP, St. Petersburg, Fla.

**McNEILLY, BILLIE**  
 KFNF, Shenandoah, Iowa

**McQUAIG, PATRICIA**  
 WWPB, Palatka, Fla.

**MCRAE, JENNIE**  
 WDAK, Columbus, Ga.

**McSPADDEN, FRAN**  
 WRGA, Rome, Ga.

### — M —

**MacFARQUER, DORIS**  
 WLSV, Wellsville, N. Y.

**MACK, DOTTY**  
 WZIP, Cincinnati, Ohio

**MACK, ELLEN**  
 KBUR, Burlington, Iowa

**MACKENZIE, PAT**  
 WNDU-TV, South Bend, Ind.

**MACKAY, THEORA**  
 WTAP-TV, Parkersburg,  
 W. Va.

**MacLEAN, JILL**  
 WJHL-TV, Johnston City,  
 Tenn.

**MacLEE, GINNY**  
 KGMC, Englewood-Denver,  
 Col.

**MADDOX, ANN**  
 WDSK, Cleveland, Miss.

**MAGNO, NINA**  
 WADC, Akron, Ohio

**MATRE, GAIL**  
 KIDD, Monterey, Calif.

**MAKIN, CAROL**  
 WNBTV, Wellsboro, Pa.

**MALLORY, MARTHA**  
 WWNH, Rochester, N. H.

**MALONE, CAROLINE**  
 WENO, Nashville, Tenn.

**MAMARY, VILA VINALS**  
 WTLI, Mayaguez, P. R.

**MANGHAM, BLANCHE**  
 WWCC, Bremen, Ga.

**MANNING, MARY**  
 WLAC, Nashville, Tenn.

**MARCH, DONA**  
 WADK, Newport, R. I.

**MARCHESCHI, ANN**  
 WMLP, Hancock, Mich.

**MARMADUKE, VIRGINIA**  
 WMAQ, Chicago, Ill.

**MARSH, BOBBE**  
 WAND, Canton, Ohio

**MARSHALL, JANE**  
 WTTH, Port Huron, Mich.

**MARTIN, CLARA**  
 WBIG, Greensboro, N. C.

**MARTIN, DOROTHY**  
 WGHN, Grand Haven, Mich.

**MARTIN, ESTHER**  
 KDTH, Dubuque, Iowa

**MARTIN, MARY JO**  
 KALV, Alva, Okla.

**MARTIN, MOLLIE**  
 WBAL, Baltimore, Md.

**MARTINDALE, MARGARET L.**  
 KHAM, Albuquerque, N. M.

**MARTZ, GAYLE**  
 WHLM, Bloomsburg, Pa.

**MASON, MARY**  
 WHAT, Philadelphia, Pa.

**MASSEY, VERA**  
 WDSU-TV, New Orleans, La.

**MATERI, STACEY**  
 KRDD, El Paso, Tex.

**MATHESON, EDITH**  
 KFBB, KFBB-TV, Great Falls,  
 Mont.

**MAY, MARY**  
 WMTN, Morristown, Tenn.

**MEAD, DOTTE**  
 WSPB, Sarasota, Fla.

**MEADOWS, MARTHA ANN**  
 WTVM, Columbus, Ga.

**MEANS, HELEN**  
 KFTV, Paris, Tex.

**MEGARREE, MARY**  
 WGBI, Scranton, Pa.

**MEISNER, JOAN**  
 WMAY, Springfield, Ill.

**MELlichamp, EUGENIA**  
 WGRO, Lake City, Fla.

**MELLOW, ELEANOR**  
 WNIL, Niles, Mich.

**MELROSE, EDYTHE FERN**  
 WXYZ-TV, Detroit, Mich.

**MERCHANT, LIZ**  
 KGNC-TV, Amarillo, Tex.

**MERRIMAN, MARY LEE**  
 WPAG, Ann Arbor, Mich.

**MERRITT, DEE**  
 WHOA, San Juan, P. R.

**MESERVEY, MAYE**  
 KVNU, Logan, Utah

**MIDDLETON, AMELIA**  
 WHLN, Harlan, Ky.

**MIDYETT, DOROTHY**  
 WTUS, Jackson, Tenn.

**MILLER, LUCILLE**  
 KBSF, Springhill, La.

**MILLER, MILDRED**  
 WBEN-TV, Buffalo, N. Y.

**MILLIGAN, JUNE**  
 KRLC, Lewiston, Idaho

**MILNER, OLIVE**  
 KDYL, Salt Lake City, Utah

**MILOS, ELIZABETH**  
 WARE, Ware, Mass.

**MINER, MARGE**  
 KFEQ-TV, St. Joseph, Mo.

**MITCHELL, VONDA**  
 KWJB, Globe, Ariz.

**MIX, DORIS**  
 KRPL, Moscow, Ida.

**MIZNER, CONNIE**  
 KVNC, Winslow, Ariz.

**MONK, ISABEL**  
 WRJN, Racine, Wis.

**MONROE, WILLA**  
 WDA, Memphis, Tenn.

**MOODEY, MARION McCOOK**  
 KRNO, San Bernardino, Calif.

**MOON, VIRGINIA**  
 KTRM, Beaumont, Tex.

**MOORE, DOT**  
 WALA, WALA-TV, Mobile,  
 Ala.

**MOORE, ELEANOR**  
 WSBT, South Bend, Ind.

**MOORE, JEAN**  
 KAYE, Puyallup, Wash.

**MOORE, MARY**  
 WJAG, Norfolk, Neb.

**MOORE, MEADE**  
 WCNC, Elizabeth City, N. C.

**MORAIN, OTA W.**  
 WMVO, Mount Vernon, Ohio

**MOREAU, DONNA**  
 WBIZ, Eau Claire, Wis.

**MORESCO, MILDRED**  
 WGES, Chicago, Ill.

**MORGAN, ALICE ADAMAS**  
 KMHT, Marshall, Tex.

**MORGAN, MARY**  
 CKLW, Detroit, Mich.

**MORIARTY, JOYCE J.**  
 KBLT, Big Lake, Tex.

**MORRIS, MARY**  
 WBEX, Chillicothe, Ohio

**MORRIS, ROSE**  
 WPAW, Pawtucket-Providence  
 R. I.

**MORRIS, SHIRLEY**  
 WGTM, Wilson, N. C.

**MORSE, MOLLY**  
 KFMB, San Diego, Calif.

**MORPENSION, LULLA**  
 WKOW, WKOW-TV, Madison;  
 Wis.

**MORTENSON, MARTHA**  
 WCFR, Springfield, Vt.

**MOSIER, SUE**  
 KFKA, Greeley, Col.

**MOSSMAN, SALLY**  
 WMCK, McKeesport, Pa.

**MOTEN, BEATRICE**  
 WJLD, Birmingham, Ala.

**MOTSCHENBACHER, JOANN**  
 KWIN, Ashland, Ore.

**MULL, LOUISE**  
 WANS, Anderson, S. C.

**MUMMA, ROBERTA**  
 WLSV, Wellsville, N. Y.

**MURPHY, CATHRYN C.**  
 KLYK, Spokane, Wash.

**MURPHY, DORIS**  
 KMA, Shenandoah, Iowa

**MURRAY, LEE**  
 WJRT, Flint, Mich.

**MYRICK, CHARLOTTE**  
 WSSO, Starkville, Miss.

### — N —

**NACHAZEL, JOAN**  
 WBBG, Flint, Mich.

**NANNINI, NITA**  
 KLAS, Las Vegas, Nev.

**NASH, MARY**  
 KVOC, Casper, Wyo.

**NEESE, HELEN**  
 KRES, St. Joseph, Mo.

**NEIDERMEIER, ROSANNA**  
 WPLY, P. ymouth, Wis.

**NELSON, ANN**  
 KPOR, Quincy, Wash.

**NELSON, BETTE**  
 WBRD, Bradenton, Fla.

**NELSON, EMILIE**  
 KLTZ, Glasgow, Mont.

**NELSON, IRENE B.**  
 WLIP, Kenosha, Wis.

**NEWBRA, MAXINE**  
 WCST, Berkeley Springs,  
 W. Va.

**NEWMAN, BETTY**  
 KHSL, Chico, Calif.

**NEWSOME, ANITA**  
 WAMV, East St. Louis, Ill.

**NIEMI, MO**  
 KNPT, Newport, Ore.

**NOKES, JACQUELINE**  
 KSL-TV, Salt Lake City, Uta

**NORMAN, ADELE**  
 WIOU, Kokomo, Ind.

**NORMAN, NANCY**  
 WDW, Decatur, Ill.

**NORMAN, SANDRA**  
 WRGR, Starke, Fla.

**NORRIS, JOAN**  
 WJMJ, Philadelphia, Pa.

**NUGEN, LOIS B.**  
 KSOK, Arkansas City, Kan.

**NUGEN, HELEN**  
 WKRC, Cincinnati, Ohio

# WOMEN COMMENTATORS

## — I —

**INGRAM, MERIAM**  
WJWS, South Hill, Va.  
**IRWIN, ROBERTA**  
KYUM, Yuma, Ariz.  
**ISAAC, MAE ELIZABETH**  
WHIR, Danville, Ky.

## — J —

**JACKSON, AMELDA**  
WCKB, Dunn, N. C.  
**JACKSON, SYLVA**  
WGSV, Guntersville, Ala.  
**JACOBS, MYRA**  
WSTC, Stamford, Conn.  
**JAMES, MARIANNE**  
WFV-TV, Green Bay, Wis.  
**JAMES, NELL**  
WPKN, Franklin, Ky.  
**JAMIESON, RUTH G.**  
WATQ, Oak Ridge, Tenn.  
**JARRELL, MARY ANN**  
WLMJ, Jackson, Ohio  
**JAVEAU, SUZANNE**  
WWL, New Orleans, La.  
**JAYNES, VI**  
WJCD, Seymour, Ind.  
**JEFFRIES, LILLIAN**  
WING, Dayton, Ohio  
**JENNEMANN, DORIS**  
KSTL, St. Louis, Mo.  
**JERNQUIST, DOROTHY**  
WMBV-TV, Marinette, Wis.  
**JETTON, JOAN**  
WAUD, Auburn, Ala.  
**JOHN, ALMA**  
WWRL, New York, N. Y.  
**JOHNS, LEE**  
WSAC, Radcliff, Ky.  
**JOHNSON, BEA**  
KMBC, Kansas City, Mo.  
**JOHNSON, BONNIE**  
WBHB, Fitzgerald, Ga.  
**JOHNSON, CAROL**  
WSYR, Syracuse, N. Y.  
**JOHNSON, GAIL**  
KTML, Marked Tree, Ark.  
**JOHNSON, HARRIETT P.**  
WBHC, Hampton, S. C.  
**JOHNSON, JEANNINE**  
WBRC-TV, Birmingham, Ala.  
**JOHNSON, PATRICIA**  
WHA, Haverhill, Mass.  
**JONES, ANN**  
WLAP, Lexington, Ky.  
**JONES, BETTY**  
WOPJ, Bristol, Tenn.  
**JONES, HELEN**  
WEDC, Chicago, Ill.  
**JONES, ROSEMARY**  
WTVC, Chattanooga, Tenn.  
**JORDAN, LOUISE SPIVEY**  
WLAT, Conway, S. C.

## — K —

**KAECHLE, WILLIE**  
KWHI, Brenham, Tex.  
**KAISER, LUCILLE**  
KIUL, Garden City, Kan.  
**KALGARD, LORAINÉ**  
KPIN, Casa Grande, Ariz.  
**KANTZER, GAY**  
WSAL, Logansport, Ind.  
**KARLISH, NORMA**  
KTCB, Malden, Mo.  
**KASEMAN, JOANNE**  
WISL, Shamokin, Pa.  
**KASTEN, RUTH**  
WOMT, Manitowoc, Wis.  
**KATH, DELORIS**  
KGO, Torrington, Wyo.  
**KAUFMAN, YVONNE**  
WVSC, Somerset, Pa.  
**KAY, BETTY**  
KORE, Eugene, Ore.  
**KAY, EMILY**  
KLEO, Wichita, Kan.

**KAYE, CONNIE**  
WITI-TV, Milwaukee, Wis.  
**KEENE, GERIE W.**  
WHIE, Griffin, Ga.  
**KEENE, KORRIE**  
WYZE, Atlanta, Ga.  
**KEHOE, DOROTHY**  
WDXB, Chattanooga, Tenn.  
**KELLY, CORDELIA**  
WFMY-TV, Greensboro, N. C.  
**KENNEDY, JOAN**  
KJAY, Topeka, Kan.  
**KEY, KATHERINE**  
WALM, Albion, Mich.  
**KIDD, MARGARET**  
WFUN, Huntsville, Ala.  
**KIELY, PAT**  
KDKA-TV, Pittsburgh, Pa.  
**KIKER, BECKY**  
WJMX, Florence, S. C.  
**KING, CAROL**  
WCAX, Burlington, Vt.  
**KING, ETHEL JANE**  
KAKE-TV, Wichita, Kan.  
**KING, MRS. JAMES B.**  
WYRN, Louisville, N. C.  
**KING, JANICE**  
WHSC, Hartsville, S. C.  
**KING, JUNE**  
WJDX, Jackson, Miss.  
**KING, SANDY**  
WSAT, Salisbury, N. C.  
**KING, JUNE**  
WLBTV, Jackson, Miss.  
**KINGBAY, MEG**  
WPBC, Minneapolis, Minn.  
**KINSLEY, VERA**  
WTOI, Marianna, Fla.  
**KIRBY, RUTH**  
KOSA, Odessa, Tex.  
**KIRK, DOROTHY ANN**  
KILO, Grand Forks, N. D.  
**KNIGHT, LEONA**  
WSPD, Toledo, Ohio  
**KNOCK, CAROL**  
WAVY-TV, Norfolk, Va.  
**KNOX, PATSY**  
KAHL, Auburn, Calif.  
**KOGER, KITTY**  
WMOX, Meridian, Miss.  
**KOLENCE, NIKKI**  
KPRK, Livingston, Mont.  
**KORN, GWEN**  
WOC-TV, Davenport, Iowa  
**KOTSCHWAR, JACKIE**  
KBRL, McCook, Neb.  
**KOVAR, IMA DELL**  
KNAL, Victoria, Tex.  
**KRAUS, BETTY**  
WIRY, Plattsburg, N. Y.  
**KRIEGER, VIVIEN**  
WESB, Bradford, Pa.  
**KUYKENDALL, JO**  
WHKP, Hendersonville, N. C.  
**KWESKIN, ETHEL**  
WSTC, Stamford, Conn.  
**KYBER, DORIS**  
KOIN-TV, Portland, Ore.

## — L —

**LABBITT, MYRTLE**  
CKLW-TV, Detroit, Mich.  
**LaFAN, CINDY**  
KCMC-TV, Texarkana, Tex.  
**LAIRD, VIVIAN**  
WFPR, Hammond, La.  
**LAKE, NANCY**  
WLEC, Sandusky, Ohio  
**LAMONT, JOYCE**  
WCCO, Minneapolis, Minn.  
**LAMPSHIRE, ARLYNE**  
KBTV, Denver, Col.  
**LANE, NORMA**  
KUMA, Pendleton, Ore.  
**LANE, PRISCILLA**  
WBZ-TV, Boston, Mass.  
**LARSON, KAY**  
WHEN, WHEN-TV, Syracuse, N. Y.

**LAUTEN, JANE**  
WGAN, WGAN-TV, Portland, Me.  
**LAW, SARA**  
WJHO, Opelika, Ala.  
**LAY, CAROL**  
KMAC, San Antonio, Tex.  
**LAZAROW, JOAN R.**  
WDDY, Gloucester, Va.  
**LeBLANC, BARBARA**  
KALB, Alexandria, La.  
**LEDFORD, FANNIE BELL**  
WADA, Shelby, N. C.  
**LEE, BETTE**  
WAPI, WAPI-TV, Birmingham, Ala.  
**LEE, BETTY ALLEN**  
WCMI, Ashland, Ky.  
**LEE, JERI**  
WRKH, Rockwood, Tenn.  
**LEE, JUNE**  
KSTR, Grand Junction, Col.  
**LEE, PAT**  
WBT, Charlotte, N. C.  
**LEE, VIRGINIA**  
WLEE, Richmond, Va.  
**LENIHAN, CARMEN**  
KOLR, Sterling, Col.  
**LEONARD, BETH**  
KING, KING-TV, Seattle, Wash.  
**LE SUEUR, BILLIE**  
KOOK, KOOK-TV, Billings, Mont.  
**LEWALLEN, DOROTHY**  
WGWR, Asheboro, N. C.  
**LEWIS, JO**  
WNCT, Greenville, N. C.  
**LEWIS, WILMA**  
KAVL, Lancaster, Calif.  
**LEY, MARTHA**  
WHOM, New York, N. Y.  
**LIEFELD, LORETTA**  
KUBE, Pendleton, Ore.  
**LINDAMOOD, VIRGINIA C.**  
WSVA, WSVA-TV, Harrisonburg, Va.  
**LINDER, HELEN**  
WBUY, Lexington, N. C.  
**LITE, EMILY**  
WFBC, Greenville, S. C.  
**LOACH, JEAN**  
WXYZ-TV, Detroit, Mich.  
**LOEB, ETHEL**  
WDON, Wheaton, Md.  
**LOGAN, MARY**  
WTTM, Trenton, N. J.  
**LOGAN, MIKKI**  
WPOM, Pompano Beach, Fla.  
**LOGLER, MARYLEE**  
WJPS, Evansville, Ind.  
**LOHMANN, PAULA**  
WMBD, Peoria, Ill.  
**LOTT, IONA W.**  
WPMP, Pascagoula, Miss.  
**LOUNSBURY, MARY**  
WNIA, Buffalo, N. Y.  
**LOWDER, WILMA**  
KSLV, Monte Vista, Col.  
**LUCAS, DIONNE**  
WPIX, New York, N. Y.  
**LUCKETT, PEARLE C.**  
KTL, Tallulah, La.  
**LUDSKI, MARYANN**  
WHIL, Boston-Medford, Mass.  
**LUMB, MARILYN**  
WAXX, Chippewa Falls, Wis.

## — Mc —

**McADOO, MADALYN**  
KLIF, Dallas, Tex.  
**McBRIDE, BONITA**  
KGLU, Safford, Ariz.  
**McCALL, BECKY**  
KFJZ-TV, Fort Worth, Tex.  
**McCALL, CHARLOTTE**  
KJIM, Fort Worth, Tex.  
**McCARTHY, PAT**  
WCED, DuBois, Pa.  
**McCAUGHAN, PAT**  
KBTM, Jonesboro, Ark.

## WOMEN COMMENTATORS

- GIRAULT, KAY**  
KTou, Greeley, Col.
- GIVEN, MARGE**  
WLBK, DeKalb, Ill.
- GLADSTEIN, BOBBI**  
KTMC, McAlester, Okla.
- GODOFSKY, MIRIAM**  
WLLI, Hempstead, N. Y.
- GOMEZ, ANA**  
WHOM, New York, N. Y.
- GOODMAN, MARY**  
WLOC, Musfordville, Ky.
- GOODMAN, RUTH**  
WTOC, WTOC-TV, Savannah, Ga.
- GORDON, PHYLLIS**  
WMEX, Boston, Mass.
- GOTHBERG, OZELLE G.**  
WFPA, Fort Payne, Ala.
- GOTTLIEB, RUTH**  
WMSC, Columbia, S. C.
- GRAHAM, DOROTHY**  
KFEQ, St. Joseph, Mo.
- GRAHAM, SUE**  
WPDZ, Clarksburg, W. Va.
- GRAMS, DOROTHEA**  
KBRS, Springdale, Ark.
- GRANDA, JOAN**  
WCVS, Springfield, Ill.
- GRANGER, BETTY**  
WLIB, New York, N. Y.
- GRANTHAM, DOROTHY**  
WFVA, Fredericksburg, Va.
- GRAVES, CONNIE**  
WDEV, Waterbury, Vt.
- GRAY, KATHERINE**  
WBOC, Salisbury, Md.
- GRAYBILL, NANCEY**  
WINX, Rockville, Md.
- GRAZIANI, RORY**  
WWON, Woonsocket, R. I.
- GREEN, BEVERLY**  
KVAL-TV, Eugene, Ore.
- GREEN, CAROL**  
WSAU-WSAU-TV, Wausau, Wisc.
- GREEN, CONNIE**  
KBOR, Brownsville, Tex.
- GREEN, INEZ**  
WHBI, Newark, N. J.
- GREENDAHL, JEANNE**  
WHB, Kansas City, Mo.
- GREENE, ROBBIE L.**  
WVOL, Nashville, Tenn.
- GREENWOOD, KATHERINE**  
WALL, Middletown, N. Y.
- GREGENSEN, CASEY**  
KING-TV, Seattle, Wash.
- GREGORY, LUCY**  
WHRV, Ann Arbor, Mich.
- GRETES, INGE**  
WWBZ, Vineland, N. J.
- GRIFFIN, LOUISE**  
WFEC, Miami, Fla.
- GRISWOLD, ESTHER DONAT**  
KOMU-TV, Columbia, Mo.
- GRISWOLD, JAN**  
WIMS, Michigan City, Ind.
- GROYETTE, AGNES**  
WILL, Willimantic, Conn.
- GUSTAD, GWEN**  
KELO-TV, Sioux Falls, S. D.
- H —
- HAAN, KATHY**  
WJBL, Holland, Mich.
- HACK, PHILA RAWLINGS**  
WJZM, Clarksville, Tenn.
- HACKNEY, PAULINE**  
KPAC, Port Arthur, Tex.
- HADEN, EVELYN**  
WKWK, Wheeling, W. Va.
- HAEBERLE, ARLE**  
WCCO-TV, Minneapolis-St. Paul, Minn.
- HAFNER, BETTY**  
WMOG, Brunswick, Ga.
- HAIG, MARGARET**  
KANO, Anoka, Minn.
- HALEY, PEGGY**  
KETX, Livingston, Tex.
- HALL, BARBARA**  
WUCU, Ithaca, N. Y.
- HALL, CEAUDIA**  
WAME, Miami, Fla.
- HALL, MARGARET**  
WCNN, Norwich, N. Y.
- HALL, MARGUERITE**  
KTW, Seattle, Wash.
- HALL, MARTHA**  
WCOV, Montgomery, Ala.
- HALL, POLLY**  
WBRT, Bardetown, Ky.
- HALLE, JANE**  
WSON, Henderson, Ky.
- HAMILTON, JAN**  
WMAK, Nashville, Tenn.
- HAMMONS, INA**  
KQGN, DeQueen, Ark.
- HANSEN, CELE**  
KMCD, Fairfield, Iowa
- HANSEN, SALLY**  
KBYC, Richfield, Vt.
- HANSON, MAE**  
RCOW, Alliance, Neb.
- HARDEN, JEAN**  
WVET-TV, Rochester, N. Y.
- HARGROVE, POLLY**  
KDUB-TV, Lubbock, Tex.  
KPAR-TV, Sweetwater, Tex.
- HARLESS, LINDA**  
WBMC, McMinnville, Tenn.
- HARP, CLARINE B.**  
KBZY, Salem, Ore.
- HARRIS, FRAN**  
WWJ, Detroit, Mich.
- HARRIS, PEARL**  
WYOU, Newport News, Va.
- HARRISON, LORENE**  
KENT-TV, Anchorage, Alaska
- HART, RITA**  
WIEV, Belleville, Ill.
- HARTNETT, ALICE**  
KTBB, Tyler, Tex.
- HASKEW, ANN**  
WTCB, Fomaton, Ala.
- HASLETT, LINDA**  
KPSB, Joplin, Mo.
- HATCHETT, GRACE**  
KNM, Maryville, Mo.
- HATTER, EULA**  
WXOR, Baton Rouge, La.
- HAWK, LOYCE**  
KTUL-TV, Tulsa, Okla.
- HAY, CALLA**  
KVSF, Santa Fe, N. M.
- HAYES, MARY A.**  
WREB, Holyoke, Mass.
- HAYNES, TRUDY**  
WCHB, Inkster, Mich.
- HEALY, DOLORES**  
KBRC, Mount Vernon, Wash.
- HEALY, MEG**  
KIXL, Dallas, Tex.
- HEATER, ESTHER**  
WHAW, Weston, W. Va.
- HEDBICK, JANET R.**  
KCVL, Colville, Wash.
- HEFLIN, MARTIE**  
KWEL, Midland, Tex.
- HEHIR, KATHI**  
WHLI, Niagara Falls, N. Y.
- HEINECKE, SUE**  
KXLT, Helena, Mont.
- HELEBRANT, LUCILE**  
KOEL, Oelwein, Iowa
- HENDERSON, BEVERLY**  
KLVT, Levelland, Tex.
- HENDERSON, D. J.**  
WPAD, Paducah, Ky.
- HENDERSON, LINNAH**  
KWHN, Ft. Smith, Ark.
- HENDRICKS, LAURA**  
KENI-TV, Anchorage, Alaska.
- HENDRICKSON, VIVIAN E.**  
WDVL, Vineland, N. J.
- HENRY, HELEN NEIL**  
WNLA, Indianola, Miss.
- HENRY, IONE**  
KRPO, Owatonna, Minn.
- HERSH, GLADYS**  
WKAP, Allentown, Pa.
- HEYDE, BUDD**  
KNBC, San Francisco, Calif.
- HIATT, ALMA**  
WPAQ, Mt. Airy, N. C.
- HICKOX, MARY**  
KFI, Los Angeles, Calif.
- HILEMAN, MARJORIE W.**  
KYOC, Casper, Wyo.
- HILL, HILDA L.**  
WTWY, Tupelo, Miss.
- HILL, MARY**  
WSBB, New Smyrna Beach, Fla.
- HILL, NEWANA**  
WGPC, Albany, Ga.
- HILTON, MILDRED**  
WBUY, Lexington, N. C.
- HINKLE, EVELYN**  
KNET, Palestine, Tex.
- HINMAN, FERN**  
KUBC, Montrose, Col.
- HINMAN, SARAH**  
WCBF-TV, Columbus, Miss.
- HOAK, JOSEFINA**  
KABQ, Albuquerque, N. M.
- HODGES, GENIE**  
WROD, Daytona Beach, Fla.
- HOLGATE, HELEN**  
KSDN, Aberdeen, S. D.
- HOLLAND, GLORIA**  
WEEU, Reading, Pa.
- HOLMES, ALMA**  
KFLD, Floydada, Tex.
- HOLMES, AUDREY**  
WLAC, Nashville, Tenn.
- HOLSTEIN, SHIRLEY**  
KFSA, Fort Smith, Ark.
- HOOPES, JUNE M.**  
KBBB, Borger, Tex.
- HOPE, BEA**  
WKRQ-TV, Mobile, Ala.
- HOPKINS, JANE DABNEY**  
WSM, Nashville, Tenn.
- HORN, ELAINE**  
KPUG, Bellingham, Wash.
- HOSKINS, PHYLLIS**  
WMMB, Melbourne, Fla.
- HOUSTON, MOOTY**  
WDSR, Lake City, Fla.
- HOWARD, ANN**  
WDBJ-TV, Roanoke, Va.
- HOWARD, LUCY**  
WWXL, Manchester, Ky.
- HOWARD, NANCY**  
KMUS, Muskogee, Okla.
- HOWE, KAY**  
KHOW, Denver, Col.
- HUBBARD, GLADYS**  
WWKY, Winchester, Ky.
- HUGHES, CLAIRE**  
KWKW, Pasadena, Calif.
- HULBERT, MARIE**  
KOLN-TV, Lincoln, Neb.
- HUMES, MARY**  
WESTY, Leland-Greenville, Miss.
- HUMMEL, BARBARA WALKER**  
WHBQ-TV, Memphis, Tenn.
- HUNT, AUDREY**  
WIS, Columbia, S. C.
- HUNT, NATALIE**  
WRML, Pahoee, Fla.
- HUNTER, EDNA**  
WCHO, Washington, Ohio
- HUNTSPON, NELL**  
WJAK, Jackson, Tenn.
- HURD, ELIZABETH**  
WCSS, Amsterdam, N. Y.
- HURLEY, MARGE**  
WJDY, Salisbury, Md.
- HUTCH, NITA**  
WTVN-TV, Columbus, Ohio
- HUTCHINS, MINABELLE**  
WPTW, Piqua, Ohio
- HUTCHISON, ELIZABETH**  
WGVM, Greenville, Miss.
- HUTCHISON, EMILY**  
WILK, Wilkes-Barre, Pa.

# WOMEN COMMENTATORS

DAWDY, MAURENE  
KLIK, Jefferson City, Mo.

DAY, BETTE  
WCRB, Boston, Mass.

DAY, ERIN  
KGVO, Missoula, Mont.

DAY, JUNE  
KWBB, Wichita, Kan.

DAYTON, MARGE  
WJOB, Hammond, Ind.

DEAL, ELIZABETH  
WBOF, Virginia Beach, Va.

DEANE, MARTHA  
WOR, New York, N. Y.

DeBRUYN, ELEANOR  
KMAN, Manhattan, Kan.

DEER, DOTTIE  
WPMC, Goldsboro, N. C.

DeGRAW, LOUIS E.  
KATL, Miles City, Mont.

DEHNE, VANESSA  
WBKV, West Bend, Wis.

DEITEMEYER, RAMONA  
KOLN-TV, Lincoln, Neb.

DE LOE, JAN  
KFXM, San Bernardino, Calif.

DEMAS, JANA  
WELO-TV, Dayton, Ohio

DEME, HAZEL I.  
WINF, Manchester, Conn.

DENNIS, DOROTHY  
KTTN, Trenton, Mo.

DENTON, PAT  
KGNC, Amarillo, Tex.

DETTINGER, ALMA  
WQXR, New York, N. Y.

DeVANEY, MAXINE  
KODE, Joplin, Mo.

DeVORE, GLORIA  
KFDM-TV, Beaumont, Tex.

DIAL, LINDA  
WESA, Charleroi, Pa.

DICKENS, DEAN  
WAGA-TV, Atlanta, Ga.

DICKSON, GEORGIA  
KBLO, Hot Springs, Ark.

DIETRICH, ARLENE  
KWIQ, Moses Lake, Wash.

DILLIN, ALBERTA  
WFOY, St. Augustine, Fla.

DILLON, HELEN  
KAPR, Douglas, Ariz.

DITMER, BEVERLY  
WHGR, Houghton Lake, Mich.

DIXON, MARTHA  
WJIM-TV, Lansing, Mich.

DOANE, DOROTHY  
WLS, Lansing, Mich.

DOKE, DELE  
KWTO, Springfield, Mo.

DONGES, CATHY  
WNCO, Ashland, Ohio

DONOVAN, BEA  
KING-TV, Seattle, Wash.

DONZE, BETTY JANE  
KSGM, Ste. Genevieve, Mo.

DOONAN, KATIE  
WSAZ-TV, Huntington, W. Va.

DORSEY, POLLY  
WBMD, Baltimore, Md.

DORSEY, THELMA L.  
WTAY, Robinson, Ill.

DOSS, THELMA  
KORC, Mineral Wells, Tex.

DOTY, BUNNY  
WTRL, Bradenton, Fla.

DOUGLASS, (MRS.) W. D.  
WDSP, DeFuniak Springs, Fla.

DOWNING, CAROL  
KENE, Toppenish, Wash.

DOYLE, HELEN  
KHHH, Pampa, Tex.

DUNCAN, EARLINE  
WPNX, Phenix City, Ala.

DUNCAN, ELEANOR  
WSOY, Decatur, Ill.

DUNCAN, JEAN  
WGGH, Marion, Ill.

DUNCAN, PRISCILLA C.  
KSIL, Silver City, N. M.

DUNN, DEBBIE  
WFBF, Fernandina Beach, Fla.

DUVALL, CAROL  
WOOD, WOOD-TV, Grand Rapids, Mich.

DYSERT, SUZANNE  
WAVI, Dayton, Ohio

## — E —

EARLY, CHRISTMAS  
KPVA, Camas, Wash.

EARLY, FRAN  
WICO, Salisbury, Md.

EASON, LIB  
WVOT, Wilson, N. C.

ECKLOFF, MAURINE  
KRNY, Kearney, Neb.

EDWARDS, MARY LOU  
WOOO, DeLand, Fla.

EICHHOLZ, LAUREL  
KMSO-TV, Missoula, Mont.

EICHORN, DOROTHY  
WLAM, Lewiston, Me.

ELIZABETH, FAYE  
WWJ-TV, Detroit, Mich.

ELLIOT, JEAN  
WCUE, Akron, Ohio

ELLIOTT, FRANCES  
KGNO, Dodge City, Kan.

ELMEN, EVELYN  
KTHV, Little Rock, Ark.

EMARD, JEAN  
KPER, Gilroy, Calif.

ENGBRECHT, CHARLENE R.  
WKLA, Ludington, Mich.

ENGLISH, PAT  
WLEU, Erie, Pa.

ENGSTROM, CHAR  
WRRR, Rockford, Ill.

EPSTEIN, RUTH  
KSTT, Davenport, Iowa

ERBE, MARGIE  
KHBP, Phoenix, Ariz.

EUBANKS, LANI  
WETZ, New Martinsville, W. Va.

EUBANKS, VELMA  
WMUU, Greenville, S. C.

EVANS, CHRIS  
WHDH, WHDH-TV, Boston, Mass.

EVANS, JOAN  
WIBC, Indianapolis, Ind.

EVANS, NANCY  
WMBD-TV, Peoria, Ill.

EVANS, SALLY  
WMT, Cedar Rapids, Iowa

## — F —

FABIANI, ROZELL  
WRBL-TV, Columbus, Ga.

FALK, FLORENCE  
KMA, Shenandoah, Iowa

FARBER, WILDA  
WJTV, Jackson, Miss.

FARLEY, GRACE L.  
KCID, Caldwell, Idaho

FARMER, FAYE  
WEYE, Sanford, N. C.

FARMER, HELEN  
WBML, Macon, Ga.

FARRELL, ROBERTA  
WJBC, Bloomington, Ill.

FEIERABEND, DOTTIE  
WIKC, Bogalusa, La.

FELTON, BARBARA  
WROV, Roanoke, Va.

FENLON, ELAINE  
WBAM, Montgomery, Ala.

FERGUSON, MARLENE  
WIRO, Ironton, Ohio

FERREBEE, SALLY  
WVPO, Stroudsburg, Pa.

FERRELL, KAY  
WFAX, Falls Church, Va.

FIELDS, BERTINE  
WBAB, Babylon, N. Y.

FISCHER, SHARON  
KDIX-TV, Dickinson, N. D.

FITCH, MARCIE  
KGLN, Glenwood Springs, Col.

FLAHIVE, ELLA  
WDEW, Westfield, Mass.

FLANDEERS, LYDA  
WTAG, Worcester, Mass.

FLOYD, ODELL  
WCEH, Hawkinsville, Ga.

FLYNN, GAIL F.  
WAOV, Vincennes, Ind.

FLYNN, PEGGY  
WMEN, Tallahassee, Fla.

FOLTS, KATHRYN  
WJRD, Tuscaloosa, Ala.

FONTAINE, PAT  
KMOX-TV, St. Louis, Mo.

FORD, BEVERLY  
KNOX, Grand Forks, N. D.

FORESTER, DOBOTHY  
KYBC, Farmington, N. M.

FORRESTER, PAULINE  
KLYR, Clarksville, Ark.

FORTE, YNA DEAN  
KOLJ, Shreveport, La.

FOSTER, LOUISE  
WSNJ, Bridgeton, N. J.

FOUNTAIN, JEAN  
WGNI, Wilmington, N. C.

FOWLER, BETTY  
KARK-TV, Little Rock, Ark.

FOWLER, FERN  
WKOW-TV, Madison, Wis.

FRANK, JENNY LOU  
KWRY, Winner, S. D.

FRANKLIN, HAZEL  
WTOC-TV, Savannah, Ga.

FREELAND, MILDRED  
WFPG, Atlantic City, N. J.

FRENCH, O'LEE  
WWBD, Bamberg, S. C.

FRIBERG, ALICE FAIRN  
WCYB, WCYB-TV, Bristol, Va.

FRIESON, ERMA K.  
WRJW, Picayune, Miss.

FRIIS, BETTY  
WGOV, Valdosta, Ga.

FRISBY, CHARLOTTE  
WMON, Montgomery, W. Va.

FRONSEE, YVONNE  
WMAN, Marinette, Wis.

FULLWOOD, BETTY  
WCRR, Corinth, Miss.

FUNK, SHIRLEY  
KWOA, Worthington, Minn.

## — G —

GAETNER, IRMA JEAN  
KATE, Albert Lea, Minn.

GAINES, MYRTLE  
WOKZ, Alton, Ill.

GALBRING, ARLETTE  
KBOM, Bismarck, N. D.

GALE, VIRGINIA  
WGN, Chicago, Ill.

GALLAGHER, DOBOTHY  
KMOP, Tucson, Ariz.

GALLANT, CATHERINE RICE  
WFAU, Augusta, Me.

GARDNER, VIRGINIA  
WLEE, Richmond, Va.

GATES, BARBARA  
WTUX, Wilmington, Del.

GATTON, GLENADINE  
KOKX, Keokuk, Iowa

GEARHART, JUDY  
WKMC, Roaring Spring, Pa.

GEDDIE, MARTHA  
WELO, Tupelo, Miss.

GENDRON, CLAIRE  
WECB, Berlin, N. H.

GERHARDT, MARY ALICE  
WHFB, Benton Harbor, Mich.

GIBBS, AGNES  
WCSS-TV, Portland, Me.

GIBSON, MARY  
KABR, Aberdeen, S. D.

GILLAN, CELESTE  
WCOS, Columbia, S. C.

## WOMEN COMMENTATORS

**BRANCH, SANDRA**  
KSST, Sulphur Springs, Tex.

**BRAND, LUCILE**  
WETB, Johnson City, Tenn.

**BRANNEN, (MRS) ERNEST**  
WWNS, Statesboro, Ga.

**BRAWNER, ONALEE**  
KWYN, Wynne, Ark.

**BRENT, RUTH**  
KGNC-TV, Amarillo, Tex.

**BRIDGES, DORIS**  
KWMT, Kings Mountain, N.C.

**BRISCOE, CHARLOTTE**  
KTVH, Hutchinson, Kan.

**BRISSEY, GRACE**  
WCAY, Cayce-West Columbia, S. C.

**BROGMAN, KITTY**  
WWLP, Springfield, Mass.

**BROOKS, BESS**  
KSA, Nacogdoches, Tex.

**BROOKS, BOBBY**  
KVOW, Littlefield, Tex.

**BROOKS, (MRS.) GEORGE**  
KMRS, Morris, Minn.

**BROOKS, IDELLE**  
WSFA-TV, Montgomery, Ala.

**BROOKS, MARTHA**  
WGY, Schenectady, N. Y.

**BROWN, GLORIA**  
KYW, Cleveland, Ohio

**BROWN, HAZELENE C.**  
WLOK, Lincolnton, N. C.

**BROWN, JOAN**  
KWG, Stockton, Calif.

**BROWN, JOYCE ANN**  
KGAS, Carthage, Tex.

**BROWN, LETTYE M.**  
WKDX, Hamlet, N. C.

**BROWN, SANDY**  
KMAM, Tularosa, N. M.

**BROWNING, ADA REDD**  
WJSJ, Winston-Salem, N. C.

**BROWNLEE, CAROLYN**  
KUSH, Cushing, Okla.

**BRUCE, FRAN**  
KVCV, Redding, Calif.

**BRUMMETT, LOUISE**  
WANY, Albany, Ky.

**BRUNTON, ALBERTA**  
KXIC, Iowa City, Iowa

**BUMPERS, MERITA**  
KEVA, Shamrock, Tex.

**BURKE, JESSIE**  
WVMC, Mt. Carmel, Ill.

**BURKER, KATHY**  
WDLK, Port Jervis, N. Y.

**BURNETT, HAZEL**  
WSBT-TV, South Bend, Ind.

**BURNS, MONTY**  
KNEL, Brady, Tex.

**BURR, GWEN W.**  
KSUE, Susanville, Calif.

**BURT, ELLEN T.**  
WIBX, Utica, N. Y.

**BURTON, DAISY**  
KGVJ, Greenville, Tex.

**BUSEK, ANITA**  
KNBX, Kirkland, Wash.

**BUSHNELL, GEORGIANA**  
WPIN, St. Petersburg, Fla.

**BUSSARD, ADALINE**  
KTEL, Walla Walla, Wash.

**BUTZIN, HENRIETTA**  
WCWC, Ripon, Wis.

**BYBEE, ELAYNE**  
KID, Idaho Falls, Idaho

### — C —

**CABALLERO, LUPE**  
KOYE, El Paso, Tex.

**CAIN, SANDRA**  
WBIF, Bellefonte, Pa.

**CALFEE, LOU**  
WJZ-TV, Baltimore, Md.

**CALLOWAY, ELIZABETH**  
KTRE, KTRE-TV, Lufkin, Tex.

**CAMPBELL, CYNTHIA**  
WKY, Oklahoma City, Okla.

**CAMPBELL, DOROTHY M.**  
WKDO, Augusta, Me.

**CAMPBELL, FRAN**  
WFNS, Burlington, N. C.

**CAMPBELL, JOYCE**  
KWAL, Kellogg-Wallace, Ida.

**CAMPBELL, MARIANNE B.**  
WJEH, Gallipolis, Ohio

**CANFIELD, LORETTA**  
WEKY, Richmond, Ky.

**CANN, PEGGY**  
WNAG, Grenada, Miss.

**CAPEIN, GINGER**  
KJAN, Atlantic, Iowa

**CARLSON, BETTY**  
WBCB, Levittown, Pa.

**CARLSON, NORAH**  
WLYC, Williamsport, Pa.

**CARROLL, CLEORA**  
WWHG, Hornell, N. Y.

**CARROLL, HELEN**  
WILK, Frankfort, Ind.

**CART, ANITA**  
KEUN, Eunice, La.

**CARTER, CHARLOTTE**  
KFYO, Lubbock, Tex.

**CARTER, FRAN**  
WAZL, Hazleton, Pa.

**CARVER, LOUISE**  
WKZO, WKZO-TV, Kalamazoo, Mich.

**CASE, DORIS**  
KARM, Fresno, Calif.

**CASEY, WYNNE**  
WJOY, Burlington, Vt.

**CASTEEL, ELLAMAE**  
WKBN, Youngstown, Ohio

**CASTLEBURY, JOANNE M.**  
WMLP, Williamsport, Pa.

**CASTON, DOROTHY**  
WHEC, WHEC-TV, Rochester, N. Y.

**CATLETT, (MRS.) REGINALD**  
WKOA, Hopkinsville, Ky.

**CATTELL, MARGARET**  
WEIR, Weirton, W. Va.

**CAULK, WORTHY**  
WAGE, Leesburg, Va.

**CAVIN, PATTY**  
WRC, Washington, D. C.

**CENCIG, LUCY**  
WGES, Chicago, Ill.

**CHARLES, LORAYNE**  
KBYG, Big Spring, Tex.

**CHAPMAN, LIL**  
KAML, Kenedy, Tex.

**CHAPMAN, MARION**  
WNOX, Knoxville, Tenn.

**CHASE, EVELYN**  
KGUN-TV, Tucson, Ariz.

**CHASE, JULIE**  
WTAG, Worcester, Mass.

**CHATTERTON, BETTY**  
KWIP, Merced, Calif.

**CHRISTIAN, JO**  
KFAL, Fulton, Mo.

**CHURCHMAN, CAROLYN**  
WTTV, Bloomington, Ind.

**CLAPHAM, D.**  
KNBA, Vallejo, Calif.

**CLARKE, BETTY**  
WPEF, Flint, Mich.

**CLAYTON, EILEEN**  
WALB-TV, Albany, Ga.

**CLIFTON, MARY**  
KJFI, Webster City, Iowa

**COE, JUNE T.**  
WWTB, Tampa, Fla.

**COGGINS, MARCIA P.**  
WKDK, Newberry, S. C.

**COHN, HARRIET**  
WJVA, South Bend, Ind.

**COLBERT, JEAN**  
WTIC, Hartford, Conn.

**COLE, GERRY**  
WHOC, Philadelphia, Pa.

**COLEMAN, CHARLOTTE**  
KCEE, Tucson, Ariz.

**COLLANDER, RUTH**  
WICA, Ashtabula, Ohio

**COLLIE, SUNSHINE**  
WCBL, Benton, Ky.

**COLLINS, EDNA**  
KCIM, Carroll, Iowa

**COLLINS, JOY**  
WGUY, Bangor, Me.

**COMER, CONNIE**  
KBCH, Oceanlake, Ore.

**CONKLIN, FRAN**  
WLOF-TV, Orlando, Fla.

**CONNELLY, JEAN**  
KDKA-TV, Pittsburgh, Pa.

**CONNELLY, JEANNE**  
WNEB, Worcester, Mass.

**CONSTABLE, ANITA**  
KFXD, Nampa, Ida.

**COOK, ERLENE**  
KENM, Portales, N. M.

**COOK, ERLENE**  
KBIX, Muskogee, Okla.

**COOPER, ANN**  
WBCA, Bay Minette, Ala.

**COOPER, JUANITA**  
WRPB, Warner Robins, Ga.

**COOPER, MADGE**  
WMBN, Marion, Ohio

**COOPER, MILDRED**  
KCR2, Trinidad, Col.

**COPE, KITTY**  
WSAV, WSAV-TV, Savannah, Ga.

**COTTON, LIZ**  
KGFL, Roswell, N. M.

**COULTER, LYDIA ANN**  
WAKU, Latrobe, Pa.

**COUNCE, LOIS**  
WCMA, Corinth, Miss.

**COVERT, JEAN**  
KTBC, Austin, Tex.

**COWAN, GERALDINE**  
WKKK, Vanceburg, Ky.

**CRAMER, ALMA**  
WARD-TV, Johnstown, Pa.

**CROWLEY, LOIS**  
WAGG, Franklin, Tenn.

**CULEN, JOY**  
KUDU, Ventura, Calif.

**CULPEPPER, JOAN**  
WTAL, Tallahassee, Fla.

**CUMMINS, CHARLOTTE**  
WSTR, Sturgis, Mich.

**CUNNINGHAM, JESSIE**  
WYTH, Madison, Ga.

**CURLEY, MARGARET**  
WJEF, Grand Rapids, Mich.

**CURRIER, BERNICE**  
KMA, Shenandoah, Iowa

**CZERNIAK, ELAINE**  
WIGM, Medford, Wis.

### — D —

**DAEHLER, POLLY**  
WPAV, Portsmouth, Ohio

**DANE, JULIE**  
WHDH-TV, Boston, Mass.

**DANIELS, BETTY**  
WVWH, Gainesville, Fla.

**DAUM, ELEANORE**  
WTRW, Two Rivers, Wis.

**DAVIDSON, THELMA**  
KCRV, Camthersville, Mo.

**DAVIS, ALMA**  
WGSC, Charleston, S. C.

**DAVIS, BETTY**  
KOIN-TV, Portland, Ore.

**DAVIS, CHARI**  
KFTM, Fort Morgan, Col.

**DAVIS, DOROTHY**  
KIST, Santa Barbara, Calif.

**DAVIS, LOUISE M.**  
WFIS, Fountain Inn, S. C.

**DAVIS, MARY**  
KTSM-TV, El Paso, Tex.

**DAVIS, SARA**  
KAGR, Yuba City, Calif.

**DAVIS, SUE**  
WACE, Springfield-Chicopee, Mass.

**DAVISON, JANET**  
WCON, Cornelia, Ga.

**DAVITT, BARBARA**  
WKIP, Poughkeepsie, N. Y.



# WOMEN COMMENTATORS

of U. S. Radio and TV Stations

## — A —

**ABBOTT, DOTTY**  
KIMO, Independence, Mo.

**ABDOU, GLORIA**  
WCAE, Pittsburgh, Pa.

**ACCOLA, DOROTHY**  
KASL, Newcastle, Wyo.

**ADAIR, ALYCE**  
WCLI, Corning, N. Y.

**ADAMS, DEBORAH**  
WFIL-TV, Philadelphia, Pa.

**ADAMS, HAZEL**  
WKAI, Macomb, Ill.

**ALDEN, ANN**  
KFJZ-TV, Fort Worth, Tex.

**ALEXANDER, MARION**  
WADC, Akron, Ohio

**ALEXANDER, MILDRED**  
WTAR, Norfolk, Va.

**ALLEN, DOLORES**  
WDOR, Sturgeon Bay, Wis.

**ALLEN, DOROTHY**  
WBNI, Boonville, Ind.

**ALLEN, DOROTHY**  
KAND, Corsicana, Tex.

**ALLEN, EVE**  
WNAK, Wilkes-Barre, Pa.

**ALLEN, GLADYS**  
WLOC, Prestonsburg, Ky.

**ALLEN, MATTIE**  
WOHS, Shelby, N. C.

**ALLEN, NANCY**  
WLAU, Laurel, Miss.

**ALLEN, RUTH**  
WGAR, Cleveland, Ohio

**ALLYN, KAYE**  
WSAN, Allentown, Pa.

**ALPERT, MILDRED**  
WBZ-WBZA, Boston-Springfield, Mass.

**ALWYN, EVE**  
WEAT, WEAT-TV, W. Palm Beach, Fla.

**ALWYN, LAURI**  
WEAT, WEAT-TV, W. Palm Beach, Fla.

**AMBROSE, JOYCE**  
WTAN, Clearwater, Fla.

**ANDERSON, FRAN**  
KXRA, Alexandria, Minn.

**ANDERSON, JANE**  
KMMJ, Grand Island, Neb.

**ANDERSON, MARY B.**  
WAPG, Arcadia, Fla.

**ANDERSON, VIRGINIA**  
WGMA, Hollywood, Fla.

**ANDREWS, JEAN**  
WIZZ, Stretator, Ill.

**ANTOINE, VALERIE B.**  
KFQD, Anchorage, Alaska

**ARCH, SHIRLEY**  
WJLL, Niagara Falls, N. Y.

**ARMISTEAD, BEA**  
WHBQ, Memphis, Tenn.

**ARMSTRONG, MARY**  
WTNJ, Trenton, N. J.

**ASHLEY, DORIS**  
WESC, Greenville, S. C.

**ASHLOCK, MARGUERITE**  
WMT-TV, Cedar Rapids, Ia.

**ATTEBERRY, MONA**  
KCOL, Fort Collins, Col.

**ATTER, VIRGINIA**  
WJXT, Jacksonville, Fla.

**AUSENBAUGH, GLENDA**  
WFMW, Madisonville, Ky.

**AXTELL, CAROLEE**  
KLPR, Oklahoma City, Okla.

## — B —

**BACKER, JEANNE**  
KGST, Fresno, Calif.

**BACKES, LEE**  
WSBS, Gt. Barrington, Mass.

**BADDOUR, GLENDA**  
WCOR, Lebanon, Tenn.

**BADHAM, MARY**  
WBRC, Birmingham, Ala.

**BAER, MID**  
WGRD, Grand Rapids, Mich.

**BAGLINO, RAFAELA**  
WGNS, Murfreesboro, Tenn.

**BAHAKEL, DIA**  
WKIN, Kingsport, Tenn.

**BAHMAN, ALICE**  
WIZE, Springfield, Ohio

**BAILEY, LYNN**  
WNOG, Naples, Fla.

**BAIN, BETH**  
WKRT, Cortland, N. Y.

**BAIN, LEE**  
WNCO, Ashland, Ohio

**BAKER, ANN**  
WAND, Canton, Ohio

**BAKER, BEVERLY**  
KRWC, Forest Grove, Ore.

**BAKER, BEVERLY**  
WTKO, Ithaca, N. Y.

**BAKER, GERTRUDE**  
WBUT, Butler, Pa.

**BAKER, MARY V.**  
WAIT, Chicago, Ill.

**BAKER, MILDRED**  
KNAK, Salt Lake City, Utah

**BALDRIDGE, ELOIS**  
WHSM, Hayward, Wis.

**BALDWIN, BETTIE**  
KSIK, Sedalia, Mo.

**BALL, MARNIE**  
WNOK, Columbia, S. C.

**BANGA, MICKY**  
WSAZ-TV, Huntington, W. Va.

**BANKS, PAT**  
WBKE, Chicago, Ill.

**BANKSTON, WESSIE**  
WABL, Amite, La.

**BARBEE, OLIVIA**  
WCMS, Norfolk, Va.

**BARDWELL, ANNE**  
WKLX, Paris, Ky.

**BARKER, BETTY**  
KTUC, Tucson, Ariz.

**BARKER, BOBBYE**  
KIFI, Idaho Falls, Ida.

**BARKWELL, PATSY**  
KFIR, North Bend, Ore.

**BARNES, JOSEY**  
KTVT, Salt Lake City, Utah

**BARNHOUSE, NAN**  
WTIG, Massillon, Ohio

**BARRY, BARBARA**  
WEEK-TV, Peoria, Ill.

**BARTLETT, EDNA W.**  
WENY, Elmira, N. Y.

**BARTON, EMILY**  
KFRG, San Francisco, Calif.

**BASS, BERNICE**  
WHBI, Newark, N. J.

**BATCHELLER, RUTH**  
WACE, Springfield-Chicopee, Mass.

**BATH, HELEN**  
WITZ, Jasper, Ind.

**BAXTER, FRANCES**  
WDXE, Lawrenceburg, Tenn.

**BAZARRE, GAIL**  
WCHV, Charlottesville, Va.

**BEAN, JANE**  
KMAQ, Maquoketa, Iowa

**BECKER, JEANNIE**  
KRSL, Russell, Kan.

**BEILFUSS, TRUDY**  
WISN-TV, Milwaukee, Wis.

**BELKNAP, PATRICIA**  
WSIG, Mt. Jackson, Va.

**BELTON, NORMA**  
WHEY, Milington, Tenn.

**BENDALL, SALLY**  
WILA, Lanville, Va.

**BENDER, CAROL**  
WMNE, Menomonee, Wis.

**BENELL, JULIE**  
WFAA-TV, Dallas, Tex.

**BENJAMIN, PHYLLIS**  
WKAM, Gosden, Ind.

**BENNETT, (MRS.) ELMER**  
WPCO, Mt. Vernon, Ind.

**BENNETT, NANCY**  
KTAR, Phoenix, Ariz.

**BENOIT, PENNY**  
WABI-TV, Bangor, Me.

**BENSON, BEVERLY**  
WJOC, Jamestown, N. Y.

**BERENTSEN, MARGARETTE L.**  
KLRK, Little Rock, Ark.

**BERGERON, MARIE SERVINO**  
KTIB, Thibodaux, La.

**BERRY, MARLOU**  
WGBF, Evansville, Ind.

**BERRY, DORIS**  
KOLT, Scottsbluff, Neb.

**BERRY, WINIFRED**  
WHHH, Warren, Ohio

**BESETH, MURIEL H.**  
WNBZ, Saranac Lake, N. Y.

**BESTOR, BUELAH**  
WSTC, Stamford, Conn.

**BICKEL, HELEN**  
WMMN, Fairmont, W. Va.

**BICKNELL, MAX**  
KMBC, Kansas City, Mo.

**BIDWELL, DORIS**  
WBLG, Lexington, Ky.

**BIELOH, IVAL**  
KTFK, Texarkana, Tex.

**BIGBEE, NELLE**  
WOWL, Florence, Ala.

**BINNS, BARBARA**  
WVCG, Coral Gables, Fla.

**BLAINE, MARY**  
WGNV, Newburgh, N. Y.

**BLAKE, JULIA**  
WFEA, Manchester, N. H.

**BLASEY, ESTHER**  
WCVI, Connellsville, Pa.

**BLAYKE, BETTYE**  
WFGN, Gaffney, S. C.

**BLUMENSTOCK, CAROLYN**  
WINI, Murphysboro, Ill.

**BOGARD, TILLIE I.**  
KOKY, Little Rock, Ark.

**BOHL, CHARLENE**  
KDOV, Medford, Ore.

**BONNETT, LEE**  
KTOO, Henderson, Nev.

**BONTEMPI, FEDORA**  
WFIL-TV, Philadelphia, Pa.

**BORG, MARGE**  
WDXI, WDXI-TV, Jackson, Tenn.

**BOULDIN, BETTY R.**  
WZOB, Fort Payne, Ala.

**BOURLAND, MINNIE**  
KICN, Blytheville, Ark.

**BOURNE, GENE**  
KNGS, Hanford, Calif.

**BOWMAN, HELEN**  
WIKE, Newport, Vt.

**BOYD, BETTY**  
KOTV, Tulsa, Okla.

**BRADSHAW, CLARA Y.**  
WTRQ, Dyersburg, Tenn.

**BRADY, TONI**  
WABY, Albany, N. Y.

## RADIO-TV DISC JOCKEYS

- WEBSTER, BOB**  
Clock Watcher  
WCIL, Carbondale, Ill.
- WEBSTER, KURT**  
WAVY, Norfolk, Va.
- WEED, BOB**  
KGAL, Lebanon, Ore.
- WEHBA, DALE**  
KOCY, Oklahoma City, Okla.
- WEIDE, MIKE**  
Dial 1000  
KOMO, Seattle, Wash.
- WELDENAAR, KEN**  
Matinee  
WFUR, Grand Rapids, Mich.
- WELCH, CLARENCE**  
KGBE, Long Beach, Calif.
- WELCH, DICK**  
WCBY, Cheboygan, Mich.
- WELCH, LARRY**  
"Voice of the Turtle" Show  
WORL, Boston, Mass.
- WELCH, WOODY**  
WRIT, Milwaukee, Wisc.
- WELLS, BOB**  
WEBR, Buffalo, N. Y.
- WERY, BOB**  
WGTO, Cypress Gardens, Fla.
- WESCOTT, HARRY**  
Music Makers  
WHUM, Reading, Pa.
- WEST, BETH**  
WRSA, Saratoga Springs,  
N. Y.
- WEST, CLARK**  
Jamboree  
WBMD, Baltimore, Md.
- WESTER, BOSTICK**  
RFD 1490  
KHUZ, Borger, Tex.
- WESTMORELAND, HORACE**  
Platter Party  
WSYD, Mt. Airy, N. C.
- WESTON, LEE**  
KDLM, Detroit Lakes, Minn.
- WHEELER, AL**  
Clockwatcher  
WNIL, Niles, Mich.
- WHEELER, ARNY**  
KCOW, Alliance, Nbe.
- WHEELER, DOC**  
Gospel Caravan  
WWRL, New York, N. Y.
- WHEELER, JAMES E.**  
KWIV, Douglas, Wyo.
- WHEELER, MARQUIS**  
Dance Hour  
WRHI, Rock Hill, S. C.
- WHISENANT, NORM**  
1240 Club  
KLTZ, Glasgow, Mont.
- WHITAKER, GENE**  
Around the Clock  
WEEB, Southern Pines, N. C.
- WHITE, BOB**  
Saturday Session  
WOCO, Minneapolis, Minn.
- WHITE, BOB**  
WOKY, Milwaukee, Wisc.
- WHITE, CURTIS**  
KBEM, Jonesboro, Ark.
- WHITE, DAVIE**  
Top 20  
KMCO, Conroe, Tex.
- WHITE, FRANCES**  
Spirituals  
WUST, Bethesda, Md.
- WHITE, FRED**  
KROY, Sacramento, Calif.
- WHITE, GEORGE**  
WQEB, Inkster, Mich.
- WHITE, HI-FI**  
KWEL, Midland, Tex.
- WHITE, JIM**  
KGHF, Pueblo, Colo.
- WHITE, JIM**  
WAKU, Lathrobe, Pa.
- WHITE, MAUBY**  
KGHL, Billings, Mont.
- WHITE, WAYMAN**  
Duke of Wax  
WAUG, Augusta, Ga.
- WHITEHEAD, BOB**  
Breakfast Parade  
WBAX, Wilkes-Barre, Pa.
- WHITING, JIM**  
Early Worm  
WFLR, Dundee, N. Y.
- WHITLEY, FRED**  
Afternoon Serenade  
WFOY, St. Augustine, Fla.
- WHITLOCK, CORDELL**  
Panhandle Serenade  
WJSB, Crestview, Fla.
- WHITTEN, WILL**  
Minuteman  
WCSH, Portland, Me.
- WHITTINGHILL, DICK**  
KMPC, Los Angeles, Calif.
- WHORF, MIKE**  
Tempo & Moonglow  
WTAG, Worcester, Mass.
- WICHNER, JERRY**  
Rhythm at Random  
WQAM, Miami, Fla.
- WICKER, TERRY**  
WMOR, Morehead, Ky.
- WICKS, BOBBY**  
KASO, Minden, La.
- WICKUS, BOB**  
WJEM, Valdosta, Ga.
- WILBUR, JACK**  
KUEQ, Phoenix, Ariz.
- WILERSON, JIM**  
Alarm Clock Club  
KBRS, Springdale, Ark.
- WILKINSON, DON**  
KLOO, Corvallis, Ore.
- WILLARD, JESS**  
KAHI, Auburn, Calif.
- WILLIAM, SONNIE**  
On the Sonnie Side  
WGCM, Gulfport, Miss.
- WILLIAMS, CLYDE**  
Dancing Party  
WSAT, Salisbury, N. C.
- WILLIAMS, CURLEY**  
WMIL, Milwaukee, Wisc.
- WILLIAMS, DANNY**  
WKY, Oklahoma City, Okla.
- WILLIAMS, DICK**  
KGNC, Amarillo, Tex.
- WILLIAMS, DUANE**  
Town & Country Time  
KDEX, Dexter, Mo.
- WILLIAMS, ED**  
Carnival of Music  
WMME, Melbourne, Fla.
- WILLIAMS, JACK**  
Broadway Melodies  
WSPD, Toledo, Ohio
- WILLIAMS, JIM**  
KUDU, Ventura, Calif.
- WILLIAMS, JIM**  
KDKA, Pittsburgh, Pa.
- WILLIAMS, JIMMIE**  
WGTA, Summerville, Ga.
- WILLIAMS, JAMES**  
Rise & Shine  
WNAH, Nashville, Tenn.
- WILLIAMS, JOHNNY**  
WHIE, Griffin, Ga.
- WILLIAMS, JOHNNY**  
Breakfast Platters  
WJDY, Salisbury, Md.
- WILLIAMS, KAE**  
Ebony Hall of Fame  
WDAS, Philadelphia, Pa.
- WILLIAMS, LON**  
KMUS, Muskogee, Okla.
- WILLIAMS, MARC**  
Marc Time  
KHOZ, Harrison, Ark.
- WILLIAMS, MARVIN**  
KBYG, Big Spring, Tex.
- WILLIAMS, NAT D.**  
WDIA, Memphis, Tenn.
- WILLIAMS, OTIS**  
Wake Up Time  
WJBB, Haleyville, Ala.
- WILLIAMS, PETE**  
The Early Show  
WSKY, Asheville, N. C.
- WILLIAMSON, DON**  
Rise 'n Shine  
WMST, Mt. Sterling, Ky.
- WILLIAMSON, RAYMOND**  
Get Up and Go  
WAYX, Waycross, Ga.
- WILLIS, CLIF**  
WTMA, Lima, Ohio
- WILLSON, PRESTON**  
WSVS, Crewe, Va.
- WILSON, BIG**  
KYW, Cleveland, Ohio
- WILSON, DANNY**  
Stars in the Night  
WHAV, Haverhill, Mass.
- WILSON, ED**  
KSD, St. Louis, Mo.
- WILSON, FRANK, M.**  
KTLD, Tallulah, La.
- WILSON, HARRY**  
WTCR, Ashland, Ky.
- WILSON, JOHN**  
Pulse—740  
WKLS, Orlando, Fla.
- WILSON, JOHN**  
1280 Breakfast Club  
WLMJ, Jackson, Ohio
- WILSON, LARRY**  
KLOO, Corvallis, Ore.
- WILSON, LEE**  
KTLD, Tallulah, La.
- WILSON, MARY**  
Sunup Roundup  
KCLX, Colfax, Wash.

— Y —

- YBARRA, JOHNNY**  
La Hora Mexicana  
KVNC, Winslow, Ariz.
- YOCAM, JOE**  
KFWB, Hollywood, Calif.
- YOUNG, GEORGIA**  
WPCC, Clinton, S. C.
- YOUNG, JOE**  
Problems & Solutions  
KBUR, Burlington, Iowa
- YOUNG, JOHNNY**  
KEPS, Eagle Pass, Tex.
- YOUNGER, BILL**  
Disc Derby  
KFRU, Columbia, Mo.

— Z —

- ZABLOCKI, CHET**  
Helen & Chet Polka Party  
WTOD, Toledo, Ohio

# RADIO-TV DISC JOCKEYS

**TOLBY, BRIAN**  
Top Forty Time  
WOOO, DeLand, Fla.

**TORGERSON, GARY**  
Big X Matinee  
KGCX, Sidney, Mont.

**TORRANCE, TOM**  
WDSM, WDSM-TV, Superior,  
Wisc.

**TRACE, BOB**  
WDOL, Clearwater, Fla.

**TRACEY, BOB**  
KDKA, Pittsburgh, Pa.

**TRACY, ED**  
Hit Parade  
WSIV, Pekin, Ill.

**TRAUT, ROGER**  
WHBL, Sheboygan, Wisc.

**TRENT, JOE**  
Night Train  
WCNC, Elizabeth City, N. C.

**TRINE, PHIL**  
KUKI, Ukiah, Calif.

**TRIPP, PETER**  
Your Hits of the Week  
WMGM, New York, N. Y.

**TRIVETTE, JOE**  
Spinsational  
WIAK, Lakeland, Fla.

**TROTTIER, NORBERT**  
What's New  
WKJN, Racine, Wisc.

**TROUT, WAYNE**  
WSBA, York, Pa.

**TRUHEART, GEORGE**  
Groovy Daddy  
KDBS, Alexandria, La.

**TUCK, HENRY**  
RFD—USA  
WMBL, Morehead City, N. C.

**TUCKER, DAVID**  
WDKN, Dickson, Tenn.

**TUCKER, GORDON**  
Memory Time  
WCOV, Montgomery, Ala.

**TUCKER, JERRY**  
Sound Board  
WMFS, Chattanooga, Tenn.

**TUCKER, JIM**  
KXOL, Fort Worth, Tex.

**TUCKER, LINDSAY**  
Top O' the Morning  
WVEC, Hampton, Va.

**TUCKER, TOM**  
Get Together  
WRAL, Raleigh, N. C.

**TUCKER, TOMMY**  
WPEG, Jacksonville, Fla.

**TUGWELL, JIMMY**  
Country Capers  
WSJC, Magee, Miss.

**TULL, JIM**  
KNOE, Monroe, La.

**TUPPER, BOB**  
Dance Band  
WICA, Ashtabula, Ohio

**TURK, AL**  
WGBI, Scranton, Pa.

**TURNER, BRUCE**  
WSTR, Sturgis, Mich.

**TURNER, GENE**  
Sunshine 29  
WMOP, Ocala, Fla.

**TURNER, VES**  
KTER, Terrell, Tex.

**TUTTLE, JUDY**  
Pep Club  
KCID, Caldwell, Ida.

**TYLER, GENE**  
WPRS, Paris, Ill.

**TYSON, DAVEY**  
WAMP, Pittsburgh, Pa.

## — U —

**UNDERWOOD, JACK**  
WOWO, Fort Wayne, Ind.

**UPHOFF, MEL**  
Teen Time  
KRVN, Lexington, Neb.

**URDAHL, JERRY**  
1390 Club  
KRFO, Owatonna, Minn.

## — V —

**VALBERG, JOHN**  
Journey with John  
KBUH, Brigham City, Utah

**VALLEY, RUSS**  
Afternoon in Rhythm  
KAHU, Honolulu, Hawaii

**VALOR, BILL**  
WEZE, Boston, Mass.

**VAN, BOBBY**  
WHYE, Roanoke, Va.

**VANCE, TOM**  
Musical Merry-Go-Round  
WCOR, Lebanon, Tenn.

**VAN DAM, LEE**  
WTHH, Port Huron, Mich.

**VANDERHOOF, BRUCE**  
Car Tunes  
KLIQ, Portland, Ore.

**VARE, AL**  
WZOK, Jacksonville, Fla.

**VARRO, JAY**  
KMLW, Marlin, Tex.

**VENTURINO, DICK**  
Bob Robin Show  
KCUB, Tucson, Ariz.

**VERNON, MAC**  
Penthouse Party  
WMSC, Columbia, S. C.

**VERNON, WES**  
KBMV, Billings, Mont.

**VICKERY, FRED**  
KELO, Sioux Falls, S. D.

**VIKEN, HOWARD**  
WCCO, Minneapolis, Minn.

**VINCENT, DAVE**  
Toast & Jam  
KJNO, Juneau, Alaska

**VINCENT, JOE**  
Record Room  
WSLZ, Douglas, Ga.

**VINCENT, KENNY**  
WBRD, Bradenton, Fla.

**VINSON, JIMMY**  
Mazee Merry Go Round  
WMAZ, Macon, Ga.

**VLAHOS, LOU**  
Midnight Flyers  
WEDC, Chicago, Ill.

**VONDERHEIDE, MEL**  
WITZ, Jasper, Ind.

**VOSS, BOB**  
Top 40 on 1340  
WROD, Daytona Beach, Fla.

**VOSS, KEN**  
WCVS, Springfield, Ill.

**VROMAN, JOHN**  
Nite Train  
WMOG, Brunswick, Ga.

## — W —

**WADE, STEVE**  
Hits for the Missus  
WAEB, Allentown, Pa.

**WADSWORTH, MAX**  
Morning Watch  
KLCB, Libby, Mont.

**WAGENER, ROD**  
WIKC, Bogalusa, La.

**WAGHALTER, ALLEN**  
KTEB, Tyler, Tex.

**WAHL, JIM**  
KROY, Sacramento, Calif.

**WAIDE, TIM**  
KOZE, Lewiston, Ida.

**WAINER, TED**  
WRDW, Augusta, Ga.

**WAINWRIGHT, HAPPY**  
WABB, Mobile, Ala.

**WALDO, DWIGHT**  
KFLD, Floydada, Tex.

**WALKER, AL**  
WCAW, Charleston, W. Va.

**WALKER, BOB**  
WJPF, Herrin, Ill.

**WALKER, CHARLIE**  
Hillbilly Houseparty  
KMAC, San Antonio, Tex.

**WALKER, ED**  
Twilight Tunes  
WRC, Washington, D. C.

**WALKER, JIMMY**  
KIKI, Honolulu, Hawaii

**WALKER, KIETH**  
KMAN, Manhattan, Kan.

**WALKER, TOMMY**  
WKDX, Hamlet, N. C.

**WALL, AL**  
Night Beat  
WLXX, La Crosse, Wisc.

**WALL, CARL**  
WGLC, Centerville, Miss.

**WALLACE, KEN**  
WEOA, Evansville, Ind.

**WALRATH, BART**  
KNOC, Natchitoches, La.

**WALSH, BOB**  
WHLL, Boston-Medford,  
Mass.

**WALSH, JACK**  
KR Companion  
KRMD, Shreveport, La.

**WALTERS, BILL**  
WGUW, Bangor, Me.

**WALTERS, BUCKY**  
KMBC, Kansas City, Mo.

**WALTERS, RAY**  
1240 Club  
WOBT, Rhinelander, Wisc.

**WALTERS, RON**  
KINS, Eureka, Calif.

**WAYNE, RALPH**  
KIFI, Idaho Falls, Ida.

**WEATHERLY, DEAN**  
KCTX, Childress, Tex.

**WEATHERS, BILL**  
Winnie's Drive-In Show  
WGN, Wilmington, N. C.

**WEAVER, R. L.**  
Hallelujah Train  
KOKY, Little Rock, Ark.

**WEBB, JERRY**  
1020 Club  
WCIL, Carbondale, Ill.

**WEBB, JOHNNY**  
Teen Time Show  
KCAR, Clarksville, Tex.

**WEBBER, BILL**  
WFIL, Philadelphia, Pa.

**WEBER, CHRIS**  
KOLR, Sterling, Colo.

**WEBER, CLARK**  
WRIT, Milwaukee, Wisc.

# RADIO-TV DISC JOCKEYS

- STELL, BILL**  
Mailbag  
WJWS, South Hill, Va.
- STEPHENSON, GRIER**  
Parade of Hits  
WGFS, Covington, Ga.
- STEPHENSON, SHELBY**  
Dedicated to You  
WMPM, Smithfield, N. C.
- STEVENS, AL**  
WAYE, Baltimore, Md.
- STEVENS, BOB**  
WNCO, Ashland, Ohio
- STEVENS, BUDDY**  
WARE, Ware, Mass.
- STEVENS, CHARLES**  
KOLR, Sterling, Colo.
- STEVENS, CHUCK**  
WRIB, Providence, R. I.
- STEVENS, DICK**  
Hit Parade  
WLOF, Orlando, Fla.
- STEVENS, DON**  
Car & Kitchen Club  
WTAG, Worcester, Mass.
- STEVENS, DON**  
WARM, Scranton, Pa.
- STEVENS, ERNIE**  
KUBA, Yuba City, Calif.
- STEVENS, HANK**  
WILS, Lansing, Mich.
- STEVENS, JERRY**  
The 1290 Club  
WGLI, Babylon, N. Y.
- STEVENS, JIM**  
Tops in Pops  
WLLH, Lowell, Mass.
- STEVENS, MARK**  
Top Thirty Show  
KSTT, Eavenport, Iowa
- STEVENS, NORM**  
Record Bandwagon  
WMGM, New York, N. Y.
- STEVENS, OSCAR H.**  
Serenata Mexicana  
KAIR, Tucson, Ariz.
- STEVENS, WAYNE**  
Nightwatch  
KSYL, Alexandria, La.
- STEVENSON, AL**  
KCKN, Kansas City, Kan.
- STEVENSON, JIM**  
Music & News  
WLBA, Gainesville, Ga.
- STEVENSON, ROSS**  
Hillybilly Jamboree  
WWSR, St. Albans, Vt.
- STEVENSON, VERN**  
WLOL, Minneapolis, Minn.
- STEWART, DAVE**  
Corn Crib Frolics  
WKBL, Covington, Tenn.
- STEWART, DON**  
KIKO, Globe-Miami, Ariz.
- STINES, EDWIN**  
WMMH, Marshal, N. C.  
Bop Shop
- STIVERS, JAMES**  
WFKY, Frankfort, Ky.
- STOCKTON, KENT**  
Club 1450  
WGNS, Murfreesboro, Tenn.
- STOKES, TROY**  
Parade of Music  
WFIS, Fountain Inn, S. C.
- STONE, BUD**  
KTUT, Tooele, Utah
- STONE, CRAIG**  
Tea and Crumpets  
WPRW, Manassas, Va.
- STONE, GARLAND**  
Brunch Serenade  
WREV, Reidsville, N. C.
- STORM, DAVE**  
WABI, Bangor, Me.
- STOTT, HOWARD**  
WPPA, Pottsville, Pa.
- STOWE, JIM**  
Hm N' Eggs  
KWBB, Wichita, Kan.
- STRATTON, JAMES C.**  
Jazz Review  
KSPI, Stillwater, Okla.
- STRATTON, RON**  
Bus Stop  
WHGR, Houghton Lake, Mich.
- STRICKLAND, HERB**  
Coffee Time  
WACL, Waycross, Ga.
- STRINGER, BILL**  
WNEF, Binghamton, N. Y.
- STRITCHKO, JIM**  
Nite-Time on KFKA  
KFKA, Greeley, Colo.
- STRONG, ED**  
Melody Matinee  
KWCO, Chickasha, Okla.
- STROTHER, FRED**  
WPMP, Pascagoula, Miss.
- STROUPE, BOB**  
KAML, Kenedy, Tex.
- STUART, CARL**  
Hometown Jamboree  
WAMO, Pittsburgh, Pa.
- STUART, GENE**  
WAVZ, New Haven, Conn.
- STUEBER, JOHN**  
KLMS, Lincoln, Neb.
- STUTZ, CARL**  
WRVA, Richmond, Va.
- SUGAR, DICK**  
Mid-Morning Melodies  
Dick "Ricardo" Sugar Show,  
WNTA-Radio
- SULLIVAN, PERRY**  
WRDW, Augusta, Ga.
- SUNDHOLM, DALE**  
KRCC, Prineville, Ore.
- SWAFFORD, CARL**  
WAGG, Franklin, Tenn.
- SWANSON, CARL**  
WWTB, Tampa, Fla.
- SWANWICK, BILL**  
WALL, Middletown, N. Y.
- SWARTZ, NELSON**  
Moonglow  
WHLM, Bloomsburg, Pa.
- SWEENEY, FRANK**  
WLAM, Lewiston, Me.
- T —
- TABOR, BOB**  
Marshall Co., Hayride  
WGCV, Guntersville, Ala.
- TAMBLYN, BOB**  
WCSC, Charleston, S. C.
- TANNER, BILL**  
KRUX, Phoenix, Ariz.
- TANNER, ELMO**  
WSGN, Birmingham, Ala.
- TATE, JIM**  
Nifty Top Fifty  
KWWL, Waterloo, Iowa
- TAUSCH, DON**  
KTBB, Tyler, Tex.
- TAVARES, LARRY**  
Big 30 Revue  
KIPA, Hilo, Hawaii
- TAYLOR, BOBBY**  
830 Club  
KBOA, Kennett, Mo.
- TAYLOR, CHUCK**  
Musical Clock  
WGSR, Millen, Ga.
- TAYLOR, CLIFFORD**  
KTUR, Turlock, Calif.
- TAYLOR, DON**  
KUBA, Yuba City, Calif.
- TAYLOR, JIMMIE**  
Record Shop  
WTCO, Campbellsville, Ky.
- TAYLOR, JOHN**  
WGTO, Cypress Gardens, Fla.
- TEAS, FRANK**  
WSMN, Nashua, N. H.
- TEAS, WALT**  
Morning in Maryland  
WFBR, Baltimore, Md.
- TEDLIE, BUD**  
KSIM, Sikeston, Mo.
- TEXERA, BOB**  
Music 'til Midnite  
KOWL, Tahoe Valley, Calif.
- THIEL, JOHN**  
Wake-up Time  
WHMI, Howell, Mich.
- THIES, FRANK D.**  
WQIK, Jacksonville, Fla.
- THOMAS, DICK**  
WBIL, Leesburg, Fla.
- THOMAS, DICK**  
Daybreaker Show  
KXIS, Sedalia, Mo.
- THOMAS, HAL**  
KLYK, Spokane, Wash.
- THOMAS, JERRY**  
WBIZ, Eau Claire, Wisc.
- THRASH, WADLEY**  
Daddy-O-Long Legs Show  
WNEX, Macon, Ga.
- THURMAN, WALTER**  
Musical Clock  
WMBD, Peoria, Ill.
- TIBBETTS, DONN**  
WGIR, Manchester, N. H.
- TIDWELL, MARVIN**  
Night Bent  
WOWL, Florence, Ala.
- TIEKIN, JACK**  
WQUB, Galesburg, Ill.
- THISTA, JERRY**  
Midnight Moods  
KFBB, Great Falls, Mont.
- TILGHMAN, JOHN**  
Let's Go Fishin'  
WWPF, Palatka, Fla.
- TILLMAN, DON**  
Skyliner  
WMLL, Marion, Ind.
- TILLMAN, REV.**  
Hotsy Totsy  
KYOK, Houston, Tex.
- TIMMER, JOE**  
Polka with Timmer  
WGPA, Bethlehem, Pa.
- TIPTON, CARL**  
All Request Jamboree  
WGNS, Murfreesboro, Tenn.
- TIPTON, J.**  
Polka Party  
WPTS, Pittston, Pa.
- TITUS, JIM**  
KRIZ, Phoenix, Ariz.
- TOBEY, CLIFF**  
WCAW, Charleston, W. Va.
- TOBIE, MIKE**  
Platter Party  
WICA, Ashtabula, Ohio
- TODOROVICH, DAN**  
KTEL, Walla Walla, Wash.

# RADIO-TV DISC JOCKEYS

- SHAFFER, DON**  
WAXX, Chippewa Falls, Wis.
- SHAIN, MIKE**  
KSIM, Sikeston, Mo.
- SHANAHAN, TOM**  
Club 60  
WEMP, Milwaukee, Wis.
- SHANNON, JACK**  
Nightwatchman  
WHL5, Port Huron, Mich.
- SHARMAN, CHUCK**  
Cascade Bandstand  
KLOG, Kelso, Wash.
- SHARP, BOB**  
KWBG, Boone, Iowa
- SHAW, CHARLIE**  
Sunrise Serenade  
WOLF, Syracuse, N. Y.
- SHAW, JIM**  
Gardiner Calling  
WFAU, Augusta, Me.
- SHEFRIN, JACK**  
Syncopated Clock  
KMAP, Bakersfield, Calif.
- SHELTON, JIM**  
KVLV, Fallon, Nev.
- SHELTON, JOHN**  
Dawn Patrol  
WEZY, Cocoa, Fla.
- SHELTON, KEN**  
Housewives Hit Parade  
WLLY, Richmond, Va.
- SHELTON, WAYNE**  
Platter Party  
WBBA, Pittsfield, Ill.
- SHEPHERD, HAROLD**  
Milkman  
KGRT, Las Cruces, N. M.
- SHEPHERD, JAY**  
WBIL, Leesburg, Fla.
- SHEPPARD, VERN**  
Reveille on the Ranch  
KOTA, Rapid City, S. D.
- SHERIDAN, BILL**  
WICH, Norwich, Conn.
- SHERIDAN, BILL**  
1230 Club  
WLOG, Logan, W. Va.
- SHERIDAN, JACK**  
Town & Country Show  
WEAU, Eau Claire, Wis.
- SHERLOCK, LAMAR**  
KASK, Ontario, Calif.
- SHERWOOD, RON**  
WTNJ, Trenton, N. J.
- SHEW, MIKE**  
KAIR, Tucson, Ariz.
- SHIELDS, DEL**  
Opus in Jazz  
WDAS, Philadelphia, Pa.
- SHIELDS, RAY**  
KMAQ, Maquoketa, Iowa
- SHIRLEY, CONNY**  
The Music Shop  
WCOR, Cornelia, Ga.
- SHOECRAFT, PAUL**  
Dance Time  
WCOR, Cornelia, Ga.
- SHOECRAFT, PAUL**  
Dance Time  
KCLS, Flagstaff, Ariz.
- SHORE, LOWELL**  
WATT, Cadillac, Mich.
- SHORT, CURTIS**  
KNAF, Fredericksburg, Tex.
- SHOTWELL, ELLIS**  
Breakfast Party  
WION, Ionia, Mich.
- SHOWMAN, HAROLD**  
Record Ranch  
WISC, Somerset, Pa.
- SHULTZ, WARWICK**  
Teen Time  
WHEE, Martinsville, Va.
- SHUMATE, LESLIE**  
Top Teen Time  
KRXX, Rexburg, Ida.
- SHUPERT, BILL**  
Wisker Disker Show  
WSCR, Scranton, Pa.
- SIDMAN, MARTY**  
WKBR, Manchester, N. H.
- SIDOTE, SAM**  
Noontime Tune Time  
WELC, Welch, W. Va.
- SIEVERS, BOB**  
WOWO, Fort Wayne, Ind.
- SIEVERS, FRANK**  
KCTI, Gonzales, Tex.
- SIKES, JOE**  
KANE, New Iberia, La.
- SILVER, PERRY**  
WNCO, Ashland, Ohio
- SIMMONS, BOB**  
KOVO, Provo, Utah
- SIMMONS, HAL**  
KIT, Yakima, Wash.
- SIMMS, CHARLES R.**  
KVLC, Little Rock, Ark.
- SIMONDS, RAY**  
Luncheon Listening  
WEIM, Fitchburg, Mass.
- SIMONTON, RED**  
Red, Hot and Blue  
KWJB, Globe, Ariz.
- SIMPKINS, MISSISSIPPI**  
Housewife's Hit Parade  
WBAM, Montgomery, Ala.
- SIMPSON, ART**  
KOL, Seattle, Wash.
- SIMPSON, ELWOOD T.**  
Early Date  
WKWK, Wheeling, W. Va.
- SIMPSON, JOHNNY**  
WTSP, St. Petersburg, Fla.
- SKINNER, MORGAN**  
KBRV, Soda Springs, Ida.
- SKYLAR, DON**  
WMPJ, Daytona Beach, Fla.
- SLADE, JOHN**  
Jockey John Show  
WJMO, Cleveland, Ohio
- SLATTERY, JACK**  
Mostly Music  
WHAM, Rochester, N. Y.
- SLAUGHTER, JOHN**  
Coffee Club  
KORC, Mineral Wells, Tex.
- SMALL, MARSHALL**  
KLUK, Salt Lake City, Utah
- SMALL, TOMMY**  
Dr. Jive Show  
WWRL, New York, N. Y.
- SMITH, ALLEN**  
KXLL, Missoula, Mont.
- SMITH, BILL**  
The Big Beat  
WLEM, Emporium, Pa.
- SMITH, BILL**  
WHAR, Clarksburg, W. Va.
- SMITH, BOB**  
WTRR, Sanford, Fla.
- SMITH, CHUCK**  
KRMS, Osage Beach, Mo.
- SMITH, DENNY**  
Pop Shop  
WAGS, Bishopville, S. C.
- SMITH, EDDIE**  
Night Watch  
WCBI, Columbus, Miss.
- SMITH, FRANK**  
Musiemakers  
WSVS, Crewe, Va.
- SMITH, GARY**  
WOKK, Meridian, Miss.
- SMITH, GARY**  
WVET, Rochester, N. Y.
- SMITH, IRV**  
WINS, New York, N. Y.
- SMITH, JAY**  
WTHH, Port Huron, Mich.
- SMITH, JIM**  
WING, Dayton, Ohio
- SMITH, JIM**  
WHLL, Wheeling, W. Va.
- SMITH, JOHN**  
WARB, Covington, La.
- SMITH, LES**  
Country Hoedown  
WGSR, Millen, Ga.
- SMITH, LONI**  
KMO, Tacoma, Wash.
- SMITH, REX**  
WHOC, Philadelphia, Pa.
- SMITH, ROBERT L.**  
Record Hop  
WJWL, Georgetown, Del.
- SMITH, ROBERT Q.**  
WRBC, Jackson, Miss.
- SMITH, SMOKEY**  
KWDM, Des Moines, Iowa
- SMITH, STAN**  
Coffee Time  
WGWC, Selma, Ala.
- SMITH, VINSON**  
Hits and Encores  
WLAG, LaGrange, Ga.
- SPAINHOWER, DON**  
KOVO, Provo, Utah
- SPANN, JIM**  
KSEL, Lubbock, Tex.
- SPARROW, JIM**  
KYA, San Francisco, Calif.
- SPAULDING, NORM**  
WGES, Chicago, Ill.
- SPECTOR, JACK**  
All Request Show  
WPTR, Albany, N. Y.
- SPEEGLE, DANNY**  
KSFA, Nacogdoches, Tex.
- SPENCE, LEE**  
KRKS, Ridgecrest, Calif.
- SPENCER, GENE**  
Milkman Show  
WESB, Bradford, Pa.
- SPENCER, RAYMOND**  
KSDO, San Diego, Calif.
- SPERRY, LOREN**  
Afternoon Ballroom  
WRCO, Richland Center, Wis.
- SPOLEN, BILL**  
Early Bird  
WRUM, Rumford, Me.
- SPRING, JOHNNY**  
WING, Dayton, Ohio
- SPURLING, CHARLES**  
Juke Box Review  
WTGO, Campbellsville, Ky.
- STAKELIN, BILLY**  
WGOR, Georgetown, Ky.
- STALLINGS, WILLARD**  
WNLA, Indianola, Miss.
- STAMM, JESSE**  
WKKS, Vanceburg, Ky.
- STAMS, RICHARD**  
Open Door  
WGES, Chicago, Ill.
- STANCI, GARNET**  
Morning Melodies  
WJAM, Marion, Ala.
- STANLEY, BILL**  
WICH, Norwich, Conn.
- STANLEY, BOB**  
WTLB, Utica, N. Y.
- STANLEY, TOMMIE**  
WEWO, Laurinburg, N. C.
- STARR, JOE**  
WBAC, Cleveland, Tenn.
- STARWYCK, STEVE**  
KROG, Fayetteville, Ark.
- STEBBINS, ROGER**  
WERC, Erie, Pa.
- STEELE, BUD**  
WSTC, Stamford, Conn.
- STEELE, MIKE**  
KFAM, St. Cloud, Minn.
- STEELE, TED**  
The Bandstand  
WMCA, New York, N. Y.
- STEIN, JACK**  
Hits for the Misses  
KXOX, Sweetwater, Tex.

## RADIO-TV DISC JOCKEYS

**ROBERSON, AL**  
The Good Morning Show  
WLBZ, Bangor, Me.

**ROBERSON, C. B.**  
Sing Along  
WMOX, Meridian, Miss.

**ROBERTS, BILL**  
WBOW, Terre Haute, Ind.

**ROBERTS, CARL**  
WFPR, Hammond, La.

**ROBERTS, DON**  
KOA, Denver, Colo.

**ROBERTS, FORD**  
Hawkeye Hits  
WMT, Cedar Rapids, Iowa

**ROBERTS, HUGH**  
WWJ, Detroit, Mich.

**ROBERTS, JAY**  
WJR, Detroit, Mich.

**ROBERTS, JERRY**  
WBCM, Bay City, Mich.

**ROBERTS, TONY**  
Caravan :  
WSOY, Decatur, Ill.

**ROBERTS, WALT**  
WHHH, Warren, Ohio

**ROBERTS, WARREN**  
WEAS, Decatur, Ga.

**ROBERTSON, ART**  
Hillbilly Hits  
KWHN, Ft. Smith, Ark.

**ROBINSON, DAVE**  
Sunday Concert  
KDEF, Albuquerque, N. M.

**ROBINSON, GENE**  
WLBA, Gainesville, Ga.

**ROBINSON, NICK**  
Pops on Parade  
WREB, Holyoke, Mass.

**ROBINSON, ROCK**  
WHOO, Orlando, Fla.

**ROBITAILLE, RON**  
Rumpus Room  
KSEK, Pittsburgh, Kan.

**ROCKEFELLER, JACK**  
KRIB, Mason City, Iowa

**RODDY, JIM**  
Night Flyer  
KSUB, Cedar City, Utah

**RODGERS, CHET**  
WLOE, Dunkirk, N. Y.

**RODGERS, HAL**  
KWVL, Waterloo, Iowa

**RODGERS, RANDY**  
Record Show  
WGOA, Winter Garden, Fla.

**ROGERS, BILL**  
KFDA, Amarillo, Tex.

**ROGERS, BOB**  
Musical Parade  
KGST, Fresno, Calif.

**ROGERS, ED**  
Niteline and Nitewatch  
KVNU, Logan, Utah

**ROGERS, EDDIE**  
Town Crier  
KOKX, Keokuk, Iowa

**ROGERS, ERNEST**  
Traffic Jam  
WFEC, Miami, Fla.

**ROGERS, TED**  
WDBJ, Roanoke, Va.

**ROMAN, MARK**  
Music to Suit You  
WMMS, Bath, Me.

**ROSE, DON**  
KWMT, Fort Dodge, Iowa

**ROSE, DON**  
Top 50 Show  
KTUL, Tulsa, Okla.

**ROSIER, JOE**  
WMNS, Olean, N. Y.

**ROSS, AL**  
Timekeeper  
WRC, Washington, D. C.

**ROSS, BOB**  
WHBO, Tampa, Fla.

**ROSS, REID**  
KWNA, Winnemucca, Nev.

**ROSSI, JOHNNY**  
KBIX, Muskogee, Okla.

**ROSSI, LOU**  
KAVR, Apple Valley, Calif.

**ROTH, BEVEN**  
KTEL, Walla Walla, Wash.

**ROUCH, MAHLON**  
KSIW, Woodward, Okla.

**ROUGH, BILL**  
WLRP, New Albany, Ind.

**ROUGHTON, FRANK**  
WSNT, Sandersville, Ga.

**ROULEAU, DICK**  
Something for Everybody  
WHBL, Sheboygan, Wis.

**ROUSSEAU, TONY**  
Broadway Matinee  
WBAB, Babylon, N. Y.

**ROWAN, RIP**  
WCSS, Amsterdam, N. Y.

**ROWE, JIM**  
Fabulous 58  
WSPD, Toledo, Ohio

**ROWE, KEN JR.**  
Music for Adults  
KJIM, Fort Worth, Tex.

**ROWELL, CALTON**  
Top 50 Show  
WNLA, Indianola, Miss.

**ROWLAND, BOBBY**  
WQIK, Jacksonville, Fla.

**ROWLAND, MARSHALL W.**  
WQIK, Jacksonville, Fla.

**ROWLEY, DALE**  
Clockwatcher  
KLMS, Lincoln, Neb.

**ROWZIE, JACK**  
Club 1260  
WWDC, Washington, D.C.

**RUANO, GUALBERTO**  
WORA, Mayaguez, P. R.

**RUDRUD, BILL**  
KCUB, Tucson, Ariz.

**RUESTER, RAY**  
WKIS, Orlando, Fla.

**RUETZ, EDWARD**  
Yawn Patrol  
WRAC, Racine, Wis.

**RUMORE, DUKE**  
WSGN, Birmingham, Ala.

**RUNYON, JIM**  
Runyon's Road Show  
WHIO, Dayton, Ohio

**RUSK, JOHN**  
KWDM, Des Moines, Iowa

**RUSSEL, BOB**  
KLMS, ElDorado, Ark.

**RUSSELL, AL**  
WGL, Fort Wayne, Ind.

**RUSSELL, DAVE**  
WWON, Woonsocket, R. I.

**RUSTAD, JOHN**  
WKTY, La Crosse, Wis.

**RUTH, HERBERT**  
Music Man  
WCRO, Johnstown, Pa.

**RUTLEDGE, EDDY**  
The Turn Table  
KZOL, Muleshoe, Tex.

**RYAN, CHARLES**  
3 for 3 Show  
WKYR, Keyser, W. Va.

**RYAN, DAN**  
WBBW, Youngstown, Ohio

**RYAN, GENE**  
Western Star Time  
WFMC, Goldsboro, N. C.

**RYAN, JACK**  
Top 40 Club  
WAKR, Akron, Ohio

**RYAN, JOE**  
WALL, Middletown, N. Y.

**RYAN, JOHN**  
Sleepytime Express  
WBRK, Pittsfield, Mass.

**RYAN, PAUL**  
Good Morning Music  
WBEV, Beaver Dam, Wis.

**RYEL, FLOYD**  
WHHH, Warren, Ohio

**SAAR, DAVE**  
Juke Box  
KASM, Albany, Minn.

**SABIA, JOE**  
KDYL, Salt Lake City, Utah

**SADLER, STEVE**  
KIUN, Pecos, Tex.

**SAMPLES, KEITH**  
KGAY, Salem, Ore.

**SAMS, TERRY**  
WJHL, Johnson City, Tenn.

**SANCHEZ, NICK**  
Bright Side of the Night  
WFBL, Syracuse, N. Y.

**SANDERS, TOMMY**  
Platter Parade  
WHUM, Reading, Pa.

**SANDERSON, HARVEY**  
Words & Music  
WONG, Oneida, N. Y.

**SANDLER, BERNIE**  
WEBR, Buffalo, N. Y.

**SANSTRA, JESSE**  
KIMO, Independence, Mo.

**SANTORO, MICKEY**  
WBRX, Berwick, Pa.

**SARGENT, KENNY**  
WBR, Dallas, Tex.

**SAUNDERS, AL**  
WSBA, York, Pa.

**SAUNDERS, CARL**  
WAXX, Chippewa Falls, Wis.

**SCOTT, BLAINE**  
KIFI, Idaho Falls, Ida.

**SCOTT, CHUCK**  
KUDY, Littleton, Colo.

**SCOTT, CLAY**  
KNOE, Monroe, La.

**SCOTT, JOE**  
Scotts Coffee Shop  
WBRE, Wilkes-Barre, Pa.

**SCOTT, JOHN**  
WILD, Boston, Mass.

**SCOTT, LEE**  
WGSA, Ephrata, Pa.

**SCOTT, PAUL**  
Make Mine Music  
WCCC, Hartford, Conn.

**SCOTT, PENN**  
WACT, Tuscaloosa, Ala.

**SCOTT, RAY**  
WNOP, Newport, Ky.

**SCOTT, TED**  
WINN, Louisville, Ky.

**SCUDDER, DICK**  
CKOK, Tulare, Calif.

**SCUDDER, VIRGIL**  
Hits & Headlines  
WJCD, Seymour, Ind.

**SEARLES, GORDY**  
KRVN, Lexington, Neb.

**SEBASTIAN, JOEL**  
Music Man  
WNHC, New Haven, Conn.

**SELBACH, HENRY**  
Hank's Harmonies  
KLCB, Libby, Mont.

**SELELY, RALPH**  
Jukebox Special  
KSTR, Grand Junction, Colo.

**SEGER, GARY**  
KTLN, Denver, Colo.

**SEIVERSON, BOB**  
KNIM, Maryville, Mo.

**SELLERS, BILL**  
Pushbutton One  
WGGA, Gainesville, Ga.

**SENEKER, TONY**  
Coffee Pot Parade  
WMVG, Milledgeville, Ga.

**SEPULVEDA, PUPO**  
WLEO, Ponce, P. R.

**SERPICO, DAN**  
On the Upbeat  
WOCB, West Yarmouth, Mass.

**SEVY, VERN**  
WKBN, Youngstown, Ohio

**SEXTON, CARROLL**  
Caffeine Club  
WCRS, Grenwood, S. C.

**SEYMOUR, ROBIN**  
Bobbin' with Robin  
WKMH, Detroit-Dearborn, Mich.

# RADIO-TV DISC JOCKEYS

**POLAND, SAM**  
WCHS, Charleston, W. Va.

**POLK, AL**  
KAMO, Rogers, Ark.

**POLLACK, FRANK**  
KDAY, Hollywood, Calif.

**POLLOCK, GOBLE**  
Farm & Home  
WCBL, Benton, Ky.

**POLLOCK, KES**  
WIZZ, Streator, Ill.

**POOLE, BOB**  
Poole's Paradise  
WBIG, Greensboro, N. C.

**POPE, BILL**  
WABY, Albany, N. Y.

**POPE, SHELLY**  
WEUP, Huntsville, Ala.

**PORTER, BOB**  
WJJD, Chicago, Ill.

**PORTERFIELD, HARRY**  
WKNX, Saginaw, Mich.

**POTRET, JIM**  
KDUB, Lubbock, Tex.

**POWELL, KEN**  
WVET, Rochester, N. Y.

**POWELL, MAX**  
Design for Listening  
WHIT, New Bern, N. C.

**POWERS, JOE**  
WBMD, Baltimore, Md.

**PRATHER, BOB**  
WEAS, Decatur, Ga.

**PRATHER, TOM**  
Musical Clock  
WGPS, Covington, Ga.

**PRECIADO, J. LUIS**  
La Voz Tapatia  
KNBA, Vallejo, Calif.

**PRESCOTT, GEORGE**  
Music after Hours  
WLEE, Richmond, Va.

**PRESCOTT, NORM**  
WBZ-WBZA, Boston-  
Springfield, Mass.

**PRESLEY, BOB**  
KLF, Houston, Tex.

**PREWITT, CLIFF**  
Spinorama  
WDSK, Cleveland, Miss.

**PRICE, HERB**  
WTND, Orangeburg, S. C.

**PRICE, JIM**  
KRNJ, Kearney, Neb.

**PRICE, JOE**  
The Music Man  
WSKY, Asheville, N. C.

**PRICE, MIKE**  
KLYK, Spokane, Wash.

**PRICE, PRESTON**  
Dial 1000  
KOMO, Seattle, Wash.

**PRIDE, PETE**  
WYDE, Birmingham, Ala.

**PRIMMIRIS, JOHN**  
WHDL, Olean, N. Y.

**PRITCHARD, MARK**  
Beachcombers' Almanac  
WNDB, Daytona Beach, Fla.

**PROCTOR, FRANK**  
Dream Dust  
WESB, Bradford, Pa.

**PROFF, JACK**  
KFTM, Fort Morgan, Col.

**PROVOST, DICK**  
WCPO, Cincinnati, Ohio

**PRUITT, PHIL**  
Night Sounds  
KSEK, Pittsburg, Kan.

**PUBANTZ, JERRY**  
TNT Revue  
WITY, Danville, Ill.

**PUCKETT, TRUMON**  
WJLD, Birmingham, Ala.

**PURCELL, BILL**  
WILA, Danville, Va.

**PURBINGTON, JACK**  
WQAM, Miami, Fla.

**PYLANT, RUDY**  
Ole Camp Meetin Time  
KBOA, Kennett, Mo.

**PLYLE, JACK**  
WIP, Philadelphia, Pa.



**QUEEN, RON**  
WKYB, Paducah, Ky.

**QUINTANA, VIRGINIA**  
Fandango  
KFLJ, Walsenburg, Col.



**RACE, CLARK**  
KDKA, Pittsburgh, Pa.

**RACHELS, ERNEST**  
WSNT, Sandersville, Ga.

**RADKA, AL**  
KFRE, Fresno, Calif.

**RAE, BOB**  
KPMC, Bakersfield, Calif.

**RAHE, JOHN**  
Sunrise Patrol  
WBOC, Salisbury, Md.

**RAINBOLT, JACK**  
Sunday Album  
KMA, Shenandoah, Iowa

**RAISTRICK, E.**  
Sundial Serenade  
WFOY, St. Augustine, Fla.

**RALSTON, DAVE**  
WRIP, Rossville, Ga.

**RALSTON, ELDRIDGE**  
Party Line  
WDRF, Chester, Pa.

**HAMIREZ, JOE**  
Latin American Melodies  
KDZA, Pueblo, Col.

**RAMSEUR, DABNEY**  
WGCM, Gulfport, Miss.

**HANDALL, DALE**  
KBOI, Boise, Ida.

**RANDLE, BILL**  
WERE, Cleveland, Ohio

**RAMSON, FRANK III**  
WMPA, Aberdeen, Miss.

**RASE, BILL**  
KCRA, Sacramento, Calif.

**RASMUSSEN, JERRY**  
KBAM, Longview, Wash.

**RATNER, SOL**  
King of the Jungle  
WFRP, Savannah, Ga.

**RATTIGAN, JACK**  
WRCV, Philadelphia, Pa.

**RATTRAY, DON**  
Parade of Music  
WNRI, Woonsocket, R. I.

**RAY, JIMMIE**  
Hayride  
KBOP, Pleasanton, Tex.

**RAY, MARV**  
WMEN, Tallahassee, Fla.

**RAYE, BEAU**  
Music by Beau  
KPAC, Port Arthur, Tex.

**RAYMENT, DON**  
KJBS, San Francisco, Calif.

**RAYMOND, JACK**  
Hi Fi Matinee  
WFOX, Milwaukee, Wis.

**RAYMOND, JIM**  
WBEL, Beloit, Wis.

**RAYNOR, JIM**  
WRUN, Utica, N. Y.

**READ, ED, JR.**  
1400 Club  
WILI, Willimantic, Conn.

**REAGAN, JOE**  
WCLI, Corning, N. Y.

**REAVLEY, J. W.**  
KAPA, Raymond, Wash.

**REDDING, JACK M.**  
KMAM, Tularosa, N. M.

**REED, JIM**  
Turntable Caravan  
KALV, Alva, Okla.

**REEDY, JAMES**  
KWYN, Wynne, Ark.

**REES, WALT**  
KBUC, Corona, Calif.

**REESE, JIM**  
WHLB, Virginia, Minn.

**REETER, DEAN**  
KQEO, Albuquerque, N. M.

**REETS, RANDY**  
KWHL, Brenham, Tex.

**REICHLEY, MORRIS**  
KOPR, Butte, Mont.

**REID, CLARK**  
Sunny Side of the Street  
WJBK, Detroit, Mich.

**REID, JIM**  
Moon Dial  
WOKO, Albany, N. Y.

**REID, KEN**  
KLIF, Dallas, Tex.

**REID, PEE WEE**  
Breakfast Capers  
KFTV, Paris, Tex.

**REIGLER, RON**  
WCMW, Canton, Ohio

**REILLY, DICK**  
Cash on the Line  
KGCX, Sidney, Mont.

**REILLY, JIM**  
WISL, Shamokin, Pa.

**RENFROW, CHARLES**  
Record Party  
WHKC, Hendersonville,  
N. C.

**RENY, BOB**  
Road Show  
WBNC, Conway, N. H.

**RESEAR, JOE**  
WSAN, Allentown, Pa.

**REVES, CARL**  
KTRN, Wichita Falls, Tex.

**REYNOLDS, DICK**  
KYW, Cleveland, Ohio

**RICHARDSON, JIM**  
WPLA, Plant City, Fla.

**RICHARDSON, NED**  
WBFM, Danville, Va.

**RICHBOURG, JOHN R.**  
Record Parade  
WLAC, Nashville, Tenn.

**RICHESON, DON**  
Hermit's Cave  
WADS, Ansonia, Conn.

**RICKARD, LOUIE**  
KLVC, Leadville, Colo.

**RICKARDS, REESE**  
Mostly Music  
WTAG, Worcester, Mass.

**RICKWA, JOHN**  
Voice of Denver Show  
KHOW, Denver, Colo.

**RIDGEWAY, JIM**  
KXOL, Fort Worth, Tex.

**RIGGINS, ROBERT**  
Music for Adults  
KJIM, Fort Worth, Tex.

**RIGGLE, KEN**  
Music for To-day  
WPUV, Pulaski, Va.

**RIGGS, FRED**  
Housewives Only  
WELS, Kingston, N. C.

**RIGGS, JOHN**  
Tops 'n' Pops  
WRIV, Riverhead, N. Y.

**RIGGS, TOMMY**  
WCAE, Pittsburgh, Pa.

**RILEY, JOHN**  
WFBG, Altoona, Pa.

**RITZ, MYRNA**  
News & Views with  
Pennywise  
WBTA, Batavia, N. Y.

**ROBBIN, EARL**  
WDON, Wheaton, Md.

**ROBBINS, ROBB**  
KBXX, Dallas, Tex.

**ROBBINS, ROBBIE**  
KMED, Medford, Ore.

**ROBBS, DON**  
Man About Music  
KFAM, St. Cloud, Minn.

# RADIO-TV DISC JOCKEYS

— 0 —

**OAKES, JIMMY**  
WTCR, Ashland, Ky.

**O'BANION, ALTON**  
Campus Capers  
KCNY, San Marcos, Tex.

**O'BANNON, GENE**  
KEYS, Corpus Christi, Tex.

## O'BRIEN, JOE

Joe's Place  
WMCA, New York, N. Y.

**O'BRIEN, PETE**  
WILL, Wilimantic, Conn.

**O'CALLAGHAN, THOMAS**  
KYSM, Mankato, Minn.

**O'DAY, HAPPY**  
WOKY, Milwaukee, Wis.

**ODDIS, RAY**  
Flat Top Show  
WJET, Erie, Pa.

**ODOM, RAY**  
The Ole Cowhand  
KHAT, Phoenix, Ariz.

**O'DONNELL, DAVEY**  
KXOL, Fort Worth, Tex.

**OGLE, RON**  
KEED, Springfield, Ore.

**O'GRADY, JOE**  
The Grouch Club  
WLAV, Grand Rapids, Mich.

**O'HAIRE, GENE**  
Keeper of the Flame  
WPTR, Albany, N. Y.

**O'HARA, MARTY**  
WKDN, Camden, N. J.

**O'HARA, SEAMUS**  
KYA, San Francisco, Calif.

**O'HARA, SHAMUS**  
WZIP, Cincinnati, Ohio

**O'HARA, TOD**  
Grag Bag  
WILD, Boston, Mass.

**OHLEMEIR, BILL**  
Night Train  
KAYS, Hays, Kan.

**OHLMES, SCOTT**  
Coffee Shop  
WCED, DuBois, Pa.

**O'KINCHELA, ROGER**  
WWOL, Buffalo, N. Y.

**O'LEARY, FRANK**  
Musical Matinee  
WJOL, Joliet, Ill.

**O'LEARY, JIM**  
Catalina Bandstand  
KBIG, Avalon, Calif.

**OLIVER, DAVE**  
Chicken Shack  
WMFS, Chattanooga, Tenn.

**OLSON, JIM**  
Record Room  
KRCL, Lewiston, Ida.

**OLSON, NATE**  
KYNG, Coos Bay, Ore.

**O'NAN, PAT**  
WINN, Louisville, Ky.

**O'NEIL, JACK**  
WAAB, Worcester, Mass.

**O'NEILL, JERRY**  
KWIP, Merced, Calif.

**O'QUINN, JIMMY**  
1940 Club  
KWAK, Stuttgart, Ark.

**O'REILLY, JACK**  
WPEN, Philadelphia, Pa.

**ORLANDO, J. J.**  
SGO Club  
WFMO, Fairmont, N. C.

**ORTIZ, DAVID**  
Peticiones de la Tarde  
WITA, San Juan, P. R.

**ORTON, JIM**  
WVJS, Owensboro, Ky.

**OSBORN, DON**  
WIRL, Peoria, Ill.

**OSBORNE, BOB**  
WIL, St. Louis, Mo.

**OSBORNE, FRED**  
WJCD, Seymour, Ind.

**OSBORNE, RONALD L.**  
KTOO, Henderson, Nev.

**OULETTE, BOB**  
WGHM, Skowhegan, Me.

**OVERTON, TOM**  
KFDM, Beaumont, Tex.

**OWENS, DON**  
WARL, Arlington, Va.

**OWENS, GARY**  
WIL, St. Louis, Mo.

**OWENS, JACKIE**  
Request Time  
WEIC, Charleston, Ill.

**OXFORD, GEORGE**  
KSAN, San Francisco, Calif.

## — P —

**PADRON, LONNIE**  
WTRR, Sanford, Fla.

**PAGE, ELIOT**  
Harmonies for Housewives  
WDEV, Waterbury, Vt.

**PAGE, NORM**  
WGAJ, Silver Spring, Md.

**PAIZ, TONY**  
KIWW, San Antonio, Tex.

**PAIZS, BEA**  
Something for the girls  
KOWL, Tahoe Valley, Calif.

**PALEN, JIM**  
OK Sweet Session  
WOKZ, Alton, Ill.

**PALLAN, ART**  
KDKA, Pittsburgh, Pa.

**PALMER, BILL**  
WSBB, New Smyrna Beach, Fla.

**PALMER, MARSHA**  
WSBB, New Smyrna Beach, Fla.

**PARISI, JIM**  
Radio Route 73  
WPKI, Alexandria, Va.

**PARK, CHARLES**  
Time out for Music  
WJR, Detroit, Mich.

**PARKER, DICK**  
WSME, Sanford, Me.

**PARKER, ELZIE**  
Morning Watch  
KAJO, Grants Pass, Ore.

**PARKER, JIM**  
Show of the Day  
KXO, El Centro, Calif.

**PARKER, TOM**  
Record Raek  
KSIS, Sedalia, Mo.

**PARKINSON, BOB**  
WEOL, Elyria-Lorain, Ohio

**PARKS, LARRY**  
Night-Train  
WAML, Laurel, Miss.

**PARKS, LYNN**  
WPEG, Jacksonville, Fla.

**PARLE, PAUL**  
WIN, Atlanta, Ga.

**PARMELEE, CHUCK**  
Alarm Clock  
WSPD, Toledo, Ohio

**PARNELL, JACK**  
WHBQ, Memphis, Tenn.

**PARR, JAMES J.**  
KELT, Big Lake, Tex.

**PARSONS, BEN**  
Rebel Reveille  
WRBL, Columbus, Ga.

**PATRICK, DONALD**  
Nite Watch E. J.  
KFSA, Fort Smith, Ark.

**PATTERSON, ESMOND**  
Gospel Train  
WERD, Atlanta, Ga.

**PAUL, JIMMY**  
KOB, Albuquerque, N. M.

**PAUL, SANDY**  
WRMF, Titusville, Fla.

**PAUL, VINCE**  
Night Sounds  
KWNO, Winona, Minn.

**PAULEY, RICH**  
Gulf Coast Serenade  
WFLA, Tampa, Fla.

**PAVONE, TONY**  
Switchboard  
WMAZ, Macon, Ga.

**PAWLAK, TONY**  
Music Market  
WASK, Lafayette, Ind.

**PAYNE, BRUCE**  
WENS, Birmingham, Ala.

**PEACE, EVERETT**  
WLOW, Norfolk, Va.

**PEARCE, LEWIS**  
Mostly Music  
KSPI, Stillwater, Okla.

**PEARSON, BOB**  
Music as You Like It  
KCM, Carroll, Iowa

**PEDERSON, JIM**  
KHOG, Fayetteville, Ark.

**PENNEY, ED**  
WTAO, Boston, Mass.

**PEOPLES, JIMMY**  
Jimbo  
WMTN, Morristown, Tenn.

**PEPPLE, PENNY**  
High School Rock  
WDSK, Cleveland, Miss.

**PERKINS, GENE**  
KBOI, Boise, Ida.

**PERKINS, RAY**  
KHOW, Denver, Col.

**PERKINSON, MAURICE**  
Spinarama  
WJEF, Grand Rapids, Mich.

**PERRY BLANDE**  
KLRA, Little Rock, Ark.

**PERRY, BOB**  
WCKR, Miami, Fla.

**PERRY, BOB**  
980 Club  
WCAP, Lowell, Mass.

**PERRY, PORTIA**  
Songs of Faith  
WHAT, Philadelphia, Pa.

**PETERS, RICHARD**  
Rollin' Home  
WCLT, Newark, Ohio

**PETERSON, BOB**  
Early Bird Show  
WHAP, Hopewell, Va.

**PETERSON, CHARLIE**  
KENE, Toppenish, Wash.

**PIERON, HUGH**  
WJOB, Hammond, Ind.

**PIKE, DICK**  
Pike's Peak  
WNOP, Newport, Ky.

**PILANT, RAY**  
KTRY, Bastrop, La.

**PICKNEY, DOUG**  
Almanac  
WMBO, Auburn, N. Y.

**PIPES, FRANCIS**  
On The Beat  
WBAR, Bartow, Fla.

**PIPKIN, KEITH**  
The Most in Music  
KWFR, San Angelo, Tex.

**PIPP, BARNEY**  
1460 Club  
WPVL, Painesville, Ohio

**PITTS, BILL**  
Music from Studio X  
KTSM, El Paso, Tex.

**PLACHTA, AL**  
KOPR, Butte, Mont.

**PLAISANCE, LOU**  
True-Blue Lou  
QDI, Bismarck, N. D.

**PLATZ, GUS**  
KWIQ, Moses Lake, Wash.

**PLEDGER, DOUG**  
KNBC, San Francisco, Calif.

**PLESS, JERRY**  
WGTA, Summerville, Ga.

**PLICQUE, EDDIE**  
WGES, Chicago, Ill.

**FLOWDEN, JIM**  
Platter Party  
WMBE, Greenville, S. C.

**POINDEXTER, RAY**  
KNLR, North Little Rock, Ark.



# RADIO-TV DISC JOCKEYS

- MEYERS, DON**  
WIIN, Atlanta, Ga.
- MEYERS, DON**  
KOSA, Odessa, Tex.
- MEYERS, JACK**  
KCUB, Tucson, Ariz.
- MICHAEL, BOB**  
Breakfast Bell  
WELM, Elmira, N. Y.
- MICHAEL, JAY**  
WCAE, Pittsburgh, Pa.
- MICHAELS, HARRY**  
WDZ, Decatur, Ill.
- MICHAELS, JOHN**  
WOKY, Milwaukee, Wis.
- MIKELL, GENE**  
Operation Music  
WCHK, Canton, Ga.
- MILES, JIM**  
930 Club  
WKCT, Bowling Green, Ky.
- MILES, JOHNNY**  
Music in the Afternoon  
KTSM, El Paso, Tex.
- MILES, WILBUR**  
Johnny Eagle Show  
WCRE, Cheraw, S. C.
- MILLER, BOB**  
Top O' the Morning  
WSSC, Sumter, S. C.
- MILLER, CLIFF**  
KDES, Palm Springs, Calif.
- MILLER, DAN**  
Mighty Much Music  
KOOK, Billings, Mont.
- MILLER, LARRY**  
Open House  
KPRK, Livingston, Mont.
- MILLER, ROSS**  
WTIC, Hartford, Conn.
- MILLER, WOODY**  
Burgermeister Beer  
KMAP, Bakersfield, Calif.
- MILLS, DON**  
KGNO, Dodge City, Kan.
- MILLS, JIM**  
WMAQ, Chicago, Ill.
- MILLS, LUTHER**  
Night Patrol  
WIBC, Duluth, Minn.
- MILLSAPS, JOE**  
Clockwatchers  
WGN, Knoxville, Tenn.
- MINK, LEE**  
KPST, Preston, Ida.
- MITCHELL, GENE**  
Reverie  
WRBL, Columbus, Ga.
- MITCHELL, JOE**  
Something for the Girls  
KLIQ, Portland, Ore.
- MOCK, JACK**  
WMBR, Jacksonville, Fla.
- MOEN, DEAN**  
At Your Command  
KROX, Crookston, Minn.
- MOFFETT, CHUCK**  
WPOX, Milwaukee, Wis.
- MOLLOY, TOM**  
Top 40  
WSKY, Asheville, N. C.
- MONACO, DEL**  
Radio Relay  
WILD, Niagara Falls, N. Y.
- MONROE, LARRY**  
KRIO, McAllen, Tex.
- MONSON, PAUL**  
WSPR, Springfield, Mass.
- MONSON, ROD**  
1340 Club  
KATL, Miles City, Mont.
- MONTS, JIM**  
KATL, Miles City, Mont.  
WELQ, Tupelo, Miss.
- MOONEY, FRAN**  
KNCM, Moberly, Mo.
- MOORE, RON**  
1450 Club  
KCLX, Colfax, Wash.
- MORAN, JOE**  
Daybreak  
WGSM, Huntington, N. Y.
- MORAN, LUPITA**  
KWKW, Pasadena, Calif.
- MORELAND, DICK**  
KACY, Oxnard, Calif.
- MORELLI, HAL**  
KRAM, Las Vegas, Nev.
- MORELLS, KEN**  
Breakfast with "Woody"  
WDDY, Gloucester, Va.
- MORENO, EDWARD**  
KCOR, San Antonio, Tex.
- MORGAN, BILL**  
WEW, St. Louis, Mo.
- MORGAN, BILLY**  
WYRN, Louisville, N. C.
- MORGAN, HAL**  
Moran's Motor Matinee  
WGAH, Cleveland, Ohio
- MORKORL, CHUCK**  
WRCO, Richland Center, Wis.
- MORRIS, HERMAN T.**  
High School Club  
KWNA, Winnemucca, Nev.
- MORRISON, ALEX**  
WKDX, Hamlet, N. C.
- MORRISON, BOB**  
WXLW, Indianapolis, Ind.
- MORRISON, BUD**  
Nightbeat  
WMAB, Munising, Mich.
- MORROW, BRUCE**  
WINS, WNYC, WEVD, Radio;  
ZBM & ZBM-TV, Radio & TV,  
Bermuda; WPIX, WABD, TV
- MORROW, JACK**  
Hoosier Hit Parade  
WIBC, Indianapolis, Ind.
- MORTON, BROOKS**  
Mid-Day Mid-Way  
WTOL, Toledo, Ohio
- MORTON, JAY**  
WEDO, McKeesport, Pa.
- MOSHER, RAY**  
WFST, Caribou, Me.
- MOWBRAY, JOHN**  
KASY, Auburn, Wash.
- MOWERS, ROBERT**  
Spinner's Sanctum  
WLAM, Lewiston, Me.
- MOWYER, ROBERT**  
WAFB, Staunton, Va.
- MUDD, JIM**  
WVJS, Owensboro, Ky.
- MULCAHY, JOHN**  
WSRO, Marlborough, Mass.
- MULLEN, EARLE**  
Disc to you  
WDVL, Vineland, N. J.
- MULLEN, FRANK**  
PM 1230 Club  
WNEB, Worcester, Mass.
- MULLENS, RED**  
Coffee Club  
WMNF, Richmond, W. Va.
- MULLINS, BOB**  
KTRY, Bastrop, La.
- MULLINS, D. C.**  
Country Classics  
WGEE, Indianapolis, Ind.
- MULLINS, JIM**  
Morning Open House  
WSTU, Stuart, Fla.
- MUNI, SCOTT**  
Music with Muni  
WMAA, New York, N. Y.
- MUNNKITTRICK, ARNIE**  
1340 Club  
WTWN, St. Johnsbury, Vt.
- MURDOCH, ED**  
WMMB, Melbourne, Fla.
- MURDOCK, CHARLIE**  
The Top 40 Show  
WQAM, Miami, Fla.
- MURDOCK, JACK**  
WMAN, Mansfield, Ohio
- MURPHY, ED**  
WSYR, Syracuse, N. Y.
- MURPHY, GEORGE**  
KASI, Ames, Iowa
- MURRY, LYNN**  
Marathon & Music  
KDRO, Sedalia, Mo.
- MUSCARE, ED**  
Hit Parade  
KSRC, Socorro, N. M.
- MYERS, JACK**  
WSAL, Logansport, Ind.

— N —

- NABER, DAVE**  
WVMC, Mt. Carmel, Ill.
- NAPPER, LOUISE**  
Swing Session Revue  
WREV, Reidsville, N. C.
- NARDONE, MIKE**  
Swingtime Serenade  
WCLT, Newark, Ohio
- NASH, JERGEN**  
WCCO, Minneapolis, Minn.
- NASH, MURRAY**  
Yesterdays Hits  
WRAC, Racine, Wis.
- NATHAN, NORM**  
Sounds in the Night  
WHDH, Boston, Mass.
- NATHAN, WALLY**  
KWBY, Colorado Springs, Colo.
- NAUGHT, VERN**  
KRLC, Lewiston, Ida.
- NAUGHTON, RUSS**  
Shoppers Special  
WDRG, Hartford, Conn.
- NEAGLE, DON**  
Morning Melodies  
WRUS, Russellville, Ky.
- NEAL, JIM**  
Farmer Jim Show  
WLI, Jackson, Miss.
- NELLY, JIM**  
Jim & Jerry's Rhythm  
KBRC, Mount Vernon, Wash.
- NELSON, BOB**  
KFBB, Great Falls, Mont.
- NELSON, CHUCK**  
Mostly Morning  
KRAM, Longview, Wash.
- NELSON, DON**  
Cocacole Club  
WQUA, Moline, Ill.
- NELSON, ED**  
WNA, Yankton, S. D.
- NELSON, LARRY**  
Saturday Nite Dance Party  
KHAS, Hastings, Neb.
- NELSON, LOU**  
Nitewatch  
WTAR, Norfolk, Va.
- NELSON, STAN**  
WCPO, Cincinnati, Ohio
- NICKLAY, RAY**  
Caravan of Music  
KXGN, Glendive, Mont.
- NICKSON, NICK**  
Rochester Ballroom  
WBBF, Rochester, N. Y.
- NIELSEN, DENNIS**  
KVOG, Ogden, Utah
- NIXON, MILT**  
Hall Where Jive Is Live  
WGEE, Indianapolis, Ind.
- NOBLES, GENE**  
Dance Hour  
WLAC, Nashville, Tenn.
- NOE, DON**  
WHOC, Philadelphia, Pa.
- NOEL, SID**  
Dawnbusters  
WWL, New Orleans, La.
- NOLAN, TOM**  
KLAG, Algonia, Iowa
- NOLTE, BOB**  
KOYN, Billings, Mont.
- NORMAN, HAL**  
KFDM, Beaumont, Tex.
- NORTON, MIKE**  
Teens, Topics & Tunes  
WPOA, Portland, Me.
- NUSBAUM, MORT**  
WBBF, Rochester, N. Y.

# RADIO-TV DISC JOCKEYS

**McLEAN, JIM**  
Club 1230  
WNEB, Worcester, Mass.

**McLEAN, PHIL**  
WERE, Cleveland, Ohio

**McLEOD, DON**  
Met godsville, U.S.A.  
WJBK, Detroit, Mich.

**McMILLEN, BILL**  
Music Room  
KTW, Seattle, Wash.

**McMONAGLE, TERRY**  
Highway 850  
KTAC, Tacoma, Wash.

**McNEELEY, MARTY**  
Marty's Morning Beat  
WKMH, Detroit-Dearborn, Mich.

**McNULTY, BOB**  
KUEQ, Phoenix, Ariz.

**McNULTY, TERRY**  
WSCR, Scranton, Pa.

**McPEAKE, DAN**  
KPDQ, Portland, Ore.

**McPHERSON, CLYDE**  
WROB, West Point, Miss.

**McRAE, EARL**  
RFD Round-up  
WSIZ, Douglas, Ga.

**McSPADEN, MIKE**  
Breakfast Club  
KCHA, Charles City, Iowa

## — M —

**MacDONALD, BRUCE**  
Rise and Shine  
WJW, Cleveland, Ohio

**MacFEE, DAVE**  
WFGM, Fitchburg, Mass.

**MAACK, GRANT**  
KIT, Yakima, Wash.

**MAACK, STANLEY**  
WDGY, Minneapolis, Minn.

**MacKINNON, DON**  
KIOA, Des Moines, Iowa

**MacLACHLAN, BILL**  
KAKE, Wichita, Kan.

**MacPHAREN, ANGUS**  
WKLA, Ludington, Mich.

**MADDOX, KATY**  
WMCK, McKeesport, Pa.

**MADDOX, W. M.**  
KNCO, Garden City, Kan.

**MADER, JAMES**  
Coffee Club  
WKOW, Madison, Wis.

**MAGEE, ART**  
KLEO, Wichita, Kan.

**MAGNUS, JOHN**  
KGFJ, Los Angeles, Calif.

**MAHER, JAY**  
WWON, Woonsocket, R. I.

**MAIN, BOB**  
Sensational 75  
WGAD, Gadsden, Ala.

**MAINZ, JOE**  
KGV, Greenville, Tex.

**MAJOR, STAN**  
WIRL, Peoria, Ill.

**MAKINSTER, BUD**  
KRN, Kearney, Neb.

**MANLEY, KEN**  
WHYE, Roanoke, Va.

**MANN, AL**  
WKKS, Vanceburg, Ky.

**MANQUERO, RAMON**  
Mexloo Sings  
KOYE, El Paso, Tex.

**MANSFIELD, ANDY**  
Turn Back the Clock  
KFI, Los Angeles, Calif.

**MANSFIELD, VIRGINIA**  
Turn Back the Clock  
KFI, Los Angeles, Calif.

**MANSON, SOL**  
Melody Highway  
WDBQ, Orlando, Fla.

**MANUAL, BOB**  
KOYN, Billings, Mont.

**MAPLES, TOM**  
WDUZ, Green Bay, Wis.

**MARCO, RAY**  
WTOR, Torrington, Conn.

**MARINE, FRANK**  
KGAK, Gallup, N. M.

**MARINELLI, RON**  
WMFG, Hibbing, Minn.

**MARINO, JACK**  
WEAV, Plattsburgh, N. Y.

**MARLIN, RAY**  
WSTC, Stamford, Conn.

**MARLOWE, BILL**  
Night Watch  
WMAV, Springfield, Ill.

**MARLOWE, BILL**  
WBZ-WBZA, Boston-Springfield, Mass.

**MARR, BILL**  
WDVH, Gainesville, Fla.

**MARSH, RAY**  
WEAT, West Palm Beach, Fla.

**MARSHALL, JERRY**  
The Record Room  
WMGM, New York, N. Y.

**MARSHALL, MAJOR**  
WEEB, Southern Pines, N. C.

**MARSHALL, T. M.**  
Tom's Top Tunes  
WILQ, Frankfort, Ind.

**MARTEL, LARRY**  
WENY, Elmira, N. Y.

**MARTELL, WALT**  
KTOE, Mankato, Minn.

**MARTIN, AL**  
Skyline Patrol  
WDFR, High Point, N. C.

**MARTIN, CHARLES**  
Teentime Tuntime  
KRSN, Los Alamos, N. M.

**MARTIN, CHRIS**  
WABY, Albany, N. Y.

**MARTIN, DICK**  
WWL, New Orleans, La.

**MARTIN, DON**  
WHCU, Ithaca, N. Y.

**MARTIN, EVERETT**  
WNB, Newburyport, Mass.

**MARTIN, HARRY**  
KCBQ, San Diego, Calif.

**MARTIN, JIM**  
WIST, Charlotte, N. C.

**MARTIN, JIMMY**  
WNAG, Grenada, Miss.

**MARTIN, JOBBIE**  
WOKJ, Jackson, Miss.

**MARTIN, JOHN**  
Request Rendezvous  
WLCM, Lancaster, S. C.

**MARTIN, JOHNNY**  
WLN, Louisville, Ky.

**MARTIN, LARRY**  
Record Room  
WHNY, McComb, Miss.

**MARTIN, LARRY**  
Breakfast in Studio "B"  
WJAR, Providence, R. I.

**MARTIN, LEROY**  
KTIB, Thibodaux, La.

**MARTIN, PETER**  
KXOR, St. Louis, Mo.

**MARTIN, STAN**  
Music Man  
WBCB, Levittown, Pa.

**MARTINEZ, AL**  
Music Through the Night  
WQAM, Miami, Fla.

**MARTINEZ, JUAN**  
Sesta International  
KABQ, Albuquerque, N. M.

**MARTZ, BOB**  
WMAX, Grand Rapids, Mich.

**MARVEL, RAYMOND**  
Luck LeRoy  
WAF, Staunton, Va.

**MARVIN, MARTY**  
WENN, Birmingham, Ala.

**MASON, CHARLIE**  
Record Room  
WJMX, Florence, S. C.

**MASON, NEAL**  
Talk of the Town  
WPGC, Washington, D. C.

**MASTERS, CHUCK**  
WCOW, Sparta, Wis.

**MASTERS, ED**  
The Music Room  
WJTN, Jamestown, N. Y.

**MATEE, MATT**  
Coffee Call  
WQUB, Galesburg, Ill.

**MATBIS, JERRY**  
Musical Malinee  
KBRO, Bremerton, Wash.

**MATHIS, TOM**  
WGGH, Marion, Ill.

**MATHYS, LYLE**  
KVCV, Redding, Calif.

**MATTIE, HILLARD**  
WLAF, LaFollette, Tenn.

**MAUGHAN, GENE**  
WBKN, Newton, Miss.

**MAUNELY, RICHARD**  
Tom Cat Show  
WGGC, Belmont, N. C.

**MAURER, DEL**  
Tranquil Times  
KDD, Dumas, Tex.

**MAUTI, JOHN**  
Hodown  
WTNC, Thomasville, N. C.

**MAXWELL, BOB**  
WVJ, Detroit, Mich.

**MAXWELL, JIM**  
WIOU, Kokomo, Ind.

**MAY, DAVE**  
Record Shop  
WGSA, Ephrata, Pa.

**MAY, MIKE**  
Club 960  
WSBT, South Bend, Ind.

**MAY, STEVE**  
Music Hall  
WADK, Newport, R. I.

**MAYER, BOB**  
Tri-State Showcase  
WKYR, Keyser, W. Va.

**MAYER, GEORGE**  
WLEC, Sandusky, Ohio

**MAYER, KEN**  
WBOS, Boston, Mass.

**MAYFIELD, DICK**  
Teen Time  
WVVG, Milledgeville, Ga.

**MEADERS, RAY**  
WXOK, Baton Rouge, La.

**MEARIAN, MIKE**  
Luncheon at the Staller  
WBN, Buffalo, N. Y.

**MEDLEY, JOLLY**  
JM in the AM  
WAPL, Appleton, Wis.

**MEERS, ROBERT**  
Cascade Bandstand  
KLOG, Kelso, Wash.

**MEIER, JOE**  
Platterama  
KEYY, Provo, Utah

**MELLOY, JACK**  
Open House  
WNIL, Niles, Mich.

**MENESEE, BOB**  
Heading Home Show  
WIP, Philadelphia, Pa.

**METCALF, TED**  
Traffic Jam  
WJAR, Providence, R. I.

**METCO, MIKE**  
KENE, Toppenish, Wash.

**METRIE, JACK**  
WZOK, Jacksonville, Fla.

**METROPOULOUS, JOHN**  
John's Jabberwock  
KATL, Miles City, Mont.

**METZ, MIKE**  
KYSN, Colorado Springs, Col.

**MEYER, DON**  
Bright & Early Don  
WDLB, Marshfield, Wis.

**MEYER, TOM**  
OK Ballroom  
WOKZ, Alton, Ill.

**MEYERS, DON**  
KDES, Palm Springs, Calif.

# RADIO-TV DISC JOCKEYS

- LEBEDDA, JOHN**  
 WDAD, Indiana, Pa.  
**LEDFOORD, DAVID**  
 WRKH, Rockwood, Tenn.  
**LEE, BRUCE**  
 ECKN, Kansas City, Kan.  
**LEE, GLEN**  
 KGIW, Alamosa, Colo.  
**LEE, JERRY**  
 WYDE, Birmingham, Ala.  
**LEE, JIM**  
 Clock Watcher  
 WRIC, Richlands, Va.  
**LEE, KELLY**  
 Mail Bag Show  
 WOKB, Duan, N. C.  
**LEE, SHIRLEY**  
 Strickly for the Ladies  
 WRIC, Richlands, Va.  
**LEGRANDE, DAN**  
 KAGR, Yuba City, Calif.  
**LEIB, GEORGE**  
 Musical Clock  
 WAZL, Hazleton, Pa.  
**LEIGH, BUCK**  
 WTRC, Elkhart, Ind.  
**LEINWEBER, BOB**  
 Fun for Breakfast  
 KOOK, Billings, Mont.  
**LELY, JEAN**  
 ENOG, Nogales, Ariz.  
**LEMON, DOC**  
 KIOA, Des Moines, Iowa  
**LEMON, WAYNE**  
 Club 1340  
 WKEY, Covington, Va.  
**LEMONT, GEORGE**  
 KNBC, San Francisco, Calif.  
**LENAY, WILL**  
 Motor Matinee  
 WSAI, Cincinnati, Ohio  
**LEONARD, BUD**  
 WMPS, Memphis, Tenn.  
**LEONARD, LEE**  
 KNKS, Hanford, Calif.  
**LEONARD, LEE**  
 WAVY, Norfolk, Va.  
**LEPLEY, JOHN**  
 Sleepy Eyed John  
 WEW, St. Louis, Mo.  
**LESTER, GEORGE E.**  
 KEYS, Corpus Christi, Tex.  
**LETCHER, SKIP**  
 WICU, Erie, Pa.  
**LEVY, SY**  
 WACE, Springfield-Chicopee,  
 Mass.  
**LEWIS, DEAN**  
 Listen  
 WBNS, Columbus, Ohio  
**LEWIS, FRANK**  
 WMIX, Mt. Vernon, Ill.  
**LEWIS, HAL**  
 KHVH, Honolulu, Hawaii  
**LEWIS, JAMES**  
 T. J. the D. J.  
 KATI, Casper, Wyo.  
**LEWIS, JIM**  
 WFOX, Milwaukee, Wis.  
**LEWIS, WELDON**  
 KBBB, Borger, Tex.  
**LEWIS, WILBUR**  
 Rise 'n Shine  
 WANT, Richmond, Va.  
**LIBMAN, LEN**  
 WTAO, Boston, Mass.  
**LIDDLE, BOB**  
 KXL, Portland, Ore.  
**LIGHT, BURT**  
 KBOM, Bismarck, N. D.  
**LILEY, BOB**  
 Downbeat  
 WEMS, Charleston, W. Va.  
**LILLIGREN, CHUCK**  
 WRED, Worthington, Ohio  
**LINCOLN, BART**  
 Eye Opener  
 WTOT, Marianna, Fla.  
**LINCOLN, ED**  
 WBSA, York, Pa.  
**LINDAMOOD, RON**  
 WDBJ, Roanoke, Va.
- LINDBERG, STEVE**  
 Night Beat  
 WHAN, Charleston, S. C.  
**LINDELIEN, LYLE**  
 Nite-Beat  
 KONP, Port Angeles, Wash.  
**LINDEMANN, BUD**  
 WGRD, Grand Rapids, Mich.  
**LINGLE, MERLE**  
 Record Shop  
 KEDO, Longview, Wash.  
**LINGO, JOHNNY**  
 Dixie Dawning  
 WULA, Eufaula, Ala.  
**LINN, BANDELL**  
 WHFB, Benton Harbor,  
 Mich.  
**LINNE, BILL**  
 WFST, Caribou, Me.  
**LINNE, DARRELL**  
 Country Time  
 WFIW, Fairfield, Ill.  
**LINVILLE, BOB**  
 WMNI, Columbus, Ohio  
**LIONEL, ED**  
 KRIO, McAllen, Tex.  
**LIPEZ, DICK**  
 Nite Train  
 WBPZ, Lock Haven, Pa.  
**LIT, HY**  
 Flight 99  
 WIBG, Philadelphia, Pa.  
**LITTE, BOB**  
 KEED, Springfield, Ore.  
**LITTLE, ED**  
 Night Beat  
 KEMB, San Diego, Calif.  
**LITTLE, FRAN**  
 WJEL, Hagerstown, Md.  
**LIVESAY, TOM**  
 WPOM, Pompano, Beach,  
 Fla.  
**LIVINGSTON, JOHN**  
 Back to Music  
 KAHU, Honolulu, Hawaii  
**LLOYD, BOB**  
 WHMA, Anniston, Ala.  
**LOCKE, GENE**  
 Sundown Serenade  
 WRUS, Russellville, Ky.  
**LOCKHART, HARRY**  
 Tune Inn  
 WWSW, Pittsburgh, Pa.  
**LOGAN, CARL**  
 Turntable Roundup  
 KCUL, Ft. Worth, Tex.  
**LOGAN, GEORGE**  
 Rockin' with the "G"  
 KATZ, St. Louis, Mo.  
**LOGAN, LUCKY**  
 WOKY, Milwaukee, Wis.  
**LOGAN, WAYNE**  
 KNAK, Salt Lake City,  
 Utah  
**LOGRAN, DICK**  
 KIST, Santa Barbara, Calif.  
**LOHMAN, AL, JR.**  
 KBOX, Dallas, Tex.  
**LOHMEYER, FRANK**  
 KLPW, Union, Mo.  
**LOKKE, JOHN**  
 Rock with Lock  
 KVOX, Moorhead, Minn.  
**LOMBARDI, JOE**  
 Top 25  
 WCAD, Danbury, Conn.  
**LONGACRE, R.**  
 Solano Special  
 KNBA, Vallejo, Calif.  
**LOVE, SHIRLEY**  
 Juke Box Review  
 WOAY, Oak Hill, W. Va.  
**LOVETTE, LEN**  
 WTSB, Lumberton, N. C.  
**LOWE, GEORGE**  
 KWTX, Waco, Tex.  
**LOWE, JIM**  
 WRR, Dallas, Tex.  
**LOWRY, BILL**  
 KGGF, Coffeyville, Kan.  
**LUCAS, JIM**  
 WAPI, Birmingham, Ala.
- LUCIER, ROD**  
 The Big Show  
 KVOX, Moorhead, Minn.  
**LUKE, HARRY**  
 Swing Angel  
 WNAB, Bridgeport, Conn.  
**LUMPKIN, CLARENCE**  
 WILA, Danville, Va.  
**LUNDY, RON**  
 WLCS, Baton Rouge, La.  
**LUNINGHAM, BOB**  
 Music to Work By  
 WKAK, Stuttgart, Ark.  
**LYLE, DONALD G.**  
 Highway 101  
 KBCH, Oceanlake, Ore.  
**LYLE, VINCE**  
 WJBD, Salem, Ill.  
**LYNCH, BILL**  
 WMCK, McKeesport, Pa.  
**LYNCH, WES**  
 KUTK, Hillsboro, Ore.  
**LYNCH, WILLIAM G.**  
 KDBS, Alexandria, La.  
**LYNN, FRED**  
 KWTO, Springfield, Mo.  
**LYNN, LAMAR**  
 WEAKapers  
 WDAK, Columbus, Ga.  
**LYONS, BOBBY**  
 The Lyons Desk  
 WQAM, Miami, Fla.  
**LYONS, DUKE**  
 Juke Box Review  
 KAHJ, Auburn, Calif.  
**LYONS, LARRY**  
 Matinee  
 WHLD, Niagara Falls, N. Y.

## — Mc —

- McADAMS, LARRY**  
 KCRV, Caruthersville, Mo.  
**McAULIFFE, TOM**  
 WEIM, Fitchburg, Mass.  
**McBRIDE, DICK**  
 Sunday Morning with Dick  
 KHAS, Hastings, Neb.  
**McCARTHY, J. P.**  
 Music Hall  
 WJR, Detroit, Mich.  
**McCARTHY, JOHN**  
 Morning Line  
 WPEP, Taunton, Mass.  
**McCARTHY, JOHN**  
 KLXT, Helena, Mont.  
**McCARTHY, RED**  
 WHGB, Harrisburg, Pa.  
**McCAUGHAN, BILL**  
 KBTM, Jonesboro, Ark.  
**McCAULEY, JOE**  
 Start the Day Right  
 WIP, Philadelphia, Pa.  
**McCLATCHEY, ARNOLD**  
 The Big Record  
 KPVA, Gamas, Wash.  
**McCLELLAND, BUD**  
 KDMS, Eldorado, Ark.  
**McCLELLAN, DON**  
 Tons in Pops  
 WETB, Johnson City, Tenn.  
**McCOLLOUGH, BILL**  
 KWMT, Fort Dodge, Iowa  
**McCORMICK, LARRY**  
 Revville Rock  
 KGFJ, Los Angeles, Calif.  
**McCOY, CRAIG**  
 Daybreak Serenade  
 WTRW, Two Rivers, Wis.  
**McCOY, GEORGE**  
 Rise & Shine  
 WBNL, Boonville, Ind.  
**McKINSTRY, WILLIE**  
 WJLD, Birmingham, Ala.  
**McLAINE, JOE**  
 Music in the Air  
 WEEU, Reading, Pa.  
**McLAUGHLIN, OLLIE**  
 WHRV, Ann Arbor, Mich.  
**McLEAN, BRUCE**  
 Time, Temperature, Tunes  
**KOWN, Escondido, Calif.**

**KEITH, DEANE**  
Morning Watch & Party Line  
KNED, McAlester, Okla.

**KELABANOWSKI, STEVE**  
WLIP, Kenosha, Wisc.

**KELLER, BOB**  
Kellers Kitchens Kapers  
WLBR, Lebanon, Pa.

**KELLER, O. J., Jr.**  
WTAX, Springfield, Ill.

**KELLER, ROGER**  
Magic Music  
WSAZ, Huntington, W. Va.

**KELLEY, BIG ED**  
KITI, Chehalis-Centralia,  
Wash.

**KELLY, HERMAN**  
Musical Clock  
WWKY, Winchester, Ky.

**KELLY, ROBERT**  
WRIT, Milwaukee, Wisc.

**KEMBERLING, CLIFF**  
Musical Clock  
WCME, Brunswick, Me.

**KENNEDY, MARK**  
KTRE, Lufkin, Tex.

**KENT, GEORGE**  
Contact 1390  
WLAN, Lancaster, Pa.

**KENT, HERB**  
WJOB, Hammond, Ind.

**KENT, JIM**  
Musical Merry-Go-Round  
WFMV, Madisonville, Ky.

**KERR, JOHN**  
WATO, Oak Ridge, Tenn.

**KERTES, JOE**  
Top Ten  
WTIG, Massillon, Ohio

**KERWOOD, ORIE**  
KMMJ, Grand Island, Neb.

**KEYERN, BOB**  
WOC, Davenport, Iowa

**KEY, GEORGIA**  
Home Digest  
WQIC, Meridian, Miss.

**KEYSER, RALPH M.**  
KBCH, Oceanlake, Ore.

**KIDWELL, DON**  
WCSI, Columbus, Ind.

**KIKER, PETE**  
Dinner Bell Time  
WELS, Kinston, N. C.

**KILGORE, LYLE**  
KFXM, San Bernardino, Calif.

**KIMBLE, BILL**  
WNEF, Binghamton, N. Y.

**KIMBRO, OBIE**  
Saturday Jazz Session  
WCRY, Macon, Ga.

**KINCER, JIMMY**  
Jimmies Jukebox  
WNKY, Neon, Ky.

**KING, ERNIE**  
WJAK, Jackson, Tenn.

**KING, GARY**  
KCOG, Centerville, Iowa

**KING, JIM**  
Pushbutton One  
WJDX, Jackson, Miss.

**KING, LARRY**  
WMEJ, Daytona Beach, Fla.

**KING, LESLIE**  
Hillbilly Hoedown  
WKEY, Covington, Va.

**KING, WALLY**  
WJW, Cleveland, Ohio

**KINLAW, GLENN**  
WFMQ, Fairmont, N. C.

**KINNEY, BOB**  
Chore Time  
WCHN, Norwich, N. Y.

**KINSMAN, FRANK**  
Good Music in Hi Fi  
WECL, Eau Claire, Wis.

**KIRK, STEVE**  
WTRX, Bellaire, Ohio

**KIRKANDER, KEN**  
WNEF, Binghamton, N. Y.

**KIRKPATRICK, DON**  
KOSA, Odessa, Tex.

**KISSINGER, EDDIE**  
Top 40  
KVMC, Colorado City, Tex.

**KLARKE, JOE**  
Spins 'n Needles  
WIRO, Ironton, Ohio

## KLAVAN & FINCH WNEW

**KLEIN, GEORGE**  
WHEY, Millington, Tenn.

**KLINE, KEITH**  
Rise & Shine  
WBPZ, Lock Haven, Pa.

**KNAPTON, KIT**  
WTKO, Ithaca, N. Y.

**KNELLY, CARL**  
Musical Gems  
KCLW, Hamilton, Tex.

**KNIGHT, FRANK**  
KCKC, San Bernardino,  
Calif.

**KNIGHT, FRANK S.**  
Breakfast Time  
WRKD, Rockland, Me.

**KNIGHT, JOE**  
Melody Ballroom  
WFBR, Baltimore, Md.

**KNIGHT, SID**  
Knight in Day  
WASK, Lafayette, Ind.

**KNIGHT, VIC**  
WXLW, Indianapolis, Ind.

**KNORR, JOHN**  
WBLE, Bellefonte, Pa.

**KNOWLES, HANK**  
Words and Music  
WMEF, Terre Haute, Ind.

**KNOWLES, RON**  
CKLW, Detroit, Mich.

**KNOX, KEITH**  
WMPG, Hibbing, Minn.

**KNOX, KEN**  
KLIF, Dallas, Tex.

**KOBAK, EDGAR H.**  
WBLA, Augusta, Ga.

**KOENIG, DON**  
KLIZ, Brainerd, Minn.

**KOENIG, DON**  
Soundtrack  
KNAL, Victoria, Tex.

**KOEPKE, JOE**  
KINS, Eureka, Calif.

**KOGER, JIM**  
WRFC, Athens, Ga.

**KOLBY, CAL**  
The Record Shop  
WDRG, Hartford, Conn.

**KOLINS, TOM**  
Alarm Clock Club  
WCHA, Chambersburg, Pa.

**KON, I., W.E.**  
WPLY, Plymouth, Wis.

**KOPP, LEE**  
KSJO, San Jose, Calif.

**KORDECKI, DON**  
Rolling Home  
WGML, Hinesville, Ga.

**KORTE, ODELL**  
Jamboree  
WMOK, Metropolis, Ill.

**KOSKI, NORM**  
WMPL, Hancock, Mich.

**KOSKUBAR, LEN**  
Good Morning  
WDRG, Sturgeon Bay, Wis.

**KOST, JACK**  
KQVC, Valley City, N. D.

**KRAFT, LARRY**  
Coffee Call  
KTMC, McAlester, Okla.

**KRAMER, MARY**  
Klokwatcher Show  
WRLO, Augusta, Me.

**KRASOVEC, HANK**  
Polka Band Box  
KDZA, Pueblo, Colo.

**KRAUSE, GIL**  
KAGR, Yuba City, Calif.

**KRAY, MILT**  
WORC, Worcester, Mass.

**KRONSCHNABEL, GEORGE**  
Radio Rhythm Ranch  
KDIX, Dickinson, N. D.

**KRUS, JOHN**  
KMON, Great Falls, Mont.

**KULZ, BOB**  
Morning Watch  
WRDD, Daytona Beach, Fla.

**KURTZ, BUD**  
Night Special  
WWNR, Beckley, W. Va.

**KUVENT, ARNIE**  
560 Revue  
WGAN, Portland, Me.

**KVALE, BERNIE**  
WBIZ, Eau Claire, Wis.

## — L —

**LaBAN, FRANK**  
KLWN, Lawrence, Kan.

**LABAR, FRANK**  
Hall of Hits  
WBRE, Wilkes-Barre, Pa.

**LACKER, MARTY**  
WKGX, Knoxville, Tenn.

**LaCOVEY, JACK**  
Weekend  
WBO, Owego, N. Y.

**LACY, JACK**  
Listen to Lacy, WINS, New York,  
N. Y.

**LaFARGE, TRUMAN**  
KVBC, KENN, Farmington,  
N. M.

**LaGRONE, JOE**  
Sunday Show  
KGAS, Carthage, Tex.

**LAINÉ, DICK**  
KOKE, Austin, Tex.

**LAING, IRVING**  
Boy Next Door  
WMIC, Monroe, Mich.

**LAKE, ART**  
Music for the Mrs.  
WJAR, Providence, R. I.

**LAMBETH, LARY**  
Sky Studio  
WSTP, Salisbury, N. C.

**LANCASTER, BOBBY**  
Our Gal Friday Show  
WBPD, Orangeburg, S. C.

**LANDERSMAN, PAUL**  
WHGB, Harrisburg, Pa.

**LANE, H. C.**  
Dawn Patrol  
WYRN, Louisburg, N. C.

**LANE, LARRY**  
Cuz'n Cailing  
WHBO, Tampa, Fla.

**LaNEVE, GEORGE**  
WOHL, East Liverpool, Ohio

**LANG, BOB**  
Wake up Hawaii  
KPOA, Honolulu, T. H.

**LANGENFELD, BERNARD**  
Wake Up to Music  
KEYJ, Jamestown, N. D.

**LANMAN, OSCAR**  
WTUS, Tuskegee, Ala.

**LARK, BOB**  
WPON, Pontiac, Mich.

**LARSEN, ART**  
WTOT, Marianna, Fla.

**LARSEN, BOB**  
WRIT, Milwaukee, Wis.

**LARSON, MILDRED**  
KEYZ, Williston, N. D.

**LaRUE, HUGH BEN**  
Mr. Music  
KTIX, Seattle, Wash.

**LASCELLES, JOHN**  
WGR, Buffalo, N. Y.

**LATTO, LEW**  
WDSM, WDSM-TV,  
Superior, Wis.

**LAURI, PAUL**  
Roseland Revue Show  
WPEP, Taunton, Mass.



**TELEVISION DAILY**

presents

# ***EQUIPMENT***

---

**MANUFACTURERS SPECIALIZING  
IN AM - FM RADIO AND TV  
EQUIPMENT - ELECTRONIC  
INDUSTRIES ASSOCIATION -  
CONSULTING ENGINEERS**



**1959**

# ELECTRONIC INDUSTRIES ASSOCIATION

## OFFICERS AND EXECUTIVE PERSONNEL—1958-1959

1721 De Sales St. N.W., Washington 6, D. C.

### President

David R. Hull, Vice President, Raytheon Manufacturing Co.

### Executive Vice President

James D. Secrest, 1721 DeSales St., N.W., Washington 6, D. C.

### General Counsel

William L. Reynolds, 1721 DeSales St., N.W., Washington 6, D. C.

### Treasurer

Leslie F. Muter, The Muter Company, Chicago 5, Illinois.

### Vice Presidents

#### (Consumer Products Division)

Robert S. Bell, Packard-Bell, Electronics, Los Angeles 64, Calif.

#### (Tube & Semiconductor Division)

Arthur L. Chapman, CBS-Hytron, Danvers, Mass.

#### (Parts Division)

Russell E. Cramer, Jr., Radio Condenser Co., Camden 3, N. J.

#### (Industrial Electronics Division)

C. Russell Cox, Andrew Corp., Chicago 19, Illinois.

#### (Military Products Division)

Sidney R. Curtis, Senior Vice President, Stromberg-Carlson Div. of General Dynamics Corp.

### EIA STAFF

#### Assistant to Exec. Vice-Pres.

Peter H. Cousins

#### Manager, West Coast Office

Joseph J. Peterson

#### Military Engineering Coordinator

Capt. Henry E. Bernstein (USN-ret.)

#### Manager, Office of Information

Herbert F. Hodge, Jr.

#### Service Coordinator

Donald H. Stover

#### Staff Assistants

Edmund Wellington, Jr.

#### Advisory Counsel

Bond Geddes

#### Department Managers

Virgil M. Graham  
(Engineering Department)

William F. E. Long  
(Marketing Data Department)

Tyler Nourse  
(International Department)



# **ELECTRONIC INDUSTRIES ASSOCIATION**~~~~~

## **Law Committee**

Paul F. Hannah, Chairman

## **Membership and Scope Committee**

W. J. Morlock, Chairman

## **Organization Committee**

Paul V. Galvin, Chairman

## **Service Committee**

Kenneth H. Brown, Chairman

## **Tax Committee**

Michael McCormack, Chairman

## **Traffic Committee**

John B. Swan, Jr., Chairman

## **Joint Technical Advisory Committee of EIA and IRE (JTAC)**

### **EIA**

John V. L. Hogan, Vice Chairman, Hogan Laboratories, Inc., 155 Perry St., New York 14, N. Y.

Ira J. Kaar, Hoffman Electronics Corporation, 3761 South Hill St., Los Angeles 7, Calif.

Arthur V. Loughren, Airborne Instruments Laboratory, 160 Old Country Road, Mineola, L. I., N. Y.

Prof. William H. Radford, Electrical Communications, Massachusetts Inst. of Technology, Cambridge 39, Mass.

### **IRE**

Philip F. Siling, Chairman, RCA Frequency Bureau, Radio Corporation of America, 1625 K St., N.W., Washington 6, D. C.

Dr. Ralph Bown, 85 Pine St., Maplewood, N. J.

Dorman D. Israel, Emerson Radio & Phonograph Corp., 14th & Coles Sts., Jersey City 2, N. J.

Dr. Ernst Weber, Polytechnic Institute of Brooklyn, 55 Johnson St., Brooklyn 1, N. Y.

L. G. Cummings, Secretary (Non-Member), Institute of Radio Engineers, 1 East 79th St., New York 21, N. Y.

## **Joint Electron Device Engineering Council of EIA and NEMA (JEDEC)**

### **Directors**

W. R. G. Baker, Syracuse University Research Institute.

A. A. Berard, Ward-Leonard Electric Company.

### **Executive Council**

Virgil M. Graham, Chairman, Electronic Industries Association.

M. A. Acheson, Sylvania Electric Products Inc.

J. E. Keister, General Electric Company.

S. L. Levy, Lansdale Tube & Transistor Company

G. R. Shaw, Radio Corporation of America.

### **Electron Tube Council**

M. A. Acheson, Sylvania Electric Products.

C. E. Coon, Tung-Sol Electric Company.

K. C. DeWalt, General Electric Company.

L. E. Record, Hughes Aircraft Company.

A. C. Rockwood, Raytheon Manufacturing Company.

G. R. Shaw, Radio Corporation of America.

E. K. Wimpy, CBS-Hytron.

Virgil M. Graham, Chairman.

J. A. Caffiaux, Secretary.  
Electronics Industries Association.

### **Semiconductor Device Council**

A. A. Dulac, Clevite Transistor Products.

J. H. Hall, Fansteel Metallurgical Corporation.

W. J. Hoppel, Westinghouse Electric Corporation.

J. E. Keister, General Electric Company.

S. L. Levy, Lansdale Tube & Transistor Company.

H. Moss, Texas Instruments, Inc.

V. L. Ronci, Bell Telephone Laboratories.

D. H. Wamsley, Radio Corporation of America.

Virgil M. Graham, Chairman.

J. G. Werner, Secretary.  
National Electrical Manufacturers Assn.



# CONSULTING ENGINEERS

Specializing in AM, FM and TV

— A —

Adair, George P.  
1610 "I" St., NW, Wash., D. C. . . . . EX 3-1230  
Adler, Ben  
1 LeFevre La., New Rochelle, N. Y. . . . . 6-1620  
Adler, Harry  
1 LeFevre, La., New Rochelle, N. Y. . . . . 6-1620  
Amoo, Lloyd R.  
425 1st St., SW, Valley City, N. D. . . . . 136  
Ankers, Robt. E.  
1001 Conn. Ave., NW, Wash., D. C. . . . . ST 3-2550  
Auditore, Carmen J.  
1 LeFevre, La., New Rochelle, N. Y. . . . . 6-1620

— B —

Bailey, B. Hilman, Jr.  
107 Campania, Rayne, La. . . . . 3119  
Bailey, Stuart L.  
1339 Wisc. Ave., NW, Wash., D. C. . . . . AD 4-2414  
Ballin, Burton  
237 E. 39th St., N.Y.C. . . . . MU 6-7445  
Baker, Lee E.  
826 Landers Bldg., Springfield, Mo. . . . . 2-1951  
Baluta, Robt. E.  
777 14th St., NW, Wash., D. C. . . . . ME 8-4477  
Beecher, Willis C.  
1302 18th St., NW, Wash., D. C. . . . . HU 3-9000  
Begue, Geo. P.  
1735 DeSales St., NW, Wash., D. C. . . . . ME 8-5411  
Bennett, Stanton D.  
c/o Linfield Research Inst., McMinnville, Ore.  
Benns, Wm. E., Jr.  
3738 Kanawha St., NW, Wash., D. C. . . . . EM 2-8071  
Bernard Assoc.  
5010 Sunset Blvd., Hollywood, Cal. . . . . NO 2-6715  
Bird, Jas. R.  
4850 E. Cornell, Fresno, Calif. . . . . 5-6875  
Bltler, A. R.  
3721 Douglas Rd., Toledo, Ohio. . . . . KI 5159  
Blumberg, Marvin  
Pennsylvania Bldg., Wash., D.C. . . . . RE 7-2347  
Bowman, David F.  
1001 Conn. Ave., NW, Wash., D. C. . . . . ST 3-2550  
Burch, Bayard A.  
1302 18th St., NW, Wash., D.C. . . . . HU 3-9000  
Bumgardner, Chas. W.  
1610 "I" St., NW, Wash., D.C. . . . . EX 3-1230

— C —

Capners, Wm. F., Jr.  
1802 18th St., NW, Wash., D.C. . . . . HU 3-9000  
Carr, Lester H.  
1001 Conn. Ave., NW, Wash., D.C. . . . . ST 3-2550  
Carter, John M.  
1339 Wisc. Ave., NW, Wash., D.C. . . . . AD 4-2414  
Cohen, Jules  
1420 N. Y. Ave., NW, Wash., D.C. . . . . NA 8-2698  
Cohen, Julius  
Munsev Bldg., Wash., D.C. . . . . ST 3-0111  
Colby, Kenneth G.  
Pennsylvania Bldg., Wash., D.C. . . . . RE 7-2347  
Collier, Joe W.  
Munsey Bldg., Wash., D.C. . . . . ST 3-0111  
Content, J. Edw.  
777 14th St., NW, Wash., D.C. . . . . ME 8-4477  
Crenca, John J.  
1339 Wisc. Ave., NW, Wash., D.C. . . . . AD 4-2414  
Creutz, John  
710 14th St., NW, Wash., D.C. . . . . EX 3-5670  
Crosby, Murray G.  
Crosby Labs., Hicksville, L. I., N. Y. . . . . WE 1-3191  
Croy, James R.  
777 14th St., NW, Wash., D.C. . . . . ME 8-4477  
Cullum, A. Earl, Jr.  
Inwood P. O., Dallas, Tex. . . . . JU 6108  
Culver, Ronald H.  
Munsey Bldg., Wash., D.C. . . . . DI 7-8215

— D —

Dahlberg, Elizabeth L.  
777 14th St., NW, Wash., D.C. . . . . ME 8-4477  
Daniell, C. M.  
Inwood P. O., Dallas, Tex. . . . . JU 6108  
Davis, George C.  
Munsey Bldg., Wash., D.C. . . . . ST 3-0111  
Davis, Walter L.  
Munsey Bldg., Wash., D.C. . . . . ST 3-0111  
Deeters, Edw. W.  
927 15th St., NW, Wash., D.C. . . . . RE 7-3883  
Dickinson, Wm. T.  
1339 Wisc. Ave., NW, Wash., D.C. . . . . AD 4-2414  
Dillard, Everett I.  
1319 F St., NW, Wash., D.C. . . . . DI 7-1319  
Dippell, Ralph E.  
Munsey Bldg., Wash., D.C. . . . . ST 3-0111  
Dordal, Raymond  
Pennsylvania Bldg., Wash., D.C. . . . . RE 7-2347  
Duncan, R. S.  
Nat'l Press Bldg., Wash., D.C. . . . . DI 7-1205  
Duncan, Virgil D.  
P. O. Box 9296, Raleigh, N. C. . . . . 8892  
duTriel, L.J.N. Assoc.  
202 Hometown Ave., New Orleans. . . . . AU 3525

— E —

Edison, Edward  
821 Market St., San Francisco 3, Cal. . . . . SU 1-7545  
Elchwald, Bernard  
237 E. 39th St., N.Y.C. . . . . MU 6-7445  
Espy, Dawkins  
Box 933, Beverly Hills, Calif. . . . . CR 4-7111

— F —

Falwell, Lee O.  
710 14th St. NW Wash., D.C. . . . . EX 3-5670  
Foss, William L.  
927 15th St. NW, Wash., D.C. . . . . RE 7-3883  
Friedman Thos. B.  
1 LeFevre, La., New Rochelle, N. Y. . . . . 6-1620

— G —

Gantney, George E.  
1052 Warner Bldg., Wash. 4, D. C. . . . . NA 8-7757  
Gellerup, D. W.  
5437 N. Santa Monica, Milwaukee,  
Wis. . . . . WO 2-5172  
Gilbert, John D.  
1001 Conn. Ave., NW, Wash., D. C. . . . . ST 3-2550  
Giles, Theo. A.  
Railway Exchange Bldg., St. Louis,  
Mo. . . . . CH 1-4977  
Godley, Paul F., Jr.  
Upper Montclair, N. J. . . . . MO 3-3000  
Goldsmith, Dr. Alfred N.  
597 Fifth Ave., N. Y. C. . . . . PL 3-4150  
Gray, Claude M.  
P. O. Box 602, Birmingham, Ala. . . . . TR 1-3570  
Greer, Palmer A.  
Rt. 1, White Horse Rd., Greenville,  
S. C. . . . . 5-7175  
Grimwood, Mrs. S. C.  
Railway Exchange Bldg., St. Louis,  
Mo. . . . . CH 1-4977  
Grobowski, Zigmund V.  
1735 DeSales St., NW, Washington,  
D. C. . . . . ME 8-5411

— H —

Hammett, Robt. L.  
821 Market St., San Francisco, Cal. . . . . SU 1-7545  
Head, Howard T.  
Pennsylvania Bldg., Wash., D. C. . . . . RE 7-2347  
Heffelfinger, John B.  
8401 Cherry, Kansas City, Mo. . . . . HI 4-7910

# CONSULTING ENGINEERS

Hill, James S.  
4900 Euclid Ave., Cleveland, O. . . . HE 2-3177

Hogan, John V. L.  
155 Perry St., N. Y. C. . . . . CH 2-7855

Holey, W. J.  
1146 Briarcliff Pl., NE, Atlanta, Ga. . AT 3328

Horne, C. P.  
Nat'l Press Bldg., Wash., D. C. . . . DI 7-1205

Hutcherson, Guy C.  
1100 W. Abrams St., Arlington, Tex. AR 4-8721

Hutton, Wm. G.  
4900 Euclid Ave., Cleveland, O. . . HE 2-3177

— J —

Jacker, Edward W.  
2500 N. 10 Ave., Manitowoc, Wisc. . MA 7763

Jansky, C. M., Jr.  
1735 DeSales St., NW, Wash., D. C. . ME 8-5411

Jones, Carl T.  
1052 Warner Bldg., Wash., D. C. . . NA 8-7757

Jones, Robt. A.  
1 Riverside Rd., Riverside, Ill. . . . RI 7-2153

— K —

Kauffman, Carson W.  
Upper Montclair, N. J. . . . . MO 3-3000

Kaye, Harold W.  
1 LeFevre La., New Rochelle, N. Y. . . 6-1620

Kean, Walter F.  
1 Riverside Rd., Riverside, Ill. . . . RI 7-2153

Kear, Frank G.  
1302 18 St., NW, Wash., D. C. . . . HU 3-9000

Keel, John J.  
1121 E. Capitol St., Wash., D. C. . . LI 4-5131

Kennedy, Robt. E. L.  
1302 18 St., NW, Wash., D. C. . . . HU 3-9000

Kershner, Stephen W.  
Pennsylvania Bldg., Wash., D. C. . . RE 7-2347

Keyworth, J. Gordon  
Berkshire Dr., Williamstown, Mass. . . . 869

Kowalski, Carl L.  
1405 G St., NW, Wash. 5, D. C. . . . RE 7-6646

— L —

Lappas, Frank  
141 W. Jackson, Chicago, Ill. . . . WA 2-4123

Lautz, Robt. F.  
Pennsylvania Bldg., Wash., D. C. . . RE 7-2347

Lindberg, Carl  
141 W. Jackson, Chicago, Ill. . . . WA 2-4123

Lohnes, George M.  
Munsey Bldg., Washington, D. C. . . . DI 7-8215

Lubcke, Harry R.  
2443 Creston Way, Hollywood, Cal. . HO 9-3266

Luckett, Thomas  
777 14 St., NW, Wash., D. C. . . . ME 8-4477

— M —

May, Russell P.  
711 14 St., NW, Wash., D. C. . . . RE 7-3984

McCahren, W. S. Assoc.  
2404 Columbia Pike, Arlington, Va. . JA 8-8050

McNary, James C.  
Nat'l Press Bldg., Wash., D. C. . . . DI 7-1205

Mitchell, Frank T., Jr.  
1339 Wisc. Ave., NW, Wash., D. C. . AD 4-2414

Moffet, John A.  
1405 G St., NW, Wash., D. C. . . . RE 7-6646

Morrissey, T. G.  
5700 W. 28th Ave., Denver, Colo. . BE 3-5320

Mueller, Paul L.  
1121 E. Capitol St., Wash., D. C. . . LI 4-5131

Mullaney, John H.  
2000 F St., NW, Wash., D. C. . . . AD 4-6393

Murray, Albert F.  
4900 Hillbrook La., NW, Wash., D.C. EM 2-4841

Myse, Daryal Assoc.  
1411 Pa. Ave., NW, Wash., D. C. . . RE 7-7040

— P —

Page, Esterly C.  
710 14 St., NW, Wash., D. C. . . . EX 3-5670

Paterson, Norwood J.  
1355 Market St., San Francisco, Cal. MA 1-8173

Paris, Henry B., Jr.  
Inwood P. O., Dallas, Tex. . . . . JU 6108

Peterson, D. A.  
1339 Wisc. Ave., NW, Wash., D. C. . AD 4-2414

Phelps, Boyd  
4232 Scott Terr., Minneapolis, Minn. WA 2-1200

Ports, Delmer C.  
1339 Wisc. Ave., NW, Wash., D. C. . AD 4-2414

Powers, William D.  
Panama City, Florida. . . . . PO 3-2487

— R —

Ray, Garo W.  
Hilltop Drive, Stratford, Conn. . . . ED 7-2465

Reed, Oscar W. B., Jr.  
1735 DeSales St., NW, Wash., D. C. ME 8-5411

Renner, John J.  
1735 DeSales St., NW, Wash., D. C. ME 8-5411

Richardson, Wm. E. Assoc.  
1017 SW Washington, Portland, Ore. CA 8-7777

Ring, Andrew D.  
Pennsylvania Bldg., Wash., D. C. . . RE 7-2347

Ritch, Robt. E.  
1610 'I' St., NW, Wash., D. C. . . EX 3-1230

Rothrock, Harold B.  
777 14 St., NW, Washington, D. C. ME 8-4477

Rountree, J. G.  
5622 Dyer St., Dallas, Tex. . . . . EM 3266

— S —

Saxon, Merl  
622 Hoskins St., Lufkin, Tex. . . . . 3-4242

Schairer, Neil J.  
1339 Wisc. Ave., NW, Wash., D. C. . AD 4-2414

Segal, Bernard R.  
Nat'l Press Bldg., Wash., D. C. . . . DI 7-1205

Sharp, Nugent S.  
1735 DeSales St., NW, Wash., D. C. ME 8-5411

Shelkoffsky, C. I.  
Route 1, Foley, Ala. . . . . L 297 R

Silliman, Robt. M.  
1405 G St., NW, Wash., D. C. . . . RE 7-6646

Singleton, Harold C.  
4488 SW C. C. Dr., Portland, Ore. . CA 3-1201

Smely, Lynne C.  
1311 G St., NW, Wash., D. C. . . . EX 3-8073

Smith, Carl E.  
4900 Euclid Ave., Cleveland, O. . . HE 2-3177

Steel, David L., Sr.  
710 14 St., NW, Wash., D. C. . . . EX 3-5670

Steimer, Theo. G.  
237 E. 30th, New York City. . . . . MU 6-7445

Stiles, Walter J.  
122 Tulane Dr., SE, Albuquerque, N. M. . 5-8716

Straln, Charles E.  
1298 Niles Ave., NW, Atlanta, Ga. . SY 4-5164

Stogoff, Alfred  
1 LeFevre La., New Rochelle, N. Y. . . 6-1620

— W —

Waldschmitt, Jos. A.  
710 14 St., NW, Wash., D. C. . . . EX 3-5670

Watson, Raymond C., Jr.  
P. O. Box 1435, Anniston, Ala. . . . AD 6-4503

Wearn, Wilson C.  
1420 N. Y. Ave., NW, Wash., D. C. . NA 8-2698

Weldon, James O.  
4212 S. Buckner Blvd., Dallas, Tex. . EV 1137

Weyland, Sheldon W.  
710 14 St., NW, Wash., D. C. . . . EX 3-5670

Williams, Martin R.  
7401 E. 14 St., Indianapolis, Ind. . . ME 2-3326

Williams, Nathan  
20 Algoma Blvd., Oshkosh, Wisc. . . . BL 885

Wilmette, Raymond M.  
Warner Bldg., Washington, D. C. . . NA 8-4619

Wilson, Henry C.  
1302 18 St., NW, Wash., D. C. . . . HU 3-9000

Wolfskill, Robt.  
P. O. Box 7037, Kansas City, Mo. . . JA 5302

Worley, Chas. C.  
1319 F St., NW, Wash., D. C. . . . DI 7-1319

Wrenn, Joseph  
1121 E. Capitol St., Wash., D. C. . . LI 4-5131

Wright, Charles S.  
Pennsylvania Bldg., Wash., D. C. . . RE 7-2347

Wright, Lowell R.  
Munsey Bldg., Wash., D. C. . . . . DI 7-1740

Wright, T. A., Jr.  
Inwood P. O., Dallas, Tex. . . . . JU 6108

— Z —

Zielinski, Casimir A.  
1339 Wisc. Ave., NW, Wash., D. C. . AD 4-2414

# Equipment Manufacturers

## Specializing in AM & FM Radio and Television

### Acme Camera Corp.

2704 W. Olive Ave., Burbank, Cal.

Phone: Victoria 9-3144

Vice-President .....John Kiel  
**PRODUCTS:** TV recording cameras, kine-photo monitors, animation art equipment, optical printing equipment.

### Adler Electronics, Inc.

1 Le Fevre Lane, New Rochelle, N. Y.

Phone: New Rochelle 6-1620

President .....Ben Adler  
 V.P.'s.....Alfred Stogoff, Harry Adler  
 Research, Dev. Dir....Dr. Byron W. St. Clair  
 Ch. Elec. Engr.....Carmen J. Auditore  
 Ch. Mech. Engr.....Sheldon Newberger  
 Advertising Manager.....Emanuel Strunin

**PRODUCTS:** Manufacturers of low-power TV broadcast equipment: TV translators, antennas, UHF transmitters: translator amplifiers, heterodyne repeaters, microwave equipment.

### Admiral Corporation

3800 W. Cortland St., Chicago 47, Ill.

Phone: Spaulding 2-0100

Pres., Chairman.....Ross D. Siragusa

Exec. Vice-Pres.-Treas.....John B. Huarisa  
 Vice-Pres., Sales.....Carl E. Lantz  
 V.P., Gov't. Labs., Sales.....J. F. Gilbarte  
 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  
 Nat'l. Sls. Mgr. (Radio).....A. A. Medica  
 Nat'l. Sls. Mgr. (TV)...Ross D. Siragusa, Jr.  
 Gen. Sales Manager.....R. J. Bambery  
 Advertising Director...Richard F. Gorman  
**PRODUCTS:** AC-DC radios, Hi-Fi FM-AM radio/phonos, color TV, portable receivers.

### Aero Electronics Co.

1512 N. Wells St., Chicago 10, Ill.

Phone: Whitehall 3-0401

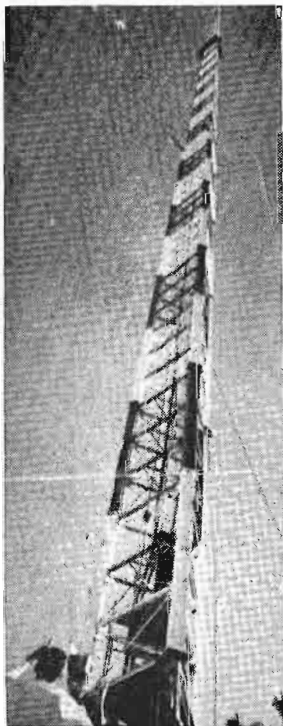
President.....B. S. Maximoff  
 General Manager.....T. A. Beresney  
**PRODUCTS:** Duplexers, mixers, direction couplers, flexible waveguides.

### Alford Manufacturing Company, Inc.

299 Atlantic Ave., Boston 10, Mass.

Phone: Hancock 6-2150

Senior Engineer.....Harold H. Leach



# LIBERTY TOWER Erection Co.

A. M. & F. M.  
TOWERS

TV and COMMUNICATION  
TOWERS

- SALES
- SERVICE
- ERECTION

SE of City OR 7-3381  
 8300 South Sunny Lane Road  
 OR 7-3880  
 Oklahoma City, Oklahoma

## EQUIPMENT MANUFACTURERS

PRODUCTS: TV broadcast transmitting antennas, diplexing filters, hybrids, coaxial switches.

### Allied Radio Corp.

100 N. Western Ave., Chicago 80, Ill.  
Phone: HAYmarket 1-6800

President.....A. D. Davis  
V.P., Treas.....A. E. Davis  
V.P., Mktg., Adm.....A. W. Preskill  
V.P., Gen. Mktg. Mgr.....A. Brodsky  
Comm Sales Mgr.....S. H. Levey  
Advertising Manager.....J. W. Rubin

PRODUCTS: Electronic eqpt. & supplies distr.; TV camera tubes, transmitter & receiving tubes, tape recorders & supplies, recording eqpt., cartridges & supplies, microphones, audio cable, patch cords.

### Alpar Manufacturing Co.

2910 Spring St., Redwood City, Cal.  
Phone: EMerson 8-4701

Sales Manager.....R. V. Lastrup  
PRODUCTS: Towers, accessories & assoc. eqpt.

### Altec Lansing Corp.

1515 S. Manchester Ave., Anaheim, Cal.  
Phone: PRospect 4-2900

N. Y. Phone: ALgonquin 5-3636

Board Chairman.....G. L. Carrington  
President.....A. A. Ward  
Vice President.....A. Fiore

Staff V. P.....J. K. Hilliard  
Sales Manager.....H. S. Morris  
Advertising Manager.....L. Gillingham  
Comptroller.....C. R. Rininsland

PRODUCTS: Speech input consoles and amplifiers, microphones, limiter amplifiers, monitoring loudspeakers, public address and sound reinforcement systems for studios, microphone accessories, compressor amplifiers, tuners, transformers.

### American Electronics, Inc.

(Audio Div.)

9449 W. Jefferson Blvd., Culver City, Calif.  
Phone: TE 0-7245

Sales Manager.....Howard Ladd  
PRODUCTS: Prof. tape recording eqpt.; Series 30 & Mk. VII recorders.

### American Telephone & Telegraph Co.

(Long Lines Dept.)

250 Park Ave., New York 17, N. Y.  
Phone: EXeter 3-5725

Div. Comm. Mgr.....F. R. MacFarland  
COMMUNICATIONS: Provision of network service to meet the Broadcasting Industry's requirements for the interstate, national, and international transmission of television and radio program material; telephone and teletypewriter services for the coordination and administration of broadcasting operations.

### Amperex Electronic Corp.

230 Duffy Ave., Hicksville, N. Y.  
Phone: Wells 1-6200

President.....Frank Randall  
Product Mgr. (Transmitting Tubes)

Chas. Roddy

Dist & Renewal Tube Sls. Mgr.....A. J. Peterson  
Mgr. Adv. & Sls. Prom.....M. D. Smoller

PRODUCTS: Tubes—vacuum & gas, transmitting & power, rectifiers, vacuum condensers. Semiconductors (diodes & transistors.)

### Amplex Corp.

(Professional Products Div.)

934 Charter St., Redwood City, Calif.  
Phone: EMerson 8-1481

N. Y. Phone: PLaza 5-8405

President.....George I. Long, Jr.  
Ch. of Board.....Alexander M. Poniatoff  
V.P., Gen. Mgr.....Robert Sackman  
Mgr. Professional.....Neal McNaughten  
Marketing Manager.....Thomas E. Davis  
Nat'l Sles Mgr.....Robert Paulson

PRODUCTS: Audio magnetic recorders, accessories, systems, incl. series 300 multi-channel & 351 professional recorders, series 3006 high speed tape duplicators, Video magnetic recorders, accessories, systems, incl. Amplex Videotape Recorder.

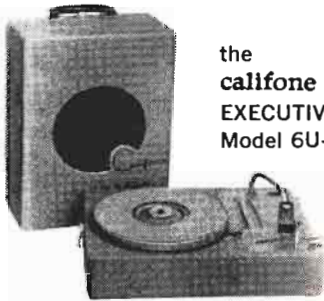
### Amplifier Corp. of America

398 Broadway, New York 13, N. Y.  
Phone: WOrth 6-2929

President.....R. Epstein  
Vice-Pres.....N. M. Haynes  
Purchasing Agent.....M. R. Ellis

# CALIFONE PLAYBACKS

BUILT TO PROFESSIONAL STANDARDS  
FOR PROFESSIONAL USE



the  
califone  
EXECUTIVE  
Model 6U-7

Illustrated... The Califone EXECUTIVE—  
lightest weight (11 pounds) and lowest  
priced (\$74.95) transcription player...  
12 different models to meet every need.

Write Dept. RTY-3



califone CORPORATION

1041 North Sycamore Avenue  
Hollywood 38, California

## EQUIPMENT MANUFACTURERS

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 Mag-  
 nemite TransMagnemite.

### 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.....Jack Saunders  
**PRODUCTS:** Community antenna systems,  
 master amplified antenna systems, individual  
 RF amplifiers, broad band amplifiers, line  
 dividers, TV outlets, closed circuit systems  
 for schools, industrial plants, etc.

### Andrea Radio Corp.

27-01 Bridge Plaza North, L.I.C.1, N.Y.  
 Phone: STillwell 4-5411

President.....Frank A. D. Andrea  
 Sec., Ch. Eng.....H. J. Heindel  
 Dir. of Purchasing.....Bruce B. Donald  
 Comptroller.....A. Abbene  
 Sales Mgr.....John M. Dierkes  
 Gen. Export Manager.....Ramon Masvidal  
**PRODUCTS:** Household television re-  
 ceivers and Hi-Fi phonographs; special elec-  
 tronic 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  
 Marketing Manager.....R. C. Bickel  
 Director of Marketing.....R. P. Lamons  
 Director of Engineering.....J. S. Brown  
 Director of Advertising.....E. Heitsch

#### Branch Offices

P. O. Box 416, Ridgewood, N. J.  
 Phone: GIlbert 5-2500  
 P. O. Box 296, Westwood, Mass.  
 Phone: DAvis 6-6500

### ANDREW CALIFORNIA CORP.

941 E. Maryland Ave.  
 Claremont, Cal.

Phone: NATional 6-3505

### ANDREW ANTENNA CORP., LTD.

606 Beach St., Whitby, Ont.  
 Phone: MOhawk 8-3348

**PRODUCTS:** UHF & VHF transmission  
 line system; Multi-V FM antenna; coaxial  
 switches, telescoping masts; low & medium  
 power TV antennas.

### Animation Equipment Corp.

38 Hudson St., New Rochelle, N. Y.  
 Phone: NEw Rochelle 6-8138

President.....John Oxberry  
 Sales Manager.....Edward G. Willette  
**PRODUCTS:** Prof. & industr. animation  
 stands, spec. effects optical printers, 35 & 16  
 mm cameras, punches, accessories.

### Arthur Ansley Manufacturing Co.

New Hope, Pa.

Phone: AXtel 7-2711

President.....A. C. Ansley  
**PRODUCTS:** Printed circuits, printed cir-  
 cuit assemblies.

### Antennavision, Inc. (Ameco)

2949 W. Osborn Rd., Phoenix, Ariz.

Phone: ALpine 4-5511

President.....Bruce Merrill  
 Secretary.....Edward Furman  
 Treasurer.....Nelson Wirick  
 Sales Manager.....Roy G. Goodman  
**PRODUCTS:** Closed circuit & community  
 TV system eqpt., antenna site eqpt., distribu-  
 tion amplifiers, line splitters & tap boxes,  
 matching transformers, cable lashers, com-  
 bining networks, filters, fixed pads.

### Atlantic Electronics Corp.

89 Jefferson St., Passaic, N. J.

Phone: PRescott 9-3900

President.....Arthur Green  
**PRODUCTS:** Rebuilders of CR tubes.

### Atlas Sound Corp.

1449 — 39th St., Brooklyn 18, N. Y.

Phone: GEdney 8-5500

Sales Manager.....R. C. Reinhardt  
**PRODUCTS:** Microphone stands, booms,  
 & all types of supports for TV.

### Audio Accessories

279 Broadway, Amityville, N. Y.

Phone: MYrtle 1-7080

Chief Engineer.....F. S. Hall  
**PRODUCTS:** Patch cords, jack panels,  
 cables test sets, video patch panels.

### Audio Devices, Inc.

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

Phone: PLaza 1-6640

President.....Wm. C. Speed  
 Vice-President-Sec. ....Bryce Haynes  
 Advertising Manager.....Rolf Haag

#### Silicon-Rectifier Div.

620 E. Dyer Rd., Santa Ana, Cal.

Phone: KImberly 5-8241

V.P. in Charge.....Alan Bodge  
**PRODUCTS:** Recording discs (Audio-  
 discs), recording and playback points (Au-  
 dio-points), Magnetic Recording Tape (Au-  
 diotape), Magnetic Recording Film (Audio-  
 film).

### Audio Instrument Co.

135 W. 14th St., N. Y. 11, N. Y.

Phone: ORegon 5-7820

President.....C. J. LeBel  
**PRODUCTS:** Intermodulation meters,  
 audio test eqpt. & reverberation generators.

### Audio Master Corp.

17 East 45th St., New York 17, N. Y.

Phone: OXford 7-0725

President.....Herbert Rosen  
**PRODUCTS:** Transcription and electric  
 playback machines, recording tape, portable  
 tape recorders.

# EQUIPMENT MANUFACTURERS

## Audio & Video Products Corp.

730 Fifth Ave., New York, N. Y.  
Phone: PLaza 7-3091

Manager.....C. R. Paulson  
PRODUCTS: Special effects eqpt., arc & still bkgnd. projectors, vidi-script prompting system.

## Auricon Div., Berndt-Bach, Inc.

6900 Romaine St., Hollywood, Calif.  
Phone: HOLlywood 2-0932

Exec. 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 Thumb, Tom Thumb Jr., Tomboy.

## Semon Bache & Co.

636 Greenwich St., N. Y. 14, N. Y.  
Phone: WATkins 4-2121

President.....David Hirsch  
V.P., Sales & Adv. Mgr.....Ben Newton  
Treasurer.....Ernest O. Salman  
Assistant Treas.....P. Schoenfeld  
Secretary.....R. M. Dreyfuss  
PRODUCTS: Manufacturers of mirrors, fabricators on glass; glass & mirror products.

## Background Engineers, Inc.

7313 Santa Monica Blvd., Hollywood, Cal.  
Phone: HOLlywood 5-4161

President.....W. S. Tillich  
PRODUCTS: Rear projection rental service including projectors (Bodde Projector), rear projection screen, rear projection slides and effects.

## Bauer Electronic Mfg. Co.

3728 Southwood Ave., San Mateo, Cal.  
Phone: FIreside 5-0897

Owner.....F. Bauer  
PRODUCT: AM broadcast transmitters.

## E. J. Baughman Co.

1914 N. Cogswell Rd., El Monte, Calif.  
Phone: GIlbert 4-7586

Owner.....E. J. Baughman  
Manager.....E. C. Baughman  
PRODUCTS: Microphone booms, hangers, studio lighting equipment; hydraulic camera dolly, light housings, remote pan & tilts.

## Bausch & Lomb Optical Co.

683 St. Paul St., Rochester 2, N. Y.  
Phone: LOcust 2-3000

N. Y. Phone: CIrcle 7-5400  
Pres.....Carl S. Hallauer  
PRODUCTS: Balopticon TV slide projection and motion picture camera lenses.

## Bayside Timers

45-25 162nd St., Flushing 58, N. Y.  
Phone: INdependence 3-8935

Gen. Mgr.....Gale Dorothea  
PRODUCTS: Design and manufacture timers, dimmers, and electrical controls.

## 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 crotors (radio-television towers and antennas).

## Bell and Howell Company

7100 McCormick Blvd., Chicago 45, Ill.  
Phone: AMBassador 2-1600

Manager.....George L. Oakley  
PRODUCTS: Photographic equipment and closed circuit installations.

## 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.

## Benco Television Associates, Ltd.

27 Taber Rd., Rexdale, Ont.  
Phone: CHerry 4-4296

President.....P. Freen  
PRODUCTS: Community antenna and distribution systems.

## Bendix Aviation Corp.

### (Red Bank Div.)

Eatontown, N. J.  
Phone: 3-2000

General Manager.....E. F. Kolar  
Pur. Dir.....L. Fyfe  
PRODUCTS: CR and special purpose tubes.

## Charles Beseler Co.

219 S. 18th St., East Orange, N. J.  
Phone: ORange 6-6500

General Manager.....H. H. Myers  
PRODUCTS: Projectors.

## Blaw-Knox Equipment Div.

Box 1198, Pittsburgh, Pa.  
Phone: STerling 1-2700

Mgr., Tower & Antenna.....R. A. Troman  
PRODUCTS: Steel towers for AM and FM.

## Blonder-Tongue Laboratories, Inc.

9 Alling St., Newark 2, N. J.  
Phone: MARket 2-8151

Sales Mgr.....Joseph H. Kerner  
PRODUCTS: TV amplifiers, UHF converters, video monitors, field strength meter VHF amplifiers, TV distribution systems, projection TV receiver, AM-FM tuner, Bi-Tran (TV Multi-Plex transmission system for pay-TV or auxiliary public service broadcast).

## EQUIPMENT MANUFACTURERS

### Bodde Projector Company

11541 Brad'ey Ave., San Francisco, Cal.  
Phone: EMpire 5-2551

President.....B. M. Bodde, Jr.  
PRODUCTS: Bkgrnd. projectors, stop-motion & variable speed controls.

### Browning Laboratories, Inc.

750 Main St., Winchester, Mass.  
Phone: WInchester 6-3700

President.....G. G. Greene  
Chief Engineer.....H. Paul  
Sales & Prom. Mgr.....M. Halse  
Prod. Mgr.....A. Costa  
PRODUCTS: FM Simplex-Multiplex receiving and transmitting equipment for the Background Music Industry including—Simplex-Multiplex receivers and tuners and adaptors. Modulation monitors, FM monitors and relay receivers. Other subsidiary communication authorization special service equipment.

### Bryg, Inc.

324 S. McKean St., Butler, Pa.  
Phone: BUtler 72-795

Pres., Gen. Mgr.....Samuel H. Depew  
Vice-Pres., Eng.....Dr. Adolph Razdow  
Treasurer.....Ralph A. Nicholas, Sr.  
PRODUCTS: Vidicon color equipment, which uses panchromatic black and white film for color telecasting, including projector, film camera and electronic units.

### Burke & James, Inc.

321 S. Wabash Ave., Chicago, Ill.  
Phone: HArrison 7-8393

President.....George Drucker  
PRODUCTS: TV lenses, special mounts; "Videoptics" processing eqpt.

### 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  
Dir. Merch.....Charles B. Epstein  
Purchasing Agent.....Murray Epstein  
PRODUCTS: Manufactures TV and radio chassis, radio intercom systems, high fidelity components.

### 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.....Stephen Tidik  
PRODUCTS: TV picture tubes.

### 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.

### The Camera Mart, Inc.

1845 Broadway, New York 23, N. Y.  
Phone: PLaza 7-6977

President.....Irving Browning  
Treasurer.....H. V. Browning  
Secretary.....Anna Browning  
Manager.....Samuel Hyman  
Promotion.....Paul Meistrich  
PRODUCTS: Mfg. sls., rental of professional motion picture & TV production eqpt., incl. cameras, sound recording, lights, dollies, film editing eqpt.

### Canadian General Electric Co., Ltd.

Royce Works, 830 Lansdowne Ave.,  
Toronto 4, Ont.  
Phone: LENnox 4-6511

(Electronic Equipment & Tube Dept.)  
V.P., Gen. Mgr.....R. M. Robinson  
Mgr. Marketing.....I. A. Mayson  
Mgr. Best. Sls. & Planning.....C. E. Spence  
Broadcast Sales.....E. J. Gareau  
Adv. & Sales Prom.....M. D. Locke  
PRODUCTS: Complete AM & TV broadcast transmitting and studio systems; consulting; systems, design & production engineering; facilities for development and manufacture of all electronic products.

### Canadian Marconi Co.

2442 Trenton Ave., Mt. Royal, Montreal  
Phone: REgent 8-9441

President.....S. M. Finlayson  
Asst. Gen. Manager.....W. H. Hopkins  
Mgr., Comm. Products Div.....W. R. Bitcheno  
Comm. Sales Manager.....J. H. Martin  
PRODUCTS: AM transmitting, broadcast studio, and TV transmitting and studio equipment; transmitting receiving tubes for these units.

### Cannon Electric Co.

3208 Humholdt St., Los Angeles 31, Calif.  
Phone: CApitol 5-1251

President, Gen. Mgr.....R. J. Cannon  
PRODUCTS: Audio and TV camera connectors.

### Capehart Corporation

216 W. 14th St., New York 11, N. Y.  
Phone: WATkins 4-5900

Chmn. Bd. Dirs.....Benjamin Gross  
President.....Robert A. Gross  
Vice President.....Alfred P. Hummers  
Secretary.....S. L. Fine  
Treasurer.....Thomas L. Donnelly

# EQUIPMENT MANUFACTURERS

PRODUCTS: AM & FM radio, high fidelity radio phonographs, incl. stereo phonographs.

## Caterpillar Tractor Co.

600 W. Washington St., E. Peoria, Ill.

Phone: 6-3311

N. Y. Phone: Circle 5-9054

V.P., Engine Div.....H. H. Howard  
Sales Manager.....J. H. Gill  
Asst. Sls. Mgrs...H. J. Hunkele, J. P. Morgan

PRODUCTS: Diesel electric sets for use as prime or emergency power.

## CBS-Hytron

(A Div. of CBS Inc.)

100 Endicott St., Danvers, Mass.

Phone: SPring 4-2360

Newark, N. J.: Market 3-5832

Melrose Pk., Ill.: EStebrook 9-2100

Los Angeles, Cal.: RAYmond 3-9080

President.....Arthur L. Chapman  
V.P., Gen. Mgr., Semi-conductor  
Oper.....Robert G. Marchisio  
V.P., Gen. Mgr., Receiving Tube  
Oper.....Michael Callahan  
V.P., Marketing.....Reed V. Bontecou  
V.P., Engineering.....Norman L. Harvey  
Mgr. Mktg. Adm.....Roy A. Juusola  
Eqpt. Sls. & Govt. Sls. Mgr.

Louis H. Niemann

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  
Supvr. Research & Dev. (Tubes)

Dr. Philip N. Hambleton

Mgr., Rec. Tube Dept....Elwood W. Schafer

### Plant Managers

Danvers.....Charles E. Coffin  
Lowell.....Edward J. Quirk  
Newburyport.....Joe C. Harmony

PRODUCTS: Electron tubes and semiconductor products; audio components.

## Century Lighting, Inc.

521 West 43rd St., New York 36, N. Y.

Phone: CH 4-7050

President.....Edward Kook  
Chmn. & Exec. V.P.....Saul Levy

### Branch Offices

1477 N.E. 129th St., N. Miami, Fla.

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), C-Core dimmer system.

## Cinema Engineering

1100 Chestnut St., Burbank, Calif.

Phone: VICToria 9-5511

General Manager.....James L. Fouch  
Sales Service Mgr.....Gloria M. Smith  
N.Y.C. Representative.....Sidney H. Baum

PRODUCTS: Audio attenuators, equalizers, amplifiers, power supplies.

## Cinematic Developments & Cinechrome Laboratory

2125 32nd Ave., San Francisco, Calif.

Phone: MOntr6se 4-2435

President.....Arthur H. Hart

PRODUCTS: Design and development of special motion picture equipment.

## CMG Industries—Ideas, Inc.

214 Ivinson, Laramie, Wyo.

Phone: FRanklin 5-2597

N. Y. Phone: BEEkman 3-3240

PRODUCTS: Electriduct — Stumbleproof over-the-floor electrical extension cords. Flexiduct — Stumbleproof over-the-floor rubber ducts for cables and telephone, intercom, etc., wiring.

## Cohu Electronics, Inc.

5725 Kearney Villa Rd., San Diego, Cal.

Phone: BRowning 7-6700

Sales Manager.....S. S. Sievers

PRODUCTS: Viewfinder studio cameras, sync generators, camera chains.

## Collins Radio Co.

315 - 2nd Ave., Cedar Rapids, Iowa

Phone: EMpire 3-2661

N. Y. Phone: MURray Hill 7-6740

Best. Sales Mgr.....John M. Haerle

### Branch Offices

Richardson Bldg., Dallas, Tex.

Phone: ADams 5-4511

Regional Sales Mgr.....T. A. Farrell

261 Madison Ave., New York, N. Y.

Regional Sales Mgr.....W. J. McKnight

2700 W. Olive, Burbank, Cal.

Phone: THornwall 5-1751

Regional Sales Mgr.....G. T. Tasto

Central Reg. Sls. (Home off.)...G. Bergmann

PRODUCTS: AM Broadcast transmitters, antenna phasing, FM antennas, TV-STL broadcast and recording audio eqpt. & TV weather radar.

## Commercial Radio Sound Corp.

652 First Ave., New York 16, N. Y.

Phone: ORegion 9-0400

General Manager.....A. W. Schneider

PRODUCTS: Broadcast public address & audio systems, video & distribution systems.

## Communications Products Co.

State Hwy. 79, Marlboro, N. J.

Phone: FReehold 8-1880

Manager.....J. L. Bernard

PRODUCTS: Antennas for base sta. & vehicular use, coaxial cable & connectors.

## Community Engineering Corp.

Box 824, State College, Pa.

Phone: ADams 7-7221

President.....James R. Palmer

Vice-President.....Floyd B. Fischer

PRODUCTS: Complete electronic eqpt. for RF distribution of TV signals for com-



## EQUIPMENT MANUFACTURERS

munity antenna, master, closed circuit, educational & industrial systems. Ultra low noise pre-amplifiers. Wide band sweep generators. Custom contract manufacturing.

### **Comprehensive Filmtreat, Inc.**

421 W. 54th St., New York 19, N. Y.  
Phone: CO 5-0372

President ..... Michael Freedman  
Vice-Pres. .... Stanley Gitner  
Sec'y-Treas. .... Jane Leni

PRODUCTS: Comprehensive filmtreat process: For films in constant use; print life service; comprehensive film rejuvenation.

### **Conrac, Inc.**

19217 E. Foothill Blvd., Glendora, Calif.  
Phone: EDgewood 5-1241

President ..... W. J. Moreland  
Vice-Pres., Engr. .... J. Grayson Jones  
Vice-Pres., Mfg. .... R. M. Alston  
Treasurer ..... K. L. Peyton  
Secretary ..... P. C. Kemp

PRODUCTS: Color monitors and monochrome monitors. Off-the-air receivers for monitoring and re-broadcast applications.

### **Consolidated Tower Service**

1123 Michigan Ave., Fort Wayne 6, Ind.  
Phone: ANthony 7-0202

General Manager ..... N. I. Swager  
PRODUCTS: Erect, sell & service towers, spec. in package deals.

### **Continental Electronics Manufacturing Company**

4212 S. Buckner Blvd., Dallas 27, Tex.  
Phone: EVergreen 1-1137

President ..... James Weldon  
Sales Mgr. .... Thomas B. Moseley

PRODUCTS: AM Broadcast transmitters (both standard and short wave).

### **John A. Costelow Co., Inc.**

125 Kansas Ave., Topeka, Kansas  
Phone: CEntral 3-6598

President ..... John A. Costelow  
Vice-Pres., Treas. .... K. A. Costelow

PRODUCTS: Distributes Lehig towers, Andrew Co. antennae, co-axial line, Hughey & Phillips tower lighting equipment.

### **Crouse-Hinds Co.**

Wolf & 7th Sts., Syracuse 1, N. Y.  
Phone: GR 4-1011

Chmn., Pres. .... John R. Tuttle  
Exec. Vice-Pres. .... Robert J. Sloan  
Vice-Pres., Sales. .... Erle R. Monesmith  
Mgr., Illumination. .... J. S. Haney

PRODUCTS: Flashing beacons and aviation obstruction lights for marking radio and television towers.

### **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 Ramo Wooldridge, Inc.)**

W. 10th St., Michigan City, Ind.  
Phone: TR 4-3251

General Manager ..... J. L. Lahey  
Asst. Gen. Mgr. .... W. T. Relyea  
Chief Eng. .... J. Alinsky

PRODUCTS: Closed circuit TV cameras & monitors; professional hest. TV systems; transistorized portable TV cameras & transmitters; kinescope recorders.

### **Da-Lite Screen Co., Inc.**

Warsaw, Ind.

Phone: AMherst 7-8101

President ..... C. C. Cooley  
Vice-President ..... H. E. Christiansen  
Vice-President, Sales. .... C. J. Cerney

PRODUCTS: Projection screens, accessories.

### **Date Television Division**

(Thompson Products, Inc.)

West Tenth St., Michigan City, Ind.

Gen. Mgr. .... J. L. Lahey  
Sales Mgr. .... J. R. Howland

PRODUCTS: Closed Circuit, broadcast, color TV equipment.

### **Daven Co.**

530 W. Mt. Pleasant Ave., Livingston, N. J.  
Phone: WYMan 2-4300

President ..... Lewis Newman  
Sales, Gen. Mgr. .... E. L. Grayson

PRODUCTS: Vacuum tube voltmeters. Noise and distortion meters. Transmission measuring equipment. Test equipment, audio and RF attenuators, components, switches, wirewound resistors, metal film resistors.

### **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.

### **Delco Radio**

(Division of General Motors)

700 E. Firmin, Kokomo, Ind.

Phone: GLadstone 2-8211

General Manager ..... B. W. Cooper  
Sales Manager ..... D. A. Sandberg

PRODUCTS: Automobile Radios, power transistors; defense equipment: Ground-to-air communication equipment and two-way radio communication equipment.

### **Dewald Radio Mfg. Co.**

35-15 37th Ave., Long Island City, N. Y.  
Phone: STillwell 4-9334

President ..... David Wald  
Engineer ..... Mark Glaser  
Sales Mgr. .... Edwin Weisl, Jr.

PRODUCTS: Transistor portables, clock radios, AM-FM Hi-Fi tuners, amplifiers. Stereo tuners & amplifiers.

# EQUIPMENT MANUFACTURERS

## Diamond Power Specialty Corp.

Box 415, Lancaster, Ohio  
Lancaster, Ohio  
Phone: OLive 3-6540

Chairman.....W. P. Thomas  
President.....W. J. Fitzhugh  
V.P., Gen. Sales Mgr.....L. B. Schueler  
PRODUCTS: Industrial TV systems, Utili-  
con camera tube, PC 600 camera tube.

## Dorne & Margolin, Inc.

29 New York Ave., Westbury, N. Y.  
Phone: EDDgewood 4-3200

President.....Arthur Dorne  
Vice-Pres., Treas.....Joseph Margolin  
PRODUCTS: Antenna research, develop-  
ment and production.

## Dresser-Ideco Company

875 Michigan Ave., Columbus 8, Ohio  
Phone: AX 9-2123  
N. Y. Phone: OX 7-2800

Product Manager.....J. M. Hogan  
Comm. Sales Mgr.....J. R. Hayden  
Tower Design Mgr.....Orville Pelkey  
PRODUCTS: Broadcast Antenna Towers.

## Allen B. Du Mont Laboratories, Inc.

750 Bloomfield Ave., Clifton, N. J.  
Phone: SWarthmore 1-1000

Chmn. Bd. Dirs., Gen. Mgr.....Dr. Allen  
B. DuMont  
President.....David T. Schultz  
V.P., Research & Engr.....Dr. Thos. T.  
Goldsmith, Jr.  
Asst. Gen. Mgr.....Nicholas De Falco  
Controller.....Eugene J. Tanner  
Asst. Treas.....Robert W. Norcross  
General Counsel.....George Etkin  
Ind. Rel. Dir.....Edward Van Houten  
Public Relations Director.....Hy Brodsky

### TUBE OPERATIONS

Manager.....Joseph P. Gordon  
Dir. of Purch.....William J. Voss  
Engineering.....Albert E. Beckers

### INDUSTRIAL ELECTRONICS DIVISION

760 Bloomfield Ave., Clifton, N. J.  
Manager.....Robert K. Clifford  
Instr. & Automotive....Morton G. Scheraga  
Industr. TV, Mobile Radio  
Kenneth F. Petersen

### MILITARY ELECTRONICS DIVISION

35 Market St., East Paterson, N. J.  
WEST COAST PLANT  
11800 W. Olympic Blvd., Los Angeles 64, Cal.  
Phone: GRanite 7-4271

Director.....R. T. Cavanagh

### INTERNATIONAL DIVISION

515 Madison Ave., New York, N. Y.  
Phone: PLaza 1-1652  
Director.....Ernest A. Marx  
Asst. Dir.....Robert I. Gaines

### BOARD OF DIRECTORS

Chairman.....Allen B. Du Mont  
Directors.....Barnev Balaban,  
Armand G. Erpf, Thomas T. Goldsmith, Jr.,

Paul Raibourn, David T. Schultz, Percy M.  
Stewart, Edwin L. Weisl.

PRODUCTS: Industrial & spec. cathode-  
ray tubes, photosensitive devices, oscillo-  
scopes & related scientific instruments, auto-  
motive test eqpt., 2-way mobile radio, in-  
dustrial closed circuit TV, radar, data dis-  
play devices.

## Dynamic Electronics-New York, Inc.

87-46 123rd St., Richmond Hill, L. I., N. Y.  
Phone: HI 1-4400

President.....J. M. Winer  
Exec. V.P.....S. Levy  
V.P. Govt. Div.....J. D. Winer  
V.P. Engineering.....Pat Gale  
Treasurer.....Louis Faferman  
Secretary.....George Ginsburg  
Chief Engineer.....Edward Keiser  
Field Engineer.....Lenard Schwartz  
Contract Engineer.....Murray Mayerson  
Design Engineer.....Stanley Brenner  
Product Engineer.....William Brenner

PRODUCTS: (AM-FM) Radio-phono com-  
binations (dynamic); contract private brand  
(AMC & Hudson); tuners & tuner amplifiers.  
(TV) "Filtertenna" indoor TV-FM antenna;  
hi-pass & lo-pass filters; tri-set couplers;  
speaker selectors; "quadraural" speaker sys-  
tems.

## 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, camera lenses, televi-  
sion film projectors.

## Eidson Electronic Company

1902 N. Third St., Temple, Texas  
Phone: PRospect 3-3901

Owner.....M. Eidson  
PRODUCTS: Sta. frequency measuring  
service, communications receivers & trans-  
mitters.

## Eitel-McCullough, Inc.

San Bruno, Calif.  
Phone: JUno 8-1212

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.....O. H. Brown  
Dir. of Research.....J. S. McCullough

PRODUCTS: Eimac Electron, power trans-  
mitting tubes.

## EQUIPMENT MANUFACTURERS

### Electrical Tower Service, Inc.

325 S. W. Washington St., Peoria 2, Ill.  
Phone: 3-9846

President.....Stanley Bernstein

PRODUCTS: Erection and maintenance of radio & TV towers.

### Electro-Voice, Inc.

Cecil & Carroll Sts., Buchanan, Mich.  
Phone: OXbow 5-6831

President.....A. R. Kahn  
Executive Vice-President.....R. E. Siekman  
V.P., Best. Microphones.....L. R. Burroughs

PRODUCTS: Microphones and accessories, monitor and auditioning loudspeakers.

### Electron Corp.

747 S. Central Expressway, Richardson, Tex.  
Phone: ADams 5-3424

President.....M. Zimmerman

PRODUCTS: Closed-circuit cameras.

### Electronic Applications, Inc.

194 Richmond Hill Ave., Stamford, Conn.  
Phone: DAVis 5-1574

President.....V. J. Skee

PRODUCTS: Turntables, microphones, monitor loudspeakers, tape recorders.

### Electronics Development Co., Inc.

3743 Cahuenga Blvd., N. Hollywood, Calif.  
Phone: STanley 7-3223

Pres., Chief Eng.....Joseph H. Leaming  
Sec., Treas.....Fred P. Leaming  
Gen. Mgr.....D. W. Baisch

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 1111 7-6800

Pres. & Treas.....Kenneth C. Meinken  
Vice-Pres.....Ken C. Meinken, Jr.  
Vice-Pres., Sales Mgr.....R. F. Brunner  
Purchasing Agent.....Albert Holmes

PRODUCTS: Cathode Ray Receiving, Multi-gun and Special Purpose Cathode Ray Tubes; Multi-Channel Oscilloscopes; High gain DC Amplifiers, Special design AC and DC Amplifiers; Special design Signal Generators; Electronic Engineering and Development.

### Elizabeth Iron Works, Inc.

Box 360 Elizabeth, New Jersey  
Phone: ELizabeth 4-2000

President.....Harry Diamond

PRODUCTS: Manufactures towers.

### Emerson Radio & Phonograph Corp.

14th & Cole Sts., Jersey City 2, N. J.  
Phone: SWarthenmore 5-3400

President.....B. Abrams  
Secretary-Treasurer.....M. Abrams  
Exec. Vice-Pres.....Dorman D. Israel  
Sr. V.P., Purch., Cons. Prod.

Engr., Mfg.....Harvey Tullo  
V.P. Govt. Elec.....Morton P. Rome  
V.P., Research Lab.....Harold Goldberg  
V.P., Gov't Rel.....John D. Small  
Dir. of Sales.....Arnold M. Henderson  
Dir. of Adv.....Eugene Van Cleve  
V.P., Controller.....Abraham Vogel  
Dir., Comm. Eng.....Maurice Levy  
Export Manager.....Joseph Kattan

PRODUCTS: TV receivers, radios, phonographs, air conditioners & electronic equipment for Govt. Defense Pgms.

### Engineering Assoc.

434 Patterson Rd., Dayton 19, Ohio  
Phone: AXminster 3-1662

President.....C. C. Littel

PRODUCTS: Test eqpt., rectifiers, inverters, converters, spec. power supplies.

### Entron, Inc.

4902 Lawrence St., Bladensburg, Md.  
Phone: APpleton 7-9585

President.....H. M. Diambra  
V.P., Sales.....R. J. McGeehan  
Secy., Treas.....H. M. Kannee  
Research Director.....H. Blum  
Information Director.....G. Boros

PRODUCTS: Engineer & mfg. community antenna TV systems & closed circuit, educational, & industrial TV systems; & master hotel, motel, & apt. antenna systems. Amplifiers: distribution; mixing, TV; TV; wide-band. Multi-set attenuators, R-F & I-F. TV boosters. R-F & Video coaxial cable. TV & UHF-to-VHF converters.

### Esquire Radio Corp.

62-01 15th Ave., Brooklyn, N. Y.  
Phone: BEnsonhurst 6-2755

President.....A. R. Lieberman  
Vice President.....T. S. Block  
Chief Engineer.....Paul Smith  
Production Mgr.....Anthony Umina  
Purchasing Agent.....Ernie Cooke  
Controller.....L. Saqqal

PRODUCTS: Manufacturers of radios, phonographs and Hi-Fi combinations. Import manufacturers for German & Japanese prods.

### Fairchild Camera & Instrument Corp.

Robbins Lane, Syosset, Long Island, N. Y.  
Phone: WElls 1-4500

PRODUCTS: (AM-FM) Miniature beacon transmitters. Automatic voice data link. Fairchild motion analysis camera, high speed 16 mm motion picture camera for special effects color or B & W. Facsimile & telephoto transmitters & receivers.

### Fairchild Recording Equipment Corp.

10-40 45th Ave., Long Island City  
Phone: STillwell 4-6163

President.....Sherman M. Fairchild  
Exec. Vice-Pres., Sls. Mgr...Ruben E. Carlson

PRODUCTS: Professional magnetic tape, disc recording and playback equipment in-

# EQUIPMENT MANUFACTURERS

cluding pickup cartridges, professional arms, cutters, amplifiers, equalizers, power amplifiers, preamplifiers, complete recording and playback installations.

## Fish-Schurman Corp.

70 Portman Rd., New Rochelle, N. Y.  
Phone: NE 6-1300

PRODUCTS: Optical elements including Dichroic mirrors and beam splitters for color TV, lenses, prisms, glass slides for transparencies, 3 light & single light additive color motion picture printing heads.

## Fisher & Assoc.

6100 NE Columbia Blvd., Portland 18, Ore.  
Phone: ATLantic 7-7303  
Manager.....C. H. Fisher

PRODUCTS: Erecting, lighting, painting & servicing towers & ground systems.

## Fisher Radio Corp.

21-21 44th Drive, Long Island City, N. Y.  
Phone: EXeter 2-2500

President.....Avery R. Fisher  
V.P.'s.....B. L. Arons, F. L. Mergner,  
W. J. O'Donnell, J. J. Parks  
Director of Sales.....J. J. Park

PRODUCTS: Hi-Fi Radio, Phonographs.

## Florman & Babb, Inc.

68 West 45th St., New York 36, N. Y.  
Phone: MU 2-2928

President .....Arthur Florman  
Vice-President .....John Babb  
Secretary.....Shirley Babb

PRODUCTS: Mfg., sls., & rental of every-thing in 16 & 35 mm motion picture eqpt.

## Foto-Video Laboratories, Inc.

36 Commerce Rd., Cedar Grove, N. J.  
Phone: PILgrim 4-6090

Asst. Sales Mgr.....John Mahler  
PRODUCTS: 2-Channel color & mono-  
chrome video DA & mixer, 600 Ma. 250 to  
300 V DC, regulated low voltage supply,  
keyed video signal generator, 5-Channel sync.  
distribution amplifier, amplitude linearity  
tester, lin. & convergence dot generator, 525—  
Line TV sync. generator, color subcarrier  
generator, 5" TV waveform monitor, 225 MA  
250 to 300 V DC regulated low voltage sup-  
ply.

## 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: HILLcrest 4-005

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 2-3202

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  
Adv. Dir.....John Price  
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

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 equip-  
ment; communications transmitters (high  
frequency); communications transmitters  
(very high frequency); airway communica-  
tions equipment; homing beacon equipment;  
directional phasing equipment; antenna  
coupling equipment; transmission line equip-  
ment; portable remote amplifiers; rack cabi-  
nets (relay); cabinets (transmitter); master  
control systems.

## General Communications

Box 169, Fort Atkinson, Wisc.

Phone: JORDan 3-5547

President.....E. D. Petersen  
Secy.-Treas.....C. O. Bell

PRODUCTS: Monitors, power supplies,  
camera, program and dial monitor switching  
systems.

## General Electric Co.

Electronics Park, Syracuse, N. Y.

Phone: GRANite 6-4411

N. Y. Phone: PLaza 1-1311

Industrial Electronics Division

Technical Products Department

Vice-Pres., Gen. Mgr.....C. K. Rieger  
TV Receiver Dept.

Electronics Park, Syracuse, N. Y.

General Manager.....Herbert Riegelman  
Manager Marketing.....Jack S. Beldon  
Mgr. Sales Planning.....Jos. F. Effinger  
Mgr. Adv. & Sales Prom.....Dale O. Akridge

PRODUCTS: TV Receivers—monochrome  
and color.

General Manager.....W. J. Morlock  
Manager—Marketing (Broadcast Equipmt.  
and Allied Military

Equipment).....P. L. Chamberlain  
Manager—Marketing (Closed

circuit TV).....F. P. Barnes

PRODUCTS: Radio and TV broadcast  
equipment, including transmitters, antennas

## EQUIPMENT MANUFACTURERS

and studio gear, for color and monochrome TV, closed circuit TV equipment, scatter communications equipment, high frequency heating equipment.

### *Electronic Components Division*

General Electric Co., Owensboro, Ky.

Phone: MURray 3-2401

General Manager.....L. B. Davis  
*Receiving Tube Dept.*

General Electric Co., Owensboro, Ky.

Phone: MURray 3-2401

General Manager.....I. D. Daniels

PRODUCTS: Radio and TV receiving tubes, "Five-Star" high reliability tubes, micro-miniature metal ceramic receiving tubes.

### *Power Tube Dept.*

Bldg. 267, General Electric Co., Schenectady 5, N. Y.

Phone: FRanklin 4-2211

General Manager.....J. F. McAllister

PRODUCTS: Metal-ceramic transmitting tubes, TV camera tubes, microwave tubes, industrial power tubes, tank-type ignitrons.

### *Cathode Ray Tube Dept.*

Electronics Park, Syracuse 1, N. Y.

Phone: GRanite 6-4411

General Manager.....H. F. DeLong

PRODUCTS: TV picture tubes, industrial cathode ray tubes, radar indicator tubes.

### *Semiconductor Products Dept.*

Electronics Park, Syracuse 1, N. Y.

Phone: GRanite 6-4411

General Manager.....H. B. Fancher

PRODUCTS: Transistors (germanium and silicon) for all entertainment, commercial, and military markets; germanium and silicon rectifiers for electronic and electrical equipment; germanium and silicon diodes for electronic and electrical equipment.

### *Specialty Electronic Components Dept.*

General Electric Co., W. Genesee St.,

Auburn, N. Y.

Phone: 3-7321

General Manager.....C. G. Lloyd

PRODUCTS: Printed wiring boards, leadless ceramic capacitors, encapsulated resistor-capacitor networks, ferrites, delay cable, precision metal parts for electronic tubes, technical ceramics, high fidelity sound components and phono accessories.

### *Communication Products Dept.*

Electronics Park, Syracuse 1, N. Y.

Phone: GRanite 6-4411

General Manager.....H. Van Aken

PRODUCTS: Mobile communication equipment, two-way-radio, microwave, radio traffic coordination units, power line carrier, terminal equipment.

### *Radio Receiver Dept.*

General Electric Co., 1285 Boston Ave.,

Bridgeport 2, Conn.

Phone: EDison 4-1012

General Manager.....W. P. Von Behren

PRODUCTS: Full line of portable radios, clock-radios, table radios.

## General Precision Laboratory, Inc.

63 Bedford Rd., Pleasantville, N. Y.

Phone: ROgers 9-5000

Bd. Chmn., Technical Dir.....R L. Garman  
Pres., Gen. Mgr.....J. W. Murray  
Vice Pres.....Blair Foulds  
Sales Manager.....N. M. Marshall

PRODUCTS: Studio 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: WHitney 3-3140

President.....C. C. Carey

Vice-Pres. for Sales.....A. E. Thiessen

Treasurer.....Lawrence H. Pexton

Secretary.....John D. Quackenbos

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, transmitter test equipment.

## Granco Products, Inc.

36-07 20th Ave., Long Island City 5, N. Y.

Phone: RAvenswood 1-0400

President.....Henry Fogel

Sales Director.....Herbert A. Frank

V.P. Chg. Mfg.....Seymour Napolin

PRODUCTS: FM radios; FM-AM radios; FM tuners; FM-AM stereophonic phonograph consoles.

## 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 Manufacturing Co.

16 Arbor St., Hartford, Conn.

Phone: ADams 3-1271

Sales Manager.....N. Barnes

PRODUCTS: Turntables, tone arms & pre-amplifiers.

## Graybar Electric Co., Inc.

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

Phone: LEXington 2-4000

Sales Manager.....J. O'Connell

PRODUCTS: Microphones, amplifiers, magnetic tape recorders, lighting eqpt.

## Guild Radio & TV Co.

460 N. Eucalyptus Ave., Inglewood, Calif.

Phone: OREGon 8-7771

Sales & Exec. Head.....Lou Dolgin

Production Chief.....Jack E. Ackerman

Chief Engineer.....Herbert Fremont

PRODUCTS: Country Belle, Country Belle Music Maid, Spice Chest, & Teakettle radios; Grafonola, Bonnet Box, & Ginger Bread Bin AM-FM high fidelity stereo radio-phonograph combinations.

# EQUIPMENT MANUFACTURERS

## Hallamore Electronics Co.

(Div. of The Siegler Corp.)

Pres., Siegler Corp. . . . . John G. Brooks  
Pres., Hallamore Electronics

Exec. V.P. . . . . Lloyd G. Hallamore  
John J. Burke

PRODUCTS: Closed-circuit TV industrial systems, and electronic communication systems.

## J. M. Hamilton, Inc.

1106 N. Oakwood St., Gastonia, N. C.

Phone: UNiversity 4-2115

President . . . . . J. M. Hamilton  
Vice President . . . . . Mrs. Marie C. Hamilton

## The Hammarlund Mfg. Co., Inc.

460 West 34th St., New York 1, N. Y.

Phone: LOngaere 5-1300

Chairman of Board . . . . . Joseph Lush  
President . . . . . Lloyd A. Hammarlund  
Vice-Pres., Treas. . . . . Edward A. Wittmer  
Vice-Pres., Mfg. . . . . Hugh A. McCloskey  
Sls. Mgr., Engr. Prod. . . . . L. C. Menket  
Sls. Mgr., Comm'l Prod. . . . . F. Lester  
Vice-Pres., Eng. . . . . R. M. Daugherty  
Secy. & Compt. . . . . Walter Knorr  
Advertising & Promotion

Manager . . . . . Lescarboura Agency  
Personnel Director . . . . . George Froehlich  
Purchasing Manager . . . . . William Griffin

PRODUCTS: Communication receivers and accessories, standard and special variable capacitors, remote supervisory controls, diversity receivers.

## The Harwald Company

1245 Chicago Ave., Evanston, Ill.

Phone: DAVis 8-7070

President . . . . . Robert Grunwald  
Acting Sales Mgr. . . . . Howard Bowen  
Technical Director . . . . . Richard R. Wallace  
Movie-Mite Div. . . . . Paul J. Browder  
Sales Engineer . . . . . Sam Caldwell  
Field Engineer . . . . . Ray Short

PRODUCTS: (TV) Inspect-O-Film automatic film inspecting machine; Splice-O-Film automatic hot splicer; Protect-O-Film film cleaner; Cement-O-Film film cement; Admatic automatic slide projector.

## Harwood Manufacturing Co.

466 W. Superior St., Chicago 10, Ill.

Phone: WHitehall 3-0465

President . . . . . Sidney Swislow  
Vice-President, Gen. Mgr. . . . . J. H. Lippman

PRODUCTS: Photographic and electronic lighting equipment, sheet metal fabricating, spun metal reflectors, portable lighting bars.

## 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.

66-02 Austin St., Forest Hills 74, N. Y.

Phone: ILLinois 9-0800

President . . . . . Frank A. Hinners  
V.P., Treas. . . . . Leo J. Galanek  
Sales Manager . . . . . Arthur Howard  
Chief Engineer . . . . . Daniel P. Brand  
Purchasing . . . . . Mildred Towey  
General Manager . . . . . Jerry Di Mucci  
Credit Manager . . . . . Grace V. Ramey  
Prod. Mgr. . . . . Paul Swist  
Traffic Mgr. . . . . Mach Wachs  
Chief Mechanical Eng. . . . . Zenon B. Salij

PRODUCTS: AM: 4-, 5-, 6-tube table & clock radios. Six-transistor portable Texon & plastic cases. Stereo phonographs.

## Hoffman Electronics Corp.

3761 S. Hill St., Los Angeles, Calif.

Phone: RICHmond 7-4488

President . . . . . H. Leslie Hoffman  
Vice-Pres., Treas. . . . . C. E. Underwood  
Secretary . . . . . H. S. Hazeltine  
V.P., Engineering . . . . . I. J. Kaar  
Vice President . . . . . M. E. Paradise  
Adv. Dir. . . . . E. A. Tischler  
Mgr. Patent Dept. . . . . B. L. Birchard

### Consumer Products Division

V.P., Sales . . . . . P. E. Bryant  
V.P., Mfg. . . . . J. Stevens  
V.P., Admin. . . . . M. G. Whitney  
V.P., Engr. . . . . C. A. Nichols  
V.P., Styling . . . . . J. Portanova  
Asst. Sls. Mgr. . . . . D. D. Spence  
Asst. Sls. Mgr., Radio  
& Hi-Fi . . . . . J. B. Chadwell  
Advt Mgr. . . . . W. Baldwin  
Sls. Prom. Mgr. . . . . D. Van Winkle  
Prod. Mgr. . . . . F. J. Vogt  
Quality Control Dir. . . . . H. Roemer

### Laboratories Division

President . . . . . J. D. McLean  
Treasurer . . . . . J. Kuhner  
V.P., Electro-Mech. . . . . L. Mendelsohn  
V.P., Operations . . . . . G. M. Hafner  
V.P., Engr. . . . . R. A. Maher  
Dir. of Manufacturing . . . . . E. E. Davis  
Director of Purchasing . . . . . R. A. Gingrich  
Dir. Military Sales . . . . . J. G. Anderson  
Advertising Director . . . . . W. H. Herrman

### Semiconductor Division

Exec. Vice President . . . . . M. E. Paradise  
Treas., Asst. Gen. Mgr. . . . . J. S. McGee  
V.P., Marketing . . . . . R. N. Golbach  
V.P., Research . . . . . Dr. M. B. Prince  
V.P., Engr. . . . . J. R. Madigan  
V.P., Manufacturing . . . . . R. L. Sigwell  
Advertising Director . . . . . R. Saichek

PRODUCTS: TV & radio receivers, hi-fi phonographs, military electronic equipment, semiconductor devices.

## Holt Electronic Research Labs.

105 E. Spruce St., Mahanoy City, Pa.

Phone: 1228

Chief Eng. . . . . Luther Holt  
PRODUCTS: Community TV. Cable

## EQUIPMENT MANUFACTURERS

equipment, preamps, head end A.G.C. units.  
Crystal control converters, V.H.F., U.H.F.

### Houston-Fearless Corporation

11801 W. Olympic Blvd., Los Angeles, Calif.  
Phone: BRadshaw 2-4331

Asst. Sales Mgr. .... A. J. Kjontvedt  
Vice-President. .... K. B. Elliott

PRODUCTS: Pedestals, friction heads,  
geared heads, dollies, cranes, remote control  
heads, etc.

### 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.

3200 N. San Fernando Blvd., Burbank, Calif.  
Phone: VICTORIA 9-1104

V.P., Gen'l Mgr. .... J. H. Ganzenhuber

PRODUCTS: 300 mm. beacons, obstruction  
lights, photo-electric controls, beacon flashers,  
special junction boxes, microwave tower light  
control & alarm systems, and complete kits  
for: tower lighting, sleet melter power and  
control.

### Industrial Television, Inc.

369 Lexington Ave., Clifton, N. J.  
Phone: GREGORY 3-0900

President. .... Horace Atwood, Jr.  
Sales Manager. .... R. J. Harrington

PRODUCTS: Monochrome and color mon-  
itors, special ITV equipment.

### Industrial Tubes, Inc.

321 Stevens St., Geneva, Ill.  
Phone: GENEVA 806

Vice President. .... R. K. Soderquist

PRODUCTS: Inert gas-filled thyratrons for  
use in TV studios in the dimming circuits of  
main control panels. Our tube types for  
above use include: 5665/C16J, 718 & 710/  
6011.

### Insuline Corp. of America

186 Granite St., Manchester, N. H.  
Phone: NA 5-8511

Ex. Vice Pres. .... A. S. Blumenthal  
Controller, Treasurer. .... H. J. Lynch  
V.P., Gen. Sls. Mgr. .... J. J. Niesi  
Mfg. Mgr. .... C. E. Strickland  
Asst. V.P., Sls. .... J. J. Maresca  
Purchasing Agent. .... E. L. Bramhall

PRODUCTS: Adapters, phone pick-up;  
aligning tools; amplifier chassis; angles and  
brackets antenna.

### Internat'l. Electronics Corp.

81 Spring St., New York 12, N. Y.  
Phone: WORTH 6-0790

President. .... B. B. Grossman  
Secy., Treas. .... M. Grossman  
Vice President. .... E. J. Porto

PRODUCTS: Mullard products: Audio &  
radio & spec. purpose tubes; semi-conductor  
& photo conductive devices; ultrasonic eqpt.;  
electrical testing apparatus.

### International 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.

2000 Stoner Ave., Los Angeles, Calif.  
Phone: GRANITE 8-7751

Chairman. .... Paul Raibourn  
President. .... L. A. Novins

Vice-Pres. .... P. MacNamara, C. I. Lappen,  
Jas. Murtagh

Secretary. .... Jacob Karp  
Treasurer. .... Eugene Zukor

Asst. Secy.-Treas. .... Stanley A. Wainer  
Asst. Secy. .... Arthur Israel, Jr.

PRODUCTS: Telemeter system of Pay-as-  
You-See TV.

### Internat'l Telephone & Telegraph Corp.

67 Broad St., New York 4, N. Y.  
Phone: BOWLING GREEN 9-3800

V.P. Chg. Marketing. .... P. R. Roehm

PRODUCTS: Mobile radio systems, closed-  
circuit TV systems, tubes, rectifiers & con-  
densers.

### 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.

### ITT Components Division

(A Div. of IT & T)

100 Kingsland Road, Clifton, N. J.  
Phone: NUTLEY 2-3600

N. Y. Phone: BOWLING GREEN 9-3800

President. .... Burrell A. Parkhurst  
V.P. Chg. Mfg. .... William P. Maginnis

V.P. Chg. Mktg. .... Frank M. Viles, Jr.  
Comptroller. .... George Neaderhouser

Advertising Manager. .... Edward L. Shaw

PRODUCTS: Selenium & silicon rectifiers,  
tantalum & aluminum capacitors, hermetic  
seals, miniature switches, power, traveling  
wave, hydrogen thyratron & image storage  
tubes.

### ITT Federal Division

100 Kingsland Road, Clifton, N. J.  
Phone: NU 2-3600

President. .... Delbert L. Mills  
Vice President. .... Theodore M. Douglas

V.P., Administration. .... Robt. E. Chasen  
V.P., Engr. .... Walter H. Hawk

Pub. Rel. Dir. .... Joseph A. Abbott  
General Sales Manager. .... John D. Phelan

# EQUIPMENT MANUFACTURERS

Purchasing Agent.....Charles Messner  
**PRODUCTS:** Communications transmitting-receiving systems & eqpt., conventional, time & frequency sharing, pulse coded.

## ITT Laboratories

(A Div. of Internat'l Tel. & Tel. Corp.)  
 500 Washington Ave., Nutley 10, N. J.  
 Phone: NOrth 1-1100

President.....Henri Busignies  
 V.P.'s.....Andre G. Clavier, Peter C. Sandretto, Armig G. Kandoian  
 Lab Director.....William Sichak  
**PRODUCTS:** Microwave radio systems & path loss test eqpt. for point-to-point & over-the-horizon transmission.

## Jackson Electrical Instrument Co.

18 S. Patterson Blvd., Dayton 2, O.  
 Phone: BALdwin 4-0367

President.....J. Myron Fulkerson  
 Purchasing Agent.....James A. Hawkins  
 Secy-Treas.....J. E. Beery  
**PRODUCTS:** Radio-TV-Marine electronics.

## Jenfred, Inc.

36 W. 57th St., New York 19, N. Y.  
 Phone: Circle 7-1429

President.....Claude Frederick  
 Vice President.....Grace V. Frederick  
**PRODUCTS:** Stock pictures for projection, etc.; overhead, rear or front projection eqpt.; slide files—projection eqpt., rear & front screen & overhead projection.

## Jensen Manufacturing Co.

6601 S. Laramie Ave., Chicago 38, Ill.  
 Phone: PORTsmouth 7-7600  
**PRODUCT:** Loudspeakers.

## Jerrold Electronics Corp.

23rd and Chestnut Sts., Philadelphia, Pa.  
 Phone: LOUis 4-0707  
 N. Y. Phone: SYcamore 2-3700

President.....Milton Shapp  
 Vice Presidents.....Donald Kirk, Jr., Henry J. Arbeiter, Caywood Cooley  
 Asst. to the Pres.....Zalmon H. Garfield,  
 Sales Manager.....William Miller  
 Dir. of Pub. Rel.....Daniel Aaron  
**PRODUCTS:** CATV Systems, cable theater, test instruments, preamplifiers and accessories.

## Johns-Manville

22 E. 40th St., New York 16, N. Y.  
 Phone: LExington 2-7600

Manager.....P. J. Washburn  
**PRODUCT:** Acoustical materials.

## E. F. Johnson Co.

Waseca, Minn.  
 Phone: 990

General Manager.....E. F. Johnson  
 General Sales Mgr.....E. T. Herbig Jr.  
**PRODUCTS:** Antenna insulators, RF contactors, isolation inductors, inductors (fixed & variable), shaft couplings (flexible &

rigid), static drain chokes, tower lighting filters, phase samplings loops, make-before-break switches, counter dials, feed-thru bowl insulators.

## Kaar Engineering Corp.

2995 Middlefield Rd., Palo Alto, Cal.  
 Phone: DAVenport 6-5050

Manager.....F. Genocchio  
**PRODUCTS:** Mobile radio telephone eqpt.; AM & FM transmitters & receivers.

## Kahn Research Laboratories, Inc.

22 Pine Street, Freeport, N. Y.  
 Phone: FReeport 9-8800

President.....Leonard R. Kahn  
 V.P. Chg. of Sls.....Kenneth B. Boothe  
**PRODUCTS:** Compatible single-sideband system for AM broadcast transmitters; Symmetrical wave modulation (AM-FM); compatible stereophonic transmission method for AM-FM transmitters. (TV) Symmetrical modulation to maintain symmetrical modulation on TV audio channels.

## Kay Electric Co.

14 Maple Ave., Pine Brook, N. J.  
 Phone: CALdwell 6-4000

Partner.....Harry R. Foster  
 Partner, Chief Eng.....Elmo E. Crump  
 Sales Manager.....John Gilmore  
**PRODUCTS:** Broadcast test equipment.

## Kent Television, Inc.

505 Driggs Ave., Brooklyn, N. Y.  
 Phone: EVergreen 8-2272

General Manager.....Jack Mendelson  
 Sales Manager.....Benjamin Wax  
 Prod. Mgr.....L. L. Hechtlinger  
**PRODUCTS:** Hi-Fi stereo & TV units.

## 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.

## Kline Iron & Steel Co., Inc.

1225 Huger St., Columbia, S. C.  
 Phone: AL 4-0301

President.....B. H. Kline  
 Sales Manager.....J. R. Trotter  
 Chief Engineer.....F. L. Anderson, Jr.  
**PRODUCTS:** Manufactures and erects towers. For TV antennas, AM and FM radio, microwave systems.

## Kliegl Bros., Inc.

321 W. 50th St., New York, N. Y.



## EQUIPMENT MANUFACTURERS

Phone: COlumbus 5-0130

Vice President.....Herbert A. Kliegl  
TV Sales Mgr.....Herbert R. More

PRODUCTS: TV studio lighting equipment: spotlights, scoops, pattern and slide projectors; lighting distribution system including connector strips, ceiling and wall outlet boxes, multi-conductor cable; studio lighting control centers 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.....J. C. Milligan  
Sales Manager.....William C. O'Donnell

PRODUCTS: Motion picture equipment, TV projection lenses and mirrors, 16 mm projection lenses, custom optical equipment.

### 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.

730 S. 13th St., Newark, N. J.  
Phone: BIgelow 2-6000

President.....W. P. Maginnis  
Sls. Eng.....H. M. Brady  
PRODUCTS: Hydrogen thyratrons.

### Lambda-Pacific Engineering, Inc.

14725 Arminta St., Van Nuys, Calif.  
Phone: STate 3-2400

President.....L. W. Mallach  
Sls. Mgr.....H. L. Arment

PRODUCTS: Microwave systems, portable and fixed. Full color and Monochrome. 5600 mc to 12,000 mc.

### Langevin

(Div. W. L. Maxson Corp.)

47-37 Austell Pl., Long Island City 1, N. Y.  
Phone: RAvenswood 9-1850

Manager.....A. Schneider  
Chief Engineer.....Charles Langabeer

PRODUCTS: Langevin Mfg. Corp. audio & electronic equipment, magnetic amplifiers, pulse transformers & mil. & comm'l transformers for electronics industry.

### Lehigh Structural Steel Co.

17 Battery Place, New York 4, N. Y.  
Phone: WIIitehall 4-1424

Gen. Sls. Mgr.....E. A. Murphy  
Ch. Eng. (Tower Dept.).....F. H. Taylor

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.

### Ling Systems, Inc.

11949 Vose St., N. Hollywood, Cal.  
Phone: STanley 7-3441

President.....F. W. Bailey  
V.P. Sales.....R. H. Goodwin  
V.P. Engr.....P. D. Bayless  
V.P. Prod.....D. L. Tatro  
Secy., Treas.....Lee Webster

PRODUCTS: Microwave relay systems, microwave antennas and components for TV, remote, STL & off-air pickups, incl. intercity microwave. Vidicon camera chains. Microvan complete remote pickup unit.

### John E. Lingo & Son, Inc.

2814 Buren Ave., Camden 5, N. J.  
Phone: WOODlawn 4-0487

PRODUCTS: Antenna supporting poles & transmitting antennas.

### 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 TV Antenna Systems, impedance matching devices, amateur radio gear.

### Machlett Laboratories, Inc.

1063 Hoop St., Springdale, Conn.  
Phone: FIreside 8-7511

President.....W. E. Stevenson  
Sls. Mgr., Power tube div.....R. E. Nelson  
Field Engineers, Eastern

District.....C. Kirka, G. J. Taylor  
Field Engineer, Central

District.....D. S. Frankel  
Field Engineer, West Coast

District.....E. H. Gilbert  
Sls. Prom. Mgr.....R. N. Rose

PRODUCTS: Electron tubes for oscillator, amplifier, and modulator service in AM & FM transmitters. TV transmitter electron tubes; vidicon & image orthicon TV camera tubes.

### Magnasync Manufacturing Co., Ltd.

5546 Satsuma Ave., North Hollywood, Cal.  
Phone: STanley 7-5493

President.....D. J. White  
V. P.'s.....W. H. Stutz, J. W. Green  
Sls. Mgr.....H. V. Auchstetter

PRODUCTS: Motion Picture/TV recording and reproducing equipment; related accessories.

### The Magnavox Company

2131 Bueter Rd., Ft. Wayne 4, Ind.  
Phone: EAstbrook 9721

## EQUIPMENT MANUFACTURERS

Chairman.....Richard A. O'Connor  
President.....Frank M. Freimann  
V.P., Secy.....Gerard M. Ungaro  
V.P., Treas.....John S. Sturgeon  
V.P.'s.....Edwin S. Pridham, Maj. Gen'l.  
Geo. F. Smith

General Comptroller.....J. A. Robinson, Jr.  
Corporate Comptroller.....Jack W. Schrey  
Asst. Secy.'s.....Catherine M. Kelly, Stanley  
S. Sondles, Jas. M. Barrett, Jr., M. W. Dob-  
rzensky  
Asst. to Pres.....C. Wesley La Blanc, Jr.  
Retail Merch. Mgr.....George Fezell  
Advertising Manager.....Karl Carstens  
Purchasing Director.....Warren Frebel  
Nat'l Service Manager.....Ray Yeranko

PRODUCTS: (AM-FM) Stereo Hi-Fidelity  
radios. (TV) 17, 21 & 24" & color: UHF &  
VHF; two-way combinations; three-way com-  
binations.

### Marconi Instruments Ltd.

111 Cedar Lane, Engelwood, N. J.  
Phone: LOWell 7-0607

Manager.....R. J. Bailey  
Sls. Mgr.....W. A. Buck  
Ch. Eng.....S. Ellam

PRODUCTS: Measuring instruments for  
FM mobile radio, measuring instruments  
for bestg. stations, FM/AM signal generators,  
frequency standards, deviation monitors, TV  
sideband analyzers, etc.

### Mattison Electronics Corp.

2380 Hoffman St., New York 58, N. Y.  
Phone: CY 8-1400

President, Treasurer.....Richard Mattison  
Vice President.....Aaron Ignal

PRODUCTS: TV receivers, hi-fi eqpt., ra-  
dio-phonograph combinations.

### J. A. Maurer, Inc.

37-01 31st Street, Long Island City 1, N. Y.  
Phone: STillwell 4-4600

President.....Daniel R. Ehrlich  
V.P., Treasurer.....Ben Cohen  
V.P., Secy.....Herman Cohen  
Asst. Secy.....Lee Shaw

PRODUCTS: 16mm. professional motion  
picture cameras; 16mm. sound recorders;  
16mm. film phonographs. 16 & 35 mm. Gal-  
vanometers, kinescope recording equipment  
16 mm., rapid processing equipment for 16  
and 35 mm. film.

### McGraw-Edison Company

(Bussman Mfg. Div.)

University at Jefferson St., St. Louis 7, Mo.  
Phone: GARfield 1-1740

Manager.....J. C. Ingram  
1004 E. Fourth St., Los Angeles 13, Cal.  
Phone: MADison 5-1954

Manager.....O. A. Alderman  
PRODUCTS: Radio & TV fuses.

### Mectron Company

166 Ridge Ave., N. Plainfield, N. J.  
Phone: 6-6513

Sales Manager.....J. F. Cosgrove

PRODUCTS: Copper coaxial transmission  
lines, air dielectric replacement parts for  
RMA coaxial line, fittings.

### Metropolitan Electric Mfg. Co.

(Lumi-Tron Division)

22-50 Steinway St., Long Island City 5, N. Y.  
Phone: ASToria 8-3200

Sls. Manager.....Charles Shevelin  
PRODUCTS: Studio lighting control & fix-  
tures, lighting accessories & power equip-  
ment.

### Metropolitan Telephone Supply Corp.

964 Dean St., Brooklyn 38, N. Y.  
Phone: NEVins 8-5900

President.....S. Beidler  
PRODUCTS: Cameramen's telephone head  
& chest sets, telephone jacks, plugs, switch-  
boards & assoc. eqpt.

### Metzner Engineering Corporation

1041 N. Sycamore Ave., Hollywood 38, Cal.  
Phone: HOLlywood 2-2353

President.....Robert G. Metzner  
V.P., Gen. Mgr.....Robert J. Margolis  
Sales & Adv. Mgr.....Will A. Connelly  
Ch. Eng.....Burton W. Farber

PRODUCTS: Starlight continuously vari-  
able speed transcription turntable, esp. for  
sound effects; Starlight stereo tape decks;  
Starlight stereaunetic transcription arm.

### Microlab

71 Okner Pkwy., Livingston, N. J.  
Phone: WYman 2-5700

President.....Harry A. Augenblick  
V.P., Prod. Mgr.....Albert Sachs, Jr.  
Chief Engineer.....Herbert F. Engelmann  
Sales Manager.....Richard C. Hess  
Comptroller.....Betty S. Brewster  
Purchasing Agent.....Arthur Alexander  
PRODUCTS: Coaxial attenuators, filters,  
dividers, terminations, UHF test equipment.

### Microwave Associates

Northwest Industrial Park, Burlington, Mass.  
Phone: BRowning 2-3000

President.....Dana W. Atchley Jr.  
Exec. V.P.....Vess Chigas  
V.P., Res. & Develop.....R. M. Walker  
PRODUCTS: Microwave tubes and wave-  
guide components.

### Midwestern Instruments, Inc.

(Div. of Magnecord)

1101 S. Kilbourne Ave., Chicago 24, Ill.  
Phone: VAn Buren 6-9301

Gen. Sales Mgr.....Hugh J. Daly  
PRODUCTS: Eqpt. for radio & TV; tape  
recording eqpt.

### Miles Reproducer Co., Inc.

812 Broadway, New York 3, N. Y.  
Phone: SPRing 7-7670

Secretary, Sls. Mgr.....J. M. Kuhlik, Sc.D.  
PRODUCTS: Tech. recorders. Shoulder-  
strap or briefcase type, self-contained voice  
recorder for interviews.

## EQUIPMENT MANUFACTURERS

### Milo Electronics Corp.

530 Canal St., New York 13, N. Y.  
President.....Milton A. Putterman  
PRODUCTS: Audio components, test instruments, tubes, recording & playback eqpt., wire, cable, connectors.

### Minnesota Mining and Mfg. Co.

900 Bush Ave., St. Paul 6, Minn.  
Phone: PProspect 6-8511  
Sales Mgr., Magnetic Prod.....Dan Denham  
Sales Mgr., Dist. Trades.....W. H. Madden  
*Branch Offices*  
6850 S. Harlem Ave., Bedford Park, Ill.  
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  
1330 Centre St., Newton Center 59, Mass.  
Sls. Mgr.....E. F. Gregg  
Box 2012, Buffalo 6, N. Y.  
Sls. Mgr.....E. W. Ball  
5698 Rising Sun Ave., Philadelphia 20, Pa.  
Sls. Mgr.....J. T. Donahue  
732 Ashby St., N. W., Atlanta 3, Ga.  
Sls. Mgr.....G. S. Miles  
4835 Para Dr., Cincinnati, Ohio  
Sls. Mgr.....J. J. O'Brien  
12200 Brookpark Road, Cleveland 30, Ohio  
Sls. Mgr.....A. D. Steele  
8825 Grinnel Ave., Detroit 13, Mich.  
Sls. Mgr.....R. F. Woelfel  
PRODUCTS: Magnetic tape & accessories.

### 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  
First Vice-Pres., Treas.....W. K. Parker  
Exec. V.P., Secy.....E. C. Palmer  
PRODUCTS: Photographic lighting equipment and accessories for TV studios. Microphone booms and perambulators.

### Motorola, Inc.

4545 W. Augusta Blvd., Chicago 51, 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.

### Multi-Tron Laboratory Inc.

9861 Derby Lane, Westchester, Ill.  
President, Ch. Eng.....Nicholas Glyptis  
PRODUCTS: Electronic tubes. Research development manufacturing. Electronics.

### Musicolor, Inc.

333 N. Michigan Ave., Chicago 1, Ill.  
Phone: DE 2-1763  
President.....Maurice Wetzel  
Vice President.....Helen Spencer  
Secy.-Treas., Sls. Mgr.....Jas. M. Spencer, Jr.  
PRODUCTS: Colorobot, the machine that paints tunes on a screen in color for commercial TV, theater & business film.

### Mycalex Corporation of America

125 Clifton Blvd., Clifton, N. J.  
Phone: PRescott 9-8866  
V.P., Engr.....J. H. DuBois  
6677 Northwest Hwy., Chicago, Ill.  
Phone: NEWcastle 1-7062  
Manager.....L. F. Thompson  
384 W. First St., Dayton, Ohio  
Manager.....Harry D. Lake  
5657 Wilshire Blvd., Los Angeles, Cal.  
Phone: WEbster 8-2169  
Manager.....K. V. Tindall  
1411 Pennsylvania Ave., NW, Washington, D. C.  
Phone: REpublic 7-7040  
Manager.....J. Nalls  
PRODUCTS: Glass-bonded mica insulation components, tube sockets & bases, synthetic mica.

### Narda Microwave Corp.

118 Herricks Rd., Mineola, N. Y.  
Phone: Pioneer 6-4650  
President.....W. A. Bourke  
PRODUCTS: Microwave test eqpt.; antenna horns.

### National Cine Equipment Inc.

209 W. 48th St., New York 36, N. Y.  
Phone: CIrcle 6-0348  
President.....John Clemens  
Sec'y.-Treas.....Erwin G. Harwood  
PRODUCTS: Crab-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, 1 hr. magazines for film recording for 16 mm. & 35 mm. off tube.

### Nat'l Engr. & Mfg. Co.

1579 Morristown St., Orlando, Fla.  
Phone: GARDen 4-9715  
Execs.....D. L. Dine, R. D. Sidwell  
PRODUCTS: On-air lights, electronic fabrication, towers.

# EQUIPMENT MANUFACTURERS

## 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  
 Director of Sls.....J. F. Whitehead  
 Radio & TV Sls.....A. D. Babbitt  
 PRODUCTS: TR-1 TV Rebroadcast receiver, field intensity meters, phase monitors, video and audio jacks, plugs, jack panels.

## Neumade Products Corp.

250 W. 57th St., New York 19, N. Y.  
 Phone: JUdson 6-5810  
 President.....Mrs. Oscar F. Neu  
 Exec., V.P.....Lee E. Jones  
 PRODUCTS: Film cabinets and racks, slide cabinets, editing equipment, film cleaners, projection tables, synchronizers, film timers, flanges, editing tables.

## O'Brien Electric Corp.

6514 Santa Monica Blvd., Hollywood 38, Cal.  
 Phone: HOLlywood 4-1117  
 President.....Frank O'Brien  
 Vice Pres.....Leona 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.

## Olesen Rental Co.

1535 Ivar Ave., Hollywood, Calif.  
 Phone: HOLlywood 5-5194  
 President.....Stewart S. Romans  
 PRODUCTS: TV lighting equipment, booms.

## Gunnar A. Olsen Corp.

225 Broadway, New York 7, N. Y.  
 Phone: BArlay 7-8390  
 President.....Gunnar A. Olsen  
 Vice President.....Gunnar Olsen  
 PRODUCTS: Tower Antenna systems installations & maintenance.

## ORRadio Industries, Inc.

Shamrock Circle, Opelika, Ala.  
 Phone: SHerwood 5-5771  
 President.....J. Herbert Orr  
 General Manager.....John M. Leslie, Jr.  
 Sales, Adv. Mgr.....Nat Welch  
 PRODUCTS: Recording tapes, various lengths.

## Pacific Mercury Television Mfg. Corp.

8315 Hayvenhurst Ave., Sepulveda, Calif.  
 Phone: EMpire 2-3131  
 President.....Joe Benaron  
 V.P., Engr. Dir.....S. Cutler  
 Administration Dir.....A. L. Scharff  
 TV Sales Manager.....George DeRado  
 Manufacturing Dir.....T. McAuliffe  
 Purchasing Director.....D. Stein  
 Ch. TV Engineer.....Sava Jacobson  
 Indus. Relations Dir.....George Brudney  
 Controllor.....H. Johnson

PRODUCTS: Thomas stereophonic high fidelity sound system receiver. (TV) Silver-tone receivers & console-phonograph combinations.

## Page Communications Engineers, Inc.

710-A Fourteenth St., N.W., Wash. 5, D. C.  
 PRODUCTS: Design, construction, testing and operation of scatter and other advanced radio communications systems.

## Parkersburg Rig and Reel Co.

(Div. of Parkersburg-Aetna Corp.)  
 620 Depot St., Parkersburg, W. Va.  
 Phone: HUDson 5-4521  
 N. Y. Phone: DIgby 4-5515  
 President.....B. P. McDonough  
 V.P., Sales Mgr.....J. W. Robbins  
 Secy., Treas.....H. N. Wilson  
 PRODUCTS: (AM-FM) Radio transmission towers; micro wave towers. (TV) Towers.

## Pembrex Theatre Supply Corp.

1969 S. Vermont Ave., Los Angeles, Calif.  
 Phone: REpublic 1-3111  
 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  
 Chief Engineer.....Bernard Sahlins  
 PRODUCTS: Stereo recorders, stereo play-monaural tape recorders, dual preamplifiers, preamplifiers, microphone mixers, speaker/amplifiers, tape decks (stereo & monaural).

## Phelps Dodge Copper Products

300 Park Ave., New York 22, N. Y.  
 Phone: PLaza 1-3200  
 President.....H. T. Brinton  
 Sales Manager.....F. W. Lemly  
 PRODUCTS: Styroflex®, Spirafil, Foamflex coaxial cable.

## Philco Corp.

Tioga and "C" Sts., Philadelphia 34, Pa.  
 Phone: NEbraska 4-5100  
 Corporate Division  
 President.....James Skinner, Jr.

## EQUIPMENT MANUFACTURERS

V.P., Oper.....Joseph H. Gillies  
 Exec. V.P., Res. & Eng.....Leslie J. Woods  
 Vice President.....Harold B. Butler  
 V.P., Res. & Eng.....Leslie J. Woods  
 V.P., Research.....David B. Smith  
 General Counsel.....Philip Dechert  
 Treasurer.....William R. Wilson  
 Assistant Treasurer.....M. G. Paul, Jr.  
 Gen. Credit Mgr.....William J. Jiles  
 Secretary.....Charles F. Steiner, Jr.  
 Dir. of Pub. Rel.....Robert M. Jones

### Consumer Products Division

V.P., Gen. Mgr.....Larry F. Hardy  
 V.P., Marketing.....Henry E. Bowes  
 V.P., Auto Radio.....Lionel M. Searle  
 Gen. Mgr.-Merch.....James J. Shallow  
 Gen. Mgr.-Spec. Mkt. Planning..John L. Utz  
 V.P., Prod. Dev. & Planning—  
 Electronics.....Armin E. Allen  
 V.P., Electronics Oper.....E. S. Brotzman  
 V.P., Engr.-Electronics  
 Oper.....Palmer M. Craig  
 V.P., Prod. Dev. & Planning—  
 Appliances.....Harold W. Schaefer  
 V.P., Appliance Oper..William A. McCracken  
 Engr. Mgr.-Appl. Oper.....Frank Edwards  
 V.P., Purchasing.....Wilson H. Oelkers  
 V.P., Asst. to V.P. &

Gen Mgr.....Oscar O. Schreiber

(Lansdale Tube Co. Div.)

Church Road, Lansdale, Pa.

Phone: Ulysses 5-4681

N. Y. Phone: STillwell 6-8400

Vice-Pres., Gen. Mgr.....W. J. Peltz  
 Gen. Sales Mgr.....C. H. Warshaw  
 Operations Mgr.....Richard S. Mandelkorn  
 Distributor Sls. Mgr.....J. E. O'Hanlon

PRODUCTS: AM and AM-FM radios, console, table, portable and combination TV receivers, Hi-Fidelity phonograph.

### Philmore Manufacturing Co., Inc.

130-01 Jamaica Ave., Richmond Hill 18, N. Y.

Phone: HIckory 1-5000

President.....M. L. Granat  
 Vice-President.....Gary Granat  
 Chief Engineer.....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  
 Exec. Vice-President.....J. N. Benjamin  
 Secretary-Treasurer.....I. W. Wyckoff  
 V.P. Sales Manager.....L. M. Sandwick  
 Purchasing Agent.....Paul Lefko  
 Field Sales Manager.....Don Ross  
 Adv. Sls. Prom. Mgr.....Ira L. Joachim  
 Chief Engineer.....Richard Shottenfeld

PRODUCTS: Tuners-stereo: FM-AM, Hi-

Fi FM-AM; Hi-Fi amplifiers, preamplifiers, speaker systems, portable stereo phonographs; stereophonic console phonographs, radio-phonographs, & components: amplifiers, preamplifiers, tuners, control-amplifiers.

### Pioneer Electronics Corp.

2235 S. Carmelina, Los Angeles, Calif.

Phone: BRadshaw 2-8053

President.....L. M. Perrish  
 V.P., Gen. Sales Mgr.....Z. Goodman

PRODUCTS: Manufacturers of TV picture tubes.

### Polarad Electronics Corp.

43-20 34th St., Long Island City, N. Y.

Phone: EXeter 2-4500

President.....Dr. D. L. Jaffe  
 Exec. V.P.....P. H. Odessey  
 Sls. Mgr.....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.

### Precision Apparatus Company

70-31 84th St., Glendale 27, N. Y.

Phone: DAvenport 6-3982

Execs.....J. Kirshbaum, G. Goldberger

PRODUCTS: Radio oscilloscopes; tube, circuit & transistor testers. TV wide-band oscilloscopes, color bar generators, sine-square waves.

### Presto Recording Corp.

P. O. Box 500, Paramus, N. J.

Phone: DIamond 3-5700

Sales Manager.....Thomas L. Aye

PRODUCTS: Stereo-disc recorder, tape recorders, transcription turntables; tape playback machines, blank recording discs.

### Prodelin Inc.

307 Bergen Ave., Kearny, N. J.

Phone: KEarny 2-8600

Pres., Gen. Mgr.....L. A. Bondon  
 Sales Manager.....A. Haselman

PRODUCTS: Coaxial transmission line, antennas for microwave telemetering devices.

### Pro-Tex Reel Band Co.

2108 Payne Ave., Cleveland 14, Ohio

Phone: PRospect 1-6574

Owner.....T. Kulka

PRODUCTS: Film reel protective bands, fastening clips.

### Racine Tower Construction Co.

47 Center St., Brandon, Vt.

Phone: 85

President.....Emile Racine  
 Gen. Mgr.....Edgar S. Crosby  
 Sec.-Treas.....Philip C. LaPorte

SERVICE: Tower erection—microwave installation.

# EQUIPMENT MANUFACTURERS

## Radex Corporation

2076 Elston Ave., Chicago 14, Ill.  
Phone: ARmitage 6-6900

President.....R. Cook  
PRODUCTS: Radio test eqpt.

## Radiant Mfg. Corp.

8220 N. Austin, Morton Grove, Ill.  
Phone: CRawford 7-6300

President.....H. E. Eller  
Sales Vice-Pres.....Herschel Feldman  
PRODUCTS: Projection screens.

## Radio Construction Co., Inc.

550 Grant St., Pittsburgh, Pa.  
Phone: COurt 1-1712

PRODUCTS: Tower erection.

## Radio Corporation of America

Executive Offices: 30 Rockefeller Plaza  
New York 20, N. Y.  
Phone: COlumbus 5-5900

Ch. of the Board.....David Sarnoff  
President.....John L. Burns  
Exec. V.P., Asst. to Pres.....Robt. A. Seidel  
Ch. Exec. Comm. of Bd...Frank M. Folsom  
Sr. Exec. Vice-Pres.....E. W. Engstrom

### Industrial Electronic Products

Exec. V.P., Gen. Mgr.....T. A. Smith  
Pres., RCA Comm., Gen. Mgr., Telecomm.

Div.....T. H. Mitchell  
Mgr., Ind. Elec. Marketing Dept.

.....A. R. Hopkins  
Chief Engineer.....G. H. Brown

Mgr., Prod. Dept.....H. R. Swartz  
Mgr. Personnel.....W. R. Fitzpatrick

Controller.....J. J. Graham  
Mgr., Best. & TV Equip. Dept...E. C. Tracy

Mgr., Comm. Prod. Dept.....C. M. Lewis  
Mgr., Thea. & Ind. Prod. Dept...H. M. Emlein

Mgr., Bizmac Marketing.....L. F. Jones  
Group Exec. V.P.....W. W. Watts

### RCA Electron Tube Division

415 S. 5th St., Harrison, N. J.

V.P., Gen. Mgr.....Douglas Y. Smith  
Mgr., Admin.....W. H. Painter

Controller.....M. Kalen  
Mgr., Enter. Tube Prod.....J. B. Farese

Chief Engineer.....G. R. Shaw  
Purch. Agent.....T. J. Scanlon

Mgr., Personnel.....L. A. Kameen  
Gen. Comm. Mgr.....L. S. Thees

Mgr., Dist. Products.....L. F. Holleran  
Mgr., Ind. Tube Prod.....C. E. Burnett

Mgr., Kinescope Oper.....H. R. Seelen  
Mgr., Adv. & Sls. Prom...Edward J. Carney

Mgr., Mkt. Plng., Kine.....C. W. Taylor  
Mgr., Merchandising.....H. F. Bersche

Mgr., Market Planning, Revg. Tubes  
.....G. J. Janoff

Mgr., Admin. & Controls...G. C. Brewster  
Mgr., Marketing-Enter. Tube Prod. Dept.

.....M. J. Carroll  
Mgr., Mfg. Revg. Tube Oper...H. A. DeMooy

Mgr. Ind. Tube Production...E. M. Wood  
Mgr., Merch. Coordination...G. G. Griffin

Mgr., Merch. Parts & Equip....J. J. Kearney

Mgr., Ind. Sls.....J. F. Cooper  
Mgr., Marketing, Ind. Tube Prod.

.....G. W. Duckworth  
Mgr., Contract Admin.....J. T. Wilson

Mgr., S's. Eng., Dist. Sls.....H. C. Vance  
Mgr., Field Sls., Dist. Prod....K. B. Shaffer

Mgr., Dist. Sls.....D. M. Branigan  
Adm., Market Planning, Microwaves

.....V. C. Houk  
Adm., Comm. Coordination...H. S. Gwynne

## RCA Semiconductor and Materials Division

Somerville, N. J.

V.P., Gen. Mgr.....Dr. A. M. Glover  
Mgr., Mktg. Dept.....F. F. Neuner

Mgr., Sls. Dept.....T. R. Hays  
Mgr., Semiconductor Engr...D. H. Wamsley

Mgr., Prod. Dept.....R. E. Koehler  
Mgr., Modules Engr.....F. E. Vinal

Mgr., Personnel.....C. E. Sharp  
Controller.....F. R. Buchanan

### Consumer Products

Grp. Exec. V.P.....Charles M. Odorizzi  
Exec. V.P.....P. J. Casella

### RCA Victor Television Division

Cherry Hill, Camden 8, N. J.

V.P., Gen. Mgr.....J. M. Toney  
Purch. Agent.....J. B. Davidson

Gen. Sales Mgr.....J. P. Bannon  
Chief Engineer.....D. D. Cole

Gen. Plant Mgr.....W. E. Albright  
Mgr. of Merch.....A. B. Mills

Controller.....F. R. Demmerly  
Adv. & Sales Prom. Mgr.....J. M. Williams

Mgr., Prod. Develop.....H. M. Rundle  
Mgr., Personnel.....P. R. Slaninka

### RCA Victor Radio and "Victrola" Division

Cherry Hill, Camden 8, N. J.

V.P., Gen Mgr.....R. W. Saxon  
Gen. Sales Mgr.....Louis J. Collins

Controller.....O. D. Center  
Chief Engineer.....J. L. Franke

Mgr., Prod. Dept.....Thomas S. Weeks  
Mgr., Merchandising.....A. R. Baggs

Purch. Agent.....W. S. Strout

### RCA Victor Distributing Corp.

President.....W. M. Norton  
V.P. Oper. Control & Sec.-Treas...J. A. Curl

V.P. Los Angeles Branch...H. C. Chapman  
V.P. Detroit Branch.....N. A. Corbett

V.P. Chicago Branch.....C. A. Malin  
V.P. Buffalo Branch.....E. L. Dodelin

V.P. Kansas City Branch...E. E. Hart  
V.P. Davenport Branch...L. A. Baumgartner

Mgr. Wichita Branch.....G. H. Bahl

### RCA Victor Record Division

V.P., Gen. Mgr.....C. R. Marek  
V.P., Record Oper. Dept.....Jas. Davis

Mgr. Comm. S's. & Merch. Dept...J. Y. Burgess  
V.P., Comm. Records

Creation Dept.....W. W. Bullock  
Mgr., Adv., Pub., Prom...W. I. Alexander

Mgr., Popular, Artist, Repertoire...S. H. Sholes

PRODUCTS: Television receivers; table and console models; console color TV re-

## EQUIPMENT MANUFACTURERS

ceivers; 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.

29-01 Borden Ave., Long Island City 1, N. Y.  
Phone: STillwell 6-2100

Board Chairman.....C. R. Runyon, Jr.  
President.....A. C. DeAngelis  
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.

(Subsid. of Gen. Instrument Corp.)  
240 Wythe Ave., Brooklyn 11, N. Y.  
Phone: EVergreen 8-6000

President.....Monte Cohen  
V.P.....Ralph Mendel  
Treasurer.....Al Konecny, Jr.

PRODUCTS: Industrial TV systems.

### Rangertone, Inc.

73 Winthrop St., Newark 4, N. J.  
Phone: HUmboldt 5-2550

Pres., Treas.....R. H. Ranger  
V.P., Chg. Eng.....C. C. Legreid  
Secretary.....Harold Gallina

PRODUCTS: (AM-FM) Magnetic tape recorders, studio type stereophonic recorders. (TV) Synchronized magnetic tape recorders for TV films; tape dubbers & editing eqpt.

### 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.....Werner Hermann

PRODUCTS: Motion picture screens, rear projection screens for TV studios, front projection screens for auditoriums, etc.; all types of screens for every purpose.

### Raytheon Manufacturing Co.

100 River St., Waltham 54, Mass.

Phone: Twin Brook 3-5860

Manager.....Joseph J. Sedik

PRODUCTS: Radios — AC-DC and clock radios; tubeless radios (transistor); TV sets (monochrome, color); tape recorders.

### Reeves Soundcraft Corp.

Great Pasture Rd., Danbury, Conn.

Phone: PIONEER 3-7601

N. Y. Phone: PLaza 9-2644

President.....Hazard Reeves  
Exec. Vice Pres.....Frank B. Rogers, Jr.  
Vice Pres.....Wm. H. Deacy  
Sales.....George Bassett  
Adv. Mgr.....Thomas Dempsey

PRODUCTS: Blank recording discs, magnetic recording tape, for audio and video recording, full width magnetic recording film, striped magnetic film, and raw stock styli.

### Rek-O-Kut Company, Inc.

38-19 108th St., Corona 68, N. Y.

Phone: DEfender 5-3500

Pres.....George Silber  
Exec. Vice Pres.....R. R. Sherwood  
Dir. of Sls.....Avery Yudin  
Dir. of Adv.....Clifford Shearer

PRODUCTS: Instantaneous Recording Equipment, Transcription Turntables, Rhythm-master, 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, Inc.

2908 Nebraska Ave., Santa Monica, Calif.

Phone: EXbrook 3-5217

President.....V. E. DeLucia

PRODUCTS: Camera tubes for TV bestg. Vidicon tubes for following purposes—Ultra Violet Microscopy, Infra Red, Radiation Vidicons for use in Atomic Piles, Sub-Mini-

# EQUIPMENT MANUFACTURERS

ature Vidicons (RL 6912) for use in small portable cameras. Closed circuit TV equipment employing the miniature tube RL-6912.

## Rissi Electronic Supply Co.

14405 Wyoming Ave., Detroit 38, Mich.  
Phone: TEAs 4-8420

Manager.....V. Wilton

## Radio Electronic Supply Co.

505 Jefferson SE, Grand Rapids 3, Mich.  
Phone: GLendale 9-4611

Manager.....N. MacPhail

PRODUCTS: Tubes, magnecorders, audio tape & discs, maintenance supplies. Electro-voice microphones.

## Roberts Electronics, Inc.

1028 N. La Brea Ave., Hollywood 38, Calif.  
Phone: HO 2-2353

President .....Robert Craig  
Vice-Pres.....Robert G. Metzner  
Sales Mgr.....Frederick A. Lyman

PRODUCTS: Stereophonic tape recorder & matching stereo recording amplifier; portable semi-professional recorder with hysterisis synchronous motor, VU meter, half track & full track erase head.

## Robinson Recording Labs.

35 S. Ninth St., Philadelphia 7, Pa.  
Phone: WALnut 2-6800

Owner.....W. Robinson  
PRODUCT: Radio precision turntable.

## Rohn Manufacturing Company

116 Limestone, Bellevue, Peoria 5, Ill.  
Phone: 4-9156

Sales Manager.....R. A. Kleine  
PRODUCTS: Radio-TV towers, accessories, masts.

## Howard W. Sams & Co., Inc.

2201 E. 46th St., Indianapolis 5, Ind.  
Phone: CLifford 1-4531

PRODUCTS: Special products and special services. Product testing, engineering analysis, quality control test programs, comparative evaluation.

## Schafer Custom Engineering

235 S. Third St., Burbank, Calif.  
Phone: TH 5-3561

President.....Paul C. Schafer  
Chief Eng.....William N. Amidon  
P. A.....Mary Bergman

PRODUCTS: Automatic programming & logging remote control.

## Self Winding Clock Co., Inc.

75 Varick St., New York 13, N. Y.  
Phone: CAnal 6-6800

Sales Manager.....Harvey S. Wellman  
PRODUCTS: Sweep seconds, dry-cell self-powered, hourly corrected clocks: receive automatic synchronizing pulses from Western Union Naval Observatory Time Service; also manual sync. by control kit.

## Semco Electronics Co.

8409 S. Hoover St., Los Angeles, Calif.  
Phone: PLeasant 2-7657

Owner .....G. Korkos

PRODUCTS: Semco remote control TV sets and remote controls.

## Sentinel Radio Co.

(Div. of Magnavox Co.)

2131 Bueter Rd., Ft. Wayne, Ind.  
Phone: EAstbrook 9721

President .....Frank Freidmann  
V.P., Gen. Mgr.....Leonard F. Cramer  
Nat. Sales Mgr.....Verne Roberts

PRODUCTS: Radio receivers.

## Setchell-Carlson, Inc.

New Brighton, St. Paul 12, Minn.  
Phone: MELrose 3-3131

President.....B. T. Setchell  
V.P. & Off. Mgr.....A. P. Chermak  
Sales Adms.....Cal Karnstedt,  
R. G. Chermak, D. E. Bursell

Adv. Mgr.....W. C. McKnight  
Elect. Engrs.....Fred Melius, Chas. Gates

PRODUCTS: (AM-FM) Monophonic & stereophonic record players & radio combinations. (TV) Unit-ized TV, incl. with monophonic & stereophonic radio & record player combinations; TV monitors.

## Shallcross Manufacturing Company

Preston St., Smithfield, N. C.  
Phone: WOODlawn 5-2341

PRODUCTS: Switches, attenuators, resistors, delay lines.

## 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.

## Sierra Electronic Corp.

3885 Bohannon Dr., Menlo Pk., Cal.  
Phone: DAvenport 6-2060

Sales Manager.....C. Walter  
PRODUCTS: Amplifiers, test eqpt. & TV transmitters.

## Eugene Singer Electronics Co.

(Closed Circuit TV Div.)

5397 Poplar Blvd., Los Angeles 32, Calif.  
Phone: CApiitol 5-5705

N. Y. Phone: WISconsin 7-0768  
President .....Eugene Singer  
PRODUCTS: Singer Prizomatic TV Projectors. Equipment for closed-circuit meetings.

## 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 Subscribervision.....W. J. Shanahan



## EQUIPMENT MANUFACTURERS

Services Offered: Electronic equipment, Subscriber-Vision research & development TV and electronics.

### Small Motors, Inc.

2076 Elston Ave., Chicago 14, Ill  
Phone: ARmitage 6-6900

Sales Manager.....R. R. Cook

PRODUCTS: Radio dynamotors, blowers, fractional hp motors.

### Sonora Electronics, Inc.

325 N. Hoyne Ave., Chicago 12, Ill.  
Phone: SEeley 8-3900

President.....Earl W. Muntz

Vice President.....Frank Atlas

Chief Engineer.....Ray Kuntzman

PRODUCTS: (AM-FM) Stereo. (TV) TV & Electronic organs.

### Sonetone Corp.

Box 200, Elmsford, N. Y.  
Phone: LYric 2-6400

Pres., Gen. Mgr.....Irving I. Schachtel  
Sls. Mgr., Electronic

Applications.....Robt. L. Lewis  
PRODUCTS: Vacuum tubes, amplifiers, phonograph cartridges, magnetic tape heads, ceramic microphones, nickel cadmium batteries, speakers.

### S.O.S. Cinema Supply Corp.

602 W. 52nd St., New York, N. Y.  
Phone: PLaza 7-0440

6331 Hollywood Blvd., Hollywood 28, Calif.  
Phone: HOLlywood 4-2124

President, Gen. Mgr.....J. A. Tanney

Vice-Pres., Sales Mgr.....Oscar Lightstone

Vice-Pres. ....Dominic Capano

Sales Prom. Mgr.....Mitchell A. Radin

PRODUCTS: Sale & rentals on motion picture cameras, editing, lighting & sound eqpt. Custom built eqpt. designed & engineered. Rear projection eqpt. also available.

### South River Metal Prod. Co.

377-9 Turnpike, S. River, N. J.  
Phone: CLifford 4-5252

Sales Manager.....M. L. Roth

PRODUCTS: Aluminum ground & guying wire; FM & TV antenna mountings.

### Spencer-Kennedy Laboratories, Inc.

1320 Soldiers Field Rd., Boston 35, Mass.  
Phone: ALgonquin 4-5400

Chairman.....George W. W. Brewster

President & Treas.....Donald Spencer

Sales Manager.....W. K. Headley

PRODUCTS: Community antenna and industrial TV systems.

### Stainless, Inc.

Third St., North Wales, Pa.  
Phone: OXBow 9-4871

President.....Walter L. Guzewicz

Vice-President.....Henry J. Guzewicz

Sales.....John F. Guzewicz, John S. Fisher

PRODUCTS: Self-supporting guyed and micro wave towers; antenna masts; FM self-supporting and guyed towers.

### Stancil-Hoffman Corporation

921 N. Highland Ave., Hollywood 38, Calif.  
Phone: HOLLywood 4-7461

President.....William V. Stancil

PRODUCTS: Magnetic recorder/reproducer for tape, Model R5. Also, magnetic tape—Duplicator for high-speed tape copies. Model R5TD—Magnetic recorder/reproducer for 16mm., 17.5mm., and 35mm. film. Models S6 & S7—Magnetic recorder/reproducer for tape; self-contained battery-operated Model M8—Magnetic recorder/reproducer up to 15 tracks for communications recording, Model CRM15.

### Standard Electronics Division

Radio Engineering Labs, Inc.

29-01 Borden Ave., Long Island City 1, N. Y.  
Phone: STillwell 6-2100

Vice President.....William 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.....L. E. Pett

432 So. Curson, Los Angeles 36, Calif.

Phone: Webster 1-4382

Dist. Sls. Eng. Mgr.....R. C. Hutchins

611 Kahl Bldg., Davenport, Iowa

Phone: DAVenport 2-4040

Dist. Sales Eng. Mgr.....H. D. Peekham

288 Creekside Dr., Palo Alto, Cal.

Phone: YORkshire 8-1281

PRODUCTS: (AM-FM) FM transmitters & modulators. Serrasoids. AM transmitters. (TV) Transmitters, control panels, harmonic filters, color correction eqpt., side band filters, dummy loads (complete sta. pkges). TV Transmitters (VHF) Channels 2 to 13, 500 Watt—10 Kw.—25 Kw.—50 Kw. TV Amplifiers (same as above).

### Stephens Trusoninc Inc.

8538 Warner Dr., Culver City, Calif.  
Phone: TEXas 0-6671

President .....Bert Berlant

PRODUCTS: Amplifiers, cabinets, condenser microphones.

### Stereovision, Inc.

500 Fifth Ave., New York, N. Y.  
Phone: COLumbus 5-5402

President .....Fred Pittera

V.P. & Tech. Dir.....Dr. Carroll H. Berill

Secy.-Treas.....Solfred Maizus

Art Director.....Seymour Maizus

Public Relations.....Bosh Stack

Gen. Counsels.....S. D. Reidel,

J. W. M. Rutenberg

PRODUCTS: 3D-TV films for compatible reproduction. Optical devices, stereo lenses.

### Strong Electric Corp.

87 City Park Ave., Toledo, Ohio  
Phone: CHerry 8-3741

# EQUIPMENT MANUFACTURERS

President.....Arthur J. Hatch  
 Vice Pres.....Harold E. Brown  
 Asst. Sec'y-Treas.....Lee T. Nelson

PRODUCTS: Incandescent and arc spotlights; trouperette incandescent spotlight; trouper and super trouper high intensity arc spotlights; universal arc slide projector for background.

## Studio Television Products Sales Corporation

342 W. 40th St., New York 18, N. Y.  
 Phone: OXford 5-2199

Manager.....James B. Tharpe

PRODUCTS: Camera dollies: crank-operated; clamp-operated; & pneumatic-balance.

## Swager Tower Company

R. R. No. 2, Fremont, Indiana  
 Phone: 4625

Exec.....W. E. Swager  
 PRODUCTS: Radio & TV broadcast towers.

## Sylvania Electric Products, Inc.

1740 Broadway, New York, N. Y.  
 Phone: JUDson 6-2424

Board Chairman.....Don G. Mitchell  
 President.....Robert E. Lewis  
 Sr. V.P.....Matthew D. Burns  
 V.P. Tech. Png.....Bennett S. Ellefson  
 V.P., Ind. Rel.....Cole H. Pilcher  
 Sr. V.P., Marketing.....B. K. Wickstrum  
 V.P., Pub. Rel.....George W. Griffin, Jr.  
 V.P. Elec. Tube Sls.....Donald W. Gunn  
 PRODUCTS: Tubes, radio & TV.

## Sarkes Tarzian Inc.

(Broadcast Equipment Div.)

E. Hillside Dr., Bloomington, Ind.  
 Phone: 7251

President.....Sarkes Tarzian  
 Comm. Manager.....Dan Meadow  
 PRODUCTS: TV transmitters.

## Technical Appliance Corporation

1 Taco St., Sherburne, New York  
 Phone: 7-2211

Exec. V.P.....T. Lundahl  
 PRODUCTS: Antennas, installation supplies.

## Technicraft Laboratories, Inc.

Thomaston-Waterbury Rd., Thomaston, Conn.  
 Phone: ATlas 3-4315

Pres., Gen. Mgr.....Francis T. Eddy  
 V.P., Tech. Dir.....Alton R. Anderson  
 Sales Mgr.....Robert F. Carleton  
 Mgr. of Mfg.....James R. Nye  
 PRODUCTS: Rectangular, ridge and circular, rigid and flexible waveguides and waveguide components, test equipment and systems.

## Tech-Master Corp.

75 Front St., Brooklyn, N. Y.  
 Phone: ULster 5-3535

President.....L. Lazoff  
 Gen. Mgr.....R. Lazoff  
 Sales Manager.....C. H. David

PRODUCTS: Wired & kits TV custom chassis, tuners, amplifiers, pre-amps, radios.

## Telechrome Mfg. Corp.

28 Ranick Dr., Amityville, N. Y.  
 Phone: LIncoln 1-3600

President.....J. R. Popkin-Clurman  
 Exec. V.P.....S. Dubin  
 Vice-Pres., Sales.....H. C. Riker  
 Chief Engineer.....W. Kaufman  
 Comptroller.....B. Dabowski  
 Prod. Mgr.....D. Dirnham  
 Government Sales.....D. Dudley

*Western Engineering Div.*

13635 Victory Blvd., Van Nuys, Calif.  
 Phone: ST 2-7479

Director.....S. Krinsky  
*Mid-West Engineering Div.*

106 W. St. Charles Rd., Lombard, Ill.  
 Phone: MAYfair 7-6026

Director.....D. Chapman

PRODUCTS: Color & monochrome best. & test equipment; studio equipment. (TV); video trans. equip.; monitoring equip.; oscilloscope cameras, "Trinescope" Color TV Kine-Recording monitor.

## Telectro Industries Corporation

35-16 37th St., Long Island City 1, N. Y.  
 Phone: YELlowstone 2-8600

President.....H. Sussman  
 PRODUCTS: Radio magnetic tape recording eqpt.

## TelePrompTer Corporation

311 W. 43rd St., N. Y. 36, N. Y.  
 Phone: JUDson 2-3800

Chairman, Pres.....Irving B. Kahn  
 V.P. Engineering....Hubert J. Schlafly, Jr.  
 V.P. Administration.....William Sargent  
 Grp. Comm. Dir.....Robt. M. Rosencrans  
 Adv., Pub. Rel. Dir....Alfred N. Greenberg  
 Sales Mgr. Equipment.....J. Blair  
 TV, Film Serv. Mgr.....Don Redell  
 Acc. Execs.....Bart Swift, Hubert Wilke.  
 Wm. Marsh, Chas. Barris

*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 Boismureau  
 1737 DeSales St., NW, Washington, D. C.

Phone: METropolitan 8-3178

Manager.....Robert Doyle  
 447 Jarvis St., Toronto, Canada

Phone: WALnut 2-2130

Pres., TelePrompTer of  
 Canada.....Spence Caldwell

## EQUIPMENT MANUFACTURERS

PRODUCTS: TelePrompter and accessories, cueing equipment for film, live TV, TV stations, public speaking; TelePro 6000 rear screen remote controlled projection; TeleMation for automatic cueing; lights; TeleStage portable stage structures; custom built sound systems; the Presidential Lectern; large screen cl. circ. TV.

### Telequip Radio Co.

2559 W. 21st St., Chicago, Ill.  
Phone: B1shop 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.

### Tele-Tone Company of America

1668 Webster Ave., New York 57, N. Y.  
Phone: CY 9-1900

President.....J. Rothman  
Vice President.....M. Perlmutter  
PRODUCTS: Radios & phonographs.

### Telescript-CSP Inc.

155 W. 72nd St., New York 23, N. Y.  
Phone: SUsquehanna 7-8111

President.....Robert P. Swanson  
V.P. Sales.....Curtis R. Howard  
V.P. Engineering.....Peter Jackson  
PRODUCTS: TV studio prompting eqpt. & accessories.

### Television Associates of Indiana, Inc.

E. Barker Ave., Lakeland, Michigan City, Ind.  
Phone: TRiangle 4-7207

President.....W. C. Eddy  
PRODUCTS: Custom built remote controlled studio lighting equipment; Microwave relay equipment.

### Television Equipment Co.

161 E. Grand Ave., Chicago 11, Ill.  
Phone: MIchigan 2-2281

V.P., Exec. in Chg. TV.....Jack Behrend  
PRODUCTS: Speedi-Q punches; "TEC" film cleaner.

### 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  
Chief Engineer.....Robert Grant  
Advertising Manager.....Stephen D. James  
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  
V.P., Ch. Engr.....C. H. Odom  
V.P., Sls. Engr.....Miles Breger  
Design Engineer.....Ken Worthington  
Production Engineer.....Ivan Gottlieb

PRODUCTS: Scan-A-Graph visual communications systems, camera-less transmission of video information to unlimited locations; best. sta. & closed circ. TV video monitors; Pulse Cross Monitors; SYNC generators; line & video amplifiers; Kine recording eqpt.; Flying Spot scanners.

### Television Zoomar Corp.

500 Fifth Ave., New York, N. Y.  
Phone: BRyant 9-5835

President.....Jack A. Pegler  
Treasurer.....Dr. Frank G. Back  
Sales Manager.....Bill Pegler

PRODUCTS: Lenses — Super Universal Zoomar & Super Studio Zoomar.

### Tel-Instrument Electronics Corp.

728 Garden St., Carlstadt, N. J.  
Phone: WEBster 9-1600

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.

### TNT Tele-Sessions, Inc. & Theatre Network Television, 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.  
Eastern Sales Mgr.....J. B. O'Connor

#### Branch Offices

612 N. Michigan Ave., Chicago 11, Ill.  
W. Div. Mgr.....Gordon N. Morford  
412 Fisher Bldg., Detroit 2, Mich.  
Central Div. Mgr.....John L. Beers  
5859 Melrose Ave., Los Angeles 28, Cal.  
Pac. Coast Div. Mgr.....Douglas George

PRODUCTS: Closed-circuit TV for business, industry, and paid box office admissions.

# EQUIPMENT MANUFACTURERS

## 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

N. Y. Phone: ILlinois 9-8024

Owner.....M. M. Lasensky

PRODUCTS: Microwave towers, passive reflectors, microwave bldgs. & tower erections.

## Tower Sales & Erecting Company

6100 N.E. Columbia Blvd., Portland 18, Ore.  
Phone: ATlantic 7-7303

Exec.....C. Fisher

PRODUCTS: Towers, lighting, erecting, painting & ground systems.

## Trav-Ler Radio Corp.

571 W. Jackson Blvd., Chicago, Ill.  
Phone: HARRison 7-9151

President.....Joe Friedman  
Asst. To President.....Harold J. Schulman  
Gen. Sales Mgr.....Ed G. May  
Adv. Mgr.....Bob Cohen  
Vice-Pres., Mfg.....Ellis Friedman

PRODUCTS: Radio, TV, Phonograph, Hi-Fi.

## Transitron, Inc.

186 Granite St., Manchester, N. H.  
Phone: NAtional 5-9701

President.....S. K. Lackoff  
Vice-Pres., Eng.....R. H. Baer

PRODUCTS: Electronic test equipment, communications equipment, Hi-Fi equipment, components test equipment.

## 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: Background scenes by Trans-Lux: rear view slide projectors; translucent screens; & aluminum screen frames.

## 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.  
1315 Albert St., Youngstown 1, Ohio  
Phone: RIVerside 6-7211

Gen. Mgr., Sales.....C. B. McGehee  
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  
Exec. Vice-Pres.....Milton R. Schulte  
Vice-Pres., Sales.....G. W. Keown  
Gen. Sales Mgr.....J. D. Van der Veer

PRODUCTS: Tubes and lamps.

## The Turner Company

909 17th St., N.E., Cedar Rapids, Iowa  
Phone: EMpire 3-8144

Sales Manager.....Thomas Moss

PRODUCTS: Stands, microphones.

## Union Switch & Signal Div.

(Westinghouse Air Brake Co.)

1789-1807 Braddock Ave., Pittsburgh, Pa.  
Phone: CHURchill 2-5000

Vice-Pres., Gen. Mgr.....A. M. Wiggins  
Gen. Apparatus Mgr.....Paul K. Eckhardt

PRODUCTS: Low frequency control and communication for TV tower elevators, audio tone remote control systems, transistorized telephones.

## United States Tower Company

Union Trust Bldg., Petersburg, Va.  
Phone: REgent 2-9350

Owner.....J. J. Hoke  
PRODUCTS: Self-supporting & guy-type towers. TV towers.

## United Transformer Corporation

150 Varick St., New York 13, N. Y.  
Phone: ALgonquin 5-3500

Sales Manager.....H. Russell  
PRODUCTS: Radio transformers, filters, equalizers, high Q coils.

## 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, Bogen, Pultec Presto equipment, microphones and loudspeakers. Specializing in engineering manufacturing and assembling custom equip-

## EQUIPMENT MANUFACTURERS

ment for radio Broadcast stations. Complete Studio and Technical plant for Sound Recording—both tape and disc.

### Utility Tower Company

3140 N.W. 38th, Oklahoma City, Okla.

Phone: WI 3-5578

Owner.....C. E. Nelson  
 Manager.....V. G. Duvall

#### Branch Office

Paducah Rd., Mayfield, Ky.

Phone: Mayfield 1084

East. Div. Mgr.....Nathan Sholar

PRODUCTS: Towers, associated hardware, lighting eqpt., & base insulators.

### Vacuum Tube Products Co., Inc.

2020 Short St., Oceanside, Calif.

Phone: SARatoga 2-7648

N. Y. Phone: HUnter 2-9320

President.....H. W. Ulmer  
 Vice Pres.....James J. Sutherland  
 Purch. Agent.....L. J. Huking

PRODUCTS: Special cathode ray tubes, Xenon Thyratrons, high vacuum rectifiers, vacuum gauges and controls.

### Vallen Inc.

225 Bluff St., Akron, Ohio

Phone: BLackstone 3-4933

President.....E. J. Vallen

PRODUCTS: Vallen panorama track, all-steel and aluminum tracks, electric curtain controls.

### Victor Animatograph Corp.

(Division of Kalart)

Plainville, Ohio

Phone: SHerwood 7-1663

N. Y. Phone: JU 2-5170

President.....Hy Schwartz  
 Vice-President.....Horace O. Jones  
 Treasurer.....Morris Schwartz  
 picture proj., Soundview 35mm. filmstrip and sound slide projectors.

### Visual Electronics Corp.

342 W. 40th St., New York 18, N. Y.

Phone: LOngacre 4-0518

President.....James B. Tharpe  
 Vice-President.....John P. Gallagher  
 Secretary.....Herbert Bloomberg  
 Export Sales Mgr.....Bert Kupperman  
 Mgr., Closed Cir. Oper.....M. A. Mayers  
 Chief Eng.....F. Cecil Grace  
 Replacement Pts. Supply  
 Mgr.....Mrs. Jess Rafsky

PRODUCTS: All TV bcst. tech. eqpt. & supplies; nat'l & foreign distribution. Mfg. & distr. of Orth Savers.

### Westbury Electronics, Inc.

300 Shames Drive, Westbury, N. Y.

Phone: EDgewood 4-8300

President.....H. B. Abajian  
 Production Manager.....H. C. Cochrane  
 Gen. Sales Mgr.....Harry R. Clark  
 Research Director.....Frank Wallack  
 Purch. Agent.....William J. McBride  
 Chief Eng.....Edward Caldicott

PRODUCTS: (TV) Line amplifiers, high band low band vacuum tube & transistorized, bridging amplifiers, broad band amplifiers, RF (vacuum tube & transistorized) chain amplifiers, substitution oscillator, power line filters, line splitters, attenuator pads, equalizer attenuator, variable attenuator, preamplifiers, converters, regulated power supply, matching transformers, antenna matching transformers, mixing networks, line equalizers, low & high band traps, pressure taps. (AM-FM) Miniature transistorized AM radio receiver.

### Westinghouse Electric Corp.

(Television-Radio Division)

Route 27 & Vineyard Rd., Box 71, Metuchen, N. J.

Phone: Liberty 8-5000

Vice-Pres. ....Chris Witting  
 Gen. Mgr.....E. J. Kelly  
 Asst. Gen. Mgr.....G. C. Larson  
 Works Mgr.....R. A. Schieber  
 Gen. Sales Mgr.....T. B. Kalbfus  
 Sales Mgr., TV.....R. M. Fichter  
 Sales Mgr., Radio.....C. J. Urban  
 Sales Mgr., Hi-Fi.....R. H. G. Mathews  
 Service Mgr.....K. H. Brown  
 Division Mgrs.....L. S. McCloud, Cleveland; J. G. Adams, Atlanta; C. R. Beatty, St. Louis; J. P. Adams, San Francisco; Gordon MacDonald, Chicago.

Adv. & Sales Prom. Mgr.....R. W. Johnson  
 Eng. Mgr.....N. S. Kornetz  
 Purchasing Agent.....L. W. Tomlinson

PRODUCTS: Television Receivers, AM Radio Receivers, AM/FM Radio Receivers, High Fidelity Instruments.

### Weston Instruments

(Div. of Daystrom, Inc.)

614 Frelinghuysen Avenue, Newark 12, N. J.

Phone: BIgelow 3-4700

V.P. Chg. Sales.....W. H. Steinkamp

#### Branch Offices

66 Central St., Wellesley 81, Boston, Mass.  
 Phone: CEdar 5-4300

130 W. Chippewa St., Buffalo 2, N. Y.  
 Phone: MOhawk 5243

205 W. Wacker Dr., Chicago 6, Ill.  
 Phone: FR 2-4656

7613 Reading Rd., Cincinnati 37, Ohio  
 Phone: VALley 1-9105

# EQUIPMENT MANUFACTURERS

- 3951 Lee Rd., Cleveland 28, Ohio  
Phone: SKyline 2-3030
- 11 W. Monument Ave., Dayton 2, Ohio  
Phone: BAldwin 2-8164
- 16607 Jas. Couzens Hwy., Detroit 21, Mich.  
Phone: DIamond 1-2121
- 1511 N. Front St., Harrisburg, Pa.  
Phone: CEdar 8-4276
- 2917 Sanderson Rd., Knoxville, Tenn.  
Phone: KNoxville 5-5632
- 2001 S. Grand Ave., Los Angeles 7, Cal.  
Phone: RIchmond 9-2361
- 617 N. 2nd St., Milwaukee 3, Wis.  
Phone: BRoadway 2-1538
- Rt. 22 & Caldwell Ave., Union, Newark, N. J.  
Phone: MURdock 8-2020
- 50 Church St., New York 7, N. Y.  
Phone: WOrth 4-3510
- 101 N. 33rd St., Philadelphia 4, Pa.  
Phone: BAring 2-6458
- 4455 Miramar Rd., LaJolla, Cal.  
Phone: GLencourt 4-0421
- 147 10th St., San Francisco 3, Cal.  
Phone: UNderhill 3-4250
- Pa. Bldg., 425 13th St., NW, Washington 4,  
D. C.

**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  
V.P. Ch. Engr.....David Dettinger  
Secy., Asst. Ch. Engr.....Frank H. Williams  
Antenna Lab (Smithtown)

Engr. in Chg.....Ned A. Spencer  
**PRODUCTS:** Engineering services—Consulting, research, development, design, models; specializing in microwave components, antennas, test eqpt.

## White Diesel Engine Division

(White Motor Company)

1401 Sheridan Ave., Springfield, Ohio  
**PRODUCTS:** Diesels, gas engines. Engine-generator sets, trailer-mounted mobile generating plants.

## Wickes Engineering & Construction Co.

12th St. & Ferry Ave., Camden, N. J.  
Phone: WOODlawn 4-4912  
President.....R. G. Wickes  
**PRODUCTS:** Color Coder (Encoder); Interlace Signal Generator; Color Bar Genera-

tor, 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: OWen 6-3110  
President.....Robert W. Weeks  
**PRODUCTS:** AM vertical radiators, FM receiving antennas, towers for support of FM transmitting antennas, incl. installation. (TV) Transmitting antenna supporting towers, incl. installation.

## 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  
V-P, Patents.....Francis W. Crotty  
V-P, Export.....John A. Miguel, Jr.  
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.

# AGENTS AND MANAGERS

## Talent Representatives Active in Radio-TV in New York, Los Angeles and Chicago

☆

### NEW YORK

☆

**Affiliated Artists Representatives**  
527 Madison Ave. . . . . PLaza 5-3990

**Alexander, Willard, Inc.**  
425 Park Ave. (22) . . . . . PLaza 1-7070

**Appell, James S.**  
400 Madison Ave. . . . . PLaza 3-7840

**Rasch, Buddy**  
17 East 45th St. . . . . MUrray Hill 7-8351

**Becker, V. S. Advertising Service**  
551 Fifth Ave. . . . . MUrray Hill 2-0777

**Briscoe, Goldsmith & Arthur, Inc.**  
522 Fifth Ave. . . . . MUrray Hill 2-6244

**Brooks, Ted**  
134 East 57th St. . . . . PLaza 9-1344

**Brown, Henry C.**  
75 E. 55th St. . . . . PLaza 9-7474

**Cohan, Louis W.**  
7 W. 24th St. . . . . WATkins 9-0670

**Collins, Ted**  
500 Fifth Ave. (36) . . . . . CHickering 4-5036

**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.**  
545 Fifth Ave. . . . . MUrray Hill 7-6865

**Fadiman Associates, Ltd.**  
1501 Broadway . . . . . LAckawanna 4-3544

**Famous Artists Corp. of N. Y.**  
610 Fifth Ave. . . . . CIrcle 7-6200

**Herman Flinkoff Agency**  
1560 Broadway . . . . . JUdson 2-4037

**Gabbe, Lutz, Heller & Loeb**  
119 W. 57th St. . . . . CIrcle 5-7998

**Garrick, Dale**  
48 West 48th St. . . . . CIrcle 6-8985

**General Artists Corp.**  
640 Fifth Ave. . . . . CIrcle 7-7543

**Gibbs, John E., & Co.**  
12 West 55th St. (19) . . . . . PLaza 7-5959

**Glaser, Joe, Inc.**  
110 West 55th St. . . . . CIrcle 5-9071

**Goodman, Martin**  
36 Central Park South . . . . . PLaza 1-3555

**Greshler, Abner J.**  
1270 Sixth Ave. . . . . CIrcle 7-3025

**Hablo, Sylvia**  
24 W. 55th St. . . . . CIrcle 6-2165

**Harris, Fred**  
1270 Sixth Ave. . . . . CIrcle 7-3025

**Hartford Agency**  
18 E. 48th St. . . . . PLaza 3-6500

**Hurok Attractions, Inc.**  
730 Fifth Ave. (19) . . . . . CIrcle 5-0500

**King, Archer**  
745 Fifth Ave. (22) . . . . . ELdorado 5-6313

**Leddy, Mark J.**  
48 West 48th St. . . . . JUdson 6-2760

**Leipzig, Syd**  
237 Madison Ave. . . . . MUrray Hill 6-0300

**Lewis, Lester, Associates**  
11 E. 48th St. . . . . PLaza 3-5082

**Lyons, Grace**  
15 E. 48th St. (17) . . . . . PLaza 8-1960

**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 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

# AGENTS AND MANAGERS

- O'Connor, John**  
1697 Broadway .....Circle 5-4920
- Peed, Earl S.**  
527 Madison Ave. (22) .....PLaza 1-0030
- Richard, Max**  
1776 Broadway .....PLaza 7-6414
- Ross, Kal**  
15 E. 48th St. (Suite 801)....PLaza 1-2156
- Schwartz-Luskin Theatrical Agency**  
15 E. 48th St.....PLaza 3-1529
- Shaw Artists Corp.**  
565 Fifth Ave.....OXford 7-7744
- Shurr, Louis**  
1501 Broadway .....CHickering 4-8240
- Storer, Douglas F.**  
1270 Ave. of Americas.....Circle 7-6325
- Talad Corp.**  
730 Fifth Ave.....Columbus 5-3530
- Tranun, Charles B.**  
60 E. 58th St.....PLaza 1-3880
- Witt, Peter, Assoc.**  
37 West 57th St.....PLaza 9-7966
- Brewis, Alex, Agency**  
8818 1/2 Sunset Blvd. (46).....OL 2-7020
- Burr, Dorothy, Agency**  
8272 Sunset Blvd. (46)....HOLLYWOOD 4-6898
- C'outman-Barskin-Short Agency, Inc.**  
9040 Sunset Blvd., L. A.....OLympia 4-6833
- Collins and Associates**  
8165 Sunset Blvd. (46).....OL 6-3060
- Cooper, Frank, Associates**  
9145 Sunset Blvd. (46)....CRestview 4-5971
- Cooper, Ray, Agency**  
139 S. Beverly Dr., B. H., Suite 333  
CRestview 6-9769
- Darrow Agency, The**  
9884 Santa Monica Blvd., B.H.  
CRestview 4-7253
- Davis, Mary Webb**.....OL 5-6747  
8532 Sunset Blvd. (46).....OL 2-6850
- Doak, Virginia, Agency, Inc.**  
9172 Sunset Blvd. (46)....CRestview 4-8121
- Donaldson Agency, The**  
951 N. La Cienega (46).....OLdfield 2-0355
- Draesemer, Isabelle, Agency**.....WE 5-1759  
232 N. Canon Dr., B. H.....HOLLYWOOD 4-1782
- Fame Agency, The**  
232 N. Canon Dr., B. H.....CRestview 4-6763
- Famous Artists Corporation**  
9441 Wilshire Blvd., B. H....CRestview 4-7433
- Fidler, Adeline, Agency**  
410 S. Beverly Dr., B. H.....CRestview 1-4746
- Field, Marjorie, Artists**  
9304 Santa Monica (48)....CRestview 6-8080
- Frings, Kurt, Agency**  
242 N. Canon Dr., B. H.....CRestview 4-8881
- Garfield, Milton, Agency**  
9000 Sunset Blvd. (46)....CRestview 4-8631
- Gertz, Mitchell, Agency**  
338 N. Rodco Dr., B. H.....CRestview 4-5401
- Gold, Sid, Agency**  
8961 Sunset Blvd. (46)....CRestview 4-7247
- Gold-tone, Jules & Co., Inc.**  
8721 Sunset Blvd. (46).....OL 2-6500
- Goldstone-Tobias Agency**  
404 N. Roxbury Dr., B. H....CRestview 6-1071
- Green, Ivan, Agency, The**  
292 S. La Cienega, B. H.....OLive 2-4010
- Greslier, Abner J.**  
275 S. Beverly Dr., B. H.....CRestview 4-7563
- Grossman, Milton M., Agency**  
9000 Sunset Blvd. (46)....CRestview 4-8631
- Halliburton, Jeanne**  
9172 Sunset Blvd. (46)....CRestview 5-5575
- Hamilburg, Mitehel J., Agency**  
8776-8780 Sunset Blvd. (46).....OL 2-5160
- Herdan-Sherrell Agency**  
201 N. Robertson Blvd., B.H. CRestview 1-5236

☆ **LOS ANGELES** ☆

- Alexander, Alec, Agency**  
208 S. Beverly Dr., B. H....CRestview 1-6101
- Allan, Lane, Agency**  
8746 Sunset Blvd. (46).....OL 2-7953
- Alvarado, Carlos, Agency**.....OL 2-0272  
8820 Sunset Blvd. (46).....OL 5-6840
- Artigue, Louis**  
247 S. Beverly Dr.....CRestview 6-2488
- Artists Associates Agency**  
160 N. La Brea Ave. (36) ..HOLLYWOOD 4-4179
- Artists' Management Corporation**  
121 S. Beverly Dr., B. H....CRestview 1-6111
- Auer, Miles Bohm**  
5205 Hollywood Blvd. (27) ..HOLLYWOOD 2-6416
- Auslander, Leland**  
8721 Sunset Blvd. (46).....OL 2-6939
- Barnes, William, Agency**  
247 S. Beverly Dr., B. H....CRestview 1-5256
- Baxley, Bill Agency**  
6331 Hollywood Blvd. (28) ..HOLLYWOOD 9-2878
- Bender-Ward Agency**  
971 N. La Cienega Blvd. (46)....OLive 2-1465
- Bernie, Herman, Agency**  
260 S. Beverly Dr., B. H....CRestview 5-0117
- Bonham, C. Hershel, Agency**  
1570 N. Gower St.....HOLLYWOOD 4-3060
- Brandies, Bob, Agency**.....HOLLYWOOD 5-6978  
11559 Ventura Blvd., Studio City...PO 2-4872



## AGENTS AND MANAGERS

- Hershon, Red, Agency**  
9952 Santa Monica Blvd., B.H.  
CRestview 4-6381
- Herzbrun, Walter**  
8820 Sunset Blvd. (46).....OL 2-7210
- H. I. T. Agency**  
Hollywood International TV and  
Theatrical Agency  
8820 Sunset Blvd. (46).....OL 2-7283
- Ingersoll, George, Agency**.....HOLLYWOOD 7-0862  
7167 1/2 Sunset Blvd. (46).....HOLLYWOOD 2-2301
- Irwin, Lou, Inc.**  
9165 Sunset Blvd. (46).....CRestview 1-7131
- Jackson, Edith, Inc.**.....HOLLYWOOD 7-0155  
6605 Hollywood Blvd. (28).....HOLLYWOOD 4-9236
- Jaffe Agency, Inc., The**  
8553 Sunset Blvd. (46).....CRestview 6-6121
- Katz, Fred, Agency, Inc.**  
8923 Sunset Blvd.....OLympia 7-1050
- Kaufman, Milton, Agency**  
404 N. Roxbury Dr., B. H....CRestview 5-5028
- Kohner, Paul, Inc.**  
9169 Sunset Blvd. (46).....CRestview 1-5165
- Kumin-Olenick Agency**  
400 S. Beverly Dr., B. H....CRestview 4-5221
- Lance, Leon O.**  
8820 Sunset Blvd. (46).....OLympia 2-0191
- Lauren, J. W., Agency**  
8272 Sunset Blvd. (46).....OLdfield 6-4070
- Lazar, Irving Paul**  
211 S. Beverly Dr., B. H....CRestview 5-6153
- Leonard, Fred J., Agency**  
7441 Sunset Blvd. (46).....HOLLYWOOD 4-7546
- Lesser, Ted, Agency**  
900 Wilshire Blvd. (17).....MAdison 8-7356
- Levee, M. C.**  
9000 Sunset Blvd. (46).....CRestview 6-6285
- Levee, Sid**  
9000 Sunset Blvd. (46).....CRestview 4-8631
- Linder, Jack, Agency**  
5680 Santa Monica Blvd. (28)  
HOLLYWOOD 4-8100
- Longenecker, Robert**  
8428 Melrose Pl. (46).....Olive 3-3770
- MacQuarrie, Earl**  
9157 Sunset Blvd. (46).....CRestview 4-8919
- Marx, Bert, Agency**  
915 1/2 Westbourne Dr. (46).....CRestview 4-8555
- MCA Artists, Ltd.**  
9370 Santa Monica Blvd., B. H.  
CRestview 4-7711
- McMillan, Hazel, Agency**.....CR 6-9823  
7471 Melrose Ave. (46).....WE 1-1171
- Medford, Ben**  
435 N. Bedford Dr., B. H....CRestview 1-7021
- Messinger, Lillie, Agency**  
8428 Melrose Place (46)....CRestview 5-8541
- Meyers, Walter**  
9167 Sunset Blvd. (46)....CRestview 1-8161
- Middleton, Wallace, Agency**  
8278 Sunset Blvd. (46).....OLive 6-4460
- Mishkin Agency, The**  
292 S. La Cienega, B. H....OLympia 2-0944
- Moore, Lola, Agency**  
9172 Sunset Blvd. (46)....CRestview 6-5401
- Morris, Wm., Agency, Inc** CRestview 4-7451  
151 El Camino, B. H....BRadshaw 2-4111
- Ochs, Al**  
1651 Cosmo St. (28).....HOLLYWOOD 9-6470
- Oliver, Maurine**  
8218 Sunset Blvd.....OLive 6-3651
- Omega Artists, Inc.**  
1610 N. Argyle St. (28).....HOLLYWOOD 9-7187
- Orsatti & Co., Inc.**  
300 S. Beverly Dr., B. H....CRestview 6-6241
- Payton, Bob, Agency**  
8272 Sunset Blvd. (46).....OL 6-1880
- Pearson, Ben**  
1046 N. Carol Dr. (46).....CRestview 4-5488
- Pomeroy, Jack**  
7616 Sunset Blvd. (46).....HOLLYWOOD 9-6366
- Powers-Stanley**  
1741 N. Ivar (28).....HOLLYWOOD 2-0791
- Premiere Artists & Productions Agency**  
1046 Carol Dr. (46).....CRestview 4-5488
- Preminger, Stuart, Agency**  
8462 Sunset Blvd. (46).....OL 6-2360
- Reeves, Mary—Oriental Casting**  
950 N. Clark St. (46).....OL 2-2968
- Rocamora, Wynn**  
8584 Sunset Blvd. (46).....OLympia 2-9710
- Rose-Ann Agency**  
8584 Sunset Blvd. (46).....CRestview 5-6930
- Rosen Agency, The**  
232 N. Canon Dr., B. H....CRestview 5-6151
- Rosenberg-Coryell Agency**  
404 N. Roxbury Dr. B. H....CRestview 4-7381
- Rosner, Milt, Agency**  
9110 Sunset Blvd. (46).....CRestview 6-7023
- Rush, Art, Inc.**  
357 N. Canon Dr., B. H....CRestview 4-6841
- Ryan, Frank**  
8949 Sunset Blvd. (46)....CRestview 1-4627
- Salkow, Lester, Agency**  
8741 Sunset Blvd.....OLympia 2-8750
- Saphier, James L., Agency, Inc.**  
9538 Brighton Way, B. H....CRestview 1-7231
- Schuller, William, Agency**.....CRestview 4-6949  
9151 Sunset Blvd. (46).....BRadshaw 2-4984
- Schwartz Agency**  
8460 W. 3rd (48).....OLive 3-0400

# AGENTS AND MANAGERS

Seaman, George, Agency  
8272 Sunset Blvd. (46).....OL 6-1161

Shauer, Melville, A., Agency  
9110 Sunset Blvd. (46).....CRestview 1-1103

Shaw, Glenn .....OL 5-6956  
8746 Sunset Blvd. (46).....OL 2-5842

Shiffrin, William, Agency  
449 S. Beverly Dr., B. H....CRestview 4-7643

Shurr, Louis, Agency  
327 N. Rodeo Dr., B. H....CRestview 4-8111

Small, Paul, Artists Ltd. Inc...BRadshaw 2-9046  
270 N. Canon Dr., B. H....CRestview 4-5877

Snitzer, Lou-Fritschl, Al, Inc.  
6404 Hollywood Blvd. (28)...HOLLYWOOD 9-6271

Somlyo, E. T., Agency  
407 N. Maple Dr., B. H....CRestview 6-2041

Stempel, Frank  
9034 Sunset Blvd. (46).....CRestview 4-8343

Stewart, Rosalie, Agency  
441 S. Beverly Dr., B. H....CRestview 4-6123

Swanson, H. N., Inc.  
8523 Sunset Blvd. (46).....OLympia 2-5385

Swoverland, Harold  
1032 N. Fairfax, L. A. (46)....OLive 6-0900

Thompson, David H.  
8979 Sunset Blvd. (46).....CRestview 1-2188

Ullman, George, Agency, Inc.  
8979 Sunset Blvd. (46).....CRestview 4-5238

Usher, Marge  
8212 Vista Del Mar.....CRestview 4-6161

Wadsworth, Jessie B., Agency  
9172 Sunset Blvd. (46).....CRestview 6-0698

Weil, Agency, The  
971 N. La Cienega (46).....OLive 2-2872

Weiner, Jack, Agency: James Stanley  
6721 Sunset Blvd. (28).....OLympia 2-1140

Weintraub, Murry, Agency  
9172 Sunset Blvd. (46).....CRestview 1-1137

Welch, Suey, Agency  
306 W. 3rd St. (13).....HOLLYWOOD 4-2461

Wendling, Charles, Agency  
9111 Sunset Blvd. (46).....CRestview 6-2348

White, Al, Agency.....ST 9-8681  
3561 Vista Haven Rd., Sherman Oaks

White, William B., Agency  
332 S. Beverly Dr., B. H.....CRestview 4-6301

Wiley, Richard, Agency  
8923 Sunset Blvd. (46).....OL 2-5775

Wilkins, Paul, Agency  
9006 Sunset Blvd. (46).....CRestview 1-6188

Wilson, Henry  
9441 Wilshire Blvd., B. H....CRestview 4-7433

Wilson, Bill, Agency  
8732 Sunset Blvd. (46).....OL 2-7910

Winkler, Daniel M.  
9606 Santa Monica Blvd., B. H.  
CRestview 1-7244

Wookey, Betty, Agency  
8743 Sunset Blvd. (46)....HOLLYWOOD 2-2301

Zimmerman Theatrical Agency  
9172 Sunset Blvd. (46)....CRestview 6-0266

☆ **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 2-0986

Gumbiner Management Co.  
120 S. LaSalle St.....HARRISON 7-6363

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.....RANDOLPH 6-0905

Paul Marr Theatrical Agency  
203 North Wabash.....DEarborn 2-7415

McConkey Artists Corporation  
Congress Hotel.....HARRISON 7-9666

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  
1850 W. Washington Blvd.....MONroe 6-9700

# TRADE PUBLICATIONS

Covering the Field of Radio—Television—FM  
TRADE — FAN — TECHNICAL — GENERAL

## ADVERTISING AGE

200 E. Illinois St., Chicago 11, Ill.  
Phone: DE 7-5200

Publisher.....G. D. Crain, Jr.  
Editorial Director.....S. R. Bernstein  
Editor.....John Crichton  
Managing Editor.....Jarlath J. Graham

## 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

Manager.....Lawrence Gatto  
188 W. Randolph St., Chicago 1, Ill.  
Phone: CENtral 6-8761

Manager.....Maynard L. Reuter  
1520 North Gower, Hollywood 28, Calif.  
Phone: HOLlywood 9-5831

Manager.....Sam Abbott  
390 Arcade Bldg., St. Louis 1, Mo.  
Phone: CHEstnut 1-0443

Manager.....Frank Joerling

## BROADCASTING

1735 DeSales St. at Connecticut Ave.  
Washington 6, D. C.  
Phone: METropolitan 8-1022

Editor & Publisher.....Sol Taishoff  
V.P. & Gen. Manager.....Maury Long  
V.P., Managing Editor.....Edwin H. James  
Senior Editors.....Rufus Crater,  
J. Frank Beatty, Bruce Robertson, Fred  
Fitzgerald, Earl B. Abrams  
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  
Bureau News Mgr.....Larry Christopher  
Sales Manager.....Winfield R. Levi  
Eastern Sales Mgr.....Kenneth Cowan  
Sls. Service Mgr.....Eleanor Manning  
360 N. Michigan Ave., Chicago 1, Ill.  
Phone: CENtral 6-4115

Midwestern Sales  
Mgr.....Warren W. Middleton  
Midwestern News Editor.....John Osbon  
6253 Hollywood Blvd.  
Hollywood 28, Calif.  
Phone: HOLlywood 3-3148  
Senior Editor.....Bruce Robertson

Western Sales Mgr.....Bill Merritt  
11 Burton Rd., Toronto 10, Canada  
Phone: HUDson 9-2694  
Executive-in-Chg. ....James Montagnes

## DAILY VARIETY

6404 Sunset Blvd., Hollywood 28, Calif.  
Phone: HOLlywood 9-1141

President.....Syd Silverman  
Editor.....Joe Schoenfeld  
Managing Editor.....Vance King  
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

President.....Louis B. Didier  
Publisher.....Charles Suber  
Managing Editor.....Don Gold

## EDITOR AND PUBLISHER

1700 Times Tower, New York 36, N. Y.  
Phone: BRyant 9-3052

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: LONGacre 4-3000

Editor.....W. W. MacDonald  
Managing Editor.....John M. Carroll

## ELECTRONIC INDUSTRIES

Chestnut & 56th Streets, Philadelphia, Pa.  
Phone: SHERwood 8-2000

Editor.....Bernard F. Osbahr  
Publisher.....Robert E. McKenna

## FILM DAILY

DAILY. 1501 Broadway, New  
York 36, N. Y., Phone, BRyant  
9-7117. J. W. Alicoate, Publisher;  
Chas. A. Alicoate, Executive Pub-  
lisher; Chester B. Bahn, Editor;  
Winfield Andrus, Managing Ed-  
itor; Emmett Keegan, Advertising

# TRADE PUBLICATIONS

Manager; West Coast Offices: William A. Weaver, News Editor; Harriet Margulies, N. Y. Representative; Cris Dutra, Special Representative, 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., 58 Kamiyama-Cho, Shibuya-Ku, Tokyo, Phone, 46-0480 & 46-4324; Southern Europe Bureau, John Perdicari, Chief, 59 Via Priscilla, Rome; London, Bernard Charman, Daily Cinema; Paris, P. A. Harle, La Cinematographie Francaise, 29 Rue Marsoulan.

## THE HOLLYWOOD REPORTER

6715 Sunset Blvd., Hollywood 28, Calif.  
Phone: HOLlywood 4-7411

Publisher.....W. R. Wilkerson  
Editor.....W. A. Scharper  
Business Manager.....Geo. H. Kennedy

## MADISON AVENUE

575 Madison Ave., New York 22, N. Y.  
Phone: PLaza 1-3446

Publisher.....Carl Rogers  
Editorial Director.....Harris Shevelson  
Adv. Manager.....George Dixon

## MARKETS OF AMERICA

1056 Fifth Ave., New York 28, N. Y.  
Phone: ENright 9-6512

Publisher.....Manuel Rosenberg  
Editor.....Lydie Bloch  
Managing Editor.....Col. Don R. Jason  
Associate Editor.....Vic Dallaire  
Business Mgr.....L. B. Rosenberg  
Camera Editor.....Lydie Bloch  
Advertising Mgr.....Robert M. Jason  
Production Mgr.....Arnold Hallock  
Circulation Mgr.....Sam J. Davis

## MEDIA/SCOPE

Published by

### STANDARD RATE & DATA SERVICE, INC., PUBLISHERS

Publisher.....Walter E. Bottoff  
President.....C. L. Botthaf  
Editor.....Roger Barton  
Exec. Vic-Pres.....Albert W. Moss

## METRONOME

114 E. 32nd St., New York 16, N. Y.  
Phone: LExington 2-6350

Editor.....Bill Coss

Assistant Editor.....Jack Maher  
Advertising Representative...Lee Cummings  
General Manager.....Earl Umphenour

## MIKE & SCREEN PRESS DIRECTORY

527 Lexington Ave., New York 17, N. Y.  
Phone: PLaza 1-2720

Publisher.....Radio-Newsreel-Television  
Working Press Association  
Editor.....Philip Scheffler

## 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  
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

## PRINTERS' INK

635 Madison Ave., New York 22, N. Y.  
Phone: MURray Hill 8-7500

President.....William E. Barlow  
Publisher.....Robert T. Lund  
Adv. Dir.....Arthur B. Whitcomb  
Editor.....Woodrow Wirsig  
Exec. Editor.....W. Richard Bruner  
Managing Editor.....Cameron Day  
Asst. Mng. Editor.....H. Clark Wells  
Radio-TV Editor.....Barton Hickman  
Cir. Mgr.....R. R. Rountree

### Branch Offices

360 North Michigan Ave., Chicago 1, Ill.  
Mid-West Editor.....Maurice English  
Statler Building, Boston 16, Mass.  
Manager.....E. P. Meade  
3063 Sycamore Ave., La Crescenta, Calif.  
Western Editor.....David Rees  
121 Spruce St., San Francisco, Calif.  
Western Editor.....William Steif  
1722 Rhodes-Haverty Bldg., Atlanta, Ga.  
Manager.....H. F. Cogill  
33 Post St., San Francisco 4, Calif.  
Exec. In Charge.....George Nichols  
804 Redman Ave., Haddonfield, N. J.  
Eastern Sales Manager.....Harold V. Brown  
1319 "F" St., N.W., Washington 4, D. C.  
Washington Editor.....Wallace Fingal

## PROMPTER, THE

3222 Santa Monica Blvd., Santa Monica, Calif.  
Phone: EX 4-4781

Publisher.....Glen Meloy  
Editor.....R. T. Fresto  
Bus. Mgr.....Steve Tripodes  
Adv. Mgr.....Howard Simpson  
FM Editor.....Donn Herling  
Art Dir.....Yukio Iwamasa



# TRADE PUBLICATIONS

Don Harway & Company.....Don Harway  
1709 W. Eighth Street, Los Angeles 17, Calif.  
Phone: HUBbard 3-5141

See complete listing in 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  
Associate Editors.....Daniel Richman,  
Dick Donnelly  
Assistant Editor.....Dick Nolan  
Washington Correspondent....David Stewart  
East. Sls. Mgr.....Don Kuyk  
Advertising Rep.....Ben Rachlis  
Adv. Sls. Service.....Lee Sheridan  
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 Office  
R. J. Friedman  
5880 Hollywood Blvd., Los Angeles, Calif.  
Phone: HOLlywood 7-5625

## TELEVISION DIGEST

Box 700, Radnor, Pa.  
Phone: MURray 8-3940

Published By.....Triangle Pub., Inc.  
President.....Walter H. Annenberg  
Business Manager.....James T. Quirk  
Editorial Director.....Merrill Panitt  
Managing Editor.....Harold B. Clemenko  
Assoc. Ed's. Wm. Wight, David Lachenbruch

### Branch Offices

Wyatt Bldg., Washington 5, D. C.  
Phone: STerling 3-1755

## TELEVISION

422 Madison Ave., New York 17, N. Y.  
Phone: PLaza 3-9944

Editor & Publisher....Frederick A. Kugel  
V.P., Exec. Ed.....Herman W. Lend  
Managing Editor.....Nial Quinlan  
Senior Editor.....Leon Morse  
Associate Editor.....John Watson  
Departments Editor....Barbara Landsberg  
Director of Research.....Robert Garsen  
Contributing Editors.....Harry Wayne  
McMahan, Howard Ketcham  
Business Mgr.....Jack L. Blas  
Office Mgr.....Ruth Leftoff  
Circulation Mgr.....Harriette Weinberg

## TIDE

630 Third Ave., New York 17, N. Y.  
LExington 2-1760

Publisher.....Hartley W. Barclay  
Editor.....Morgan Browne

## TRIANGLE PUBLICATIONS, INC. RADIO-TV DIVISION

46th and Market Sts., Philadelphia 39, Pa.  
Vice President, Gen. Mgr....Roger W. Clipp  
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.  
Promotion Director....Kenneth E. Chernin  
Director of Engineering.....Henry E. Rhea  
Business Manager.....John C. Harlan  
Chief Statistician.....Richard W. Gideon

## TV GUIDE

N. Y. Metropolitan Ed. Office

625 Madison Ave., New York 22, N. Y.  
Phone: TEMpleton 8-4700

Advertising Manager.....A. Jay Segal  
Regional Editor.....Arthur Sainer  
National Office  
Radnor, Pa.

Phone: MURray Hill 8-7400

Editor.....Walter H. Annenberg  
Publisher.....James T. Quirk  
Managing Editor.....Merrill Panitt  
Circulation Director.....C. J. Bodkin, Jr.  
Advertising Director.....Michael J. O'Neill  
Prom. Dir.....Eric Larson

## U. S. RADIO

50 W. 57th St., New York 19, N. Y.  
Phone: CIRcle 5-2170

Editor, Publisher.....Arnold Alpert  
Business Mgr.....Catherine Scott Rose  
Managing Editor.....Jonah Gilitz  
Art Editor.....Rollie Devendorf  
Asst. Editors.....Michael G. Silver, Patty  
Kirsch (Washington) Patricia Moran  
Prod., Sls. Serv. Mgr.....Jean L. Engel  
Secy. to Publisher.....Sara R. Silon  
Western Mgr.....Shell Alpert

## 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

6404 Sunset Blvd., Hollywood 28, Calif.  
Editor (Daily Variety).....Tom Pryor  
612 N. Michigan Ave., Chicago 11, Ill.  
Manager.....Don Wilson  
1202 National Press Bldg.,  
Washington 4, D. C.

Bureau Head.....Les Carpenter  
8 St. Martin's Pl., Trafalgar Square, W-C-2,  
London, England  
Bureau Head.....Harold Myers

# INDUSTRY ORGANIZATIONS

Personnel—Addresses—Unions

Guilds—Associations—Radio-TV Groups

## ACTORS EQUITY ASSOCIATION

226 W. 47 St., New York 36, N. Y.  
PLaza 7-7660

### OFFICERS

President ..... Ralph Bellamy  
1st Vice-President ..... Frank Maxwell  
2nd Vice-President ..... James Schlader  
3rd Vice-President ..... Hiram Sherman  
4th Vice-President ..... Lois Wilson  
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

Walter Abel, Royal Beal, Jeanna Belkin, Sara Bettis, Chas. Blackwell, Paul B. Brown, Peggy Cass, Kendall Clark, Donald Cook, John Cornell, Staats Cotsworth, Robin Craven, Nancy Devlin, Gordon Dilworth, Norma Doggett, Stephen Douglass, John Emery, Robt. Flavelle, Eddie Foy, Jr., Florida Friebus, Larry Gates, Ruth Gillette, Margalo Gillmore, Margaret Hamilton, Carl Harms, Hurd Hatfield, Helen Hayes, Kim Hunter, Farle Hyman, Geo. Ives, Leo Kayworth, Richard Kiley, Dennis King, Judson Laire, Jack Leigh, Ralph Lowe, Ruth McDevitt, Roddy McDowall, Patrick McVey, Edith Meiser, Chester Morris, May Muth, Robt. Neukum, Lloyd Nolan, Frederick O'Neal, Bibi Osterwald, Leonard Patrick, Robt. Preston, Howard Roberts, Mary Roche, Wm. Roerick, Arthur Rubin, Dorothy Sands, Jean Sincere, Jean Stapleton, Margot Stevenson, Stanley Tackney, Ann Thomas, Lucia Victor, Jeff Warren, Eddie Weston, Jane White, Ruth White, Peggy Wood, Blanche Yurka.

## THE ADVERTISING COUNCIL, INC.

25 West 45th Street, New York 36, N. Y.  
JUdson 2-1520

### OFFICERS

Chairman ..... John C. Sterling  
Vice-Chairman ..... Lee H. Bristol,  
Leo Burnett, Edw. C. VonTress  
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.  
9100 Sunset Blvd., Los Angeles 46, Cal., CRestview  
4-8039.  
Robert Grey, West Coast Representative.  
425 Bush Street, San Francisco 8, Cal. GA 1-6868.  
Charles W. Collier, (AAW).

### FUNCTIONS

A non-profit organization representing all phases of advertising and dedicated to the uses of advertising in the public service.

## ADVERTISING FEDERATION OF AMERICA

250 W. 57th St., New York 19, N. Y.  
Circle 6-2431

### OFFICERS

Chairman of the Board ..... R. M. Feemster  
Vice-Chairman of the Board ..... James S. Fish  
Pres., Gen. Mgr. .... C. James Proud  
Secretary ..... Ruth M. Voickmann  
Treasurer ..... David H. Kutner

### BRANCH OFFICE

1320 G. St., N. W., Washington 5, D. C. Phone: EX-  
ecutive 3-4268. Washington Rep., William P. Tidwell.

### FUNCTIONS

An organization of advertising clubs, national advertising groups and companies interested in advertising:

- 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

Chairman ..... Ben R. Donaldson  
Vice-Chairman ..... Arno H. Johnson  
President ..... William A. Hart  
Treasurer ..... Frank W. Mansfield  
Managing Director ..... A. W. Lehman  
Tech. Dir. .... Darrell B. Lucas  
General Counsel ..... Gilbert H. Weit

### DIRECTORS

B. R. Donaldson, A. H. Johnson, W. A. Hart, F. W. Mansfield, Richard J. Babcock, Hugh M. Beville, Jr., Vincent R. Bliss, Lyndon O. Brown, Rex M. Budd, Wm. R. Farrell, Donald S. Frost, Frederic R. Gamble, Harold J. Graham, John W. Hartman, Arthur H. Hayes, Andrew Heiskell, Donald M. Hobart, Walter C. Kurz, Chas. A. Pooler, C. L. Rumrill, Harry F. Schroeter, John C. Sterling, Paul B. West, Wallace H. Wulfeck.

### FUNCTIONS

To further scientific practices in advertising and to promote greater effectiveness in advertising and marketing through impartial and objective research.

## AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

420 Lexington Ave., New York 17, N. Y.  
LEXington 2-7980

### OFFICERS

Chairman of the Board ..... J. Davis Danforth  
Vice-Chairman ..... George C. Reeves  
President ..... Frederic R. Gamble  
Secretary-Treasurer ..... Joseph H. Epstein

### WESTERN REGION OFFICE

235 Montgomery St., San Francisco 4, Cal. Phone:  
YUkon 6-2200. John L. Del Mar.

## ORGANIZATIONS

### 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

425 Park Ave., New York 22, N. Y.  
PLaza 8-0600

#### OFFICERS

President.....Herman D. Kenin  
Vice-Pres.....C. L. Bagley  
Secretary.....Leo Cluesmann  
Treasurer.....George V. Clancy

#### EXECUTIVE COMMITTEE

Wm. J. Harris, Stanley Ballard, Lee Repp, Walter M. Murdoch, E. E. Stokes.

#### BRANCH OFFICES

220 Mt. Pleasant Ave., Newark 4, N. J. Phone  
HUMboldt 4-6600. Leo Cluesmann, Secy.; Geo. 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.....Clayton Collyer  
1st Vice-Pres.....Ken Carpenter  
2nd Vice-Pres.....Eleanor Engle  
3rd Vice-Pres.....Virginia Payne  
4th Vice-Pres.....Evelyn Freyman  
5th Vice-Pres.....Hal W. Newell  
6th Vice-Pres.....Harry Holloway  
7th Vice-Pres.....Harold E. Wallis  
Recording Sec.....Stanley Farrar  
Treasurer.....Travis Johnson  
Nat'l. Exec. Sec.....Donald F. Conaway  
Counsel.....Mortimer Becker  
Dir., Central Region.....Raymond A. Jones  
Dir., Western Region.....Claude L. McCue

#### BOARD OF DIRECTORS

Alice Backes, Parley Baer, Bill Baldwin, Jeanne Bates, Gaines C. Batson, Jackson Beck, Socrates Birsky, Sidney Blackmar, Alan Bunce, Andre Carlon, Ken Carpenter, Nelson Case, Ken Christy, Clayton Collyer, Jud Conlon, Allan Davies, Bill Deal, Ted DeCorsia, Eleanor Engle, Faye Emerson, Robley D. Evans, Stanley Farrar, Carl Frank, Evelyn Freyman, Jas. H. Garrett, Art Gilmore, Harry Holloway, Fred Hansen, John Harper, Ray Heatherton, Bill Hillman, Donald B. Hirsch, Fred Howard, Leon Janney, Travis Johnson, Carlton Ka Dell, John Milton Kennedy, Beatrice Kraft, Jack Kruschen, Gene Lanham, Clarence Leisure, Bernard Lenrow, Jim Lewis, Ray Linn, Sid Marion, Audrey Marsh, Tom McKee, Tyler McVey, Elizabeth Morgan, Conrad Nagel, John Neher, Frank Nelson, Hal W. Newell, Cliff Norton, Nestor Paiva, Virginia Payne, Vincent Pelletier, Don Porter, Wm. Prince, Wanda Ramey, Wm. Redfield, Gus Saunders, Hal Sawyer, Arwin Schweig, Del Sharbutt, Allin Slate, John C. Slattery, Verne Smith, Olan Soule, Harry Stanton, Dick Stark, Michael Stewart, Ann Thomas, Frank Thomas Jr., Lurene Tuttle, Luis Van Rooten,

Herb Vigran, Vicki Vola, Harold E. Wallis, Willard Waterman, Dwight Weist, Walt Williams, Ernie Winstanley, Will Wright, Clark Yocum.

#### BRANCH OFFICES

6331 Hollywood Blvd., Hollywood 28, Calif. HOLLYwood 4-5125. Claude L. McCue, Western Regional Director.

102 E. Hubbard St., Chicago 11, Ill. WHITEhall 3-1344. Raymond A. Jones, Central Regional Director.

#### FUNCTIONS

Union affiliated with A. F. of L., representing radio and TV performers (actors, singers, announcers), for collective bargaining purposes.

### AMERICAN GUILD OF AUTHORS AND COMPOSERS

158 W. 55th St., New York 19, N. Y.  
Circle 6-2536

#### OFFICERS

President.....Burton Lane  
Vice-President.....Milton Drake  
2nd Vice-President.....Walter Bishop  
Treasurer.....Leonard Whitcup  
Secretary.....Jack Lawrence  
W. Coast Comm. Chmn.....Sammy Cahn  
Co-Chairman.....Donald Kahn  
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, Jack Lawrence, John Jacob Loeb, Joseph Meyer, Richard Rodgers, Arthur Schwartz, Charles Tobias, Leonard Whitcup, Jack Yellen, Johnny Burke, Irving Caesar, Sam Coslow, Edw. Eliscu, Jay Gorney, Geo. Meyer, Vic Mizzy, Billy Rose.

#### 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.

### AMERICAN GUILD OF MUSICAL ARTISTS

1841 Broadway, New York 23, 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  
4th Vice-President.....Regina Resnik  
5th Vice-President.....Tilda Morse  
Treasurer.....Abba Bogin  
Recording Secretary.....Elisabeth Hoepfel  
National Executive Secretary.....Hyman R. Faine

#### BRANCH OFFICES

6636 Hollywood Blvd., Hollywood, Cal. Phone: HO 2-2334. Lee Harris, Rep.

215 S. Broad St., Philadelphia, Pa. Phone: KI 5-4310. Edward Davis, Rep.

1 N. LaSalle St., Chicago, Ill. Phone: FI 6-6677. Sanford Wolff, Rep.

704 Bellevue N., Seattle 2, Wash., Phone: CA 0438. George Peckham, Rep.

421 Phelan Bldg., 760 Market St., San Francisco, Cal. Phone: EX 2-6990. Bruce Poyer, Rep.

8821 Nelson St., New Orleans, La. Phone: UN 1-9183. Norman Treagle, Rep.

519 Jarvis St., Toronto 5, Ont., Canada. Phone: WA 4-6532. Larry H. McCance, Rep.



## ORGANIZATIONS

### 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)

110 West 57th St., New York, N. Y.  
Phone: Circle 6-7130

#### OFFICERS

President ..... Penny Singleton  
1st Vice-Pres. .... Rajah Raboid  
2nd Vice-Pres. .... Johnny Woods  
3rd Vice-Pres. .... Frank Ross  
Treasurer ..... Joe Smith  
Recording Secy ..... Sally Winthrop  
Nat'l. Admin. Secy. .... Jackie Bright

#### BRANCH OFFICES

110 W. 57th St., N. Y. 19, N. Y.; Phone: CI 6-7130  
Eastern Regional Director ..... Lou Smaley  
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

#### FUNCTIONS

A branch of the Associated Actors and Artists of America (AFL-CIO); AGVA is the labor union for performers in the Variety Field of the entertainment industry.

### AMERICAN MARKETING ASSOCIATION

27 East Monroe St., Chicago 3, Ill.  
Central 6-8306

#### OFFICERS

President ..... Wendell R. Smith  
V.P.'s ..... Harper W. Boyd, Jr.,  
Robt. T. Browne, Donald R. Longman, Jack C. Griffin  
Secretary ..... Schuyler F. Otteson  
Treasurer ..... John P. Bennett  
Exec. Dir. .... William C. Gordon, Jr.

#### BRANCH OFFICES

44 Chapters in the U.S. & Canada

#### FUNCTIONS

A professional society for the advancement of science in marketing. Membership open to all persons actively engaged in the field of marketing.

### AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION

750 3rd Ave., New York, N. Y.  
YUkon 6-8200

#### OFFICERS

President ..... D. Tennant Bryan  
Vice-President ..... Mark Ferree  
Secretary ..... Walter J. Blackburn  
Treasurer ..... J. Hale Steinman  
General Manager ..... Cranston Williams

#### BRANCH OFFICE

360 N. Michigan Ave., Chicago 1, Ill. Phone: Franklin 2-3746; George N. Dale, Chairman.

#### FUNCTIONS

To foster and protect the business and business interests of daily newspapers.

### AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS (ASCAP)

575 Madison Ave., New York 22, N. Y.  
Murray Hill 8-8800

#### OFFICERS

President ..... Stanley Adams  
Vice-President ..... Louis Bernstein  
Vice-President ..... Otto A. Harbach  
Secretary ..... Deems Taylor  
Asst. Secretary ..... Arthur Schwartz  
Treasurer ..... Frank H. Connor  
Asst. Treasurer ..... J. J. Bregman

#### BOARD OF DIRECTORS

Stanley Adams, Louis Bernstein, Jack J. Bregman, Irving Caesar, Frank H. Connor, Paul Cunningham, Max Dreyfus, L. Wolfe Gilbert, Oscar Hammerstein II, Otto A. Harbach, John Tasker Howard, Alex C. Kramer, John D. Marks, George W. Meyer, Jack Mills, Douglas Moore, Gustave Schirmer, Maurice Scopp, Herman Starr, Deems Taylor, Adolph Vogel, Ned Washington, Jack Yellen, Bonnie Bourne.

#### BRANCH OFFICES

In all principal cities throughout the United States.

#### FUNCTIONS

ASCAP is a performing right society through which commercial users of music obtain clearance of the right to perform publicly for profit the copyrighted works of its members.

### AMERICAN WOMEN IN RADIO AND TELEVISION, INC.

501 Madison Ave., New York 22, N. Y.  
Eldorado 5-7281

#### OFFICERS

President ..... Nena Badenoch  
River Forest, Illinois  
V.P.'s ..... Josey Barnes, KTVT, KDYL, Salt Lake City, Utah; Margret McDonald, WBAP-AM-TV, Fort Worth, Tex.; Louise Morris, WDAK Radio, Columbus, Ga.; Dee Sweet, WISH-TV, Indianapolis, Ind.; Esther Van Wagoner Tufty, Tufty News Bureau, Washington 4, D. C.

Secy., Treas. .... Martha Rupprecht  
CBS-TV, New York, N. Y.

#### DIRECTORS-AT-LARGE

Marion Annenberg, WDSU-AM-TV, New Orleans; Jeanne Bacher, KGST, Fresno, Cal.; Martha Crane, WLS, Chicago, Ill.; Bea Johnson, KMBC-AM-TV, KFRM, Kansas City, Mo.; Henrietta Kieser, Bozell & Jacobs, Omaha, Neb.

#### CHAPTERS

Central: Chicago, Ill.; Hoosier, Indianapolis area, Ind.; Wichita, Kans.; Detroit, Mich.; Minnesota, Minn.; Kansas City & St. Louis, Mo.; Omaha, Neb. & Cornhusker (Nebr. outside of greater Omaha) Nebr.; Heart of America, Neb., Kans., Mo., N. D., S. D., Ia.; Akron, Portage Trail, Ohio; Ohio, Ohio; Cleveland, Western Reserve, Ohio; (provisional) Hi-O, Ohio.

Eastern: Washington, D. C.; Maryland; New England, Me., N. H., Vt., R. I., Mass., Conn.; Northern New Jersey; Central New York, New York City, NYS Capital District, Western New York, all N. Y.; Philadelphia & Pittsburgh-Gateway, Pa.

Southern: Birmingham—Heart of Dixie, Ala.; Florida & Gold Coast (Orlando south to Miami) Florida; Atlanta & Chattahoochee Valley (Columbus area) Ga.; New Orleans, La.; Piedmont, S. C.; Mobile, Ala.; North Carolina, N. C.

Southwestern: Oklahoma—Sooner, Okla.; Houston, Texas State, Texas.

Western: California, Fresno, Sacramento, San Francisco Bay area, Cal.

#### FUNCTIONS

Year-round medium of exchange for women in broadcasting & allied fields, with individual chapter meetings held regularly, area conferences during the year, and annual nat'l four-day convention serving members as "refresher course" in all industry segments.

## ORGANIZATIONS

### ART DIRECTORS CLUB

115 East 40th Street, New York 16, N. Y.  
Phone: MUrray Hill 5-4340

#### OFFICERS

President ..... Garrett P. Orr  
1st Vice-Pres. .... Bert W. Littmann  
2nd Vice-Pres. .... Robert Gage  
Secretary ..... William Duffy  
Treasurer ..... Mahlon A. Cline

#### BRANCH OFFICES

31 natl. society clubs throughout U. S.

#### FUNCTIONS

Exhibitions, scholarship course, publishing adv. art books, research, conference.

### ARTISTS' REPRESENTATIVES ASSOCIATION, INC.

1270 Ave. of the Americas, New York 20, N. Y.  
Circle 6-1379

#### OFFICERS

President ..... Eddie Elkort  
Vice-Presidents ..... Norman Weiss, Hattie Althoff  
Jack Russell, James Lanagan, H. C. Moore, Win. J. O'Halloran

Secretary ..... Ben Kuchuk  
Treasurer ..... Joseph Singer  
Counsel ..... Abraham Males

#### BRANCH OFFICES

203 N. Wabash Ave., Chicago, Ill.  
754 Century Bldg., Pittsburgh, Pa.  
116 New Montgomery, San Francisco, Calif.  
301 Fox Bldg., Detroit, Mich.

#### FUNCTIONS

The promoting of high ethical standards in the conduct of the business of artists' representatives and the fostering of better understanding among the people engaged in such business and the amusement field generally. To protect the agents.

### ASSOCIATION FOR PROFESSIONAL BROADCASTING EDUCATION

1771 N Street, N. W., Washington 6, D. C.  
Phone: DE 2-9300

#### OFFICERS

President ..... Glenn Starlin  
Vice-President ..... W. Earl Dougherty  
Secy.-Treas. .... Richard M. Brown  
Directors ..... Donley Feddersen,  
Sydney Head, Ward Quaal, Lee Rawitch, W. C. Swartley, Bruce Linton, Kenneth Harwood  
Exec. Secretary ..... Fred Garrigus  
Prom., Pub. Head ..... Leo Martin

#### FUNCTIONS

The purpose of the Association is to promote better understanding between broadcasters and schools which offer pre-professional training in the broadcast media.

### ASSOCIATED MUSIC PUBLISHERS, INC.

589 Fifth Ave., New York 17, N. Y.  
1 West 47th St., New York 36, N. Y.  
PL 9-8470

#### OFFICERS

Chrm. of Board ..... Sydney M. Kaye  
Vice Presidents ..... Richard F. French,  
Benjamin V. Grasso, Karl F. Bauer, Leonard Feist  
Secretary ..... Robert J. Burton

#### FUNCTIONS

Publisher and distributor of serious music in the United States and representative of many principal serious music catalogs of Europe.

### ASSOC. OF CANADIAN ADVERTISERS, INC.

701 Federal Building, 85 Richmond St., West, Toronto 1, Ontario  
Empire 3-8046

#### OFFICERS

President ..... H. E. Whitehead  
Exec. V. P. .... J. J. McGill  
Vice-Pres. .... G. C. Clarke,  
J. C. Miller, J. W. Cook, K. J. Farthing, P. J. McGinnis.  
V. P., Treas. .... A. B. Yeates  
Gen. Mgr., Sec'y. .... B. E. Legate

#### DIRECTORS

J. A. Blay, Mrs. G. Wilson McGuinness, R. R. McIntosh, E. H. Woodley, R. P. Beadon, E. J. Coleman, R. B. Collett, W. T. McFarlane, W. W. Vanderburgh, E. H. Woodley.

#### FUNCTIONS

An organization of Canadian companies promoting long-range, scientific development of advertising and marketing.

### ASSOCIATION OF MAXIMUM SERVICE TELECASTERS, INC.

1735 DeSales St., N. W., Washington 6, D. C.  
Phone: District 7-5412

#### OFFICERS

President ..... Jack Harris  
1st Vice-Pres. .... Charles H. Crutchfield  
2nd Vice-Pres. .... Donald D. Davis  
Secy.-Treas. .... Harold Essex  
Ass't. Secy-Treas., Exec. Dir. .... Lester W. Lindow

#### BOARD OF DIRECTORS

C. Howard Lane, J. H. DeWitt, Jr., Harold Hough, Robert D. Swezey, Harold C. Stuart, John S. Hayes, Lawrence H. Rogers, II, Carter M. Parham, Ward Quaal, Roger Clipp, Joseph B. Epperson, Harold Gross, Alex Keese, C. Wrede Petersmeyer.

#### FUNCTIONS

MST is dedicated to insuring maximum television service to the American people. Consistent with this objective it favors efforts to expand and develop television service throughout the United States but opposes any compromise or deterioration of the technical quality or service now being provided.

### ASSN. OF NATIONAL ADVERTISERS, INC.

155 E. 44th St., New York, N. Y.  
Oxford 7-5950.

#### OFFICERS

Chairman ..... Henry Schachte  
Lever Bros. Co.  
Vice-Chairman ..... Donald S. Frost  
Bristol-Myers Co.  
President ..... Paul B. West  
Vice-Presidents: Cy Norton, Lowell McElroy, J. M. Allen  
Vice-President, Secy. .... Peter W. Allport  
V.P. West Coast ..... Ken Boucher  
General Counsel ..... Gilbert H. Weil

#### DIRECTORS

Geo. J. Abrams, J. R. Barlow, Roger H. Bolin, R. M. Budd, Ralston H. Coffin, Geo. A. Frost, Bertram V. Jones, Melvin S. Hottwick, Everett M. Runyon, Albert R. Stevens, Ray Weber, John T. Morris, Max Banzhaf, Stanley W. Koenig, John Veckly, Ralph Winslow.

#### FUNCTIONS

Promotes the most effective and profitable use of advertising as a tool of selling, promotes a better understanding and more effective use of advertising as a tool of management and protects the interests of national advertisers and serves their collective needs.

### ASSOCIATION OF RADIO-TELEVISION NEWS ANALYSTS

24 East 39th Street, New York 16, N. Y.  
OXford 7-5300

#### OFFICERS

President ..... Robert Trout  
V.P. .... John MacVane

## ORGANIZATIONS

Secretary ..... Blair Clark  
 Treasurer ..... Cesar Saerchinger  
 Executive Board ..... Quincy Howe,  
 H. V. Kaltenborn, Leon Pearson, Chet Huntley

### 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 ..... Pearl S. Buck  
 Vice-President ..... Cleveland Amory  
 Secretary ..... John Vandercook  
 Secretary to the Council ..... Luise M. Sillico  
 Membership Secretary ..... Edith Mackin

### FUNCTIONS

National business organization of authors in the publication field.

## THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39th St., New York 16, N. Y.  
 MUrray Hill 9-4950

### OFFICERS

President ..... Moss Hart  
 Vice-President ..... Rex Stout  
 Treasurer ..... Arthur Schwartz  
 Secretary ..... Ann Petry  
 Executive Secretary ..... Luise M. Sillico

### 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

Chmn. of Bd. .... Thomas F. O'Neill  
 (Chmn. Bd., RKO Teleradio Pictures)  
 Vice-Chmn. .... Robert E. MacNeal  
 (President, Curtis Publishing Co.)  
 Vice-Chmn. .... Felix W. Coste  
 (Vice-Pres., Coca-Cola Co.)  
 Chmn. Exec. Committee ..... John H. Breck, Jr.  
 (Exec. V. P., John H. Breck, Inc.)  
 Treasurer ..... Robert L. Connelly  
 (Vice-Pres., Drexel Furniture Co.)  
 President ..... Henry E. Abt

### FUNCTIONS

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  
 Ch. Ass't. .... G. del Strother  
 Program Assistant ..... Lillian Lang  
 News Ass't. .... Barbara Rosen  
 Transcription Assistant ..... Marion Moss  
 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, Gerald Priestland, Washington correspondents.

## BRITISH INFORMATION SERVICES

45 Rockefeller Plaza, New York 20, N. Y.  
 Circle 6-5100

### OFFICER

Director, Radio-TV Div. .... Rodney C. Chalk

### BRANCH OFFICES

2300 Connecticut Ave., Washington, D. C. Phone:  
 HObart 2-1340.

720 N. Michigan Ave., Chicago 11, Ill. Phone:  
 Whitehall 3-1480.

2516 Pacific Ave., San Francisco 15, Cal. Phone:  
 Fillmore 6-3033.

448 S. Hill St., Los Angeles 13, Cal. Phone: MAdison  
 6-4411.

### FUNCTIONS

Produce and distribute Radio-TV public service programs: film and tape news features.

## BROADCASTING AND FILM COMMISSION, NAT'L COUNCIL OF CHURCHES

220 Fifth Ave., New York 1, N. Y.  
 ORegon 9-2968

### OFFICERS

Exec. Dir. .... S. Franklin Mack  
 Assoc. Exec. Dir. .... Wesley B. Goodman  
 Bus. Mgr. .... Arthur W. Rainow  
 Dir., Program Oper. .... Ben E. Wilbur  
 Dir., of Films ..... Alexander B. Ferguson  
 Dir., Program Prom. .... Albert R. Crews  
 Dir., of Special Proj. .... Arthur Austin  
 Dir., Best. Tng. .... Charles H. Schmitz  
 and Enlistment  
 Assoc. Prod. .... Richard A. Cobb  
 Dir., Film Dist. .... Margaret Carter

### BRANCH OFFICE

5746 Sunset Blvd., Hollywood 28, Calif.  
 Phone: HOLlywood 4-7464. George Heimrich, Director.

## BROADCAST INFORMATION BUREAU

535 Fifth Ave., New York 17, N. Y.  
 MUrray Hill 7-1668

Manager ..... Martin Lawrence  
 Editor ..... Julienne (Judy) Dupuy

### FUNCTIONS

Publishers of TV film source books; Station & Film  
 Who's Who and What's, Where; Film Newsletter,  
 "Facts, Figures and Film."

## BROADCAST MUSIC, INC. (BMI)

589 Fifth Ave., New York 17, N. Y.  
 PLaza 9-1500

### OFFICERS

President ..... Carl Haverlin  
 Vice-President—General Counsel ..... Sydney M. Kaye  
 Vice-Pres. in charge Station Relations ..... Glenn Dolberg  
 Vice-Pres. in charge Foreign Relations ..... Jean Geiringer  
 Vice-Pres. in charge Station Service ..... Ralph L. Harlow  
 Vice-Pres. in charge Domestic Performing Rights  
 Administration & Secy. .... Robert J. Burton  
 Vice-Pres. in charge Writer Relations ..... Robert B. Sour  
 Ass't. VP in charge Publisher & Writer Relations  
 (West Coast) ..... Richard L. Kirk  
 Ass't. VP in charge Publisher Relations ..... Theodora Zavin  
 Comptroller ..... Edward J. Malinelli  
 Ass't Secretary ..... Robert J. Higgins

### BRANCH OFFICES

360 N. Michigan Ave., Chicago, Ill. Phone: ANdover  
 3-5394.

1549 N. Vine St., Hollywood 28, Calif. Phone:  
 HOLlywood 4-7447.

### BOARD OF DIRECTORS

Chairman, Sydney M. Kaye; Joseph E. Baudino,  
 Alfred R. Beckman, John Elmer, Carl Haverlin, William  
 S. Hedges, Herbert Hollister, Leonard Kapner, Paul W.  
 Morency, William Regan, J. Leonard Reinsch, J. Harold  
 Ryan, G. Richard Shaffo, E. R. Vadeboncoeur.

### STATION RELATIONS

Vice-Pres., Glenn Dolberg; Field Staff: Justin Bradshaw,  
 Turner Cooke, Richard Crans, Graeme Fletcher,  
 Bob Fuller, Wayland Fullington, Al Marlin, Dorsay Owings,  
 Lin Pattee, Ken Sparrow, Burt Squire.

# ORGANIZATIONS

## FUNCTIONS

The function of BMI is to license to music users public performing rights in the music of a group of affiliated publishers, writers and organizations.

## BROADCAST PIONEERS

589 Fifth Avenue, New York, N. Y.  
Phone: PLaza 9-1500

### OFFICERS

President.....Frank E. Pellegrin  
1st Vice-Pres.....Merle S. Jones  
Vice-Presidents.....Charles Godwin,  
Frank Silvermail, Gordon Gray, Sol Taishoff.  
Secretary.....Raymond F. Guy  
Treasurer.....Robert J. Higgins  
Exec. Sec'y.....M. H. Shapiro

### FUNCTIONS

"To establish a membership organization of persons who by their long years of service in the field of Radio desire to become associated for the purpose of friendship and education. The Club shall be a central house for the exchange of information and historical data about the Radio industry and shall record in form to be determined facts and data about the history of the Radio industry and its traditions for use by this and future generations. It is felt that this organization with the resultant exchange of information would make a valuable contribution to the public interest."

## BROADCASTERS' PROMOTION ASS'N., INC.

20 N. Wacker Dr., Chicago, Ill.  
Phone: ANdover 3-0800  
New York 17, N. Y.  
Phone: MURray Hill 7-0808

### OFFICERS

President.....Charles A. Wilson  
WGN, Inc., Chicago  
First V.P.....Gene Godt  
WCCO-TV, Indianapolis, Ind.  
Second V.P.....Burt Toppan  
WTWJ, Miami, Fla.  
Secy.-Treas.....William Pierson  
WBKB, Chicago, Ill.

### DIRECTORS

Janet Byers, KYW, Cleveland, Ohio; Harvey M. Clarke, London, Ont., Canada; Austin Heywood, KNXT, Los Angeles, Cal.; L. Walton Smith, Transcontinent Television Corp., Rochester, N. Y.; Jas. M. Kiss, WPEN, Philadelphia, Pa.; Ken McClure, KENS-TV, San Antonio, Tex.; Don Curran, KTVI, St. Louis, Mo.; John F. Hurlbut, WFBN-AM-TV, Indianapolis, Ind.; Bruce Wallace, WTMJ-AM-TV, Milwaukee, Wis.; Hayward Meeks, WMAL-TV, Washington, D. C.; Roy C. Pedersen, WDAY-AM-TV, Fargo, N. D.; Samuel Elber, WGBS, Miami Beach, Fla.; Elliot W. Henry, American Bstg. Co., Chicago, Ill.

### FUNCTIONS

The Association was formed for the betterment of broadcasting activity by furthering the recognition, organization and extension of promotional activity as an essential function in the broadcasting-telesharing business; by increasing the effectiveness of broadcasters' promotion personnel through contacts with one another, and with representatives of related business, through the exchange of information and ideas, and through consequent improvement of promotion methods, research principles and techniques; and by assisting broadcasters to secure competent personnel for promotion work.

## THE BUREAU OF BROADCAST MEASUREMENT

96 Eglinton Ave. East, Toronto 12, Ontario  
Mayfair 9464

### BOARD OF DIRECTORS AND OFFICERS

President.....George S. Bertram  
Vice-President.....Ross A. McCreath  
Exec. V. P.....Charles C. Hotman  
Research & Development Director.....Wilfred L. Hudson  
Secretary & Treasurer.....Charles J. Follett  
Honorary President.....Charles R. Vint  
Chmn. Advisory Comm.....Horace N. Stovin

### DIRECTORS

E. Loyd Moore, Radio Station CFRB, Toronto;  
Robert M. Campbell, J. Walter Thompson Co., Ltd., Toronto; William E. Trimble, Baker Advertising Agency Ltd., Toronto; A. M. Sanderson, Whitehall Pharmacal

(Canada) Ltd., Toronto; W. Clifford Wingrove, Television Station CFPL-TV, London, Ont.; Leslie F. Chitty, BBD & O, Toronto; Andre Daveluy, CKAC, Montreal; W. W. Vanderburgh, Coca-Cola Ltd., Toronto; W. H. Poole, Young & Rubicam, Toronto, Ont.; T. Ralph Hart, Spitzer & Mills, Ltd., Toronto, Ont.; Fred L. Wood, Gen'l Foods Ltd., Toronto, Ont.; R. B. Collett, Lever Bros., Ltd., Toronto; Wm. N. Hawkins, CFOS, Owen Sound, Ont.

### FUNCTIONS

A co-operative organization for the standardization and analysis of facts about radio and television.

## CANADIAN ASSOCIATION OF RADIO & TELEVISION BROADCASTERS

108 Sparks St., Ottawa 4, Canada  
CE 3-4035

### OFFICERS

President.....D. M. Neill  
Executive Vice-President.....T. J. Allard  
Vice-President Radio.....Piil Lalonde  
Vice-President Television.....G. Stirling  
Secretary-Treasurer.....Flora Love

### DIRECTORS

J. A. Manning, CKCL, Truro, N. S.; G. Stirling, CJON-TV, St. John's, Nfld.; D. A. Gourd, CKRN, Rouyn, P. Q.; R. Couture, CKSB, St. Boniface, Man.; T. Burham, CKRS-TV, Jonquiere, P. Q.; J. A. Dupont, CJAD, Montreal, P. Q.; W. H. Stovin, CJBO, Belleville, Ont.; W. N. Hawkins, CFOS, Owen Sound, Ont.; R. J. Buss, CHAT, Medicine Hat, Alta.; J. O. Blich, CJOB, Winnipeg, Man.; Norman Botterill, CJLH-TV, Lethbridge, Alta.; J. Sayers, C-FUN, Vancouver, B. C.; A. G. Seabrook, CJIB, Vernon, B.C.; D. M. Armstrong, CHEK-TV, Victoria, B. C.; D. M. Neill, CFNB, Fredricton; Phil Lalonde, CKAC, Montreal; Murray T. Brown, CFPL, London, Ont.; R. T. Snelgrove, CKVR-TV, Barrie; D. Dawson, CKCK, Regina.

### SALES OFFICE

200 St. Clair Avenue, West, Toronto 7, Ont. Phone: WAInut 2-3334. C. W. Fenton, Sales Director, Radio; Karl Steeves, TV.

### FUNCTIONS

The Canadian Association of Radio and Television Broadcasters is a voluntary trade organization of 148 privately owned (independent) radio broadcasting stations and 35 television stations in Canada.

## CATHOLIC ACTORS GUILD OF AMERICA, INC.

120 W. 45th Street, New York 36, N. Y.  
Circle 6-5566

### OFFICERS

President.....Walter Kiernan  
Vice-Pres.....William Gaxton, Pat O'Brien  
Recording Secy.....Paul A. Lilly  
Historian.....Kay MacDonald  
Exec. Secy.....George W. Buck  
Chmn. Exec. Bd.....Charles J. Maguire  
Chaplain.....Rt. Rev. Msgr. Vincent J. Brosnan  
Treasurer.....Very Rev. Msgr. Francis M. Costello

### FUNCTIONS

Social and charitable organization which strives to care for the spiritual and physical needs of members of the 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.

## COMPOSERS AND LYRICISTS GUILD OF AMERICA

292 Madison Ave., New York 17, N. Y.  
MU 3-0966  
12924 Sarah Street, North Hollywood, Calif.  
PO 2-8377

### OFFICERS

President.....Leith Stevens  
1st Vice-President.....Paul Creston  
2nd Vice-President.....David Raksin  
3rd Vice-President.....Winston S. Sharples  
Secretary-Treasurer.....Jerry Livingston  
Asst. Sec. Treasurer.....Ben Ludlow  
Executive Secretary.....Elsa Clay

### FUNCTIONS

CLGA was organized to represent composers (music

## ORGANIZATIONS

and/or words) in screen, radio, TV, stage recording and transcription in establishing minimum terms and improved conditions in their employment relationships.

### COUNTRY & WESTERN MUSIC BROADCASTERS ASSOCIATION

730 Fifth Ave., New York 19, N. Y.  
Phone: COLUMBUS 5-3530

#### OFFICERS

Founder & Director	Charles Bernard
President	Kurt A. Meer (KCUL)
Exec. V. P.	Dave Stone (KDAV)
First V. P.	Warren Roberts (WEAS)
Second V. P.	Wally King (WOOD)
Third V. P.	Ralph Cercey (KPIK)
Ass't. to the Pres.	Jack Nobles (WMIE)
Secretary	Henry Hilton (KSOP)
Treasurer	Ed Slusarczyk (WREM)
Delegate at Large	Morey DeVolt (KLAJ)
Dir. Research	Bruce Barrington (WEW)
Dir. Public Rel.	Ralph Weagant (KKEY)

#### FUNCTIONS

Sharing of Country and Western projects, research surveys, merchandising, promotion, and programming, in an effort to bring savings to the local station, which can be passed along to nat'l advertisers. Memberships open to stations primarily programming "Country & Western" music.

### THE DRAMATISTS GUILD OF THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39th St., New York 16, N. Y.  
MUrray Hill 9-4950

#### OFFICERS

President	Oscar Hammerstein, 2nd
Vice-President	Howard Lindsay
Secretary	Sidney Kingsley

#### COUNCIL

Richard Adler, Robert Anderson, Abe Burrows, Betty Comden, Marc Connelly, Russell Crouse, Dorothy Fields, Joseph Fields, Moss Hart, Lillian Hellman, Arnold B. Horwitz, William Inge, Garson Kanin, Jean Kerr, Sidney Kingsley, Arthur Laurents, Alan Jay Lerner, Richard Lewine, Howard Lindsay, Robert McEnroe, Arthur Miller, Paul Osborn, Eimer Rice, Richard Rodgers, Harold Rome, Samuel Taylor, Maurice Valency, Mills Ten Eyce, Jr., Executive Secretary; Luise M. Sillcox, Secretary to the Council; Irwin Karp, Counsel.

#### FUNCTIONS

The national business organization of dramatists.

### ELECTRONIC INDUSTRIES ASSN. OF CANADA

200 St. Clair Ave., West, Toronto 7, Ontario, Canada  
WALnut 1-2898

#### OFFICERS

Pres., Chrm. of Board	R. M. Robinson
V.-P., Chrm. Receiver Div.	S. D. Brownlee
V.-P., Chrm., Components Div.	J. Key
V.-P., Chrm., Electronics Div.	E. W. Leaver
Director of Engineering	R. A. Hackbusch
General Manager	F. W. Radcliffe

#### FUNCTIONS

This Association is a non-profit and cooperative organization to promote the interests of the radio-TV-electronics manufacturing industry in Canada.

### EPISCOPAL ACTORS GUILD OF AMERICA, INC.

1 East 29th St., New York, N. Y.  
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 Bonfills, Margaret Dale, Boris Karloff, Tessa Kosta, Raymond

Massey, Robert Fryer, Carmen Mathews, Margery Maude, John Morley, Basil Rathbone, Mrs. Chas. M. Richter, Cornelia Otis Skinner, Frances Starr, Mason Curry, James Jolley, J. P. Wilson, Mrs. Leonard C. Feathers, Jean Dixon, John Alexander, William Adams, Lorraine Sherwood.

#### FUNCTION

Cultural, social, philanthropic. Membership opened to actors and friends of the theatre. Not denominational in its services. National headquarters, Church of the Transfiguration (Little Church Around The Corner.)

### FEDERAL TRADE COMMISSION

Pennsylvania Ave., at 6th St., N.W., Washington  
25, D. C.  
Executive 3-6800

#### OFFICERS

Chairman	John W. Gwynne
Commissioner	Edward T. Tait
Commissioner	Sigurd Anderson
Commissioner	William C. Kern
Commissioner	Robert T. Secrest
Sec. to the Commission	Robert M. Parrish
Executive Director	Harry A. Babcock
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	Edward F. Haycraft
Dir., Bur. of Investigation	Sherman R. Hill
Dir., Bureau of Litigation	Joseph E. Sheehy

#### BRANCH OFFICES

U. S. Court House, Foley Square, New York 7, N. Y.  
Albert G. Seidman, Attorney in Charge.  
Room 1310, 226 W. Jackson Blvd., Chicago 6, Ill.  
William F. Lemke, Jr., Attorney in Charge.  
Room 306, Pacific Bldg., San Francisco 3, Cal.  
Raymond J. Lloyd, Atty. in Chg.  
Room 811, U. S. Court House, Seattle 4, Wash.  
Walter W. Harris, Atty. in Chg.  
Room 413, Masonic Temple Bldg., New Orleans, La.  
William B. Loh, Atty. in Chg.  
Room 1128, Standard Bldg., Cleveland, Ohio. Vernon E. Taylor, Atty. in Chg.  
2806 Fed. Off. Bldg., 911 Walnut St., Kansas City, Mo. Floyd M. Brown, Atty. in Chg.  
915 Forsyth Bldg., Atlanta 3, Ga. Edward S. Ragsdale, Atty. in Chg.  
Washington Office, Joseph J. Gercke, Atty. in Chg.

#### FUNCTIONS

Under several laws designed to promote free and fair competition in interstate trade, the Commission takes action against monopolistic and deceptive practices and publishes economic studies of factors affecting the competitive economy.

### FILM PRODUCERS ASSOCIATION OF NEW YORK

39 Broadway, New York 6, N. Y.  
Phone: WHitehall 3-7376

#### OFFICERS

President	Nathan Zucker
Executive V. P.	Lee Blair
First V. P.	Judd Pollock
Second V. P.	Robert Crane
Secretary	Henry Strauss
Treasurer	Edward Lamm
Legal Counsel	John Wheeler, Herbert Burstein
Pub. Rel. Counsel	Wallace A. Ross

#### BOARD MEMBERS

David I. Pincus, Peter J. Mooney, Walter Loewendahl, Robert L. Lawrence, Harold Wandsel, F. C. Wood, Jr., Stephen Elliott.

#### FUNCTIONS

An association of film producers and members from laboratory, recording, equipment and other film services to promote high standards in technical development, service, client relationship and labor relations. Monthly meetings serve to educate and improve the industry.

### FM BROADCASTERS ASSOCIATION OF SOUTHERN CALIFORNIA

6399 Wilshire Blvd., Los Angeles 48, Calif.  
WE 6-1186

#### OFFICERS

President	John B. Kiefer
Secretary	Maurice Buchen

## ORGANIZATIONS

### THE FRENCH BROADCASTING SYSTEM (RADIODIFFUSION-TELEVISION FRANCAISE) IN NORTH AMERICA

972 Fifth Ave., New York 21, N. Y.  
Regent 4-1501

#### OFFICERS

Director ..... Pierre Crenesse  
Ass't. Dir. .... Alice Lewitn  
Administrator ..... Suzanne Weltman  
Program Director ..... Ann McMillan  
Public Relations ..... Robert Powers

#### FUNCTIONS

The activities of the French Broadcasting System in North America are twofold: on the one hand, for the purpose of strengthening the good will and understanding between France and the U. S., it distributes to independent stations all over the country English-language programs prepared in Paris for North American listeners, covering all aspects of life in France today; on the other hand, it keeps French listeners informed of all events taking place in America today.

### THE INSTITUTE OF RADIO ENGINEERS, INC.

1 East 79th St., New York 21, N. Y.  
LEhigh 5-5100

#### OFFICERS

President ..... Ernst Weber  
Vice-President ..... D. B. Sinclair  
Treasurer ..... W. R. G. Baker  
Secretary ..... Haraden Pratt  
Editor ..... J. D. Ryder  
Exec. Sec'y. .... G. W. Bailey

#### DIRECTORS

G. S. Brown, R. I. Cole, W. H. Doherty, G. A. Fowler, A. N. Goldsmith, J. T. Henderson, R. L. McFarlan, D. E. Noble, E. H. Schulz, Samuel Seely, A. P. H. Barclay, L. V. Berkner, D. G. Fink, Ferdinand Hamburger, Jr., C. E. Harp, B. M. Oliver, H. F. Olson, G. K. Teal, A. H. Wynick.

#### 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.

### JEWISH THEATRICAL GUILD OF AMERICA, INC.

1564 Broadway, New York 36, N. Y.  
Plaza 7-5237

#### OFFICERS

Chairman, Bd. of Directors ..... Wm. Degan Weinberger  
President ..... Eddie Cantor  
Exec. Vice-Pres. .... Harry E. Gould  
1st Vice-Pres. .... George Jessel  
Vice-Presidents ..... Jack Benny, Emil Friedlander,  
Dr. Leo Michel, Ted Lewis, Dr. George H. Solomon,  
Wm. Morris, Jr., Milton Weintraub, Leo Jaffe, Louis  
A. Lotito, Jan Murray, Robt. M. Weitman, Max E.  
Youngstein.

Treasurer ..... Abe Lastfogel  
Asst. Treasurer ..... Nat Lefkowitz  
Legal Committee ..... Henry M. Katz  
Chaplain ..... Rabbi Abraham Burstein  
Executive Secretary ..... Leonard B. Sang

#### BOARD OF DIRECTORS

Wm. Degan Weinberger, Harry E. Gould, Emil Friedlander, Leo Jaffe, Abe Lastfogel, Nat Lefkowitz, Louis A. Lotito, Wm. Morris, Jr., Jan Murray, Robt. M. Weitman, Max E. Youngstein.

#### FUNCTION

Non-sectarian theatrical assistance agency.

### JOINT COMMITTEE ON EDUCATIONAL TELEVISION

1785 Massachusetts Ave., N.W., Washington 6, D. C.  
HUDson 3-6620

#### OFFICERS

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  
Ass't. Dir. .... David C. Stewart  
Eng. Cons. .... Cyril M. Braum

#### JCET MEMBERS

Dr. Finis E. Engelman, American Assn. of School Administrators; Dr. Carroll V. Newsom, American Council on Education; Dr. Edgar Fuller, Council of Chief State School Officers; John F. White, Educational Television and Radio Center; Frank E. Schooley, Nat'l Assn. of Educational Broadcasters; Edward L. Ryerson, National Citizens Committee for Educational Television; Mrs. Cecil S. Garay, Nat'l Congress of Parents & Teachers; Dr. Lyle Ashby, National Education Association of the United States.

#### FUNCTIONS

The JCET represents national educational interests in TV channels reserved for education.

### THE LAMBS

130 W. 44th St., New York 36, N. Y.  
JUDson 2-1515

#### OFFICERS

Shepherd ..... William Gaxton  
Boy ..... Loring Smith  
Corresponding Secretary ..... Martin Begley  
Recording Secretary ..... Frank Thomas, Jr.  
Treasurer ..... Frank Leslie  
Librarian ..... Maurice Barrett

#### DIRECTORS

Mickey Alpert, Edward H. Ford, John W. Hundley, Jack Whiting, Martin Begley, Joseph S. Buhler, Henry Gladstone, H. Pierson Mapes, Conrad Nagel, Eddie Dowling, Bert Lahr, Herman Phillips, Clarence Jarrison, Thomas MacLeod, Emil Friedlander, Davil Seidman.

LIFE DIRECTORS EX-SHEPHERDS: Fred Waring, Walter N. Greaza.

#### FUNCTIONS

The object of this club shall be the promotion of social intercourse among persons, engaged professionally in the drama, music, authorship, and the fine arts, as well as friends of those professions, and the collection and preservation of objects of interest thereto, and the creation and maintenance of funds for the benefit of persons engaged professionally in the drama, music, authorship and the fine arts who shall be in need of financial aid or assistance, to be disbursed at the discretion of the Council of the Club.

### LEAGUE OF ADVERTISING AGENCIES, INC.

220 W. 42nd St., New York 36, N. Y.  
LACKawanna 4-9735

#### OFFICERS

President ..... Bernard Reiss  
Exec. Sec'y ..... Julian Ross  
Vice-Presidents ..... Wm. G. Seidenbaum, Max  
B. Pearlman, Jay Victor.

Secretary ..... Arthur Bandman  
Treasurer ..... Theodore H. Bernstein  
Legal Counsel ..... Louis N. Field, Morton J. Simon  
Fiscal Advisor ..... Lucius H. Coleman  
Public Relations Counsel ..... Bosh Stack

### MOTION PICTURE INDUSTRY CREDIT GROUP

229 Fourth Ave., New York 3, N. Y.  
OREgon 4-5100

#### OFFICERS

Chairman ..... Joseph A. Tanney  
Vice-Chairman ..... Kern Mavse  
Group Secretary ..... W. W. McAdam  
Committee Men ..... Jack Fellers,  
Walter Lynch, Everett Miller.

#### FUNCTIONS

Provides credit-reporting services and credit group activities (basically a monthly membership meeting). Credit reports of several varieties and provides continuous information on financial status of mutual customers. Membership open to organizations supplying services, facilities, equipment or supplies to motion picture and television.

### MUSIC PUBLISHERS' CONTACT EMPLOYEES UNION OF GREATER NEW YORK, NO. 22102, A.F.L.-C.I.O.

1270 Sixth Avenue, New York 20, N. Y.  
CO. 5-7362

#### OFFICERS

President, Exec. Sec'y ..... Robert Miller  
Vice-President ..... Joe Santly

## ORGANIZATIONS

Treasurer ..... Irving Tanz  
**MEMBERS OF EXECUTIVE COUNCIL**  
 Leo Diston, Mickey Garlock, Jerry Lewin, Bernie Pollack, Moe Shulman.

**BRANCH OFFICES**  
 54 W. Randolph St., Chicago, Ill., Morton Schaeffer, Regional Dir.; 6381 Hollywood Blvd., Hollywood, Cal., Sammy Friedman, Regional Dir.; 225 - 26th St., Santa Monica, Cal., Al Comparte, Reg. Secy.; 36 E. 5th St., Cincinnati, Ohio, Danny Engel, Reg. Director.

**FUNCTIONS**  
 Labor Union.

### MUSIC PUBLISHERS' PROTECTIVE ASSOCIATION, INC.

460 Park Ave., New York, N. Y.  
 PLaza 1-1930

#### OFFICERS

Chairman of the Board..... Walter G. Douglas  
 President ..... Louis Bernstein  
 Vice-President ..... Jack Mills  
 Secretary ..... Arthur Israel, Jr.  
 Treasurer ..... Maurice Scopp  
 Agent and Trustee..... Harry Fox

### NATIONAL ACADEMY OF TELEVISION ARTS AND SCIENCES

2610 N. Charles St., Baltimore 18, Md.  
 HOpkins 7-3000  
 Suite 1108, 203 N. Wabash, Chicago 1, Ill.  
 Financial 6-8320  
 9216 Sunset Blvd., Los Angeles 46, Calif.  
 Phone: CRestview 4-5209

Exec. Secy. .... Thomas Freebairn-Smith  
 200 Central Park South, New York 19, N. Y.  
 Phone: JUdson 6-3833  
 Exec. Dir. .... Kenneth Leedom

#### NATIONAL OFFICERS

President ..... Harry Ackerman  
 1st Vice-Pres. .... Robert F. Lewine  
 2nd Vice-Pres. .... Sheldon Leonard  
 Secretary ..... Walter Cronkite  
 Treasurer ..... Loren L. Ryder

#### CHAPTER OFFICERS

(Baltimore)  
 President ..... Arnold Wilkes  
 Vice-President ..... Joel Chaseman  
 Secretary ..... Maggie Lynn  
 Treasurer ..... Charles Cooper

(Chicago)  
 President ..... Irv Kupcnet  
 1st Vice-Pres. .... Frank Atlas  
 2nd Vice-Pres. .... Alex Dreier  
 Secretary ..... Ned E. Williams  
 Treasurer ..... Richard Reinauer

(Los Angeles)  
 President ..... Harry S. Ackermann  
 1st Vice-Pres. .... Frederick de Cordova  
 2nd Vice-Pres. .... Fred W. Berger  
 Secretary ..... June Lockhart  
 Treasurer ..... Loren L. Ryder

(New York)  
 President ..... Robert F. Lewine  
 1st Vice-Pres. .... Hubbell Robinson, Jr.  
 2nd Vice-Pres. .... Walter Cronkite  
 Secretary ..... Royal E. Blakeman  
 Treasurer ..... Henry S. White  
 Asst. Treasurer ..... Robert Carr

#### FUNCTIONS

National non-profit organization dedicated to advancement of arts and sciences of television. One of most important functions is annual awarding of the coveted "Emmy" for outstanding achievement in television industry.

### NATIONAL ASSN. FOR BETTER RADIO AND TELEVISION

882 Victoria Ave., Los Angeles, Cal.  
 WEbster 4-7830

#### OFFICERS

President ..... Mrs. Clara S. Logan  
 1st Vice-Pres. .... Dr. Lee de Forest  
 2nd Vice-Pres. .... Dr. Francis W. Noel  
 Secretary ..... Mrs. Victor Roberts  
 Treasurer ..... Mrs. Gertrude 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 BROADCASTERS

(For Complete Listing See NAB Section)

### NATIONAL ASSOCIATION OF BROADCAST EMPLOYEES & TECHNICIANS (NABET) AFL-CIO-CLC

80 E. Jackson Blvd., Chicago 4, Ill.  
 WA 2-2462

#### OFFICERS

International President ..... George Smith  
 International Vice-President ..... Eugene Klump  
 International Exec. V. P. .... G. Tyler Byrne  
 International Sec'y-Treasurer ..... Arthur Hjorth  
 Canadian Sec'y-Treasurer ..... Giacomo Papa

#### BRANCH OFFICES

48 W. 48th St., New York 36, N. Y.; 6223 Selma Ave., Hollywood 28, Calif.; 335 Hayes St., San Francisco, 373 Church St., Toronto, Ont.; 35 Court St., Buffalo; 1410 Stanley, Montreal, P. Q.

#### 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 BROADCAST UNIONS AND GUILDS (NABUG)

37 W. 46th St., New York 36, N. Y.  
 JUdson 2-5130

#### OFFICERS

National Chairman ..... Oliver W. Nicoll

#### COUNCILS

27 W. 46th St., New York 36, N. Y. Phone: Judson 2-5130. Oliver W. Nicoll, Chairman, New York Council; 341 Menomonee St., Chicago 14, Ill. Phone: MOhawk 4-3592. H. Walter Thompson, Chairman, Chicago Council; 6331 Hollywood Blvd., Hollywood 28, Calif. Phone: Hillside 5125. Claude McCue, Chairman, Hollywood Council.

#### CORRESPONDING OFFICES

Washington, D. C.; Albuquerque, N. M.; Atlanta, Ga.; Boston, Mass.; Charlotte, N. C.; Cincinnati, Ohio; Cleveland, O.; Dallas, Texas; Denver, Colo.; Detroit, Mich.; Durham, N. C.; Erie, Pa.; Fort Wayne, Ind.; Fort Worth, Tex.; Independence, Mo.; Indianapolis, Ind.; Kansas City, Mo.; Kenosha, Wis.; La Crosse, Wis.; Louisville, Ky.; Madison, Wis.; Miami, Fla.; Milwaukee, Wis.; Minneapolis-St. Paul, Minn.; New Orleans, La.; Norfolk, Va.; Omaha, Neb.; Peoria, Ill.; Philadelphia, Pa.; Pittsburgh, Pa.; Portland, Ore.; Pueblo, Colo.; Racine, Wis.; Raleigh, N. C.; Rochester, N. Y.; Salt Lake City, Utah; San Francisco, Cal.; Schenectady, N. Y.; Seattle, Wash.; Sioux City, Iowa; St. Louis, Mo.; Syracuse, N. Y.; Utica, N. Y.

#### FUNCTIONS

"NABUG" is the National Association of Broadcast Unions and Guilds in the radio and television industry, organized on behalf of their respective memberships for the solution of parallel problems and the working together of the unions and guilds in those directions—cultural, legislative, economic—where their mutual interests coincide.

### NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

14 Gregory Hall, Urbana, Ill.  
 EMpire 7-6611, Ext. 3394

#### OFFICERS

President ..... William Harley  
 1st Vice-Pres. .... Jack McBride  
 2nd Vice-Pres. .... Robert Schenkkan  
 3rd Vice-Pres. .... Graydon Ausmus  
 Treasurer ..... Robert Coleman  
 Secretary ..... Dr. Keith Engar

# ORGANIZATIONS

## DIRECTORS

Region I: E. A. Hungerford, Jr., Metropolitan Education TV Assoc. New York; Region II: Raymond D. Hurlbert, Alabama Educational TV Commission; Birmingham; Region III: James S. Miles, Purdue University, Lafayette, Ind.; Region IV: John Schwarzwald, Twin City Area Educational TV Corp., St. Paul, Minn.; Region V: Duff Browne, Greater New Orleans Educational TV Foundation, New Orleans; Region VI: This election to take place and info will be forwarded to us.

## 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  
General Counsel ..... Alfred Rice

## FUNCTIONS

To acquire for performing artists copyright protection by amending the copyright law.

## NATIONAL AUDIENCE BOARD, INC.

152 East End Ave., New York 28, N. Y.  
TRafalgar 9-6070

## OFFICERS

President ..... Peter Goelet  
Exec. Vice-Pres. .... Bernard F. Kamins  
Treasurer ..... David J. Colton  
Secretary ..... Harriet H. Nicol

## 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., JUmpier 5-7575, Hal Light, Coordinator; 1441 W. Chase, Chicago 26, Ill., ROgers Park 4-4330, Mrs. Jos. P. Hector, 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.

405 Lexington Ave., New York 17, N. Y.  
OXford 7-9494

## OFFICERS

Chmn. of Bd. .... Wallace E. Campbell  
Vice-Chmn. .... Harry M. Dunlap  
President ..... Kenneth B. Willson  
Exec. V. P. .... Allan E. Backman  
Secretary ..... DeWitt J. Paul  
Treasurer ..... Lowell Shumway

## DIRECTORS

Willcox B. Adsit, Claude Alexander, Edward J. Breck, Warren Burke, Wallace E. Campbell, Harry M. Dunlap, William A. Dyer, Jr., R. H. MacEachen, Winston L. May, Jr., Edward J. McCabe, Jr., Frank P. McGowan, Robert E. Healy, Virgil W. Milton, DeWitt J. Paul, Lowell Shumway, William E. Steers, William G. Werner, Earl N. Felio, Jules Herbeuveaux, John A. Spooner, William G. Weisbrod.

## FUNCTIONS

Founded in 1912 to promote "Truth-in-Advertising." Aids advertisers and media to avoid false and deceptive advertising; helps the public to obtain maximum satisfaction in its relations with business.

## NATIONAL COMMUNITY TELEVISION ASSOCIATION, INC.

612 Perpetual Bldg., 1111 E St. NW, Washington 4, D. C.

Phone: ME 8-1415

## OFFICERS

President ..... Lloyd A. Calhoun  
Vice-Pres. .... A. J. Malin  
Secretary ..... W. Randolph Tucker  
Treasurer ..... Clive Runnells, Jr.  
Exec. Dir. .... Edward P. Whitney

## FUNCTIONS

Promote the development of community antenna television systems throughout the United States through techniques normally employed by national trade associations.

## NAT. TELEVISION FILM COUNCIL

200 W. 57th St., New York 19, N. Y.  
COlumbus 5-0756

## OFFICERS

Honorary Lifetime Pres. .... Melvin L. Gold  
President ..... Robert Gross  
Exec. V. P. .... William J. Reddick  
Exec. Sec'y ..... Bernie Haber  
General Sec'y ..... Sally Perle  
Treasurer ..... Lou Feldman  
V. P., Production ..... Hal Seeger  
V. P., Distribution ..... Sydney A. Mayers  
V. P., Agencies ..... Don T. Widlund  
V. P., TV Stations ..... Edward Hamilton  
V. P., Membership ..... Joseph T. Dougherty

## DIRECTORS

John J. Schneider, Chr.; Dr. Alfred N. Goldsmith, E. P. Genock, Waldo Mayo, Arche A. Mayers, Marshall G. Rothen, Dave O'Shea, Charles W. Carpenter, Donald Mack, Nicholas Farkas, Peter Keane.

## 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.

232 W. 48th St., New York 36, N. Y.  
COlumbus 5-0956

## OFFICERS

President ..... Louis Handin  
1st Vice-Pres. .... Joe Woods  
2nd Vice-Pres. .... Frank O'Connell  
Sec'y., Treas. .... Edna Osborne

## DIRECTORS

Leah Behrmann, Bessie Clifford, Harry Freeman, Leo Mayer, Lillian McNeill, Lillian Sollisch, Lillian Weed, Lou Willis.

## NEGRO ACTORS GUILD OF AMERICA, INC.

1674 Broadway, New York 19, N. Y.  
Circle 5-4343

## OFFICERS

President ..... Leigh Whipper  
Vice-President ..... Edith Wilson  
Executive Secretary ..... Virginia Girvin  
Treasurer ..... A. Edward Walters  
Recording Secretary ..... Lillian Roberts McBride  
Admin. Sec'y ..... Thomas W. Moseley  
Chaplain ..... Dr. John H. Johnson  
Counsel ..... Percy Sutton, Simon Feinstein

## FUNCTIONS

Welfare organization serving people of the theatre regardless of race, color or creed.

## NEWSPAPER REPORTERS ASSOCIATION OF NEW YORK CITY, INC.

Hotel Manhattan, New York, N. Y.

President ..... James C. O'Connor  
1st Vice-Pres. .... Thomas D. Zumbo  
2nd Vice-Pres. .... Anthony Alborelli  
Secretary ..... John Yauchstetter  
Treasurer ..... James Antone  
Financial Sec'y ..... Joseph Schaefer  
Corresponding Sec'y ..... Henry Logeman  
Sergeant-at-Arms ..... Daniel MacGloan

## 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 ..... Irving Tanz  
Executive Director ..... Bob Miller  
Board of Governors ..... Joe Santly, Irving Tanz, Bob Miller, Leo Diston, Mickey Garlock, Jerry Lewin, Bernie Pollack, Morris Schulman, Sam Taylor.



## ORGANIZATIONS

### 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

Two Park Ave., New York 16, N. Y.  
 Phone: LE 2-8902

### OFFICERS

Director.....Thomas H. Brown, Jr.  
 Ass't Dir.....John L. Dunning  
 N. Y. Prog. Mgr.....Jos. L. Ranft  
 PR Dir.....Alton Kastner  
 Tech. Dir.....Claude Harris  
 Eur. Dir. (Munich).....Erik Hazelhoff  
 Mng. Dir. (Lisbon).....Henry Lolliot

### FUNCTIONS

Radio Free Europe, a private organization supported by contributions of the American people to Crusade for Freedom, transmits programs over 28 transmitters to Czechoslovakia, Poland, Hungary, Bulgaria and Romania. Its programs of truthful news and information about the free world and the Iron Curtain countries assist the captive people in their endeavor to establish free democratic societies, representative government, national sovereignty and full personal liberties in their lands.

## RADIO ADVERTISING BUREAU 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  
 Director of Promotion.....Miles David  
 Asst. Secy.-Treas.....William L. Morison

### GOVERNING GROUP

Chrmn. of the Board.....Kenyon Brown  
 KGLC, Miami, Okla.  
 Secretary.....William B. McGrath  
 WHDH, Boston, Mass.  
 Treasurer.....John S. Hayes  
 Washington Post Best. Div.  
 Chrmn. of Executive Committee.....Allen M. Woodall  
 WDAK, Columbus, Ga.  
 Chrmn. of Finance Committee.....John S. Hayes  
 Washington Post Best. Div.

### BOARD OF DIRECTORS

Hugh K. Boice, WEMP, Milwaukee, Wis.; Edward Breen, KVFD, Ft. Dodge, Iowa; Kenyon Brown, KGLC, Miami, Okla.; Richard D. Buckley, WNEW, New York, N. Y.; Charles C. Caley, WMBD, Peoria, Ill.; Henry B. Clay, KWKH, Shreveport, La.; Matthew J. Culligan, NBC, New York, N. Y.; Victor C. Diehm, WAZL, Hazelton, Pa.; George Comte, WTMJ, Milwaukee, Wisconsin; Herbert Evans, Peoples Broadcasting Corp., Columbus, Ohio; Frank P. Fogarty, WOW, Omaha, Neb.; Simon Goldman, WJTN, Jamestown, N. Y.; Arthur Hull Hayes, CBS, New York, N. Y.; John Hayes, WTOP, Washington, D. C.; Frank M. Headley, H-R Representatives, Inc., New York, N. Y.; Alex Keese, WFAA, Dallas, Texas; Elroy McCaw, WINS, New York, N. Y.; Donald McGannon, WBC, New York, N. Y.; William B. McGrath, WHDH, Boston, Mass.; Robert T. Mason, WMRN, Marion, Ohio; Weston C. Pullen, Jr., Time, Inc., New York, N. Y.; William E. Rine, Storer Broadcasting Co., Miami Beach, Fla.; Edward De Gray, ABC Radio, N. Y. C.; Don Searle, Farm & Home Radio, Grand Island, Neb.; Lester Smith, KJR, Seattle, Wash.; Ben Strouse, WWDC, Washington, D. C.; Kevin B. Sweeney, RAB, New York, N. Y.; Allen M. Woodall, WDAK, Columbus, Ga.; Adam J. Young, Jr., Adam J. Young, Inc., New York, N. Y.

### FUNCTIONS

To sell national and regional advertisers on the concept of Radio as an advertising medium; and through media and product research to develop sales aids for the use of member stations in selling greater volumes of business at the local level.

## RADIO-NEWSREEL-TELEVISION WORKING PRESS ASSOCIATION

527 Lexington Ave., New York 17, N. Y.  
 Plaza 1-2720

### OFFICERS

President.....Julian Anthony  
 1st Vice-President.....Herb Schwartz  
 2nd Vice-President.....Gabe Pressman  
 Sergeant-at-Arms.....George Jordan  
 Secretary.....Charles Campbell  
 Ass't Sec'y.....Cy Avnet  
 Treasurer.....Richard Milbauer

### BOARD OF GOVERNORS

Chairman: Nick Archer. Robert F. Donahue, Jack Fern, David Klein, Arnold Lerner, Phil Scheffler, Ed Silverman.

### FUNCTION

To promote and protect the professional interests and welfare of working newsmen in radio, television and newsreels.

## RADIO AND TELEVISION DIRECTORS GUILD, AFL-CIO

114 East 52nd St., New York 22, N. Y.  
 Plaza 9-0949

### OFFICERS

President.....Michael J. Kane  
 1st Vice-President.....Stuart Phelps  
 2nd Vice-President.....Clifford Braun  
 3rd Vice-President.....E. Shields Dierkes  
 Secretary.....Tom Donovan  
 Treasurer.....John Dillon  
 Exec. Dir.....Newman H. Burnett

### NATIONAL BOARD

New York: Kirk B. Alexander, Lamar Caselli, John J. Dillon, Tom Donovan, Ken Fickett, Dick Auerbach, Gray Delmar, Arthur Hanna, Fred Poller.  
 Hollywood: John F. Shea, Jr., Michael Kane, Stuart W. Phelps, Seymour Berns, Ron Bacon.  
 Cleveland: Carl Heise.  
 Washington: Richard Cox.  
 Detroit: Shields Dierkes.  
 Chicago: Cliff Braun.

### BRANCH OFFICES

New York Local, 114 E. 52nd St., NYC 22, Plaza 9-0875. Exec. Sec'y., Newman H. Burnett.  
 Hollywood Local, 7046 Hollywood Blvd., Hollywood 28, Cal., HOLLYWOOD 2-3324. Exec. Sec'y., Miss Nora Padway.  
 Chicago Local, Box 3391, Chicago 54, Ill.  
 Detroit Local, 202 Stephenson Bldg., Detroit, Mich., TRinity 2-7920. Exec. Sec'y., David O. Tytherleigh.  
 Washington Local, 706 Meridian St., Falls Church, Va. President, Richard M. Cox.  
 Cleveland Local, 3423 W. 117th St., Cleveland 11, Ohio, Pres., Carl Heise.

### FUNCTIONS

A national organization to advance, foster, promote and benefit the interests of directors, associate directors and stage 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.  
 Phone: MUrray Hill 9-3480

### OFFICERS

President.....Donald H. McGannon  
 1st Vice-President.....Geraldine Zorbaugh  
 V. P.'s.....Don Durgin, Frank E. Pellegri  
 Secretary.....Omar F. Elder, Jr.  
 Treasurer.....Jay Smolin  
 Executive Director.....Claude Barrere

### BOARD OF GOVERNORS

Ted Bergmann, Robert Jay Burton, Robert J. Leder, Mary McKenna, Sam J. Slate, John C. Daly, Josef C. Dine, Ernest Lee Jahnce, Jr., Winfield R. Levi, Alfred L. Mendelsohn, David C. Moore.

### 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 pro-

# ORGANIZATIONS

vide a forum for the exchange of ideas and discussions of problems affecting or concerning radio and television broadcasting or relating to its improvement or usefulness and to promote higher standards for the radio and television industry as a scientific, literary, information, entertainment, and cultural medium. 3. To provide and sponsor the dissemination of information pertaining to radio and television broadcasting which may be of mutual interest and value to members, the public and the industry. 4. To do all and everything necessary, suitable and proper for the complete accomplishment of these purposes and the attainment of the objects herein set forth within such limitations as are provided by law.

## RADIO-TV CORRESPONDENTS ASSN.

U. S. Capitol, Washington, D. C.  
NAational 8-3120

### OFFICERS

President.....Edward P. Morgan (ABC)  
Vice-President.....Julian Goodman (NBC)  
Secretary.....Lewis W. Shollenberger (CBS)  
Treasurer.....Ann M. Corrick (Westinghouse Bcstg. Co.)  
Members-at-large.....Arthur F. Barriault (NBC);  
Edward P. Ryan (WTOP); James A. Gertz (Mutual);  
Robert F. Hurleigh, MBS, member ex-officio.

### FUNCTIONS

The Association is the official accrediting agency for all radio-television reporters covering the United States Congress and official Washington.

## THE RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION

Executive Secretary, Rob Downey, c/o WKAR, Michigan State U., Box 790, East Lansing, Mich.

### OFFICERS

President.....Rolph Renick  
WTVJ, Miami, Fla.  
Board Chairman.....Jack Krueger  
WTMJ, Milwaukee, Wis.  
Treasurer.....F. O. Carver, Jr.  
WSJS, Winston-Salem  
V.P. for Program.....Sheldon Peterson  
WTCN, Minneapolis, Minn.  
V.P. for TV.....Bill Small  
WHAS-TV, Louisville, Ky.  
V.P. for Radio.....Nick Basso  
WSAZ, Huntington, W. Va.

### DIRECTORS

Jack Morris, KTUL, Tulsa, Okla.; Julian Goodman, NBC, Washington; Charles Shaw, WCAU, Philadelphia; Hugh Bremner, CFPL, London, Ontario; Bill Monroe, WDSU, New Orleans, La.; Bill Garry, WBBM, Chicago, Ill.; Dick Cheverton, WOOD-AM-TV, Grand Rapids, Mich.; Bruce B. Palmer, KWTW, Okla. City, Okla.; Jim McGaffin, WOW-AM-TV, Omaha, Neb.

### REGIONAL VICE-PRESIDENTS

Dick Tobias, WCLI, Corning, N. Y.; Phil Berk, KOMU-TV, Columbia, Mo.; Dick Sanders, WJDX, WLBT-TV, Jackson, Miss.; Pat Cullen, KHQ-AM-TV, Spokane, Wash.; Bert Cannings, CFCF, Montreal, Canada.

### FUNCTIONS

Professional association of broadcast journalists and those in associated fields of radio, TV journalism instruction and wire services. Monthly news bulletin. Annual convention and awards: news operation and news broadcasting.

## REGIONAL ORGANIZATION IAAB'S CENTRAL AMERICAN ASSOCIATIONS

P. O. Box 1795  
Panama, City, Panama

### OFFICER

President.....Fernando Eleto

### FUNCTIONS

Regional association of radio and TV broadcasters representing stations in the Caribbean and Central American countries to improve the standards of broadcasting techniques and business.

## SCREEN ACTORS GUILD

7750 Sunset Boulevard, Hollywood 46, Calif.  
Hollywood 9-7311

### OFFICERS

President.....Howard Keel  
1st Vice-President.....MacDonald Carey  
2nd Vice-President.....James Lydon  
3rd Vice-President.....Rosemary DeCamp  
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. 421 Phelan Bldg., 760 Market Street, San Francisco 2, Calif. EXbrook 2-6990. Mr. Bruce Poyer, Executive Secretary.

### FUNCTIONS

Union affiliated with AFL-CIO, representing all actors in television motion pictures, theatrical motion pictures, etc.

## SCREEN COMPOSERS ASSOCIATION

9538 Brighton Way, Beverly Hills, Calif.  
CRestview 6-3123  
292 Mad. Ave., c/o Zissu & Marcus,  
MU 3-0966

### OFFICERS

President.....Dr. Miklos Rozsa  
Vice-President.....Robert E. Dolan  
Secretary.....David Buttolph  
Treasurer.....George Duning

### FUNCTIONS

An organization of screen, radio and TV composers, assists its members in the administration and exploitation of their performance and other rights, and advances composers' interests generally.

## SCREEN DIRECTORS INTERNATIONAL GUILD

250 W. 57th St., New York 19, N. Y.  
JUdson 2-5470

### OFFICERS

President.....Howard T. Magwood  
1st Vice-President.....Charles H. Wasserman  
2nd Vice-President.....Joseph R. Kohn  
Secretary.....Jack Glenn  
Treasurer.....Jean H. Lanauer  
Executive Secretary.....George L. George  
General Counsel.....Erwin Feldman

### EXECUTIVE BOARD

Paul Falkenberg, Philip S. Goodman, Ben Gradus, Leo Hurwitz, Joseph Lerner, Henwar Rodakiewicz, Leo Seltzer, Robert K. Sharpe, Robt. Anderson, Sidney Meyers, Willard Van Dyke.

### ALTERNATES

Bert Lawrence, Wm. Buckley, Albert De Caprio, Don Hershey, Lewis Jacobs.

### FUNCTION

Labor organization.

## SESAC INC.

The Coliseum Tower, 10 Columbus Circle, New York 19, N. Y.  
JUdson 6-3450

### OFFICERS

President.....Paul Heinecke  
Treasurer.....R. C. Heinecke  
Asst. to President.....E. S. Prager  
Production Manager.....Robert S. Stone  
Director Station Relations.....W. F. Myers  
Publicity, Promotion.....Alice Heinecke

### 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.  
LOngacre 5-0172

### OFFICERS

President.....Norwood L. Simmons

## ORGANIZATIONS

Past President	Barton Kreuzer
Executive Vice-President	John W. Servies
Engineering Vice-President	Axel G. Jensen
Editorial Vice-President	Glenn E. Matthews
Financial Vice-President	G. Carleton Hunt
Convention Vice-President	Reid H. Ray
Sections Vice-President	Ethan M. Stifle
Treasurer	Sidney P. Solow
Secretary	Wilton R. Holm
Chrm. New York Section	Robert C. Reineck
Chrm. Rochester Section	R. E. Putman
Chrm. Washington, D. C. Section	James A. Moses
Chrm. Atlanta Section	B. M. Loden
Chrm. Chicago Section	Jerome C. Diebold
Chrm. Dallas-Ft. Worth Section	E. J. Pattist
Chrm. Hollywood Section	Robert G. Hufford
Chrm. San Francisco Section	W. A. Palmer
Chrm. Canadian Section	Roger J. Beaudry
Chrm. Nashville Section	Wm. R. McCown
Executive Secretary	Charles S. Stodter
Pub. Rel. Director	Barbara D. Skeeter

### 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.

## SPORTS BROADCASTERS ASSOCIATION

Box 223, Radio City Station, New York 19, N. Y.

### OFFICERS

President	Guy LeBow
1st Vice-President	Mel Allen
2nd Vice-President	Charles Morey
Secretary	Frank Litsky
Treasurer	Joe Gallagher

### 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.

366 Madison Ave., New York 17, N. Y.  
YUkon 6-9390

### OFFICERS

President	H. Preston Peters
Vice-President	John Blair
Secretary	Richard O'Connell
Treasurer	Eugene Katz

### DIRECTORS

Adam Young, H. P. Peters, F. M. Headley, J. Blair, E. Katz, R. O'Connell, Jos. J. Weed, Lewis H. Avery.

### FUNCTIONS

To develop the use and increase the sale of National Spot Radio and Television Advertising.

## TELEVISION BUREAU OF ADVERTISING, INC.

444 Madison Ave., New York 22, N. Y.  
MUrray Hill 8-0215

### OFFICERS

Chairman of Board	Roger Clipp
President	Norman E. Cash
V.P., Gen. Mgr.	G. G. Huntington
Secretary	Otto Brandt
Treasurer	Payson Hall
V.P., Natl. Sales	John R. Sheehan
V.P., Retail Sls.	Howard Abrams
V.P., Research	Dr. Leon Arons
Research Director	Harvey Spiegel
Sls. Prom. Dir.	Keith Culverhouse
Dir. PR	Bob Grebe

### BRANCH OFFICE

369 Pine St., San Francisco 4, Calif.  
YUkon 2-6332

Dir., Western Div.	Walter McNiff
400 N. Michigan Ave., Chicago 35, Ill.	Superior 7-1216
Dir., Central Div.	Stanford Meigs

### FUNCTIONS

The TV industry's league to improve and expand the use of television as an advertising medium. It is supported by the nation's leading television stations, networks and station representatives.

## TELEVISION FILM ASSOCIATION

1627 W. 20th St., Los Angeles 7 Calif.  
REpublic 1-2484

### OFFICERS

President	John Ballinger
Vice President	William W. Edwards
Treasurer	Charles E. Buzzard
Secretary	Frank Wolf

## TELEVISION PRODUCERS GUILD

9530 Wilshire Blvd., Beverly Hills, Calif. Suite 201

### OFFICERS

President	Ben Brady
1st Vice Pres.	David Dortort
2nd Vice Pres.	Ralph Levy
Secretary	Edgar Peterson
Treasurer	Albert McCleery

## 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 Aylen
Dep. Dir.	Franco Passigli
Ch, Radio Service	Gohl Obhrai
Ch, TV Service	William Henson
Ch, Operations	Michael Hayward

## U. S. INFORMATION AGENCY BCSTG. SERVICE—VOICE OF AMERICA

1776 Penn. Ave. N.W., Wash. 25, D. C.  
Phone: REpublic 7-8340  
330 Independence Ave., Washington 25, D. C.  
REpublic 7-7500

### OFFICERS

Director	George V. Allen
Dir., Off. of Pub. Info.	Richard Cushing
Dir., Bcstg. Service	Henry Loomis
Dir., TV Service	Romney Wheeler

## WRITERS GUILD OF AMERICA, EAST, INC.

22 W. 48th St., New York 36, N. Y.  
PLaza 7-3317

### OFFICERS

National Chairman	Erik Barnouw
President	Halsted Welles
1st Vice-Pres.	Don Ettlinger
2nd Vice-Pres.	Elihu Winer
Secretary	William Kendall Clarke
Treasurer	Robert Allison
Exec. Dir.	Evelyn F. Burkey

### FUNCTIONS

A labor organization representing writers in the fields of motion pictures, radio and television.

## WRITERS GUILD OF AMERICA, WEST, INC.

8955 Beverly Blvd., Los Angeles 48, Cal.  
CREstview 4-8601

### OFFICERS

National Chairman	Erik Barnouw
President	Edmund Hartmann
1st Vice-Pres.	Don Ettlinger
2nd Vice-Pres.	Elihu Winer
Secretary	Al Martin
Treasurer	Edmund North
Executive Director	Michael H. Franklin

### SCREEN BRANCH

President	Ken Englund
Vice-Pres.	Ben Roberts
Secretary-Treasurer	Winston Miller

### TELEVISION-RADIO BRANCH

President	Donn Mullally
Vice-Pres.	Leonard Freeman
Secretary-Treasurer	Antony Ellis

### FUNCTIONS

An organization of writers in the motion picture, radio, and television industries.

**TELEVISION DAILY**

presents

***COMMERCIAL AM-  
TV PROGRAMS  
of 1958***

**ALPHABETICALLY LISTED  
BY TITLE AND SHOWING  
SPONSOR – PRODUCT – NETWORK  
AND ADVERTISING AGENCY**

**1959**

# COMMERCIAL AM PROGRAMS OF 1958

(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, 1958. 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.



PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Affairs of Dr. Gentry	American Dairy Assn. (Milk)	NBC	Campbell-Mithun
	Armour & Co. (Dial Soap)		Foote, Cone & Belding
	B. T. Babbitt Co. (Bab-O)		Brown & Butcher
	Bristol-Myers Co. (Trushay)		BBD & O
	Carter Products (Colonaid) (Liver Pills)		Kastor, Farrell, Chesley & Clifford
	S. M. Edison Chemical Co. (Dermassage)		Ted Bates & Co. Stein, Walters & Simmons
	Grove Labs (Bromo-Quinine)		Gardner Advertising
	Lever Bros. (Pepsodent) (Dove Soap)		Foote, Cone & Belding
	Mogen David Wine Co. (Wine)		Ogilvy, Benson & Mather Edward H. Weiss
	Parker Bros. (Games)		Badger, Browning & Parcher
	Procter & Gamble (Gleem)		Compton Advertising
	Swift & Co. (Allsweet)		J. Walter Thompson
	Vick Chemical Co. (Vaporub)		Morse International
All-Service Football	Philco Corp.	MBS	
All Star Football Game	Carling Brewing Co., Inc. Standard Oil Co. Western Airlines, Inc.	ABC	Lang, Fisher & Stashower, Inc. D'Arcy Advertising BBD & O
Ameche's, Don, Real Life Stories	Bristol-Myers Co. (Trushay)	NBC	BBD & O
	General Foods Corp. (Calumet & Jello)		Young & Rubicam
	Grove Labs (Bromo-Quinine)		Gardner Advertising
	Lever Bros. (Pepsodent) (Dove Soap)		Foote, Cone & Belding
	Mogen David Wine Corp. (Wine)		Ogilvy, Benson & Mather Edward H. Weiss
	Parker Bros. (Games)		Badger, Browning & Parcher
	Procter & Gamble (Gleem)		Compton Advertising
	Vick Chemical Co. (Vaporub)		Morse International

# COMMERCIAL AM PROGRAMS

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Amos 'n' Andy	American Motors Corp. (Nash Rambler)	CBS	Geyer Advertising
	Ex-Lax, Inc. Fram Corp. Grove Labs, Inc.		Warwick & Legler Marschalk & Pratt Gardner Advertising Cohen & Aleshire Pace Advertising Donahue & Coe Chas. W. Hoyt Co. Bozell & Jacobs
Anderson, Herb Oscar	Hudson Vitamin Prod. Inc. McCall Corp. Mail Pouch Co. Mutual Benefit Health & Accident Assoc.		
	Florida Realty Bureau Hudson Vitamin Products Inc. Knox Gelatine Lever Bros. Co. (Breeze) (Dove) Liggett & Myers Tobacco Co. The Toni Co., A Division of The Gillette Co.	ABC	Stuart Schwartz, Inc. Pace Advertising Charles W. Hoyt Co. Sullivan, Stauffer, Colwell & Bayles  Ogilvy, Benson & Mather Dancer-Fitzgerald-Sample North Advertising
Answer Please	Fram Corp. Grove Labs., Inc.	CBS	Marschalk & Pratt Gardner Advertising Cohen & Aleshire Wm. Esty Co.
	R. J. Reynolds Tobacco Co.		
—B—			
Back to God Hour	The Christian Reformed Church	ABC	Stoetzel & Associates
Backus, Jim	General Foods Corp. (Calumet) Hudson Vitamin Products, Inc. Knox Gelatine Lever Brothers Co. (Breeze) (Dove) Liggett & Myers Tobacco Co. The Toni Co, A Division of The Gillette Co.	ABC	Young & Rubicam  Pace Advertising Charles W. Hoyt Co. Sullivan, Stauffer, Colwell & Bayles  Ogilvy, Benson & Mather Dancer-Fitzgerald-Sample North Advertising
	American Dairy Assn. (Milk) Armour & Co. (Dial Soap) B. T. Babbitt Co. (Bab-O) Bristol-Myers Co. (Trushay) Ex-Lax, Inc. (Ex-Lax) General Electric Co. (Electrical Appliances) General Foods Corp. (Jello & Calumet) Grove Labs (Bromo-Quinine) Lever Bros. (Pepsodent) (Dove Soap) Mogen David Wine Corp. (Wine) Parker Bros. (Games) Procter & Gamble (Gleem) Q-Tips, Inc. (Q-tips) RCA (Records) Swift & Co. (Allsweet)	NBC	Campbell-Mithum  Foote, Cone & Belding  Brown & Butcher  BBD & O  Warwick & Legler  Young & Rubicam  Young & Rubicam  Gardner Advertising  Foote, Cone & Belding  Ogilvy, Benson & Mather Edward H. Weiss Co.  Badger, Browning & Parcher  Compton Advertising  Lawrence C. Gumbinner  Grey Advertising  J. Walter Thompson
Bandstand			

## COMMERCIAL AM PROGRAMS

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Vick Chemical Co. (Vaporub)		Morse International
Bible Study Hour	Evangelical Foundation (Religion)	NBC	Paul Locke Associates
Breakfast Club	American Bird Food Mfg. Corp. American Cyanamid Co. (Farm & Home Div., Food Industry Dept.) Beatrice Foods Co. Belton Hearing Aid Co. Bristol Myers Co. (Bufferin) Buitoni Foods Corp. Campana Sales Co. Clairol, Inc. Duffy-Mott Co. Inc. Food Specialties, Inc. Fred Fear Easter Egg Color Co. General Foods Corp. (Calumet) (Post Cereals) (Perkins Div.) Glamorene, Inc. Hudson Vitamin Products, Inc. Kitchen Art Foods Knox Gelatine The Kretchmer Corp. KVP Company Lever Brothers Co. (Breeze) Lewyt Corp. Magla Products Dumas Milner Corp. The Mentholatum Co. C. H. Musselman Co.  Niagara Therapy Mfg. Co. Olson Rug Co. Chas. Pfizer & Co. Philco Corp. Pioneer Industries Puritron Corp. Rust Craft Publishing Co. Sandura Co. The Savings & Loan Foundation The Scholl Mfg. Co. Sleep Eze Co. U. S. Steel Corp. Van Nuys Savings & Loan Assn. J. A. Wright Co.	ABC	George H. Hartman Co. Cunningham & Walsh  Chew, Harvey, & Thomas Olian & Bronner, Inc. Young & Rubicam  Albert-Frank Guenther Law, Inc. Erwin, Wasey, Ruthrauff & Ryan Foote, Cone & Belding Young & Rubicam Charles F. Hutchinson, Inc. Ted Bernstein Associates Young & Rubicam  Benton & Bowles Foote, Cone & Belding Garfield-Linn & Co. Pace Advertising Wright, Campbell & Suitt, Inc. Charles W. Hoyt Co. George H. Hartman Corp. Grant Advertising Sullivan, Stauffer, Colwell & Bayles  Hicks & Greist Ed Lieb Advertising Gordon Best Co. J. Walter Thompson Arndt, Preston, Chapin, Lamb & Keen George L. Mallis Inc. Presba, Feller & Presba Leo Burnett Co. BBD & O Feigenbaum & Werman Maxwell Sackheim & Co. Chamber & Wiswell Hicks & Greist McCann-Erickson Donahue & Coe Motte & Siteman BBD & O J. W. Raymond Advertising Charles W. Hoyt Co.
Buttram, Pat, Show	Wm. Wrigley Jr., Co.	CBS	Erwin, Wasey, Ruthrauff & Ryan
—C—			
Cape Coral	Gulf Guaranty Land & Title Co.	ABC	Paul Venze Associates
Changing Times	The Kiplinger Washington Editors	ABC	Albert Frank-Guenther Law
Couple Next Door	California Packing Co. Ex-Lax, Inc. General Foods Corp. Grove Labs Inc. Lehn & Fink Prod. Corp. Lever Bros. Co. Syntex Chemical Co. Inc.	CBS	McCann-Erickson Warwick & Legler Young & Rubicam Gardner Advertising McCann-Erickson  Anderson & Cairns
Cronkite, Walter, (Business News)	Hertz Systems, Inc. Popular Science Publ. Co.	CBS	Campbell-Ewald Co. Schwab, Beatty & Porter, Inc.

# COMMERCIAL AM PROGRAMS

## D

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Drake, Galen	Clairol, Inc. Ex-Lax, Inc. Grove Labs, Inc. Hudson Vitamins Prod. Inc. Lehn & Fink Prod. Corp. Lever Bros. Co. Lewis-Howe Co. Scientific Prod. Co.	CBS	Foote, Cone & Belding Warwick & Legler Gardner Advertising Pace Advertising McCann-Erickson  McCann-Erickson

## F

Five Star Matinee	American Dairy Assn. (Milk) Armour & Co. (Dial Soap) B. T. Babbitt Co. (Bab-O) Bristol-Myers (Trushay) Carter Products (Colonaid) (Liver Pills) Grove Labs (Bromo-Quinine) Lever Bros. (Pepsodent) (Dove Soap) Mogen David Wine Co. (Wine) Parker Bros. (Games) Procter & Gamble (Gleem) Quaker Oat Co. (Quaker & Mother's Oats) Swift & Co. (Allsweet) Vick Chemical Co. (Vaporub)	NBC	Campbell-Mithum  Foote, Cone & Belding  Brown & Butcher  BBD & O  Kastor, Farrell, Chesley & Clifford  Ted Bates & Co. Gardner Advertising  Foote, Cone & Belding  Ogilvy, Benson & Mather Edward H. Weiss  Badger, Browning & Parcher  Compton Advertising  Wherry, Baker & Tilden  J. Walter Thompson  Morse International  Klau-Van Pieterseon Dunlop
Foley, Red, Show	Hess & Clark	NBC	
Frank and Ernest	Dawn Bible Class	MBS	
Frisch, Frankie	Quaker State Oil	MBS	

## G

Game of the Day	Quaker State Oil	MBS	
Gillette Boxing Bouts	Gillette Safety Razor Corp.	NBC	Maxon, Inc.
Godfrey, Arthur	Curtis Publ. Co. General Electric Co. General Foods Corp. Hartz Mountain Prod. Corp. Kitchens of Sara Lee, Inc. Krouse Foods, Inc. Niagara Therapy Mfg. Corp. Sealy, Inc. Shulton, Inc. Standard Brands, Inc.	CBS	BBD & O BBD & O Young & Rubicam George Hartman Co. Cunningham & Walsh N. W. Ayer & Sons George L. Mallis J. Walter Thompson Wesley Associates Compton Advertising Walter F. Bennett Co.
Graham, Billy	Billy Graham Evangelistic (Religion)	NBC	
Grand Ole Opry	R. J. Reynolds Tobacco Co. (Prince Albert Tobacco)	NBC	Warwick & Legler
Griffin, Merv	General Foods Corp. (Calumet) Lever Bros. Co. (Breeze) (Dove)	ABC	Young & Rubicam  Sullivan, Stauffer, Colwell & Bayles Ogilvy, Benson & Mather, Inc.



## COMMERCIAL AM PROGRAMS

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Liggett & Myers Tobacco Co. The Toni Co., A Division of the Gillette Co.		Dancer-Fitzgerald-Sample, Inc.
Gunsmoke	Ex-Lax, Inc. Fram Corp. Grove Labs, Inc. Lewis-Howe Co. Mutual Benefit Health & Accident Association Popular Science Publ. Co. Sta-Nu Corp.	CBS	North Advertising Warwick & Legler Marschalk & Pratt Gardner Advertising McCann-Erickson Bozell & Jacobs  Schwab, Beatty & Porter, Inc. Reach, McClinton & Co.
—H—			
Harkness, Richard, Washington Farm Report	Ralston-Purina Co. (Animal Food)	NBC	Gardner Advertising
Harvey, Paul, News	Bankers Life & Casualty Co.	ABC	Grant, Schwenck & Baker, Inc.
Have Gun, Will Travel	American Motors Corp. (Nash Rambler) Fram Corp. Grove Labs., Inc.  Lehn & Fink Prod. Corp. Mail Pouch Co. McCall Corp. Mutual Benefit Health & Accident Assoc. Popular Science Publ. Co.	CBS	Geyer Advertising  Marschalk & Pratt Gardner Advertising & Cohen & Aleshire, Inc. McCann-Erickson Chas. W. Hoyt Co. Donahue & Coe, Inc. Bozell & Jacobs  Schwab, Beatty & Porter
Heatter, Gabriel	Carter Products Hudson Vitamin Corp. Sea Breeze Laboratories Sterling Drug Syntex Chemical Co.	MBS	
Helen Trent	Bristol-Myers Co.  California Packing Co. Campbell Soup Co. Ex-Lax, Inc. Foster Milburn Co. General Foods Corp. Grove Labs, Inc.  Lever Bros. Co. Syntex Chemical Co. Tetley Tea Co.	CBS	Doherty, Clifford, Steers & Shenfield McCann-Erickson BBD & O Warwick & Legler Street & Finney Young & Rubicam Gardner Advertising & Cohen & Aleshire  Anderson & Cairns Ogilvy, Benson & Mather
Herald of Truth	Highland Church of Christ	ABC	Fidelity Advertising
Hour of Decision	Billy Graham Evangelistic Assn.	ABC	Walter F. Bennett Co.
Hour of Decision	Billy Graham	MBS	
House Party	Carnation Co. Lehn & Fink Prod. Corp.  Lever Bros. Co. Musselman Co.  Q-Tips, Inc. Kenuzit Home Prod. Co.	CBS	Erwin, Wasey, Ruthrauff & Ryan McCann-Erickson  Arndt, Preston, Chapin, Lamb & Keen Lawrence Gumbinner Arndt, Preston, Chapin, Lamb & Keen
How Christian Science Heals	First Church of Christ	MBS	
—J—			
Johnny Dollar	American Motors Corp. (Nash Ramblers) Ex-Lax, Inc. Fram Corp. Grove Labs, Inc.	CBS	Geyer Advertising  Warwick & Legler Marschalk & Pratt Gardner Advertising

# COMMERCIAL AM PROGRAMS

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Lehn & Fink Prod. Inc. Lewis-Howe Co. McCall Corp. Mail Pouch Co.		McCann-Erickson McCann-Erickson Donahue & Coe Chas. W. Holt Co.
	— I —		
Life & The World	Ex-Lax, Inc. (Ex-lax) Mogen David Wine Co. (Wine) Pabst Brewing Co. (Beer & Ale) Vick Chemical Co. (Vaporub)	NBC	Warwick & Legler Edward H. Weiss Co. Norman, Craig & Kummel Morse International
Lutheran Hour, The	Lutheran Laymen's League of Missouri Synod-Lutheran Church	MBS	
Lutheran Hour, The	Lutheran Layman's League (Religion)	NBC	Gotham-Vladimir
	— M —		
Ma Perkins	California Packing Co. Campbell Soup Co. Dumac Milner Corp. Dr. Peter Fahrney & Sons Foster Milburn Co. General Foods Corp. Grove Labs, Inc.  Lever Bros. Co. Syntex Chemical Co. Tetley Tea Co. Wilco Co.	CBS	McCann-Erickson BBD & O Gordon Best Co. Bozell & Jacobs Street & Finney Young & Rubicam Gardner Advertising & Cohen & Aleshire  Anderson & Cairns Ogilvy, Benson & Mather
Man Around the House	Popular Science Publ. Co., Inc.	CBS	Schwab, Beatty & Porter
Metropolitan Opera	Texaco Canada Limited Texas Co.	CBS	Ronalds Advertising Cunningham & Walsh
Miller, Mitch	American Motors Corp. (Nash Rambler) Fram Corp. Grove Labs, Inc.  Lewis-Howe Co. Mail Pouch Co. Mutual Benefit Health & Accident Assn.	CBS	Geyer Advertising  Marschalk & Pratt Gardner Advertising & Cohen & Aleshire McCann-Erickson Chas. W. Hoyt Co. Bozell & Jacobs
Monitor	Armour & Co. (Dial Soap) Bristol-Myers (Trushay) Carling Brewing Co. (Beer) Chrysler Corp. (Dodge Cars) Dunlop Tire Co. (Tires) Evinrude Motors (Outboard Motors) Ex-Lax, Inc. (Ex-Lax) General Mills Co. (Cheerios) Grove Labs (Bromo-Quinine) Lever Bros. (Pepsodent) Liggett & Myers Tobacco Co. (L & M Cigarettes)	NBC	Foote, Cone & Belding BBD & O Benton & Bowles Grant Advertising Baldwin, Bowers & Strachan Cramer Kasselt Warwick & Legler Dancer-Fitzgerald-Sample Gardner Advertising Foote, Cone & Belding Dancer-Fitzgerald-Sample

# COMMERCIAL AM PROGRAMS

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>P. Lorillard Co.</b> (Kent Cigarettes)		Lennen & Newell
	<b>B. Manischewitz Co.</b> (Food Products)		Al Paul Lefton
	<b>Mogen David Wine Co.</b> (Wine)		Edward H. Weiss Co.
	<b>North American Van Lines</b> (Long Distance Moving)		Applegate Advertising
	<b>Northwest Airlines</b> (Airlines Service)		Campbell-Mithun
	<b>Pabst Brewing Co.</b> (Beer & Ale)		Norman, Craig & Kummel
	<b>Pepsi-Cola Co.</b> (Pepsi-Cola)		Kenyon & Eckhardt
	<b>Purolator Products</b> (Oil Filters)		J. Walter Thompson
	<b>Quaker Oat Co.</b> (Quaker & Mother's Oats)		Wherry, Baker & Tilden
	<b>RCA</b> (TV, Radios, Appliances)		Kenyon & Eckhardt
	<b>Sterling Drug Co.</b> (Bayer Aspirin)		Dancer-Fitzgerald-Sample
	<b>United Insurance Co. of America</b> (Insurance)		Joy, Inc.
	<b>Vick Chemical Co.</b> (Vaporub)		Morse International
	<b>Waverly Fabrics</b> (Waverly Bonded Fabrics)		Ehrlich, Neuwirth & Sobo
Monitor Hourly News	<b>American Motors</b> (Rambler Cars)	NBC	Geyer Advertising
	<b>Pharmacraft Co.</b> (Coldene)		J. Walter Thompson
	<b>Plough, Inc.</b> (St. Joseph Aspirin, Mexana Coppertone)		Lake-Spiro-Shurman
Morgan, Edward P., News	<b>American Federation of Labor and Congress of Industrial Organizations</b>	ABC	Furman, Feiner & Co.
My True Story	<b>Armour &amp; Co.</b> (Dial Soap)	NBC	Foote, Cone & Belding
	<b>B. T. Babbitt Co.</b> (Bab-O)		Brown & Butcher
	<b>Bristol-Myers</b> (Trushay)		BBD & O
	<b>Ex-Lax, Inc.</b> (Ex-lax)		Warwick & Legler
	<b>General Foods Corp.</b> (Calumet & Jello)		Young & Rubicam
	<b>Lever Bros.</b> (Pepsodent) (Dove Soap)		Foote, Cone & Belding
	<b>Mogen David Wine Co.</b> (Wine)		Ogilvy, Benson & Mather Edward H. Weiss Co.
	<b>Parker Bros.</b> (Games)		Badger, Browning & Parcher
	<b>Plough, Inc.</b> (St. Joseph Aspirin, Maxana, Coppertone)		Lake-Spiro Shurman
	<b>Procter &amp; Gamble</b> (Gleem)		Compton Advertising
	<b>Vick Chemical Co.</b> (Vaporub)		Morse International
National Farm & Home Hour	<b>Allis-Chalmers</b> (Farm Equipment)	NBC	Bert S. Gittens
News	<b>Cowles Magazines, Inc.</b>	CBS	McCann-Erickson
	<b>Ford Motor Co.</b>		J. Walter Thompson

# COMMERCIAL AM PROGRAMS

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	General Foods Corp.		Young & Rubicam
	Lever Bros. Co.		
	Lewis-Howe Co.		McCann-Erickson
	P. Lorillard Co.		Lennen & Newell, Inc.
	McCall Corp.		Donahue & Coe, Inc.
	Mutual Benefit Health & Accident Association		Bozell & Jacobs
News—Ned Calmer	R. J. Reynolds Lab. Co.		Wm. Esty Co.
	Stewart-Warner Corp.		MacFarland, Aveyard Co.
News—Bill Down	Hertz Systems, Inc.	CBS	Campbell-Ewald Co.
News—Allan Jackson	General Motors Corp.		Campbell-Ewald Co.
News Analysis—Eric Sevareid	Stewart-Warner Corp.		MacFarland, Aveyard Co.
Newscasts	Armour and Co.	ABC	Foote, Cone & Belding
	Beltone Hearing Aid Co.		Olian & Bronner
	Chrysler Corp. (Chrysler)		Young & Rubicam
	Chrysler Corp. (Dodge)		Grant Advertising
	Ex-Lax, Inc.		Warwick & Legler
	Florida Realty Bureau		Stuart Schwartz, Inc.
	General Mills, Inc.		Dancer-Fitzgerald-Sample
	General Motors Corp. (Cadillac)		McManus, John & Adams
	General Motors Corp. (Chevrolet)		Campbell-Ewald
	General Motors Corp. (GMC Truck Div.)		Kudner Agency
	The Grove Laboratories		Gardner Advertising
	Harrison Home Products		Kushins, Anderson & Takaro
	Midas Muffler Co.		Bozell & Jacobs
	Miller Brewing Co.		Mathisson & Associates
	Nylonet Corp.		McCann-Erickson
	Pepsi-Cola Co.		Kenyon & Eckhardt
	Plough, Inc.		Lake-Spiro-Shurman
	R. J. Reynolds Tobacco Co.		William Esty Co.
	The Savings & Loan Foundation		McCann-Erickson
	Standard Brands, Inc.		Ted Bates Co.
	Sterling Drug, Inc.		Dancer-Fitzgerald-Sample
	The Toni Company, A Division of the Gillette Co.	ABC	North Advertising
	20th Century Fox		Charles Schlaifer Co.
	William Wrigley Jr., Co.		Arthur Meyerhaff Associates
News of the World	Chapstick Co. (Chapstick)	NBC	Lawrence C. Gumbinner
	Grove Labs		Gardner Advertising
	Mogen David Wine Co. (Wine)		Edward H. Weiss Co.
	Pharmacraft Co. (Cal'dene)		J. Walter Thompson
	R. J. Reynolds Tobacco Co. (Camels & Winstons)		William Esty Co.
News on the Hour	Bristol-Myers Co. (Bufferin)	NBC	Young & Rubicam
	Brown & Williamson Tobacco Co. (Kools & Viceroy)		Ted Bates Co.
	California Packing Co. (Del Monte Pineapple juice)		McCann-Erickson
	Lewis-Howe (Tums)		McCann-Erickson
	Midas, Inc. (Mufflers)		Bozell & Jacobs
	Readers Digest Assn. (Book Club)		J. Walter Thompson
News-Strips	Argosy	MBS	
	Benrus Watch Co.		

# COMMERCIAL AM PROGRAMS

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Bon Ami Co.		
	Carter Products		
	Coronet		
	Esquire		
	General Foods		
	Look		
	Pepsi-Cola Co.		
	Peter Paul Inc.		
	Popular Science		
	Reader's Digest		
	Sinclair Oil Co.		
	Standard Brands		
	Sterling Drug		
	Time		
	True		
	U. S. News & World Reports		
Nightline	Armour & Co. (Dial Soap)	NBC	Foote, Cone & Belding
	Bristol-Myers (Institutional)		Doherty, Clifford, Steers & Shenfield
	Carter Products (Colonaid) (Liver Pills)		Kastor, Farrell, Chesley & Clifford
	Ex-Lax Inc. (Ex-Lax)		Ted Bates Co. Warwick & Legler
	Grove Labs (Bromo-Quinine)		Gardner Advertising
	Lever Bros. (Pepsodent)		Foote, Cone & Belding
	Mogen David Wine Co. (Wine)		Edward H. Weiss
	Pabst Brewing Co. (Beer & Ale)		Norman, Craig & Kummel
	RCA (Records)		Grey Advertising
	Vick Chemical Co. (Vaporub)		Morse International
Notre Dame Football Game	Pontiac Motor Division of General Motors Corp.	ABC	MacManus, John & Adams
Old Fashioned Revival Hour, The	Gospel Broadcasting Assn.	ABC	R. H. Alber Co. & Gospel Broadcasting Assn.
On the Line With Considine	Mutual of Omaha (Insurance)	NBC	Bozell & Jacobs
One Man's Family	Armour & Co. (Dial Soap)	NBC	Foote, Cone & Belding
	B. T. Babbitt Co. (Bab-O)		Brown & Butcher
	Bristol-Myers (Trushay)		BBD & O
	Carter Products (Colonaid) (Liver Pills)		Kastor, Farrell, Chesley & Clifford
	S. M. Edison Chemical Co. (Dermassage)		Ted Bates Co. Stern, Walters & Simmons
	Ex-Lax Inc. (Ex-Lax)		Warwick & Legler
	Foster-Milburn (Doan's Pills)		Street & Finney
	Grove Labs (Bromo-Quinine)		Gardner Advertising
	Lever Bros. (Pepsodent) (Dove Soap)		Foote, Cone & Belding
	Parker Bros. (Games)		Ogilvy, Benson & Mather Badger, Browning & Parcher
	Procter & Gamble (Gleem)		Compton Advertising

# COMMERCIAL AM PROGRAMS

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Q-Tips, Inc. (Q-tips)		Lawrence C. Gumbinner
	Quaker Oat Co. (Quaker & Mother's Oats)		Sherry, Baker & Tilden
	Swift & Co. (Allsweet)		J. Walter Thompson
	Vick Chemical Co. (Vaporub)		Morse International
<b>—P—</b>			
People Are Funny	Ex-Lax Inc. (Ex-Lax)	NBC	Warwick & Legler
	Mogen David Wine Co. (Wine)		Edward H. Weiss
	Pabst Brewing Co. (Beer & Ale)		Norman, Craig & Kummel
	Parker Bros. (Games)		Badger, Browning & Parcher
Pierce, Dr. Bob	World Vision, Inc.	ABC	Walter F. Bennett & Co.
Plymouth Show, The (Starring Lawrence Welk)	Plymouth Division of Chrysler Corp.	ABC	Grant Advertising
<b>—R—</b>			
Radio Bible Class	Radio Bible Class	ABC	John M. Camp Co.
Reeves, Jim	Knox Gelatine	ABC	Charles W. Hoyt Co.
	Lever Bros. Co. (Breeze) (Dove)		Sullivan, Stauffer, Colwell & Bayles, Inc.
	The Toni Co., A Division of The Gillette Co.		Ogilvy, Benson & Mather North Advertising
Revivaltime	The Assemblies of God	ABC	Walter F. Bennett Co.
Right to Happiness	Bristol-Myers Co.	CBS	Doherty, Clifford, Steers & Shenfield
	California Packing Co.		McCann-Erickson
	General Foods Corp.		Young & Rubicam
	Grove Labs Inc.		Gardner Advertising
	Lehn & Fink Prod. Corp.		McCann-Erickson
	Lever Bros. Co.		
	Sterling Drug, Inc.		Thompson-Koch Co.
	Syntex Chemical Co.		Anderson & Cairns
Roberts, Oral Broadcast	Oral Roberts' Evangelistic Assn.	ABC	Keyes, Madden & Jones
Rusty Draper	R. J. Reynolds Lab. Co. Stewart-Warner Corp.	CBS	Wm. Esty Co. MacFarland, Aveyard Co.
<b>—S—</b>			
Second Mrs. Burton	California Packing Co.	CBS	McCann-Erickson
	Campbell Soup Co.		BBD & O
	Ex-Lax, Inc.		Warwick & Legler
	General Foods Corp.		Young & Rubicam
	Grove Labs, Inc.		Gardner Adv. Co. & Cohen & Aleshire
	Lehn & Fink Prod. Corp.		McCann & Erickson
	Lever Bros. Co.		
	Syntex Chemical Co.		Anderson & Cairns
	Tetley Tea Co.		Ogilvy, Benson & Mather
Sportscasts	General Motors Corp. (GMC Truck & Coach Div.)	ABC	Kudner Agency
	The Savings & Loan Foundation		McCann-Erickson
	Sterling Drug, Inc.		Dancer-Fitzgerald-Sample
	20th Century-Fox		Charles Schlaifer Co.
Sports Time	R. J. Reynolds Lab. Co. Stewart-Warner Corp.	CBS	Wm. Esty Co. Inc. MacFarland, Aveyard
Stern, Bill	Colgate Palmolive Co. Sterling Drug Co. Symphonic Electronic Corp.	MBS	

## COMMERCIAL AM PROGRAMS

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Story Princess, The	Cadence Records, Inc.	ABC	Leonard Gussaw-James Hyman Advertising
	Little Craft		
	United States Pharmacal Co.		Roy S. Durstine, Inc.
	U. S. Pool Corp.		Roy S. Durstine, Inc.
	World Traveler's Club		Roy S. Durstine, Inc.
Sunoco Three Star Extra	Sun Oil Co.	NBC	William Esty Co.
Sunshine Boys, The	National Brands; Division of Sterling Drug, Inc.	ABC	Brown & Butcher
Suspense	American Motors Corp.	CBS	Geyers Advertising
	Ex-Lax, Inc.		Warwick & Legler
	Fram Corp.		Marschalk & Pratt
	Grove Labs, Inc.		Gardner Advertising & Cohen & Aleshire
	Lewis-Howe Co.		McCann-Erickson
	McCall Corp.		Donahue & Coe
—T—			
Telephone Hour, The	Bell Telephone Co. (Institutional)	NBC	N. W. Ayer & Son
This Farming Business	Behlen Mfg. Co. Massey-Harris-Ferguson (Farm Equipment)	NBC	Potts Woodbury Needham, Louis & Brorby
Thomas, Lowell	General Motors Corp.	CBS	Campbell-Ewald Co.
Topic for Today	Morton Salt Co. (Salt)	NBC	Needham, Louis & Brorby
True Confessions	American Dairy Assn. (Milk)	NBC	Campbell-Mithun
	Armour & Co. (Dial Soap)		Foote, Cone & Belding
	Bristol-Myers (Trushay)		BBD & O
	S. M. Edison Chemical Co. (Dermassage)		Stern, Walters & Simmons
	Q-Tips, Inc. (Q-Tips)		Lawrence C. Gumbinner
	Swift & Co. (Allsweet)		J. Walter Thompson
—V—			
Vandercook, John W.	American Federation of Labor and Congress of Industrial Organizations	ABC	Furman, Feiner & Co.
Voice of Prophecy, The	Voice of Prophecy, Inc.	ABC	Milton Carlson Co.
	Voice of Prophecy, Inc. (Religion)	NBC	Milton Carlson Co.
Voice of Temperance	Voice of Temperance (Religion)	NBC	Corral Advertising
—W—			
West Coast News	Bonnie Dog Food	NBC	Wyman Advertising
Whispering Streets	California Packing Co.	CBS	McCann-Erickson
	General Foods Corp.		Young & Rubicam
	Grove Labs, Inc.		Gardner Advertising
	Lehn & Fink Prod. Corp.		McCann-Erickson
	Lever Bros. Co.		
	Syntex Chemical Co.		Anderson & Cairns
	Tetley Tea Co.		Ogilvy, Benson & Mather
Winchell, Walter	House of Tangee Bon Ami Co.	MBS	
Wings of Healing	Dr. Thomas Wyatt	ABC	Century Advertising
Woman in My House	American Dairy Assn. (Milk)	NBC	Campbell-Mithun
	Armour & Co. (Dial Soap)		Foote, Cone & Belding
	Bristol-Myers (Trushay)		BBD & O

# COMMERCIAL AM PROGRAMS

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>Carter Products</b> (Colonaid) (Liver Pills)		Kastor, Farrell, Chesley & Clifford
	<b>Grove Labs</b> (Bromo-Quinine)		Ted Bates & Co. Gardner Advertising
	<b>Lever Bros.</b> (Pepsodent) (Dove Soap)		Foote, Cone & Belding
	<b>Parker Bros.</b> (Games)		Ogilvy, Benson & Mather Badger, Browning & Parcher
	<b>Procter &amp; Gamble</b> (Cleem)		Compton Advertising
	<b>Q-Tips, Inc.</b> (Q-Tips)		Lawrence C. Gumbinner
	<b>Quaker Oat Co.</b> (Quaker & Mother's Oats)		Wherry, Baker & Tilden
	<b>Swift &amp; Co.</b> (Allsweet)		J. Walter Thompson
	<b>Vick Chemical Co.</b> (Vaporub)		Morse International
Word of Life Hour	<b>Word of Life Assn.</b>	MBS	
World News Roundup	<b>Grove Labs, Inc.</b>	CBS	Gardner Advertising
	<b>Popular Science Publ. Co.</b>		Schwab, Beatty & Porter
World Today	<b>Ex-Lax, Inc.</b>	MBS	
	<b>Hudson Vitamin</b>		
	<b>Lanolin Plus</b>		
	<b>R. J. Reynolds</b>		
	<b>Scandinavian Airways</b>		
	<b>Scranton Lace Co.</b>		
World Tonight	<b>Grove Labs, Inc.</b>	CBS	Gardner Advertising
	—Y—		
You Bet Your Life	<b>Grove Labs</b> (Bromo-Quinine)	NBC	Gardner Advertising
	<b>Mogen David Wine Corp.</b> (Wine)		Edward H. Weiss Co.
	<b>Pabst Brewing Co.</b> (Beer & Ale)		Norman, Craig & Kummel
	<b>Parker Bros.</b> (Games)		Badger, Browning & Parcher
Young Dr. Malone	<b>Bristol-Myers</b>	CBS	Doherty, Clifford, Steers & Shenfield
	<b>California Packing Co.</b>		McCann-Erickson
	<b>Campbell Soup Co.</b>		BBD & O
	<b>Grove Labs, Inc.</b>		Gardner Advertising
	<b>Lehn &amp; Fink Prod. Corp.</b>		McCann-Erickson
	<b>Lever Bros. Co.</b>		
	<b>Syntex Chemical Co.</b>		Anderson & Cairns
	<b>Tetley Tea Co.</b>		Ogilvy, Benson & Mather
Young's, Pepper, Family	<b>Armour &amp; Co.</b>	NBC	Foote, Cone & Belding
	<b>B. T. Babbitt Co.</b> (Bab-O)		Brown & Butcher
	<b>Bristol-Myers</b> (Trushay)		BBD & O
	<b>S. M. Edison Chemical Co.</b> (Dermassage)		Stern, Walters & Simmons
	<b>Ex-Lax Inc.</b>		Warwick & Legler
	<b>Grove Labs</b> (Bromo-Quinine)		Gardner Advertising
	<b>Lever Bros.</b> (Pepsodent) (Dove Soap)		Foote, Cone & Belding
	<b>Parker Bros.</b> (Games)		Ogilvy, Benson & Mather Badger, Browning & Parcher
	<b>Procter &amp; Gamble</b> (Cleem)		Compton Advertising
	<b>Swift &amp; Co.</b> (Allsweet)		J. Walter Thompson
	<b>Vick Chemical Co.</b> (Vaporub)		Morse International



# COMMERCIAL TV PROGRAMS OF 1958

*The following pages contain an alphabetical listing by program title of the three national television networks' commercial programs during 1958. The programs listed are for the 12-month period ending Dec. 31, 1958. 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 Jim Bowie	<b>American Chicle Co.</b> (Dentyne, Clorets, Roloids, Beeman's, Chiclets, Clove Chewing Gum)	<b>ABC-TV</b>	Dancer-Fitzgerald-Sample
Adventures of McGraw	<b>Procter &amp; Gamble Co.</b> (Tide, Lilt, Prell, Gleem)	<b>NBC-TV</b>	Benton & Bowles
Adventures of Ozzie & Harriet	<b>Eastman Kodak Co.</b> (Still & Motion Picture Film, Cameras & Projectors; Articles, Equipment & Accessories used in connection with the development of Film)	<b>ABC-TV</b>	J. Walter Thompson
	<b>Quaker Oats Co.</b> (Cereals, Pancake & Baking Mixes, Pet Foods)	<b>ABC-TV</b>	J. Walter Thompson
Adventures of Rin Tin Tin	<b>National Biscuit Co.</b> (Wheat Honeys, Rice Honeys, Shredded Wheat, Zweiback, toasts, pretzels, potato chips, bake mixes, waffle mix, Rusk, crackers biscuits, cracker meal, cookies, cereals, pancake mix, cakes, dates, animal foods)	<b>ABC-TV</b>	Kenyon & Eckhardt
Adventures of Robin Hood	<b>Johnson &amp; Johnson</b> (Baby Products, Surgical Dressings, Baby Shampoo)	<b>CBS-TV</b>	Young & Rubicam
	<b>Wildroot Co.</b> (Wildroot Hair Tonic)	<b>CBS-TV</b>	BBD & O
Air Power	<b>Prudential Insurance Co. of America</b> (Insurance)	<b>CBS-TV</b>	Reach, McClinton
Alcoa Theatre	<b>Aluminum Co. of America</b> (Aluminum Products)	<b>NBC-TV</b>	Fuller, Smith & Rose
Allen, Steve, Show	<b>E. I. duPont de Nemours</b> (DuPont Zerex Anti-freeze)	<b>NBC-TV</b>	BBD & O
	<b>Greyhound Corp.</b> (Bus Travel, Rent-A-Car Service, Grey Van Lines)		Grey Advertising
	<b>S. C. Johnson</b> (Waxes, polishes, insecticides, room deodorizers)		Needham, Louis & Brorby

# COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>North American Philips Co.</b> (Norelco Electric Shavers)		C. J. LaRoche
	<b>Pharma-Craft Co.</b> (Personal deodorants, cold remedies, (Coldene) Antiseptic skin cream)		J. Walter Thompson
	<b>Polaroid Corp.</b> (Photographic equipment, Polaroid Land Camera & Accessories)		Doyle, Dane & Bernbach
	<b>Zenith</b> (Radio, TV, Recorders, Hearing Aids)		Foote, Cone & Belding
All Star Golf	<b>Miller Brewing Co.</b> (Beer)	ABC-TV	Mathisson & Associates
	<b>Reynolds Metals Co.</b> (Aluminum products)		Clinton E. Frank, Inc.
	<b>Wildroot Co.</b> (Wildroot Cream-Oil and Vam)		BBD & O
American Bandstand	<b>Carter Products, Inc.</b> (Arid Cream Deodorant)	ABC-TV	Sullivan, Stauffer, Colwell & Bayles
	<b>Chesebrough-Pond's, Inc.</b> (Vaseline Petroleum Jelly & Hair Tonic; Angel Face and Angel Skin)		J. Walter Thompson.
	<b>Colgate-Palmolive Co.</b> (Halo Shampoo)		D'Arcy Advertising
	<b>Corn Products Refining Co.</b> (Bosco)		Donahue & Coe
	<b>Eastco, Inc.</b> (Clearasil)		Lennen & Newell
	<b>General Mills Inc.</b> (Betty Crocker Bisquick)		Knox Reeves Advertising
	<b>General Mills, Inc.</b> (Hi-Pro)		Dancer-Fitzgerald-Sample
	<b>The Gillette Co.</b> (Toni Home Permanent & Pamper Shampoo)		North Advertising
	<b>Gold Seal Co.</b> (Glass Wax Stencil Kits)		Campbell-Mithun
	<b>Lever Brothers Co.</b> (Pepsodent Toothpaste, Pepsodent Toothbrushes, margarine, household deodorants, heavy packaged & liquid soaps & detergents)		Foote, Cone & Belding
	<b>Lever Brothers Co.</b> (Wisk)		BBD & O
	<b>Joe Lowe Corp.</b> (Popsicles, Creamsicle, Fudgsicle)		Paris & Peart
	<b>Luden's, Inc.</b> (Fifth Avenue Candy Bars)		J. M. Mathes, Inc.
	<b>Mars, Inc.</b> (Candy)		Knox Reeves Advertising
	<b>Minnesota Mining &amp; Mfg. Co.</b> (Scotch Tape)		BBD & O
	<b>Polk Miller Products Corp.</b> (Sergeants dog care products)		N. W. Ayer & Son

## COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>Shulton, Inc.</b> (Old Spice, Slug-A-Bug Bomb, Moth Proofer and Thylox)		The Wesley Associates, Inc.
	<b>Vick Chemical Co.</b> (Vick's Cough Drops)		Morse International
	<b>Welch Grape Juice Co.</b> (Fruit jams, jellies, preserves, fruit juices, non-carbonated soft drinks)		Richard K. Manoff
<b>Andy's Gang</b>	<b>Minnesota Mining</b> (Scotch Tape and related products)	<b>NBC-TV</b>	<b>BBD &amp; O</b>
<b>Anybody Can Play</b>	<b>R. J. Reynolds Tobacco Co.</b> (Tobacco products)	<b>ABC-TV</b>	William Esty Co.
<b>Armstrong Circle Theatre</b>	<b>Armstrong Cork Co.</b> (Linoleum Tile)	<b>CBS-TV</b>	<b>BBD &amp; O</b>
<b>As the World Turns</b>	<b>Atlantis Sales Corp.</b> (French's Mustard)	<b>CBS-TV</b>	J. Walter Thompson
	<b>Carnation Co.</b> (Evaporated Milk, Fresh Milk, Malted Milk, Instant Milk, Chocolate Drink)		Erwin, Wasey, Ruthrauff & Ryan
	<b>Chicken of the Sea, Inc.</b> (Canned Fish products)		Erwin, Wasey, Ruthrauff & Ryan
	<b>Libby, McNeill &amp; Libby Co.</b> (Canned Fruits, Vegetables)		J. Walter Thompson
	<b>Miles Laboratories, Inc.</b> (Alka-Seltzer, Bactine, One-A-Day Brand Vitamins)		Geoffrey Wade advertising
	<b>Pillsbury Mills, Inc.</b> (Family Flour, Refrigerated Dough Products, Flour Base Mixes, Feeds)		Campbell-Mithun
	<b>Procter &amp; Gamble Co.</b> (Oxydol, Ivory Snow, Camay, Comet Cleanser)		Benton & Bowles
	<b>Sterling Drug Inc.</b> (Bayer Aspirin, Phillips' Milk of Magnesia, Haley's M.O., Bayer Nasal Spray)		Dancer-Fitzgerald-Sample
	<b>Swift &amp; Co.</b> (All Meat & Poultry Products, Margarine, Vigoro, Pard Dog Food, Peanut Butter)		McCann-Erickson
	<b>Vick Chemical Co.</b> (Cold Remedies)		Morse International
<b>—B—</b>			
<b>Bachelor Father</b>	<b>American Tobacco Co.</b> (Dual Filter Tareyton Cigarettes)	<b>CBS-TV</b>	Lawrence C. Gumbinner Adv. Agency
<b>Baseball Corner</b>	<b>General Mills, Inc.</b> (Wheaties)	<b>ABC-TV</b>	Knox Reeves Advertising
<b>Baseball Game of the Week</b>	<b>Colgate-Palmolive Co.</b> (Palmolive Rapid Shave Shave Creams, After Shave Lotion, Colgate Dental Cream, Vel Liquid)	<b>CBS-TV</b>	Ted Bates & Co.
	<b>Falstaff Brewing Corp.</b> (Falstaff Beer)		Dancer-Fitzgerald-Sample

# COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Philip Morris, Inc. (Marlboro Cigarettes)		Leo Burnett Co.
	State Farm Mutual Automobile Insurance Co. (Auto Insurance)		Needham, Louis & Brorby
Baseball Previews	American Home Products Corp. (Anacin)	CBS-TV	Ted Bates & Co.
	Carter Products, Inc. (Rise Shave Cream)		Ted Bates & Co.
	General Mills, Inc. (Wheaties)		Knox Reeves Advertising
Bat Masterson	Kraft Foods Division Sealtest Division of National Dairy	NBC-TV	N. W. Ayer J. Walter Thompson
Beat the Clock	Atlantis Sales Co. (French's Mustard)	CBS-TV	J. Walter Thompson
	Bristol-Myers Co. (Ipana)		Doherty, Clifford, Steers & Shenfield
	Eastman Kodak Co. (All Products)		J. Walter Thompson
	General Mills, Inc. (Flour, Cake Mix, Cereals)		Dancer-Fitzgerald-Sample
	Gerber Products Co. (Baby Foods)		D'Arcy Advertising
	Johnson & Johnson (Baby Products, Surgical Dressings, Baby Shampoo)		Young & Rubicam
	Lever Brothers Co. (Breeze Detergent, Imperial Margarine)		Sullivan, Stauffer, Colwell & Bayles
	Libby, McNeill & Libby Co. (Canned Fruits, Vegetables)		J. Walter Thompson
	Mogen David Wine Corp. (Mogen David Wine)		Edward H. Weiss Co.
	Nestle Co., Inc. (Nescafe)		Bryan Houston Inc.
	Purex Corp. (Dutch Cleanser Beads-O' Bleach, Sweetheart Soap, Trend, Blu-White)		Edward H. Weiss Co.
	Sunshine Biscuits, Inc. (Biscuits, Crackers)		Cunningham & Walsh
	Vick Chemical Co. (Cold Remedies)		Morse International
Behind Closed Doors	American Home Products (Analgesic tablets, Creams, & liniments; decongestant tablets; Waxes & polishes)	NBC-TV	Ted Bates
	Liggett & Myers (L & M tobacco products)		Dancer-Fitzgerald-Sample
Bell System Music Series (Special)	American Telephone & Telegraph	NBC-TV	N. W. Ayer
Bell System Science Series (Special)	American Telephone & Telegraph	NBC-TV	N. W. Ayer
Benny, Jack, Show	American Tobacco Co. (Lucky Strike Cigarettes)	CBS-TV	BBD & O
Bergen, Polly	Max Factor (Cosmetics, Hair Preparations)	NBC-TV	Doyle, Dane & Bernbach

## COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Berle, Milton, Starring in The Kraft Music Hall	Kraft Foods Division of National Dairy (Kraft Food Products)	NBC-TV	J. Walter Thompson
Bid 'n' Buy	Revlon, Inc. (All Revlon Products)	CBS-TV	Warwick & Legler
Big Payoff, The	Colgate-Palmolive Co. (Cashmere Bouquet Soap, Palmolive Soap, Lustre-Creme Shampoo, Colgate Dental Cream, Brisk, Ad, Vel, Fab, Ajax, Rapid Shave Halo)	CBS-TV	Bryan Houston, Inc.
Big Record, The	Armour & Co. (Dial Soap, Shampoo, Chiffon Liquid Detergent)	CBS-TV	Foote, Cone & Belding
	General Motors Corp. (Oldsmobile Division, Oldsmobile Automobiles)		D. P. Brother & Co.
	Kellogg Co. (Cereals, Dog Food)		Leo Burnett Co.
	Pillsbury Mills, Inc. (Flour, Cake Mix, Pie Mix, Hot Roll Mix)		Leo Burnett Co.
Bold Journey	Ralston Purina Co. (Ry-Crisp, Instant Ralston, Wheat Chex, Rice Chex, Regular Ralston, New Purina Dog Chow)	ABC-TV	Guild, Bascom & Bonfigli
Bowling Stars	American Machine & Foundry Pinspotters, Inc. (Automatic pinspotters, bicycles tricycles, toy trucks, Voit Athletic Equipment)	ABC-TV	Cunningham & Walsh
Brains and Brawn	Liggett & Myers (L & M Tobacco products)	NBC-TV	McCann-Erickson
Brighter Day The	Procter & Gamble Co. (Blue Cheer, Crisco, Gleem)	CBS-TV	Young & Rubicam
Broken Arrow	Miles Laboratories, Inc. (Alka-Seltzer, One- A-Day brand Vitamins, Bactine, Nervine)	ABC-TV	Geoffrey Wade Advertising
	Ralston Purina Co. (Dog Chow)		Gardner Advertising
Brothers, The	American Tobacco Co. (Tareyton Cigarettes)	CBS-TV	Lawrence C. Gumbinner Adv.
Buccaneers, The	Corn Products Refining Co. (Bosco)	ABC-TV	Donahue & Coe, Inc.
	Kellogg Co. (Cereals, dog foods, soft drinks)		Leo Burnett Co.
	The Sweets Co. of America (Tootsie Rolls, Tootsie Roll Pops, Caramels, Fudge, Rockwood Wafers, Chocolate Bars, Figurines and Coins)		Henry Eisen Adv. Agency
Buckskin	Ford Division; Ford Motor Co. (Trucks, parts, services)	NBC-TV	J. Walter Thompson

## COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>Pillsbury Mills</b> (Baking Mixes, Flour)		Leo Burnett
<b>Buick Action Theatre</b>	<b>Buick Motor Division;</b> <b>General Motors Corp.</b> (Automobiles, Trucks)	ABC-TV	McCann-Erickson
<b>Burns &amp; Allen</b>	<b>Carnation Co.</b> (Evaporated Milk, Fresh Milk, Malted Milk, Instant Milk, Chocolate Drink)	CBS-TV	Erwin, Wasey, Ruthrauff & Ryan
	<b>General Mills, Inc.</b> (Cake Flour, Frosting, Baking Mixes)		BBD & O
<b>Burns, George, Show</b>	<b>Colgate-Palmolive Co.</b> (Dentifrices, Shampoos, Toilet Soaps)	NBC-TV	McCann-Erickson
<b>—C—</b>			
<b>Caesar, Sid, Invites You</b>	<b>Helena Rubinstein</b> (Toilet goods, cosmetics, drugs)	ABC-TV	Ogilvy, Benson & Mather
<b>Californians, The</b>	<b>Lipton Tea</b> (Beverages, Soups, Salad Dressings)	NBC-TV	Young & Rubicam
	<b>Singer Sewing Machine Co.</b> (Sewing Machines & Aids; Vacuum Cleaners)		
<b>Chevy Show</b>	<b>Chevrolet</b> (Chevrolet Automobiles, Trucks)	NBC-TV	Campbell-Ewald
<b>Chevy Showroom</b>	<b>Chevrolet Motors Division;</b> <b>General Motors Corp.</b> (Automobiles, Trucks)	ABC-TV	Grey Advertising
<b>Cheyenne</b>	<b>Armour &amp; Co.</b> (Soaps, Detergents)	ABC-TV	Foote, Cone & Belding
	<b>Buick Motor Division;</b> <b>General Motors Corp.</b> (Automobiles, Trucks)		McCann-Erickson
	<b>Elgin National Watch Co.</b> (Watches)		J. Walter Thompson
	<b>Ford Division;</b> <b>Ford Motor Co.</b> (Cars, Trucks)		J. Walter Thompson
	<b>General Electric Co.</b> (Appliances, flash bulbs, lamps, sound production equipment)		Young & Rubicam
	<b>Johnson &amp; Johnson</b> (Baby products, first aid products, hair and tooth brushes, tapes, glues, cold remedies, etc.)		Young & Rubicam
	<b>National Carbon Co.</b> (Prestone Anti-Freeze)		William Esty Co.
	<b>Harold F. Ritchie, Inc.</b> (Brylcreem, hair dressings, nutrients, Scott's Emulsion)		Kenyon & Eckhardt
<b>Cimarron City</b>	<b>Bell &amp; Howell</b> (Photographic equipment)	NBC-TV	McCann-Erickson
	<b>Procter &amp; Gamble</b> (Crest, Press)		Benton & Bowles
	<b>RCA</b>		Kenyon & Eckhardt

## COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Circus Boy	<b>Kellogg Co.</b> (Cereals, dog food)	<b>ABC-TV</b>	<b>Leo Burnett Co.</b>
	<b>Mars, Inc.</b> (Candy)		<b>Knox Reeves Advertising</b>
	<b>Mars, Inc.</b> (Candies, candy bars)	<b>NBC-TV</b>	<b>Knox Reeves Advertising</b>
Clark, Dick, Show	<b>Beech-Nut Life Savers, Inc.</b> (Chewing Gum, Life Savers)	<b>ABC-TV</b>	<b>Young &amp; Rubicam</b>
Climax! Shower of Stars	<b>Chrysler Corp.</b> (Chrysler, DeSoto, Dodge, Plymouth, Imperial Automobiles)	<b>CBS-TV</b>	<b>McCann-Erickson</b>
Club Oasis	<b>Liggett &amp; Myers</b> (Tobacco products)	<b>NBC-TV</b>	<b>McCann-Erickson</b>
Collegiate Football "Game of the Week"	<b>Bayuk Cigars</b> <b>Gulf Oil Corp.</b> <b>Libbey Owens Ford</b> <b>Sunbeam Corp.</b>	<b>NBC-TV</b>	<b>Feigenbaum &amp; Wermen</b> <b>Young &amp; Rubicam</b> <b>Fuller, Smith &amp; Ross</b> <b>Perrin-Paus</b>
Colt .45	<b>Beech-Nut Life Savers, Inc.</b> (Chewing Gum, Life Savers)	<b>ABC-TV</b>	<b>Young &amp; Rubicam</b>
	<b>Campbell Soup Co.</b> (Soups, spaghetti, spaghetti products, Swanson frozen products)		<b>BBD &amp; O</b>
	<b>The Mennen Co.</b> (Men's and Women's toiletries, baby products)		<b>McCann-Erickson</b>
	<b>Whitehall Laboratories, Inc.</b> (Anacin, Dristan)	<b>ABC-TV</b>	<b>Ted Bates Co.</b>
	<b>Chesebrough-Pond's</b> (Pond's "Angel" skin cream, hand lotion, face powder, lipstick)	<b>NBC-TV</b>	<b>J. Walter Thompson</b>
	<b>General Foods</b> (Jello Puddings, pie filling, Minute Rice)		<b>Young &amp; Rubicam</b>
	<b>Kraft</b> (Kraft cheeses, Cheeze Whiz, Party Snacks, Salad dressings, Miracle Whip, Margarine, Kraft's Orange Juice & Orangeade, fruit punch, grape drink, Kraft marshmallow, caramels, Kraft dinner, Kraft jellies, jams, sandwich spreads)		<b>J. Walter Thompson</b>
<b>Mentholatum</b> (Mentholatum, Mentholatum Deep Heat Rub, Mentholatum Cold Tablets)		<b>J. Walter Thompson</b>	
<b>Miles Labs</b> (Alka-Seltzer, One-A-Day Vitamins)		<b>Geoffrey Wade Advertising</b>	
<b>Pharmaco</b> (Chooz Antacid Medigum cough remedy)		<b>Doherty, Clifford, Steers &amp; Shenfield</b>	
<b>Procter &amp; Gamble</b> (Big Top peanut butter, dentifrices, bar soaps, cake mixes)		<b>Compton Advertising</b>	

# COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT S.O.S.	NETWORK	ADVERTISING AGENCY		
	(Scouring pads)		McCann-Erickson		
Como, Perry, Show	<b>American Dairy</b> (Dairy Products)	NBC-TV	Campbell-Mithun		
	<b>Chemstrand Corp.</b> (Carpets, blankets, nylon products, acrilan products)		Doyle, Dane & Bernbach		
	<b>Elgin</b> (Watches)		J. Walter Thompson		
	<b>Kimberly-Clark</b> (Kleenex Tissues, Table Napkins)		Foote, Cone & Belding		
	<b>Knomark Mfg.</b> (Esquire Shoe Polish, Revlon Nail Care)		Emil Mogul Adv.		
	<b>Noxzema Chemical Co.</b> (Noxzema Skin Cream, Shave Cream, Suntan Cream & Lotion)		Sullivan, Stauffer, Colwell & Bayles		
	<b>Polaroid</b> (Camera, films, accessories)		Doyle, Dane & Bernbach		
	<b>RCA &amp; Whirlpool</b> (TV, Radio, Recorder, Services & Appliances; Major Kitchen appliances, Vacuum cleaners, Air Conditioners)		Kenyon & Eckhardt		
	<b>Sunbeam Corp.</b> (Small electrical household appliances)		Perrin-Paus		
	Concentration		<b>Alberto-Culver</b> (Hair care products)	NBC-TV	Geoffrey Wade Advertising
			<b>Armour &amp; Co.</b> (Canned meats, poultry, dog food, deodorant, bar soap, detergents)		Foote, Cone & Belding N. W. Ayer
			<b>Chesebrough-Pond's Inc.</b> (Facial makeups, creams, lotions, Pertussin Cough Remedy, Vaseline Petroleum Jelly)		J. Walter Thompson
			<b>Frigidaire</b> (Major Household Electrical Appliances)		Dancer-Fitzgerald-Sample
			<b>H. J. Heinz Co.</b> (Soup, Baby Foods, Condiments—ketchup, pickles, vinegar—Spaghetti, Beans)		Maxon
<b>Lever Bros.</b> (Detergents, Margerine, Dentifrices, Bar Soaps)		Needham, Louis, Brorby			
<b>Miles Laboratories</b> (Antacid Analgesics, Vitamins)		Geoffrey Wade Advertising			
<b>National Biscuit Co.</b> (Salted Crackers, cookies, cereals)		McCann-Erickson			
<b>Pharmaceuticals, Inc.</b> (Ceritol, Devarex, Banarin, Zarumin)		Parkson Advertising			
<b>Pillsbury Mills, Inc.</b> (Baking Mixes, Flour, Frostings)		Leo Burnett			
<b>Whitehall Laboratories</b> (Waxes, polishes)		Ted Bates			
Cotten, Joseph, Show		<b>American Tobacco Co.</b> (Tobacco products)	NBC-TV		BBD & O



# COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Daytime Programming (11 A.M. to 4 P.M.)	<b>Phillips-Van Heusen Corp.</b> (Van Heusen shirts and men's sportswear)		Grey Advertising
	<b>Union Underwear Co.</b> (Men's and boys' underwear)		Grey Advertising
	<b>Whitehall Laboratories Division; American Home Products Corp.</b> (Anacin)		
	<b>Amana Refrigeration, Inc.</b> (Refrigerators, Freezers, Air Conditioners)	ABC-TV	MacFarland, Aveyard Co.
	<b>American Home Foods, Inc.</b> (Food Products)		Young & Rubicam
	<b>Armour &amp; Co.</b> (Soaps, food products)		Foote, Cone & Belding N. W. Ayer & Son
	<b>Beech-Nut Lifesavers Inc.</b> (Baby food, gum, mints, cough drops)		Young & Rubicam, Inc.
	<b>Bristol-Myers Co.</b> (Bufferin)		Young & Rubicam
	<b>Campbell Soup Co.</b> (Soups, juices, Swanson Frozen Products, poultry, poultry products)		BBD & O
	<b>Chesebrough-Pond's, Inc.</b> (Facial makeup, Facial cream)		J. Walter Thompson
	<b>The Drackett Co.</b> (Windex, Drano, Twinkle)		Young & Rubicam
	<b>General Foods Corp.</b> (Swansdown Cake Mixes, Cake Flour, Calumet Baking Powder, Bakers Instant Chocolate, Jell-O Instant Pudding, Minute Rice & Potatoes, Tapioca, Tang, Dream Whip, D-Zerta, Jell-O Pudding)		Young & Rubicam
	<b>General Mills, Inc.</b> (Cereals, O-Cel-O Sponges)		Dancer-Fitzgerald-Sammler
	<b>The Gillette Co.</b> (Home permanents, hair sprays, hair rinses, hair curlers, pins, leads, inks, razor blades, Thorexin, Pamper Shampoo)		Tatham-Laird, Inc.
	<b>Johnson &amp; Johnson</b> (Baby products, first aid products, hair & tooth brushes, tapes, glues, cold remedies, etc.)		Young & Rubicam
	<b>Lever Brothers Co.</b> (Dentifrices, margarine, deodorants, soaps, detergents)		BBD & O
	<b>Minnesota Mining &amp; Mfg. Co.</b> (Scotch Brand tape, Sasheen Ribbons & Wraps)		McManus, John & Adams
	<b>Nestle Co.</b> (Nescafe)		Bryan Houston, Inc.
	<b>Reynolds Metals Co.</b> (Aluminum Products)		Buchanan Division, Lennen & Newell
	<b>Shulton, Inc.</b> (Beauty Ice, lotions,		Wesley Associates

## COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>The Toni Co.</b> (Home permanents, hair care & grooming products, cleansing creams, pens, pencils, accessories)		<b>North Advertising</b>
<b>County Fair</b>	<b>Frigidaire</b> (Major Household Electrical Appliances)	<b>NBC-TV</b>	<b>Dancer-Fitzgerald-Sample</b>
	<b>General Mills</b> (Baking mixes, cereals)		<b>Tatham-Laird</b>
	<b>Gold Seal</b> (Glass Wax)		<b>Campbell-Mithun</b>
	<b>H. J. Heinz</b> (Condiments & Ketchup, soup, baby food, spaghetti, beans)		<b>Maxon, Inc.</b>
	<b>Lever Bros.</b> (Toilet bar soap, dish-washing-laundry detergents, edible fats, dentifrices)		<b>BBD &amp; O</b>
	<b>National Biscuit Co.</b> (Crackers, cookies, baking mixes, cereals)		<b>McCann-Erickson</b>
	<b>Sandura</b>		<b>Hicks &amp; Greist</b>
	<b>Sterling Drug</b> (Laxatives, dentifrices, vitamin supplements)		<b>Dancer-Fitzgerald-Sample</b>
<b>Court of Last Resort</b>	<b>P. Lorillard Co.</b> (Tobacco products)	<b>NBC-TV</b>	<b>Lennen &amp; Newell</b>
<b>Crosby, Bob, Show</b>	<b>American Dairy Association</b> (Dairy products)	<b>NBC-TV</b>	<b>Campbell-Mithun</b>
	<b>Kimberly-Clark</b> (Kleenex tissues, table napkins)		<b>Foote, Cone &amp; Belding</b>
	<b>Knemark Mfg.</b> (Esquire Shoe polish, Revlon Nail Care, Hi and Dri)		<b>Emil Mogul Advertising</b>
	<b>Noxzema Chemical Co.</b> (Noxzema Skin Cream, Shave cream, suntan cream & lotion)		<b>Sullivan, Stauffer, Colwell &amp; Bayles</b>
	<b>RCA/Whirlpool</b> (RCA TV, radio & recorder services & appliances. Whirlpool: Major kitchen appliances vacuum, cleaners, air conditioners)		<b>Kenyon &amp; Eckhardt</b>
	<b>Sunbeam</b> (Small electrical household appliances)		<b>Perrin-Paus</b>
<b>Cummings, Bob, Show</b>	<b>Chesebrough-Pond's</b> (Facial Make-up, Creams & lotions)	<b>NBC-TV</b>	<b>McCann-Erickson</b>
	<b>General Foods</b> (Tang Instant Fruit Juice)		<b>Young &amp; Rubicam</b>
	<b>R. J. Reynolds Tobacco Co.</b> (Winston Cigarettes)		<b>Wm. Esty Co.</b>
—D—			
<b>Daly, John, and the News</b>	<b>Bristol-Myers Co.</b> (Bufferin)	<b>ABC-TV</b>	<b>Young &amp; Rubicam</b>
	<b>P. Lorillard Co.</b> (Tobacco products)		<b>Lennen &amp; Newell</b>

## COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Bronztan, deodorants, Old Spice, Slug-A-Bug Bomb, Moth proofer & Thylox medicated preparations)		
Dean, Jimmy, Show	<b>Sunshine Biscuit, Inc.</b> (Krispy Crackers, Hi-Ho Crackers, Hydrox Cookies)	<b>CBS-TV</b>	Cunningham & Walsh
	<b>Armstrong Cork Co.</b> (Linoleum, Tile)		<b>BBD &amp; O</b>
	<b>Brown &amp; Williamson Tobacco Co.</b> (Raleigh Cigarettes)		Keyes, Madden & Jones
	<b>Chicken of the Sea, Inc.</b> (Canned Fish Products)		Erwin, Wasey, Ruthrauff & Ryan
	<b>Eastman Kodak Co.</b> (All Products)		J. Walter Thompson
	<b>Gerber Products Co.</b> (Baby Foods)		D'Arcy Advertising
	<b>Lever Brothers Co.</b> (Breeze, Detergent, Imperial Margarine)		Sullivan, Stauffer, Colwell & Bayles
	<b>Libby, McNeill &amp; Libby Co.</b> (Canned Fruits, Vegetables)		J. Walter Thompson
	<b>Miles Laboratories, Inc.</b> (Alka-Seltzer, Bactine, One-A-Day Brand Vitamins)		Geoffrey Wade Advertising
December Bride	<b>General Foods Corp.</b> (Instant Maxwell House Coffee)	<b>CBS-TV</b>	Benton & Bowles
Decision	<b>Procter &amp; Gamble</b> (Tide, Lilt, Gleem, Camay)	<b>NBC-TV</b>	Benton & Bowles
Desilu Playhouse	<b>Westinghouse Electric Corp.</b> (Westinghouse Kitchen Appliances, Radio & TV Sets, Turbojet Plane Motors)	<b>CBS-TV</b>	McCann-Erickson
Detective's Diary	<b>Sterling Drug</b> (Bayer Aspirin, Denti- frices, Phillips Milk of Magnesia & Tablets; Haley's MO, Cleaning Fluid, Bayer Nasal Spray, Dr. Lyon's Toothpowder, Energine Cleaning Fluid, Ironized Yeast)	<b>NBC-TV</b>	Dancer-Fitzgerald-Sample
Dick and the Duchess	<b>Helene Curtis Industries Inc.</b> (Stopette, Spray Net)	<b>CBS-TV</b>	Gordon Best, Inc.
	<b>Mogen David Wine Corp.</b> (Mogen David Wine)		Edward H. Weiss Co.
Disney, Walt, Presents	<b>Hills Brothers Coffee, Inc.</b> (Coffee)	<b>ABC-TV</b>	N. W. Ayer & Son
	<b>Kellogg Co.</b> (Cereals, dog food, other products)		Leo Burnett Co.
	<b>Reynolds Metals Co.</b> (Aluminum products)		Buchanan Division, Lennen & Newell Clinton E. Frank, Inc.
Disneyland	<b>Derby Foods, Inc.</b> (Peter Pan Peanut Butter, boneless chicken, chicken a la king, egg noodles, chicken tamales,	<b>ABC-TV</b>	McCann-Erickson

# COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Swift meat & poultry products, fresh or canned frankfurters & sausages)		
	<b>General Foods Corp.</b> (Jell-O, Jell-O puddings & pie fillings, Jell-O gelatin, Rice & Minute Potatoes, whipped cream type mixes, Baker's Instant Chocolate Drink, Kool-Aid, Kool-Shake, Birds-Eye Frozen Drink Concentrate)		Young & Rubicam
	<b>General Mills, Inc.</b> (Flours, cereals, baking mixes, frostings)		Tatham-Laird, Inc.
	<b>Reynolds Metals Co.</b> (Aluminum products)		Clinton E. Frank Inc. Buchanan Agency
Dodge Dancing Party With Lawrence Welk	<b>Dodge Division;</b> <b>Chrysler Corp.</b>	ABC-TV	Grant Advertising
Dotto	<b>Colgate-Palmolive Co.</b> (Colgate Dental Cream, Cashmere Bouquet Soap, Lustre-Creme Shampoo, Palmolive Soap, Brisk, Florient, Vel, Ad, Fab, Ajax)	CBS-TV	Ted Bates & Co.
Dough Re Mi	<b>Armour Co.</b> (Deodorant Bar Soap & Detergents, Canned Meats, Poultry, Dog Food, Liquid Chiffon)	NBC-TV	Foote, Cone & Belding
	<b>Gold Seal</b> (Glass Wax)		Campbell-Mithun
	<b>Mentholatum Co.</b> (Analgesics, cold remedies)		J. Walter Thompson
Dragnet	<b>Bell &amp; Howell</b> (Photographic equipment)	NBC-TV	McCann-Erickson
	<b>Bulova Watch Co.</b> (Watches)		McCann-Erickson
	<b>Ford Motor Co.</b> (Trucks, cars, parts, services)		J. Walter Thompson
	<b>General Foods</b> (Post cereals, Gaines Dog foods)		Benton & Bowles
	<b>Liggett &amp; Myers</b> (Tobacco products L & M cigarettes)		Dancer-Fitzgerald-Sample
	<b>Pillsbury</b> (Baking mixes & flour)		Leo Burnett Co.
	<b>Procter &amp; Gamble</b> (Crest toothpaste)		Benton & Bowles
	<b>Schick</b> (Electric razors, pre-shave lotions & replacement accessories)		Benton & Bowles
	<b>E</b>		
Edge of Night, The	<b>American Home Products Corp.</b> (Anacin, Dristan, Infra-Rub)	CBS-TV	Ted Bates & Co.
	<b>Atlantis Sales Corp.</b> (All French's Products)		J. Walter Thompson
	<b>Florida Citrus Commission</b> (Florida Citrus Products)		Benton & Bowles

## COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>Miles Laboratories</b> (Alka-Seltzer, Bactine, One-A-Day Brand Vitamins)		Geoffrey Wade Advertising
	<b>Pet Milk Co.</b> (Evaporated Milk, Milk Products)		Gardner Advertising
	<b>Pharmaceuticals, Inc.</b> (Ceritol, Niron, Zarumin, RDX, Sominex, Serutan)		Parkson Advertising
	<b>Pillsbury Mills, Inc.</b> (Family Flour, Refrigerated Dough Products, Flour Base Mixes, Feeds)		Campbell-Mithun
	<b>Procter &amp; Gamble Co.</b> (Tide, Spic & Span, Lava Soap, Dreft, Comet Cleanser)	CBS-TV	Benton & Bowles
	<b>Standard Brands, Inc.</b> (Coffee, Tea, Margarine)		Compton Advertising
	<b>Sterling Drug Inc.</b> (Bayer Aspirin, Phillips' Milk of Magnesia, Halcy's M.O. Bayer Nasal Spray)		Dancer-Fitzgerald-Sample
	<b>Swift &amp; Co.</b> (All Meat & Poultry Products, Margarine, Vigoro)		McCann-Erickson
	<b>Vick Chemical Co.</b> (Cold Remedies)		Morse International
Edwards, Douglas, With the News	<b>American Can Co.</b> (Institutional)	CBS-TV	Compton Advertising
	<b>American Home Products Corp.</b> (Anacin, Aero Shave, Heet)		Ted Bates & Co.
	<b>Brown &amp; Williamson Tobacco Corp.</b> (Viceroy Cigarettes)		Ted Bates & Co.
	<b>Carter Products, Inc.</b> (Arrid Cream, Arrid Whirl-in Deodorant, Rise Shave Cream)		
	<b>Florida Citrus Commission</b> (Fresh and Processed Citrus Products)		
	<b>Ford Division of The Ford Motor Co.</b> (Ford Trucks, Automobiles, Parts, Services)		J. Walter Thompson
	<b>General Foods Corp.</b> (Sanka Coffee)		Young & Rubicam
	<b>Philip Morris, Inc.</b> (Parliament Cigarettes)		Benton & Bowles
Ellery Queen	<b>Bell &amp; Howell</b> (Photographic Equipment)	NBC-TV	McCann-Erickson
	<b>Pillsbury</b> (Baking Mixes & Flour)		Leo Burnett Co.
	<b>Procter &amp; Gamble</b> (Crest)		Benton & Bowles
	<b>RCA</b>		Kenyon & Eckhardt
	—F—		
Father Knows Best	<b>Lever Brothers Co.</b> (All Lux Liquid)	CBS-TV	J. Walter Thompson
	<b>Lever Brothers Co.</b> (Bar soaps, detergents, edible fats & dentifrices)	NBC-TV	J. Walter Thompson

## COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>Scott Paper Co.</b> (Scott Towels, Cutrite wax paper, Scotties, Scotkins)		J. Walter Thompson
	<b>Scott Paper Co.</b> (Scott Paper Products)	<b>CBS-TV</b>	
<b>Fight Beat</b>	<b>Bristol Myers</b> (Vitalis, Trig, Bufferin)	<b>NBC-TV</b>	<b>Doherty, Clifford, Steers &amp; Shenfield</b>
<b>Fisher, Eddie, Show</b>	<b>Liggett &amp; Myers</b> (L & M Tobacco products)	<b>NBC-TV</b>	<b>McCann-Erickson</b>
<b>Ford Show</b>	<b>Ford Division of Ford Motor Co.</b> (Automobiles, trucks, parts & services)	<b>NBC-TV</b>	<b>J. Walter Thompson</b>
<b>For Love or Money</b>	<b>Lever Brothers Co.</b> (Lucky Whip Dessert Topping, Bar Soap, Margarine)	<b>CBS-TV</b>	<b>Needham, Louis &amp; Brorby</b>
<b>Frigidaire Summer Theatre</b>	<b>Frigidaire Division; General Motors Corp.</b> (Frigidaire refrigerators, ranges, food freezers, dish washers, room air conditioners, washers, dryers, combination washers and dryers)	<b>ABC-TV</b>	<b>Kudner Agency</b>
<b>From These Roots</b>	<b>Frigidaire</b> (Major household electrical appliances.) <b>Procter &amp; Gamble</b> (Detergents, Bar Soaps, Home Permanents, Cake Mixes & Shortening)	<b>NBC-TV</b>	<b>Dancer-Fitzgerald-Sample</b>
<b>Fury</b>	<b>Borden Co.</b> (Milk & Milk products, frozen desserts & frozen fruit, fruit drinks, fresh & concentrates; Popsicles, Ice Cream cups, Cake rolls)	<b>NBC-TV</b>	<b>Benton &amp; Bowles</b>
<b>—G—</b>			
<b>General Electric Theater</b>	<b>General Electric Co.</b> (Institutional)	<b>CBS-TV</b>	<b>BBD &amp; O</b>
<b>Gillette Cavalcade of Sports</b>	<b>Gillette</b> (Razors & other shaving equipment; Pens & other writing materials, home permanents & other hair care grooming products)	<b>NBC-TV</b>	<b>Maxon, Inc.</b>
<b>Gleason, Jackie, Show</b>	<b>Lever Brothers Co.</b> (All, Stripe Toothpaste) <b>Pharmaceuticals, Inc.</b> (Geritol, Niron, Zarumin, RDX, Sominex, Serutan)	<b>CBS-TV</b>	<b>J. Walter Thompson</b> <b>Parkson Advertising</b>
<b>Gobel-Fisher</b>	<b>L &amp; M</b> (L & M tobacco products) <b>RCA</b> (TV, radio & recorder service & appliances) <b>Whirlpool</b> (Major kitchen appliances, Vacuum cleaners, air conditioners)	<b>NBC-TV</b>	<b>McCann-Erickson</b> <b>Kenyon &amp; Eckhardt</b> <b>Kenyon &amp; Eckhardt</b>

## COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Gobel, George, Show	<b>RCA</b> (TV, Radio & recorder, service & appliances)	<b>NBC-TV</b>	<b>Kenyon &amp; Eckhardt</b>
Godfrey, Arthur, Show	<b>Pharmaceuticals, Inc.</b> (Geritol, Niron, Zarumin, RDX, Sominex, Serutan)	<b>CBS-TV</b>	<b>Parkson Advertising</b>
	<b>The Toni Co.</b> (Toni Home Permanent Wave, Hair Care Products)		<b>North Advertising</b>
Godfrey's Arthur, Talent Scouts	<b>Thomas J. Lipton, Inc.</b> (Lipton's Tea, Lipton's Soup Mixes)	<b>CBS-TV</b>	<b>Young &amp; Rubicam</b>
	<b>The Toni Co.</b> (Toni Home Permanent Wave, Paper-Mate Pens)		<b>North Advertising</b>
Godfrey, Arthur, Time	<b>Armour &amp; Co.</b> (Meat & Poultry Products)	<b>CBS-TV</b>	<b>J. Walter Thompson</b>
	<b>Bristol-Myers Co.</b> (Bufferin, Ban)		<b>Young &amp; Rubicam</b>
	<b>General Foods Corp.</b> (Swansdown Cake, Flour, Baker's Coconut, Minute Potatoes)		<b>Young &amp; Rubicam</b>
	<b>General Mills, Inc.</b> (Flour, Cake Mix, Cereals)		<b>Dancer-Fitzgerald-Sample</b>
	<b>Glamorene, Inc.</b> (Glamorene Liquid, Dry Cleaner, Applicators for Rug and Upholstery)		<b>Jules Power Productions</b>
	<b>Kellogg Co.</b> (Cereals, Dog Food)		<b>Leo Burnett Co.</b>
	<b>Libby, McNeill &amp; Libby Co.</b> (Canned Fruits, Vegetables)		<b>J. Walter Thompson</b>
	<b>Peter Paul, Inc.</b> (Peter Paul Mounds, Almond Joy Candy Bars)		<b>Dancer-Fitzgerald-Sample</b>
	<b>Pharmaceuticals, Inc.</b> (Geritol, Niron, Zarumin, RDX, Sominex, Serutan)		<b>Parkson Advertising</b>
	<b>Pharma-Craft Co.</b> (Coldene, Ting)		<b>J. Walter Thompson</b>
	<b>Ronson Corp.</b> (Lighters, Electric Shavers, Shaving Items, Hair Dryer)		<b>Grey Advertising</b>
	<b>Simoniz Co.</b> (Ivalon Sponges, HiLite Furniture Polish Non- Scuff Floor Wax, Car Wax, Car Polish)		<b>Young &amp; Rubicam</b>
	<b>Singer Sewing Machine Co.</b> (Sewing Machines, Sewing Aids, Vacuum Cleaners)	<b>CBS-TV</b>	<b>Young &amp; Rubicam</b>
	<b>Standard Brands, Inc.</b> (Coffee, Tea, Gelatin Desserts, Puddings, Pie Fillings, Nuts)		<b>Ted Bates &amp; Co.</b>
	<b>United States Steel Corp.</b> (Steel Products)		<b>BBD &amp; O</b>
Goodyear Theater	<b>Goodyear Tire &amp; Rubber Co.</b> (Tires, Tubes & tire accessories; Shoe	<b>NBC-TV</b>	<b>Young &amp; Rubicam</b>





## COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>Pillsbury Mills, Inc.</b> (Family Flour, Refrigerated Dough Products, Flour Base Mixes, Feeds)		Campbell-Mithun
Investigator	<b>Liggett &amp; Myers</b> (L & M Cigarettes)	NBC-TV	McCann-Erickson
	<b>RCA</b> (TV, radio & recorder service & appliances)		Kenyon & Eckhardt
	<b>Whirlpool</b> (Major kitchen appliances, vacuum cleaners, air conditioners)		Kenyon & Eckhardt
It Could Be You	<b>Alberto-Culver</b> (Hair care products; VO-5 Hair Dressing, Rinse-Away Shampoo)	NBC-TV	Geoffrey Wade
	<b>American Home Products</b> (Aerowax, Griffin polishes, Anacin, Heet, Infrarub)		Ted Bates & Co.
	<b>Armour &amp; Co.</b> (Deodorant Bar Soap & detergents, Canned meats, poultry and Dog food)		Foote, Cone & Belding
	<b>Brillo Mfg. Co.</b> (Brillo Cleansing Pads, Brillo Cleanser)		J. Walter Thompson
	<b>Brown &amp; Williamson</b> (Raleigh Cigarettes)		Russel M. Seeds
	<b>Chesebrough-Pond's</b> (Facial Makeups; creams & lotions, Pertussin Cough Remedy, Vaseline Petroleum Jelly, "Angel Skin; Touch; Kiss")		J. Walter Thompson
	<b>Chicken-of-the-Sea</b> (Tunafish)		Erwin, Wasey, Ruthrauff & Ryan
	<b>Corn Products</b> (Karo, Mazola, Niagara, Nu-Soft Laundry Fluffener, Kasco Dog Food)		C. L. Miller
	<b>Drackett</b> (Windex window cleaner, Drano drain cleaner)		Young & Rubicam
	<b>General Foods</b> (Jello Puddings, Pie Filling, Minute Rice)		Young & Rubicam
	<b>Lehn &amp; Fink</b> (Lysol)		McCann-Erickson
	<b>Mentholatum Co.</b> (Medicated Lip Pomade, Cold Remedies, Mentholatum, Deep Heat Rub)		J. Walter Thompson
	<b>Miles Labs</b> (Alka-Seltzer, One-A-Day Vitamins)		Geoffrey Wade
	<b>Pharmaceuticals, Inc.</b> (Geritol, Sominex, Zarumin, Pre-Shave/After Shave preparations, Devarex, Banarin)		Parkson Advertising
	<b>Pharmaco</b> (Chooz antacid, Feenamint laxative)		Doherty, Clifford, Steers & Shenfield

# COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>Procter &amp; Gamble</b> (Detergents, Oxydol; & Bar Soaps, Cleanser, dentifrices, shampoos)		<b>Dancer-Fitzgerald-Sample</b>
	<b>Standard Brands</b> (Puddings, Coffee & Tea)		<b>Ted Bates &amp; Co.</b>
	<b>Whitehall Laboratories</b> (Waxes & polishes, Analgesics)		<b>Ted Bates &amp; Co.</b>
I've Got a Secret	<b>R. J. Reynolds Tobacco Co.</b> (Winston Cigarettes)	<b>CBS-TV</b>	<b>Wm. Esty Co.</b>
—J—			
Jefferson Drum	<b>Chemstrand Corp.</b> (Carpets, blankets, nylon & acrilan products)	<b>NBC-TV</b>	<b>Doyle, Dane &amp; Bernbach</b>
	<b>P. Lorillard Co.</b> (Tobacco products)		<b>Lennen &amp; Newell</b>
	<b>Pillsbury</b> (Baking Mixes & flour)		<b>Leo Burnett Co.</b>
	<b>Sweets Co.</b> (Tootsie Rolls)		<b>Sweets Co. of America</b>
Jones, Spike	<b>Liggett &amp; Myers</b> (Tobacco products)	<b>NBC-TV</b>	<b>McCann-Erickson</b>
Jubilee, U.S.A.	<b>Carter Products, Inc.</b> (Little Liver Pills, Arrid Cream Deodorant)	<b>ABC-TV</b>	<b>Ted Bates &amp; Co.</b>
	<b>General Foods Corp.</b> (Instant Postum)		<b>Young &amp; Rubicam</b>
	<b>Hills Brothers Coffee, Inc.</b> (Coffee)		<b>N. W. Ayer &amp; Son</b>
	<b>National Carbon Co.</b> (Prestone Anti-freeze)		<b>William Esty Co.</b>
	<b>Union Underwear Co. Inc.</b> (Men's and boys' underwear)		<b>Grey Advertising</b>
	<b>U. S. Rubber Co.</b> (U. S. Royal Tires)		<b>Fletcher D. Richards, Inc.</b>
	<b>Whitehall Laboratories</b> (Anacin)		<b>Ted Bates Co.</b>
	<b>Williamson-Dickie Mfg. Co.</b> (Work clothes)		<b>Evans &amp; Associates</b>
—K—			
Kaye's, Sammy, Music From Manhattan	<b>Manhattan Shirt Co.</b> (Men's Wear)	<b>ABC-TV</b>	<b>Peck Advertising</b>
Kitty Foyle		<b>NBC-TV</b>	
Kraft Mystery Theatre	<b>Kraft Foods</b> (Salad dressing, cheese preparations, margarine, confections & soft drinks, jellies & preserves)	<b>NBC-TV</b>	<b>North Advertising</b>
Kraft TV Theatre	<b>Kraft Foods</b> (Salad dressing, cheese preparations, margarine, confections & soft drinks, jellies & preserves)	<b>NBC-TV</b>	<b>J. Walter Thompson</b>
—L—			
Lassie	<b>Campbell Soup Co.</b> (Campbell Soups, Baked Beans, V-8)	<b>CBS-TV</b>	<b>BBD &amp; O</b>
Lawman	<b>General Mills, Inc.</b> (Cereals, flour base products, pet food)	<b>ABC-TV</b>	<b>Dancer-Fitzgerald-Sample</b>

## COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>R. J. Reynolds Tobacco Co.</b> (Tobacco)		<b>William Esty Co.</b>
<b>Leave It To Beaver</b>	<b>Miles Laboratories, Inc.</b> (Alka-Seltzer, One-A-Day Brand Vitamins, Bactine, Nervine)	<b>ABC-TV</b>	<b>Geoffrey Wade Advertising</b>
	<b>Ralston Purina Co.</b> (New Purina Dog Chow)		<b>Gardner Advertising</b>
	<b>Remington Rand, Inc.</b> (Remington Electric Shavers & Office Equipment)	<b>CBS-TV</b>	<b>Compton Advertising</b>
<b>Life of Riley</b>	<b>Lever Bros.</b> (Detergents, tooth paste, soaps, margarine)	<b>NBC-TV</b>	<b>BBD &amp; O</b>
<b>Life and Legend of Wyatt Earp</b>	<b>General Mills, Inc.</b> (Cereals, flour, baking mixes, frostings)	<b>ABC-TV</b>	<b>Dancer-Fitzgerald-Sample</b>
	<b>The Procter &amp; Gamble Co.</b> (Gleem Toothpaste, Drene Shampoo, Tide, Spic & Span, Cheer, home permanents, peanut butter)		<b>Compton Advertising</b>
<b>Line-Up, The</b>	<b>Brown &amp; Williamson Tobacco Corp.</b> (Viceroy Cigarettes)	<b>CBS-TV</b>	<b>Ted Bates &amp; Co.</b>
	<b>Procter &amp; Gamble Co.</b> (Cheer)		<b>Young &amp; Rubicam</b>
<b>Linkletter's, Art, House Party</b>	<b>Atlantis Sales Corp.</b> (All French's Products)	<b>CBS-TV</b>	<b>J. Walter Thompson</b>
	<b>Campbell Soup Co.</b> (Campbell Soups, Frozen Foods)		<b>Leo Burnett Co.</b>
	<b>Carnation Co.</b> (Evaporated Milk, Fresh Milk, Malted Milk, Instant Milk, Chocolate Drink)		<b>Erwin, Wasey, Ruthrauff &amp; Ryan</b>
	<b>Chicken of the Sea, Inc.</b> (Canned Fish Products)		<b>Erwin, Wasey, Ruthrauff &amp; Ryan</b>
	<b>Kellogg Co.</b> (Cereals, Dog Food)		<b>Leo Burnett Co.</b>
	<b>Lever Brothers Co.</b> (Rinso, Lux Liquid, Good Luck Margarine)		<b>J. Walter Thompson</b>
	<b>Pillsbury Mills, Inc.</b> (Pillsbury's Best Flour, Cake Mix, Pie Mix, Hot Roll Mix)		<b>Campbell-Mithun</b>
	<b>Simoniz Co.</b> (Ivalon Sponges, Hilite Furniture Polish, Non-Scuff Floor Wax, Car Wax, Car Polish)		<b>Young &amp; Rubicam</b>
	<b>A. E. Staley Co.</b> (Sta-Flo Liquid Laundry Starch, Sta-Puf)		<b>Erwin, Wasey, Ruthrauff &amp; Ryan</b>
	<b>Standard Brands, Inc.</b> (Coffee, Tea, Gelatin Desserts, Puddings, Pie Fillings, Nuts)		<b>J. Walter Thompson</b>
	<b>Swift &amp; Co.</b> (All Meat & Poultry Products, margarine, Vigoro, Pard Dog Food, Peanut Butter)		<b>McCann-Erickson</b>

# COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Lone Ranger	<b>The Toni Co.</b> (Toni Home Permanent Wave, Cleansing Creams, Hair Care Products, Shampoo, Lipstick)		North Advertising
	<b>Colgate-Palmolive Co.</b> (Colgate Dental Cream)	ABC-TV	Ted Bates & Co.
	<b>Cracker Jack Co.</b> (Caramel-coated popcorn, marshmallow products)		Leo Burnett Co.
	<b>General Mills, Inc.</b> (Cereals, flour, baking mixes, frostings, dog food)		Dancer-Fitzgerald-Sample
	<b>General Mills, Inc.</b> (Cheerios, Wheaties, Kix)	CBS-TV	Dancer-Fitzgerald-Sample
	<b>A. C. Gilbert Co.</b> (American Flyer Electric Trains, Gilbert Science Sets)	ABC-TV	Banning Repplier
	<b>Nestle Co., Inc.</b> (Nestle's Quik, Chocolate Bars, Semi-Sweet Morsels)	CBS-TV	McCann-Erickson
	<b>Smith Brothers</b> (Smith Brothers Cough Drops)	ABC-TV	Sullivan, Stauffer, Colwell & Bayles
	<b>Union Underwear Co., Inc.</b> (Men's and boys' underwear)		Grey Advertising
	Love of Life	<b>American Home Products Corp.</b> (Anacin, Bisodol, Heet, Kriptin, Aero Wax, Easy-Off Oven Cleaner, Wizard Wick Deodorizers)	CBS-TV
<b>Atlantis Sales Corp.</b> (All French's Products)			J. Walter Thompson
<b>Lever Brothers Co.</b> (Whipped Topping, Shortening, Margarine, Room Air Refreshers, Dentifrices)			Foote, Cone & Belding
<b>Libby, McNeill &amp; Libby Co.</b> (Canned Fruits, Vegetables)			J. Walter Thompson
<b>Pharmaceuticals, Inc.</b> (Serutan, RDX, Sominex)			Parkson Advertising
<b>Procter &amp; Gamble Co.</b> (Fluffo Shortening)			Tatham-Laird, Inc.
<b>Quaker Oats Co.</b> (Cereals, Pet Food, Pancake & Baking Mixes)			J. Walter Thompson
<b>Scott Paper Co.</b> (Scott Paper Products)			
<b>Max Factor &amp; Co.</b> (Pancake, Make-Up, Panstick, Sebb, Erase, lipsticks, nail polishes, curl control, Creme Puff Make-Up, Hi-Fi Fluid Make-Up)		ABC-TV	Anderson-McConnell Advertising
Lucky Partners Lux Playhouse		<b>Lever Brothers Co.</b> (Lux Soap, Lux Liquid)	CBS-TV
	<b>Lever Bros.</b> (Soaps, Lux Liquid detergent, margarine & shortening)	NBC-TV	J. Walter Thompson

## COMMERCIAL TV PROGRAMS

### —M—

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Mack, Ted and The Original Amateur Hour	<b>Pharmaceuticals, Inc.</b> (Geritol, Niron, Zarumin, RDX, Somninx, Serutan)	CBS-TV	Parkson Advertising
MacKenzie, Gisele, Show	<b>Schick, Inc.</b> (Electric shavers, Butane lighters & accessories, pre-shave lotions) <b>Scott Paper Co.</b> (Scott towels, Scotties, Scotkins, Cutrite Wax paper, Toilet Tissue)	NBC-TV	Benton & Bowles  J. Walter Thompson
Make Me Laugh	<b>American Tobacco Co.</b> (Filter-Tip)	ABC-TV	Lawrence C. Gumbinner
Man With a Camera	<b>General Electric Co.</b> (Flash bulbs, projection lamps, photoflood lamps, light meters other photographic equipment)	ABC-TV	Grey Advertising
Masquerade Party	<b>P. Lorillard Co.</b> (Tobacco products)	NBC-TV	Lennen & Newell
Maverick	<b>The Drackett Co.</b> (Windex, Drano, Twinkle) <b>Kaiser Industries</b> (Aluminum, steel, cement, gypsum, metal products; Kaiser Willys vehicles and parts; paving materials)	ABC-TV	Young & Rubicam  Young & Rubicam
Meet the Press	<b>Pan American Airways</b> (Travel)	NBC-TV	J. Walter Thompson
Mickey Mouse Club	<b>Am-Par Record Corp.</b> (Phonograph records) <b>Armour &amp; Co.</b> (Sausage & sausage products, chili con carne, Treet and meat spreads) <b>Bristol-Myers Co.</b> (Ipana Toothpaste) <b>General Foods Corp.</b> (Baker's Cocoa & Chocolate, Frosting & chocolate products) <b>General Mills, Inc.</b> (Cereals) <b>Hood Rubber Division;</b> <b>B. F. Goodrich Co.</b> (P-F Canvas Shoes) <b>Mars, Inc.</b> (Candies) <b>Mattel, Inc.</b> (Toys) <b>Miles Laboratories, Inc.</b> (Bactine, One-A-Day Brand Vitamins) <b>Perkins Products Co.</b> Division of General Foods (Kool-Aid) <b>Peters Shoe Co.</b> (Leather Shoes) <b>Pillsbury Mills, Inc.</b> (Flours; frozen, refrigerated & dry mix products, frosting mixes)	ABC-TV	Buchanan & Co.  N. W. Ayer & Son  Doherty, Clifford, Steers & Shenfield Young & Rubicam  Dancer-Fitzgerald-Sample  McCann-Erickson  Knox Reeves Advertising  Carson-Roberts, Inc.  Geoffrey Wade Advertising  Foote, Cone & Belding  Henri, Hurst & McDonald  Leo Burnett Co.

## COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>Procter &amp; Gamble Co.</b> (Big Top Peanut Butter)		Compton Advertising
<b>Mighty Mouse Playhouse</b>	<b>Colgate-Palmolive Co.</b> (Colgate Dental Cream)	<b>CBS-TV</b>	Ted Bates & Co.
	<b>General Foods Corp.</b> (Post's Cereals)		Benton & Bowles
<b>Millionaire, The</b>	<b>Colgate-Palmolive Co.</b> (Palmolive Rapid Shave, Shave Creams, After Shave Lotion, Colgate Dental Cream, Vel Liquid)	<b>CBS-TV</b>	Ted Bates & Co.
<b>Modern Romances</b>	<b>Brillo</b> (Brillo pads, Brillo Cleanser)	<b>NBC-TV</b>	J. Walter Thompson
	<b>Kraft</b> (Kraft cheeses, Cheeze Whiz, Party Snacks, Kraft salad dressings, Miracle Whip, Margarine Kraft Orange Juice, orangeade, fruit punch, grape drink, Kraft marsh- mallows caramels, Kraft dinner, Kraft jellies, jams & sandwich spreads)		J. Walter Thompson
	<b>Libby, McNeill &amp; Libby</b> (Canned pineapple, pineapple products, fruit cocktail, corn)		J. Walter Thompson
	<b>Sterling Drug</b> (Fizrin, Haley's MO, Fletcher's Castoria, Engerine lighter & cleaning fluid, Bayer Aspirin)		Dancer-Fitzgerald-Sample
<b>Moore, Garry, Show</b>	<b>General Foods Corp.</b> (Log Cabin Syrup, Minute Rice, Dream Whip, Baker's Coconut)	<b>CBS-TV</b>	Young & Rubicam
	<b>General Mills, Inc.</b> (Flour, Mixes, Cereals, Sponges)		Dancer-Fitzgerald-Sample
	<b>Gerber Products Co.</b> (Baby Foods)		D'Arcy Advertising
	<b>Florida Citrus Products</b> (Florida Citrus Products)		Benton & Bowles
	<b>Hoover Co.</b> (Vacuum Cleaners, Floor Polishers, Irons)		Leo Burnett Co.
	<b>Kellogg Co.</b> (Cereals, Dog Food)		Leo Burnett Co.
	<b>Lever Bros. Co.</b> (Rinso, Lux Liquid Good Luck Margarine)		J. Walter Thompson
	<b>Libby, McNeill &amp; Libby Co.</b> (Canned Fruits, Vegetables)		J. Walter Thompson
	<b>Nestle Co., Inc.</b> (Chocolate Products, Nestle's Instant Coffee, Nestea)		Bryan Houston, Inc.
	<b>Pittsburgh Plate Glass Co.</b> (Plate Glass Products)		BBD & O
	<b>Pittsburgh Plate Glass Co.</b> (Pittsburgh Paint)		Maxon, Inc.
	<b>Revlon, Inc.</b> (All Revlon Products)		C. J. LaRoche, Inc.
	<b>Sunshine Biscuits, Inc.</b> (Biscuits, Crackers)		Cunningham & Walsh

## COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>Vick Chemical Co.</b> (Cold Remedies)		Morse International
<b>Mr. Adams and Eve</b>	<b>R. J. Reynolds Tobacco Co.</b> (Camel Cigarettes)	<b>CBS-TV</b>	Wm. Esty Co.
<b>M-Squad</b>	<b>American Tobacco</b> (Pall Mall Cigarettes & other products)	<b>NBC-TV</b>	Sullivan, Stauffer Colwell & Bayles
	<b>Hazel Bishop</b> (Facial preparations, hair grooming products)		Raymond Spector
	<b>Bulova Watch Co.</b> (Watches)		McCann-Erickson
	<b>Quaker Oats</b> (Cat & dog food, cereals, baking mixes)		J. Walter Thompson
<b>Munsel, Patrice, Show</b>	<b>Buick Motors Division; General Motors Corp.</b> <b>ABC-TV</b> (Automobiles and trucks, Frigidaire refrigerators, ranges, food freezers dish washers, room air conditioners, washers, dryers, combination washers and dryers)		Kudner Agency
<b>Murray Arthur, Party</b>	<b>P. Lorillard Co.</b> <b>NBC-TV</b> (Tobacco Products)		Lennen & Newell
<b>Music Bingo</b>	<b>Associated Products</b> <b>NBC-TV</b> (Deodorants, Rival dog food)		Grey Advertising
	<b>Hazel Bishop</b> (Facial preparations, hair grooming products)		Raymond Spector
—N—			
<b>Naked City</b>	<b>Brown &amp; Williamson Tobacco Corp.</b> <b>ABC-TV</b> (Tobacco)		Ted Bates & Co.
	<b>Quaker Oats Co.</b> (Cereals, pancake & baking mixes, pet food)		J. Walter Thompson
<b>Name That Tune</b>	<b>American Home Products Corp.</b> <b>CBS-TV</b> (Anacin, Freezone)		Ted Bates & Co.
	<b>Kellogg Co.</b> (Cereals, Dog Food)		Leo Burnett Co.
<b>Navy Log</b>	<b>U. S. Rubber Co.</b> <b>ABC-TV</b> (Tires, Keds Shoes, foam rubber mattresses, raincoats, rubber boots, golf balls, Kaylon for mattresses, garden hose, bug sprays, fertilizers, Trylock)		Fletcher D. Richards Inc.
	<b>Whitehall Pharmacial Co.</b> (Anacin)		Ted Bates & Co.
<b>NBC Matinee Theatre</b>	<b>Chesebrough-Pond's</b> <b>NBC-TV</b> (Pond's skin cream, Angel Skin; hand lotion, Angel Touch; face powder; lipstick, Angelkiss)		J. Walter Thompson
	<b>Corn Products</b> (Mazola salad oil, NuSoft laundry fluffener, Karo syrup, Niagara starch, Kasco dog food)		C. L. Miller

# COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>Drackett</b> (Windex window cleaner, Drano drain cleaner)		Young & Rubicam
	<b>Kraft</b> (Kraft cheeses, Cheez Whiz, Party Snacks, Kraft Salad Dressings, Miracle Whip, Margarine, Kraft orange juice, orangeade, fruit punch, grape drink, Kraft marshmallows, Caramels, Kraft Dinner, Kraft jellies, jams, sandwich spread)		J. Walter Thompson
	<b>Libby, McNeill &amp; Libby</b> (Canned pineapple, pineapple products, fruit cocktail, corn)		J. Walter Thompson
	<b>Procter &amp; Gamble</b> (Ivory Snow, Lava Soap, Gleem Tooth- paste, Tide Detergent)		Benton & Bowles
	<b>Whirlpool</b> (Automatic washers, dryers & other kitchen appliances)		Kenyon & Eckhardt
NBC News	<b>American Home Products</b> (Heet, Anacin)	NBC-TV	Ted Bates & Co.
	<b>Bell &amp; Howell</b> (Photographic equipment)		McCann-Erickson
	<b>Bristol-Myers</b> (Bufferin)		Young & Rubicam
	<b>Bulova Watch Co.</b> (Watches, radio & electric shavers)		McCann-Erickson
	<b>Carter Products</b> (Arrid, Liver Pills, Rise)		Ted Bates
	<b>Nestle Co.</b> (DeCaf Coffee)		Dancer-Fitzgerald-Sample
	<b>No. American Phillips Co.</b> (Norelco Electric Shavers)		C. J. LaRoche
New Voice of Firestone	<b>Firestone Tire &amp; Rubber Co.</b>	ABC-TV	Sweeney & James, Inc.
Northwest Passage	<b>RCA</b> (Electric sight & sound, receivers & recorders; industrial electronic communication equipment & services)	NBC-TV	Kenyon & Eckhardt
	<b>R. J. Reynolds</b> (Tobacco products)		Wm. Esty
No Warning	<b>P. Lorillard Co.</b> (Tobacco products)	NBC-TV	Lennen & Newell
	<b>Royal McBee</b> (Typewriters, business machines, & their accessories)		Young & Rubicam
Oh! Susanna	<b>Helene Curtis Industries, Inc.</b> (Suave, Kingsmen Toiletries)	CBS-TV	Edward H. Weiss Co.
	<b>Nestle Co., Inc.</b> (Nescafe)		Bryan Houston Inc.





## COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Oldsmobile Show (Starring Patti Page)	Oldsmobile Division; General Motors Corp. (Automobiles)	ABC-TV	D. P. Brother Co.
Omnibus	Aluminium Ltd. (Institutional) Aluminium Ltd. Sales (Aluminum & aluminum products) Union Carbide (Anti-freeze, flash- lights, batteries, insect repellants, cooking gas, synthetic gems)		J. Walter Thompson Wm. Esty Co. J. Walter Thompson  J. M. Mathes
Opening Night	Max Factor (Cosmetics & hair preparations)	NBC-TV	Anderson-McConnell
Original Amateur Hour	Pharmaceuticals, Inc. (Sominex, Geritol, Zarumin, Serutan)	NBC-TV	Parkson Advertising
<b>—P—</b>			
Pantomime Quiz	Associated Products, Inc. (5-Day Deodorant Pads; Stick and Roll-On; insecticide repellants, athletes' foot remedies, cosmetic facial cleansers)	ABC-TV	Grey Advertising
Paar, Jack, Show	Alberto-Culver Co. (Hair Products) Alden Rug Mills Inc. (Rugs) Alliance Mfg. Co. (Tenna Rotors, Fry Pans, Clocks, Electric can openers) American Marietta Co. O-Cedar Div. (Mops, brooms, furniture & floor polishes, waxes) American Optical Co. (Cool-Ray sun glasses) Amity Leather Products Rolf's Division (Billfolds, pocket secretaries, traveling cases, hand luggage, handbags, purses, glass cases, etc.) Bird & Son, Inc. (Roofing & hard surface flooring) Block Drug Co. (Nytol sleeping tablets, Polident denture cleanser, Poligrip denture fastener, Pycopay tooth brushes, Minipoo dry shampoo, Greenmint mouthwash, Omega oil) Bristol-Myers Co. (Bufferin) Bulova Watch Co. (Watches) Burlington Ribbon Mills (Christmas wrappings)	NBC-TV	Geoffrey Wade Advertising Arndt, Preston, Chapin, Lamb & Keen Dancer-Fitzgerald-Sample  Turner Advertising  Sutherland-Abbott Edward H. Weiss Co.  H. B. Humphrey, Alley & Richards, Inc. Sullivan, Stauffer, Colwell & Bayles  Young & Rubicam McCann-Erickson S. R. Leon & Co.

# COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>Bymart-Tintair, Inc.</b> (Hair coloring preparations, Curl Set preparations)		Product Services, Inc.
	<b>Coopers, Inc.</b> (Men's underwear & hose)		Henri, Hurst & McDonald
	<b>Dormeyer Corp.</b> (Power tools)		J. W. Shaw Advertising
	<b>E. I. DuPont de Nemours Co.</b> (Carpet Nylon)		BBD & O
	<b>F. M. Engineering Co. Inc.</b> (Toys)		Wm. L. Baxter Inc.
	<b>General Electric Co.</b> (Light bulbs)		BBD & O
	<b>General Foods Corp.</b> (Postum)		Young & Rubicam
	<b>Hagen Chemicals Contracts, Inc.</b> (Colgon, Colgonite, Thanx, Calgon Bouquet, Beam bleach)		Ketchum, MacLeod & Grove, Inc.
	<b>Harrison Laboratories Div. Technical Tape Co.</b> (Ten Day Press-On Nail Color and Cellophane Tapes)		Product Services Inc.
	<b>Kaysen-Roth Corp.</b> (Supp-Hose stockings)		Daniel & Charles Inc.
	<b>Liftsavers, Inc.</b> (Women's shoe heels)		Product Services
	<b>Thos. J. Lipton Co.</b> (Lipton Tea)		Product Services
	<b>Louis Marx &amp; Co.</b> (Toys)		Al Paul Lefton Co.
	<b>The Mennen Co.</b> (Mennen Gold Crest)		Warwick & Legler
	<b>Ben Mont Papers, Inc.</b> (Saran Icicles)		Woodward, Voss & Hevenor
	<b>National Presto Industries</b> (Electric coffeemakers, pressure cookers)		Donahue & Coe
	<b>North American Phillips Co.</b> (Norelco Shavers)		C. J. LaRoche Co.
	<b>Outboard Marine Mfg. Co. Evinrude Division</b> (Evinrude Motors)		Cramer-Krasselt Co.
	<b>Pharma-Craft Co.</b> (Fresh deodorant)		J. Walter Thompson
	<b>Phillip Morris Inc.</b> (Marlboro Cigarettes)		Leo Burnett Co.
	<b>Polaroid Corp.</b> (Polaroid land camera)		Doyle, Dane & Bernbach
	<b>Polk Miller Products Corp.</b> (Sergeant Dog Remedies)		N. W. Ayer & Son
	<b>Sandura Co.</b> (Sandran floor)		Hicks & Greist Inc.
	<b>Stephen Distributing Corp.</b> (Stephans Dandruff Remover)		Cunningham & Walsh
	<b>Studebaker-Packard</b> (Automobiles)		D'Arcy Advertising
	<b>E. R. Wagner Mfg. Co.</b> (Carpet sweepers, carpet shampooers)		Sid Stone Advertising
	<b>York Corp.</b> (Air conditioners)		Donahue & Coe

## COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY	
People Are Funny	<b>R. J. Reynolds</b> (Tobacco products)	NBC-TV	Wm. Esty Co.	
	<b>The Toni Co.</b> (Home permanents, shampoos, hair sprays, rinses, curlers & other women's hair care & women's hair grooming products, cleansing & conditional creams & lotions; Pens, Pencils & their accessories; Deodorants)		North Advertising	
People's Choice	<b>American Home Products</b> (Chef Boyardee, Italian Dinners)	NBC-TV	Young & Rubicam	
	<b>Borden's</b> (Milk & milk products, ice cream, cheese, instant coffee)		Young & Rubicam	
Perry Mason	<b>Armour &amp; Co.</b> (Dial Soap, Shampoo, Chiffon Liquid Detergent)	CBS-TV	Foote, Cone & Belding	
	<b>Bristol-Myers Co.</b> (Bufferin, Vitalis)		Young & Rubicam	
	<b>Colgate-Palmolive Co.</b> (Colgate Dental Cream)		Ted Bates & Co.	
	<b>Elgin National Watch Co.</b> (Watches)		J. Walter Thompson	
	<b>Gulf Oil Co.</b> (Gasoline)		Young & Rubicam	
	<b>Hamm Brewing Co.</b> (Beer)		Campbell-Mithun	
	<b>Libby-Owens-Ford Glass Co.</b> (Auto Safety Glass & Other Glass Products)		CBS-TV	Fuller, Smith & Ross
	<b>Mutual Benefit &amp; Accident Association of Omaha</b>			Bozell & Jacobs
	<b>National Carbon Co., Inc.</b> (Prestone Anti-Freeze, Eveready Products)		Wm. Esty Co.	
	<b>Phillip Morris, Inc.</b> (Parliament Cigarettes)		Benton & Bowles	
	<b>Phillips Van Heusen Corp.</b> (Men's Apparel)		Grey Advertising	
	<b>Pillsbury Mills, Inc.</b> (Flour, Cake Mix, Pie Mix, Hot Roll Mix)		Leo Burnett Co.	
	<b>Purex Corp.</b> (Dutch Cleanser, Beads-O'-Bleach, Sweetheart Soap, Trend, Blu-White)		Edward H. Weiss Co.	
	<b>Sterling Drug Inc.</b> (Bayer Aspirin)		Dancer-Fitzgerald-Sample	
	Person to Person		<b>American Oil Co.</b> (Amoco-Gas, Super Permalube Motor Oil)	CBS-TV
<b>Florists' Telegraph Delivery Assn., Inc.</b>		MacManus, John & Adams		
<b>Hamm Brewing Co.</b> (Beer)		Campbell-Mithun		
<b>Time, Inc.</b> (Life Magazine)		Young & Rubicam		


# COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY	
Peter Gunn	<b>Bristol-Myers</b> (Men's hair care & men's hair grooming products, dentifrices, internal & external analgesics, deodorants)	NBC-TV	Doherty, Clifford, Steers & Shenfield	
Playhouse 90	<b>Allstate Insurance Co.</b> (Institutional)	CBS-TV	Leo Burnett Co.	
	<b>American Gas Association</b> (Institutional)		Lennen & Newell	
	<b>Bristol-Myers</b> (Vitalis, Ipana, Bufferin, Trushay)		BBD & O	
	<b>Chemstrand Corp.</b> (Acrilan Carpeting, Nylon Cord Tires)		Doyle, Dane & Bernbach	
	<b>Elgin National Watch Co.</b> (Watches)		J. Walter Thompson	
	<b>Ford Division of the Ford Motor Co.</b> (Ford Trucks, Automobiles, Parts, Services)		J. Walter Thompson	
	<b>Kimberly-Clark Corp.</b> (Kleenex Tissues, Table Napkins, Towels)		Foote, Cone & Belding	
	<b>National Carbon Co. Inc.</b> (Prestone Anti-Freeze Eveready Products)		Wm. Esty Co.	
	<b>Philip Morris, Inc.</b> (Marlboro Cigarettes)		Leo Burnett Co.	
	<b>Pillsbury Mills, Inc.</b> (Flour, Cake Mix, Pie Mix, Hot Roll Mix)		Leo Burnett Co.	
	<b>Procter &amp; Gamble Co.</b> (Crest Toothpaste)		Benton & Bowles	
	<b>R. J. Reynolds Tobacco Co.</b> (Camel Cigarettes)		Wm. Esty Co.	
	Play Your Hunch	<b>Gerber Products Co.</b> (Baby Foods)	CBS-TV	D'Arcy Advertising
		<b>Lever Brothers Co.</b> (Dove Beauty Bar)		Ogilvy, Benson & Mather
		<b>Scott Paper Co.</b> (Scott Paper Products)		J. Walter Thompson
<b>Swift &amp; Co.</b> (All Meat & Poultry Products, Margarine, Vigoro, Pard Dog Food, Peanut Butter)			McCann-Erickson	
Plymouth Show (Starring Lawrence Welk)	<b>Plymouth Motors Corp.</b> (Automobiles)	ABC-TV	Grant Advertising	
	<b>Chrysler Corp. Division</b> (Automobiles)			
Post Fight Beat	<b>Bristol-Myers</b> (Vitalis & Trig)	NBC-TV	Doherty, Clifford, Steers & Shenfield	
Powell's, Dick, Zane Grey Theatre	<b>Ford Division of the Ford Motor Co.</b> (Ford Automobiles)	CBS-TV	J. Walter Thompson	
	<b>General Foods Corp.</b> (Instant Maxwell House Coffee)		Benton & Bowles	
	<b>S. C. Johnson &amp; Son</b> (Johnson's Waxes, Cleansers, Polisher, Insecticides, Deodorizers)		Benton & Bowles	
	<b>Alberto-Culver</b> (Hair Care Products; VO-5 Hair Dressing, Rinse-Away Shampoo)	NBC-TV	Geoffrey Wade Advertising	

## COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>American Home Products</b> (Aerowax, Griffin Shoe Polish, Anacin)		Ted Bates Co.
	<b>Armour &amp; Co.</b> (Liquid chiffon detergent)		Foote, Cone & Belding
	<b>Chesebrough-Pond's</b> (Facial Makeups, creams & lotions, Pertussin cough remedy, Vaseline petroleum jelly, "Angel Skin," Angel Touch, Angelkiss lipstick)		J. Walter Thompson
	<b>Corn Products</b> (Mazola, Karo, Niagara Starch)		C. L. Miller
	<b>Dow Chemical</b> (Saran Wrap)		MacManus, John & Adams
	<b>Drackett</b> (Windex window cleaner, Drano drain cleaner)		Young & Rubicam
	<b>Frigidaire</b> (Major Household electrical appliances)		Dancer-Fitzgerald-Sample
	<b>General Foods</b> (Jello Puddings, Pie Filling, Minute Rice)		Young & Rubicam
	<b>General Mills</b> (Cereals)		Tatham-Laird
	<b>Lever Bros.</b> (Detergents, Bar Soaps, Edible fats & dentifrices, Dove, Wisk)		BBD & O
	<b>Lever Bros.</b> (Toilet soaps, detergents (Liquid & powder); edible fats, dentifrices, toilet bars, margarine, shortening)		J. Walter Thompson Ogilvy, Benson & Mather
	<b>Mentholatum Co.</b> (Medicated Lip Pomades, cold remedies; Deep Heat Rub)		J. Walter Thompson
	<b>Miles Laboratories</b> (Alka-Seltzer, One-A-Day Vitamins)		Geoffrey Wade Advertising
	<b>Pillsbury Mills</b> (Baking Mixes, Flour, Frostings)		Leo Burnett Co.
	<b>RCA</b> (TV sets, industrial & electronic equipment)		Kenyon & Eckhardt
	<b>Sandura</b> (Floor, Wall & counter coverings, Sandran)		Hicks & Greist
	<b>S.O.S.</b> (Scouring pads)		McCann-Erickson
	<b>Speidel Corp.</b> (Men's & women's watch bands, photo-identification bands, men's jewelry)		Norman, Craig & Kummel
	<b>Standard Brands</b> (Margarine (As spread only), Coffee-Tea, Royal desserts, Pie Fillings, Pet Foods)		Ted Bates Co.
	<b>Starkist</b> (Canned tunafish)		Honig Cooper

# COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>Sterling Drug</b> (Vitamin supplements, analgesics, Bayer Aspirin, Dr. Lyon's Tooth Powder, Phillips Milk of Magnesia, Fizrin, Haley's MO, Fletchers Castoria)		<b>Dancer-Fitzgerald-Sample</b>
	<b>Sunshine Biscuit</b> (Salted crackers, sweet cookies)		<b>Cunningham &amp; Walsh</b>
	<b>Whitehall Laboratories</b> (Waxes & polishes, Analgesics)		<b>Ted Bates Co.</b>
<b>Professional Basketball "Game of the Week" Pursuit</b>	<b>Bayuk</b> (Cigars)	<b>NBC-TV</b>	<b>Feigenbaum &amp; Wermen</b>
	<b>American Home Products Corp.</b> (Anacin, Dristan)	<b>CBS-TV</b>	<b>Ted Bates Co.</b>
	<b>Mennen Co.</b> (Men's Grooming Toiletries, Baby Care Products)		<b>Grey Advertising</b>
	<b>Procter &amp; Gamble Co.</b> (Crest Toothpaste)		<b>Benton &amp; Bowles</b>
			
<b>Queen for a Day</b>	<b>Alberto-Culver</b> (Hair Care Products, VO-5 Hair Dressing, Rinse-Away Shampoo)	<b>NBC-TV</b>	<b>Geoffrey Wade Advertising</b>
	<b>American Home Products</b> (Aerowax, Griffin polishes, Anacin, Heet, Infrarub, Wizard Room deodorizer, Easy-Off oven cleaner)		<b>Ted Bates Co.</b>
	<b>Brown &amp; Williamson</b> (Raleigh Cigarettes)		<b>Russel M. Seeds</b>
	<b>Chesebrough-Pond's</b> (Margarine, Coffee, Tea, Royal Desserts & Pie filling, Dog Food)		<b>J. Walter Thompson</b>
	<b>Chicken of the Sea</b> (Tuna Fish)		<b>Erwin, Wasey, Ruthrauff &amp; Ryan</b>
	<b>Corn Products</b> (Mazola, salad oil, Karo syrup, NuSoft Laundry fluffener, Niagara Starch, Kasco Dog Food)		<b>C. L. Miller</b>
	<b>Drackett</b> (Windex window cleaner, Drano drain cleaner)		<b>Young &amp; Rubicam</b>
	<b>Mentholatum</b> (Mentholatum, Mentholatum Deep Heat Rub, Mentholatum Cold Tablets)		<b>J. Walter Thompson</b>
	<b>Miles Laboratories</b> (Alka-Seltzer, Vitamin Pills—One-A-Day)		<b>Geoffrey Wade Advertising</b>
	<b>Minnesota Mining</b> (Scotch Brand Tapes)		<b>BBD &amp; O</b>
	<b>Pillsbury Mills</b> (Baking mixes & flour, frosting)		<b>Leo Burnett Co.</b>
	<b>Procter &amp; Gamble</b> (Dentifrices, peanut products, bar soaps, cleanser detergents,		<b>Dancer-Fitzgerald-Sample</b>

## COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Gleem toothpaste, Ivory Snow, Dash, Big Top Peanut Butter)		
	<b>Sandura</b> (Sandran Wall, counter & floor coverings)		Hicks & Greist
	<b>S.O.S.</b> (Scouring pads)		McCann-Erickson
	<b>Standard Brands</b> (Margarine, Coffee, Tea, Royal Desserts, Pie Filling, Dog Food)		Ted Bates Co.
	<b>Toni Company</b> (Toni home permanents, curlers, sprays, shampoo, Deep Magic skin cream)		North Advertising
	<b>Whitehall Laboratories</b> (Wizard room deodorizer, Easy-off oven cleaner)		Ted Bates Co.
<b>—R—</b>			
Real McCoys	<b>Sylvania Electric Products, Inc.</b> (Flashbulbs, TV sets, hi-fi, radios, cameras, camera equipment, phonographs, radio & TV tubes, light bulbs, lighting)	ABC-TV	J. Walter Thompson
Richard Diamond, Private Detective	<b>P. Lorillard Co.</b> (Kent, Newport Cigarettes)	CBS-TV	Lennen & Newell
Reed, Donna, Show	<b>Campbell Soup Co.</b> (Soups, juices, Swanson Frozen Products)	ABC-TV	BBD & O
	<b>Shulton, Inc.</b> (Women's perfumes, bath crystals, talcum powders, body sachet, bath salts, bath oil, cleansing cream and lotion, Beauty Ice, men's hair tonics and creams, shampoo and talcum)		The Wesley Associates
Restless Gun	<b>Procter &amp; Gamble</b> (Peanut Butter, Bar Soaps, Detergents)	NBC-TV	Leo Burnett Co.
	<b>Sterling Drug</b> (Ironized yeast, Bayer Aspirin, Phillips Milk of Magnesia—tablet & liquid)		Dancer-Fitzgerald-Sample
	<b>Warner-Lambert, Inc.</b> (Listerine Mouth Wash, Bromo-Seltzer, Anahist, Richard Hudnut Hair Line)		Sullivan, Stauffer, Colwell & Bayles
Rifleman, The	<b>Miles Laboratories, Inc.</b> (Alka-Seltzer, One-A-Day Brand Vitamins)	ABC-TV	Geoffrey Wade Advertising
	<b>Procter &amp; Gamble Co.</b> (Tide)		Benton & Bowles
	<b>Ralston Purina Co.</b> (New Purina Dog Chow)		Gardner Advertising
Roller Derby	<b>Gold Seal</b> (Glass Wax Stencils)	ABC-TV	Campbell-Mithun

## COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Rough Riders	P. Lorillard Co. (Tobacco)	ABC-TV	Lennen & Newell
Ruff & Reddy	General Foods (Post Cereals, pie fillings, dessert mixes) Mars, Inc. (Candies, Candy bars)	NBC-TV	Benton & Bowles  Knox-Reeves
<b>S</b>			
Saber of London	Sterling Drug (Dentifrices, Bayer Aspirin, Phillips Milk of Magnesia; tablet & liquid)	NBC-TV	Dancer-Fitzgerald-Sample
Sally, The, Show	Chemstrand Corp. (Carpets, blankets, nylon & acrilan products) Royal McBee Corp. (Typewriters, business machines & their accessories)	NBC-TV	Doye, Dane & Bernbach  Young & Rubicam
Schlitz Playhouse	Schlitz Brewing Co. (Schlitz Beer)	CBS-TV	J. Walter Thompson
Scott Island	R. H. Reynolds Tobacco Co. (Tobacco)	ABC-TV	Wm. Esty Co.
Search for Tomorrow	Procter & Gamble Co. (Joy, Spic & Span, Gleem)	CBS-TV	Compton Advertising
Secret Storm	American Home Products Corp. (Aero Wax, Wizard Wick, Easy-Off Oven Cleaner, Anacin, Heel) General Foods Corp. (Jello, Pudding, Pie Filling) General Mills, Inc. (Flour, Cake Mix, Cereals) Quaker Oats Co. (Cereals, Pet Foods, Pancake & Baking Mixes) Scott Paper Co. (Scott Paper Products)	CBS-TV	Ted Bates Co.  Young & Rubicam  Dancer-Fitzgerald-Sample  J. Walter Thompson
Sergeant Preston of the Yukon	Quaker Oats Co. (Breakfast Foods)	CBS-TV	Wherry, Baker & Tilden
Silvers, Phil, Show	Procter & Gamble Co. (Joy) R. J. Reynolds Tobacco Co. (Camel Cigarettes) Schick, Inc. (Lighters, Shavers)	CBS-TV	Leo Burnett Co.  Wm. Esty Co.  Benton & Bowles
Sinatra, Frank, Show	Liggett & Myers Tobacco Co. (Chesterfield, L & M, Oasis cigarettes)	ABC-TV	McCann-Erickson
Sir Lancelot	Corn Products Refining Co. (Bosco) Kellogg Co. (Breakfast cereals, dog foods, other products) Joe Lowe Corp. (Popsicles, Creamsicles, Fudgsicles, other frozen confections)	ABC-TV	Donahue & Coe  Leo Burnett Co.  Paris & Peart



## COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>The Wander Company</b> (Ovaltine)		Tatham-Laird, Inc.
\$64,000 Challenge, The	<b>P. Lorillard Co.</b> (Kent Cigarettes)	CBS-TV	Young & Rubicam
	<b>Revlon, Inc.</b> (All Revlon Products)		BBD & O
\$64,000 Question, The	<b>P. Lorillard Co.</b> (Kent Cigarettes)	CBS-TV	Lennen & Newell
	<b>Revlon, Inc.</b> (All Revlon Products)		Warwick & Legler
Skelton, Red, Show	<b>S. C. Johnson &amp; Son, Inc.</b> (Johnson's Wax Cleaners, Polishers, Insecticides, Deodorizers)	CBS-TV	Foote, Cone & Belding
	<b>Pet Milk Co.</b> (Evaporated Milk, Milk products)	CBS-TV	Gardner Advertising
Small World	<b>Olin Mathieson Chemical Corp.</b> (Chemicals, Synthetics)	CBS-TV	D'Arcy Advertising
	<b>Renault Inc.</b> (Products & Services of Renault Inc.)		Needham, Louis & Brorby
Sothern, Ann, Show	<b>General Foods Corp.</b> (Coffee, Cereal, Dog Food)	CBS-TV	Benton & Bowles
Steve Canyon	<b>Liggett &amp; Myers</b> (L & M Tobacco Products)	NBC-TV	McCann-Erickson
Studio One in Hollywood	<b>Westinghouse Electric Corp.</b> (Westinghouse Kitchen Appliances, Radio & Television sets, Turbojet Plane Motors)	CBS-TV	McCann-Erickson
Sugarfoot	<b>American Chicle Co.</b> (Roloids, Clorets, Beeman's Chewing Gum, Chiclets and Clove Chewing Gum)	ABC-TV	Ted Bates Co.
	<b>Colgate-Palmolive Co.</b> (Shave creams, shave lotions)		Ted Bates Co.
	<b>Ford Division, Ford Motor Co.</b> (Cars, trucks, parts and accessories)		J. Walter Thompson
	<b>Luden's, Inc.</b> (Luden's cough drops, Fifth Avenue Candy Bars)		J. M. Mathes, Inc.
	<b>Whitehall Pharmacal Co.</b> (Anacin)		Ted Bates Co.
Sullivan, Ed, Show	<b>Eastman Kodak Co.</b> (All Products)	CBS-TV	J. Walter Thompson
	<b>Mercury Division of the Ford Motor Co.</b> (Mercury Automobiles)		Kenyon & Eckhardt
Sunday News Special	<b>American Home Products Corp.</b> (Anacin, Bisodol, Freezone)	CBS-TV	
	<b>Carter Products, Inc.</b> (Arriad Cream Deodorant, Risc Shave Cream, Little Liver Pills, Nair)		Ted Bates Co.

# COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
77 Sunset Strip	<b>American Chicle Co.</b> (Dentyne, Roloids, Clorets, Beeman's chewing gum, Chiclets and Clove Chewing Gum)	ABC-TV	Ted Bates Co.
	<b>Carter Products, Inc.</b> (Rise, Arrid, Carter's Little Liver Pills, Nair)		Ted Bates Co.
	<b>H. F. Ritchie, Inc.</b> (Brylcreem, hair products, Scott's Emulsion)		Kenyon & Eckhardt
	<b>Whitehall Laboratories</b> (Anacin, Dristan)		Ted Bates Co.
Superman	<b>Kellogg Company</b> (Breakfast cereals, dog foods, soft drinks)	ABC-TV	Leo Burnett Co.
	<b>The Sweets Co. of America</b> (Tootsie Rolls, Tootsie Roll Pops, caramels, fudge, Rockwood Wafers, Chocolate Bars, Chocolate Figurines and Coins, Rockwood chocolate confections)		Henry Eisen Advertising
Suspicion	<b>Ford Division; Ford Motor Co.</b> (Autos, automotive products)	NBC-TV	J. Walter Thompson
	<b>Philip Morris Co.</b> (Tobacco products)		N. W. Ayer
	<b>Procter &amp; Gamble</b> (Women's hair care & women's hair grooming products, dentifrices, detergents)		Benton & Bowles
	<b>Sterling Drug</b> (Bayer Aspirin, Phillips Milk of Magnesia; liquid & tablet; Ironized Yeast)		Dancer-Fitzgerald-Sample
Swing Into Spring	<b>The Texas Company</b> (Petroleum products)		Cunningham & Walsh
<b>— T —</b>			
Tales of the Texas Rangers	<b>Gold Seal</b> (Glass Wax stencils)	ABC-TV	Campbell-Mithun
	<b>The Sweets Co. of America</b> (Tootsie Rolls and Tootsie Roll Pops, Caramels, Fudge, Rockwood chocolate)		Henry Eisen Advertising
Tales of Wells Fargo	<b>American Tobacco Co.</b> (Pall Mall Cigarettes)	NBC-TV	Sullivan, Stauffer, Colwell & Bayles
	<b>Buick</b> (Autos, parts & services)		McCann-Erickson Kudner Agency
Telephone Time	<b>Bell Telephone</b> (Institutional)	ABC-TV	N. W. Ayer & Son
Texan, The	<b>Brown &amp; Williamson Tobacco Corp.</b> (Viceroy Cigarettes)	CBS-TV	Ted Bates Co.
The Thin Man	<b>Colgate Palmolive Co.</b> (Dental Cream, bar soap, detergents, cleansers, shaving cream & Halo Shampoo)	NBC-TV	Ted Bates Co.

## COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
This Is Your Life	<b>Procter &amp; Gamble Co.</b> (Dentifrices, bar soaps & cleansers, women's hair care & hair grooming products)	<b>NBC-TV</b>	<b>Compton Advertising</b> <b>Benton &amp; Bowles</b>
<b>Thomas, Danny, Show</b>	<b>General Foods Corp.</b> (Instant Sanka Coffee, Post's Cereals)	<b>CBS-TV</b>	<b>Benton &amp; Bowles</b>
<b>Tic Tac Dough</b>	<b>Alberto-Culver</b> (Hair care products)	<b>NBC-TV</b>	<b>Geoffrey Wade Advertising</b>
	<b>Chesebrough-Pond's</b> (Facial makeups, creams, lotion, Pertussin Cough Remedy, Vaseline Petroleum Jelly)		<b>J. Walter Thompson</b>
	<b>Church &amp; Dwight</b> (Cow Brand & Arm & Hammer baking sodas)		<b>J. Walter Thompson</b>
	<b>Dow Chemical</b> (Saran Wrap)		<b>MacManus, John &amp; Adams</b>
	<b>General Foods</b> (Minute Rice, jello puddings, jello pie fillings, Swansdown flour & cake mixes)		<b>Young &amp; Rubicam</b>
	<b>General Mills</b> (Cereals)		<b>Tatham-Laird</b>
	<b>Gossard</b> (Gossard girdles)		<b>Edward H. Weiss</b>
	<b>H. J. Heinz</b> (Condiments; ketchups, pickles, vinegar, soup, baby foods, spaghetti & beans)		<b>Maxon Advertising</b>
	<b>Kraft</b> (Kraft cheeses, Cheez Whiz, Party Snacks, Kraft salad dressings, Miracle Whip, Margarine, Kraft Orange juice, orangeade, fruit punch, grape drink, Kraft marshmallows, Caramels, Kraft dinners, Kraft jellies, jams & sandwich spreads)		<b>J. Walter Thompson</b>
	<b>Minnesota Mining</b> (Scotch Brand Tapes)		<b>BBD &amp; O</b>
	<b>Pillsbury Mills</b> (Baking mixes, flour, frosting)		<b>Leo Burnett Co.</b>
	<b>Procter &amp; Gamble Co.</b> (Women's hair care, detergents, Bar soaps, edible fats—shortening; cleanser & Comet, Gleem, Crisco, Dreft, Camay)		<b>Grey Advertising;</b> <b>Dancer-Fitzgerald-Sample</b>
	<b>RCA</b> (Electronic sight & sound receivers & recorders; Industrial electronic communication equipment & services)		<b>Kenyon &amp; Eckhardt</b>
	<b>S.O.S.</b> (Scouring pads)		<b>McCann-Erickson</b>

# COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>Standard Brands</b> (Coffee, Tea, desserts, margarine, dog food)		Ted Bates Co.
	<b>Starkist</b> (Canned tuna fish)		Honig-Cooper
	<b>Sunshine Biscuit</b> (Salted crackers, cookies, dog food)		Cunningham & Walsh
	<b>Toni Company</b> (Toni home permanents, curlers, sprays, shampoo, Deep Magic skin cream)		North Advertising
	<b>Warner-Lambert</b> (Listerine, Bromo-Seltzer, Anahist, Bliss, Hudnut Hair Line, Lipstick)		Norman, Craig & Kummel; Lennen & Newell
Today	<b>Alden Rug Mills</b> (Rugs)	NBC-TV	Arndt, Preston, Chapin, & Keen
	<b>American Agricultural Chemical Co.</b> (Agrico Fertilizers)		M. L. Grant, Inc.
	<b>American Can Co.</b> (Cans)		Compton Advertising
	<b>Amity Leather Products Co.</b> (Amity Billfolds, Clutch bags, handbags, key cases, pocket secretaries, hearing aids)		Gordon Best Co.
	<b>Asco Electronics Co.</b> (Flea Gard)		Jerome O'Leary
	<b>Beltone Hearing Aid Co.</b> (Hearing Aids)		Olian & Bronner
	<b>Bird &amp; Son, Inc.</b> (Roofing & hard surface flooring)		H. B. Humphrey, Alley & Richards, Inc.
	<b>The Block Drug Co.</b> (Nytol)		Sullivan, Stauffer, Colwell & Bayles
	<b>Bulova Watch Co.</b> (Watches)		McCann-Erickson
	<b>California Prune Advisory Bd.</b> (Prunes)		Botsford, Constantine & Gardner
	<b>Canada Dry Inc.</b> (Soft drinks)		J. M. Mathes, Inc.
	<b>Channel Master Corp.</b> (TV Antennas)		S. R. Leon Co.
	<b>Colgate-Palmolive-Peet Co.</b> (Rapid Shave)		Ted Bates Co.
	<b>Drexel Furniture Co.</b> (Furniture)		Arndt, Preston, Chapin, Lamb & Keen
	<b>Dixie Cup Co.</b> (Dixie Cups)		Hicks & Greist
	<b>E. I. duPont de Nemours &amp; Co.</b> (Carpet nylon, women's blouses & sweaters, men's, women's & children's outerwear)		
	<b>L. C. Forman &amp; Son</b> (Piccalilli)		C. Wendel Muench Co.
	<b>General Dynamics</b> (Institutional)		D'Arcy Advertising
	<b>General Electric Co.</b> (Light bulbs)		BBD & O
	<b>Grove Laboratories Inc.</b> (Fitch Shampoo, Hair tonic, 4-way cold tablets, liquid cough & cold medication)		Cohen & Aleshire

## COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>Gulf Guarantee Land &amp; Title Co.</b> (Cape Coral Real Estate)		Paul Venze Assoc.
	<b>P. H. Hanes Knitting Co.</b> (Underwear, baby sleepwear)		N. W. Ayer
	<b>H. J. Heinz</b> (Concentrated tomato juice)		Maxon Advertising
	<b>Insurance Co. of North America</b> (Insurance)		N. W. Ayer
	<b>Jackson &amp; Perkins</b> (Rose Bushes)		Wunderman, Ricotta & Kline
	<b>Howard D. Johnson Co.</b> (Chain restaurants, ice cream and specialties)		N. W. Ayer
	<b>Juvenile Shoe Corp. of America</b> (Lazy Bone Shoes)		Storm Adv. Co.
	<b>Keystone Camera Co.</b> (Cameras & projectors)		The Bresnick Co.
	<b>Knapp-Monarch Co.</b> (Liquidizer, Redi-Baker)		Frank Block Associates
	<b>Liftsavers Inc.</b> (Heels; women's shoes)		Product Services
	<b>Mar Pro, Inc.</b> (Maremont Mufflers)		Waldie & Briggs
	<b>The Mennen Co.</b> (Mennen Gold Crest)		Warwick & Legler
	<b>G &amp; C Merriam Co.</b> (Dictionaries)		Anderson & Cairns
	<b>Ben Mont Papers Inc.</b> (Saran Icicles)		Woodward, Voss & Hevenoor
	<b>National Assn. of Insurance Agents</b> (Insurance)		Doremus & Co.
	<b>National Presto Industries</b> (Electric coffee makers, pressure cookers)		Donahue & Coe
	<b>Niagara Therapy Mfg. Corp.</b> (Therapeutic chairs)		Geo. L. Mallis Inc.
	<b>Osrow Products</b> (Mechanical home & car washer)		Gore, Smith, Greenland
	<b>Outboard Marine Mfg. Co. Evinrude Division</b> (Outboard motors)		Cramer Krasselt Co.
	<b>Rock of Ages, Inc.</b> (Monuments)		Harold Cabot & Co.
	<b>Shakespeare Co.</b> (Fishing rods)		MacDonald-Cook Co.
	<b>Stephan Distributing Co.</b> (Stephans dandruff remover)		Cunningham & Walsh
	<b>Sterling Drug Co.</b> (Aspirin)		Dancer-Fitzgerald-Sample
	<b>Stern's Nurseries</b> (Roses)		Fairfax, Inc.
	<b>Time, Inc.</b> (Time Magazine)		Maxwell, Sackheim Co.
	<b>Washington State Potato Commission</b> (Potatoes)		Howard J. Ryan & Son
	<b>White Motor Co.</b> (Trucks & institutional advertising)		D'Arcy Advertising

## COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Today Is Ours	<b>Armour &amp; Co.</b> (Deodorant Bar Soaps, Detergents, Canned Meats, Poultry, Dog Food)	NBC-TV	Foote, Cone & Belding
	<b>H. J. Heinz</b> <b>National Biscuit Co.</b> (Crackers, Cookies & Baking Mixes, Cereals)		
	<b>Procter &amp; Gamble Co.</b> (Detergents, bar soaps, dentifrices)		
	<b>Sterling Drug</b>		
Tombstone Territory	<b>Bristol-Myers Co.</b> (Headache remedies, deodorants, laxatives, dentifrices, hair preparations, hand preparations)	ABC-TV	Dancer-Fitzgerald-Sample Young & Rubicam
	<b>Brown &amp; Williamson</b> <b>Tobacco Corp.</b> (Viceroy Cigarettes)		
Top Dollar	<b>Colgate-Palmolive Co.</b> (Colgate Dental Cream, Cashmere Bouquet Soap, Lustre-Creme Shampoo, Palmolive Soap, Brisk, Florient, Vel, Ad, Fab, Ajax)	CBS-TV	Ted Bates Co. Ted Bates Co.
	<b>Carter Products, Inc.</b> (Arrid Cream, Arrid Whirl-in Deodorant, Rise Shave Cream, Little Liver Pills)		
To Tell the Truth	<b>Pharmaceuticals, Inc.</b> (Ceritol, Niron, Zarumin, RDX)	CBS-TV	Sullivan, Stauffer, Colwell & Bayles
	<b>Philip Morris, Inc.</b> (Marlboro, Parliament Cigarettes)		
	<b>Parkson Advertising</b>		
Trackdown	<b>American Tobacco Co.</b> (Lucky Strike Cigarettes)	CBS-TV	BBD & O
	<b>Socony Mobil Oil Co.</b> (Mobilgas, Mobiloil)		
Treasure Hunt	<b>Alberto-Culver</b> (Hair care products)	NBC-TV	Geoffrey Wade Advertising Raymond Spector J. Walter Thompson J. Walter Thompson C. L. Miller; Lennen & Newell MacManus, John & Adams Young & Rubicam
	<b>Hazel Bishop</b> (Lipstick, nail polish, hair spray)		
	<b>Brillo Mfg. Co.</b> (Brillo Cleansing pads, Brillo Cleansers)		
	<b>Chesebrough-Pond's</b> (Facial make-ups, creams, lotions, Pertussin cough remedy, Vaseline Petroleum jelly)		
	<b>Corn Products</b> (Mazola, Karo, Niagara, Nu-Soft, Kasco Dog Food)		
	<b>Dow Chemical Co.</b> (Saran Wrap)		
	<b>Drackett</b> (Windex window cleaner, Drano drain cleaner)		

## COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>General Foods</b> (Swansdown cake flour, mixes, jello puddings & pie fillings, Minute Rice)		<b>Young &amp; Rubicam</b>
	<b>General Mills</b> (Cereals)		<b>Tatham-Laird</b>
	<b>Glamorene</b> (Glamorene, rug and upholstery cleaner)		<b>Product Services Inc.</b>
	<b>H. J. Heinz</b> (Soup, Baby foods, Condiments: ketchup, pickles, vinegar, Spaghetti & beans)		<b>Maxon Advertising</b>
	<b>Lever Bros.</b> (Detergents, dishwashing soaps, dentifrices)		<b>J. Walter Thompson</b>
	<b>Mentholatum</b> (Medicated Lip Pomade, Cold Remedies)		<b>J. Walter Thompson</b>
	<b>Pharmaceuticals</b> (Geritol, Devarex)		<b>Parkson Advertising</b>
	<b>Pillsbury Mills</b> (Baking Mixes, Flour, Frostings)		<b>Leo Burnett Co.</b>
	<b>Procter &amp; Gamble</b> (Detergents, Bar Soaps, Shortening, Cheer, Camay, Fluffo, Zest)		<b>Young &amp; Rubicam</b>
	<b>Sterling Drug</b> (Analgesics, laxatives, Bayer aspirin, Bayer Nasal Spray, Dr. Lyon's Tooth Powder, Phillips Milk of Magnesia, Fizrin, Haley's MO, Fletcher's Castoria)		<b>Dancer-Fitzgerald-Sample</b>
<b>True Story</b>	<b>Sterling Drug</b> (Bayer Aspirin, dentifrices, Phillips Milk of Magnesia, Haley's MO, Nasal Spray, Dr. Lyon's Tooth Powder, Energine Cleaning Fluid, Ironized yeast)	<b>NBC-TV</b>	<b>Dancer-Fitzgerald-Sample</b>
<b>Truth or Consequences</b>	<b>Alberto-Culver</b> (Hair care products, VO-5 Hair dressing, Rinse-Away Shampoo)	<b>NBC-TV</b>	<b>Geoffrey Wade Advertising</b>
	<b>American Home</b> (Aerowax, Griffin Polishes, Anacin, Heet, Infrarub)		<b>Ted Bates Co.</b>
	<b>Dow Chemical</b> (Saran Wrap)		<b>MacManus, John &amp; Adams</b>
	<b>General Foods</b> (Jello puddings, Pie fillings, Minute Rice, Swansdown flour & cake mixes)		<b>Young &amp; Rubicam</b>
	<b>Lehn &amp; Fink</b> (Lysol)		<b>McCann-Erickson</b>
	<b>Lever Bros.</b> (Imperial Margarine, misc. detergents)		<b>Needham, Louis &amp; Brorby</b>
	<b>Miles Labs.</b> (Alka-Seltzer, One-A-Day Vitamins)		<b>Geoffrey Wade</b>





## COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>Bell &amp; Howell</b> (Photographic equipment)		McCann-Erickson
	<b>Drackett Co.</b> (Windex, Drano & other household cleansers)		Young & Rubicam
	<b>Edsel Division; Ford Motor Co.</b> (Automobiles)		Foote, Cone & Belding
	<b>Elgin</b> (Watches)		J. Walter Thompson
	<b>Ford Motor Co.</b> (Automobiles)		J. Walter Thompson
	<b>General Foods Corp.</b> (Post cereals, coffee, dog food)		Benton & Bowles
	<b>Lewis-Howe Co.</b> (Tums & Headache Remedy)		McCann-Erickson
	<b>National Biscuit Co.</b> (Bake Goods, mixes, cereals, dog food)		McCann-Erickson
	<b>R. J. Reynolds</b> (Tobacco Products)		Wm. Esty Co.
Wallace, Mike, Interview Wanted—Dead or Alive	<b>Phillip Morris, Inc.</b>	ABC-TV	N. W. Ayer & Son, Inc.
	<b>Brown &amp; Williamson Tobacco Corp.</b> (Tobacco Products)	CBS-TV	Ted Bates Co.
	<b>Kellogg Co.</b> (Cereals, Dog Food)		Leo Burnett Co.
Welk's Lawrence, Top Tunes and New Talent	<b>Dodge Division and Plymouth Division; Chrysler Corporation</b>	ABC-TV	Grant Advertising
	(Automobiles)		
Wednesday Night Fights	<b>Brown &amp; Williamson Tobacco Corp.</b> (Tobacco)	ABC-TV	Ted Bates Co.
	<b>Mennen Company</b> (Shave Creams)		McCann-Erickson, Inc.
	<b>Miles Laboratories, Inc.</b> (Alka-Seltzer, One-A-Day Vitamins, Bactine)		Geoffrey Wade Advertising
West Point	<b>Bristol-Myers Co.</b> (Bufferin)	ABC-TV	Young & Rubicam
	<b>Carter Products, Inc.</b> (Arrid-Whirl-In, Arrid Deodorant, Rise Shave Cream, Liver Pills)		Sullivan, Stauffer, Colwell & Bayles
	<b>Phillips-Van Heusen Corp.</b> (Shirts and men's wear)		Gray Advertising
What's My Line?	<b>Helene Curtis Industries</b>	CBS-TV	McCann-Erickson
	(Stopette, Poof, Finesse, Hair Dressing, Shampoos)		
	<b>Florida Citrus Commission</b> (Florida Citrus Products)		Benton & Bowles
	<b>Mutual Benefit &amp; Accident Association of Omaha</b> (Insurance)		Bozell & Jacobs
	<b>Remington Rand, Inc.</b> (Remington Electric Shavers & Office Equipment)		Young & Rubicam
White, Betty, Show	<b>Plymouth Motors Corp., Div. of Chrysler Corp.</b>	ABC-TV	Grant Advertising
	(Automobiles)		
Wide Wide World	<b>General Motors</b> (Autos, trucks, parts & services)	NBC-TV	MacManus, John & Adams
Wild Bill Hickok	<b>Edsel Division, Ford Motor Co.</b> (Edsel Cars)	ABC-TV	Foote, Cone & Belding





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, —

VIVA!

**GENERAL FILM**  
THE PRODUCER'S  
CHOICE!



**GENERAL**  
FILM LABORATORIES CORP.  
1546 NO. ARCYLE, HOLLYWOOD 28.  
HO. 2-6171

# "Chuck" wagon

## "COUNTRY MUSIC NETWORK"

*covering*

ALABAMA	KENTUCKY	OREGON
ARIZONA	LOUISIANA	PENNSYLVANIA
ARKANSAS	MARYLAND	SOUTH CAROLINA
CALIFORNIA	MICHIGAN	TENNESSEE
COLORADO	MINNESOTA	TEXAS
FLORIDA	MISSOURI	UTAH
GEORGIA	NEVADA	VIRGINIA
ILLINOIS	NEW JERSEY	WASHINGTON
KANSAS	NEW YORK	
	DISTRICT OF COLUMBIA	

and still growing . . .

Madison Avenue Hillbilly

FORD

SINCLAIR

DELECO

MERCURY

LIPTON'S

UNITED FRUIT

LEVER BROS.

MANISCHWITZ

PET MILK

PHILIP MORRIS

GENERAL FOODS

REAGAN'S DIGEST

PITTSBURGH PAINT

FOLGER'S COFFEE

GALLO WINE

WHITE OWL CIGARS

GREYHOUND

KINNEY SHOES

\* America's Only Exclusive "Country & Western" Station

DUPONT

MANUEL HERRERA

LIFE MAGAZINE

MILLER'S BEER

ROI-TAN

ROBERT HALL

KOOL'S

QUAKER OATS

GULF

LYDIA PINKHAM

BUTONI

AMOCO

BEECHNUT

AMERICAN MALASSIS

C & P TELEPHONE

REGINA

AMERICAN CYANAMID

keeps rolling along

"Country and Western Music Broadcasters Association"

730 Fifth Avenue, N. Y. 19  
Circle 6-7243

\* "Chuck" Bernard — Director

CAWMBBA



CHARLES BERNARD COMPANY, INC.

Radio & TV Station Reps

730 Fifth Ave., N. Y. 19, N. Y. Circle 6-7242

Representatives



40 Years of Leadership  
and Achievement  
in Radio — TV — Electronics

**1919-1959**

**RADIO CORPORATION OF AMERICA**