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Radio in this year 1952 enters its fourth glorious decade as a communications service.

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This year with radio on the threshold of a prosperous new decade, Radio Annual is proud to record the progress of the communications art. In this, our 15th annual edition, we give permanent record to the achievements of those whose creative energy sustains this expanding communications service.

Jack Alicoate
Editor-in-Chief
FOR WORLD-WIDE NEWS . . .
FOR CLEAR, COMPREHENSIVE COVERAGE . . .

FOR:
AM-FM-TELEVISION

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Executive Offices:
2525 Broadway             New York 25, N. Y.

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RADIO — TELEVISION — CONCERTS — DECCA RECORDS
ONE OF AMERICA'S GREAT ENTERTAINMENT INSTITUTIONS
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TELEVISION

Television Sales Department
369 Lexington Avenue
New York 17, New York
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Greetings from RINGLING BROS. and BARNUM & BAILEY CIRCUS

BILL ANTES
DIRECTOR OF RADIO AND TELEVISION PUBLICITY

THE GREATEST SHOW ON EARTH
MEMORABLE YEAR AHEAD

EXPANSION OF VIDEO
WILL HIGHLIGHT ACTION

By PAUL A. WALKER
Chairman
Federal Communications Commission

THE year 1952 will be forever memorable in broadcasting history for the inauguration of America's new nationwide, improved, expanded, and competitive system of television.

That this system will be accorded a hearty welcome by the American public goes without saying. The hunger for television all over the nation can be judged no better than by examining the huge volume of correspondence with which the Commission has been deluged. The great mass of people who have seen television have taken it to their hearts. The great mass who do not have it are demanding it with ever-increasing impatience.

The scope of this industry is so great, the potential investments are so huge, the stake of the public in its stability and acceptability is so vital that the Commission has had to exercise maximum care in laying the foundation.

The new system will provide for a minimum of 2000 assignments. Just how soon that many stations can be built remains to be seen. The enterprise of industry, the ability of smaller communities to support stations, the availability of materials and manpower—all these are factors in determining the speed at which the new system will grow.

Here I would sound a note of warning. With television station construction dammed up for three and a half years, it is easy to sympathize with the eagerness of those entrepreneurs who have been waiting so long to start building. I know their problems. Their money has been earmarked. Their plans have long been made. They want to see their towers go up. But they must realize the realities of the Commission's position. With a limited staff, the Commission cannot process applications on a land-office scale. These applications, with their legal, technical and financial questions, are complex matters. It takes experienced personnel to process them. When new people are hired they must be specially trained. And the many hearings that we know will be necessary involve even greater delays. Applicants would do well to inform themselves of the real nature of the task that confronts the Commission not only for their own benefit but also so that they can intelligently answer the questions that are asked of them by members of their community.

While the Commission bends every effort to foster the growth of this new medium of mass communications, it is well to ponder the responsibilities that industry has to build soundly for the future. Every attention should be given to the development of programming that will truly serve the real needs of the communities. Television cannot be merely a luxury service or a toy or a pastime. To play an indispensable role in the nation's life, television must perform the crucial service of informing the citizens on the issues of the day.

While many basic questions involved in building television have been decided or are in the process of being decided, many others will confront us in the future.
GUY LOMBARDO
and his
Royal Canadians
AMERICA'S NUMBER ONE BAND

LUCKY STRIKES' "YOUR HIT PARADE", NBC
HOTEL ROOSEVELT GRILL, NEW YORK
F. W. ZIV CO. TRANSCRIPTIONS
DECCA RECORDS
CONCERTS

NUMBER ONE WITH FANS AND EDITORS

Publicity: DAVID O. ALBER ASSOC., Gene Shefrin
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JUST as they have throughout the history of radio and television, legislative and regulatory matters continue to be among the major problems facing the broadcasting industry. It is heartening to note, however, that some of our legislators are well aware of the vital role played by broadcasting on the national scene in times of peace and war. As more of the public's elected representatives learn something of our business, the task of preserving the system of free enterprise broadcasting will be eased.

A most encouraging example of this legislative understanding is contained in recent statements and discussions by Senator Edwin C. Johnson, Chairman of the Senate Interstate and Foreign Commerce Committee, and some of his colleagues on that committee, and in some of the regulations issued by the Federal Communications Commission.

It is gratifying to observe the development of this type of thinking. Our integrity, objectives and sense of personal and professional responsibility constitute a "priceless ingredient." It must be cherished, nurtured and protected. We can and will, through daily performance, maintain this high regard for our efforts.

Broadcasting stands at the threshold of its greatest era. As the new year opened broadcasters were serving approximately forty-three million radio homes. Most of the nearly fourteen million home receivers manufactured, according to RTMA figures, since the 1950 national census are in use. More than seventy-five per cent of all new automobiles are radio equipped. Indications are that set manufacturers will be unable to meet 1952 demands if defense needs continue to restrict materials. As 1951 closed there were 2,327 AM stations—95 more than when the year opened—648 FM stations and 108 TV stations on the air.

I am confident that when the "freeze" is lifted television will keep pace of this expansion and join other mass communications media in all the national markets. I do not agree, however, with those who doom radio to oblivion with the advent of the "thaw." In the light of mass media history it seems more logical to regard radio and television as complementary rather than competing media. Each will command specific areas of service in our ever-enlarging nation.

Advertising, the nerve system of America's economy, is getting bigger and better. So long as consumers need goods and services and manufacturers and suppliers need customers both radio and television will perform importantly in the successful fusion of these elements.

There may of necessity be a period of adjustment as television undergoes its growing pains, ailments very similar to those suffered and survived by radio back in the 1920s; and as radio is shaken from a complacency developed through long-time dominance in the communications field. But each will survive to find a rightful position in the plane of national prosperity and the family circle of mass communications media.

Radio and television have compiled impressive records of public service to the nation. This year will be no exception. Since the outbreak of hostilities in Korea each has volunteered heavily of facilities for broadcasting in the emergency. To cite cases ... Civil Defense instruction; Defense Bond sales; blood bank appeals; recruitment campaigns; state-of-the-nation addresses by the President and other governmental leaders. I doubt that a single broadcaster has let these patriotic calls go unheeded. I also doubt that any of the other media have made more substantial contributions. This policy of cooperation will continue as long as there is a job to be done.

In this year of national elections both media welcome the opportunity to further serve the public interest by performing the important task of bringing the candidates and their platforms into the living rooms of the voters. Arrangements have already been made to broadcast and telecast the national conventions of both major political parties, to stage get-out-the-vote campaigns and to give election (Continued on Page 74)
JACK BENNY
RADIO and television are doing right well in this year 1952 despite prophets of gloom who had radio on the ropes the past year and television trying to find its place in the nation's advertising pattern.

After a year of re-appraisal in which radio took stock of its potency as a medium and counted its circulation as compared to other advertising services, both networks and stations predicted that 1952 would bring billing increases from 10 to 15 per cent. Total gross radio billings of the networks last year aggregated $185,-000,000.

The television outlook is even brighter. In 1950 the four TV networks billings totalled around $43,000,000, while the past year saw TV billings mount to over 239.5 million. Some are predicting that billings this year will pass the $300,000,000 mark.

Of 106 TV stations (i.e., including all but two of the network owned and operated stations for which data was not separately available) 93 reported profitable operations during 1951. Of these, 10 stations reported income between $600,000 and $1.0 million; eight stations between $1.0 and $1.5 million and five stations reported incomes in excess of $1.5 million. The median income of the 93 stations was $350,000 as compared to a median income of $129,200 for 53 stations reporting a profit in 1950.

Several factors contributed to revitalized radio sales and promotion drives. Efforts of the Association of National Advertisers to beat down radio rates in TV markets and the subsequent radio rate cuts by networks put the radio broadcasters in a fighting mood. This was especially true in non-TV markets with the broadcasters stepping up the tempo of their sales promotion.

The advent of Broadcast Advertising Bureau, Inc., as a sales and promotion service organization to the radio broadcasters was a stimulating hypo to the industry. During the past year BAB under the able direction of William B. Ryan, president, has brought the story of radio's sales effectiveness to all sections of the country and has engendered enthusiastic support of broadcaster members in the work of the organization.

Another campaign which attracted nation-wide attention was the combined efforts of radio broadcasters in the Detroit area to sell radio as a community service to the listeners as well as the advertisers. Adopting the slogan, "Everywhere You Go There's Radio," the Motor City broadcasters staged a most effective campaign which was copied in many other communities and brought revived interest in the medium.

National spot radio and sales on the local level have aided materially in keeping up the billings of stations throughout the country. The spot business picture is bright and 1952 should find more national advertisers using local and regional webs than ever before in the history of broadcasting.

The television outlook is most promising. With the lifting of the TV freeze and the channel allocations in many secondary markets it is expected that before year's end the number of TV stations on the air will increase from 106 stations operating in 67 cities to probably 200 stations. On January 15 there were a total of 450 VHF applications on file and 29 UHF applicants.

It is expected that the number of UHF applications will increase considerably with the lifting of the freeze. The UHF stations, according to IRE spokesmen, will probably spread to the secondary markets where UHF transmitters and receivers will be the first television to be introduced in those areas.

The coming national political conventions and the national election is expected to boom TV receiver sales in established markets this summer and fall. Manufacturers, distributors and dealers are planning intensive promotional and sales campaigns to swell the TV audience to around 20,000,000 sets by Election Day. At present there are around 15,000,000 sets in use in the United States. The audience potential for this election year is expected to swell to around 65,000,000 persons.

The rejuvenation of radio and the boundless opportunities for expansion in the television industry augurs well for 1952-53.
MR. TELEVISION
TEN TOP RADIO-TV NEWS EVENTS OF 1951

The Radio-Television Daily selections of the top ten news events of 1951 and outstanding radio network broadcasts follow:

1—Korean Armistice Negotiations and Prisoner of War List.
2—President Truman Fires General MacArthur.
3—Kefauver Crime Hearings.
4—The British Elections and Churchill's Return to Power.
5—Internal Revenue Department Scandals.
7—Anglo-Iranian Oil Dispute.
8—The Eisenhower Question.
9—Government Controls to Prevent Inflation.
10—National League Pennant Play-off.

Outstanding Broadcasts

CBS-Radio—"The Nation's Nightmare."
NBC—"Assembly VI" (United Nations).
ABC—"USSR Documentary."
Mutual—World Series Coverage.
BAB'S REALLY IN BUSINESS!

By WILLIAM B. RYAN, President, Broadcast Advertising Bureau, Inc.

NINETEEN HUNDRED FIFTY-TWO will mark the Broadcast Advertising Bureau's first full year as a completely independent corporation. We feel that this calls for a restate-
ment of aims and an elaboration of activi-
ties.

First, a little back-
ground information.
The BAB is an out-
growth of the Broad-
cast Advertising De-
partment of the Na-
tional Association of
Broadcasters. In June
of 1949 it was estab-
lished as a Bureau of
that organization and
then in April 1951
started functioning as
a separate corporation.
It grew out of radio's need for an
independent, alert and progressive pro-
motion Bureau.

Upon becoming an independent and
autonomous corporation this past April,
BAB had two immediate objectives:
1. It had to organize itself and redefine
its objectives in order to be in a
position to immediately render ser-
vice to the entire industry.
2. It had to increase and extend the
number and variety of services for-
merly provided.

Both of these were accomplished.
Here's a report of how the BAB is ac-
complishing these aims.

Services are distributed within the two
general categories of national and local
promotion. The distinction between the
two can best be arrived at by an analyza-
tion of the individual projects.

On the national level, BAB promotional
activities concern themselves basically
with spot and network advertisers. This
is being accomplished through a series of
projects designed to present radio's im-
pact to national advertisers, national
chains and associations, and national-local
advertisers. For instance, a series of spe-
cial presentations on radio's values are
now underway and include those scaled
to the needs of specific industries. Plans
also call for a basic presentation on radio
and another dealing with the farm market.

BAB's national promotion department
is also instituting regular communication
with advertisers and agencies in the form
of two direct mail pieces, each to be
issued twice monthly. Advertisers receive
a sales letter containing special data
pertinent to radio sales while agencies
are earmarked for a "Kiplinger-type"
newsletter on radio advertising activities.

In the field of basic research BAB is not
only collecting and evaluating extant
materials, but also plans a series of studies
to learn the true value of radio coverage,
saturation and sales impact. There will be
a pilot study to determine the size of the
extra-set market; a test to determine
the sales impact of radio vis-a-vis other
advertising media in the packaged goods
and heavy appliance field; an interim
report on all material now extant on all
out-of-home listening plus automobile-
radio coverage and listening pattern, to
be followed in the spring by a national
sampling of car-radio listening.

In the competitive aspects of radio sales,
BAB will publish a salesman's handbook
containing basic facts of newspaper read-
ership. Preparation is also underway on
a second edition of a previously BAB-
distributed volume on magazine county-
by-county circulation statistics, with a
comparison of radio-magazine penetration
on a national basis plus an additional pres-
entation containing all information avail-
able on the trend, pattern and size of radio
listening in radio-TV homes.

Local promotional activities will in-
clude a continuation of several services
instituted to stations during the past year;
the revision from a quality and quantity
standpoint of many others, plus the addi-
tion of three new projects.

BAB's local promotion falls into two
basic categories:
1. Regular releases on a weekly or
monthly basis, and
2. Special projects.
The first category includes such well-
received services as BAB Salesman, Retail
Information Folders, Co-op Cards & Bulle-
tins, Local Business Sales Aids, Sales
Opportunities, Library Bulletin, Radio
Gets Results, Reports and Copy-Minded
Selling Aids.

... while BAB's plans in the special
project field include a master presentation
containing a summary of all salient rea-
sons why local merchants should buy
(Continued on Page 74)
TELEVISION
For Procter and Gamble
(A Russell M. Seeds Co. Production)
Full NBC-TV Network
Sundays: 10 to 10:30 P.M., E.S.T.

RADIO
Full CBS-Radio network
United States and Canada
Wednesdays: 9 to 9:30 P.M., E.S.T.

MOTION PICTURES
Metro-Goldwyn-Mayer
“Texas Carnival”
“Lovely To Look At”
(Just Completed)
WHAT is the year’s outlook for advertising volume, and hence for radio and television billings?

The new year brings a number of reasons why there should be no letup in advertising effort—but rather a step-up.

While many companies have reported increased sales, they have also shown a considerable decline in their net profits; they will need to increase sales even further to maintain profits in the face of higher taxes and higher break-even points.

We have seen continued buyer resistance in a number of lines that are still in ready supply.

There is still a considerable accumulation of inventories in distribution channels. We are hearing concern, already, whether industry will successfully adjust from defense production—whether we can find customers over the next few years for a vastly expanded output of goods and services without some degree of recession.

Whether or not there will be a substantial increase in advertising effort will be at the decision of business management. And it will depend to a large extent on advertising agencies.

Agencies have the job of convincing business that the results will justify aggressive advertising activity. In the midst of high costs, their advertising plans must be still more effective. They will need all the help, ammunition and cooperation that media can give.

Among media, it seems to me that broadcasting faces the year’s opportunities with some new assets to its credit.

There is the recomposition of the national organization, as the NARTB, under new leadership. And there is the reconstitution of Broadcast Advertising Bureau, with an organized sales program and under new leadership.

There is also the reconstitution of Advertising Research Foundation, as a fully tri-partite organization open to broadcasters and other media as participating subscribers. Given strong support by broadcasters, there is machinery here to do broadcasting research that has recently been much agitated for.

There has also been a healthy tendency, in broadcasting, to review time and talent costs in relation to general program effectiveness. It is healthy and forearmed, I think, because advertisers will be increasingly cost conscious about all media during 1952.

At the same time, there are places in the broadcaster-agency relationship where we are still surprisingly weak.

We must strengthen our business relationship—in such fundamentals as rate cards and contracts, to facilitate time buying—in improving station billing practices, in speeding up collections and in warding off credit losses.

It should be a cause of serious concern that the credit losses by broadcasters have been far, far higher than those of any other media and bad in comparison even with most other industries. Now, when advertisers are up against material shortages and the other difficult factors of a semimobilized economy, business failures can come most unexpectedly.

There are several ways to guard yourself against credit losses on general advertising.

First, you can make sure that the advertising agencies which you “recognize” are sound financially. This means that the agency should have financial integrity, collect promptly from its clients, pay media by their due dates and have enough capital on hand to meet emergencies. You can determine agency financial capacity by reviewing the agency’s balance sheet. There will soon be machinery in broadcasting, we hope—as maintained among other major media—to collect such facts about agencies for the information of individual stations.

Second, you can be prompt and meticulous in submitting your invoices and affidavits of broadcast. Agencies tell us that many invoices from broadcasters are late and some are inaccurate.

Third, you can install the payment stimulus and credit safeguard that is in effect with majorities of other media—the customary 2 per cent cash discount.
SPADE COOLEY

"THE SPADE COOLEY SHOW" — TV

Decca Records • Santa Monica Ballroom • Motion Pictures • Standard Transcriptions
TELEVISION PROGRESS REPORT
By BRIG. GENERAL DAVID SARNOFF, Chairman of the Board of RCA

TELEVISION in 1951 revealed a number of significant advances that portend a great future.

Television stations have proved their ability to operate successfully on the economic foundation of the American system of broadcasting.

The television manufacturing industry has survived its early economic hills and valleys. The sales curve climbed at the beginning of the year, then dipped to a low level during the summer. In the final months, a new upswing in sales began. That fact, together with the sell-out of television time on the air, demonstrated the public confidence in the new art and guaranteed its permanence as a new industry.

The truth about color television became evident in 1951. The public learned the basic meaning of compatibility—a fundamental characteristic of the RCA color system—and that an all-electronic compatible system will make it possible for owners of present television sets to receive color programs, in black-and-white, without any change whatever, and without any contraptions.

This all-electronic, compatible system with its tri-color picture tube, was publicly shown. It transmitted programs from studios and field-pickups over microwave radio relays and the coaxial cable, to other cities. Its superiority over an incompatible system equipped with whirling mechanical discs, which limit the size of the television picture, became self-evident.

In addition, color pictures produced by the RCA compatible system, were successfully projected on a 9 x 12-foot screen in a Broadway theatre.

Television programming in 1951 demonstrated that the new art has a keen appetite for talent and ideas. If all the feature motion pictures produced during a year in Hollywood were available to television, they would only cover about 600 hours, or six weeks out of a year’s programs. TV, in a year, presents more new programs than all other media of public contact combined.

Extension of religious programs and the use of television in education during 1951 revealed the marked effectiveness of such telecasts in vast new fields of service to church, school and home.

Coast-to-coast TV network programs, made possible by cross-country microwave radio relays and coaxial cable extensions, demonstrated that the day is not far distant when every corner of the country will have a reserved seat in the amphitheatre of television. When the TV station “freeze” is lifted many additional communities will enjoy the benefits of television.

Television’s expansion in the UHF (ultra high frequency) portion of the broadcasting spectrum was proven in 1951 to be both possible and practical by RCA-NBC scientists and engineers, who two years earlier built an experimental UHF station near Bridgeport, Conn. This is the first UHF television station to operate on a regular schedule.

Full-scale tests at Bridgeport climaxed more than 20 years of continuous research by RCA in UHF. Results from the inception of the project were made available to the entire TV-engineering profession as a major contribution to television’s future since UHF can accommodate 70 new TV channels, providing for perhaps more than 2,000 UHF stations.

The development of the RCA Vidicon tube, or small electronic “eye,” has made possible portable television cameras and transmitters, even of back-pack size, permitting on-the-spot pickups of special events as well as the remote viewing of industrial processes and other operations.

The Vidicon has also led to the development of a television microscope which extends the range and versatility of the light microscope to facilitate group study of living cells at high magnification.

Achievement of coast-to-coast service during the year gave eloquent promise that television would eventually become international in scope.

While television has thus advanced, its older brother radio, too, has continued to move forward. Today there are 2,400 AM and 680 FM stations in the United States. Daily broadcasts cover 95 per cent of the country.
PICTURES — TELEVISION — RADIO — RECORDS
AND
JIMMY DURANTE MUSIC PUBLISHING CO., INC.

MANAGEMENT:
WILLIAM MORRIS AGENCY
NEW YORK — CHICAGO — HOLLYWOOD
PRODUCTION REPORT FOR '51

By JAMES D. SECREST, General Manager, Radio-Television Manufacturers Association

THE radio-television industry, caught between the prolonged "freeze" on TV station construction and the economic and material curbs brought on by the rearmament program, had its ups and downs in 1951. However, by the end of the year it appeared to have attained some stability and faced the future with renewed optimism.

Production of radio and TV sets boomed in the first quarter in anticipation of increased shortages of raw materials. Government-imposed curbs on consumer buying, however, early in 1951 slowed down the scare buying which followed the Korean outbreak. TV set inventories rose to dangerous levels among dealers, distributors, and manufacturers. With the spring came sharp cutbacks in set production, followed by a substantial reduction in employment and some plant shut-down.

The industry, under RTMA leadership, sought relief via a modification of Regulation W. When the Federal Reserve Board refused to act, the plea was taken to Congress which, in the summer, compelled the board to cut credit terms from 25 to 15 percent down payment and extend installment periods from 15 to 18 months. The industry, through RTMA, also succeeded in persuading Congress not to increase excise taxes from 10 to 25 percent as recommended by the Secretary of the Treasury.

In the early fall production rose again as retail inventories declined and public demand for consumer goods recovered. However, government allocation of critical raw materials had reduced the industry's potential so that TV set production remained well behind the record-breaking level of the last quarter of 1950.

Final tabulations are expected to show industry output of about 5,250,000 TV sets compared with 7,400,000 in 1950 and more than 12,500,000 radios as against 14,600,000 in the previous year. About half the radios manufactured in 1951 were home sets, while auto receiver production accounted for more than one-third and portables for the remainder.

The value of radio and TV sets produced in 1951, at the manufacturer level, was approximately $1,250,000,000 as compared with $1,700,000,000 in 1950. However, military production of electronic equipment rose from about $500,000,000 to more than $1,000,000,000 during the same periods.

The year's set production brought total TV sets either sold or in distribution channels to more than 16,600,000. Radios produced since World War II totalled 92,000,000.

As for 1952, the industry expects material shortages and other economic curbs to reduce further the output of radio and TV receivers. While all forecasts are necessarily "guess-estimates," the consensus is that less than 5,000,000 TV sets and under 11,000,000 radios will be the limits on the year's production.

The decisive role of electronic equipment in warfare was apparent in the large military appropriations made by Congress since the Korean outbreak. Officials estimated military orders for electronics-communications equipment as $3.8 billion during the first fiscal year after the Korean outbreak and at an equal amount for the 1951-52 fiscal year. Appropriations in this category during the first two years of rearmament consequently represented three-fourths of expenditures throughout World War II.

However, due to the highly intricate nature of much of the equipment and the high ratio of engineering to labor involved, military orders were not evenly distributed within the industry. Procurement officials estimated that only 20 percent of the electronic and radar equipment required by the Armed Services was for mass-produced items comparable to those normally manufactured by radio-television producers.

Defense officials estimate that the output of electronic equipment and components for the armed services will reach its peak in 1952 and level out at about $600 million a quarter.
FAYE EMERSON—SKITCH HENDERSON

48
RCA INCREASES PRODUCTION CAPACITY

By FRANK M. FOLSOM, President, Radio Corporation of America

During 1951, the Radio Corporation of America as one of the radio-television industry's major producers continued a multi-million dollar plant expansion program to help meet the dual requirements of military and domestic consumers. New manufacturing facilities, plus those established in earlier postwar years under the impetus of television, give RCA the greatest production potential of its 32-year history.

Throughout 1951, RCA accepted a rapidly increasing number of Government contracts for scientific research, engineering development, and production of military equipment in the radio-electronics field. This volume of work, substantial in 1951, is expected to be three to four times greater in 1952, and will reach record levels during 1953. Next year's military output will probably equal in dollar volume the 1942 rate, when RCA plants were devoted 100 per cent to war production.

Military equipment produced by RCA in 1951 included various types of radio communication instruments, "walkie-talkies," radar and sonar equipment, range-finding and navigational instruments, audio and radio devices for airplanes, and numerous types of electron tubes. Radio-electronic instruments currently required by the nation's military forces are far more complex than those used in World War II. For this reason a large and increasing number of RCA engineers is engaged in research and engineering development work on Government projects.

One of RCA's outstanding engineering contributions is in the miniaturization of equipment. Major advance in both electron tubes and circuit designs have made this possible, an excellent example being the Signal Corps' new "walkie-talkie," which is half as big and twice as powerful as the one used in the last war. Similarly, it is now possible to get far more electronic control equipment into airplanes than was heretofore possible.

In addition to RCA's military development and production projects, more than 600 engineers and technicians of the RCA Service Company are working with the United States Armed Forces in twenty different countries. Their job is to service military radio-electronic equipment and assist in the training of military personnel in the equipment's operation.

In the expanding field of Government electronics, RCA, during 1951, increased its tube design and manufacturing activities significantly and geared its facilities for still greater operations in this field during the coming year.

In the domestic field, RCA, as well as other leading manufacturers in the industry, maintained relatively high levels of production of television and radio sets and phonograph records.

The American public purchased approximately 5,000,000 television receivers during 1951, bringing the total in use throughout the nation to more than 15,000,000. These sales, plus new installation and servicing, added more than $1 ½ billion to the national income.

A normal upward trend in sales developed during September and, throughout the fourth quarter of 1951, most top-brand producers were manufacturing television sets up to the limit of the Government's material allocations. The New York market, largest in the country with more than 2,500,000 sets in use, was, for example, absorbing the RCA Victor television line as rapidly as shipments could be made.

The glamour of television sometimes overshadows the fact that the radio and phonograph business are also in a very healthy condition. As a matter of fact, production of radio receivers and radio-phonograph combinations during the year was approximately 12,000,000 units—more than twice the figure for television sales. As a result, the number of radio sets in use throughout the United States at the year-end is more than 100,000,000, or an average of more than two sets per family. No other medium of communications reaches so many persons.

Sales of recorded music rose sharply during 1951, setting a trend that is expected to continue throughout the next year.
C.A.B. ACTIVITIES IN 1951

By MALCOLM NEILL, Chairman, Board of Directors of CAB

THE Canadian Association of Broadcasters continued to grow in 1951. The Association now numbers among its members one hundred and five of the one hundred and thirty-five privately owned stations in Canada plus thirty-one associate members.

Three major activities have occupied the Association this year in addition to normal and routine matters. Preparation of a brief for the Parliamentary Committee on Radio of the Federal Government and appearances before this Committee. The preparation of volumes of material for argument before the Copyright Appeal Board which is conducting hearings as this report is being prepared and detailed work with the Federal Government Civil Defense authorities.

In our brief to the Parliamentary Committee on Radio the main point of emphasis was that Canadian broadcasting stations should be free to operate under the law like other publishers. In addition to our 160,000 word brief, five appendices were presented to the federal committee. They included material (a) showing that the trend of public opinion in Canada is overwhelmingly in favor of placing all broadcasting under private management; (b) surveys of program preference showing a marked preference among Canadians for programs offered by private stations; (c) a history and background of radio broadcasting; (d) comment upon, and analysis of some of the recommendations contained in the report of the Massey Commission; and (e) a summary of the public service activities provided by community broadcasting stations across Canada. The chief witnesses were T. J. Allard, C.A.B.'s General Manager, Joseph Sedgwick, K.C. C.A.B.'s General Counsel, and Guy Jobberge, C.A.B.'s Associate Counsel. The membership was outstanding in their support of the presentation to the Committee. This support is best illustrated by the fact that 97 out of 104 stations who were then members sent telegrams to the committee backing up the Association brief.

In the copyright field a serious situation has developed for broadcasters through a demand by CAPAC as ASCAP is known in Canada for greatly increased fees from broadcasters effective January 1, 1952. The C.A.B. is appealing CAPAC's demands and as stated earlier hearings are now proceeding before the Copyright Appeal Board in Ottawa.

A considerable amount of progress has been made in establishing the role Canadian private stations will play in the matter of Civil Defense. In the event of any emergency, no matter how caused, broadcasting will have a tremendously important part to play in providing information, maintaining civilian morale and giving instructions to the civilian defense populace.

During 1951 the Sales and Research Department broke new ground in the field of inter-media comparison and conducted extensive research to contrast Canadian time costs and circulations with those in the United States.

An original study examined Canadian radio trends and circulations during the past ten years. This material was presented to the ACA and CBC; the latter presentation opened discussions on the present unrealistic network station rates. These and other studies have formed the basis for special Canadian sections in the United States trade press. An "ideal" rate card was drafted for consideration by the industry. Extensive work was also carried on in the field of promotion.

The practice of holding regional meetings—meetings of such groups as the Western Association of Broadcasters, the Central Canadian Broadcaster's Association, etc., was also continued and this years annual meeting, held at the Chateau Frontenac, Quebec City from February 26 to March 1st, 1951, was one of the most successful ever held. It was at the 1951 annual meeting that the Johnny J. Gillin, Jr. Memorial Award, an annual award to be presented to the Canadian station which has performed the most outstanding public service during the year, was presented for the first time. This award was set up in memory of the late Mr. John J. Gillin, Jr. of WOW, Omaha, Nebraska.
Exclusive Representative:
Ted Ashley Associates

Press Relations:
Solters-O'Rourke Associates
ALL EYES ARE ON TV!

By THAD H. BROWN, Jr., Director Television Operations NARTB

ALL eyes are on TV! Since 1946, neither the public nor the industry has had a chance to catch its breath. There’s no doubt about it, the Cathode Ray tube is a goldfish bowl.

As applied to any other industry, 1951 might have been considered a peak year in development and activity. It was just normal for television broadcast; Coming of age, television warranted a place of its own in the NAB and that organization became the National Association of Radio and Television Broadcasters. Senator Ke-fauver’s crime investigation via TV rocked the land. The FCC issued its famous "Third Notice" and the end of the freeze looked like more than a prediction. The President of the United States stepped on a platform in San Francisco and was seen 3,000 miles away.

NARTB proposed, and the Commission agreed, that expedition was paramount and literally hundreds of cases were "heard" by "written testimony" in the Specific Allocations hearing. Senator Benton personally decided that radio and television broadcast needed government program control and proposed the establishment of a "National Citizens' Advisory Board." "Non-commercial" colleges and universities limited television broadcast of their physical education programs in the interest of the "gate." The nation’s heart skipped a beat when a fellow named Bobby Thompson changed the complexion of a World Series right before its eyes. The 108th television station went on the air. As television reported the discouraging war scenes to the public, Red Skelton helped to take their minds off of it. General MacArthur made his Congressional and television debut. Initial experimentation in specific educational programming was continued. As the sands of 1951 were running out, television receivers in the United States hit the 15-million mark.

476 applicants were beating on the doors of the FCC with an estimated 500 more all ready to make their moves when the freeze ended. Television network gross time sales approached the 125-million mark. The Television Code of the National Association of Radio and Television Broadcasters was promulgated, and the Seal of Good Practice adopted—to go into effect March 1, 1952. In this regard, for Men of the Year, the diary of 1951 in television should record the Television Program Standards Committee: Bob Sweeney, Chairman, Harry Bannister, James L. Caddigan, Walter Damm, James C. Hanrahan, Harold Hough, Clair McCollough, Paul Raibourn, Leonard Reinsch, Henry Slavick, Davidson Taylor and Donald Thornburgh.

1952? It already presents a congested calendar—and above all, it’s a Presidential election year. A lot of people got into the TV act in 1951. Most of them were still in the act as the year 1952 was entered, and early in January it appeared that they would have plenty of company. The candidates and politicians haven’t really started yet, but soon will be donning grease-paint for the greatest show of all.

Whatever happens during this year, one thing is sure—NARTB will watch it closely. In many cases, will do a lot more than "watch."

Real money will be dedicated toward TV construction, installation ad operation in 1952. NARTB-TV's "Television Construction Costs—December, 1951," will have to be hurriedly up-dated in accordance with shifting economic requirements, but it presently estimates minimum costs for construction of a VHF station in cities with a population between 50,000 and 250,000 to be approximately $274,000; UHF construction costs for comparable population, $281,250. Add to this, NARTB's minimum operating expense estimate of $168,530 and one sees the smallest operation spending close to one-half a million dollars the first year.

At the Commission—after the freeze is lifted there will literally be a frenzy of hearings—straining that bureau’s capacities to the utmost.

1952 in Television will be another banner year. The miracle of sound plus sight will grow and become even more miraculous, especially as its effect is reflected in the voting process.
Best Wishes

Kate Smith
IN times of crisis people everywhere seek the facts upon which to form a balanced judgment. 1951 was such a time and United Nations Radio presented the facts in 30 languages to hundreds of millions throughout the world. Its news programs in all languages were strengthened in response to increasing demands ever since the outbreak of hostilities in Korea. Thus, objective presentation of international news on AM and TV and such worldwide symposia as "The Price of Peace" were major contributions of United Nations Radio toward clarifying public thinking on the great issues of today.

Newscasts and feature programs are prepared by the several services: English Language Service; European and Middle Eastern Service; Latin American Service and the Trans-Pacific Service. This regular operation at the United Nations headquarters, with its staff of international civil servants drawn from many systems of broadcasting of member states has been greatly increased during 1951 with the scheduling of the Sixth General Assembly in Paris. Circuits from Paris and from U.N. Correspondents in Korea, as well as material from the many U.N. Information Centers around the world bring daily recorded news, interviews and proceedings for inclusion on all U.N. programs broadcast daily in some 30 languages.

* * *

U.S. COVERAGE

In the U.S.A., emphasis during 1951 was laid on several projects and developments:

1. Worldwide distribution of "The Price Of Peace" series of talks by world statesmen, climaxed by the cease-fire proposals by Yakov A. Malik in June. This series was relayed to all English-speaking countries and by a news release of the text to all other member states simultaneously each week. CBS aired the talks in the U.S.A.

2. Inauguration of the "Citizens of the World" (dramatic episodes in the lives of U.N. men and women) in the U.N. STORY series heard on 500 U.S. stations and in other English-speaking countries, and which was awarded the 1951 Ohio State and School Broadcast awards.

3. The television services have been expanded materially. Since November 6, 1951, there has been full coverage by television of the Sixth U.N. General Assembly in Paris over TV in cooperation with the U.N. Department of Public Information. The half-hour program, "The U.N. In Action" (Mondays through Fridays—CBS Network) presents debates, interviews, special features and ceremonies, and on Sundays, a half-hour summary is telecast, "The U.N. This Week." Daily TV coverage of the U.N. meetings taking place in Paris is produced and directed by the U.N. staff, and viewed the following day in the United States by means of Paramount kinescope.

This TV coverage of U.N. activities is also released by RDF in France and over the BBC by means of kinescopes flown nightly to London. The weekly half-hour program over the American Broadcasting Company, "United Or Not," with John MacVane as moderator, presents members of the U.N. Correspondents' Association interviewing a different delegate each week. Other U.N. television in 1951 included special Security Council meetings, and the weekly half-hour program for children, "The U.N. Stamp Club," which was seen over WNBT for 45 weeks in 1950-1951 using philately as a vehicle to disseminate U.N. information.

4. A nationwide project, "U.N. Communications Campaign," was launched in the United States to increase the number of listeners to U.N. shows by 20,000,000. It is sponsored by U.N. Radio and 35 major national organizations. A chairman in each of the 250 selected cities was appointed and 8,000 persons designated by these national groups to serve locally.

5. Another preoccupation of U.N. Radio for 1951 had to do with the move from Lake Success to the permanent headquarters in New York. Each of the Council and conference rooms at Headquarters is provided with a number of booths designed specifically for radio and TV broadcasting.
RALPH EDWARDS

Having wonderful fun now on TV. Meet me today!

And Every Monday, Wednesday, Friday
NBC-TV 3:30 P.M., EST
### TV Song Hits of '51

(Received by Office of Research, Inc. for 1952)

The 35 song hits with the largest television audiences are listed below in order of the total ACI points received in the ACI surveys during the year. Songs currently active are marked with an asterisk. Songs whose activity began in the fall of 1950 are noted by the date ... (1950).

<table>
<thead>
<tr>
<th>Song Title and Publisher</th>
<th>Total ACI Points</th>
<th>Number of Weeks in ACI Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Too Young (Jefferson)</td>
<td>12,137</td>
<td>31</td>
</tr>
<tr>
<td>*Because Of You (Broadcast Music)</td>
<td>11,981</td>
<td>27</td>
</tr>
<tr>
<td>If (Shapiro-Bernstein)</td>
<td>10,456</td>
<td>22</td>
</tr>
<tr>
<td>Be My Love (1950) (Miller)</td>
<td>9,947</td>
<td>25</td>
</tr>
<tr>
<td>You're Just In Love (1950) (Berlin)</td>
<td>9,411</td>
<td>31</td>
</tr>
<tr>
<td>How High The Moon (Chappell)</td>
<td>7,689</td>
<td>27</td>
</tr>
<tr>
<td>Would I Love You (Love You Love You) (Walt Disney)</td>
<td>6,048</td>
<td>15</td>
</tr>
<tr>
<td>Mockin’ Bird Hill (Southern)</td>
<td>6,046</td>
<td>19</td>
</tr>
<tr>
<td>Loveliest Night Of The Year (Robbins)</td>
<td>6,040</td>
<td>21</td>
</tr>
<tr>
<td>Aba Daba Honeymoon (Feist)</td>
<td>5,476</td>
<td>20</td>
</tr>
<tr>
<td>My Heart Cries For You (1950) (Massey)</td>
<td>5,237</td>
<td>13</td>
</tr>
<tr>
<td>*Down Yonder (LaSalle)</td>
<td>5,144</td>
<td>11</td>
</tr>
<tr>
<td>Tennessee Waltz (1950) (Acuff-Rose)</td>
<td>5,112</td>
<td>15</td>
</tr>
<tr>
<td>*I Get Ideas (Hill &amp; Range)</td>
<td>5,049</td>
<td>20</td>
</tr>
<tr>
<td>On Top Of Old Smoky (Folkways)</td>
<td>4,769</td>
<td>15</td>
</tr>
<tr>
<td>Shanghai (Advanced)</td>
<td>4,600</td>
<td>21</td>
</tr>
<tr>
<td>Come On-A My House (Duchess)</td>
<td>4,412</td>
<td>18</td>
</tr>
<tr>
<td>*(It’s No) Sin (Algonquin)</td>
<td>4,203</td>
<td>12</td>
</tr>
<tr>
<td>*In The Cool Cool Cool Of The Evening (Burke-Van Heusen &amp; Assoc.)</td>
<td>4,043</td>
<td>16</td>
</tr>
<tr>
<td>It’s A Lovely Day Today (1950) (Berlin)</td>
<td>3,886</td>
<td>18</td>
</tr>
<tr>
<td>*Undecided (Leeds)</td>
<td>3,706</td>
<td>9</td>
</tr>
<tr>
<td>*Cold Cold Heart (Acuff-Rose)</td>
<td>3,690</td>
<td>12</td>
</tr>
<tr>
<td>Nevertheless (1950) (Chappell)</td>
<td>3,483</td>
<td>10</td>
</tr>
<tr>
<td>When You And I Were Young Maggie Blues (Mills)</td>
<td>3,070</td>
<td>11</td>
</tr>
<tr>
<td>*And So To Sleep Again (Paxton)</td>
<td>2,796</td>
<td>11</td>
</tr>
<tr>
<td>Hello Young Lovers (Williamson)</td>
<td>2,781</td>
<td>14</td>
</tr>
<tr>
<td>My Truly Truly Fair (Santly-Joy)</td>
<td>2,758</td>
<td>14</td>
</tr>
<tr>
<td>If I Were A Bell (1950) (E. H. Morris)</td>
<td>2,646</td>
<td>11</td>
</tr>
<tr>
<td>Mister And Mississippi (Shapiro-Bernstein)</td>
<td>2,433</td>
<td>10</td>
</tr>
<tr>
<td>World Is Waiting For The Sunrise (DeSylva-Brown &amp; Henderson)</td>
<td>2,304</td>
<td>10</td>
</tr>
<tr>
<td>Zing Zing Zoom Zoom (Robbins)</td>
<td>2,204</td>
<td>10</td>
</tr>
<tr>
<td>Sparrow In The Tree Top (Santly-Joy)</td>
<td>2,007</td>
<td>9</td>
</tr>
<tr>
<td>Jezebel (Broadcast Music)</td>
<td>1,947</td>
<td>9</td>
</tr>
<tr>
<td>*Domino (Pickwick)</td>
<td>1,898</td>
<td>7</td>
</tr>
</tbody>
</table>
WILLIAM BOYD
"Hoppy"
FAVORITES OF 1951
As Selected by Nation's Radio-TV Editors

RADIO

MAN OF THE YEAR

JACK BENNY
CBS

TELEVISION

ARTHUR GODFREY
CBS-TV

WOMAN OF THE YEAR

TALLULAH BANKHEAD
NBC

IMOGENE COCA
NBC-TV

DRAMATIC SHOW OF THE YEAR

LUX RADIO THEATER
CBS

STUDIO ONE
CBS-TV

COMEDY SHOW OF THE YEAR

JACK BENNY
CBS

RED SKELTON
NBC-TV

COMMENTATOR OF THE YEAR

EDWARD R. MURROW
CBS

JOHN CAMERON SWAYZE
NBC-TV

DOCUMENTARY OF THE YEAR

"THE NATION'S NIGHTMARE"
CBS

"CRUSADE IN THE PACIFIC"
ABC-TV

QUIZ SHOW OF THE YEAR

"YOU BET YOUR LIFE"
NBC

"YOU BET YOUR LIFE"
NBC-TV

SPORTSCASTER OF THE YEAR

HARRY WISMER
ABC

JIMMY POWERS
NBC-TV

CHILDREN'S SHOW OF THE YEAR

"LET'S PRETEND"
CBS

KUKLA, FRAN AND OLLIE
NBC-TV

SONG HIT OF THE YEAR

"TENNESSEE WALTZ"
BMI

"BECAUSE OF YOU"
BMI
MEL ALLEN
A TOTAL of 105,300,000 radio sets—an average of 1.8 sets in every radio home in the United States, is the figure arrived at by the Joint Radio Network Committee, composed of research representatives of the four major wired networks, for the beginning of 1952.

This new high figure represents an increase of 9,300,000 radio sets, some 9.7 per cent over the 96,000,000 estimate of a year ago and reveals radio to be in a healthy and growing period, despite the tremendous growth of television in the year's time.

According to the estimates of the committee, 900,000 new radio households were added in a year's time. Secondary and portable sets, added during the year to already existing radio homes came to 4,000,000 while 4,400,000 additional radio-equipped automobiles, completed the increase of 9,300,000 sets.

For the first time this year, a new category—sets in institutions, dormitories and barracks was instituted. This, plus the out-of-home sets, cars and portables, have always been overlooked in totalling up the number of national sets, but, nevertheless, account for an imposing total.

In a breakdown of the figures the Joint Committee finds that 42,800,000 homes in the country have at least one radio. Secondary and portable sets in households, in all radio homes, add up to 34,000,000. Automobiles on the roads today have an estimated 23,500,000 radios and there are 5,000,000 sets in other places.

Referring to the Housing Census of 1950, which showed a saturation of 95.6 per cent, for radio, in U. S. homes, the Joint Committee arrived at the total of 42,800,000 radio households. This ratio was then applied to Sales Management's preliminary estimate of 44,737,900, as of January 1, 1952, in order to qualify the figure.

While the 95.6 per cent saturation was taken for the country as a whole, local surveys, in many sections of the country showed higher radios, but since they seemed inadequate for projections, they were dismissed and the national figure was taken. It may be recalled, at this point, that the BMB study, 1948, gave the percentage figure of homes with radios at 94.2 per cent. Sectionally, however, New England as an example in that study had a figure of 98.2 per cent in the nation, closely followed by the Pacific area with a saturation figure of 98.0 per cent.

Most significant of the findings, in the opinion of the committee, is the 4,000,000 increase in the new estimate of secondary and portable sets in radio homes. This, the committee noted provides for greater radio listening opportunity in homes. The committee bases this opinion on the numerous available studies which have been made and which unanimously agree that listening to secondary sets in homes constitutes an important part of total listening time.

The estimate of automobiles equipped with radios, 23,300,000, is predicted on surveys which show that nearly 94 per cent of the nation's 37,000,000 passenger cars are so equipped. This figure could receive an even higher percentage, the committee feels, since new cars to be sold this year will have a higher percentage of radios.

With 1950 Census data available for the first time, the committee was able to estimate the number of sets in college dormitories, institutions and barracks of the Armed Forces. The figure of 900,000

<table>
<thead>
<tr>
<th>Radio Households</th>
<th>Number of Radio Sets as of Jan. 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>1952</td>
<td>42,800,000</td>
</tr>
<tr>
<td>1951</td>
<td>41,900,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Secondary &amp; Portable Sets in Homes</th>
<th>34,000,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>1952</td>
<td>30,000,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Radio-Equipped Cars</th>
<th>23,500,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sets in Institutions, Dormitories and Barracks</td>
<td>19,100,000</td>
</tr>
<tr>
<td>Sets in Other Places</td>
<td>5,000,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TOTAL SETS</th>
<th>105,300,000</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>96,000,000</td>
</tr>
</tbody>
</table>

Breakdown of the other 4,100,000 sets finds them in other places which includes business establishments, offices, restaurants and other public places. Finally, the committee in releasing their 1952 estimates emphasized that the figures which they have come up with in each category are conservative.
“Be Good To Yourself”

is the wish of DON McNEILL

TOASTMASTER of The Breakfast Club

19th Year

SWIFT PHILCO JELL-O

MONDAY through FRIDAY

ABC — 8 to 9 A.M., C.S.T.
Top Ten News Selections of Networks for 1951

The network selections of top ten news events for 1951 follow:

— NBC —
Firing and return of MacArthur.
Korea cease-fire negotiations and POW list.
Morality—crime, narcotics, income tax and sports scandals.
British elections and return of Winston Churchill.
Politics—flowering of Presidential candidates.
Economics—inflation, stabilization, price wars.
Hostages in Red hands—exclusive casts of Oatis, Vogeler.
Giants, Dodgers and series.
Rearmament—atomic tests.
Eisenhower’s European tour and Formation of NATO coverage.

— ABC —
Peace talks in Korea.
Kefauver Crime hearings in New York.
Expulsion of British from Iran.
The mid-West floods.
West Point cribbing scandal.
British elect Churchill.
Eisenhower builds European defense force.
Firing of T. Lamar Caudle.
Woodbridge, N. J., train wreck.

— MBS —
Attempts at armistice in the Korean war.
Bribe corruption in the Federal government.
Crime and sports investigations.
Defeat of the Socialist Government in Britain.
Crisis in taxes.
Power crisis in the Middle East.
Missouri Valley floods.
The Eisenhower question.
Burr Tillstrom
with
Kukla, Ollie and Fran Allison

KUKLA, FRAN and OLLIE

Musical Director ......................... Jack Fascinato
Producer ................................. Beulah Zachary
Director .................................. Lewis Gomavitz
Costume Designer ....................... Joseph Lockwood
NBC Television Network
PUERTO RICO is living at the present
time its era of progress in every aspect
of its life. Industrialization of the whole
Island is the principal aim of Governor
Luis Munoz Marin's
Administration. Our
civilization had its
foundation in ancient
Europe, with a com-
bination of modern
American ways of
living. Continentals
who have visited
Puerto Rico on dif-
ferent times express
their surprise at the
great development of
progress attained
during the last years.
Housing facilities;
hotel accommoda-
tions; means of com-
munication; the great
decrease in illiteracy;
health conditions
and the willingness of the Puerto Ricans
to fulfill their duty in order to make of
Puerto Rico the Island of Enchantment,
has resulted in this great progress. Radio
industry is not an exception. We, the men
in the radio industry in Puerto Rico, feel
proud in claiming that we are following
—step by step—the great revolutionary
movement in the United States in order
to offer the listening audience the best
programs available. Whoever has followed
the great development in our radio dur-
ing the last twenty-five years has to admit
that our industry has done its part for
the realization of the progress in Puerto Rico.
We can say in all truth that radio is
part of our daily life. In our ever green
mountains, lives the hillbilly. We know
him as "jibaro." That "jibaro" spends his
time from sunrise to sunset plowing
the earth; planting the seed; harvesting the
crop. After a day's work that "jibaro" can
stand the luxury of listening to his favor-
ite radio program. Wherever the electrifi-
cation project has not as yet reached the
rural zone, this hillbilly of ours, can
always secure a battery for his radio.
The latest news flashes; the struggle of
the baseball teams in the American and
National Leagues in order to secure the
pennant; the great deeds of our brave
soldiers in Korea; the advice of doctors
in their health program; the lectures about
agriculture and cattle raising and even
the lectures about beauty care are of the
complete domain of that "jibaro" living
in the mountains, miles away from the
city.
We of the radio industry have given
our time and talent in order to help
those who are willing to do everything
possible in order to cooperate with our
government in its effort to secure finan-
cial stability for the people of Puerto
Rico.
True, that television is still a dream for
our industry. Nevertheless we are in
the alert to offer our people the facilities
of television as soon as this project will
prove to be a success in our Island. Engi-
eers from the United States have made
complete studies and have rendered their
official reports. We of the radio industry
are ready to act as soon as the time comes
to start this new era.

Many years ago, in case of a tropical
hurricane, warnings had to be carried to
the rural zone by messengers or through
the use of flag warnings. Today all the
inhabitants of Puerto Rico are well in-
formed of the progress of any hurricane
through the twenty-five radio stations in
the different cities.

Well known interpreters of music have
written the name of Puerto Rico in golden
letters. Sanroma, Graciela Rivera, the
Figueroa brothers, Rafael Hernandez,
Boby Capo, Mapy Cortez—to mention only
a few—have received the applause of
multitudes through all the world.

Puerto Rico with its 2,200,000 popula-
tion squeezed in an area of 3,600 sq. mi. is
at the present time United States' first cus-
tomer per capita. Businessmen throughout
continental U. S. realize the importance
of our market and they have esstablished
central offices in our capital city—San
Juan—in order to take care of the thou-
sands of customers patronizing their prod-
ucts. In this instant, we, the men in the
radio Industry in Puerto Rico feel proud
to state that we have the main vehicle
in order to secure success in the inter-
change of products.

We feel proud to say: that in the pro-
gress attained by our Island in the last
twenty-five years, radio has done its part,
**STOCKS IN REVIEW 1951**

Compiled from daily listings published in RADIO-TELEVISION DAILY.

*This* rapid-glance survey of leading radio and television industry stocks show how they stood at the beginning of each quarter of 1951 and on January 1, 1952. The figures used are for the first business day following the first calendar day of each quarter where the first day of each quarter did not fall on a regular working day.

### NEW YORK STOCK EXCHANGE

<table>
<thead>
<tr>
<th></th>
<th>Jan. 1</th>
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<th>Jul. 1</th>
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<tr>
<td>ABC</td>
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<td>12 1/2</td>
<td>12 3/8</td>
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<tr>
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<td>22 1/2</td>
<td>24 7/8</td>
<td>26 7/8</td>
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<td>154</td>
<td>153</td>
<td>158 5/8</td>
<td>155 5/8</td>
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<tr>
<td>CBS A</td>
<td>28 3/4</td>
<td>30 1/4</td>
<td>26 1/4</td>
<td>28 1/4</td>
<td>34 3/8</td>
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<tr>
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<td>29 3/4</td>
<td>25 7/8</td>
<td>27 7/8</td>
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<td>23 3/8</td>
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<tr>
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<td>19 3/8</td>
<td>20</td>
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### NEW YORK CURB EXCHANGE

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<th>Bid</th>
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<tr>
<td>Dumont Lab.</td>
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<td>17 3/8</td>
<td>14 3/4</td>
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<td></td>
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<td></td>
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<td>42 3/4</td>
<td>41 1/2</td>
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<tr>
<td>Natl. Union Radio</td>
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<td>3 3/4</td>
<td>4</td>
<td></td>
<td></td>
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### OVER THE COUNTER

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<th>Bid</th>
<th>Ask</th>
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<th>Ask</th>
<th>Bid</th>
<th>Ask</th>
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<td>12 3/4</td>
<td>14 3/4</td>
<td>11</td>
<td>12 1/2</td>
<td>12 1/4</td>
<td>13 1/2</td>
<td>12 1/4</td>
<td>13 1/2</td>
</tr>
</tbody>
</table>
"YOUR SHOW OF SHOWS"

GEORGE McGARRETT
Supervisor
"Your Show of Shows"
NBC-TV

HAL JANIS
Associate Supervisor
"Your Show of Shows"
NBC-TV
"YOUR SHOW OF SHOWS"

Max Liebman
Producer-Director

"Your Show Of Shows"—WNBT
"YOUR SHOW OF SHOWS"

CHARLES SANFORD
MUSICAL DIRECTOR
OF
MAX LIEBMAN'S "YOUR SHOW OF SHOWS"
NBC-TV
"YOUR SHOW OF SHOWS"

SID CAESAR

"It's a small world"

MAX LIEBMAN'S
YOUR SHOW OF SHOWS

NBC-TV—9-10:30 P. M. Sat.
IMOGENE COCA

"You can say that again"

MAX LIEBMAN'S

YOUR SHOW OF SHOWS

NBC-TV—9-10:30 P. M. Sat.
CHARLES HOBIN
DIRECTOR
of
MAX LIEBMAN’S
“YOUR SHOW OF SHOWS”
NBC-TV

Marguerite Piazza
Singing star of NBC television
(Max Liebman’s “Your Show of Shows”)
Metropolitan Opera Company

Publicity:
THE ETTINGER COMPANY
745 5th Ave., New York, N.Y.
1626 N. Vine St., Hollywood, California

Personal Representative:
J. GRAVES MCDONALD
430 E. 63rd St., New York, N.Y.

BILLY WILLIAMS QUARTETTE
ON
MAX LIEBMAN’S
“YOUR SHOW OF SHOWS”
NBC-TV
“YOUR SHOW OF SHOWS”

CARL REINER
ON
MAX LIEBMAN’S
“YOUR SHOW OF SHOWS”
NBC-TV

JUDY JOHNSON
FEATURED SINGER
ON
MAX LIEBMAN’S
“YOUR SHOW OF SHOWS”
NBC-TV

JACK RUSSELL
ON
MAX LIEBMAN’S
“YOUR SHOW OF SHOWS”
NBC-TV

JAMES STARBUCK
Director of Dances and Musical Numbers
FOR
MAX LIEBMAN’S
“YOUR SHOW OF SHOWS”
NBC-TV
returns. The voter certainly will have the opportunity of being better informed than ever before, and I predict that the 1952 Presidential election will produce a numerical record in balloting.

Broadcasting, like any other industry, has its critics and opponents. This is sometimes reflected in proposed national and state legislation inimical to the American tradition of free enterprise broadcasting. The perpetuation of this free system is an ideal to which we are dedicated. Broadcasters will continue to guard this with utmost zeal, opposing any attempts to transfer the responsibility for programming from the broadcaster to the government or any other entity.

Industry problems are faced more effectively through unity and cooperation. There is no better way to unite than through support of a strong trade association. The goal of the National Association of Radio and Television Broadcasters is to provide counsel and leadership to all segments of the industry in the solution of mutual problems, and to provide an arena in which the industry representatives can talk out their problems. After representing radio for the first twenty-nine years of its existence, the Association in June 1951 expanded its services and changed its name to include the television interests. The media share the same headquarters building and departmental facilities in Washington, D. C., to the benefit of both.

The NARTB staff, working in behalf of both, is constantly aware of common problems pointing up the close inter-relationship of the audio and video arts. In 1952, NARTB will continue to meet the demands for service in both growing industries.

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radio; a monthly calendar of radio sales opportunities listing the top merchandising events of the year; release on returns of special radio station merchandising study now being tabulated; distribution of an outline for establishment of "Radio United"—plan for joint station activity in quest of more business, audience and community stature.

1952 is to be a big year for the BAB—and that means another big year for radio! Radio is a very healthy medium. Overall it is prosperous. It is still the lowest cost medium and gets the most results per dollar spent—for products needing mass coverage—as well as for many products with relatively limited distribution. Radio will be even more firmly entrenched in this position once the true facts are disclosed relative to the small circulation and shallow penetration of such media as newspapers, magazines and television.

More stations throughout the nation must be made aware of these facts because the problem of radio's deserved recognition can best be solved at the local level. Once the stations, acting in concerted effort, acquaint the dealers and distributors with the truth relative to the circulation and penetration of these media it will create demands for recognition of these truths that cannot remain unheeded by the national advertisers.

Radio cannot excuse itself from not having done this before on the grounds that it has been too busy counting its own vast circulation, because there again it has been remiss. It has never counted, much less sold, an audience of its own that exceeds in size the total circulation of individual major components of competitive media.

BAB intends to call the roll in '52 on radio's great "unaccounted" audience found in automobile-radio coverage and out-of-home listening.

The combination of the two—a true evaluation of competitive media circulation—and an accurate accounting of radio's own audience are extra insurance of the fact that 1953 will find radio once again occupying the number one position as the lowest cost-highest return medium of them all!
January
1: New Year's Day (In all States, Territories, District of Columbia and Possessions).
   Paul Revere Born (1735).
   Emancipation Proclamation (1863).
   Blue Network organized (1927).
2: Georgia Admitted (1778).
3: Battle of Princeton (1777).
   William S. Paley is elected president of CBS (1929).
4: Utah Admitted (1896).
5: Stephen Decatur Born (1779).
   George Washington Carver Died (1943).
   Week of Prayer, first week in January.
6: Carl Sandburg Born (1878).
   New Mexico Admitted (1912).
7: Millard Fillmore, 13th President Born (1800).
   Electronic system for television, including a dissector tube to scan the image for transmission patented by Philo Taylor Farnsworth (1927).
8: Anniversary of the Battle of New Orleans (Louisiana).
9: Connecticut Ratified the U. S. Constitution (1788).
   Connecticut Admitted (1788).
10: Ethan Allen Born (1737).
11: Alexander Hamilton Born (1757).
12: John Singer Sargent Born (1856).
13: Salmon Portland Chase Born (1808).
14: First Written Constitution Adopted at Hartford, Conn. (1639).
15: Mathew B. Brady Died (1896).
17: Benjamin Franklin Born (1706).
   Feast of St. Anthony.
18: Daniel Webster Born (1782).
   Edgar Allen Poe Born (1809).
20: Inauguration Day. Begun in 1937. To be observed every fourth year from that date by the 20th Amendment to the Constitution.
21: Foundation Day. In the Canal Zone.
   Thomas Jonathan (Stonewall) Jackson Born (1824).

24: Gold discovered in Calif. (1848).
25: Weather Signs. It is an old belief that the weather of the whole year depends upon this day, "Sun on St. Paul's Day means a good year, rain or snow foretells indifferent weather, a mist means want, while thunder predicts 12 months of wind and death." (Shepherd's Almanack, 1676).
   Scotch Poet Robert Burns Born (1759).
26: Michigan Admitted (1837).
   General Douglas MacArthur Born (1880).
   First A.E.F. landed in Ireland (1942).
   FM Broadcasters, Inc., holds first annual meeting in N. Y. with attendance of 750 (1944).
27: Wolfgang Amadeus Mozart Born (1756).
   Lewis Carroll, pen name of Charles Lutwidge Dodgson, Born (1832).
28: Thomas Edison granted patent on his incandescent light (1880).
29: William McKinley Born (1843).
   Kansas Admitted (1861).
30: Franklin D. Roosevelt Born (1882).
31: Franz Schubert Born (1797).
   Child Labor Day. Last Sunday in Jan., also the Saturday preceding and the Monday following.

February
1: Victor Herbert Born (1859).
   Supreme Court of the U. S., Chief Justice John Jay presiding, held its first meeting (1790).
   CQD is adopted as wireless distress call by Marconi Co. (1904).
2: Fritz Kreisler Born (1875).
   Ground Hog Day.
   Candlemas.
   Treaty of Guadalupe Hidalgo signed by U. S. and Mexico (1848).
3: Horace Greeley Born (1811).
RICHARD STARK

"DICK"

"DANGER"
FOR
AM-MI-DENT

"THE PERRY COMO SHOW"
AND

"GANGBUSTERS"
FOR
CHESTERFIELD

"PEPPER YOUNG'S FAMILY"
FOR
CAMAY

WALTER WINCHELL
FOR
RICHARD HUDNUT
LEXINGTON 2-1100
Festivals and Special Events Almanac

6: Massachusetts Admitted (1788).
   Aaron Burr Born (1756).
   American Forces Recapture Manila from Japs (1945).
   George Herman ("Babe") Ruth born (1895).
7: Charles Dickens Born (1812).
8: Boy Scout Day.
9: William Henry Harrison 9th President Born (1773).
   Nebraska Admitted (1867).
11: Thomas A. Edison Born (1847).
   Daniel Boone Born (1734).
   George Dry.
14: Valentine's Day.
   Arizona Admitted (1912).
   Oregon Admitted (1859).
15: Destruction of the Maine (1898).
   Constitution Day. In the Canal Zone.
   Susan B. Anthony Day. Observed in honor of the birthday of the pioneer crusader for equal rights for women. Governors of 33 States and 3 Territories have honored the day by special proclamations.
16: Katharine Cornell Born (1898).
18: Inauguration of Jefferson Davis as President of the Provisional Government of the Confederacy (1861).
19: Ohio Admitted (1803).
   Shrove Tuesday (1947). Tuesday preceding Ash Wednesday. Observed as Mardi Gras in Florida (in cities and towns where carnival is celebrated), Louisiana (Parishes of Jefferson, Orleans, St. Bernard, St. Charles, St. John the Baptist, East Baton Rouge), Canal Zone.
   Phonograph Patented by Edison (1878).
20: U. S. purchased the Danish West Indies (1917).
   Brotherhood Week. Always includes Washington's Birthday; the Sunday nearest Feb. 22 is Brotherhood Day.
22: Florida ceded to the U. S. by purchase and treaty with Spain (1819).
   Washington's Birthday (All the States, Territories, District of Columbia and Colonial Possessions).
   James Russell Lowell Born (1819).
23: Johannes Gutenberg Died (1468).
   President Calvin Coolidge signs Dill-White Radio Bill, creating Federal Radio Commission and ending chaos caused by industry's wild growth (1926).
25: Enrico Caruso Born (1873).
   John Adams appointed first Minister of U. S. to England (1785).
26: William F. Cody (Buffalo Bill) Born (1846).
   Henry Wadsworth Longfellow Born (1820).
   Ash Wednesday.
29: Leap Year. The name given to every year of 366 days.

March
1: Nebraska Admitted (1867).
2: Texas Independence Day.
3: Florida Admitted (1845).
   First Postage Stamp used in U. S. (1847).
   Alexander Graham Bell Born (1842).
4: Pennsylvania Day.
   Vermont Admitted (1791).
5: Boston Massacre (1770).
6: Fall of the Alamo (1836).
7: Luther Burbank Born (1849).
   Maurice Ravel Born (1875).
   Patent granted to Alexander Graham Bell for first telephone (1876).
8: Oliver Wendell Holmes, Jr. Born (1841).
   Edwin Forrest Born (1806).
10: Lillian D. Wald Born (1867).
11: Johnny Appleseed, properly John Chapman Died (1847).
   The great blizzard in New York City and New England States (1888).
12: U. S. Post Office established by act of Congress (1789).
   Girl Scout Day.
14: Albert Einstein Born (1879).
   First Trans-Atlantic radio broadcast (1925).
15: Maine Admitted (1820).
   Andrew Jackson Born (1767).
16: James Madison Born (1751).
   U. S. Military Academy established at West Point by act of Congress (1802).
17: Saint Patrick's Day.
   Evacuation Day. In Boston, Chelsea, Revere, Winthrop and Suffolk County.
18: Fast of Esther.
   Grover Cleveland Born (1837).
21: First Day of Spring.
23: Patrick Henry delivered his famous speech (1775).
25: The Annunciation or Lady Day.
   Arturo Toscanini Born (1867).
   Greek Independence Day. Greece celebrates
ANN MARLOWE

Producer

OF

SOMERSET MAUGHAM THEATRE

NBC-TV
its freedom won from Turkey (1827).
Maryland Day.
27: President Washington signed the act creating the U. S. Navy (1794).
Marconi flashes first wireless signals across English Channel (1889).
29: John Tyler Born (1790).
30: Seward Day. Alaska (Not observed by Federal Employees).

April
1: All Fools' Day.
2: Sergei Rachmaninoff Born (1873).
U. S. Mint established (1792).
3: First Pony Express riders left Sacramento to ride East and St. Joseph, Mo. to ride West. Washington Irving Born (1783).
4: Adoption of the present American Flag's design (1818).
5: Elihu Yale Born (1648).
7: Peary Discovered North Pole (1909).
Metropolitan Opera House Opened in New York (1830).
Louisiana Admitted (1812).
Henry Ford Died (1947).
8: Ponce de Leon (1460-1521) Spanish soldier, landed in Fla. near the present site of St. Augustine, Easter Sunday (1513), claiming the land for Spain. The anniversary of the event is observed by the city.
9: Surrender of General Lee (1865).
Bell Telephone Laboratories demonstrate two-way television in which speakers at the ends of a 3-mile circuit see each other as they converse (1930).
10: Salvation Army Founder's Day.
William Booth Born (1829).
Joseph Pulitzer Born (1847).
U. S. Patent System established by Congress (1790).
National Be Kind to Animals Week falls about this date.
11: Charles Evans Hughes Born (1862).
Good Friday.
12: Franklin Delano Roosevelt Died (1945).
Halifax Independence Resolution (N. C.).
Easter Sunday.
14: Pan American Day.
S. S. Titanic disaster at sea proves value of wireless (1912).
15: Abraham Lincoln Assassinated (1865).
16: Charles Spencer Chaplin Born (1889).
17: Charter granted American Academy of Arts and Letters (1916).
18: San Francisco Fire (1906).
19: Patriots' Day. (Maine, Massachusetts).
20: Adolph Hitler Born (1889).
21: Anniversary of Battle of San Jacinto (Texas).
23: James Buchanan Born (1791).
William Shakespeare Born (1564).
St. George Day (English.
Marconi transatlantic American-Europe service opened (1910).
24: First Newspaper Issued in America (1704).
U. S.-Mexican War (1846).
25: War Declared with Spain (1898).
St. Mark's Day.
Guglielmo Marconi Born (1874).
26: Confederate Memorial Day (Florida, Georgia, Mississippi).
Slavery Abolished in U. S. (1865).
First Shot of War with Germany (1917).
John James Audubon Born (1785).
27: General U. S. Grant Born (1822).
CBS takes leadership in urging plans for post-war television in the higher frequencies (1944).
28: James Monroe Born (1758).
Maryland Admitted (1788).
29: Sir Thomas Beecham Born (1879).
30: Boys and Girls Week always includes May 1.
Louisiana Purchased (1803).
Washington Became First President (1789).
Rhode Island Settled (1636).
Benito Mussolini Executed (1945).

May
1: May Day.
Child Health Day
Labor Day (Canal Zone).
Dewey's Victory in Manila (1898).
2: Stonewall Jackson Fatally Wounded (1863).
National Music Week.
FCC authorized full commercial television (1941).
3: Shenandoah Valley Apple Blossom Festival.
4: Rhode Island Independence Day.
5: Napoleon's Death (1821).
Cinco de Mayo Celebrations (Mexico).
Arbor Day.
6: Corregidor Surrender (1942).
Admiral Robert E. Peary Born (1856).
7: Germany Surrendered to United States, England and Russia (1945).
Lusitania Torpedoed (1915). 
Johannes Brahms Born (1833).
Robert Browning Born (1812).
Plans to spend $1,000,000 for field television tests are announced by R.C.A. president David Sarnoff; tests to start from Empire State Building, N. Y. early in 1936 (1935).
8: V.E. Day (1945).
9: John Brown Born (1833).
MR. & MRS.

CHARLOTTE MANSON AND DICK BROWN

Kings' Row
Nick Carter

Family Circle
Stop the Music
Mothers-Day, second Sunday in May.
10: Confederate Memorial Day (Kentucky, North Carolina, South Carolina).
Completion of First Transcontinental Railroad (1869).
11: Minnesota Admitted (1858).
12: Florence Nightingale Born (1820).
13: Mother's Day.
WDRC-FM goes on air under call letters of WIXPW, utilizing Armstrong FM system (1939).
14: Rockefeller Foundation Granted Charter (1913).
Free State of Israel proclaimed (1948).
15: First regular Air Mail service in the world inaugurated by the U. S. Govt.
17: "I am An American Day" often referred to as Citizenship Recognition Day.
Norwegian Independence Day (1814).
19: First American Confederation of United Colonies of New England (1643).
FCC gives FM green light authorizing full commercial operation as of Jan. 1, 1940 (1940).
Armed Forces Day.
23: South Carolina Admitted (1788).
24: First Telegraph Message Sent (1844).
25: Ralph Waldo Emerson Born (1803).
27: Golden Gate Bridge, San Francisco opened (1937).
29: Wisconsin Admitted (1848).
Rhode Island Admitted (1790).
Patrick Henry Born (1736).
30: Memorial Day (In all the States, Territories, District of Columbia and Colonial Possessions, except Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, North Carolina, South Carolina, Virginia and Tennessee).
31: Walt Whitman Born (1819).
The Johnstown (Pa. flood (1889).
Battle of Jutland (1916).

June
1: Kentucky Admitted (1792).
Tennessee Admitted (1796).
3: Confederate Memorial Day (Louisiana, Tennessee).
King's Birthday (Canada).
Birthday of Jefferson Davis (1808) (Florida, Mississippi, South Carolina, Texas, Virginia).
6: American Marines victorious at Belleau Wood, June 6-10 (1918).
Nathan Hale Born (1756).
D-Day (1944).
7: Daniel Boone Day (Kentucky).
8: Battle of New Orleans (1815).
Children's Day, second Sunday in June. Regular TV schedule, three times weekly, inaugurated by WCX, Schenectady (1928).
9: Feast of St. Columbia.
Confederate Memorial Day (Petersburg, Virginia).
11: Feast of St. Barnabas.
12: John Augustus Roebling Born (1806).
Baseball Centennial Celebration of the invention of the game at Cooperstown, N. Y. (1939).
14: Hawaii organized as U. S. territory (1900).
Harriet Beecher Stowe Born (1811).
Flag Day.
15: Pioneer Day (Idaho).
Franklin demonstrated the identity of electricity and lighting by use of a kite (1752).
Arkansas, 25th state admitted to the Union (1836).
Father's Day; 3rd Sunday in June.
16: Commencement, the climax of the academic year when degrees are conferred with impressive ceremony.
17: Bunker Hill Day. (In Massachusetts, Suffolk County).
18: Battle of Waterloo (1815).
19: Beginning of War of 1812.
King John of England signed Magna Carta (1215).
70: West Virginia Day.
21: Longest Day in Year.
New Hampshire joined the Union (1788).
Constitution Ratified (1788).
22: Bolivarian Day (Canal Zone).
24: San Juan Day (Puerto Rico).
U. S. approves act requiring certain passenger ships to carry wireless equipment and operators (1910).
25: Virginia Admitted (1788).
Battle of Big Horn, Montana (1876) "Custer's last stand," his defeat by the Sioux Indians.
26: Virginia ratified the U. S. Constitution (1788).
President Truman orders U. S. troops into Korea battle (1950).
JOHN GART

COMPOSER - CONDUCTOR

PAUL WINCHELL—JERRY MAHONEY SHOW
WNBT
First American Troops Land in France (1917).
27: Helen Keller Born (1880).
28: Archduke Franz Ferdinand Assassinated in Sarajevo (1914).
U. S. purchased rights and franchises of France in the Panama Canal (1902).
Treaty of Versailles ending World War I signed (1919).
29: George Washington Goethals Born (1858).
St. Peter's Day.
Congress granted Yosemite Valley and Mariposa Big Tree Grove to Calif. for a public park (1864). The valley was discovered in 1851.
Fourth Atomic Bomb dropped (experimental overwater) Bikini (1946).

**July**

1: Battle of San Juan Hill (1898).
Dominion Day (Canada).
Battle of Gettysburg (1863).
Federal fiscal year designated by the law of Aug. 26 (1842), as beginning July 1.
Dept. of Commerce organizes a radio division to enforce wireless act of June 24, 1910 (1911).
2: Richard Henry Lee's resolution declaring the U. S. independent passed by the Continental Congress (1776).
Garfield Assassinated (1881).
3: Idaho Admitted (1890).
John Singleton Copley Born (1737).
4: Independence Day.
U. S. Military Academy at West Point Opened (1802).
Calvin Coolidge Born (1872).
Slavery Abolished in New York (1825).
Providence, R. I. founded by Roger Williams (1636).
Work on Erie Canal commenced (1817).
Thomas Jefferson Died (1826).
James Monroe Died (1831).
John Adams Died (1826).
Cornerstone of Washington Monument laid (1848).
Surrender of Vicksburg (1863).
Bartholdi's Statue of Liberty presented to U. S. in Paris (1883).
American pilots first participated in air raids over Germany (1942).
5: Admiral David G. Farragut Born (1801).
6: Republican Party Founded (1854).
John Paul Jones Born (1747).
Columbia University Opened (1754).
7: U. S. annexed Hawaii (1898).
8: John D. Rockefeller Born (1839).
Liberty Bell Cracked Telling Death of John Marshall (1835).
9: Elias Howe Born (1819).
10: Wyoming Admitted (1890).
James McNeill Whistler Born (1834).
11: John Quincy Adams Born (1767).
Federal Communications Commission is organized to succeed Federal Radio Comm. and also to regulate wire telephony and telegraphy (1934).
12: Orangeman's Day.
14: Stars and Stripes Adopted (1777).
Bastille Day—First Celebrated in U. S. (1914).
Admiral Perry Opened First Negotiations for Trade With Japan (1853).
15: St. Swithin's Day.
16: Mary Baker Eddy Born (1821).
First Atomic Bomb exploded (experimental) New Mexico (1945).
17: Muñoz Rivera's Birthday (Puerto Rico).
18: William Makepeace Thackeray Born (1811).
19: Franco-Prussian War Began (1870).
20: Guglielmo Marconi Died (1937).
Society of Jesuits Abolished by Pope Clement XIV (1773).
First Battle of Bull Run (1861).
CBS begins TV broadcasting from station W2XAB (1931).
24: Simon Bolivar Born (1783).
Pioneer Day (Utah).
Mormon Pioneer Day (Idaho).
25: Occupation Day (Puerto Rico).
Fifth Atomic Bomb exploded (experimental underwater) Bikini (1946).
26: George Bernard Shaw Born (1856).
Sergei Koussevitzky Born (1874).
New York ratified the U. S. Constitution (1788).
27: First Successful Atlantic Cable (1866).
Barbosa's Birthday, in the Canal Zone.
28: Austria Declared War on Siberia (1914).
Volunteers of America Founder's Day.
29: Booth Tarkington Born (1869).
Benito Mussolini Born (1883).
30: Henry Ford Born (1863).
First Representative Assembly in America Convened (1607).
First patent for wireless telegraphy granted in U. S. (1872).
Experimental television transmitter W2XBS opened by NBC in N. Y. (1930).
31: Feast of St. Ignatius De Loyola.

**August**

1: Colorado Day.
Beginning of World War I (1914).
2: Government of India Transferred to British Crown (1858).
U. S. War Dept. purchased its first military plane from the Wright Brothers (1909) thus founding the Army Air Corps.
3: Civic Holiday (Canada).
GUS LESNEVICH  
FORMER WORLD'S LIGHT-HEAVYWEIGHT CHAMP  

VS.  

BOB EMERICK  
HIS VERBAL SPARRING PARTNER

Management: Lohmann-Kroll  
1650 Broadway  
New York City  
Circle 5-9110
Germany Declared War on England and France (1914).
Columbus Sailed from Spain (1942).
4: Feast of St. Dominic.
5: Battle of Mobile Bay (1864) with Admiral Farragut in command.
Second Atomic Bomb dropped (1945) Hiroshima.
6: Feast of the Transfiguration.
Westinghouse discloses Stratovision plan (1945).
7: International Peace Bridge, dedicated (1927), commemorating more than 100 years of peace between the U.S. and Canada.
Creation of War Department (1789).
Society of Jesuits Restored by Pope Pius VII (1814).
8: Charles A. Dana Born (1819).
Third Atomic Bomb dropped (1945) Nagasaki.
9: First Train Drawn in U.S. by Steam Locomotive (1831).
Izaak Walton Born (1593).
10: Herbert Clark Hoover Born (1874).
Russia Declared War Against Japan (1945).
11: The "Clermont" Fulton’s steamboat made a successful run up the Hudson River (1807).
Atlantic Charter Agreement Between President F. D. Roosevelt and Prime Minister Winston Churchill (1941).
15: Panama Canal Opened (1914).
16: Bennington Battle Day (Vermont).
First transatlantic cable opened (1858).
George Herman “Babe” Ruth died (1948).
18: Virginia Dare Born (1587).
19: National Aviation Day.
Orville Wright Born (1871).
20: Benjamin Harrison Born (1833).
21: Lincoln-Douglas debate began (1858).
22: Claude Debussy Born (1862).
23: Oliver Hazard Perry Born (1785).
24: British Burn White House (1814).
St. Bartholomew’s Day Massacres, France (1752).
Festival of St. Bartholomew.
26: Suffrage for Women—19th Amendment (1920).
27: Drilling of first oil well completed in Western Pennslyvania by Col. Edwin Lourentine Drake (1859).
28: Spanish landed at the site of St. Augustine, Fla. (1565).
Johann Wolfgang von Goethe Born (1749).
29: Oliver Wendell Holmes Born (1809).
30: Germany Declared War on Poland (1939).
Beginning of World War II.
French fleet arrived in Chesapeake Bay to further the interest of American independence (1781).

**September**

1: Germany Invaded Poland (1939).
Official V-J Day (1945). (Surrender Terms Signed Aboard U.S.S. Missouri.)
Labor Day.
Eugene Field Born (1850).
Allies Invaded Italy (1943).
4: Henry Hudson Discovered Manhattan Island (1609).
First telecast coast-to-coast via coaxial cable and microwave relays. Occasion of
5: First Continental Congress (1774).
6: Lafayette Day.
First Battle of the Marne (1914).
7: James Fenimore Cooper Born (1789).
8: Dutch Surrendered New Amsterdam (New York) to British (1664).
Italy Surrendered (1943).
Crimean War Ended (1855).
9: Admission Day (California—1850).
10: Arthur Holly Compton Born (1892).
Battle of Lake Erie (1813).
11: Harvest Festival.
O. Henry (pen name William Sydney Porter) Born (1862).
12: Henry Hudson entered the river (1609).
Defender’s Day (Maryland).
13: Walter Reed Born (1851).
John Joseph Pershing Born (1860).
Battle of Quebec (1759).
Battle of St. Mihiel (1918) First battle planned and carried out by American forces in World War I.
14: Great Britain and its colonies in America adopted the Georgian calendar (1752).
"The Star Spangled Banner" written by Francis Scott Key (1814).
15: Independence Day of the Central American Republics (1821).
William Howard Taft Born (1857).
16: Russians Burned Moscow (1812).
17: Constitution Day.
N. Y. Times established (1851) when its first issue appeared.
Columbia Broadcasting System goes on air with basic network of 16 stations. Major J. Andrew White is president (1927).
19: Washington issued his farewell address to people of U. S. (1796).
20: Rosh Hashonah.
ROY ROGERS
"King of the Cowboys"
AND TRIGGER

Radio — NBC Coast-to-Coast and Canada
Sponsored by Post Cereals
A Division of General Foods

Television — NBC Coast-to-Coast

RCA Victor Recording Artists

Motion Pictures — "Son of Paleface"
A Paramount Picture in Technicolor

Exclusive Management
ART RUSH, INC.
Hollywood

Public Relations
A. L. RACKIN
Hollywood

Commercial Tie-Ups
ROY ROGERS ENTERPRISES
Hollywood

Hollywood Motion Pictures
— "Son of Paleface"
A Paramount Picture in Technicolor

Public Relations
A. L. RACKIN
Hollywood

Commercial Tie-Ups
ROY ROGERS ENTERPRISES
Hollywood
Holidays and Special Events Almanac

October

1: Francisco Franco Proclaimed Head of Spanish Nationalist Government (1935).
2: Ferdinand Foch Born (1851).
3: Religious Education Week. First full week in Oct.
4: Rutherford B. Hayes Born (1822).
5: Missouri Day.
6: Stamp Act Congress Held and Declaration of Rights Issued by Colonies (1765).
7: James Whitcomb Riley Born (1853).
8: Edward Vernon Rickenbacker Born (1890).
9: Fire Prevention Week.
10: U. S. Naval Academy in Annapolis opened (1845).
11: Eleanor Roosevelt Born (1884).
12: Columbus Day.
14: First public demonstration of ether as an anesthetic, Mass. General Hospital (1846).
15: Noah Webster Born (1758).
16: Great hurricane swept Atlantic Coast of N. Y. and New England thence going inland and causing great loss of life and property (1938).
17: Surrender of General Burgoyne at Saratoga (1777).
18: General Tojo Appointed Premier of Japan (1941).
19: Surrender of Cornwallis (1781).
20: Volstead Act (Prohibition) Passed (1919).
21: Nathan Hale Executed (1776).
22: The Metropolitan Opera House opened with presentation of Gounod's Faust (1883).
23: Sarah Bernhardt Born (1844).
24: Transcontinental telegraph line completed (1861).
25: Erie Canal opened to traffic (1825).
26: George Eugene Benjamin Clemenceau Born (1841).
27: American Indian Day (4th Friday).
28: Michaelmas Day.
29: Yom Kippur.
30: Mutual Broadcasting System starts as co-operative four-station hookup (WOR, WGN, WLW, and WXYZ), carrying first commercial program (1934).

November

1: All Saints' Day (Lousiana).
2: General Election Day.
3: Panama declared its independence of Colombia (1903).
4: John Philip Sousa Born (1854).
5: Guy Fawkes Day (English).
6: Static-less radio system based on FM instead of AM, is demonstrated on 2½ meter wave by Maj. E. H. Armstrong at the institute of Radio Engineers, N. Y. (1935).
7: Marie Skladowska Curie Born (1867).
8: N. Y. Symphony Orchestra gave its first concert under Leopold Damrosch (1858).
9: Great Fire in Boston (1872).
10: Martin Luther Born (1483).
11: Liberty Day (St. Croix, Virgin Islands Only).
12: North Dakota Admitted (1889).
13: South Dakota Admitted (1889).
14: James K. Polk Born (1795).
16: George Bernard Shaw died (1950).
17: Guy Fawkes Day (English).
18: U. S. General Election Day.
20: American Art Week.
21: Marie Skladowska Curie Born (1867).
22: N. Y. Symphony Orchestra gave its first concert under Leopold Damrosch (1858).
23: Montana Admitted (1889).
24: Great Fire in Boston (1872).
25: American Education Week.
26: Martin Luther Born (1483).
27: U. S. Marine Corps was created by the Con-
DANNY THOMAS
Holidays and Special Events Almanac

Regional Congress (1775).
11: Armistice Day, World War I.
Washington Admitted (1889).
Edwin Booth Born (1833).
14: Robert Fulton Born (1765).
Book Week.
15: Pike's Peak discovered (1806).
16: Oklahoma Admitted (1907).
17: Sixth Congress Met for First Time in Washington (1801).
Suez Canal Opened (1869).
18: Standard Time went into effect in the U. S. (1883).
Dr. V. K. Zworykin demonstrates his kinescope or cathode ray television receiver before a meeting of the IRE at Rochester, N. Y. (1929).
19: Lincoln's address at dedication of National Cemetery on the battlefield at Gettysburg (1863).
James A. Garfield Born (1831).
21: North Carolina Admitted (1789).
Edison Announced Invention of Phonograph (1877).

December
2: Promulgation of the Monroe Doctrine (1823).
3: Illinois Admitted (1818).
Gilbert Stuart Born (1755).
5: Martin Van Buren Born (1782).
Walt Disney Born (1901).
7: Pearl Harbor Attacked (1941).
Roosevelt, Churchill, Stalin Confer at Teheran (1943).
Delaware Day.
Daily facsimile broadcasting inaugurated by KSD, St. Louis (1938).
8: Eli Whitney Born (1765).
U. S. Declared War on Japan (1941).
9: Germany-Italy Declare War on U. S. (1941).
10: U. S. Declared War on Germany-Italy (1941).
Peace Treaty Signed With Spain (1899).
Mississippi Admitted (1817).
Human Rights Day.
11: Alfred Nobel Born (1833).
Indiana Admitted (1816).
12: First Marconi Wireless Across Atlantic (1901).
Pennsylvania Admitted (1787).
Washington, D. C. became the permanent home of the U. S. Govt. (1800).
13: Council of Trent (1545).
14: Alabama Admitted (1819).
George Washington Died at Mt. Vernon (1799).
15: Bill of Rights Day.
Dr. E. F. W. Alexanderson demonstrates his kinescope or cathode ray television receiver before a meeting of the IRE at Rochester, N. Y. (1929).
16: Boston Tea Party.
Ludwig von Beethoven Born (1770).
17: John Greenleaf Whittier Born (1807).
Aviation Day.
First Mechanical Airplane Flight by Wright Brothers (1903).
18: New Jersey Admitted (1787).
First Sunday Paper Published (1796).
19: Tyrus (Ty) Cobb Born (1886).
Washington went into winter quarters at Valley Forge (1776).
20: First Electric Lights on Broadway (1880).
21: Pilgrims Landed at Plymouth Rock (1620).
First day of winter.
NBC establishes a permanent coast-to-coast network (1928).
24: "Aida" first performed in Cairo, Egypt (1871) composed for celebration of opening of Suez Canal.
Reginald Fessenden transmits human voice by wireless (1906).
25: Washington crossed the Delaware to attack Trenton (1776).
Christmas Day.
26: Battle of Trenton (1776).
Record snow fall in New York, exceeding in depth, blizzard of 1888 (1247).
27: Louis Pasteur Born (1822).
28: Iowa Admitted (1848).
Woodrow Wilson Born (1856).
Irish Free State Became State of Eire (Ireland).
29: Texas Admitted (1845).
Andrew Johnson Born (1808).
First American YMCA established in Boston (1851).
MBS, after operation as limited network for two years, expands transcontinentally by adding Don Lee Broadcasting System of Calif. and other stations (1936).
30: Rudyard Kipling Born (1865).
The Gadsden purchase and new boundary treaty ratified by Mexico and the U. S. (1853).
31: New Year's Eve.
"WHO, ME?"

ROBERT QUIGLEY

Producer-Writer-Director

RH 4-1201
SOMETHING pretty wonderful has happened in America during the past 10 years, and virtually everyone in advertising and broadcasting has been a part of it.

It all started during the first dark days of World War II. One of Uncle Sam's biggest problems was how to get a thousand and one things done voluntarily on the home front. Public-spirited business leaders offered their services free.

They formed The Advertising Council to tell the story. They called upon America's unmatched communications forces to help. Soon millions of messages were going out on radio, in magazines, newspapers, posters and car cards, without cost to the taxpayer.

But this voluntary service did not end with the war. By popular demand, it began to help such peacetime causes as Saving Bonds, Highway Safety, Community Chests, Red Cross, Economic Education, Crusade for Freedom, Better Schools, Civil Defense and Blood Donation.

This Spring The Advertising Council will be ten years old.

It is generally agreed that the most effective tool that the Council has had available for public service campaigns these past ten years has been the Radio Allocation Plan. This Spring, radio advertisers, advertising agencies and the four major radio networks round out their tenth year of cooperation in this voluntary plan that they devised just after Pearl Harbor, and through which they share valuable radio time regularly with government agencies and private organizations to help solve national problems.

It is typical of the broadcasting industry that the Radio Allocation Plan, formed in wartime, was not de-mobilized at the end of World War II. The plan to make available for war information radio's most valuable time and programs—delivering America's biggest radio audiences—was literally invented by the Advertising Council. It was administered by the Office of War Information from April, 1942 to the end of 1943. Since 1945, the plan has served peacetime projects with the same force and effectiveness that marked radio's contribution to wartime projects.

When Korea came, the advertisers, agencies, networks and stations that had kept the Radio Allocation Plan strong—and ready—found themselves called upon once again to help America mobilize for defense.

Because they had chosen not to put their war-born mechanism for broad information campaigns into mothballs in 1945, radio advertisers, advertising agencies, networks and stations were in a position to switch immediately to defense mobilization projects on the very day in 1950 that the President of the United States declared a state of emergency.

Last year The Advertising Council, in cooperation with the NARTB and the Broadcast Advisory Council, (a group of broadcasters organized at the specific request of the government) introduced a stepped-up service to all radio and television stations—a monthly guide giving full information on mobilization-public interest campaigns.

And this time—unlike 1942—the advertising industry stood ready with a completely new and powerful medium and facility—television. Advertisers, advertising agencies, TV networks and stations—many of them the same American business companies that had formed the Radio Allocation Plan—joined forces with the Council and developed a Television Allocation Plan. This new facility for public service quickly took up the defense programs; and the Television Allocation Plan has expanded rapidly—almost as rapidly as television itself—and is still growing. Already this Plan has achieved outstanding support and results for government and private information programs.

The Radio Allocation Plan is an excellent example of the teamwork in advertising that epitomizes The Advertising Council. After ten years, this unique mechanism still looks like the instrument which one national advertiser once described as, "...perhaps the most powerful tool for public service ever devised."
The only network program which brings you weekly all the great names of Piano Music. In the classics, PIANO PLAYHOUSE offers such great artists as Jesús María Sanromá, Rosalya Tureck, Eugene List, Abram Chasins, Constance Keene, Earl Wild, Appleton and Field, Whittemore and Lowe, The Philharmonic Piano Quartet, etc., etc., in addition to such great outstanding jazz stars as Frankie Carle, Vincent Lopez, Art Tatum, George Shearing, Erroll Garner and Skitch Henderson . . . .

all this and the one and only

MILTON CROSS

with Margaret and Forrest Perrin at the twin keyboards

MGM PIANO PLAYHOUSE ALBUM (Volume II)

now being released

A fast growing high popularity show, and with sponsorship growing every day, is now available to you at

LOW CO-OP COST

PIANO PLAYHOUSE with all its glamour and prestige is now available at local rates. Ask your ABC representative today for full details, write or wire

American Broadcasting Company
CO-OPERATIVE PROGRAM DEPT. • 7 WEST 66th STREET • NEW YORK

Represented by The William Morris Agency
THE IMPORTANCE OF RADIO NEWS

By JIM BORMANN, President, National Asso. of Radio News Directors

TWO major developments dominated the field of radio news in 1951. One was the headlong arrival of television news as one of the top contenders for news attention. The other was radio's decision to go to the mat to defend its right to freedom of information. Neither development has reached fulfillment, but both can be counted on to hold the attention of newsmen in radio and television during 1952.

One indication of the new importance attached to video news by the newsmen themselves came at the annual NARND convention in Chicago, November 12, 13 and 14. The problems of producing television newscasts and the problems of competing with them held the attention of nearly every delegate. TV monopolized the major portion of the convention program as well as much of the out-of-sessions conversation there.

NBC's television news chief, Frank McCall, headed a lively discussion of technical developments in video news coverage. He listed many important advances during the past year, but acknowledged one major problem as yet unsolved. The speed of transmission for news film to TV stations all over America is still limited, he said, to the speed of the airplanes which fly the footage. It's the fastest transportation presently available, but it's too slow to keep up with the news itself, which is transmitted instantaneously by the news service over a network of teletype circuits.

"When it becomes possible to transmit motion pictures over a micro-wave system," McCall said, "then television news will really be in business on a competitive scale."

Officials of International News and United Press admitted privately that the newsreels which their organizations are producing necessarily suffer from the same transportation lag. Film footage of events happening in the eastern time zone seldom is available for presentation by west coast TV stations until 12 to 24 hours after the event.

"Let's face it," said one wire service executive; "the plane that flies our films doesn't move any faster than planes used by the other services."

The year 1951 may mark the awakening of radio to the urgent need for defending its right to freedom of information. Under the vigorous leadership of Bill Ray, NBC, Chicago, the NARND Freedom of Information committee kept the membership informed on events which affected this right. NARND President Ben Chatfield of WMAZ, Macon, Ga., joined with the leaders of other radio and press organizations in protesting against the order restricting the release of certain information by government bureaus. The executive order was regarded by newsmen generally as peacetime censorship, opposed to the public interest.

Similar protests were registered by the National Association of Radio and Television Broadcasters, the AP Managing Editors Association, the American Society of Newspaper Editors and the American Newspaper Publishers Association. At its convention, NARND adopted a resolution calling on the President to withdraw or modify his order curtailing free access to information about our government.

The nation's press and the nation's radio had formed an alliance, standing together on common ground in a common cause. The quarrels and the rivalry that had separated them in the past seemed less important than ever as they joined forces in a modern crusade for freedom at home. At year's end, the executive order was still in force, but the fight to repeal it had only begun.

The area of NARND's influence was expanded during 1951 as the organization's membership passed the 300 mark for the first time. Added recognition came to NARND with the appointment of President Chatfield to membership on the Broadcast Advisory Council and to the Council on Radio and Television Journalism. NARND now sits as a full partner with management on the board which advises on industry affairs. It also has increased its stature as a professional organization by participating in the affairs of the journalism schools where the newsmen of tomorrow receive their training.
NOW...THE ULTIMATE IN CUSTOM RECORDING!

CAPITOL RECORDS OFFERS

a complete

Studio and

Recording Services

Division

• Here, at last, are Custom Recording facilities superlative in technical excellence and personnel...complete in the finest and latest equipment...luxurious in spacious studios and lounges and, wonderfully convenient!

• Artists, Producers, Recording Companies, Advertising Agencies and Advertisers have long expressed a desire for custom recording comparable to the fidelity and quality associated with the major recording studios... Now, Capitol makes its outstanding facilities available to all who demand the ultimate in sound reproduction!

• Whether your requirement be for a speech or a symphony...an organ number or audition...audience facilities for a radio or television extravaganza, Capitol's studios promise you perfection in the end result... comfort and convenience in the process!

STUDIO & RECORDING SERVICES DIVISION

Capitol Records, Inc.
5515 Melrose Ave., Hollywood 38, Calif.
HEmpstead 7114

studios in Hollywood • New York • Chicago • Nashville
TV FILMS BEST BET FOR SPONSOR

By JOHN L. SINN, President, Ziv Television Programs, Inc.

ALREADY the nation’s television producers are producing more films for television than the nation’s motion picture producers are producing films for theaters.

The video film industry is today producing more than 3000 hours of film for television annually, and that figure will increase significantly during this year and in the years to follow.

The advantages of a filmed television series to a sponsor are quite obvious. Film offers him a maximum of flexibility of program structure, as well as the opportunity to provide non inter-connected stations with top-level programming. With film he can also overcome such problems as the time differential between east and west coasts.

The program structure can be more thoughtfully planned and presented on film than “live.” In “live” programming a director frequently has to make “on the spot” decisions and emerge with the wrong camera angles. The director of the filmed show can choose his angles more carefully and never make mistakes if he does his job intelligently.

All of the “to err is human” element inherent in “live” production is eliminated on film. The fluffs wind up on the cutting room floor.

Of course, not all types of programs lend themselves to film. However, we in the industry believe that 80-90% of all television programming can be filmed and will some day in the not too distant future be done in that manner.

We in the filmed—“open end” industry go a step further and say that eventually 100% of the filmed television shows will be “open end” because “open end” filmed shows offer the maximum advantages to the sponsor.

To the national sponsor who wants to concentrate on selected markets, the “open end” filmed show affords the opportunity to purchase at local rates a top-budgeted production such as “The Unexpected,” whose production budget is $23,500 or “Boston Blackie” whose production budget is $21,000 per half-hour show, or “Cisco Kid” or other similarly top-grade shows. Such a sponsor can then buy the best available time in his selected markets, make his deal with the station in each city which can do the best job for him, and then by inserting a hard-hitting local sales message, “live” or filmed, can be assured of getting the top results from his advertising budget.

Similarly, the regional advertiser and local advertiser whose advertising budgets could not stand the initial production costs of such shows, are able to present such shows locally, at prices they can well afford, and build up big audiences for their sales messages in their communities.

Last, but certainly not least of the reasons why “open end” filmed shows are destined to be the dominant category of all TV programming is the fact that stations prefer to buy and re-sell such shows at the local level in order to realize the maximum revenue from the sale of their time. At the same time, the stations could not themselves otherwise hope to offer the advertisers in their communities top programs, featuring top names, top production values, top direction, and top everything else, because obviously top talent leaves local communities and heads for the three major production centers.

Thus, an infant industry of five years ago has become a very healthy big boy who must grow into an even healthier giant.

Surveys which have been taken by trade magazines and other organizations prove that the public no longer knows nor cares which programs are on film or live. The “bugs” of five years ago have been exterminated completely.

This, too, explains why more and more sponsors are turning to filmed shows, and why more specifically they are turning to filmed “open end” shows to do the job.
...OFFERS THESE
PROGRAM AIDS
TO THE BROADCASTER

BMI services are all designed to aid the broadcaster and are available to every BMI-licensed station. Check with your music librarian or program director for this material.

CONTINUITY Music programs that sell... ready for immediate use... smooth, well written continuity for a variety of program purposes:

ACCORDING TO THE RECORD (five minutes, daily)
SPOTLIGHT ON A STAR (five mins., five times weekly)
TEEN AGE BOOK PARADE (quarter hour, weekly)
SPECIAL EVENTS (half hour, periodically)

CONCERT MUSIC Monthly Pin Up Sheet listing new recordings of outstanding contemporary and standard compositions.

"Your Concert Hall"—a series of half hour radio scripts, three times weekly.
"Today In Music"—dates and facts about the important music events of the month.

PROGRAM CLINICS Third year of State-wide clinics covering broadcasting in all aspects...Brought into the field for the benefit of every station staff.

MUSIC MEMO Monthly informational bulletin... the radio man's guide to BMI music... contains Recordata and Pin Up Patter.

PIN UP SHEETS Convenient and timely reference to the current song leaders... pop hits, folk favorites, rhythm and blues leaders... issued monthly.

COPYRIGHT RESEARCH Thorough, up-to-the-minute information on music clearance... a complete basic catalog and regular weekly supplements of new published music with consolidated indexes provided semi-annually.

NEWSLETTER Personal monthly message to the BMI family. An exchange of radio and music ideas.

MEET THE ARTIST Valuable reference of vital statistics on 144 of the nation's popular recording artists.

RECORD REPORT Forecast of tomorrow's song hits... weekly facts about BMI-licensed tunes coming up.

HOLIDAY MUSIC Timely suggestions of appropriate music for seasonal and holiday occasions.

MUSIC DISTRIBUTION Music of every type, published by BMI and affiliated publishers, and occasionally records, mailed to stations.

PERFORMINDEX Handy, time-saving catalogue of most-performed BMI-licensed titles.

CATEGORICAL INDEX Provides immediate reference to a wide variety of song titles, arranged for selecting appropriate music in countless script situations.

Your BMI Field Representative, who visits your station periodically, can be helpful in many ways. For any personal problem in selecting or programming music send your inquiry to BMI's Station Service Department.
SERVICE is one of the basic theme songs of BMI. The nation’s broadcasters are using all of the BMI aids to programming...its vast and varied repertoire...its useful and saleable program continuities...its research facilities...and all of the elements which are within the scope of music in broadcasting.

The station manager, program director, musical director, disc jockey and librarian takes daily advantage of the numerous time-saving and research-saving functions provided by BMI.

Along with service to the broadcaster—AM, FM, and TV—BMI is constantly gaining new outlets, building new repertoires of music, and constantly expanding its activities.

The BMI broadcast licensee can be depended upon to meet every music requirement.
AM Radio Stations

WBNX M#rose 5-0333
WCBS Plaza 5-2000
WEVD Plaza 7-0880
WFAS White Plains 9-6400
WQBB Freeport 9-1400
WHLI Hemptead 2-8000
WHOM Circle 6-3900
WINY Bryant 9-6000
WJZ Trafalgar 3-7000
WKBS Oyster Bay 6-2500
WLIS ORegon 9-2720
WMCA Circle 6-2200
WMGM Murray Hill 8-1000
WNBC Circle 7-8300
WNEX Plaza 3-3300
WNYC White Hall 3-3000
WOR Longacre 4-8000
WQV Circle 5-7979
WXIR Lackawanna 4-1100
WWRL New York 9-3300

FM Radio Stations

WABF-FM Templeton 8-5400
WCBS Plaza 5-2000
WFAS-FM White Plains 9-6400
WGHC Murray Hill 6-3266
WGNR New Rochelle 6-1460
WGYN Beverly Green 9-4800
WHFI-AM Olympia 8-1100
WJZ-FM Trafalgar 3-7000
WNBC-FM Murray Hill 5-1900
WNYC-FM Murray Hill 5-1900
WQXR-FM Longacre 4-8000

TV Stations

WABD Murray Hill 8-2600
WATV Barclay 7-8216
WCBS-TV Plaza 5-2000
WJZ-TV Trafalgar 3-7000
WNBT Circle 7-8300
WQXR Longacre 4-8000
WPX Murray Hill 2-1234

National Networks

American Broadcasting Co Circle 7-5700
Columbia Broadcasting System Plaza 5-2000
Keystone Broadcasting System Plaza 7-1460
Mutual Broadcasting System Pennsylvania 6-9600
National Broadcasting Co Circle 7-8300
Liberty Broadcasting System Murray Hill 8-5580

Station Representatives

ABC Spot Sales Trafalgar 3-7000
Avery-Knodel, Inc. Judson 6-5536
HiI F. Best Lexinton 2-3783
John Blair & Co Murray Hill 6-0684
Blair-Tv, Inc. Murray Hill 6-2623
Guy Bolan ALgonquin 4-7881
The Bolling Co., Inc Plaza 9-8150
The Brohman Co Murray Hill 6-1860
Burn-Smith Co., Inc Murray Hill 2-3124
CBS Radio Spot Sales Plaza 5-2000
CBS TV Spot Sales Plaza 5-2000
Henry I. Christal Murray Hill 8-4414
Thomas F. Clark Co., Inc Murray Hill 4-6177
Clark & Anderson Co., Inc ORegon 9-5100
Continental Radio Sales Lexington 2-2450
Donald Cooke, Inc Murray Hill 2-7270
Devney & Co Murray Hill 7-5635

AMM Radio Stations

Everett-McKinney, Inc. Plaza 9-3747
Forjoe & Co., Inc. Plaza 5-8501
Free & Peters, Inc. Plaza 9-6022
Mc-choir Guzman Co., Inc. Circle 7-0624
H-B Travel Agency, Inc Murray Hill 3-7800
Headley-Reed Co. Murray Hill 3-5467
George P. Hollingbery Co. Bryant 9-3960
The Katz Agency, Inc. Plaza 9-4460
Joseph Horsney McGillvra, Inc. Murray Hill 2-8755
Robert Meeker Associates, Inc. Murray Hill 2-2170
National Bestco. (Spot-Local Sales) Circle 7-8300
Pan Am American Bestco. Murray Hill 2-0610
John E. Pearson Co Plaza 8-2255
John H. Perry Associates Murray Hill 4-1647
Edward & Co., Inc. Murray Hill 4-1647
Radio Representatives Murray Hill 8-4392
William G. Ramboe Co. Murray Hill 6-5940
Paul H. Rayment Co., Inc Plaza 9-5700
The O. Taylor Co., Inc Plaza 9-4110
The Walker Co., Murray Hill 3-5830
Weed & Co. Murray Hill 7-7772
Adam J. Young, Jr., Inc. Murray Hill 9-0006

Advertising Agencies

Anderson & Cairns, Inc Murray Hill 8-5800
N. W. Ayer & Son, Inc Circle 6-0200
Badger & Browning & Hersey Circle 7-3719
Ted Bates, Inc. Circle 7-0830
Batten, Barton & Osborn ElPrado 5-8500
Benton & Bowles, Inc Murray Hill 8-1100
The Bloo Co, Inc Plaza 9-1717
Franklin Bruck Advertising Corp Circle 7-7660
Calkins, & Holden Plaza 5-6900
Campbell-Ewald Co., Inc Murray Hill 8-3190
Cecil & Presby, Inc Murray Hill 8-1234
Compton Advertising, Inc Circle 6-2800
Cunningham & Wolsh, Inc Murray Hill 3-4900
Dancer-Fitzgerald & Sample, Inc ORegon 9-0600
D'Arcy Advertising Co Murray Hill 5-2600
Doherty, Clifford & Shenfield, Inc Bryant 9-0445
Donahue & Co., Inc Columbus 5-4257
Doremus & Co. WOrth 4-0700
Dowd, Redfield & Johnston Murray Hill 2-1757
Roy S. Durstine, Inc. Circle 6-1400
Erwin, Wasey & Co., Inc Lexington 2-8700
William Esty & Co. Murray Hill 5-1900
Federated Advertising Agency, Inc Murray Hill 8-4700
Foote, Cone & Belding Murray Hill 8-5000
Albert Frank-Guenther Law Cortlandt 7-5060
Fuller & Smith & Ross, Inc Murray Hill 6-5600
Gardner Advertising Co Columbus 5-2000
Geyer, Newell, & Ganger, Inc Plaza 5-5400
Grey Adv. Agency, Inc. Chickering 4-3900
Hirshon-Garfield B., Inc Murray Hill 8-8900
Charles W. Hoyt Co., Inc Murray Hill 2-2000
Duane Jones Co., Inc. Plaza 3-4848
Kester, Ferrill, Chelvey & Clifford, Inc ORegon 8-2600
The Joseph Katz Co. Murray Hill 8-1223
Kenyon & Eckhardt, Inc Murray Hill 8-5700
Abbott Kimmel Co., Inc Plaza 1-9600
Kudner Agency, Inc. Circle 6-1085
Al Paul Lefton Co., Inc. Vanderbilt 6-4343
Lennen & Mitchell, Inc Murray Hill 2-9170
Moffett & Col. Corp. Longacre 4-7190
Marschall & Pratt Co. Vanderbilt 6-2022
J. M. Mathes, Inc. Lexington 2-7450
McCann-Erickson, Inc Judson 6-3400
Emil Mogul Co., Inc. Plaza 5-2482
Morey, Humm & Johnstone, Inc Bryant 9-5950
Morse International, Inc. ORegon 9-4600
George M. Worth & Co Plazas 10-0900
Peck Adv. Agency, Inc Plaza 3-0900
Pedlar & Ryan, Inc Plaza 5-1500
Fletcher D. Richards, Inc. Judson 6-5400

Radio and Television

TELEPHONE NUMBERS

in NEW YORK
Radio and Television

TELEPHONE NUMBERS

CHICAGO  WASHINGTON

Herbert S. Laufman  2-7500  WEBster 9-2302
Les Lear Productions Corp.  3-7238  ANdover 3-7238
Art Linick Enterprises  SUperior 7-3311
Monogram Radio Programs, Inc.  ANdover 3-7169
Morton Radio Productions, Inc.  CEntral 6-4144
Music Corp. of America  DElaware 7-1100
NBC Radio Recording Division  SUperior 7-8300
Radio Features, Inc.  FReFranklin 2-4932
RCA Manufacturing Co.  WHiitehall 4-4600
Standard Radio Trans. Service, Inc.  SState 2-3153
Hal Tate Radio Productions  SHeidrake 3-0880
Tele-Radio Creations, Inc.  MOhawk 4-0015
Television Adv. Productions, Inc.  SState 2-5941
Wright Radio Productions  SUperior 7-1280
Frederic W. Ziv Co.  FReFranklin 2-8917

News Agencies and Ass'ns.
Associated Press  SState 2-7700
International News Service  ANdover 3-1224
Press Association  SState 2-4581
Transradio Press Service  SState 2-7904
RADIO DAILY  ANdover 3-6050  FR 2-3238
United Press  RAndolph 6-4172

Radio-TV, Gort. Phone Numbers in WASHINGTON, D. C.

Federal Departments and Agencies
American National Red Cross  8300  Republic
Archives, National  7500  Republic
Capitol U. S. (Senate, House of Reps.)  3120  National
Census, Bureau of the  LItldow 4-3000
Commercen, Department of  Stering 9200
Copyright Office—Library of Congress  Stering 0400
Court of Customs & Patent Appeals  4696  National
Defense Mobilization Office of  Execuctive 3300
Executive Mansion  1414  National
FEDERAL COMMUNICATIONS  EXECutive 3620
Commission  EXECutive 6800
Federal Trade Commission  EXECutive 5200
Government Printing Office  DDistrict 6840
Interior, Department of the  REpubic 1820
Justice, Department  REpubic 8200
Labor, Department of  Execuctive 2420
National Labor Relations Board  Stering 7373
National Military Establishments
Air Force, Department of the  Liberty 5-6700
Army, Department of the  Liberty 5-6700
Navy, Department of the  Liberty 5-6700
National Production Authority  Stering 5200
National Research Council  EXECutive 8100
Patent Office  Stering 9200
Post Office, Department of  Stering 3100
Radio Correspondents' Galleries—Capital
(Senate & House of Reps.)  3120  National
State, Department of  REPUBLIC 5600

Supreme Court of The U. S.  EXECutive 1640
White House  REpublic 1414
Blair House  REpublic 1681

Non-Governmental
Clear Channel Broadcasting Service  EXECutive 0255
National Association of Broadcasters  DEcatur 9300
National Press Club  REpublic 2500
RADIO DAILY  MEtropolitan 0823
WArfield 4462
Radio-Television Manufacturers’ Association  3902  National
Radio Corporation of America  District 1260
Westinghouse Radio Stations  Stering 9031  National
AM Radio Stations
WARL  OWEns 7800
WEAM  OWEns 7100
WFAX  FFAils Church 0900
WGY  SHepherd 1050
WGN  EXECutive 8676
WINX  REpublic 8000
WMAL  Sğerling 1050
WOL  MEtropolitan 0100
WQOK  STEGERling 7265
WPJK  OVerlook 3000
WRC  REpublic 4000
WTOP  MEtropolitan 3200
WWDC  Stering 3800
FM Radio Stations
WARL-FM  OWEns 7800
WASH  District 1356
WBUZ  Hillside 8796
WCFM  REpublic 8688
WGAY-FM  SHEpherd 1050
WGMS-FM  EXECutive 8676
WAL-FM  REpublic 5400
WQOK-FM  STEGERling 7265
WRC-FM  REpublic 4000
WTOP-FM  MEtropolitan 3200
Television Stations
WMAL-TV  NAtional 5400
WNBW  REpublic 4000
WTOP-TV  MEtropolitan 3200
WTTC  Stering 3800

News Services
Associated Press  District 1500
International News Service  NAtional 1728
Transradio Press  NAtional 1172
United Press  EXECutive 3480

Networks
ABC  REpublic 6013
CBS  MEtropolitan 3200
LBS  MEtropolitan 458
MBS  MEtropolitan 1551
NBC  REpublic 4000
Radio and Television

TELEPHONE NUMBERS
in LOS ANGELES

AM Radio Stations

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Television Stations

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<td>Normandy</td>
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<td>KLC</td>
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<td>KNBH</td>
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<td>KTLA</td>
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<td>KTS</td>
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Networks

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<tr>
<td>Columbia Broadcasting Co.</td>
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<td>Mutual-Dan Lee Broadcast System</td>
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<tr>
<td>Pacific Regional Network</td>
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<td>Liberty Broadcasting System</td>
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<td>97471</td>
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Station Representatives

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<tr>
<td>American Jewish Broadcasting</td>
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<td>Avery-Knodell, Inc.</td>
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<td>Walter Biddick Co.</td>
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<td>John Blair &amp; Co.</td>
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<td>Blair TV, Inc.</td>
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<td>Boling Co., Inc.</td>
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<td>The Brankman Co.</td>
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<td>Howard C. Brown Co.</td>
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<td>Burn-Smith Co., Inc.</td>
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<td>F M Cog., Inc.</td>
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<td>Free &amp; Peters</td>
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<td>Gene Grant &amp; Co.</td>
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<td>W. S. Grant Co.</td>
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<td>Irene Griffin Co.</td>
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<td>George P. Hollingbery</td>
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<td>Keenan &amp; Eckelberg</td>
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<td>Joseph Hershey McGilvra, Inc.</td>
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<td>Tracy Moore</td>
<td>Hollywood</td>
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<td>NBC-KF&amp;K Spot Sales</td>
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<td>Harlang Oaks Assoc.</td>
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<td>Lee F. O'Connell Co.</td>
<td>Crestview</td>
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<td>John Poynter Co.</td>
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<td>Edward Petry Co.</td>
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<td>Wm. G. Ramboe Co.</td>
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<td>Paul H. Rice</td>
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<td>Walker Co.</td>
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<td>Weed &amp; Company</td>
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Advertising Agencies

<table>
<thead>
<tr>
<th>Agency</th>
<th>City</th>
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<tbody>
<tr>
<td>Abbott Kimball Co. of Calif.</td>
<td>Dünkirk</td>
<td>73705</td>
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<td>Ad Associates</td>
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<tr>
<td>Advertisers Production Agency</td>
<td>Prospect</td>
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<td>Advertising Engineers Corporation</td>
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<td>Alber, R. H., Co.</td>
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<td>Arnold, Rupert, Adv. Agency</td>
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<td>(Los Angeles)</td>
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Simmons Co. .......................................................... Bradshaw 2-5319
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Famous Artists ........................................................ CRESTview 15222
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### Publications

- Broadcasting-Telecasting: Hemstead 8181
- Hollywood Reporter: Hillside 7411
- RADIO DAILY: Gladstone 8436
- Radio Life: Hillside 9275
- Radio News: Tucker 9213
- Variety: Hollywood 1141
- Radio Artists Directory: Hillside 0101

### Radio-TV Audience Surveys

- Coffin, Cooper & Clay, Inc.: Hudson 2-7251
- Facts Consolidated: WY 3181
- C. E. Hooper, Inc.: Hollywood 9-3553
- Moffett Research Co.: Hemstead 5653
PULSE offers radio and television surveys across the nation. In 1952, the following markets will have been surveyed as a minimum:

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For information about these surveys, write...

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133 Albany St., New Brunswick, N. J.
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AUDIENCE RESEARCH, INC.
110 E. 42nd St., New York 17, N. Y.
Phone: MUrray Hill 4-5382
Princeton, N. J.
Phone: Princeton 335
6305 Yucca St., Hollywood, Calif.
Phone: Hillside 8103

A. S. BENNETT—CY CHAIKIN, INC.
480 Lexington Ave., New York, N. Y.
Phone: MUrray Hill 8-2475

CROSSLEY, INC.
330 W. 42nd St., New York 13, N. Y.
Phone: BRyant 9-5462
And Mercer St., Princeton, N. J.

ELLIOTT-HAYNES LTD.
(Radio Research Division)
515 Broadview Ave., Toronto 6, Ont., Canada
Phone: GErrard 1144
441 Seymour St., Vancouver, B. C., Canada
Phone: Marine 8794

FACTS, INC.
270 Madison Ave., New York 16, N. Y.
Phone: MUrray Hill 6-7800

C. E. HOOPER, INC.
(Executive Office)
10 East 40th St., New York 16, N. Y.
Phone: LExington 2-3000
Dry Hill, Norwalk, Conn.
Phone: NOrwalk 8-0606

INDUSTRIAL SURVEYS CO., INC.
292 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 3-9083
425 N. Michigan Ave., Chicago 11, Ill.
Phone: MOhawk 4-4600

JOHN B. KNIGHT CO.
6530 Sunset Blvd., Hollywood 28, Calif.

RICHARD MANVILLE RESEARCH
230 Park Ave., New York 17, N. Y.
Phone: ORegon 9-2435

A. C. NIELSEN COMPANY
2101 Howard Street, Chicago 45, Ill.
Phone: Hollycourt 5-4400

500 Fifth Ave., New York 18, N. Y.
Phone: PEnnsylvania 6-2850

OFFICE OF RESEARCH, INC.
3470 Broadway, New York 31, N. Y.
Phone: AUdubon 6-7455

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

THE PULSE, INC.
15 W. 46th St., New York 7, N. Y.
Phone: JUdson 6-3316

RADIO COPY
43-18 163rd Street, Flushing, N. Y.
Phone: FLushing 9-7779

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

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

ELMO ROPER
30 Rockefeller Plaza, New York 20, N. Y.
Phone: PLaza 7-1900

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

ROSS FEDERAL RESEARCH CORP.
2 W. 45th St., New York 19, N. Y.
Phone: VAndebilt 6-0600

DANIEL STARCH AND STAFF
420 Lexington Ave., New York 17, N. Y.
Phone: LExington 2-6622
Phone: DElaware 7-8362

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

VIDEODEX
JAY & GRAHAM RESEARCH, INC.
100 E. Ohio St., Chicago 11, Ill.
Phone: WHitehall 4-0584
342 Madison Ave., New York, N. Y.
Phone: MUrray Hill 7-8337
According to the Nielsen Radio Index (the only nation-wide measurement of radio listening subscribed to by all networks)...

More people listen to CBS Radio than...

This has been going on since January 1949. CBS Radio captures more than...
and listen longer—
do any other network.
every month since
regularly
one-third
listening.
According to the Nielsen Radio Index (the only nation-wide measurement of radio listening subscribed to by all networks)...
focal point
for
successful
campaign planning
in 1952:

the
MUTUAL
broadcasting
system
INTERNATIONAL RADIO—WHAT IS IT?

By PIERRE CRENESSE, Director of The French Broadcasting System in North America

SINCE the end of the war, there has been a lot of talk about International Radio. Does such a thing exist? There can be no doubt about it. To be convinced, one need only to witness the exchanges being made daily between American radio stations and Radio diffusion Francaise. Anyone in France can listen to numerous programs during which people talk about the United States, about American art and American music; and in this country, from coast to coast, Radio-diffusion Francaise makes programs available to over 350 stations.

Nevertheless, up to the present time, International Radio has never really been defined. It has no regulation, no laws. It is ruled only by the good will or the honesty of those who are at its service. You may say that is true of all the arts. No doubt; however, when working for International Radio one should have a definite purpose in mind.

After several years of experience—experience acquired under the best conditions, as I have had the good fortune to be in permanent contact with American broadcasters, and they have the justified reputation of knowing their job—I would say this about International Radio.

"It is the art of making people listen to truths about a country unfamiliar or indifferent to them."

I use the word "listen" intentionally, rather than "hear," as the former indicates sustained attentiveness, whereas the latter denotes only a manifestation of the auditory senses. And I insist on the word "truths."

Consequently, the crux of the matter is to be honest and interesting at the same time. That is not easy to achieve because being honest means not only to respect truths but also to avoid contrivance and not to give in to popular taste.

International Radio can be constructive by enlightening people on the subject of the life and customs of other people; it can be poisonous if it is "propaganda."

Two striking examples came out of the last war, at the very time when the principle of International Radio was being formed. The first, the bad one, was that of the German radio that flooded occupied territories with lies—lies about the power of the Great Reich as well as about the weakness of democracies. That was propaganda. The other, the good one, was that of the BBC and ABSIE (American Broadcasting System in Europe), that people in occupied territories listened to daily, at the risk of their life. Agreed, it was radio at war, but it was honest radio.

Here is an even more explicit example. A program of the Voice of America is relayed every day by one of the Radio-diffusion Francaise networks. Produced in New York, by Americans, the program gives facts—facts that can be checked—and interviews with personalities who talk about life in the United States. The picture that French listeners get in this way may not exactly coincide with their own conception of America, but in any event it is an honest picture. The programs produced by Radiodiffusion Francaise in Paris, in English, and aired by American stations, present French music. It is honest to talk about Berlioz, Ravel or Debussy who although Frenchmen, belong to the heritage of human genius.

I personally avoid forcing the listener's judgment. I make a point of not saying, "Listen attentively to the last movement of the Symphonie Fantastique; it's a masterpiece, you should like it." I just play the composition, interpreted by a good orchestra, bearing in mind that if the listener is not already familiar with it, I have the opportunity of introducing it to him. He is still free to form his own judgment which I respect.

From a practical point of view, experience has taught me that the No. 1 principle of International Radio should be to reach the listeners you want over their favorite stations. This implies that shortwave radio is practically out of business during peace-time. The number of short-wave listeners, ordinarily, is infinitesimal in comparison with AM or even FM listeners. That means that a wide understanding of the significance of International Radio must be established in order that stations the world over may readily accept programs from foreign countries.
NBC RADIO IS STRICTLY BUSINESS
a statement by the National Broadcasting Company

The 1951 season saw more innovations in network radio than in any other comparable period of time in the history of the broadcasting industry. We are happy to say that most of these new techniques were introduced and developed by NBC, traditionally the leader in network radio.

While NBC radio has held the lead in developing new and original programs, our major emphasis is on network radio's tremendous selling ability and on ways to adapt its vast, economical audience to the particular needs of every national advertiser.

What are these new selling techniques? Here is a partial list:

- **Tandem Plans 1 and 2**
- **Guaranteed Advertising Attention Plan**
- **National Merchandising Plan**
- **Market Basket Plan**

Some of these plans have been in effect for many months; others are brand new. Every one adds greatly to the already tremendous flexibility of network radio as an advertising medium. We believe in total they accurately reflect this policy of the NBC Radio Network: we are in business to build your business.

Among national media, network radio is unique. No other medium or combination of media reaches mass audiences at such low costs as network radio.

And in 1952 NBC radio will continue to foster the advancement of network radio as the basic medium for selling America. Our approach is your approach—strictly business. Strictly good business.
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 CRENESE — Director in North America

934 Fifth Avenue • New York 21, N. Y. • REgent 4-1501
**NON-COMMERCIAL AM STATIONS**

As Listed By The Federal Communications Commission, Jan. 1, 1952

<table>
<thead>
<tr>
<th>City</th>
<th>Call Letter</th>
<th>Licensee</th>
<th>Freq. (Kc.)</th>
<th>Power (Watts)</th>
</tr>
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<tbody>
<tr>
<td>Los Angeles</td>
<td>KFSG</td>
<td>Echo Park Evangelistic Assn.</td>
<td>1150</td>
<td>2500 d; 1000 n</td>
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<tr>
<td>Pasadena</td>
<td>KPPC</td>
<td>Pasadena Presbyterian Church</td>
<td>1240</td>
<td>100</td>
</tr>
<tr>
<td>Denver</td>
<td>KPOF</td>
<td>Pillar of Fire</td>
<td>910</td>
<td>5000 d; 1000 n</td>
</tr>
<tr>
<td>Chicago</td>
<td>WMBI</td>
<td>The Moody Bible Inst.</td>
<td>1110</td>
<td>5000</td>
</tr>
<tr>
<td>Urbana</td>
<td>WILL</td>
<td>University of Illinois</td>
<td>580</td>
<td>5000 d</td>
</tr>
<tr>
<td>West La Fayette</td>
<td>WBAA</td>
<td>Purdue University</td>
<td>920</td>
<td>5000 d; 1000 n</td>
</tr>
<tr>
<td>Ames</td>
<td>WOI</td>
<td>Iowa State College</td>
<td>640</td>
<td>5000 d</td>
</tr>
<tr>
<td>Boone</td>
<td>KFGQ</td>
<td>Boone Biblical College</td>
<td>1260</td>
<td>250 d</td>
</tr>
<tr>
<td>Decorah</td>
<td>KWLC</td>
<td>Luther College</td>
<td>1240</td>
<td>250</td>
</tr>
<tr>
<td>Iowa City</td>
<td>WSUI</td>
<td>The State U. of Iowa</td>
<td>910</td>
<td>5000</td>
</tr>
<tr>
<td>Lawrence</td>
<td>KFKU</td>
<td>University of Kansas</td>
<td>1250</td>
<td>5000</td>
</tr>
<tr>
<td>Manhattan</td>
<td>KSAC</td>
<td>Kansas State College</td>
<td>580</td>
<td>5000 d; 500 n</td>
</tr>
<tr>
<td>East Lansing</td>
<td>WKAR</td>
<td>Michigan State College</td>
<td>870</td>
<td>5000 d</td>
</tr>
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<td>Lapeer</td>
<td>WMPC</td>
<td>The Liberty St. Gospel Church</td>
<td>1230</td>
<td>250</td>
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<tr>
<td>Minneapolis-St. Paul</td>
<td>KFIS</td>
<td>Nwstrn. Schools</td>
<td>900</td>
<td>1000 d</td>
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<tr>
<td>Minneapolis-St. Paul</td>
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<td>University of Minn.</td>
<td>770</td>
<td>5000 d</td>
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<tr>
<td>Northfield</td>
<td>WCAL</td>
<td>St. Olaf College</td>
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<td>5000 d</td>
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<tr>
<td>Clayton-St. Louis</td>
<td>KFUO</td>
<td>Lutheran Church-Mo. Synod</td>
<td>850</td>
<td>5000 d</td>
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<tr>
<td>Zaraphath</td>
<td>WAWZ</td>
<td>Pillar of Fire</td>
<td>1380</td>
<td>5000</td>
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<tr>
<td>Brooklyn</td>
<td>WBBR</td>
<td>Watch Tower Soc.</td>
<td>1330</td>
<td>5000</td>
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<tr>
<td>New York</td>
<td>WNYC</td>
<td>City of N. Y.</td>
<td>830</td>
<td>1000</td>
</tr>
<tr>
<td>Grand Forks</td>
<td>KFJM</td>
<td>U. of North Dakota</td>
<td>1440</td>
<td>1000 d; 500 n</td>
</tr>
<tr>
<td>Columbus</td>
<td>WOSU</td>
<td>The Ohio State U.</td>
<td>820</td>
<td>5000</td>
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<tr>
<td>Norman</td>
<td>WNAD</td>
<td>U. of Oklahoma</td>
<td>640</td>
<td>1000 d</td>
</tr>
<tr>
<td>Corvallis</td>
<td>KOAC</td>
<td>Oregon State College</td>
<td>550</td>
<td>5000</td>
</tr>
<tr>
<td>Portland</td>
<td>KBPS</td>
<td>Benson Polytechnic School</td>
<td>1450</td>
<td>250</td>
</tr>
<tr>
<td>Grove City</td>
<td>WSAJ</td>
<td>Grove City College</td>
<td>1340</td>
<td>100</td>
</tr>
<tr>
<td>Rapid City</td>
<td>WCAT</td>
<td>S. Dak. Sch. of Mines &amp; Tech.</td>
<td>1230</td>
<td>100 d</td>
</tr>
<tr>
<td>Vermillion</td>
<td>KUSD</td>
<td>University of South Dakota</td>
<td>920</td>
<td>500</td>
</tr>
<tr>
<td>Pullman</td>
<td>KWSC</td>
<td>State College of Wash</td>
<td>1250</td>
<td>5000</td>
</tr>
<tr>
<td>Madison</td>
<td>WHA</td>
<td>University of Wisconsin</td>
<td>970</td>
<td>5000 d</td>
</tr>
</tbody>
</table>
America is SOLD on ABC
ABC Radio delivers the goods. A network is known by the company it keeps ... and today ABC Radio serves most of the leading names in American industry. We hope to continue serving them in 1952 ... offering even greater audiences, greater efficiency, economy, and flexibility. To serve America through serving them has been — and always will be — our single aim.

ABC Radio
American Broadcasting Company
As the year begins...

This is a time for taking stock, for adding up a final score for the 12 months past, and taking a look at the months ahead.

The score at Young and Rubicam shows that again in 1951 there was a sizable increase in the amount of dollars placed through our agency with television networks and individual local stations.

It also shows that, as 1952 begins, Young and Rubicam is placing the following radio and television shows for its clients:

**TELEVISION SHOWS**
- "Paul Whiteman Review" for the Goodyear Tire and Rubber Company, Inc.
- "Young Mr. Bobbin" for the General Foods Corporation.
- "Goodyear Television Playhouse" for the Goodyear Tire and Rubber Company, Inc.
- "Mr. District Attorney" for the Bristol-Myers Company.
- Arthur Godfrey's "Talent Scouts" for Thomas J. Lipton, Inc.
- "It's News to Me" for the General Foods Corporation.
- "The White Owl Sports Spot" for the General Cigar Co.
- "Herb Shriner Time" for Cluett, Peabody & Co.
- "We, the People" for the Gulf Oil Corporation.
- "Playhouse of Stars" for the Jos. Schlitz Brewing Company.
- "Bigelow Theatre" for the Bigelow-Sanford Carpet Company, Inc.
- "Roy Rogers" for the General Foods Corporation.

**DAYTIME TELEVISION**
- "Kate Smith Show" for the Singer Sewing Machine Company.
- "Kate Smith Show" for the Simmons Company.
- "Garry Moore" for the General Electric Company.
- "Bert Parks Show" for the General Foods Corporation.
- "Bill Goodwin Show" for the General Electric Company.
- "Kate Smith Show" for Hunt Foods Inc.
- "Kate Smith Show" for Cannon Mills, Inc.
- "Kate Smith Show" for Johnson & Johnson.

**RADIO SHOWS**
- Arthur Godfrey's "Talent Scouts" for Thomas J. Lipton, Inc.
- "Halls of Ivy" for the Jos. Schlitz Brewing Company.
- "Counterspy" for the Gulf Oil Corporation.
- "Mr. District Attorney" for the Bristol-Myers Company.
- "Hopalong Cassidy" for the General Foods Corporation.
- "Gangbusters" for the General Foods Corporation, Allan Jackson & The News for the Metropolitan Life Insurance Company.

**DAYTIME RADIO**
- "Give & Take" for Cannon Mills, Inc.
- Don McNeill's "Breakfast Club" for the General Foods Corporation.
- "Second Mrs. Burton" for the General Foods Corporation.
- "Brighter Day" for the Procter & Gamble Corporation.
- "Lorenzo Jones" for the Procter & Gamble Corporation.
- "Nancy Dixon" for Sanforized Division of Cluett, Peabody & Co.

**YOU NG & RUBICAM, INC. ADVERTISING**
New York Chicago Detroit San Francisco Hollywood Montreal Toronto Mexico City London
BUSINESS

Agency and Sponsor Network Billings

News Services

Advertising Agencies

Radio-TV Station Representatives
Signs Of 1952

PAUL WINCHELL and JERRY MAHONEY playing "What's My Name" Speidel - Crosley NBC-TV

DOWN YOU GO OLD GOLD DUMONT

BERT PARKS show GENERAL FOODS CORP. NBC-TV

BILLY GOODWIN show GENERAL ELECTRIC NBC-TV

STOP the MUSIC OLD GOLD-HAZEL BISHOP PROM-WHITE RAIN ABC-TV & AM

QUIZ KIDS CBS-TV

MR. MERCURY GENERAL MILLS ABC-AM

PET SHOP DUMONT

TEST LAB SPIEGEL, INC WGN-TV

FEARLESS FOSDICK NBC-TV

LOUIS G. COWAN, INC.

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

CHICAGO
8 S. Michigan Ave.
Chicago 3, Ill.
RANDolph 6-2022
### American Broadcasting Co. 1951 Agency Gross Billings (AM Radio)

- Dancer-Fitzgerald-Sample, Inc. $5,930,627
- Cecil & Presbrey, Inc. 2,585,120
- Walter Thompson Co. 2,588,810
- Macon, Inc. 1,715,293
- Lumen & Mitchell, Inc. 1,495,217
- Hutchins Advertising Co., Inc. 1,498,849
- Knudten Agency, Inc. 1,008,930
- Roy S. Durstine, Inc. 1,271,021
- Knox Reeves Advertising, Inc. 1,008,041
- Leo Burnett Co., Inc. 996,291
- Warrick & Lier, Inc. 971,771
- Young & Rubicam, Inc. 884,199
- Kenyon & Eckhardt, Inc. 881,616
- R. H. Allen, Inc. 751,514
- William Esty Co., Inc. 683,107
- Tatham Laird, Inc. 668,390
- Kaster, Farrell, Chelsey & Clifford 649,721
- Robert W. Inc. & Associates 599,041
- Walter F. Bennett Co., Inc. 521,238
- William H. Weintraub Co., Inc. 485,101
- Grant Advertising, Inc. 480,670
- Calkins, Holden, Carleek, McLinton & Smith 410,289
- N. W. Ayer & Son, Inc. 386,202
- Condon & Goodrich Advertising Inc. 331,769
- Doherty, Clifford & Shenfield 321,602
- Turner Advertising Agency 371,568
- Grey Advertising Agency 371,757
- Peddy & Ryan, Inc. 347,416
- McManus, John & Adams, Inc. 331,882
- Western Advertising Agency 238,761
- Federal Advertising Agency 237,036
- Mathieson Associates 185,819
- Tucker Wayne & Co. 116,020
- Huber, Hoge & Sons 114,183
- Ted Bates & Co. 112,880
- Henri, Hurst & McDonald 111,738
- McCann, Erickson, Inc. 129,273
- J. M. Swain, Inc. 129,998
- Gardner Advertising Co. 118,171
- Walton Butterfield Advertising 111,911
- Getham Advertising Co., Inc. 99,770
- Wilton Weinstad Advertising Agency 92,161
- Raymond Specter Co., Inc. 91,323
- Benton & Bowles 88,354
- Magie-Privet, Inc. 69,102
- Sullivan, Stanfill, Colwell & Bayles, Inc. 53,295
- Albert J. Silverstein—Bert 48,333
- Goldsmith 48,333
- Joseph Caster & Associates 48,333
- Campaigns, Inc. 48,333
- Foote, Cone & Belding 48,333
- Buchanon & Co., Inc. 48,333
- Brooks Advertising Agency 48,333
- Raymond & Morgan Co. 48,333
- Majestic Advertising 48,333
- Charles W. Hoyt Co., Inc. 33,013
- Batten, Barton, Durstine & Osborn Inc. 12,966
- Honig Cooper Co. 11,928
- Alvin Wilder Advertising Co. 7,332
- Schumaker & Scott, Inc. 5,105
- Quality Bakers of America 3,460
- Cooperative 3,460
- Doreland, Inc. 2,618
- Walter McCreery, Inc. 1,531
- Erwin Wasey Co. of Canada 1,375

### American Broadcasting Co. TV Gross Network Sales 1951 Classifications

- Food & Food Products $4,316,396
- Automobiles, Tracks & Accessories 2,431,113
- Radio, Ref., Electrical Appliances 2,155,190
- Beverages 1,792,856
- Drugs and Toilet Goods 1,563,518
- Clothing and Dry Goods 1,143,310
- Jewelry and Accessories 931,392
- Cigars, Cigarettes & Tobacco 827,787
- Religion 751,613
- Miscellaneous 474,397
- Laundry Soap and Cleaners 721,287
- Confections 517,321
- Household Furnishings & Acc. 115,161
- Lubricants, Petroleum Products and Fuel 194,133
- Publications 76,145
- Politics 50,415

$18,297,589

### American Broadcasting Co. 1951 TV Gross Network Sales Advertisers

- General Mills, Inc. $1,169,687
- Kellogg Company 1,021,972
- Lorillard Corp. 799,155
- Nash Kelvinator 751,141
- The Good-Year Tire & Rubber Co., Inc. 751,095
- Ralston Purina 689,598
- Bendix Home Appliances 647,096
- Canada Dry Ginger Ale, Inc. 629,555
- Schlitz Brewing Co. 510,701
- Green Watch Co. 498,198
- Admiral Corp. 417,659
- Philco Corp. 110,782
- Iron Rite Corp. 405,730
- Cluett Peabody 387,618
- Procter and Gamble 335,777
- Peters Shoes 325,977
- B. T. Babbit Co. 329,913
- M. & M. Ltd. 315,890
- McKesson & Robbins 313,880
- Wine Corp. of America 310,572
- Packard Motors 295,035
- Dodge Div. of Chrysler Motors 290,035
- Young Peoples Church of the Air 289,398
- Green Giant Company 277,669
- Jacques Kreider 233,365
- Seaman Bros. 211,169
- C. A. Swanson 208,691
- Warner Hudnut 212,172
- Best Foods 197,311
- Anheuser Institute 195,868
- Arnold Bakers, Inc. 189,789
- Arthur Murray 177,576
- Voice of Prophecy 170,102
- Cory Co. 160,039
- Hudson Motor Car Co 158,950
- Sheenley, Inc. 153,665

$35,242,182
Beany and Cecil
4TH YEAR ON TV

THE SEA SICK SEA SERPENT
CREATED BY
Bob Clampett

Winner of over 25 awards !!!
Coast to Coast . . . from Paramount's KTLA (Hollywood) to WCBS-TV (New York)

"Time For Beany"
AVAILABLE THRU . . . JOHN HOWELL
Paramount Television Prod., Inc.
### American Broadcasting Co. 1951 Industrial Classifications

<table>
<thead>
<tr>
<th>Category</th>
<th>1951 Sales</th>
<th>1950 Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food and Food Products</td>
<td>$9,565,175</td>
<td></td>
</tr>
<tr>
<td>Cigars, Cigarettes and Tobacco</td>
<td>4,109,670</td>
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<tr>
<td>Drugs and Toilet Goods</td>
<td>3,707,777</td>
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<tr>
<td>Religion</td>
<td>1,793,319</td>
<td></td>
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<tr>
<td>Radios, Ref., Elec. Appliances</td>
<td>1,616,119</td>
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<tr>
<td>Automobiles Trucks and Ace.</td>
<td>1,233,303</td>
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<tr>
<td>Insurance and Personal Loans</td>
<td>1,233,010</td>
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<tr>
<td>Confections</td>
<td>1,307,015</td>
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<td>Laundry Soap and Cleaners</td>
<td>1,228,515</td>
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<td>Household Bushings and Ace.</td>
<td>871,054</td>
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<td>Beverages</td>
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<td>Clothing and Dry Goods</td>
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<td>Politeals</td>
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<td>Lubricants, Petroleum Products and Fuel</td>
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<td>Publications</td>
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<tr>
<td>Transportation and Travel</td>
<td>41,782</td>
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</table>

**Total**                                           **$33,213,182**

### American Broadcasting Co. 1951 Sponsor Expenditures (AM Radio Network)

<table>
<thead>
<tr>
<th>Category</th>
<th>1951 Expenditures</th>
<th>1950 Expenditures</th>
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<tbody>
<tr>
<td>General Mills</td>
<td>$4,612,376</td>
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<tr>
<td>Sterling Drug Co.</td>
<td>2,707,399</td>
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<tr>
<td>Swift Company</td>
<td>2,386,810</td>
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<tr>
<td>Philip &amp; Birch &amp; Company</td>
<td>1,184,015</td>
<td></td>
</tr>
<tr>
<td>P. Lorillard Company</td>
<td>1,195,217</td>
<td></td>
</tr>
<tr>
<td>Philco Corporation</td>
<td>1,169,619</td>
<td></td>
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<tr>
<td>Servant, Inc.</td>
<td>1,188,740</td>
<td></td>
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<tr>
<td>Mars Co.</td>
<td>941,966</td>
<td></td>
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<tr>
<td>Helox</td>
<td>912,795</td>
<td></td>
</tr>
<tr>
<td>Equitable Life Insurance</td>
<td>925,771</td>
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<tr>
<td>Gospel Broadcasting Co.</td>
<td>789,541</td>
<td></td>
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<tr>
<td>Gillette Motor Co.</td>
<td>713,876</td>
<td></td>
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<tr>
<td>Procter &amp; Gamble</td>
<td>731,846</td>
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<tr>
<td>R. J. Reynolds Tobacco Co.</td>
<td>683,107</td>
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<tr>
<td>General Foods</td>
<td>667,288</td>
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<tr>
<td>Blatz Brewing Co.</td>
<td>610,721</td>
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<tr>
<td>William K. Warner</td>
<td>611,560</td>
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<tr>
<td>Bristol Meyer Co.</td>
<td>607,100</td>
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<tr>
<td>Jergens Co.</td>
<td>599,911</td>
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<tr>
<td>General Motors, Inc.</td>
<td>592,079</td>
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<tr>
<td>Dr. Billy Graham</td>
<td>561,498</td>
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</tr>
<tr>
<td>U. S. Army</td>
<td>480,770</td>
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<tr>
<td>Goodyear Tire &amp; Rubber Co.</td>
<td>155,015</td>
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<tr>
<td>Seaman Bros.</td>
<td>128,313</td>
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<tr>
<td>Prudential Insurance Co.</td>
<td>116,260</td>
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<tr>
<td>Lever Bros.</td>
<td>386,392</td>
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<tr>
<td>Burton Dixie</td>
<td>377,568</td>
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<tr>
<td>Block Drug Co.</td>
<td>355,774</td>
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<tr>
<td>American Chicle Co.</td>
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<tr>
<td>Champion Spark Plug Co.</td>
<td>297,882</td>
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<tr>
<td>Kellogg Co.</td>
<td>270,356</td>
<td></td>
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<tr>
<td>Lee Co.</td>
<td>21,087</td>
<td></td>
</tr>
<tr>
<td>Voitec Products Inc.</td>
<td>236,011</td>
<td></td>
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<tr>
<td>Texas Company</td>
<td>237,786</td>
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<tr>
<td>Pan American Coffee Bureau</td>
<td>237,036</td>
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<tr>
<td>Miller Brewing Co.</td>
<td>185,819</td>
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<tr>
<td>American Bakers</td>
<td>116,020</td>
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<tr>
<td>Carter Products</td>
<td>142,880</td>
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<tr>
<td>Peter Shoes</td>
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<tr>
<td>Ronsou Art Metal Works</td>
<td>130,688</td>
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<tr>
<td>Ralston Purina</td>
<td>118,471</td>
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<tr>
<td>Christian Science Monitor</td>
<td>111,911</td>
<td></td>
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<tr>
<td>Pacific Coast Borax</td>
<td>116,186</td>
<td></td>
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<tr>
<td>Bulek Motor Sales</td>
<td>107,282</td>
<td></td>
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<tr>
<td>Good News Back to the Bible</td>
<td>104,016</td>
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<tr>
<td>Lutheran Laymens League</td>
<td>99,770</td>
<td></td>
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<tr>
<td>Hazel Bishop</td>
<td>91,253</td>
<td></td>
</tr>
<tr>
<td>Norwich Pharmacal Co.</td>
<td>82,403</td>
<td></td>
</tr>
</tbody>
</table>

**Total**                                           **$33,213,182**
Since 1898

WILLIAM MORRIS AGENCY, INC.
NEW YORK - CHICAGO - BEVERLY HILLS - LONDON - PARIS
American Broadcasting Co.

**TV Gross Network Time Sales—1950 and 1951**

<table>
<thead>
<tr>
<th>Month</th>
<th>1951</th>
<th>1950</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>$1,285,655</td>
<td>$253,865</td>
</tr>
<tr>
<td>February</td>
<td>1,238,181</td>
<td>1,228,181</td>
</tr>
<tr>
<td>March</td>
<td>1,526,919</td>
<td>341,002</td>
</tr>
<tr>
<td>April</td>
<td>1,421,335</td>
<td>329,119</td>
</tr>
<tr>
<td>May</td>
<td>1,370,763</td>
<td>357,568</td>
</tr>
<tr>
<td>June</td>
<td>1,402,127</td>
<td>388,366</td>
</tr>
<tr>
<td>July</td>
<td>1,340,385</td>
<td>213,522</td>
</tr>
<tr>
<td>August</td>
<td>1,418,376</td>
<td>249,816</td>
</tr>
<tr>
<td>September</td>
<td>1,614,907</td>
<td>176,996</td>
</tr>
<tr>
<td>October</td>
<td>1,806,865</td>
<td>1,181,199</td>
</tr>
<tr>
<td>November</td>
<td>1,908,365</td>
<td>1,268,088</td>
</tr>
<tr>
<td>December</td>
<td>1,919,009</td>
<td>1,126,131</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$18,297,589</strong></td>
<td><strong>$16,470,916</strong></td>
</tr>
</tbody>
</table>

*Estimated.*

**American Broadcasting Co.**

**’51 TV Gross Network Time Sales Agencies**

- Young & Rubicam, Inc. $2,050,932
- Dancer-Fitzgerald-Sample, Inc. 1,919,126
- Kenyon & Eckhardt, Inc. 1,745,414
- Tatham, Laird, Inc. 1,161,419
- William H. Weintraub Co., Inc. 863,528

**Agency—Network—Sponsor Billings**

J. Walter Thompson $1,899,976
Wm. H. Weintraub & Co., Inc. 1,430,744
Leinen & Mitchell, Inc. 1,245,115
Farman, Feiner Co., Inc. 1,308,675
Sherman-Marquette, Inc. 1,156,506
Leo Burnett Co., Inc. 850,651
Needham, Louis & Brophy, Inc. 800,635
BBB & O 757,744
Harry M. Ady Co. 745,877
Geoffrey Wade Advertising 677,834
Grant Advertising, Inc. 549,390
Kenyon & Eckhardt, Inc. 512,349
Anbrecht, Moore & Wallace 416,857
Dancer-Fitzgerald-Sample, Inc. 462,236
Ollan Advertising Co. 350,120
Gotham Advertising Co., Inc. 387,055
Grey Advertising Agency 376,138
McCall-Erickson, Inc. 358,915
Stanley G. Boynton Co. 325,577
Kadner Agency 308,157
Western Advertising Agency 307,156

Mutual Broadcasting System 1951 Agency Gross Billings*
Best Wishes

DEAN & JERRY
Agency — Network — Sponsor Billings

Maxon, Inc. .................................. 296,193
Glenn-Jordan-Stoezel, Inc. .................. 256,072
Sullivan, Stauffer, Collwell & Bayles .................. 238,284
J. D. Tarcher Co. ................................ 232,334
Wn. Gleeson & Co. ................................ 230,933
Ogle, Larson & McMahou ...................... 183,018
Al Panco, Inc., Co. ......................... 162,172
Benton & Bowles, Inc. ...................... 137,825
Erwin, Wacey & Co. ......................... 127,157
Wn. R. & Co., Inc. ......................... 116,705
Blaine-Thompson Co., Inc. .................. 77,165
St. Georges & Keyes, Inc. .................. 69,563
Mathias & Associates .................... 68,136
Atherton Advertising Agency .............. 63,316
Foote, Con & Belding ..................... 50,000
Fitzmorris & Miller ....................... 48,883
J. M. Mathes ................................ 48,189
Tracy-Locke Co., Inc. ..................... 39,780
Huber Hoge & Sons ....................... 35,887
Sidney Garfield & Associates ............. 29,111
Duane Jones, Inc. ......................... 29,304
Ruthrauff & Ryan, Inc. .................... 21,571
Dow, Redfield & Johnstone ................ 21,081
McCloud, John & Anderson ................ 20,702
Majestic Advertising Agency ............. 16,383
Rozell & Jacobs ......................... 14,235
Doh ................................ 12,985
Thwing & Altnan ...................... 10,056
Charles W. Hoyt .......................... 9,385
Dordran, Inc. .............................. 8,530
Haigh & Applegate ...................... 8,196
Grady & Wagner Co., Inc. ................ 8,176
Lambert & Feasly ......................... 7,883
Wallace & Co. .............................. 5,773
Campaigns, Inc. ......................... 5,698
Weston-Barnett, Inc. ..................... 3,992
McCready, Quick & McElroy .............. 3,366
Ashbee & Frankle ....................... 2,996
Harold Kaye Advertising .................. 2,292

TOTAL .................................. $1,875,758
Note: December billings estimated.

Mutual Broadcastings System 
1951 Gross Billings*

<table>
<thead>
<tr>
<th></th>
<th>Monthly</th>
<th>Cumulative</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>$1,514,887</td>
<td>$1,514,887</td>
</tr>
<tr>
<td>February</td>
<td>1,546,745</td>
<td>2,961,632</td>
</tr>
<tr>
<td>March</td>
<td>1,614,806</td>
<td>4,617,618</td>
</tr>
<tr>
<td>April</td>
<td>1,539,501</td>
<td>6,157,102</td>
</tr>
<tr>
<td>May</td>
<td>1,518,514</td>
<td>7,675,617</td>
</tr>
<tr>
<td>June</td>
<td>1,191,691</td>
<td>8,869,308</td>
</tr>
<tr>
<td>July</td>
<td>1,317,811</td>
<td>10,207,749</td>
</tr>
<tr>
<td>August</td>
<td>1,323,775</td>
<td>11,531,524</td>
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<tr>
<td>September</td>
<td>1,231,061</td>
<td>12,762,585</td>
</tr>
<tr>
<td>October</td>
<td>1,759,168</td>
<td>14,020,753</td>
</tr>
<tr>
<td>November</td>
<td>1,583,291</td>
<td>16,203,942</td>
</tr>
<tr>
<td>December</td>
<td>1,671,814</td>
<td>17,875,758</td>
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</table>

Note: December billings estimated.

Mutual Broadcastings System 
1951 Sponsor Expenditures*

<table>
<thead>
<tr>
<th></th>
<th>Monthly</th>
<th>Cumulative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kellogg Co.</td>
<td>$1,107,900</td>
<td>$1,107,900</td>
</tr>
<tr>
<td>Johns-Manville Corp.</td>
<td>1,275,723</td>
<td>1,275,723</td>
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<tr>
<td>H. H. Stubbitt, Inc.</td>
<td>1,436,889</td>
<td>2,696,961</td>
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<tr>
<td>P. Lorillard Co.</td>
<td>1,215,115</td>
<td>2,315,115</td>
</tr>
<tr>
<td>American Federation of Labor</td>
<td>1,208,675</td>
<td>2,417,350</td>
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<tr>
<td>Quaker Oats Co.</td>
<td>1,056,306</td>
<td>2,056,306</td>
</tr>
<tr>
<td>Miles Labs, Inc.</td>
<td>677,891</td>
<td>677,891</td>
</tr>
<tr>
<td>Kraft Foods Co.</td>
<td>624,203</td>
<td>624,203</td>
</tr>
<tr>
<td>American Tobacco Co.</td>
<td>565,314</td>
<td>565,314</td>
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<tr>
<td>Del Monte Foods &amp; Inc.</td>
<td>318,317</td>
<td>318,317</td>
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<tr>
<td>Pearson Pharmaceutical Co.</td>
<td>464,444</td>
<td>464,444</td>
</tr>
<tr>
<td>Williamson Candy Co.</td>
<td>465,497</td>
<td>465,497</td>
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<tr>
<td>Sterling Drug, Inc.</td>
<td>463,290</td>
<td>463,290</td>
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<tr>
<td>Cudahy Packing Co.</td>
<td>363,501</td>
<td>363,501</td>
</tr>
<tr>
<td>Lutheran Laymen's League</td>
<td>381,355</td>
<td>381,355</td>
</tr>
<tr>
<td>Ronson Art Metal Works</td>
<td>376,138</td>
<td>376,138</td>
</tr>
<tr>
<td>Beltone Hearing Aid Co.</td>
<td>375,500</td>
<td>375,500</td>
</tr>
<tr>
<td>National Biscuit Co.</td>
<td>358,914</td>
<td>358,914</td>
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</tbody>
</table>

TOTAL .................................. $1,875,758
Note: December billings estimated.

Mutual Broadcastings System 
'51 Industrial Classifications*

<table>
<thead>
<tr>
<th>Category</th>
<th>Monthly</th>
<th>Cumulative</th>
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</thead>
<tbody>
<tr>
<td>Food and Food Products.............</td>
<td>$4,115,127</td>
<td>$4,115,127</td>
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<tr>
<td>Drugs and Toilet Goods.............</td>
<td>3,237,313</td>
<td>3,237,313</td>
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<tr>
<td>Cigars, Cigarettes and Tobacco....</td>
<td>2,210,717</td>
<td>2,210,717</td>
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<tr>
<td>Laundry and Household Supplies....</td>
<td>1,468,771</td>
<td>1,468,771</td>
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<tr>
<td>Religious............................</td>
<td>1,528,683</td>
<td>1,528,683</td>
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<tr>
<td>Building Materials................</td>
<td>1,281,219</td>
<td>1,281,219</td>
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<tr>
<td>Labor Supplies.....................</td>
<td>1,263,713</td>
<td>1,263,713</td>
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<tr>
<td>Confectionery and Solf Drinks......</td>
<td>614,813</td>
<td>614,813</td>
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<tr>
<td>Medical Appliances &amp; Equipment...</td>
<td>439,182</td>
<td>439,182</td>
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<tr>
<td>Smoking Accessories...............</td>
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<td>376,128</td>
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<tr>
<td>Beer, Wine, &amp; Liquor..............</td>
<td>308,383</td>
<td>308,383</td>
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<tr>
<td>Insurance...........................</td>
<td>261,311</td>
<td>261,311</td>
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<tr>
<td>Radios, TV sets, etc................</td>
<td>191,917</td>
<td>191,917</td>
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<tr>
<td>U. S. Permanent Advertising........</td>
<td>115,530</td>
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<tr>
<td>Miscellaneous.....................</td>
<td>95,386</td>
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<tr>
<td>Paints................................</td>
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<tr>
<td>Publishing and Media..............</td>
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<td>52,590</td>
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<tr>
<td>Automotive Parts &amp; Supplies.......</td>
<td>232,906</td>
<td>232,906</td>
</tr>
<tr>
<td>Lubricants, Petroleum &amp; Fuel.......</td>
<td>7,583</td>
<td>7,583</td>
</tr>
</tbody>
</table>

TOTAL .................................. $1,875,758
Note: December billings estimated.
MARJORIE MORROW
casting consultant

ACTORS

WRITERS

DIRECTORS

PRODUCERS

SPONSORS

AGENCIES

MARJORIE MORROW
Co-ordinated Casting Consultants

CHickering 4-0644
New York 18, N. Y.

Paramount Bldg.
1501 Broadway
**Associated Press**

New York—50 Rockefeller Plaza

Executives

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

**International News Service**

New York—235 East 45th Street

Executives

General Manager .................................. Seymour Berkson
Editor-In-Chief .................................. Barry Faris
General Sales Manager ............................ Frank J. Nicht
Business Manager .................................. William B. Goode

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

New York—50 Rockefeller Plaza

Executives

President ............................................ Kent Cooper
V.P. .................................................. Oliver Gramling
Radio News Editor .................................. John A. Aspinwall

**Reuters**

New York—Times Bldg., 229 West 43rd Street

Executives

Manager ............................................. D. Kimpton Rogers
News Editor ........................................ A. W. V. King
Accountant ......................................... M. Hathaway
Chief Washington Correspondent ................. Paul Scott Rankine

**Transradio Press Service, Inc.**

New York—14 West 45th Street

Executives

Chairman of the Board ............................. Herbert Moore
President .......................................... Robert E. Lee Moore
General News Manager ............................ Dixon Stewart

**United Press Associations**

New York—220 East 42nd Street

Executives

President ............................................ Hugh Baillie
Vice-President & General Business Manager .... Jack Bisco
V.P. and General News Manager ................. Earl J. Johnson
Radio & TV News Manager ........................ Phil Newsom
General Sales Manager ........................... Leroy Keller
BEST TEST PATTERN
FOR SHOW RECEPTION

KUDNER AGENCY, INC.
for Tops in Television

NEW YORK   SAN FRANCISCO   DETROIT   WASHINGTON
ADVERTISING AGENCIES

Radio & Television

Personnel

Addresses

Phone Numbers

Membership

Network Accounts

Local Accounts
National Network Programs

RADIO

AMERICAN SAFETY RAZOR CORP.
Blue Star and Treet Razor Blades
“The Red Skelton Show”

AMERICAN TOBACCO CO., INC.
Lucky Strike Cigarettes
“The Jack Benny Program”
“You Hit Parade”

ARMSTRONG CORK COMPANY
Quaker Rugs
“Theatre of Today”

CREAM OF WHEAT CORPORATION
Cream of Wheat
“Let’s Pretend”

DE SOTO-PLYMOUTH DEALERS OF AMERICA
“The Groucho Marx Show—You Bet Your Life”

E. I. DU PONT DE NEMOURS & CO. (INC.)
“Cavalcade of America”

EMERSON DRUG COMPANY
Bromo-Seltzer
“Hollywood Star Playhouse”

GEO. A. HORMEL & COMPANY
Canned Meat Products
“Music With the Girls”

REXALL DRUG COMPANY
Drug Products
“Amos ‘n’ Andy”

U. S. STEEL CORPORATION
“Theatre Guild on the Air”

WILDROOT COMPANY, INC.
Wildroot Cream-Oil Hair Tonic and Wildroot Liquid Cream Shampoo
“The F. B. I. in Peace and War”
“The Shadow”

TELEVISION

AMERICAN TOBACCO CO., INC.
Lucky Strike Cigarettes
“Robert Montgomery Presents—Your Lucky Strike Theatre”
“The Jack Benny Television Show”
“This Is Show Business”
“You Hit Parade”
“Meet the Champ”

ARMSTRONG CORK COMPANY
Floor Coverings, Building Materials
“Armstrong’s Circle Theatre”

CURTIS PUBLISHING COMPANY
The Saturday Evening Post
“Keep Posted”

DE SOTO-PLYMOUTH DEALERS OF AMERICA
“The Groucho Marx Show—You Bet Your Life”

GENERAL ELECTRIC COMPANY
“The Fred Waring Show”

THE B. F. GOODRICH COMPANY
Silvertown Tires
“B. F. Goodrich Celebrity Time”

BATTEN, BARTON, DURSTINE & OSBORN, Inc.  Advertising
NEW YORK • BOSTON • BUFFALO • CHICAGO • CLEVELAND • PITTSBURGH • MINNEAPOLIS • SAN FRANCISCO • HOLLYWOOD • LOS ANGELES • DETROIT
A. D. ADAMS ADVERTISING
277 Broadway, New York 7, N. Y.
Phone: REctor 24075
Owner: A. D. Adams
Radio Accounts: Gordon Plastic Products Corp. (plastic ornaments and decorations), Ossining, N. Y.
TV Accounts: Dynavox Corp. (phonographs), Long Island City, N. Y.

A. W. ADV., INC.
6 E. 39 St., New York 16, N. Y.
Phone: MU 43320
ANPA—APA
President: Bliss Woodward

AD FRIED ADVERTISING AGENCY
318 15th St., Oakland 12, Calif.
Phone: HIgate 4-6580

Owner & President: Ad Fried
Radio & TV Timebuyer: Barbara G. Taylor
Program Manager: Elaine Trigger
Music Director: Elaine Trigger
Production Mgr.: Don Armstrong
Radio & TV Library: Babs Taylor
Radio & TV Director: Ad Fried

Radio Accounts: American Upholstering Co. (Furniture), Oakland, Calif.; Bigelow Films (Motion Picture Films), Berkeley, Cal.; Cochran & Celi Chevrolet Dealers, Oakland, Calif.; Commercial Sales Co. (Trucks), San Leandro, Calif.; Dean Bros. (Heavy Duty Construction Equip.), Oakland; Crescent Jewelers (Jewelry), Hayward, Oakland, etc.; Betty Elizabeth Shampoo, Oakland; Davi Miracle Foam (rug & upholstery cleaner), Oakland; Henry G. DeLugach (Real Estate), Concord, Calif.; Morweat Paint Co. (Paints), Oakland; Holly Meat Co. (Holly Brand Products), Oakland; Oakland Frame & Axle Co., Oakland, Calif.; Roesli's Shoe Co. (Vitality Shoes), Oakland; Roeber's (Plumbing Fixtures), Hayward-Oakland; Fidelity Roof Co. (Roofing Materials), Berkeley, Cal.; Rhodes-Jamieson, Ltd. (Building Materials), Oakland; Troiel

Companies: (Bly-Hole Covers), Berkeley; Loomis Industries (Paraliner), Piedmont; G. D. Fuller Foods (Rest. Supplies), Oakland; Charlotte's Bakeries (Pastry Shops), San Francisco; The Quiet Hour (Religious Programs), Oakland; Minit-Man Anto Laundries, Oakland; Foster & Louis (Insurance), Oakland; Lou Winston Co., Oakland, Calif.; Lo-Fare Cab Co., Oakland, Calif.; Smith Bros. "MAC" Compound, Walnut Creek, Calif.; Oakland Light Opera Assn., Oakland, Calif.; Woodminster Amphitheater, Oakland; Fox West Coast Theaters (Radio for Oakland Only); Oakland Police & Firemen, City Hall, Oakland; San Francisco Police & Firemen, City Hall, San Francisco; Servants Furniture Warehouse, Oakland, California; Bell Smoked Fish Co., Fisherman's Wharf, San Francisco.

TV Accounts: Bell Smoked Fish Company (Tara Bell Canned Salmon & Tuna), San Francisco, Calif.; Davi Miracle Foam (Rug & Upholstery Cleaner), Oakland, California; Quality Laundries (Laundry Service for Cleaning Firms), Oakland, Calif.; Betty Elizabeth Shampoo (Shampoos), Oakland, California; Roto-Rooter of Bay Area (Seawage Cleaners), Oakland, Calif.; Oakland Police & Firemen (Campaign for Pensions), Oakland, Calif.; San Francisco Police & Firemen (Campaign for Wage Adjustment), San Francisco, Calif.; F. H. Daily Motor Co. (Auto Dealer), Oakland, Calif.; Lake Merritt Hotel (Dining & Dancing), Oakland, Calif.; The Quiet Hour (Religious), Oakland, Calif.; G & W Refrigeration Co. (Ice Makers), Oakland, Calif.; Lo-Fare Cab Co. (Taxi Service), Oakland, Calif.; Woodminster Amphitheater (Musicals, Operettas, etc.), Joaquin Miller Park.

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(Air Conditioning Units), Norfolk, Va.;
Commonwealth Sales Co. (Phillco Distribu-
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TV Accounts: Commonwealth Motors, Inc.
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Club Travel Bureau (Travel Information &
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Club Service & Insurance), Madison, Wis.

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TV Accounts: T. H. Maenner Co. (Real Estate), Paramount Radio Shop (Appliances), Omaha Public Power District (Public Utility), Webber Motors (Automobiles, Trucks and Equipment), Merchants Biscuit Co. (Bakery Products), Teds’ Pen Shop (Pens, Cards, Stationery), P. F. Petersen Baking Co. (Bakery Products), General Electric Supply Corp. (Electrical Appliances), Hill Hotel (Hotel and Restaurant), Omaha, Neb., Uncle Sam Breakfast Food Co. (Darbs), Holsum Bread Co., C. J. Patterson Co. (Bread).

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TV Accounts: Golds Furniture Co. (Furn. & appliances), Dr. F. E. Campbell (Dentist), Dr. Priddham Davis (Optometrist), United Sporting Goods (Sporting Goods), Western Home Furniture Co. (Furn. & appliances), Arden Farms (Dairy Products), Auction Park (Auction), Harold A. Sparling (Turkeys).

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**Television Accounts:** Dodds Alderney Dairy (Milk & Milk Products), Erie County Savings Bank (Banking Service), General Ice Cream Corp. (Ice Cream), Sears Roebuck & Co. (Buffalo) (Retail Merchandise), Wm. Simon Brewery, Inc. (Beer & Ale), Joseph Strauss Co., Inc. (Wholesale Distributors Major Appliances), Trico Products Corporation (Windshield Washers & Wipers).

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TV Accounts: Colgate-Palmolive-Peet Co. (Colgate Dental Cream, Palmolive Shave Cream, Palmolive After Shave, Palmolive Soap), Continental Baking Company (Wonder Bread), Brown & Williamson (Kool, Viceroy Cigarettes), American Home Foods (Instant G. Washington Coffee, Duff's Mixes), Minute Maid Corp. (Minute Maid Frozen Orange Juice, Minit Maid Lemonade Mix), Standard Brands, Inc. (Blue Bonnet Margarine, Royal Puddings), Carter Products (Carter's Little Liver Pills, Nair).

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Production Manager.........John G. Fryer
Office Manager...........Alva Edwards
Radio Accounts: Bible Institute of Los Angeles, Los Angeles; Radio Kid's Bible Club, Los Angeles; Church of the Open Door, Los Angeles; Morning Chapel Hour, Los Angeles, Calif.; World's Greatest Book Quiz, Portland, Ore.; Cumberland Male Quartet, Haven of Rest, Baker Lake Evangelistic Foundation.

BROOKE, SMITH, FRENCH & DORRANCE, INC.
3169 E. Jefferson Ave., Detroit 14, Mich.
Phone: VAley 2-9700
AAAA—ABP—NOAB—ANPA—APA—PPA—OAAB
Chairman of Board........Sturges Dorrance
President..................Willard S. French
Secretary-Treasurer........Guy C. Smith
Exec. Vice-President......Walter C. Ayers
Vice-Presidents............Clark C. Wilmot, J. G. Williams, Blount Slade, George Johnston, L. Grant Hamilton, Herbert R. Bayle, Richard Reins, Wm. F. Austin, Jr., H. Kenneth Jones, L. C. Barlow, Allison C. Monrooe
Director of Radio—TV........Hugh Hole
Asth. Directors: Jay Berry, James L. Reason
New York Division
52 Vanderbilt Ave., New York 17, N. Y.
Phone: MUrray Hill 6-1800
Chairman of Board........Sturges Dorrance
Exec. Vice-President......Thayer Ridgway
Vice-President...............H. E. Pengel
Vice-President...............Wm. A. Adriance, Jr.

BROOKS ADVERTISING AGENCY
416 W. 8th St., Los Angeles 14, Calif.
Phone: TRinity 0553
ANPA—ABP—APA
Radio.............A. R. Brooks
Production Manager........Jean Shay
Art Director............James Gaynor
Secretary.............Barbara Vosburgh
Radio-TV Accounts: Bekins Van and Storage Company, Western Stove Company.

D. P. BROTHER & CO., INC.
General Motors Bldg., Detroit 2, Mich.
Phone: TRinity 2-8250
APA—AAAA—ANPA—ABP
NOAB—PPA—ABC—AFA
President..................D. P. Brother
Executive Vice-President Clarance Hatch, Jr.
Vice Presidents............Joseph S. Howell, Carl Georgi, Jr.
Secretary-Treasurer........C. J. Rudesill
Account Supervisors: Clarance Hatch, Jr., Joseph S. Howell
Account Executives........Guy S. Warren, Jr., Wendell Holmes
Media Director............Carl Georgi, Jr.
Dir. of Marketing..........Vincent H. Bergmann
Research Director.........Reginald L. Dellow
Copy Chief................Guy S. Warren, Jr.
Art Directors...............E. L. Mange, E. J. Bowens
Publicity Director.........T. H. Moriarity
Radio & TV Director........Kenneth G. Manuel
Radio-TV Accounts: Oldsmobile Division, General Motors Corporation (Automobiles); AC Spark Plug Division, General Motors Corporation (Accessories).

FRANKLIN BRUCK ADVERTISING CORP.
RKO Bldg., Rockefeller Center,
New York 20, N. Y.
Phone: Circle 7-6600
President..................Franklin Bruck
Secretary and Radio Dir. M. J. Kleinfeld
Vice-President...............Mort Heineman
Radio Time Buyer............A. Werden
Radio Traffic...............Milton Jurin
TV Production...............David Davidow
Mds. Director...............Herbert Gold
Bunch Office
Taft Bldg., Hollywood & Vine, Los Angeles, Calif.
Phone: Hillside 7237
Manager...................Howard Blake

CHARLES BRUNELLE ADV. AGENCY
15 Lewis St., Hartford 3, Conn.
Phone: 7-0726
ABP—PPA—APA
President & Treasurer...Charles Brunelle
Vice-President...............Robinson Smith
BUCHANAN-THOMAS ADV. CO.
410-112 S. 19th St., Omaha 2, Nebr.
Phone: AtLantic 2125
ABP—ANPA—APA—NOAB—PPA
Partner..................................C. Coe Buchanan
Partner.................................Lyman H. Thomas
Director Radio-TV........................Adam Reinemund

BURLINGAME-GROSSMAN ADV.
201 N. Wells St., Chicago 6, Ill.
Phone: Financial 6-4616
Owner.................................S. W. Grossman
General Manager......................S. S. Kain
Art Director.........................Al Jacobs
Production Manager..................S. E. Miller
Media Manager........................Fred Waldner
Account Executives...................S. W. Grossman,
J. Margolis, M. A. Harvis, S. Brieha
Radio Accounts: Arvey Corp. (R. V. Lite Window Material), Blue Crown Spark Plug Co. (Spark Plugs), Chicago, Ill.; Rhein Bros. (Bedding), Chicago, Ill.

BURNET-KUHN ADV. CO.
520 N. Michigan Ave., Chicago 11, Ill.
Phone: Superior 7-5800
ANPA—APA—PPA
President.............................Francis J. Woods
Vice-President........................Phillip D. Simons
Ellis T. Gash
Secretary...............................James H. Kristof
Radio Director.........................William Coop

LEO BURNETT COMPANY, INC.
360 N. Michigan Ave., Chicago 1, Ill.
Phone: CEntral 6-3959
AAA
President.............................Leo Burnett
Exec. Vice-Pres........................Richard N. Heath
Treas.-Media Dir......................E. Ross Gamble
Vice-Pres. in chg. Radio................W. L. Weddell
Branch Offices
743 Fifth Ave., New York 22, N. Y.
Phone: Plaza 9-7552
Manager...............................Donald Prince
3632 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 8-4131
Manager...............................William Coons
Radio Accounts: Bauer & Black (Curity Products), Chicago, Ill.; Brown Shoe Company (Buster Brown Shoes), St. Louis, Mo.; Club Aluminum Products Co. (Club Aluminum, Cooking Utensils), Chicago, Ill.; Kellogg Company (Rice Krispies, Corn Soya, Corn Pops), Battle Creek, Mich.; Mars, Inc. (Milky Way, Three Musketeers, Cooconut Bar, Snickers), Chicago, Ill.; Pillsbury Mills, Inc. (All Products), Minneapolis, Minn.; The Pure Oil Company (Petroleum Products, Bedtime HORlicks), Chicago, Ill.; Converted Rice (Uncle Ben's Rice), Houston, Texas.

TV Accounts: Brown Shoe Company (Buster Brown, Roblee, Air Step, Naturalizer, Life Stride & Westport Shoes), St. Louis, Mo.; Club Aluminum Pro. Co. (Cooking Utensils), Chicago, Ill.; Converted Rice (Uncle Ben's Rice), Houston, Texas; Dean Milk Company (Dairy Products), Chicago, Ill.; Globe Mills (Globe A-1 Flour, Globe Biscuit Mix), Los Angeles, Calif.; Green Giant Co. (Green Giant Brand Peas, Niblets Brand Corn, Mexico, Niblets), LeSueur, Minn.; Kellogg Company (Brand Cream Style Corn, Rice Krispies, Corn Soya, Corn Pops), Battle Creek, Mich.; Mars, Inc. (Forever Yours, Snickers, Three Musketeers, Mars Bar), Chicago, Ill.; Pillsbury Mills, Inc. (All Products), Minneapolis, Minn.; The Pure Oil Company, (Petroleum Products), Chicago, Ill.

BYER & BOWMAN ADVERTISING AGENCY
203 East Broad St., Columbus 15, O.
Phone: Main 3276
ABC—ABP—ANPA—AFA
Partners..............................Herbert Byer,
Gus K. Bowman, Joel Burghalter
Radio-TV Directors..................Martha Sullivan,
John D. Metzger
Account Executives..................Sandy Hallock,
Reg Testament, Herbert Wise, R. L. Ken- nard, Gene Hameroff
Radio Accounts: August Wagner Breweries (Gambrinus Beer), Columbus, O.; August Wagner Breweries (Augustiner Beer), Charleston, W. Va.; Ashland Oil & Refining Co. (Gas and Oil), Ashland, Ky.; Buckeye Foods (Potato Chips), Franklin Glue Co. (Household Glue), State of Ohio (Annual Fair), City National Bank, Columbus, Ohio.

HAROLD CABOT & CO., INC.
136 Federal St., Boston 10, Mass.
Phone: Hancock 6-7600
AAA—ABP—ANPA
President..............................Harold Cabot
Vice-Presidens.........................Edward F. Chase,
Langley C. Keyes, Russell Hunt, Peter Black,
James I. Summers, John M. Lord,
William H. Ganick, George R. Griffin
Exec. V.P. & Treasurer.............Richard P. Holland
Production Manager..................Phyllis L. Burlingame
Copy Chief............................Henry W. Patterson
Art Director.........................William H. Ganick
Director of Media....................Janet A. Gilbert
Radio Accounts: Adams & Swett (Rugs),
Quincy, Mass.; Boston Consolidated Gas Co. (Public Utility), Boston & Maine Railroad (Public Utility), Boston, Mass.; H. P. Hood & Sons (Dairy Products), Charlestown, Mass.; S. S. Pierce Company (Importers and Grocers), Boston, Mass.; Red Coach Grill Restaurant Chain, Boston, Mass.; Rock of Ages Corp. (Monuments), Barre, Vt.


CAHN-MILLER, INC.
510 St. Paul Place, Baltimore 2, Md.
Phone: SARatoga 4466
PPA
President........................Louis F. Cahn
Vice-Pres. & Treas. ..............C. LeRoy Miller
Radio & TV Dir........................Louis C. Pedlar, Jr.
Radio Accounts: Entaw Savings Bank, Baltimore; Fidelity Trust Co., Baltimore; Hanlon Brothers (Paints), Baltimore; Jarman Motors, Inc. (Auto Sales & Service), Baltimore; The May Co. (Department Store), Baltimore.

TV Accounts: Entaw Savings Bank, Baltimore; Fraternity Federal Savings & Loan Assn., Baltimore; Fidelity Storage Co., Baltimore; Hess Shoes (Retail Shoe Store), Baltimore; Hanlon Brothers (Paints), Baltimore; Jarman Motors, Inc. (Auto Sales & Service), Baltimore.

CALKINS & HOLDEN, CARLOCK,
McCINTON & SMITH, INC.
247 Park Ave., New York 17, N. Y.
Phone: PLaza 5-6900
AAAA—ABP—ANPA—APA—NOAB
PPA—OAAA
Chairman of Board....................J. Sherwood Smith
Vice-Chairman of Bd..................James A. Clark
President............................Harold L. McClinton
Secy-Treas. .........................James Jeffrey
Chairman of Exec. Comm.............Jess Barnes
Vice-Presidents .....................M. E. Carlock, Paul Smith
Radio-TV Prod. Mgr..................Lindsay Macllarie
Art Director........................Willfred L. Chauss
Copy Director.......................George S. Thomson
Production Manager..................Fred Oughton
Manager Outdoor Dept................F. J. Fitzgerald
Media Director......................Thomas H. Young
Research Director....................Thomas P. Crollius
Branch Offices
333 No. Michigan Ave., Chicago, Ill.
Manager.........................Philip M. White
Radio Dept. Mgr........................Edward A. Franke
712 So. Cursons at Wilshire Blvd., Los Angeles, Calif.
Phone: York 5145
Manager..........................Harry W. Witt


TV Accounts: Oakite Products, Inc., Western Biscuit, Van Camp.

CAMPBELL-EWALD CO.
General Motors Bldg., Detroit 2, Mich.
Phone: TRinity 2-6200
AAAA—ANPA—NOAB—PPA
ABC—ABP
Pres. & Ch. of Bd....................Henry T. Ewald
Executive Vice-Pres..................Henry G. Little
Senior V.P. & Gen. Mgr.Edward E. Rothman
Sr. V.P. & Sec. & Treas. .Lawrence R. Nelson
Sr. V.P. & Creative Dir................Winslow H. Case
Senior Vice-Pres.....................R. F. Field
Senior V.P. & Dir. of Media.........J. J. Hartigan
Asst. Treas. & Comp..................H. P. Cook
Sr. V.P. Radio & TV..................Winslow H. Case
Branch Offices
1 E. 57th St., New York 22, N. Y.
Phone: MUrray Hill 8-3190
Sr. V.P................................Winslow H. Case
Vice-Pres. & Mgr.....................Frank W. Townsend
Vice-Presidents......................Lynn B. Dudley, J. H. Neebe
230 N. Michigan Ave., Chicago 1, Ill.
Phone: CEntral 6-1946
V.P. & Manager......................Earl W. Clements
714 W. Olympic Blvd., Los Angeles 15, Calif.
Phone: Richmond 6204
Vice-Pres. & Manager...............R. C. Francis
355 Montgomery St., San Francisco 4, Calif.
Sutter 1-8736
Vice-Pres. & Manager...............T. Milburn Johnston
45 Edgewood Ave., Atlanta 3, Ga.
Phone: Lamar 3856
Manager...............................G. G. Thom
Radio Accounts: Chevrolet Motor Division, General Motors Corporation, The Detroit Edison Company, Local Metropolitan Chevrolet Dealer Groups.


CAMPBELL-MITHUN, INC.
1370 Northwestern Bank Bldg., Minneapolis 2, Minn.
Phone: Lincoln 8824
ABC—ABP—ANPA—APA—NOAB—PPA
President.........................Ray O. Mithun
Exec. Vice-Pres....................Albert R. Whitman
Vice-Presidents....................John W. Forney,
Advertising Agencies

Lester J. Will, Lee A. Terrill, Arthur H. Lund
Treasurer...............Beatrice N. Sandquist
Secretary.................Evelyn Brugette
Radio Director.............Arthur H. Lund
Time Buyers.........John Cole, Minnie Kaplan
Production...............Doug. Gabrielson
Production...............Mor. Henderson,
Arnold Aslakson, Leon Kennedy
Copywriters...............Myrna McCauley,
Bill Wheeler, Jerry Crawford, Angeline
Clement, Dorothy Lowe, Mary Ellen
Locken

Branch Office
1024 Palmolive Bldg., Chicago 11, Ill.
Phone: DElaware 7-5553
Vice-President..............Lester J. Will
Radio Accounts: Atwood Coffee Co. (At-
wood’s Coffee), Campbell Cereal Co. (Malt-
O-Meal), Minneapolis, Minn.; Gold Seal
Company (Wax Products & “Snowy”), Bis-
marek, N. D.; Great Northern Railway Co.
(Railroad), Griggs, Cooper & Co. (Food
Manufacturers), Theo. Hamm Brewing Co.
(Atwood’s Preferred Stock Beer), HI-LEX
Company (HI-LEX Bleach & Disinfectant),
St. Paul, Minn.; Land O’Lakes Creameries,
Inc. (Dairy Products), Minnesota Consoli-
dated Canneries, Inc. (Butter Kernel Prod-
ucts), Northern States Power Co. (Electric
Power) Our Own Hardware Co. (Whole-
sale Hdwe. & Paint), F. H. Peavey & Co.
(Feeds), Minneapolis, Minn.; Quality Chekd
Ice Cream Assn. (Industry Advertising &
Merchandising), Chicago, Ill.; Russell Miller
Milling Co. (Flour & Cake Mix), Zinnsma-
baking Co. (Bakery Goods), Minneapolis,
Minn.

TV Accounts: American Dairy Assoc.
(Product Advertising & Merchandising),
Chicago, Ill.; Atwood Coffee Co. (Atwood’s
Coffee), Campbell Cereal Co. (Malt-O-Meal),
Minneapolis, Minn.; Gold Seal Company
(Wax Prod. & “Snowy”), Bismarck, N. D.;
Griggs, Cooper & Co. (Food Manufacturers),
Theo. Hamm Brewing Co. (Hamm’s Pre-
ferr Priv. Stock Beefs), St. Paul, Minn.; Kemps
Ice Cream Co. (Ice Cream), Minneapolis,
Minn.; Larsen Co. (Canned Foods), Green
Bay, Wis.; Minnesota Consolidated Cann-
eries, Inc. (Butter Kernel Prod.), Minneapo-
lis, Minn.; Miracloth Corporation (Cleaning
Cloth), Chicago, Ill.; Munsingwear, Inc.
(Underwear, Sleepwear, Foundation Gar-
ments, Hosiery), Northern States Power Co.
(Electric Power), Minneapolis, Minn.;
Orange-Crush Co. (Soft Drinks), Chicago,
Ill.; Zinnsmaster Baking Co. (Bakery Goods),
Minneapolis, Minn.; Northwestern Nat’l
Bank, Minneapolis, Minn.

SOLIS S. CANTOR ADV. AGENCY
1711 Walnut St., Philadelphia 3, Pa.
Phone: LO 7-3141
PPA—ABC—ABP—ANPA

Vice-President ...............Kathryn Cantor
Secretary ..................Corinne Kolb
Art Director ................Robert Hersch
Acct. Execs. ..............Robert Weiner,
Barnard Blumick

CARTER ADV. AGENCY
912 Baltimore, Kansas City 6, Mo.
Phone: HA 1536

ABP—ANPA—APA—NAAN—NOAB
PDA
President ..................Charles W. Carter
Vice-President ..........William G. Rowe
Radio-TV Director ..........Fred Alexander
TV Aet. Execs. ...W. G. Rowe, Fred Klemk,
Curt Bogash
Radio Accounts: May Potato Chip Co.,
Corn Kurl Chips, Security Natl. Bank, Home
State Bank, Kansas City, Mo.; Butler Mfg.
Co. (Farm Equipment Div.).
TV Accounts: R. B. Jones Inc. (Insur-
ance), Retail Merchants Assn. (Various),
Kansas City, Mo.

CASimir ADVERTISING CO., INC.
551 Fifth Ave., New York 17, N. Y.
Phone: MURray Hill 2-2014
Pres. & Treas. ...............David C. Casimir
Vice-President ..........Marvin Casimir
Copy Chief ..................Harriet B. Carter
Art Director ..............William E. Burgess
Radio Accounts: Haynes-Griffin (Radio-TV
Records).

CAYTON, INC.
9 East 40th St., New York 16, N. Y.
Phone: BRYant 94390

ABP—APA—ANPA—PPA
President .................William D’Arcy Cayton
Secretary ................D. R. Roberts
Art Director ..............Bob Lee
Production Manager ..........C. F. Lucehese
Radio-TV Director ..........Allen Black
Asst. Radio-TV Dir...........Lenora Thuna
TV Time Buyers...........Alan Black, Lenora Thuna
Copy Chief ..................Fred Laderman
Radio Accounts: Delicia Chocolate & Can-
dy Mfg. Co., Wearbest Rugs (Broadloom,
Carpeting), Hardin Chemical Co. (5-in-1
Soap, Why-Fires, Home Deodorant), The
ReClean Corp.
TV Accounts: Chesebrough Mfg. Co., The
ReClean Corp., Miracle Adhesive Corp.,
Virginia Metal Products Co.

CECIL & PRESBREY, INC.
247 Park Ave., New York 17, N. Y.
Phone: MURray Hill 8-1234

AAAA—ANPA—APA—NOAB—PPA—ABC
President .................James M. Cecil
Vice-Presidents...........Edward B. Noakes,
E. J. K. Bannavart, Guild Copeland, David
Thomas, Samuel Dalsimer, Harvey L.
Kneeland, David G. Lyon, T. F. MacGrath,
Thomas J. Maloney, Kenneth Twyman,
John Legler, Archibald M. Foster, J. Frank Gilday
Sec. & Treas...........David C. Thomas
Media Director...........Harry Parnas
Radio-TV Bus. Mgr........J. Frank Gilday
Exec. Prod. TV...........C. C. Patterson
Time Buyer...........Herbert Gruber
Branch Office
Phone: Hemspedt 2324
Manager..................Riley Jackson
1814 Union Central Bldg., Cincinnati, 0.
Phone: Garfield 5-178
Manager..................William Hecker
TV Accounts: Block Drug Co., Inc. (Ammi-dent), Jersey City, N. J.; Bymart, Inc. (Tintair), New York, N. Y.; Electric Auto-Lite (Spark Plugs, Batteries & Parts), Toledo, O.; Sylvania Electric Co. (All Major Products), Nestle Chocolate Co., Inc. (Semi-Sweet, Cookie Mix, Ever Ready Cocoa, “Quik”), N. Y.; Red Top Brewing Co. (Red Top Beer), Cincinnati, Ohio.

NELSON CHEMSAN COMPANY
240 East 11th Street, Chattanooga 1, Tenn.
Phone: 6-1942

NOAB—PPA—SNPA
President..................James Thomas Chirurg
Treasurer..................Leo J. Hardiman
V.P. in Chg. of Mgrs........Benjamin Shattuck
Media Director...........Edmund J. Shee
Film Director................J. Nelson Clifford
Branch Office
122 E. 42nd St., New York, N. Y.
Phone: MUrray Hill 7-5040
Vice-President...........George A. Frye
Radio Accounts: H. C. Baxter & Bro. (Canned Potatoes), Brunswick, Me.; W. L. M. Bensdorp Company (Cocoa and Instant Chocolate), Boston, Mass.; Lifetime Stainless Steel Co. (Cooking Utensils), Louisville, Ky.; New England Coke Company (Fuel), Boston, Mass.; Ace Art Co. (NuAce Mounting Corners), Reading, Mass.; H. E. Harris Co. (Stamps), Boston.

C. P. CLARK, INC.
James Robertson Hotel, Nashville 3, Tenn.
Phone: 6-4179

NOAB—PPA—SNPA
Chairman..................C. P. Clark
Pres. & Treas...........D. G. Goodwin
V.P. & Secretary........J. D. Clark

ROBT. E. CLARKE & ASSOC., INC.
Ingraham Bldg., Miami 32, Fla.
Phone: 3-5486

C. P. CLARK, INC.

CLEMENTS COMPANY, INC.
Phone: Ruttenhouse 6-0236
ANPA
President..................Alice V. Clements
V.P. & Copy Chief........Elizabeth M. Zinzel
V.P. & Dir. of Radio TV........Robert H. Smith

HARRY B. COHEN ADV. CO., INC.
1 E. 57th St., New York 22, N. Y.
Phone: MUrray Hill 8-3030
President..................Harry B. Cohen
Vice-Pres. & Treas...........Edith S. Cohen
Exec. Vice-Pres...........Edward Aleshire
Vice-President...........Edward Rosenwald
Vice-Pres. & Copy Chief........Thomas Greer
Radio-TV Director............Jose di Donato
Radio Accounts: The Grove Laboratories (Grove’s Chill Tonic, Pfunder’s Tablets, Dr. Porter’s Antiseptic Oil) St. Louis, Mo.; Pearson Pharmaceutical Co. (Dew Deodorant, “Emms” Chlorophyll Deodorant Tablets),
New York, N. Y.; The Chattanooga Medicine Co. (Syrup of Block Draught), Chattanooga, Tenn.; The Beaumont Co. (4-Way Cold Tablets), St. Louis, Mo.; Lydia E. Pinkham Medicine Co., Lynn, Mass.; West End Brewing Co. (Utica Club Beer & Ale), Utica, N. Y.; Waitt & Bond (Blackstone Cigars), Newark, N. J.


**THE ARNOLD COHAN CORP.**

101 W. 55th Street, New York, N. Y.

Phone: Plaza 7-7370


**RUSSELL C. COMER CO.**

Land Bank Bldg., Kansas City 6, Mo.

Phone: Harrison 3964

APA—ANPA—PPA—ABP


**COMPTON ADVERTISING, INC.**

630 Fifth Ave., New York 20, N. Y.

Phone: Circle 6-2800

ANPA—PPA—NOAB—ABC—APA

V.P.—AAAA


V.P. & Dir. of Radio & TV Prod.: L. H. Titterton


Branch Offices

Bd. of Trd. Bldg., 141 W. Jackson Blvd., Chicago 4, III.

Manager: L. O. Holmberg

Gwynne Bldg., Cincinnati, O.

Manager: Robert P. Marsh

**Radio and TV Accounts:** The Allis Chalmers Manufacturing Company; Campbell Soup Company (Campbell’s Tomato Juice & Campbell’s Pork & Beans); The Cochran Foil Company (Aluminum Foil); M. K. Goetz Brewing Company (Country Club Beer); The Goodyear Tire & Rubber Company, Inc. (Shoe Products); The Hubinger Company (Quick Elastic Starch); Kelly Springfield Tire Company; New York Life Insurance Company; The Personal Products Corporation (Yes Tissues); The Prestyer & Gamble Company (Ivory Soap, Ivory Flakes, Crisco, Duz and Drene); The Socony-Vacuum Oil Company; Standard Brands, Inc. (Chase & Sanborn Coffee, Instant Chase & Sanborn Coffee, Tender Leaf Tea, Instant Tender Leaf Tea).

**COMSTOCK & COMPANY**

344 Delaware Avenue, Buffalo 2, N. Y.

Phone: Mohawk 2252

ABP—ANPA—AFA

Partner: Henry W. Comstock

Partner: H. Earl Close

Partner: Frank J. Hess


Time Buyer: Donald K. Beyer

Radio-TV Director: Mrs. Esther Huff

Radio Accounts: Manufacturers and Traders Trust Company (Banking Services), Buffalo, N. Y.; “Gold Seal” Urbana Wine Co. (Wines), Hammondport, N. Y.; O-Cel-O, Inc. (Cellulose Sponges), Buffalo, N. Y.; Bell Aircraft Corp. (Aircraft), Niagara Falls, N. Y.; Frontier Oil Refining Corporation (Gasoline & Oil), Buffalo, N. Y.; Hygrade Food Products Corporation (Food Products), Buffalo, N. Y.; Semet Solvay Division (Coal), Buffalo, N. Y.

TV Accounts: Manufacturers and Traders Trust Company (Banking Services), Buffalo, N. Y.; Frontier Oil Refining Corporation (Gasoline & Oil), Buffalo, N. Y.; Hygrade Food Products Corporation (Food Products), Buffalo, N. Y.; O-Cel-O, Inc. (Cellulose Sponges), Buffalo, N. Y.

**CONNER, JACKSON, WALKER, McCULLEN**

461 Market St., San Francisco 5, Calif.

Phone: Yukon 6-0196

ABP—ANPA—APA—NOAB—PPA

President: E. W. Conner
Vice-Presidents..................Shirley Walker, J. H. Jackson
Sec-Treas........................B. H. McClure
Copy Chief.......................Audrey Janisen
Art Director....................Fernando Penalosa
Production Manager.............Don Wonecott

Radio Accounts: Golden Nugget Sweets, Ltd. (Big Hunk Candy Bar), San Francisco, Calif.; Dinah's Shack (Restaurant), Palo Alto, Calif.; The Fox Shoppe (Restaurants), Redwood City, Calif.; Douglas Shaw Candies (Confections), San Francisco, Calif.; Western Dairy Prod.; Dan T. Cassidy (Interior Decorator); California Turkey Federation.

TV Accounts: Western Dairy Products; California Turkey Federation.

THOMAS F. CONROY, INC.
1101 Majestic Bldg., San Antonio, Texas
Phone: G 3456
AAA—ABP—ANPA

Pres.............................Thomas F. Conroy
Vice-Pres..........................J. Fred Moore
Acct. Exec.......................Jack Schlichenmaier
Vice-Pres. Exec...................Jack Kesler
Acte. Exec........................Paul R. Ferwerda
Art Dir...........................Alvin J. Paulson
Auditor.........................F. E. Weinhold
Production Dir...................Robert M. Richards

Radio Accounts: Anderson, Paul, Co. (Stationers), San Antonio, Texas; Bohnet Baking Co. (Baking), San Antonio, Texas; Comal Cottons (Manufacturing), New Braunfels; Formby's (Men's Clothing), San Antonio, Texas; Hoffman & Hayman Coffee Co. (Coffee), San Antonio, Texas; Household Furniture Co. (Furniture), San Antonio, Texas; Lone Star Brewing Co. (Beer), San Antonio, Texas; Mode O Day (Ladies Ready to Wear), San Antonio, Texas; Mission Provision (Meat Packers), San Antonio, Texas; Ormsby Chev. Co. (Automobile), San Antonio, Texas; Perry Shankle Co. (Wholesale Dist.), San Antonio, Texas; Pioneer Flour Mills (Millers' Flour), San Antonio, Texas; Russ & Co. (Investments), San Antonio, Texas; Security Finance (Loans), San Antonio, Texas; Sommers Drug Stores (Chain Drug Stores), San Antonio, Texas; Steves Lumber Co. (Lumber, Builders' Supplies), San Antonio, Texas; Studers, Inc. (Photo Finishers), San Antonio, Texas; Zale Jewelry Co. (Retail Jewelry), San Antonio, Texas.

TV Accounts: Bohnet Baking Co. (Baking), San Antonio, Texas; Hoffman & Hayman Coffee Co. (Coffee), San Antonio, Texas; Lone Star Brewing Co. (Beer), San Antonio, Texas; Ormsby Chevrolet Co. (Automobile), San Antonio, Texas; Perry Shankle Co. (Wholesale Dist.), San Antonio, Texas; Sommers Drug Stores Co. (Chain Drug Stores), San Antonio, Texas; Studers, Inc. (Photo Finishers), San Antonio, Texas.

CO-ORDINATED ADVERTISING CORP.
9 E. 38th St., New York 16, N. Y.
Phone: Murray Hill 9-1440

President.......................Lester "L" Wolff
Treasurer.......................Irving Herz
Vice President...................Matty Miller
Vice President...................Lou DeNunzio
Exec. Producer..................Lester "L" Wolff
Dir. TV & Radio..................Charlotte Armstrong
Time Buyer.......................Irving Herz

Radio Accounts: Claridge Foods (Hamburgers & Meat Balls), New York, N. Y.; Sunrise Food Stores (Super Markets), Long Island, N. Y.; Diamond K & Food Town (Super Markets), Westchester, N. Y.; Snappy Cheese, New York, N. Y.


COWAN & DENGLER, INC.
527 Fifth Ave., New York 17, N. Y.
Phone: Murray Hill 2-0940

ANPA—PPA—NOAB—APA

President.......................Stuart D. Cowan
Vice-Pres. & Treas................H. W. Dengler
Vice-Presidents..................Porter F. Leach, J. Clement Boyd, Stuart D. Cowan, Jr.
Media Director.................A. Marie Maus
Radio-TV Director..............T. H. Moore, Jr.

Radio Accounts: Schieffelin & Co. (Pears Soap), Frank G. Shattuck Co. (Schriffs Stores & Restaurants), New York.

TV Account: Pears Soap.

JOHN GILBERT CRAIG ADV., INC.
913 Washington St., Wilmington, Del.
Phone: S-6165

ABP—ANPA—PPA—APA

President.......................John Gilbert Craig
Vice-Pres..........................R. V. Craig

Radio Accounts: Joseph Baneroff & Sons Co. (Textile Finishing), Brosius & Smudley (Lumber-Millwork-Coal), Wilmington, Del.; H. P. Cannon & Son, Inc. (Canned Foods), Bridgeville; Delaware Coach Co., Delaware Power & Light Co., Wilmington, Del.; Diamond Ice & Coal Co. (Fuels, Home Products), Equitable Trust Co., Greenhill Dairies, Inc., Wilmington, Del.; Steinman Stations, Lancaster, Pa.; Riverview Beach Park, Pennsville, N. J.; Wilson Line, Inc. (River Transportation), Wilmington, Del.

TV Accounts: Diamond Ice & Coal Co. (Fuels, Home Products), Equitable Trust Co., Wilmington, Del.; Delaware Power & Light Co. (Gas & Electric Service), Wilmington, Del.; Riverview Beach Park (Amusement Park), Pennsville, N. J.
THE CRAMER-KRASSELT CO.
733 North Van Buren St., Milwaukee 2, Wis.
Phone: DALy 8-3500
AAA—ABC—ABP—ANPA—APA
President .................................................A. W. Seiler
Exec. Vice-President ..............................H. N. Pasteur
Vice-Pres.-Treas. .................................C. W. Faude
Secretary ..............................................F. Aumueeller
Vice-Pres. in Chg. Media ......................L. H. Ness
Vice-Presidents .......................................H. Dyson, C. H. Brehm,
Radio-TV Director .................................Roger W. LeGrand
Radio-TV Time Buyer .............................Loretta Mahar
Radio-TV Acct. Supers .........................R. LeGrand,
K. Hegard, J. Pritchard
Radio Accounts: Plankinton Packing Co.
(Bean Products), Ed. Schuster & Co., Inc.
(Department Store), First Federal Savings &
Loan Association of Wisconsin (Savings &
Loan Assoc.), Milwaukee, Wis.; Hoberg
Paper Mills (Charmin Paper Products),
Green Bay, Wis.; Fox Wisconsin Amusement
Corp. (Theater Change), Milwaukee,
Wis.; Henri’s Food Products (Salad Dressings);
Chevrolet Dealers of Milwaukee (Car Dealers),
A. O. Smith Corp. (Heating Division)
(Heating Equipment), Milwaukee,
Wis.; Patek Paint Co. (Paints), Milwaukee,
Wis.; The Milwaukee Co. (Investments),
Milwaukee; Pfugradt Co. (Heating Equipment),
Milwaukee; Gehl Bros., Mfg. (Farm Equip.);
Milwaukee Hay Tool Co. (Farm Equip).
TV Accounts: Ed. Schuster & Co., Inc.
(Department Store), Plankinton Packing Co.
(Meat Products), First Federal Savings &
Loan Association of Wisconsin (Savings &
Loan Assoc.), Milwaukee Gas Light Company
(Cas Utility), Milwaukee, Wis.; Henri’s
Food Products (Salad Dressings), Chevrolet
Dealers of Milwaukee (Car Dealers);
Pfugradt Co. (Heating Equipment), A. O. Smith
Corp.—Heating Division (Heating Equipment),
Rolf’s (Personal Leather Goods),
West Bend, Wis.; Wisconsin Telephone Co.,
Milwaukee; Haberg Paper Mills, Green Bay,
Wis.; Altofer Bros. Co. (ABC-O-Matic
Washer), Peoria, Ill.; Phoenix Hosiery Co.,
Milwaukee.

CREAMER & COMPANY
Phone: GRanite 4137
President.............................................C. R. Creamer
Media Buyer ...........................................Edward Loveton
Production Chief .................................J. J. Franz, Jr.
Merchandising .................................James Loughran

CRITCHEFIELD & COMPANY, INC.
720 North Michigan Ave., Chicago 11, Ill.
Phone: SUPERior 7-3061
ANPA—APA—PPA—NOAB
President .............................................E. P. Nesbitt
Media Director ......................................E. Groenboom
Production Manager .............................June Brown

CRUTTENDEN & EGER
69 W. Washington St., Chicago 2, Ill.
Phone: Financial 6-3630
ABP—ANPA—PPA—NOAB—APA
Partners ................................................Edmond I. Eger,
Harry B. Hobbs
Associates ............................................Leon H. Lewis, George M. Stern
Media Director .................................Harry C. Pick
Art Director ..........................................Harry J. Beier
Production Manager ............................R. H. Wilson

CUNNINGHAM & WALSH, INC.
40 E. 34th St., New York 16, N. Y.
Phone: MURray Hill 3-1900
AAA—ANPA—PPA—ABP—NOAB
ABC—APA
President .............................................F. H. Walsh
Exec. Vice-President .............................J. P. Cunningham
Secretary ............................................R. L. Strobridge
Radio-TV Dept.
Vice-Pres. in Charge ............................William Reydel
Radio-TV Director ...............................John Sheehan
V-P in Chg. of Media ............................N. F. McEvoy

Branch Office
8420 Sunset Blvd., Hollywood 46, Calif.
Phone: GR 6131

Radio Accounts: Chesterfield Cigarettes,
Fatima Cigarettes, Kirkman Soap, Northwestern
Airlines, E. R. Squibb & Son.

TV Accounts: Chesterfield Cigarettes,
Fatima Cigarettes, Sunshine Biscuits, Permutit
(Water Softener), Northwestern Airlines,
Holmes & Edwards Silver, Walter Kidde &
Co. (Fire Extinguishers), E. R. Squibb &
Son (Pharmaceuticals).

DANCER-FITZGERALD-SAMPLE,
INC.
347 Park Ave., New York 17, N. Y.
Phone: OR 90600
AAA—ANPA—APA—PPA
President .............................................C. L. Fitzgerald
Vice-President .....................................H. M. Dancer
Vice-Pres.Treas. .................................Paul Keenan
Vice-Pres-Secy .................................F. T. Leightly
Radio-TV Dir. .....................................Adrian Samish
V.P’s. & Acct. Execs ....................................Lyndon O. Brown,
Joseph H. Holmes, Jr., Charles Hotchkiss,
Gordon Johnson, Donald Manchester, J.
James Neale, Richard Porter, Frank Riggio,
A. W. Spence, Jr., Samuel Sutter,
George Torrey, Basil Mathews, R. A.
Russell, David Loomis, V. Pietrowski, J.
K. Martindale, Clifford Dillon, Dexter
Glanz, W. A. Irwin.

Branch Offices
221 N. La Salle St., Chicago 1, Ill.
Phone: FT 6-4700
Exec. Vice-Pres. ..........................F. Sewall Gardner
V.P. & Acct. Exec. ..............................E. R. Detchon
1680 N. Vine St., Hollywood 28, Calif.
Manager .............................................Alvin Kabaker
Acct. Exec. ..............................Robert Nourse

165
118 Glenayr Rd., Toronto 10, Ontario, Can. Phone: Empire 3-2851
Manager ................ Gilbert Nunns
Dancer-Fitzgerald-McDougall, Inc.
114 Sansome Street, San Francisco 4, Calif.
President: DO 2-5107
President ..................Charles MacDougall

D'ARCY ADVERTISING CO.
Missouri Pacific Bldg., St. Louis 3, Mo.
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA
Chairman of the Board........P. J. Orthwein
President.......................J. F. Oberwinder
Secretary-Treasurer............E. D. Cronk

Branch Offices
515 Madison Ave., New York 22, N. Y.
Phone: PLaza 8-2600
Vice-President...............J. Y. Brown, Jr.
Radio-TV Director.............Paul Louis
Terminal Tower Bldg., Cleveland 13, O.
Phone: CH 0158
Vice-President................Stanley P. Seward
90 Broadview Ave., Toronto, Ontario, Can.
Phone: GL 7591
Vice-President...............G. P. Altenbernd
800 Peachtree St., N.E., Atlanta 5, Ga.
Phone: VE 8815
Vice-President...............J. Hixon Kinsella

JIMM DAUGHERTY, INC.
706 Chestnut St., St. Louis 1, Mo.
Phone: Main 0790-1
PPA—NOAB—APA
Pres., Space Buyer........James M. Daugherty
Secretary-Treasurer........Pauline Otto Daugherty
Radio Accounts: Pepsi-Cola, St. Louis
Dairy Co., Blanke-Baer.
TV Account: Pepsi-Cola.

DAVIS & COMPANY
Pacific Mutual Bldg., Los Angeles, Calif.
Phone: Michigan 3908
ANPA—PPA
Partner ....................Robert J. Davis
TV Director .................R. J. Davis, Jr.
Radio Time Buyer .........Marilyn Morisset
Radio Accounts: Blue Bird Potato Chips, Inc., Scudder Food Products.
TV Accounts: Scudder Food Products, Wilson & Co. (Pacific Coast); Andersen's Foods, Inc.

BEN DEAN ADVERTISING AGENCY
207 Houseman Bldg., Grand Rapids 2, Mich.
Phone: 84666
APA—ABP
Owner .....................Ben Dean
Production Manager........Mildred Juneau
Account Executive ..........Ben Dean, Jr.

DICKLOW ADV. AGENCY
1324 National City Bldg., Dallas 1, Tex.
Phone: RAndolph 8295
APA—SNPA
Owner: Radio Buyer........Irene Scott Dicklow

DOE-ANDERSON ADV. AGENCY
Martin Brown Bldg., Louisville 2, Ky.
Phone: WAbash 3193
ANPA—APAC—PPA—SNPA
Partners: Elmer H. Doe, Warwick Anderson
Acct. Execs............Elmer H. Doe, Warwick Anderson, George W. Emerson, Richard W. Smith
Media Buyer...............Miss G. P. Wagner
Production Manager.....J. B. Peterkin

DOHERTY, CLIFFORD & SHENFIELD, INC.
350 Fifth Ave., New York 1, N. Y.
Phone: BRytan 9-0445
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA
Chairman of the Bd........Lawrence L. Shenfield
President................Donald K. Clifford
V.P. & Secy...............William E. Steers
Vice-President...........Francis J. Doherty
Treasurer................Nelson O. Argueso
Asst. Secy................Marie L. Brennan
Vice-Presidents..........Aldis P. Butler, William E. Holden, Chester MacCracken, James F. Egan, Harry M. Ireland, Edward M. Raymonds, Samuel L. Frey, Joel F. Jacobs, Dr. Philip Reichert, Robert Hayes, Robert E. Shaw
Dir. of Radio & TV........Chester MacCracken

TV Accounts: Bristol-Myers Company (Ipana, Vitalis, Resistab, Sal Hepatica, Trushay, Bufferin, Mum), Welsh Grape Juice (Grape Juice, Preserves), New York, N. Y.; Borden Co. (Borden's Inst. Coffee).

THE RALPH L. DOMBROWER CO., INC.
11 E. Franklin St., Richmond 21, Va.
Phone: Richmond 3-111-3
ABP—APA—SNPA
Pres.-Treas., Space Buyer (News) Ralph L. Dombrower, Sr.
Vice-Pres. ........... Ralph L. Dombrower, Jr.  
V.P., Sec. & Radio Time Buyer  
Malcolm B. Dombrower  
TV Prod. ............... Hobart Britton  
Talent Buyer ........... T. Michaux Moody  
Media & Space Buyer (Mag.). Phyllis King  

_Branch Office_  
Woodward Bldg., Washington, D. C.  
Manager ............... Philip Rosenfeld  
_TV Accounts_ : Landers, Frary & Clark Co.  
(Stroke Saver Irons).

**DONAHUE & CO., INC.**  
1270 Ave. of Amer., New York 20, N. Y.  
Phone: Columbus 5-4252  
ABP—ANA—APA—NOAB—PPA  
SNPA  
Dir. Motion Picture, Radio & TV Div. .......... A. Carl Rigrod  
Time Buyer ............... Evelyn Jones  
Writer-Production .......... Walter Collins  
Writer-Acct. Exec. .......... Latham Owens  
_TV Accounts_ : Gold Medal Candy Corp. (Bonomo’s Turkish Taffy), New York, N. Y.; Scripto, Inc. (Pens and Pencils), Atlanta, Ga.; M-G-M, New York, N. Y.; N. Y. W-T & Sun; Monarch Wine Co.; Irish Linen Guild; Inst. of Commercial Art.

**W. B. DONER & COMPANY**  
Phone: Woodward 5-7400  
ABP—ANA—PPA  
President ............... W. B. Doner  
Exec. Vice-President .... Charles F. Rosen  
Treasurer .......... Julian A. Grace  
Vice-President .......... Felix Hower  
Secretary & Art Dir. .......... Ben Goldstein  
Asst. Dir. Radio-TV .......... C. L. Cline  
Staff .......... Howard Fisher, Robert King, Helen Anderson, Jack Colt  

_Branch Office_  
203 N. Wabash Ave., Chicago 1, Ill.  
Phone: D'A 2-4676  
Exec. Vice Pres. .......... Marvin H. Frank  
_TV Accounts_ : Annis Furs (Furs), Big Bear Markets (Supermarkets), Famous Furniture Stores (Furniture), Faygo Beverage Company (Soft Drinks and Mixers), Federal Department Stores (Dept. Stores), Glendale Sausage Co. (Meat Packers), R. R. Pressel Sausage Co. (Meat Packers), Richard's Drive-In (Drive-Ins), Rose Jewelry Company (Jewelry Chian), Speedway Petroleum Corp. (Gasoline), Studebaker Dealers of Greater Detroit, Michigan Wineries; Buckeye Beer; Dye Home Improvement; Cherrin Bros.; Crown Furniture; Delsoy Distributing Co.

**DOREMU S & COMPANY**  
120 Broadway, New York 5, N. Y.  
Phone: Worth 4-0700  
President ............... Wm. H. Long, Jr.  
Vice-President .......... Walter H. Burnham  

_Branch Offices_  
208 LaSalle St., Chicago 4, Ill.  
Phone: Central 6-9132  
V.P. & Mgr. .......... Chas. C. Greene  
53 State St., Boston 9, Mass.  
Phone: Lafayette 3-0770  
Senior V.P. .......... Chas. W. Morse  
1518 Walnut St., Philadelphia 2, Pa.  
Phone: Pennypacker 5-4477  
V.P. .......... E. Howard York  
425 Bush St., San Francisco 8, Cal.  
Phone: Yukon 2-4080  
V.P. .......... Ronald Brindley  
Francisco, Calif.; Sciler’s, Inc. (Frozen Foods), Boston, Mass.

*TV Accounts*: Union Trust Company (Bank), Washington, D. C.; Cities Service Oil Co. (Dealers), Boston, Mass.

**DORLAND, INC.**

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

Phone: ELDorado 5-2680

ANPA—APA—NOAB—PPA

President ...................... Atherton Pettingell
Exec. V.P., Foreign Dir........ Walter S. Maas
Exec. V.P., Radio-TV ........... Harold Kaye
Radio & TV Dir................... Alex Courtney
Radio-TV Time Buyer........... Lucille Dreher

*Radio Accounts*: A. S. Beck Shoe Corp., Lanvin Perfumes,

*TV Accounts*: A. S. Beck Shoe Corp.

**JOHN C. DOWD, INC.**

212 Park Square Bldg., Boston 16, Mass.

Phone: HUBbard 2-8050

ANPA—NOAB—PPA

Radio & TV Dir........ Theodore B. Pitman, Jr.
                     Asst. Radio & TV Dir........ Helen Garabedian

*Branch Offices*

*Dowd, Redfield & Johnstone, Inc.*

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

Phone: MU 8-1275

Exec. in Charge.............. John C. Dowd

Dowd, Redfield & Johnstone, Inc.

*Affiliated office.*


**DOWD, REDFIELD & JOHNSTONE, INC.**

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

Phone: MUrray Hill 8-1275

ABC—ABP—ANPA

Chairman ...................... L. L. Redfield
President ...................... John C. Dowd
Exec. Vice-Pres .......... Edmund F. Johnstone
Treasurer .................... Edward D. Parent
Secretary ...................... Harold Tuers
Radio-TV Director........... William H. Eynon
Radio & TV Time Buyer....... Betty Nesse


*TV Accounts*: Block Drug Co. (Omega Oil), Jersey City, N. J.; Stahl Meyer, Inc. (Meats), New York, N. Y.; The Rapidol Distributing Corp. (Bensol), New Hyde Park, N. Y.; Continental Radiant Glass Heat, Inc., New York.

**L. J. DuMAHAUT ADV. AGENCY**


Phone: WO 2-8246

APA

Owner ...................... L. Jerome DuMahaunt
Production Manager .......... Georgiana E. Park
Radio Time Buyer .......... Hazel R. Belman
Copy Chief ................... David G. Parkes

**DUNDEES & FRANK, INC.**

64 West 48th Street, New York 19, N. Y.

Phone: PLaza 7-0750

President ...................... Ben Frank
Treas. & Sec. .................. Harold Dunnes
V.P. Radio & TV Dir.......... Thomas A. Wright, Jr.

**ROY S. DURSTINE, INC.**

730 Fifth Ave., New York 19, N. Y.

Phone: Circle 6-1400

NOAB—PPA—APA—ABC

President ...................... Roy S. Durstine
Vice-Presidents ............ Wm. E. Dempster,
                          John Malone, Jr., Ralph D. Allum
Treasurer ..................... T. Arnold Rau
Head Art Dir................ Harvey A. Spooner
Art Director................ J. Burton Stevens
Radio Time Buyer ............ Bergi Boe
Radio Prod. ................... Hubert Wilke

*Branch Offices*

3259 Wilshire Blvd., Los Angeles, Calif.

Phone: DUnkirk 5-3411

Exec.-in-Charge ............ William D. Sloan
703 Market St., San Francisco, Calif.

Phone: YUKon 6-6239

Exec.-in-Charge ............ Robert B. England

*Radio Accounts*: The Serruta Co. (Serruta, Sedgell, Nutrex, RDX, Lemel, Geritol, Journal of Living), C. J. Van Houten & Zoon Inc. (Cocoa & Chocolate), New York, N. Y.

*TV Accounts*: American Cyanamid Co. (Superset Div.), The Serruta Co. (Serruta, R. D. & Sedgell), New York, N. Y.


ENGEL ADVERTISING, INC.
185 N. Wabash Ave., Chicago 1, Ill.
Phone: RANDolph 6-7220
ANPA—PPA—APA—NOAB
President & Treasurer Frank L. Engel
Vice-Pres. & Sec. M. L. Engel
Art Dir. & Copy Dir. A. A. Lausmann
Radio Accounts: Superior Match Pats Co.

ENNIS-ANDERSON ADV. AGENCY
218 Anglo Bank Bldg., Fresno, Calif.
Phone: Ph. 3-2613
President E. E. Anderson
Vice-President Frank Ennis
Art Director Milton M. Young
Radio Director Lon McAdams

ERWIN, WASEY & CO., INC.
420 Lexington Ave., New York 17, N. Y.
Phone: LEXington 24700
AAAA—ANPA—APA—NOAB—PPA
Chairman of the Board Louis R. Wasey
President Howard D. Williams
Vice-Presidents George E. Wasey, David B. Williams
Sec-Treas. James F. O'Connor
Vice-Pres. Radio C. H. Cottington
Radio Director Keith B. Shaffer
TV Director Richard L. Eastland
Time Buyer Ray Simms
Radio Dir. (L. A.) Robert L. Redd
TV Dir. (L. A.) Charles F. Lowe
Time Buyer (L. A.) Jack Schuler
Time Buyer (Chicago) John Gwynn

Branch Offices
230 N. Michigan Ave., Chicago 1, Ill.
Vice-President L. R. Northrup
5045 Wilshire Blvd., Los Angeles 36, Calif.
Exec. Vice-Pres. Fred M. Jordan
523 Marquette Ave., Minneapolis 2, Minn.
Manager Mac Martin
1st National Bank Bldg., Oklahoma City, Ok.
Manager Warren Humphrey
1170 Bay St., Toronto, Ont., Can.
Manager Ralph L. Lawson
1121 St. Katherine St. W., Montreal, Que., Canada
Manager Brian Devlin
Dutch Masters Cigars, Zonite Products Corp. (Larvex), New York, N. Y.; Nash Coffee Co. (Coffee), Minneapolis, Minn.; S. C. Johnson & Sons, Inc. (Wax Products). Racine, Wis.; R. B. Semler, Inc. (Kreul Hair Tonic, Kreul Shampoo), New Canaan, Conn.; Seeck and Kade, Inc. (Pertussin Cough Syrup), New York, N. Y.; Peter Fox Brewing Co. (Beer and Ale), Oklahoma City, Okla.; KRO Company (Rodenticides), Springfield, 0.; Jacob Riesse Bottling Works (Soft Drinks), Minneapolis, Minn.; McColl-Fromenac Oil Co., Ltd. (Petroleum Products), Montreal, Que., Canada; Acme Flour Mills (Flour), Oklahoma City, Okla.; E. F. Hutton and Co. (Securities), Los Angeles, Calif.; McCoy Products (Vitamins), New York, N. Y.; Olive Tablet Co. (Laxative), Columbus, O.; Springs Cotton Mills Co. (Sprink Maid Sheets), Lancaster, S. C.

TV Accounts: Carnation Co. (Evaporated Milk), Los Angeles, Calif.; Albers Milling Co. (Friskies Dog Food), Seattle, Wash.; Consolidated Cigar Corp. (Harvester Cigars), New York, N. Y.; Springs Cotton Mills (Sprink Maid Sheets), Lancaster, S. C.; Seeck and Kade, Inc. (Pertussin), New York, N. Y.; Musterole Co. (Musterole), Cleveland, O.; North American Philips Co. (Norelco Duo-Vue), New York, N. Y.; Admiral Corp. (Refrigerators, TV and Radio Receivers), Chicago, Ill.

BENJAMIN ESHELMAN CO.
1522 Locust St., Philadelphia 2, Pa.
Phone: KI 5-2590
ANPA—APA—PPA

President .................. Benjamin Eshelman
Exec. Vice-President ... J. J. D. Spillan
V.P. & Radio Dir. ... L. H. Greenhouse

Radio Accounts: Commonwealth of Pa., Dept. of Commerce; Commonwealth of Pa., Dept. of Revenue; Lee Rubber & Tire Corp.

WILLIAM ESTY COMPANY, INC.
100 E. 42nd St., New York, N. Y.
Phone: MURray Hill 5-1000

ABC—ABP—ANPA—APA—PPA

V.P. Chg. Radio ....... Thomas D. Luckenbill
V.P. Chg. TV .............. Kendall Foster
Bus. Mgr. Radio ............ Charles White
Chief Executives .......... Wendell Adams.
Stan Lomas, Sam Northeross, Helen Phillips, Max Wylie, Jack House, Edward Montague

Radio Accounts: Colgate (Super Suds, Fab, Vel), National Carbon (Prestone Anti-Freeze), R. J. Reynolds Tob. Co. (Camel Cigarettes, Cavalier Cigarettes, Prince Albert Smoking Tobacco), Coca Cola Bottling Co.

TV Accounts: Colgate (Fab, Super Suds, Vel), M & M Ltd. (M & M’s Candy), National Carbon (Eveready Batteries, Prestone Anti-Freeze), R. J. Reynolds Tob. Co. (Camel Cigarettes, Cavalier Cigarettes), Coca Cola Bottling Co.

EVANS & ASSOCIATES
Dan Waggoner Bldg., Fort Worth, Tex.
Phone: EDison 5251

ABC—PPA—ABP—ANPA—APA

NAN—NOAB

V.P. & Dir. of Art. ........... Reynold Abbruzi


EVANS-WORK ADV. AGENCY
318½ South Sixth St., Springfield, Ill.
Phone: 28868

President. ............... Clarence R. Evans
Radio Director .......... John Robert Work
Continuity Director ....... Inogene Kundig

Radio Accounts: Axtell Kramer; B & F Taggery; Beatrice Foods; Bootery; Bridge Jewelry Co.; Brunk & Sapp; Camera Shop; Community Bakery; Constantino Packing Co.; Ray DeFrates; Faultless Milling Co.; Fink’s Cleaners; First National Bank; Hills Bros. Co.; Jack Harman’s Super Service; John S. Harms; Kennedy Laundry & Dry Cleaners; Lloyd’s Cleaners; Lincoln Trail Turkey Farm; Quality Dairy; Public Food Market; Roland’s; Royal Crown Bottling Co.; Seek DeVault Paint Mfg. Co.; Security Federal Savings & Loan; Springfield Motors; Springfield Refrigeration Co.; Swan-on Camera Shop; Arch Wilson Inc.

THE EVERLING ASSOCIATES, INC.
1015 Chestnut St., Philadelphia 2, Pa.
Phone: Market 7-2617

V.P. & Dir. of Art. ........... Reynold Abbruzi


FARQUHAR AND COMPANY, INC.
First National Bank Building, Utica, N. Y.
Phone: 3-7333

President ................. John T. Farquhar
Vice-President ........... Ted R. Darvoo
Secretary .................. Roger H. Williams
Treasurer .................. Jay C. Anderson
Radio-Television ............ John T. Farquhar
Media Buyer ................ Elnore M. Farquhar

Radio Accounts: Utica Brewing Company (Fort Schuyler Beer & Ale), Utica, N. Y.; Dawes and Judkins Inc. (Floor Covering Dealer and Distributor), Utica, N. Y.; F. J. Baker & Sons (Wholesale, Retail Florists), Utica, N. Y.; Wm. Parry & Sons Inc. (Dairy Products), Utica, N. Y.; Jean’s Foods of Utica Inc. (Food Products), Utica, N. Y.; Harry Heiman Inc. (Chrysler-Plymouth Distributor), Utica, N. Y.
TV Accounts: Utica Brewing Company (Fort Schuyler Beer and Ale), Utica, N. Y.; Dawes and Judkins Inc. (Floor Covering Dealer and Distributor), Utica, N. Y.; Kleen-Maid Baking Corp. (Wholesale Baking Products), Utica, N. Y.; Playworld (Toys, Children's Furniture), Utica, N. Y.

**FEDERAL ADV. AGENCY, INC.**
385 Madison Ave., New York 17, N. Y.
Phone: Murray Hill 8-4200

AAA—ABP—ANPA—APA—NOAB—PPA Vice-Pres. Dir. of Radio & TV

Francis C. Barton, Jr.
Asst. to Mr. Barton...Eleanor L. Larsen
Time Buyer........Penelope A. Simmons
Copywriter-Radio & TV.......“Pat” Bartels,
Asst. to Mrs. Simmons......Jacqueline Ruta

**Radio Accounts:** American Safety Razor Corp. (Gem Blades), Brooklyn, N. Y.; Pan American Coffee Bureau (Coffee), New York, N. Y.; Gerber Products (Baby Foods), Fremont, Mich.; Doeskin Products, Inc. (Facial Tissues, Paper Napkins), General Cigar Co. (Van Dyck Cigars), Stromberg-Carlson (TV Sets), New York, N. Y.

**TV Accounts:** General Cigar Co. (Van Dyck Cigars), New York, N. Y.; Gerber Baby Products (Baby Foods), Fremont, Mich.; Doeskin Products, Inc. (Facial Tissues and Paper Napkins), New York, N. Y.

**HARRY FEIGENBAUM ADVERTISING AGENCY**
Phone: LOcust 4-1536

ANPA—NOAB—PPA

Partners.................Harry Feigenbaum,
David Werman
Radio & TV Director......Franklin Roberts

**Radio Accounts:** Grabosky Brothers (Royalist Cigars), Federal Savings & Loan Associations of Phila., Hardwick & Magee Co. (Rugs & Furniture), Philadelphia, Pa.; Cumberland Brewing Co. (Old Export Beer), Cumberland, Md.; The Arrow Store, (Men’s Furnishings), The Laundry Board of Trade (Philat. Laundry Associations), Fox Weis (Furriers), Philadelphia, Pa.

**TV Accounts:** B. S. Pineus & Co. (Yankee Maid Meat Products), Booth’s Bottling Co. (Carbonated Beverages), The Arrow Store (Men’s Furnishings), Crescent Nut & Chocolate Co. (Nuts & Mints).

**ROBERT FELDMAN, INC.**
878 Seventh Ave., New York 19, N. Y.
Phone: CO 5-3642

Pres. & Radio Time Buyer,
Account Executive ......Robert Feldman
Sec. & Treas. .............B. Michaels
Radio Director ...........C. Rhodes
Copy Chief ................L. Barton
TV Director ...............R. Feldman

**Radio Accounts:** Nevelea Country Club, Elliott Murphy’s Aquashow, Maurella Products (Perfumes), Wivel Restaurant, Village Barn, Jack Dempsey’s Restaurant, Palisades Amusement Park, Chen’s Singapore, Young’s Gap Hotel.

**TV Accounts:** Chateau Martin Wines, Wivel Restaurant, China Doll Night Club.

**FELLOWS ADVERTISING AGENCY**
410 Larmed Blvd., Syracuse, N. Y.
Phone: 2-4175, 2-4176

ABP—APA
Pres., Space & Radio Time Buyer
Byron F. Fellows, Jr.
Secretary-Treasurer ......Marjorie Hughes

**Radio Accounts:** B W B Foods Inc. (Brown’s Baked Beans & Bean Soup), Mexico, N. Y.; Cortland Baking Company (Cobakco Bread), Cortland, N. Y.; Norwich Knitting Company (Character Sweatshirts), Norwich, N. Y.

**TV Accounts:** B W B Foods, Inc. (Brown's Baked Beans & Bean Soup), Mexico, N. Y.; Cortland Baking Co. (Cobakco Bread), Cortland, N. Y.; Norwich Knitting Co. (Character Sweatshirts), Norwich, N. Y.

**COURTLAND D. FERGUSON, INC.**
Rm. 315, National Press Bldg.,
Washington, D. C.
Phone: National 7713

President..................Courtland D. Ferguson
Secretary-Treas. ..........Lucille F. Wellington
Copy Director..............Dudley H. Wade
Radio Director............Jill Medby
TV Director................Walter J. Kerwin
Art Director..............Lee Perri
Production Manager........Eugene M. Kresan
Time Buyer................Beatrice T. Rice

**Branch Offices**
45 Rockefeller Plaza, N. Y., N. Y.
Manager..................John P. Waddell
525 N. Charles St., Baltimore, Md.
Manager..................Phil Jackson
Manager..................H. P. Martin


**LAWRENCE FERTIG & CO., INC.**
149 Madison Ave., New York 16, N. Y.
Phone: Murray Hill 9-7100

ABP—ANPA—APA—NOAB—PPA
President-Treasurer......Lawrence Fertig
ROBERT G. FIELDS & CO.
Warner Bldg., Nashville 3, Tenn.
Phone: 6-1977
ABP
President..................Robert G. Fields
Account Executive........W. R. Culbertson
Secretary................A. Ferguson
Radio Accounts: Robt. Orr & Co. (Coffee), St. Bernard Coal Co. (Coal), Coal Heating Service (Coal), Milk for Health, Inc. (Milk), Nashville, Tenn.
TV Accounts: Nashville Pure Milk Co. (Dairy Products), Nashville; Moore Handle Co. (Hardware); Red Ace Petroleum Co. (Coal & Oil).

FIRESTONE-GOODMAN ADV.
AGENCY, INC.
445 Loeb Arcade, Minneapolis 2, Minn.
Phone: Main 4393
ANPA—APA
Pres., Radio Dir. & Copy Chief
Allan L. Firestone
Treas. & Art Director.......Archie Goodman
Secretary..................R. S. Firestone
Space Buyer................L. Koehller

M. M. FISHER ASSOCIATES
134 N. LaSalle St., Chicago 2, Ill.
Phone: Central 6-1610-1611
Owner....................Jack L. Fisher
Time Buyer................Helene Heinz
Radio & TV Dir...Jack L. (Bud) Fisher, Jr.
Radio Accounts: Bass Bros. Furniture Co., Chicago, Ill.; Bell Savings & Loan Assn. (Local Radio), Cook Co. Central Democratic Committee—Political (Radio-selected Localities), National Foundation for Infantile Paralysis (Midwest Rep.), New York & Chicago; Tam O’Shanter Country Club (Golf Tournaments Only), Chicago; United Artists Corp. (Motion Picture), Chicago (Radio Selected Localities); Universal-International Pictures (Motion Pictures), Chicago (Radio Selected Localities).
TV Accounts: Cook Co. Central Democratic Committee (Political), Chicago (Selected Localities); Tam O’Shanter Country Club (Golf Tournaments), Chicago; Harvey Lumber Co., Chicago; Lowebo, Inc. (Wilsolve & Concrete), Nat’l Foundation for Infantile Paralysis, Chicago & N. Y.; Phillips Prod. (Aurillium), Chicago, Ill.; United Artists Corp.; Universal-International Pictures Corp.

FITZGERALD ADVERTISING
AGENCY
Lee Circle Bldg., New Orleans, La.
Phone: TU 3131
AAAA—ABC—ABP—ANPA
Director, Radio Dept........Aubrey Williams
TV Director................Tom Newman
TV Production........A. David Cloud
Radio Accounts: Alabama-Georgia Syrup Co. (Alaga Syrup), Montgomery, Ala.; Pan-Am. Southern Corporation (Petroleum Products), Jackson Brewing Company (Jax Beer), Wesson Oil & Snowdrift Sales Co. (Snowdrift Shortening, Wesson Oil), Southern Cotton Oil Co. (Crustene and Scoeo Shortening), New Orleans, La.; Blue Plate Foods, Inc. (Coffee, Mayonnaise, Salsar Dressing, Margarine, Jellies and Preserves, Peanut Butter), H. G. Hill Stores (Grocery Store Chain), New Orleans, La.
TV Accounts: Jackson Brewing Company (Jax Beer), Godchaux Sugars, Inc. (Godchaux Sugar), H. G. Hill Store (Grocery Store Chain), Higgins, Inc. (Flooring & Institutional); La. State Rice Milling Co. (Mahatma, Fag, Water Maid Rice); So. Cotton Oil Co.; Wesson Oil & Snowdrift Sales Co. (Wesson Oil, Snowdrift).

FLACK ADV. AGENCY, INC.
1110 Hills Bldg., Syracuse 2, N. Y.
Phone: 2-3129
AAAA—ABP—ANPA—APA—PFA
President..................John R. Flack
Secretary..................Florence O. Miller
Treasurer..................J. K. Bowman
Account Executives.......Claire Evans, Arnold T. Bowden, William P. Conklin, Grover H. Hubbell

FOLEY ADVERTISING AGENCY
N. B. C. Bldg., Cleveland 14, O.
Phone: CHerry 1-1490
Pres., Art & Radio Dir......Robert B. Foley
Sec.-Treas., Space Buyer....Helen M. Little
Radio Accounts: E. J. Fox, Inc. (Retail Furniture), Morton S. Pine Co. (Day’s Pine Cleanser), Cleveland, O.

THE RICHARD A. FOLEY ADV.
AGENCY, INC.
1528 Walnut St., Philadelphia 2, Pa.
Phone: Kingsley 5-1560
AAAA—ABC—NOAB
President..................Charles H. Eyles
V.P.-Treas..................Lee E. Hood
V.P.-Gen. Mgr.............A. Edward Morgan
V.P.-Media Director........Wesley Winning
Copy Director...............Raymond Barr
Radio-TV Director.........Frank M. Knight, Jr.
Radio Accounts: Abbotts Dairies, Inc. (Milk, Cheese & Ice Cream), Beneficial Saving Fund (Banking), Delaware Steeplechase & Race Assn. (Horse Racing), Wil-
FOOTE, CONE & BELDING
247 Park Ave., New York 17, N. Y.
Phone: MUrrey Hill 8-5000
ANPA—AAAA—PPA—APA—ABP—NOAB
President ......................... Don Belding
Exec. V.P. ....................... William E. Berchtold
V.P. & Gen. Mgr. ............... M. P. Franceschi
Vice-President ................... A. E. Rood
Exec. V.P. ....................... Elwood Whitney
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V.P. in Chg. Media & Research
Sherwood Dodge
Vice-President ................... Keneth T. Spontes
V.P. & Mgr., Eastern Motion
Picture Div. ...................... Harold Holt
Radio Director ................... Thomas McDonnell
TV Director ...................... Roger Pryor
Research Director ............... Barrett F. Welch
Media Director ................... Joseph S. Spiegel
Prod. Dept. Mgr. ............... J. A. Koehler
Radio Bus. Mgr. ................ Lillian Selb
Publicity Director .............. George Wolf

Branches Offices
155 E. Superior St., Chicago 11, Ill.
Phone: SUperior 7-4800
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Executive V.P. ................... J. H. E. Davis
Vice-Pres. & Preas. ............. Wm. R. Sachse
Radio, TV Bus. Mgr. .......... Harry Dieter
Radio, TV Prod. Mgr. ........... Richard L. Davis
Radio, TV Time Buyer ........... Genevieve Lemper
601 W. Fifth St., Los Angeles 17, Calif.
Phone: Michigan 7651
President ......................... Don Belding
Exec. V.P. & Mgr. ............... William J. Pringle
Asst. Treasurer .................. Eugene Duckwall
Radio Time Buyer ............... Claire Koren
235 Montgomery St., San Francisco 4, Calif.
Phone: SUTTER 1-2355
Vice-Pres. & Mgr. ............... Ford Sibley
Media Director ................... Llew A. Jones
Phone: Hollywood 9-6265
Vice-Presidents .................. Robert Ballin,
Elliston Vinson
Esperson Bldg., Houston 2, Texas
Phone: ATWood 8561
Co-Managers ...................... C. Burt Oliver,
Stephen R. Wilhelm
Radio Time Buyer ................ Grace Spanihel
Pacific Bldg., Portland 4, Oregon
Phone: ATwater 8181
Leith F. Abbott
Radio and TV Accounts: Acme Breweries

MARRIALL FORD ADV. AGENCY
918 11th St., Sacramento 14, Calif.
Phone: GILbert 23645
APA
President ......................... M. J. Ford
Publicity Director ............... William Queale
Radio Accounts: Bercut-Richards Packing Co. (Sacramento Brand Foods), Purex Sausage Co. (Sausage Products), Capital Federal Savings & Loan Assn., Taylors Dairy (Ice Cream), Brolli-Parks Co. (Zenith Radios), Sacramento, Calif.

ALBERT FRANK-GUENTHER LAW, INC.
131 Cedar St., New York 6, N. Y.
Phone: COrtlandt 7-5060
ABP—ANPA—APA—NOAB—PPA
Chairman of the Bd.............. Howard W. Calkins
Vice-Chairman of Bd............ Frank J. Reynolds
President ......................... J. M. Hickerson
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-Pres., Pub. Dir............ Howard W. Calkins
Vice-Presidents ............... Frank D. Cruikshank,
Howard C. Allen
Dir. of Radio & TV .......... Robert W. Day

Branch Offices
One La Salle St., Chicago 2, Ill.
Phone: DEarborn 2-6242
Vice-President ................... R. W. Dawson
10 Post Office Square, Boston 9, Mass.
Phone: HANcock 6-3900
Vice-President ................... Joseph R. Hamlen
Phone: RITtenhouse 6-3915
Vice-President ................... Milton T. Kyle
235 Montgomery St., San Francisco, Calif.
Phone: Yukon 6-4611
Manager: Lucrezia H. Kemper
1510 19th St., Washington 6, D. C.
Phone: Columbia 3419
Manager: Day Thorpe

JONES FRANKEL CO. 
180 N. Wabash Ave., Chicago 1, III.
Phone: DEarborn 2-5745
NOAB—ABP—ANPA—APA—PPA
President: Jones B. Frankel
Account Executives: Jones B. Frankel,
A. G. Gaines, Lew Sanders
Space Buyer: Helen Eich
Radio-TV Director: Lew Sanders
Radio Accounts: Lion Chemical Co., Rolin
Sales, Valmor Prod.
TV Account: Rosin-Starr.

FRANKLIN & GLADNEY, INC.
23 West 47th St., New York 19, N. Y.
Phone: PLaza 7-690
ABP—ANPA
President: Dolph Franklin
Secretary: Edith Schless
Director of Mdsng: Bernard W. Maxwell
Radio-TV Director: Dolph Franklin
TV Accounts: Supreme Wines (Wine),
New York, N. Y.; Stern Department Stores;
Mason De Many (Furrer), Philadelphia,
Pa.; L. Fish Stores (Furniture), Chicago,
Ill.; Hecht’s Department Stores (Department
Stores).

THE FREDERICK-CLINTON CO., INC.
545 Fifth Ave., New York 17, N. Y.
Phone: Murray Hill 2-7433
ABP—ANPA—APA—NOAB
President: F. C. Berger
Exec. V.P.: H. S. Rieff
Secretary: R. S. Buckbinder
Art Director: E. Gambale
Production Manager: Phil Berman
V.P.-Radio & TV Dir.: Sydney Rubin
Radio Accounts: Adler Shoes, New York;
Milrose Products (RAD Cleaner), New
York; The Reporter (Magazine), New York;
Gilbert Mfg. Co. (Electrical Prod.), New
York.
TV Accounts: Adler Shoes for Men, Mil-
rose Products (RAD Cleaner), Vim Elec-
tric Co. (Hallcrafters TV & Norge), New
York.

CURT FREIBERGER & CO.
1349 Court Place, Denver 2, Colo.
Phone: Alpine 2048
ANPA—AAAA—PPA—ANPA
President: C. J. Freiberger
Vice-President: Kent Thomas
Secretary: Charles A. Haskell
Treasurer: Esther Piper
Radio Accounts: Central Bank & Trust Co.,
Tivoli Brewing Co., Toner’s Peanut Butter,
Colorado Potato Flake Mfg. Co., Associated
Grocers of Colo., Sheridan Brewing Co.

FREITAG ADV. AGENCY
958 Spring St., N.W., Atlanta 5, Ga.
Phone: HImlock 13456
ANPA—APA—NOAB—PPA—AAAN
Owner: J. V. Freitag
Produ Mgr. & Art Dir.: H. J. Torgesen
Space Buyer: M. K. McGowen
Secretary, Radio Dir.: R. W. Wallace
Radio Accounts: Columbia Baking Co.,
Walton Rice Mill, Inc.

OAKLEIGH R. FRENCH
& ASSOCIATES
4235 Lindell Blvd., St. Louis 8, Mo.
Phone: NNewstead 0037
AAAA—ABC—ABP—NOAB—ANPA
PPA—APA—FAA
Partners: Oakleigh R. French,
Marie C. French
Art Director: Matthew Falk
Dir. Client Service: Richard C. Lynch
Media Director: C. Sewell Pangnum
Radio Accounts: Mercantile Commerce
Bank & Trust Co., Dixie Mills, H. P. Coffee
Company, Meletio Sea Food Company, Whis-
tle & Vess Beverages, Inc., St. Louis; Fed-
eral Savings Bank, R. E. Fusten Co., Gen.
Electric Appl. Co., Inc., St. Louis, Mo.
TV Accounts: Whistle & Vess Beverages,
Inc., St. Louis Federal Savings & Loan Assn.,
R. E. Fusten Co., Christian Paper Tobacco

AD FRIED ADVERTISING AGENCY
318 15th St., Oakland 12, Calif.
Phone: HGate 4-6580
(See Complete Listing Under “A”)

HARRY M. FROST CO., INC.
260 Tremont St., Boston 16, Mass.
Phone: Liberty 2-0183
ANPA—APA—PPA
President: Karl M. Frost
Vice-President: Harold E. Bessom
Treasurer: Harry M. Frost
Asst. Treasurer: Florence A. Dondero
Secretary: Harvey P. Newcomb
Newspaper Space Buyer: Anna V. Turner
Magazine Space Buyer & Prod. Mgr.
Radio & TV Dir.: Harold E. Bessom
Radio & TV Dir., Time Buyer: Harvey P. Newcomb
Radio Accounts: Durkee-Mower, Inc.
(Marshmallow Fluff), Lynn, Mass.; Winel-
low Chip Company (Potato Chips, Products),
Marblehead, Mass.; LePage’s Inc. (Glue
Products), Gloucester, Mass.; General Elec-
tric Supply Corp. (Electrical Products), Bos-
ton, Mass.; Gentles Baking Co. (Gentles
Bread), Mattapan, Mass.; Campbell-Fair-
banks, Inc. (Sportsmen’s Shows), Boston,
Mass.; Frank Bownes Paint Co. (Modene
Paints), Chelsea, Mass.; Jasper Wyman &
Sons Co. (Wyman’s Blueberries), Mill-
175

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

**FULLER & SMITH & ROSS, INC.**
1501 Euclid Ave., Cleveland 15, O.
Phone: CHeerry 1-6700
AAA—ABP—ANPA—APA—NOAB—PPA
President ..................Allen L. Billingsley
Exec. Vice-President ..........E. L. Andrew
V.P. & Mgr. (Cleveland Office). W. A. Wright
Secretary-Treasurer ........C. C. Reidenbaugh
Asst. to Pres. (Cleveland) ...J. C. Maddox
Media Dept. Mgr. (Cleveland) ...W. J. Staab
Media Dept. Mgr. (New York)...G. R. Lyon
Media Dept. Mgr. (Chicago) ...L. J. Boyce
Radio, Film, TV Dept. Mgr.
(Cleveland Office)...Richard F. Reynolds
Branch Offices
71 Vanderbilt Ave., New York 17, N. Y.
Phone: MMurray Hill 6-5600
Vice-Pres. & Mgr. ............R. E. Allen
105 W. Adams St., Chicago 3, Ill.
Phone: AnDover 3-5911
Vice-Pres. & Mgr. ............E. J. Lauesen
Radio Accounts: Olney & Carpenter (Food Products), Westinghouse Elec. Corp. (Various), Plymouth Cordage Co. (Rope), Hercules Powder Co. (Toxaphene) Aluminum Cooking Utensil Co. (Wear-Ever), Bryant Heater Corp. (Gas Heaters), Burkhardt Brewing Co. (Beer), Penzoil (Gasoline & Oil), Commonwealth Shoe & Leather Co. (Shoes), Commercial Solvents Corp. (Anti-Freeze), Owens-Corning Fiberglas (Curtains), Aluminum Co. of America (Various).


**FURMAN, FEINER & CO., INC.**
117 W. 46th St., New York 19, N. Y.
Phone: Plaza 7-7393
ABP
Pres., Radio Time Buyer ..........Norman Furman
Vice-President ...............Irving J. Gottlieb
Secretary ......................Nathan Rothenberg
Art Director ..................Edwin R. Swaback
Acct. Executives .............H. Edward Simon
Lon Shaw
Space Buyer ..................Alice Wiener


**GARDNER ADVERTISING CO.**
915 Olive St., St. Louis 1, Mo.
Phone: Garfield 2915
AAA—ABC—ABP—ANPA—APA—NOAB—PPA
Ch. of Board ..................H. S. Gardner
President .....................E. G. Marshutz
Sec. & Treas. ..................J. V. Kirchhoff
V.P. Radio-TV ..................Roland Martini
Radio-TV Director ............William Fisher
Branch Office
9 Rockefeller Plaza, New York 20, N. Y.
Phone: Columbia 5-2000
Exec. Vice-Pres. .............Roland Martini

**Radio Accounts:** Grove Laboratories, Inc. (Bromo-Quinine, Fitch Shampoo, 4-Way Cold Tablets), St. Louis; Lion Oil Company, El dorado, Ark.; Nebraska Consolidated Mills Company, Omaha, Neb.; Old Judge Coffee Co., Pet Milk Co., Purina Mills,Ralston Purina Company, St. Louis; Southwestern Bell Telephone Co., St. Louis; Union Electric Company of Missouri, St. Louis; First National Bank, St. Louis; St. Louis Independent Packing Co.

**TV Accounts:** Grove Laboratories, Inc., Pet Milk Co., Ralston Purina Co., Monsanto Chemical Co., St. Louis; First National Bank, St. Louis; Nebraska Consolidated Mills, Omaha, Neb.

**W. W. GARRISON & COMPANY**
400 N. Michigan Ave., Chicago 11, Ill.
Phone: Superior 7-8388
APA—ANPA—PPA—NOAB
Sec., Space & Radio Time Buyer ....G. P. Schill
V.P. & Acct. Exec. .............Earl Lines
Art Director ..................O'Cal Hansoon
Account Executive .............J. C. McDonough

**Radio Accounts:** Florida Citrus Exchange, Gibson Refrigerator Co.

**GEARE-MARSTON, INC.**
21 S. 12th St., Philadelphia 7, Pa.
Phone: LOCust 4-0530
AAA—ABC—ABP—ANPA—APA—NOAB—PPA
President ..................Norman W. Geare
V.P.-Media Director ............Frank C. Murphy
Secretary ......................William G. Huckel
Treasurer .....................Elizabeth A. Heath
Public Relations Director ......Wm. C. Faust
Radio-TV Dir. ..................Edward B. Harvey
GERH-PACIFIC ADV. AGENCY
604 Mission St., San Francisco 4, Calif.
Phone: Garfield 1-1083
AAAA—APA—ABP—ANPA—NOAB
Owner .................E. P. Gerth
Account Executive ..........J. W. Clark
Media Director ..........Pat Crowell
Production Manager ..........M. F. Musil
Branch Office
2050 High Tower Dr., Hollywood 28, Calif.
Manager .................Orson Hauter
Radio Accounts: David D. Bohannon
Orgn., Stringer Driver Moving & Storage Co., Calif., Fruit Products, Ltd.
TV Account: Calif. Fruit Products, Ltd.
GETSCHAL & RICHARD, INC.
49 E. 51st St., New York 22, N. Y.
Phone: Plaza 9-1332
ABP—ANPA
President .................Budd Getchals
Vice-President ..............Richard Ash
Radio-TV Accounts: Emerson TV & Radio Corp.; Sealy Mattress Co. of N. Y.; Friendly Frost Stores; Sales Affiliates, Inc.
GEYER, NEWELL & GANGER, INC.
745 Fifth Ave., New York 22, N. Y.
Phone: Plaza 5-5400
AAAA—ABP—ANPA—APA
NOAB—PPA—AFA
President .................Bertram B. Geyer
Exec. Vice-President ..........H. W. Newell
Treasurer ..........J. R. Kunz
Publicity Director ..........E. F. Thomas
Radio-TV Director ..........Frederick A. Long
Associate Director ..........George J. Zachary
Traffic ..................Richard M. Bradshaw
Time Buyer .............Betty Powell
Branch Offices
Phone: Webster 3-5520
Vice-President ..........John L. McQuigg
Executive Contacts ..........W. Graham, H. Wilson, Ralph Wolfe
931 Third National Bldg., Dayton 2, O.
Phone: Fulton 4145
Vice-President .............E. G. Frost

GIBBONS ADVERTISING AGENCY, INC.
802 Daniel Bldg., Tulsa, Okla.
Phone: 4-2144
ABC—ABP—ANPA—AFA—SNPA—APA
Pres. & Treas. ..........J. Burr Gibbons
Vice President ..............John B. Gibbons
Vice President .............R. W. Peterson
Secretary .................Viola Neese
Radio-TV Dir. ..........Mercedes (Dee) Freiday
Biscuit Company (Crackers and Cookies), Ft. Smith, Ark.; Whitaker Manah (TOK Meat Tenderizer), Tulsa, Okla.

J. J. GIBBONS LIMITED
200 Bay St., Toronto, Ont., Canada
Phone: Empire 4-2111
AAAA—ABC—CDNA—CNNA—CNN & PA CAAA
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V.P. & Managing Dir........H. M. Tedman
Vice-Pres. & Gen. Mgr......R. B. Pattinson
Seyy. Treas. ..................E. T. Saunders
V.P. & Secy. Treas..........E. T. Saunders
Vice-President...............J. G. Russell
Toronto Radio Mgr........D. S. Marshall
Calgary Radio Mgr............A. Swanson
Branch Offices
924 Dominion Square Bldg., Montreal, Que.
Manager....................R. L. Burdick
272 Scott Block, Winnipeg, Manitoba
V.P. & Manager..............A. B. Johnston

GIBRALTAR ADV. AGENCY, INC.
17 E. 45th St., New York 17, N. Y.
Phone: Murray Hill 7-7896
President..........................Charles J. Basch, III
Vice-President....................Leo Berman
Treasurer......................Clarence Schmidt
Secretary, Radio & TV Dir......Frances Scott
Radio & TV Time Buyer........Gloria Lubin
Publicity Director.............Earl Schneidman
TV Account: Bonafide Mills, Inc. (Bonny Maid Linoleums, Tilemasters, & Versa Title), New York, N. Y.
Radio Account: Pomatex, Inc. (Hairdressing and Pomade).
Radio & TV: Caryl Richards, Inc. (Manufacturers of Rocket Wave and Poodle Perm Permanents).
Other accounts: Leeelite Incorp. (Mfrs. of aluminum furniture); Kurt A. Baer, Inc. (Mfrs. of ferrous metals); Alpha Products Co. (Distributors of Automotive equipment oil and chemicals); Diamant Marine Corp. (Distributors of boat supplies); Nan Duskin, Inc. (Women's Specialty Store).

GILLHAM ADVERTISING AGENCY
500 Continental Bank Bldg., Salt Lake City 1, Utah
Phone: 4-5516
ABP—ANPA—APA
President-Treasurer..............M. C. Nelson
Exec. Vice-President...........Lon Richardson
Vice-President................Robert F. Rohlfing
Vice-President....................Wendell J. Ashton
Secretary.......................Marjorie Farrell
V.P.s Radio-TV...................Victor V. Bell
Asst. Dir. Radio-TV.............Heber G. Wolsey
Time Buyer......................Enid N. Ozaad
Radio Accounts: Cloverleaf Dairy (Milk, Cream, and Milk Products), Salt Lake City, Utah; Colville Ice Cream Co. (Ice Cream, Bars, etc.), Salt Lake City, Utah; First Federal Savings, Salt Lake City, Utah; Fisher Brewing Company (Beer), Salt Lake City, Utah; Freed Motor Company (Desoto-Plymouth Cars), Salt Lake City, Utah; Fram Distributors, Intermountain Area; General Electric Supply Corp. (Appliances, etc.), Intermountain Area; Mountain Fuel Supply Co., Salt Lake City; Ogden First Federal Savings, Ogden, Utah; Petty Motor (Ford Dealer), Salt Lake City, Utah; Porter-Scarpelli Macaroni Co. (Frillets, Spaghetti, etc.), Portland, Ore.; Purity Biscuit Company (Town House Crackers, Cookies, Saltine Crackers, etc.), Salt Lake City, Phoenix, Butte; Royal Baking Company (Table Queen Bread, Other Bread Products), Salt Lake City; Sego Milk Products Co. (Sego Evaporated Milk), Salt Lake City; Salt Lake Hardware Co. (Wholesale Distributors), Salt Lake City; Streater Chevrolet Co., Salt Lake City; Sweet Candy Company (Renown Chocolates, Other Candies), Salt Lake City; Union Pacific Railroad, Salt Lake City; Utah Finance, Salt Lake City, Provo; Utah Oil Refining Co. (Gasoline, Oil, Atlas Products), Salt Lake City; Utah Power & Light Co. (Electric Service), Intermountain Area; Walker Bank & Trust Co., Salt Lake City.
TV Accounts: Cloverleaf Dairy (Milk, Cream, Milk Products), Salt Lake City, Utah; Colville Ice Cream Co. (Ice Cream, Bars, etc.), Salt Lake City, Utah; First Federal Savings, Salt Lake City, Utah; Fisher Brewing Company (Beer), Salt Lake City, Utah; Freed Motor Company (Desoto-Plymouth Cars), Salt Lake City, Utah; General Electric Supply Corp. (Appliances, etc.), Salt Lake City, Utah; Henager School of Business, Salt Lake City, Utah; Mountain Fuel Supply Co., Salt Lake City, Utah; Petty Motor (Ford Dealer), Salt Lake City, Utah; Purity Biscuit Company (Town House Crackers), Salt Lake City, Phoenix; Royal Baking Company (Table Queen Bread, Other Bakery Products), Salt Lake City; Sego Milk Products Co. (Sego Evaporated Milk), Salt Lake City; Sweet Candy Company (Renown Chocolates, etc.), Salt Lake City; Union Pacific Railroad, Salt Lake City; Utah Power & Light Co. (Electric Service), Salt Lake City.

BERT S. GITTINS ADVERTISING
739 N. Broadway, Milwaukee 2, Wis.
Phone: 314-229-5948
AAAA—ABC—ABP—ANPA—APA
Owner............................Bert S. Gittins
Prod. Dir.......................Stewart Carlson
Media Dir......................Esther Block
Copy Dir.........................Harold Nelson
Ind. Copy Dir.................Franklin J. Beezley
Office Mgr.....................Erwin R. Holtz
Radio & TV Executive........Gerald L. Seaman
Radio & TV Executive........Verne Lausten
(Farm Tractors & Equipment), Milwaukee, Wis.; Group 8—Wisconsin Bankers’ Assn. (Banking Service), Milwaukee, Wis.; The Page Milk Company (Evaporated Milk), Merril, Wis.; Wm. F. Renk & Sons (Hybrid Corn), Sun Prairie, Wis.

TV Accounts: Allis-Chalmers Mfg. Co. (Farm Tractors & Equipment), Milwaukee, Wis.; Group 8—Wisconsin Bankers Ass’n, (Banking Service), Milwaukee, Wis.

GLASSER-GAILEY, INC.
301 S. Harvard Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 4-2141

A AAA—ANPA—PPA
President..........................G. F. Glasser
Vice-President..........................P. E. Gailey
Secretary-Treasurer........Howard W. Gambrill
Art Director....................Eric S. Heizer

Branch Office
79 Post St., San Francisco, Calif.
Phone: EXbrow 2-6468

Radio Accounts: Ralph Grocery Co., Tropical Preserving Co., Santa Clara Packing Co. (Quality Canned Fruits, Juices, Nectars), San Jose; L. B. Laboratories, Inc. (Hair Preparations), Los Angeles.

GLEW ADVERTISING AGENCY
211 N. Lafayette Ave., Grand Rapids, Mich.
Phone: 9-4052

ABP—ANPA
Owner-Operator..................Francis K. Glew

GOLDEN ADVERTISING AGENCY
44 Court Street, Brooklyn 2, N. Y.
Phone: MAin 4-1375

ABP—ANPA—APA
President..........................Ben Golden
Account Executives.............William Goldstein, Gus Goldman

Radio Accounts: EDCO Electric Co. (Sylvania & Thor Washers), New York; Carl’s Men’s Shops (Men’s Wear), New York; Nostrand Radio Co. (TV Receivers), Brooklyn.

GOODKIND, JOICE & MORGAN, INC.
919 North Michigan Ave., Chicago 11, Ill.
Phone: SUperior 3-6746

AAA—ANPA—PPA—ABP
President......................Clyde M. Joice
Exec. Vice-President........Harlow P. Roberts
Treas., & Copy Chief.............Garrick M. Taylor
Secy. & Media Dir.............Florence A. Neighbors
Research & Mdlse..............George B. Frank
Asst. Media Director...........J. Alden Joice
Production Manager.............Doris Monnette
Account Executive.............Henry Nathan


GOTHAM ADVERTISING CO.
2 W. 46th St., New York 19, N. Y.
Phone: LUXemburg 2-2830

APA—ABP—ANPA—PPA—ABC
Chairman of Bd..................G. Ellsworth Harris
President......................Duncan D. Sutphen, Jr.
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Vice Pres..........................Arthur F. Connolly

Branch Offices
Gotham de Mexico, S. A.
Bolivar 8, Despacho 607, Mexico D.F., Mexico
Director..........................Edwin J. Ryan
Condrey-Gotham Prop. Ltd.
5-7 Barrack St., Sydney, Australia
Director.........................C. J. Condrey

Radio Accounts: Lutheran Laymen’s League (Lutheran Church-Missouri Synod), St. Louis, Mo.; La Regione Siciliana (Sicily Tourism), Turin, Italy; Lucille Villiers Inc. (Perfume), New York, N. Y.

TV Accounts: Lutheran Laymen’s League (Lutheran Church-Missouri Synod), St. Louis, Mo.; Lucille Villiers, Inc. (Perfume), Turin, Italy.

GRAY & ROGERS
12 South 12th St., Philadelphia 7, Pa.
Phone: WAlnut 2-3636

ABC
Partner.........................Jerome B. Gray
Partner & Radio Dir..............Edmund H. Rogers
Partner.........................Robert W. Graham
Radio-TV Dept. Head...........Walter M. Erickson
Radio-TV Dir.....................J. C. Hirst


GREEN-BRODIE
420 Madison Ave., New York 17, N. Y.
Phone: PLaza 3-9533
ANPA—PPA
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TV Accounts: Krasdale Foods, Inc. (Canned Foods), New York, N. Y.

GREY ADVERTISING AGENCY, INC.
166 W. 32nd St., New York 1, N. Y.
Phone: Chickerie 4-3900
AAAA—ABP—ANHA—APA—NOAB—PPA
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Executive Vice-President........Arthur C. Fatt
Media & Research Dir........Herbert A. Vitriol
V.P., & Radio-TV Dir..........Wm. A. Chalmers
Business Mgr., Radio-TV........Barbara Jones
TV Prod. Mgr................Robert Peyson
Radio Prod. Mgr..............Gerald F. Ford
Time Buyer (AM-TV)..........Philip Leshem

Radio Accounts: Frank H. Lee Co. (Hats), New York; Ronson Art Metal Works, Inc. (Lighters & Accessories), Newark, N. J.; Kirsch Beverages, Inc. (Soft Drinks), Brooklyn, N. Y.; Hollanderizing Corp. of America, New York; Pharmaco Laboratories, Inc. (Admiration Shampoo), Kenilworth, N. J.; Phillips-Jones, Inc. (Van Heusen Shirts & Men's Wear), New York, N. Y.


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Phone: TOWER 1-3232
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Asst. Treasurer.............William A. Weaver
Dir. of Radio & TV...........John R. Schmunk
Branch Office
307 West Broadway, Louisville 2, Ky.
Phone: Amherst 2474
Donald McDonald ..............Manager
Radio Accounts: B. F. Goodrich Co. (Farm Tires), Akron, O.; Fisher Bros. Co. (Retail Food Chain), Cleveland, O.; Thompson Products Co. (Tapco Div., Automotive & Aviation Parts), Cleveland, O.; The Warner & Swasey Co. (Machine Tools), Cleveland, O.; Lincoln Electric Co. (Electric Arc Welding Equipment), Cleveland, O.; The Wellman Engineering Co. (Material Handling Equipment), Cleveland, O.; The Erie Railroad Co. (Passenger Service), Cleveland, O.; Brush Development Co. (Piezoelectric Mat's for Recording, Reproducing and Measuring), Cleveland, O.; Fleet-Wing Corp. (Gasoline & Oil), Cleveland, O.; Youngstown Sheet & Tube (Steel), Youngstown, O.; Jenney Mfg. Co. (Gasoline & Oil), Boston, Mass.; Tappan Stove Co. (Ranges), Mansfield, O.; Society for Savings (Banking Service), Cleveland, O.; Tennessee Products & Chemical Corp. (Chemicals), Nashville, Tenn.; The Tremco Mfg. Co. (Building Maintenance Materials), Cleveland, O.

TV Accounts: Consider H. Willett Co. (Furniture), Louisville, Ky.; Fisher Bros. Co. (Retail Food Chain), Cleveland, O.; Thompson Products Co. (Tapco Div., Automotive & Aviation Parts), Cleveland, O.; Morton Packing Co. (Frozen Packaged Foods), Louisville, Ky.; First Nat'l Bank of Louisville, Ky. (Banking Service), Louisville, Ky.; Society for Savings (Banking Service), Cleveland, O.; Jenney Mfg. Co. (Gasoline & Oil), Boston, Mass.; Tappan Stove Co. (Ranges), Mansfield, O.

JULIAN GROSS ADV. AGENCY
11 Asylum St., Hartford 3, Conn.
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Vice-President................Beulah Gross
Art Director..................Declan Powers
Sec., Media Dir., Radio Time Buyer........Libby Dunn
Copy Chief ..................James J. Osebold
Radio Accounts: (21 Local and Regional.)

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Pres., Treas. .................Arthur R. Gruber
Secretary .................E. M. Gruber
Art Director ............Donald Layman
Radio Accounts: Dolly May Cookies Co. (Cookies), Minneapolis, Minn.; Courtesy Motors (Automobiles), St. Paul, Minn.; Davis Furniture & Appliances (Appliances-Furniture), Minneapolis, Minn.; Midwest Wine Company (Temple Wine), St. Paul, Minn.; Plymouth Dealers' Ass'n (Plymouth Automobiles), Minneapolis-St. Paul, Minn.; Slawik Motors, Inc. (DeSoto Plymouth), Willard's Terrace Cafe (Restaurant-Catering), Minneapolis, Minn.

TV Accounts: Chem Search Laboratories (Vitamins), Minneapolis, Minn.; Jay Kline Chevrolet, Inc. (Automobiles), So. St. Paul, Minn.; Kline Oldsmobile, Inc. (Automobiles), St. Paul, Minn.; Lane Bryant (Fashions), Minneapolis, Minn.; Midwest Wine Co. (Temple Wine), St. Paul, Minn.; Newmans (Women's Apparel), St. Paul, Minn.; Old Home Creameries, Inc. (Cottage Cheese, Butter), Minneapolis, Minn.; Plymouth Dealers' Ass'n (Plymouth Automobiles), Minneapolis, St. Paul, Minn.; People's Furniture Co. (Home Furnishings), St. Paul, Minn.; Royal Packard Inc. (Packard Automobiles), St. Paul, Minn.; Russo Window Company (Self-Storing Windows), Minneapolis-St. Paul, Minn.; Slawik Motors, Inc. (Desoto Plymouth), Minneapolis-St. Paul, Minn.

GUILFORD ADVERTISING AGENCY
350 Fifth Ave., New York 1, N. Y.
Phone: PEnnsylvania 6-8518
ANPA
Account Executive.....Frances G. Guilford

JOHN L. HALPIN ADVERTISING
208 State St., Schenectady 5, N. Y.
Phone: 2-0492
Partners..................John L. Halpin, Marion G. Halpin
Copy Chief...............L. A. Maney
Production Chief.......E. L. Mincher
Art........................A. J. Hitchins


TV Accounts: IUE-CIO (Trade Union), Schenectady, N. Y.

HANLY, HICKS & MONTGOMERY, INC.
500 Fifth Ave., New York 1, N. Y.
Phone: LOngacre 5-5000
AAAA—ABP—ANPA—PPA—APA

NOAB—ABC
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Branch Office
Wallace-Ferry-Hanly Co.
400 W. Madison St., Chicago, III.
Phone: FRanklin 2-6440
President..................L. T. Wallace

HART-CONWAY CO., INC.
45 Exchange St., Rochester 14, N. Y.
Phone: LQuint 3520
ANPA—APA—PPA—ABP

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Exec. Vice-President.........Harold E. Kennedy
Vice-President.............Joseph Brown
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GEORGE H. HARTMAN CO.
307 N. Michigan Ave., Chicago 1, Ill.
Phone: STate 2-0055
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Vice-President...........Edwin Cahn
Secretary-Treasurer.......Frank R. Hartman
Radio-TV Director......Thomas Kivlan

Radio Accounts: Nelson Bros. (Furniture), P. A. Starck Piano Co. (Pianos), M. J. Lanahan Co. (Automobiles), Chicago Tribune (Newspaper), Berghoff Brewing Corp. (Beer), Fort Wayne, Ind.; Hartz Mountain Products (Bird Food), New York, N. Y.
Neumode Hosiery Co. (Hosiery), Sawyer Biscuit Co. (Crackers & Cookies), Chicago; Manchester Biscuit Co. (Crackers & Cookies), Fargo, N. Dak.; Omaha, Neb.; Sioux Falls, So. Dak.; Hekman Biscuit Co. (Crackers & Cookies), Grand Rapids, Mich.; Boyer International Labs. (Cosmetics), Chicago.

**TV Accounts:** Edward Hines Lumber Co. (Lumber), Nelson Bros. (Furniture), Berghoff Brewing Corp. (Beer), Fort Wayne, Ind.

**THE F. H. HAYHURST COMPANY LIMITED**

38 King St. W., Toronto, Ontario, Canada
Phone: EMpire 4-9263

President .................. W. P. Hayhurst
Vice-President ................ Geo. F. Hayhurst
Director .................. H. W. E. Pepler
Director .................. D. J. Leonard
Radio-TV Director ............. R. D. Amos
Asst. Radio-TV Dir. .................. C. M. Harrison

Branch Office
Drummond Bldg., Peel St., Montreal, Que.
Phone: HARbour 0131

Manager .................. B. J. Leopold

**Radio Accounts:** Bromo-Seltzer Ltd. (Bromo-Seltzer), Toronto, Ont.; Purity Flour Mills Ltd. (Purity Flour, Purity Oats & Cake Mix), Toronto, Ont.; Templeton’s Limited (Raz-Mah & T-R-Cs), Toronto, Ont.; Addisons Limited (Radio, Television, Norge Products), Toronto, Ont.; Brading Breweries Ltd. (Beer & Ale), Ottawa, Ont.; Dr. A. W. Chase Co. Limited (Nerve Food, Kidney & Liver Pills), Oakville, Ont.; Best Foods Limited (Nucca Margarine), Hamilton, Ont.; Canadian Canners Limited (Soups, Baby Food), Hamilton, Ont.; Meccano Limited (Toys), Toronto, Ont.; McFeeters Limited (Golden Bar Honey Butter, Golden Bar Cheese), Toronto, Ont.

**TV Accounts:** Brading Breweries Limited (Cincinnati Cream), Ottawa, Ont.; British Ceramics & Crystal (Canada) Limited (Fine China), Toronto, Ont.

**HENRI, HURST & MCDONALD, INC.**

121 W. Wacker Drive, Chicago 1, Ill.
Phone: FRA nklin 2-9180

AAAA—ABP—ANPA—APA—NOAB—BPA
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President .................. W. B. Henri
Secretary .................. A. M. Semones
Treasurer .................. R. H. Eaton
Media Director .................. Charles Pumphrey
Radio-TV Director ............. John Scott Keck
Radio-TV Time Buyer ............. L. R. Hall

**Radio Accounts:** Fred W. Amend Co. (Chuckles Jelly Candies), Chicago, Ill.; Belmont Radio Corporation (Raytheon Television Sets), Chicago, Ill.; Coopers, Inc. (Jockey Underwear, Coopers Sportswear and Sox), Kenosha, Wis.; International Shoe Co. (Friedman-Shelby Branch; Peters Branch; Roberts, Johnson & Rand Branch; Vitality Shoe Co.), St. Louis, Mo.; Kroehler Mfg. Co. (Living Room, Bedroom and Dining Room Furniture; Theatre Chairs), Naper-ville, Ill.; The Lennox Furnace Co. (Warm Air Heating Systems), Marshalltown, Ia.; Perfect Circle Corporation (Piston Rings & Expanders), Hagerstown, Ind.; Skelly Oil Company (Petroleum Products, Gasoline Motor Oils, Skellysolve, etc.), Kansas City, Mo.; A. O. Smith Corporation (Permaglas, Duraclad and Milwaukee Water Heaters), Milwaukee, Wis.; Thor Corporation (Thor Spinner and Wringer Washing Machines & Gladirons; Dishwashers and Sinks; Clothes Dryers), Chicago, Ill.; Milnot Co. (Mil-Compounds), Litchfield, Ill.; Perma Starch, Inc. Illipolis, Ill.; Pillsbury-Ballard, Div. of Pillsbury Mills, Inc. (Oven Ready Biscuits, Frozen Rolls, Obelisk Plain & Self Rising Flour, Prepared Baking Mixes, Animal feeds), Louisville, Ky.; Chicago, Rock Island & Pacific Railway Co., Inc., Chicago, Ill.

**Television Accounts:** Fred W. Amend Co. (Chuckles Jelly Candies), Chicago, Ill.; Belmont Radio Corporation (Raytheon Television Sets), Chicago, Ill.; Coopers, Inc. (Jockey Underwear, Coopers Sportswear and Sox), Kenosha, Wis.; International Shoe Co. (Friedman-Shelby Branch; Peters Branch; Roberts, Johnson & Rand Branch; Vitality Shoe Co.), St. Louis, Mo.; Kroehler Mfg. Co. (Living Room, Bedroom and Dining Room Furniture; Theatre Chairs), Naper-ville, Ill.; The Lennox Furnace Co. (Warm Air Heating Systems), Marshalltown, Ia.; Perfect Circle Corporation (Piston Rings & Expanders), Hagerstown, Ind.; Thor Corporation (Thor Spinner and Wringer Washing Machines & Gladirons; Dishwashers and Sinks; Clothes Dryers), Chicago, Ill.; Milnot Co. (Mil-Compounds), Litchfield, Ill.; Perma Starch, Inc. Illipolis, Ill.; Pillsbury-Ballard, Div. of Pillsbury Mills, Inc. (Oven Ready Biscuits, Flour, Mixes, Fees), Louisville, Ky.; Milnot Co. (Mil-Compounds), Litchfield, Ill.; Ivano, Inc. (Ivalon Sponges), Chicago; Skelly Oil Co. (Motor Oils, Petroleum Products, Gasoline, Skellysolve, etc.), Kansas City, Mo.

**AL HERR ADVERTISING AGENCY**

225 E. Michigan St., Milwaukee 2, Wis.
Phone: Broadway 2-3040

AAAA—ABP—ANPA

**Radio Accounts:** Pate Oil Company (Gasoline, Lubricants, etc.), Milwaukee, Wis.; John Graf Company (Soft Drinks), Mil-
waukegan, Wis.; Kellers, Inc. (Beverage Distributor), Milwaukee, Wis.; King Braeager Chevrolet (Auto Dealer), Milwaukee, Wis.; Milwaukee Florists Assn. (Flowers), Milwaukee, Wis.; Luick Dairy Company (Dairy Products), Milwaukee, Wis.; Luick Ice Cream Company (Ice Cream), Milwaukee, Wis.

TV Accounts: Pate Oil Company (Gasoline, Lubricants, etc.), Milwaukee, Wis.; John Graf Company (Soft Drinks), Milwaukee, Wis.; Milwaukee Florists Assn. (Flowers), Milwaukee, Wis.; Luick Dairy Company (Dairy Products), Milwaukee, Wis.; Luick Ice Cream Company (Ice Cream), Milwaukee, Wis.; E. Rau Cigar Company (Cigars), Milwaukee, Wis.

HEWITT, OGLIVY, BENSON & MATHER, INC.
575 Madison Ave., New York, N. Y.
Phone: MUrray Hill 8-6100

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Treasurer ... Shelby H. Page
Dir. of Radio-TV ... Clinton F. Wheeler
Radio-TV Creative Head ... Dean Coords
Radio-TV Time Buyer ... Florence Smith
TV Art Director ... William Binzen


TV Accounts: Sun Oil Company (Automotive Products), Philadelphia, Pa.; Chase National Bank, New York, N. Y.

HICKS & GREIST, INC.
420 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 3-9135

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V.P. & Treasurer ... E. H. Greist
Space Buyer ... Mrs. E. M. Sheldon
Radio & TV Director ... Peter A. Krug

Radio Accounts: Lewyt Corp. (Lewyt Vacuum Cleaner), Brooklyn; Home Decorators, Inc. (State House Sterling), Newark, N. Y.

TV Accounts: Lewyt Corp., Brooklyn; L. Sonneborn Sons, Inc. (Annalie Motor Oil), New York; Dixie Cup Co., Easton, Pa.

HIRSHON-GARFIELD, INC.
745 Fifth Ave., New York 22, N. Y.
Phone: MU 8-8900

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Exec. Vice-President ... Lewis Nemerson
Vice-President ... Erwin Spitzer
Gen. Mgr. ... Julian Braun
Radio & TV Director ... Robert F. Lewine
Mgr. Radio & TV Dept. ... William Sheppard

Media Dir. ... Julian Katz

Branch Office
Park Square Bldg., Boston, Mass.
Phone: Liberty 2-4183

Executive-in-Charge ... Gabriel Stern

12 Orange St., Haymarket, W.C. 2,
London, England

Radio Accounts: Burlington Mills (Ribbons), New York, N. Y.; Utica Knitting Co. (Children’s Sleepers), Utica, N. Y.; Miles Shoes (Shoes), Prentis Clothes (Men’s & Women’s Clothing), Truval Sportswear (Men’s Wear); Lane’s Dept. Store, New York.


W. F. HOLLAND AGENCY
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Owner ... William F. Holland
Radio-TV Director ... Earl Holland
Production ... Robert Temmen

HOUCK & COMPANY, INC.—ADVERTISING
625 First St., S.W., Roanoke 16, Va.

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Secretary ... Kathryn H. Ferguson
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Copy Chief ... Otto Whittaker, Jr.
Production Manager ... Paul H. Long
Asst. Production Mgr. ... W. Leon Mitchell
Radio-TV Dir. & Time Buyer ... Ray Bentley

Branch Office
Houck & Co. of Florida, Inc. (Separate Corporation)
Alfred L. duPont Blvd., Miami, Fla.

Phone: 82-1391

President ... Karl Bishopric
Time Buyer ... Nonie Sonstbye
Radio-TV Director ... Wm. B. Houck
Art Director ... Richard V. Sutton

Radio Accounts: Research DES-TEX, Inc. (Fabric Cleaner), Chicago, Ill. & Miami, Fla.; Croweys Sausage Co. (Meat Products), Kellyville, W. Va.; Chase Federal Savings & Loan (Financial Institution), Miami Beach, Fla.; State-Planters Bank & Trust Co. (Financial Institution), Richmond, Va.; Bishop’s Men’s Wear (Retail Clothing), Miami & Coral Gables, Fla.; Trija Golf Club Co. (Sporting Goods), Aerovias “Q.” S. A. (Air Transportation), Havana, Cuba; Orange Blossom Classic (All-Star Football), Miami, Fla.; Florida National Bank (Financial Services), Miami, Fla.; Miami-Battle Creek (Sanatorium), Miami Springs, Fla.; Valleydale-Packers, Inc. (Meat Products), Salem, Va.
TV Accounts: Research DES-TEX, Inc. (Fabric Cleaner), Chicago, Ill. & Miami, Fla.; Chase Federal Savings & Loan (Financial Institution), Miami Beach, Fla.; Bishop's Men's Wear (Retail Clothing), Miami and Coral Gables, Fla.; Trija Golf Club Co. (Sporting Goods), Miami, Fla.; Natural Health Products (Liquefier), Sarasota, Fla.; Cole's Flowerland (Flowers and Plants), Orange Blossom Classic (All-Star Football), Miami, Fla.

ROBERT HOLLEY & CO., INC.
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APB—APA

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Secty. & Media Dir. .......... Leo Litwin

HORTON-NOYES COMPANY
1800 Industrial Trust Bldg., Providence 3, R. I.
Phone: Dexter 1-3316

AAA—ABC—ABP—ANPA

Partner ....................... Frederick C. Noyes
Partner ....................... C. Darrell Prutzman
Partner ....................... Carroll H. Rickard
Account Executive ........... Miles T. Williams

Radio Accounts: Brownell & Field Co. (Autocrat Coffee), Providence, R. I.; General Ice Cream Corp. (R. I.) (Sealtest Ice Cream), Providence, R. I.; Industrial Trust Company (Banking), Providence, R. I.; The Narragansett Electric Co. (Electrical Equipment), Providence, R. I.; Peoples Savings Bank (Savings), Providence, R. I.; New England Bakery (Harvest Bread), Pawtucket, R. I.

TV Accounts: Brownell & Field Co. (Autocrat Coffee), Providence, R. I.; General Ice Cream Corp. (R. I.) (Sealtest Ice Cream), Providence, R. I.; Industrial Trust Company (Banking), Providence, R. I.; New England Bakery (Harvest Bread), Pawtucket, R. I.

LELAND K. HOWE ASSOCIATES, INC.
150 East 35th St., New York 16, N. Y.
Phone: ORegon 9-4998

President .................... Joseph R. Horenstein
Act. Executives .............. Allen Law, Mary Lewis, L. Bell
Radio & TV Dir. ............. J. R. Horenstein
Time Buyer ................... Florence Katz

Radio Accounts: CBS-Columbia (TV Distributors), Brooklyn, N. Y.; Babylon Chamber of Commerce, Babylon, N. Y.; Bedford Television Stores (Appliance Dealers), Brooklyn, N. Y.; Citizens Committee for the Election of Joseph T. Sharkey (Political), New York City; Hobby & Brown Electronic (Lighting Units), Rockville Centre, N. Y.; Willis E. Burnside Co. Inc. (Securities Dealers), New York City.

TV Accounts: Bedford Television Stores (Appliance Dealers), Brooklyn, N. Y.; Citizens Committee for the Election of Joseph T. Sharkey (Political), New York City; Hobby & Brown Electronic (Lighting Units), Rockville Centre, N. Y.; Willis E. Burnside Co. Inc. (Securities Dealers), New York City.

CHARLES W. HOYT CO., INC.
551 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-2000

Radio-TV Director ............ Wm. Philip Smith
Time Buyer ................... D. H. Humm

Branch Office
15 Lewis St., Hartford 3, Conn.
Vice-Pres. & Mgr., Hartford Office

Frank A. Whipple


TV Accounts: Mail Pouch Tobacco Co. (Kentucky Club Pipe Tobacco), Wheeling, The A. C. Gilbert Co. (American Flyer Trains), New Haven, Conn.; The Kalart Company (Speed Flash Cameras), Plainville, Conn.; Chas. B. Knox Gelatine Co. (Knox Gelatine), Johnstown, N. Y.; Monticello Drug Co. (666 Cold Preparations), Jacksonville, Fla.; F. Ad. Richter (Pain Expeller), Brooklyn, N. Y.; Stromeyer & Arpe Co. (Re Umberto Olive Oil).

H. B. HUMPHREY, ALLEY & RICHARDS
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370 Lexington Ave., New York, N. Y.
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Comptroller....................Zelda Prohov
Account Executives.............Sidney Bernberg, Irving Rocklin
Radio Director..................Ruth Robbins
TV Director........................Werner Haas
Production......................Betty Zidell
Radio Accounts: Walton Motors, Inc. (Chrysler Plymouth Dealer), Chicago, Ill.; Union Life Ins. Co. (Insurance), Chicago, Ill.; Linoleum City (Floor Coverings), Chicago, Ill.; Balaban Floor Covering (Floor Coverings), Chicago, Ill.; Chicago Furniture Mart (Furniture), Chicago, Ill.; Martin Jewelry (Jewelry), Chicago, Ill.; Atlas Piano Co. (Pianos), Chicago, Ill.; Town House—Town Pump (Restaurants), Chicago, Ill.; Intermission (Restaurants), Chicago, Ill.; Chicago Downs Association (Harness Racing), Chicago, Ill.; M. B. Auto Sales, Inc. (Hudson Dealer), Chicago; Radio TV Publicity Corp. (Advertising Clocks), Chicago; Roxy Rug & Linoleum Co. (Floor Coverings), Chicago; Nortown Currency Exchange (Currency Exchange), Chicago; Lake TV Sales (Television Sets), Chicago.

TV Accounts: Balaban Floor Coverings (Floor Coverings), Chicago, Ill.; Cole Finder, Inc. (Mercury Auto Dealer), Chicago, Ill.; Econ Products (Novelties), Chicago, Ill.; Modern Merchandisers (Cleaners), Chicago, Ill.; Wolack & Bauer (Women’s Shoes), Chicago, Ill.; United Slip Cover Co. (Slip Covers & Draperies), Chicago, Ill.; Walton Motors, Inc. (Chrysler Plymouth Dealer), Chicago, Ill.; Roxy Rug & Linoleum Co. (Floor Coverings), Chicago, Ill.; Linoleum City (Floor Coverings), Chicago, Ill.; Kass Clothiers (Clothing), Chicago, Ill.; Mich. Blvd. Studios (Photographers), Chicago, Ill.

JACKSON & COMPANY
49 Worth St., New York 13, N. Y.
Phone: WOrth 4-7005

Managing Partner.............Paul E. Jackson
General Manager...............John Yeargain
Production Manager............Gerald Duggan
Radio & TV Director..........Samuel Gallu
Radio Accounts: Pequot Mills (Sheets & Pillowcases), J. W. Valentine Co., Inc. (Institutional), New York, N. Y.

TV Accounts: Pequot Mills.

JESSOP ADVERTISING CO., INC.
1st National Tower Bldg., Akron 8, Ohio
Phone: FRanklin 2169

President & Treas..............M. J. Jessop
Vice-President...............Charles A. Jessop
Radio Director................R. Gilbert
Secretary......................R. D. Moss
Radio Time Buyer...............R. J. Cobak

DUANE JONES COMPANY, INC.
570 Lexington Ave., New York 22, N. Y.
Phone: PLaza 3-4848

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Vice-Pres. & Treas......Lawrence J. Leaman
Acct. Exec. & Asst. Sec......John Quick
Art Director...............Thomas McManus
Production Mgr.................Gerald DaCosta
Radio-TV Dir..................Brent Groves
Time Buyer...............Sarah Yores

Radio Accounts: National Re-Clean Corp. (Home Cleaners), Brooklyn, N. Y.; Vitamin Corp. of America (Rubulol, Jevelan, Vynos), Newark, N. J.

TV Accounts: National Selected Products, Inc. (7-Minit Pie Crust, Corn Muffin Mix, Lemon Pie, Coconut Pie, Chocolate Pie, Pumpkin Pie, etc., 60°Clock Vanilla Cream Pudding, Chocolate Tapioca Pudding), New York; Vitamin Corp. of America, Newark, N. J.

THE RALPH H. JONES COMPANY
3100 Carew Tower, Cincinnati 2, O.
Phone: GARfield 2300

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V.P. & Gen. Mgr. . Stanley A. Willer
Vice-President . James M. Nelson
Secretary . Elmer A. Vehr
Space Buyer . Richard K. Jones
TV Director . Kathryn M. Hardig
Radio Director . C. M. Robertson, Jr.
Radio & TV Time Buyer . Ann Smith

Branch Office
580 Fifth Ave., New York 19, N. Y.
Phone: Plaza 7-4600

Manager . W. A. Powers


TV Accounts: Bavarian Brewing Co., The Kroger Company, Miami Margarine Company, Martin Rosenberger Wallpaper Co., Cincinnati, O.; Ten-Blow Company, Columbus, O.; The Drackett Company (Charge Division), Cincinnati, O.

KAL, EHRLICH & MERRICK, INC.
314 Evening Star Bldg., Washington 4, D. C.
Phone: Executive 3700

ANPA

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2nd Vice-Pres. . Alvin Q. Ehrl ich
Secretary . Bernard R. Linkins
V.P. in Charge of Radio and TV . Alvin Q. Ehrl ich
Copy Chief . Fred M. Harris
Time Buyer . Nella Manes

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Phone: Central 6-5331

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Vice-President . Herman Kastor
V.P. & Copy Chief . Ashley Belbin
Radio-TV Director . James H. West

Radio Accounts: Procter & Gamble Co. (American Family Flakes), International Milling Co. (Robin Hood Flour), Union Starch & Refining Co. (Pennant Syrup).

KASTOR, FARRELL, CHESLEY & CLIFFORD, INC.
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V.P. & Media Director . J. B. Peters

Radio & TV Dir. . Harry Walsh

Branch Office
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Phone: Randolb 6-3060

Vice-President . David B. Brown


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488 Madison Ave., New York 22, N. Y.
Phone: Murray Hill 8-1223

AAAA—ANPA—PPA—ABP—APA—NOAB

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V.P. & Mgr. . Nat C. Wildman

Time & Space Buyer . Alice Ross

Branch Office
10 W. Chase St., Baltimore 1, Md.
Phone: Lexington 1500

Radio Director . Robert G. Swan

Media Director . J. T. McHugh


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1419 H St., N.W., Washington 5, D. C.
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Space Buyer . Mary M. McDougall

Media & Research Director . Faith Feltus
Radio-TV Dir. & Time Buyer

Jeffrey A. Abel

Radio-TV Creative Dir....Robert S. Maurer

Continuity Writer........Louise Packard

Continuity Writer........Eunice Rein

Radio Accounts: The S.S.S. Company (S.S.S. Tonic), Atlanta, Ga.; Potomac Elec. Power Co. (Power Company), Trew Motor Company (Automotive), Tom's Auto Service, Inc. (Automotive), Chestnut Farms-Chey Chase Dairy (Sealtest Dairy Products), Columbia Federal Savings & Loan Assn. (Savings & Loan Assn.), Lacy's Inc. (Electric Appliances), Saks Furs (Furs), First Federal Savings & Loan Assn. (Savings & Loan Assn.), Gude's Bros. (Florists), Chr. Heurich Brewing Co. (Brewery), Liberty Clothing Co. (Credit Clothing), Manhattan Auto & Radio Co. (Auto Radios & Accessories), Md. & Va. Milk Producers Association (Milk Producers Assn.), Nu Nap Process Co. (Nu Nap Process—Cleaning), Northeast Motor Washington, D. C.; Mason's Root Beer Bottling Co. of Washington, D. C., Shannon & Luchs Co. (Real Estate), Washington, D. C.; Ambasador Hotel, Wash., D. C.; Capitol Garage (Chrysler-Plymouth Dlr.), Wash., D. C.; Carpel, Inc. (Frozen Foods), Wash., D. C.; Derwood Mill (Animal-Poultry Food); Gude Bros. (Florists); Bruce Hunt, Inc. (Men's Wear); S. Kann Sons Co. (Dept. Store); King's Credit (Credit Clothing); Madrillon Restaurant; Reliable Motor Co.; B. Rich's Sons (Shoe Store); Charles Schwartz & Son; Simon Dist. Corp.; Frank Swall, Jr., Inc. (Ford Dealers).

TV Accounts: Giant Food Stores (Grocery); Chestnut Farms-Chey Chase Dairy (Sealtest Dairy Products), Southern Dairies, Inc. (Sealtest Ice Cream), Lacy's Inc. (Electrical Appliance), Chr. Henrich Brewing Co. (Brewery), Peake Motor Co. (Automotive), Rice's Fashion Corner (Dept. Store), Simon Dist. Corp. (Wholesale—Hotpoint, Motorola), Ambassador Hotel, Wash., D. C.; Capitol Garage (Chrysler-Plymouth Dlr.), Wash., D. C.; Bruce Hunt, Inc. (Men's Wear), Wash., D. C.; Tom's Auto Service, Inc. (Chrysler-Plymouth Dlr.), Wash., D. C.

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Phone: TR 2915

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Vice-President.............H. B. Kortz

Sec-Treas. Radio Time Buyer

Ethel N. Keane

Radio Director...............Wes Battersea

Branch Office

1441 Welton St., Denver 2, Colo.

Manager Harold Neumann


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1028 Chamber of Commerce Bldg., Indianapolis 4, Ind.

Phone: PL 1476

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Asst. Secretary............Lenore R. Martin

Radio-TV Dept.

Media Dept. Mgr...........Mary C. Dill

Vice-President...........Lowell H. Stormont


TV Accounts: Casite Corporation (Casite), Hastings, Mich.; Wilson Milk Co. (Evaporated Milk), Union Federal Sav. & Loan Assn., Indianapolis, Ind.

KEELOR & STITES CO.

3001 Carew Tower, Cincinnati 2, Ohio

Phone: Parkway 1310

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Exec. V.P.-Treas...........J. T. Nolan, Jr.

Secretary .................T. P. Wright

Radio-TV Director..........A. A. Radkey

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Art Director.............Janet Sternberg

Time Buyer................J. Keilson

Program Director.........Phyllis Pion

Branch Office

120 N.E. 6th Street, Miami, Fla. 18

Phone: 2-1141

Partner................M. Keilson

Radio Accounts: Julius Grossman Shoes, Inc. (Shoes), New York, N. Y.; Birkett Mills, Inc. (Woff's Buckwheat), Penn Yan, N. Y.; I. Roekach & Sons, Inc. (Foods and Cansers), Farmingdale, N. J.; Horowitz-Margareten (Baked Goods), Long Island City, N. Y.; Breakstone Bros. (Cheese Products), Miami, Fla.

KELLY, ZAHNDRT & KELLY, INC.

3529 Franklin Ave., St. Louis 6, Mo.

Phone: Jefferson 8337

PPA—APA—SNPA—ANPA

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Vice-Pres. & Space Buyer......W. W. Zahnrdt

Secretary................E. M. Kelly

Radio Director...........David C. Chopin

Radio Account: Visit St. Louis Committee,
KENYON & ECKHARDT, INC.
247 Park Ave., New York 17, N. Y.
Phone: MU 8-5700

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304 Bay St., Toronto, Canada
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Maize Products (All Products), White
Rock Corp. (All Products), John B. Stetson
(All Products), The Gorham Company (All
Products), Manhattan Shirt Co. (All Prod-
ts), Pepperidge Farms, Inc. (All Products),
Richard Hudnut Sales Co., Inc. (All Prod-
ts), Beechnut Packing Co., ("Gum" and
Baby Food), Bristol Meyers Co. (Resistab),
Piels Beer (Piels Beer), Allied Chemical Co.
(Swirl), Kellogg Company (Cereals), Lin-
ocln-Mercury Dealers (All Products), Gen-
eral Electric Company, (Air Conditioning
Units and Home Heating), Industrial Tape
Corp.

TV Accounts: The Kellogg Co. (Cereal),
Ford Motor Co. (All Products—Inst.), Lin-
ocln-Mercury Div. (All Products), Beechnut
Packing Co. (All Products), Bristol Meyers
Co. (Resistab), General Electric Co. (Air
Conditioning), Richard Hudnut Sales Co.
(All Products), White Rock Corp. (All
Products), Piels Brewing Company, (Piels
Beer).

KETCHUM, MacLEOD & GROVE,
INC.
411 Seventh Ave., Pittsburgh 19, Pa.
Phone: Court 1-5100

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Exec. V.P. ..................... Robert E. Grove
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Radio & TV Dir............... Ray E. Scott
Radio & TV Timebuyer....... James B. Tafel

Branch Offices
State Street Bldg., Harrisburg, Pa.
Field Rep...................... W. J. McIlhenny
1301 Central Nat'l Bank Bldg.,
Richmond 19, Va.

Field Rep...................... Robert Mildford

Radio Accounts: Peoples Natural Gas Co.,
Pittsburgh, Pa.; Peoples First Nat'l Bank,
Pittsburgh, Pa.; Colonial Trust Company,
Pittsburgh, Pa.; Thorofare Markets, Pitts-
burgh, Pa.; Hamburg Brothers, Pittsburgh,
Pa.; Chevrolet Zone Dealers, Pgh., Harris-
burg, Maryland, Virginia.

TV Accounts: Peoples Natural Gas Co.,
Pittsburgh, Pa.; Natural Gas Companies,
Pittsburgh, Pa.; Pittsburgh Zone Chevrolet,
Pittsburgh, Pa.; Virginia Zone Chevrolet,
Norfolk, Va.; Colonial Trust Company, Pitts-
burgh, Pa.; East Ohio Gas Company, Cleve-
land, O.; Rick-McJunkin Dairy Co., Pitts-
burgh & Johnstown; Thorofare Markets, Inc.,
Pittsburgh, Pa.; Hamburg Brothers, Pitts-
burgh & Johnstown; Westinghouse NCAA (Foot-
ball only).

KIESEWETTER ASSOCIATES, INC.
9 E. 40th St., New York 16, N. Y.
Phone: LExington 2-0025

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Vice-President............... Horace Hagedorn
Vice-President............... R. Wetterau
Vice-President............... Frederick Russell
Radio-TV Exec................ Horace Hagedorn
Radio-TV Exec................ Sammi S. Baker
Radio-TV Time Buyer.......... E. Thompson
Radio-TV Talent..............

Program Buyer............... Michael Gargiulo
Radio-TV Copy................ Arthur Davidson
Radio-TV Copy................ Gloria Brown
Radio-TV Data................ Helen Wannamaker
Radio-TV Art Dir............ Frederick Russell

Radio Accounts: Bathsweet Corp. (Bath-
sweet Bath Products), Standard Laboratories
(Sloan’s Liniment and Balms), Norwich Phar-
macal Co. (NP-27 for Athlete’s Foot), Nor-
wich, N. Y.; Royal Lace Paper Works, Inc.
(Royal Lace Paper Products); V. La Rosa &
Sons, Inc. (La Rosa Macaroni Products);
Stern’s Nurseries (Nursery Products), Gene-
AABBOTT KIMBALL CO., INC.
250 Park Ave., New York 17, N. Y.
Phone: Plaza 3-9600
AAAA—ABC—ABP—ANA—NOAB—PPA—AFA
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Vice-President..............W. C. Matthews
Comptroller..................Monica Riley
Dir. of Radio-TV............Arthur M. Ehrlich
Assoc. Dir. Radio-TV,
Time Buyer..................Miriam Traeger

Branch Offices
900 N. Michigan Ave., Chicago 11, Ill.
Van Ness at Wilshire, Los Angeles, Calif.
Phone: Superior 7-5929
Manager ......................Abbott Kimball
155 Sansome St., San Francisco, Calif.
Phone: E. Xbrook 2-6275
President..................Alfred Dueco
4015 Wilshire Blvd., Los Angeles, Calif.
Phone: D. Unkirk 7-7305
President..................Stewart Widdess

Radio Account: Union Pharmaceutical Co. (Saraka), Bloomfield, N. J.

KING, ACKERMAN, DECKARD & BURCH, INC.
1315 N. Central, Phoenix, Arizona
Phone: 4-5548
ABP—ANPA—AFA
President..................Lew King
Exec. Vice Pres..................Lee Ackerman
Sec-Treas..................Leslie Ackerman
Office Manager............David G. Price
Radio & TV Dir..................Jack Beveridge
Radio Director..................Ray Boley

Branch Office
233 E. Congress St., Tucson, Arizona
Branch Mgr..................Orland Piandaca


TV Account: First Federal Savings (Savings & Loan), Phoenix-Yuma, Ariz.

KIRCHER, HELTON & COLLETT, INC.
19th Floor, Huffman Bldg., Dayton 2, O.
Phone: Fultan 5161
AAAA—ABP—ANPA
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Vice-Presidents.............James M. Hadley, R. M. Collett, Watson B. Metcalfe
General Manager.............Carter B. Helton
Treasurer & Gen. Mgr........Carter B. Helton
Art Director..................Floyd Johnson
Production Manager...........Hap Moon
Secretary..................R. C. Mill
Account Executives...........Ralph Kircher, James M. Hadley, R. M. Collett, Watson B. Metcalfe, Norman Van Zant, C. B. Helton
Radio & TV Dir..................C. B. Helton
Radio-TV Acct. Execs........James E. Venable, Susanne Hinckley, Ralph Kaufman


TV Accounts: Dayton Council on World Affairs (Public Service by Station WHIO-TV), Dayton, O.; Station WHIO-TV (Public Service), Dayton, O.; Stuart Fox Company (Food Brokers), Dayton, O.; Gem City Building & Loan Assn. (Home Loans), Dayton, O.; Liberal Market (Food Stores), Dayton, O.; Jack Wertz, Jeweler (Jewelry), Dayton, O.; Amole Company (Lime Frappe—Cosmetic), Tipp City, O.; Dayton Pump & Mfg. Co. (Water Systems), Dayton, O.; St. Mary’s Packing Co. (Food Packers), Sidney, O.

KIRKLAND-WHITE & SCHELL
101 Marietta St., Atlanta 3, Ga.
Phone: Lamar 3682
AAAA—SNPA—ABP
Partners..................J. A. Kirkland, Frank A. White, James B. Schell
Acct. Executive............Fred A. George, Jr.

KNOLLIN ADV. AGENCY
105 Montgomery St., San Francisco 4, Calif.
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President..................James C. Knollin
Asst. Gen. Mgr.............Robert H. Knollin
Art Director..................Sigurd Mortensen
Space Buyer..................Jan Wilson
Account Executive............Richard L. Tevis

KOELH, LANDIS & LANDAN, INC.
588 5th Ave., New York 19, N. Y.
Phone: Judson 2-1370
ABP—ANPA—NOAB—PPA
Pres. & Treas...............Albert E. Koehl

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KUDNER AGENCY, INC.
575 Madison Ave., New York, N. Y.
Phone: MU 8-6700

President .................. J. H. S. Ellis
Vice-Pres. & Sec.............. A. A. Landis
Space Buyer .................. A. Lasty

Branch Office
National City Bank Bldg., Cleveland 14, O.
Vice-Pres-in-Chg ............ Russell Rowan

KUDENTT & KUTTNER, INC.
646 N. Michigan Ave., Chicago 11, Ill.
Phone: SUPERior 7-7940

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Vice-President ............... F. S. Kuttner
Sec. & Treas ................ C. D. Kuttner
Res. & Prom. Dir ............. S. S. Korshak

New York, N. Y.,
130 W. 57th St., New York, N. Y.
Phone: JUDson 6-2358

Executive in Charge ............ F. S. Kuttner

Radio Accounts: Town Club of Chicago (Club), Chicago; Community Builders (Builders), Skokie; Royal Metal Mfg. Co. (Furniture), Capitol Dairy (Dairy), Finders Mfg. Co. (Hollywood Brothel), Chicago, III.; Shainberg Dry Goods Co. (Dept. Store), Memphis, Tenn.; Holleb and Co. (Wholesale Grocers), Frank's Dept. Store (Dept. Store), Jo Bell Products (Kurl Klausp), Essaness Theaters (Chain of Theaters), Chas. Doppelt and Co. (Leather Goods), Washington Shirt Co. (Men's Clothing), Chicago, Ill.; Doug- lass Lumber Co., Chicago, Ill.

TV Accounts: Bercar Corp. (Appliance Distr.), Finders Mfg. Co. (Hollywood Broi- ler), Chicago, Ill.; Community Builders (Builders), Skokie, Ill.; Television En- gineers (Servicing), Chicago, Ill.

LAKE-SPIRO-SHURMAN, INC.
Radio Center Bldg., Memphis 3, Tenn.
Phone: 5-1571

APB—ANPA—APA—PPA—SNPA
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Secy-Treas .................. M. M. Shurman
Radio Time Buyer ........... Mrs. L. Simmons
Production Manager ......... Mrs. M. Parker
Publicity Director .......... Al R. Capley

Acct. Executives ............ David Davidson, Jane Erdman, Mrs. L. Cunningham


LAMB & KEEN, INC.
1616 Walnut St., Philadelphia, Pa.
Pres. & Treas ................ James G. Lamb, Sr.
Exec. V.P. & TV Dir............ Kennard G. Keen, Jr.
Vice-President ............... E. D. Garth
V.P. & Copy Chief .......... John O. Ellington, Jr.
Media Director ............. Roy T. Lochten
Production Manager ......... Walter Mazurek
Art Director ............... Harold Kehl
Acct. Executives ............ James G. Lamb, Sr., K. G. Keen, Jr., E. D. Garth, John O. Ellington, Jr., Thomas G. Brennan, Jr., Norman S. MacAfee


LAMBERT & FEASLEY, INC.
60 E. 42nd St., New York 17, N. Y.
Phone: MURray Hill 7-8900

APB—ANPA—PPA—SNPA
President .................. E. T. T. Williams
Executive V.P. .............. Gordon K. Seagrove
V.P., Gen. Mgr ............. Frank W. Mae
Radio Director ............. Ray H. Kremer

Radio Accounts: Phillips Petroleum Co. (Gasoline, Motor Oil), Bartlesville, Okla.

LANDSHEFT, INC.
810 Liberty Bank Bldg., Buffalo 2, N. Y.
Phone: MO 9500

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Vice President ............... E. T. Drulldard
Secretaty-Treas ............. Verna H. Landsheft
Production Mgr ............. E. T. Drulldard
Art Director ............... Harold F. Feltz
Acct. Executives........Henry L. Barber, E. T. Drullard
Radio Accounts: P. J. Garvey Storage (Storage and Carting), Buffalo, N. Y.; Kendall Refining Company (Gasoline and Oil), Bradford, Pa.; Liberty Bank of Buffalo (Banking), Buffalo, N. Y.
TV Accounts: Crawford Garage Doors (Garage Doors), Buffalo, N. Y.; Liberty Bank of Buffalo (Banking), Buffalo, N. Y.

LANE ADV. AGENCY, INC.
299 Madison Avenue, N. Y.
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Secretary ..................N. E. Lane
Account Executive ..........Michael G. Perlman
Television Accounts: Diane Beauty Salon, Ansonia DeLuxe Shops Inc. (Retail Shoe Chain); Ssfer Bros. (Fabrics).

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V.P.-Secretary .............Alvin B. Fisher
V.P.-Treasurer .............Fred P. Stashower
Director Radio-TV ..........Alvin B. Fisher
Chief Time Buyer &
Asst. Dir. Radio-TV ........Mary Jayne Haring
Prod. Mgr. Radio-TV ........John Cremer
Radio Accounts: The Bib Corporation (Canned Orange Juice for Baby), Lakeland, Fla.; Brewing Corp. of America (Beer and Ale), Cleveland, O.; The Burrows Brothers Co., Inc. (Office Supplies, Books, Equip.), Cleveland, O.; General Electric Supply Corp. (Electrical Appliances), Cleveland, O.; High Level Used Car Center (Used Car Dealers), Cleveland, O.; The Miller-Becker Company (Beverages), Cleveland, O.; Arthur Newman Music Shop (Sheet Music, Records, Musical Instruments), Cleveland, O.; Sears, Roebuck & Company, Cleveland, O.; Yellow Cab Co., Cleveland, O.

TV Accounts: The Bib Corporation, Lakeland, Fla.; Brewing Corp. of America, Cleveland, O.; General Electric Supply Corp., Cleveland, O.; The Kaynee Company (Boys' Wear), Cleveland, O.; The Miller-Becker Company, Cleveland, O.; The Ohio Mattress Company, Cleveland, O.

LANHAMR AND ASSOCIATES
511 Omaha Natl. Bank Bldg., Omaha 2, Neb.
Parts: President ..............Joe H. Langhammer
Asst. to Pres. ..............Robert C. Lochrie
Radio Accounts: Mueller-Selby, Inc. (Distributors—Motorola), Omaha, Neb.; Metropolitan Chevrolet Dealers (Chevrolets), Omaha, Neb.; Omaha Zone Chev.Dirs. Assn. (Chevrolets), Omaha, Neb.; Mid-America Appliance Corp. (Distributors—Servel, Universal Ranges, Apex), Omaha, Neb.; Inland Manufacturing Company (Radiator Repair Equipment), Omaha, Neb.; Carl A. Anderson, Inc. (Distributor—Rislone), Omaha, Neb.

TV Accounts: Omaha Real Estate Board (Real Estate), Omaha, Neb.; Mueller-Selby, Inc. (Distributor—Rislone), Omaha, Neb.; Omaha Zone Chev.Dirs. Assn. (Chevrolets), Omaha, Neb.; Metropolitan Chevrolet Dealers (Chevrolets), Omaha, Neb.; Carl A. Anderson, Inc. (Distributor—Rislone), Omaha, Neb.

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Parts: Superior 7-0738
APA—ANPA—PPA
President ....................A. M. Salomon
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Production Manager ........D. L. Cuttie
Radio Account: Foley & Co., Imperial Credit Co.

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Parts: Rittenhouse 6-1500
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Space Buyer .................E. V. Righer
TV & Radio Director .........A. R. Griffin
Branch Offices
521 Fifth Ave., New York 17, New York
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President ....................Al Paul Lefton
Vice-Pres. & Mgr. ..........R. J. Herts
435 N. Michigan Ave., Chicago, Ill.
Parts: Superior 7-9511
Radio Accounts: Phila. Electric Co. (Light & Power), Yellow Cab Co. (Taxi Service), Borden's Ice Cream, Crawford Clothes, Inc., Claridge Food Products (Canned Meats), Metropolitan Jockey Club (Jamaica Race Track), Empire Racing Assn. (Racing), A. Goodman & Sons (Goodman's Noodles), Hotel Bar Butler, Triangle Publications (Seventeen Magazine), New York, N. Y.


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Parts: Murray Hill 2-9170
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ABC—ABP
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President......................Ray Vir Den
Vice President..........Walter M. Swerfager
V.P. in Chg. of Production &
Secretary....................Michael J. Madar
Art Director.................Hans Sauer
Ast. Secretary..............Betty Knopf
McGannon
V.P. in Chg. of Radio &
Television.................Nicholas E. Keese
V.P.—Radio & Television
Copy Chief...............Peter V. Keveson
V.P. in Chg. of Merchandising &
Research....................Todd B. Franklin
V.P. in Chg. of Media & Catherine V. Parker
V.P. in Chg. of
Copy........Frederick W. Reynolds, Jr.
Vice Presidents.............Thomas P. Doughten,
Daniel M. Daley, Jr., Jackson Taylor, C.
Frederic Bell, Stephen M. Kenyon, John D.
Speirs
Mgr.—Radio-TV Depts........Frank A. Daniel
Art Dir. TV..........................Clark M. Agnew
Producers....................Charles T. Harrell,
George G. Tompkins, Harry I. Woodworth
Time Buyer Radio-TV ....William D. Smith
Traffic Mgr. Radio-TV......George E. Caron

Branch Office
308 N. Rodeo Dr., Beverly Hills, Calif.
Phone: Crestview 1-7221
Radio-TV Dir............Benjamin R. Potts
Radio Accounts: Colgate-Palmolive-Feet
Company (Lustre-Creme Products, Shampoo
& Hairdressing, Lustre Color Home Hair
Coloring), Jersey City, N. J.; Lehn & Fink
Products Corporation (Lysol Disinfectant),
New York, N. Y.; Lorillard, P., Co., Inc.
(Old Gold Cigarettes, Briggs Pipe Mixture,
Muriel Cigars), New York, N. Y.; Tide
Water Associated Oil Co. (Tydol Gasoline,
Veeld Oil Motor Oil), New York, N. Y. &
Tulsa, Okla.; Weekly Publications, Inc.
(Newsweek Magazine), New York, N. Y.

TV Accounts: Colgate-Palmolive-Feet
Company (Lustre-Creme Products—Shampoo
& Hairdressing), Jersey City, N. J.;
Lehn & Fink Products Corporation (Lysol
Disinfectant), New York, N. Y.; Lorillard,
P., Co., Inc. (Old Gold Cigarettes, Briggs
Pipe Mixture, Muriel Cigars, Headline
Cigars), New York, N. Y.; Tide Water
Associated Oil Co. (Tydol Gasoline,
Veeld Oil Motor Oil), New York, N. Y. &
Tulsa, Okla.; Weekly Publications, Inc.
(Newsweek Magazine), New York, N. Y.

AUSTIN C. LESCARBOURA & STAFF
The Adshop, Croton-on-Hudson, N. Y.
Phone: CRo ton 3441
Senior Partner............Austin C. Lescarboura
Junior Partner..........Stanley A. Lescarboura
Production ....................Winifred Phillips
Secretary ..............Miriam Lescarboura
Radio Accounts: Aerovox Corporation
(Capacitors), New Bedford, Mass.; Claro-
stat Mfg. Co., Inc. (Controls and Resistors),
Dover, N. H.; Allen B. Du Mont Labs.
(Cathode-ray Tubes), Allen B. Du Mont
Labs. (Television Transmitters), Allen B.
Du Mont Labs. (Cathode-ray Instruments),
Clifton, N. J.; Allen B. Du Mont Labs. (TV
components), East Paterson, N. J.; Henry
L. Crowley & Co. (Powdered Iron Cores
and Steatite Parts), West Orange, N. J.; Indus-
trial Instruments (Electrical Test Instruments),
Jersey City, N. J.; Industrial De-
vice, Inc. (Electrical Test Instruments),
Edgewater, N. J.; Hudson Wire Company
(Magnet and Bare Wires), Ossining, N. Y.

TED LEVY ADVERTISING AGENCY
811 Cooper Bldg., Denver 2, Colo.
Phone: Main 7133
ABP—ANPA
President .....................Ted Levy
Radio Dept. Dir............Barbara Alton
Production Mgr...........William Archenhold
Radio Accounts: Ellis Canning Co.
(Chili), Denver, Colo.; Sealy Mattress Co.,
Denver; Colorado Mattress Co., Denver,
Colo.; Lee Jewelers, Denver.

LEWIN, WILLIAMS & SAYLOR
INCORPORATED
40 East 49th St., New York 17, N. Y.
Phone: MUrray Hill 8-6200
AAAA—ABC—ABP—ANPA
President ....................A. W. Lewin
Exec. V.P. Pres.
and Treasurer..........Sidney Matthew Weiss
Vice Pres. & Sec’y........Max Green
Vice President...........Walter T. Pollock
Vice President..........Leonard Newstede
Vice President..........Donald Waterbury
Radio-TV Dir...........Robert Brennan

Branch Office
11 Commerce St., Newark 2, N. J.
Phone: MI 3-3200
Manager...................Leonard Newstede
Radio Accounts: G. N. Coughlan (Chim-
ney Sweep), West Orange, N. J.; Cook and
Dunn (Paint), Newark, N. J.; Spandy, Inc.
(Spandy), West Orange, N. J.; Harris-
Upsham (Brokerage), New York); Sophie
Mae (Candy), Newark, N. J.; Rostwick, Inc.
(Air-Genie); Bridgeport, Conn.

TV Accounts: Borek and Stevens (Bak-
ery), Bridgeport, Conn.; Chambers Gas
Ranges (Range), Newark, N. J.; Spandy,
Inc. (Spandy), West Orange, N. J.; Costa
Ice Cream Co. (Ice Cream), Woodbridge,
N. J.; G. N. Coughlan (De Moist), West
Orange, N. J.; Hensler Brewing Co. (Beer),
Newark, N. J.; Harris-Upsham (Brokerage),
New York; G. N. Coughlan (Process 33),
West Orange, N. J.; Borden’s (Frozen
Foods), Newark, N. J.; Colonial House
Candy (Candy), Newark, N. J.

192
ADDISON LEWIS & ASSOCIATES
2310 Stevens Ave., Minneapolis 4, Minn.
Phone: AT 6235

ABP—ANPA—PPA—NOAB—APA—ABC
Pres. & Aect. Exec. .................. Addison Lewis
Production Manager .................. Don H. Johnson
Controller .......................... M. Sauderson

Radio Accounts: Minnesota Amusement Co. (Theaters), Lavoris Co. (Mouthwash), Minneapolis, Minn.

LILLER, NEAL & BATTLE
810 Walton Bldg., Atlanta 3, Ga.
Phone: Cypress 6521

AAAA—ABP—NOAB—ANPA—APA—SNPA—PPA
Partner, Art Dir. .................... James L. Battle
Partner, Aect. Exec. ................ C. K. Liller
Partner, Aect. Exec. ................ William W. Neal
Media Director ..................... Sarah Williams

Branch Office
40 E. 51st St., New York 22, N. Y.
Phone: EL 5-7785

Co-Mgrs ............................ Jack Wyatt,
Regina Schuebel
301 Palmetto Bldg., Columbia, S. C.
Manager ............................. Caldwell Withers


LLOYD, CHESTER & DILLINGHAM, INC.
9 Rockefeller Plaza, New York 20, N. Y.
Phone: Circle 5-8800

ANPA—PPA—NOAB—ABC
President ....................... Laurence M. Lloyd
Vice-Pres. & Secy. .................. Charles F. Pietsch
Treas. & Media Dir. ............... John J. Hagan
Vice-Pres. & Art Dir. .............. M. H. Kates
Production Manager .............. William T. Kaleb

LOCKWOOD-SHACKELFORD CO., INC.
2001 Beverly Blvd., Los Angeles 4, Calif.
Phone: DUnkirk 3-3121

ABP—ANPA—APA—NOAB—PPA
President ....................... Russell N. Lockwood
Vice-Presidents .................... Lou Holzer,
Secretary ......................... M. W. Shackelford
Treasurer ........................ E. M. Lee

Branch Offices
681 Market St., San Francisco 5, Calif.
Phone: Y Yokon 5-0303

Manager .......................... H. M. Carleton
420 Madison Ave., New York 17, N. Y.
Manager .......................... R. T. O'Connell

Radio Accounts: Santa Fe Vintage (Santa Fe Wine), Los Angeles; Horsetrader Ed (Automobile Dealer), San Francisco; State Sewing Center (Sewing Machines), Seattle.

TV Accounts: Girard's Inc. (Salad Dressing), San Rafael; Kern Food Products (Foods), Good Humor Co. of Calif. (Ice Cream), Los Angeles.

DUDLEY L. LOGAN ADV.
443 S. Hill St., Los Angeles 13, Calif.
Phone: MADison 9-1604

ANPA—AAAA—PPA—APA—ABP
President .................. Dudley L. Logan
Art Director .................... Rosemary Doerrmann
Copy Chief, Media Dir.; & Prod. Mgr. .................. Jack Waterman

THE W. E. LONG CO.
138 Randolph St., Chicago 1, Ill.
Phone: Randolph 6-4606

ABP—ANPA—NOAB
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President .......................... E. E. Hanson
Vice-Pres. & Advtg. Dir. ........ Wm. Goodman
Vice-Pres. & Dir. of Sales ........ J. A. Smith
Treasurer ........................ A. T. Downie
Secretary ........................ H. G. Mergen
Dir. of Radio & TV ................. Edward C. Fritz, Jr.
Asst. Dir. Radio-TV ................ J. Minet


**EARLE LUDGIN & CO.**
121 W. Wacker Drive, Chicago 1, Ill.
Phone: AN 3-1838

AAAA—ABP—ANPA—APA

President-Treasurer .......... Earle Ludgin
Exec. Vice-President .......... Vincent R. Bliss
Vice-Presidents: Montgomery N. McKinney, John H. Wilmarth, Edward Chapman

Radio & TV Director .......... Jane Daly
Time Buyer .................. Ruth Babick


**LYNN-FIELDHOUSE**
15 S. Franklin St, Wilkes-Barre, Pa.
Phone: 2-7182-3

ABP—ANPA—NOAB—APA

Partners ...................... S. C. B. Lynn, L. S. Fieldhouse
Radio-TV & Media Dir. ....... W. B. Pritchard
Art Director ................. C. L. Steyer
Account Director .......... William Anneman

Branch Office
51 E. 42nd St, New York 17, N. Y.
Phone: MURray Hill 2-4048

**Radio Accounts:** Wise Potato Chip Co. (Potato Chips), Berwick; Quinlan Pretzel Co. (Pretzels), Reading, Pa.; Planter's Edible Oil Co. (Peanut Oil), Planter's Nut & Choc. Co. (Peanut Butter), Wilkes-Barre, Pa.; Quinlan Pretzel Co. (Pretzels), Reading; Purvin Dairy Co. (Milk), Wilkes-Barre, Pa.

**TV Accounts:** Wise Potato Chip Co. (Potato Chips), Berwick; Quinlan Pretzel Co. (Pretzels), Reading, Pa.; Planter's Edible Oil Co. (Peanut Oil), Planter's Nut & Choc. Co. (Peanut Butter), Wilkes-Barre, Pa.

**W. D. LYON COMPANY**
303 Second Ave., Cedar Rapids, Iowa
Phone: 5139

President .................. W. D. Lyon
Vice President .............. R. B. Creswell
Radio-TV Director .......... R. H. Schubert


**TV Accounts:** Maplerest Turkey Farms (Frozen Turkeys & Chickens), Wellman, Iowa; Whink Products (Rust-Stain Remover), Eldora, Iowa; Crescent Electric Supply (Appliance Distributor), Dubuque, Iowa

**MACE ADVERTISING AGENCY, INC.**
507 Lehmann Bldgs., Peoria 2, Ill.
Phone: 6-0771

ANPA—ABP—APA—PPA—NOAB

President & Art Dir. ........ J. F. Fellay
Vice-President ................ R. W. Steele
Sec-Treas. & Gen. Mgr. ...... Jay J. Keith
Copy Dept. .................. J. R. Shullaw

**MacFARLAND, AVEYARD & CO.**
333 N. Michigan Ave., Chicago 1, Ill.
Phone: RAndolph 6-9360

ANPA—ABP—ABC

President .................. Hays MacFarland
Vice-Pres. & Gen. Mgr. ...... Allen B. Diesu
Exec. Vice-Pres. ............ A. E. Aveyard
Media Director .............. Betsy Tyrroel
Space Buyer ................. Patricia Kral
Radio-TV Dir. ............... Allan Fishburn

**Radio-TV Accounts:** Zenith Radio Corp.; Drewrys, Ltd. (Beer & Ale), So. Bend, Ind.

**MacLAREN ADVERTISING CO., LTD.**
372 Bay St., Toronto, Ont.
Phone: Empire 4-0321

ABC—ANPA

President .................. J. A. MacLaren
Vice-Presidents ............. E. V. Rechnitzer, J. Ferres
Comptroller ................. W. D. MacMahon
Director .................... W. G. Abe!
Radio & TV Dir. ............ H. Horler
Time Buyer .................. V. D. L. Dyer
Traffic Manager ............ Kay Dale
MacMANUS, JOHN & ADAMS
Fisher Bldg., Detroit 2, Mich.
Phone: TRinity 2-8300
ANPA—APA—PPA—AAAA—ABC—NOAB
Chairman: W. A. P. John
Pres. & Treas.: James R. Adams
Exec. Vice-Pres.: Harvey G. Luce
V.P., Media & Research Dir.
Elmer W. Forehich
Radio Time Buyer: Martha Ude
Radio Accounts: Champion Spark Plug,
Ferry-Morse Seed Co., Pontiac Motor Div.,
Dow Chemical Co.
TV Accounts: Pontiac Motor Div.

MALCOLM-HOWARD
203 N. Wabash Chicago 1, Ill.
Phone: Ran 6-7942
ABP—ANPA—APA—PPA
TV Writers-Producers: George Janda,
William Bent, Norine Freeman, Michael
Brown, Stanford Kaatz
Executive-Producers: Arthur Holland,
Hal Barkun, Max Holland
Radio Accounts: Dad's Root Beer, Hol-
lands Jewelers, Chicago Coliseum, Foherman
Motors, Joy Candies, Ambrosia Brewing
(Nectar Beer), Legion Ice Cream Co. (Ice
Cream).
TV Accounts: National TV & Electrical
Living Show, Courtesy Motors (Autos),
Fohrmans Motors (Autos), Hudson Dealers
Asso. (Autos), Hollands Jewelers, Dad's
Root Beer Co. (Dad's Root Beer), Ambrosia
Brewing Co. (Nectar Beer), Roller Derby
(Sports Event), New York, N. Y.; Rubin's
(Women's Apparel), Stiffel Bradley Co.
(Stiffel-Switch Lamps), Chicago, Ill.; Clinton
Watch Co. (Clinton Watches).

DAVID MALKIEL ADV. AGENCY
172 Newbury St., Boston 16, Mass.
Phone: Copley 7-9580
ABP—ANPA—APA—PPA—AAAN
Production Manager: Julian Malkiel
Secretory: Martha Brest
Radio Accounts: Royal Crown of New
England (Soft Drinks), Canadian Ace Ale
(Beer & Ale), Ace Vacuum Stores (Vacuum
Cleaners), Boston, Mass.

MANSON-GOLD-MILLER, INC.
1004 Marquette Ave., Minneapolis 2, Minn.
Phone: GEneva 9-619
APA—ABP
Pres. & Treasurer: Robert P. Miller
Vice-Pres. & Sec.: Eleanor L. Miller
Art Dir. & Prod. Mgr.: Edward Harris

MARRFREE ADVERTISING
CORPORATION
105 West 40th St., New York 18, N. Y.
Phone: LOngacre 4-7190
Pres., Dir. Radio: Harry A. Friedenberg
V.P., Acct. Exec.: Sh paddard Chartoe
V.P., Comptroller: E. M. Story
Secretary-Treasurer: Louis P. Randell
TV Dir., Acct. Exec.: Barnett Friedenberg
Account Executives: J. Nye Delman,
Mort Sobel, Howard Eisenberg, Herbert
Futrain, Bert Newberger, James Sweeney
Director Radio: Harry A. Friedenberg
Director TV: Barnett Friedenberg

Branch Office
919 North Michigan, Chicago, Ill.
Phone: Whitehall 4-2651
V.P. in Charge: Sheppard Chartoe
Radio Accounts: D-Con Company (D-
Con), Chicago, Ill.; House of TV (Televi-
sion), Chicago, Ill.; Lee TV (Television),
New York, N. Y.; Galgano Distributing Co.
(Phonegraph Records), Chicago, Ill.; Allen
Card Co. (Greeting Cards), New York,
N. Y.; Bankers Life & Casualty Co. (White
Cross Hospitalization), Chicago, Ill.; Bemac
Enterprises (Perfumes), Memphis, Tenn.;
House of Goddard (Quilt Lady, Perfex
Electric Shaver), Chicago, Ill.; United
Enterprises (Fli-Pel), Chicago, Ill.
TV Accounts: R & F Company (Toys),
New York, N. Y.; Garrick Music Shops
(Music), Chicago, Ill.; Plantation Estates
(Real Estate), New York, N. Y.; Mizin
Mfg. Co. (Furniture Accessories), New York,
N. Y.; Raven Mills Corp. (Textiles), New
York, N. Y.; B & B Toy Mfg. Co. (Educa-
tional Toys), New York, N. Y.; Camer
Glass (Glass Lamps and Access.), New York, N. Y.

MARSCHALK & PRATT CO.
355 Fifth Ave., New York 17, N. Y.
Phone: VAnderbilt 6-2022

Partners........................................................................
H. C. Marschalk, S. H. Giellerup, S. L. Meulendyke, G. A. Poetschke, C. A. Peterson
TV-Radio Director. ........... Curt A. Peterson
Radio Account: Esso Standard Oil Co. (Petroleum), New York, N. Y.
TV Account: Esso Standard Oil Co. (Petroleum), New York, N. Y.

M. H. Read
William M.

J. M. MATHES, INC.
122 E. 42nd St., New York 17, N. Y.
Phone: LEXington 2-7450

ABP—ANPA—APA—PPA—ABC
President........................................... J. M. Mathes
Treasurer................................................ A. E. Cox
Secretary............................................... Carle E. Rollins
Vice-Pres. &Dirs.................................. Wilfred S. King, W. T. Okie

Vice-Presidents.................. David C. Gibson, Dr. O. L. Tinklepaugh, Jon H. Meyer
Director of Radio & TV....... Read H. Wight
Radio Time Buyer.................. Edna S. Catheart

TV Account: Canada Dry Ginger Ale, Inc., New York, N. Y.

MATHIESSON & ASSOCIATES, INC.
411 E. Mason St., Milwaukee 2, Wis.
Phone: Daly 6-4900

ABP—NOAB—PPA—APA—ANPA
Research Dir................................. C. A. Mathisson
Vice-Pres. & Treas. ...................... I. M. Henkel
Copy Chief, Sec., Media Dir.,
Space Buyer.......................... Edward G. Ball
Radio-TV Dir.,
Space Buyer.................. Charles H. Helliewell

JOSEPH MAXFIELD CO.
87 Weybosset St., Providence 3, R. I.
Phone: GAspee 4456-4457

ABP—ANPA—ABC
Pres., Space-Radio-TV-Time
Buyer............................. Joseph M. Finkle
Vice-Pres-Treas.................. Aaron M. Finkle
Copy Chief......................... Richard D. Brugman
Radio Director.................. Dorothy M. Barry
Production Mgr.................. Anne E. Woled

MAXON, INC.
2761 E. Jefferson Ave., Detroit 7, Mich.
Phone: LOrain 7-5710

ANPA—APA—PPA—ABC—NOAB

President........................................... Lou R. Maxon
Vice-President ............................. Searle Hendee
Treasurer....................................... W. I. O'Neil
Secretary........................................ G. Reginald McKi6l
Branch Offices
12 E. 53rd St., New York 22, N. Y.
Vice-Pres.-Gen. Mgr. .......... M. F. Maboney
Radio & TV Director............. S. James Andrews
664 N. Rush, Chicago 11, Ill.
Manager.............................. L. J. Sholtz
Radio Account: Gillette Safety Razor Co.

THE MAYERS CO., INC.
2301 W. Third St., Los Angeles 5, Calif.
Phone: DUnkirk 8-2111

ABP—APA—NOAB—PPA—ANPA
President................. Henry Mayers
Vice-President ............................ Forrest Dolan
Secretary...................................... Sophie Mayers
Treasurer............................... James P. Shelley
Production............................... Edith Hemphling
Media Director.................. Madelyn Miles


TV Account: Sears Roebuck & Co. (Retail Department Store), Adolph Foods Products (Meat Tenderizer).

McCANN-ERICKSON, INC.
50 Rockefeller Plaza, New York 20, N. Y.
Phone: JUdson 6-3400

AAAA—ABC—ABP—ANPA—APA
NOAB—PPA—BMB
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Vice Chm. & Chm. of
Exec. Comm......................... Harrison Atwood
President....................... Marion Harper, Jr.
Vice Pres. & Treas. ............ John L. Anderson
Asst. Treas. & Compt............. Dixon R. Griswold
Secretary............................ Kathryn H. Kelly
Vice President (N. Y.)........ R. M. Alderman
Vice Pres. of Radio-TV...... Thomas H. Lane
Vice Pres. of Radio-TV
Programs......................... Alfred J. Scarpone
Vice Pres. of Radio-TV
Services............................. William C. Dekker
Vice Pres. & Exec.
Producer............................ Dorothy B. McCann
Advising Agencies

Dir. of Radio-TV Program
Development ............Hendrik Booracu
Dir. of Radio-TV Commercial
Copy ....................Charles H. Wolfe
Mgr. of Hollywood
Office..................J. Neil Reagan
Mgr. of Radio-TV Time
Buying..................Robert M. Reuschle
Mgr. of Radio-TV
Production..............Donald N. McChure
TV Film Director.........Frank P. Bibas

Branch Offices
200 Berkeley St., Boston 16, Mass.
Vice Pres.-Mgr...........Watson M. Gordon
620 Euclid Ave., Cleveland 14, 0.
Vice Pres.-Mgr...........Albert A. Sommer
647 Griswold St., Detroit 26, Mich.
Vice Pres.-Mgr...........Paul Holder
707 Terrace Plaza Bldg., Cincinnati 2, 0.
Mgr.....................G. Lester Williams, Jr.
318 S. Michigan Ave., Chicago 4, 111.
Vice Pres.-Mgr.........Homer Havermale
Vice Presidents...........Walter C. Krause,
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Mgr.....................J. Neil Reagan
612 S. Flower St., Los Angeles 17, Calif.
Vice Pres.-Mgr............Burt Cochran
114 Sansome St., San Francisco 4, Calif.
Vice Pres.-Mgr...........H. Q. Hawes
Vice Presidents.........Roswell H. Cochran,
Clarence Hestoff, Frederick H. McCrea,
Robbins Milbank
310 Public Service Bldg., Portland 4, Ore.
Mgr.....................William E. Wilson

Radio Accounts: Altes Brewing Co.,
American Trust Co., American Safety Razor
Corp., Broadway Dept. Store, Inc., California
Packaging Corp., California Wine Association,
Chesapeake Mfg. Co., Cons'd., Chrysler
Corporation—Chrysler Sales Div., Cold
stream Products Co., Columbia Records, Inc.,
Cowles Magazines, Inc., Crowell-Collier
Publishing Co., Frank Fehr Brewing Co., Gruen
Watch Co., W. P. Fuller & Co., Lee Pharma
cal Co., The Leisy Brewing Co., Lucky
Lager Brewing Co., Milk Foundation,
National Biscuit Co., The Ohio Bell Telephone
Co., Pacific Power & Light Co., Pharma
Craft Corporation, Portland Gas & Coke Co.,
The Richard Brothers Co., The S. O. S.
Company, The Soil-Off Company, Southern
California Gas Co. and Southern Counties
Gas Co., Standard Oil Co. (Indiana), The
Standard Oil Co. (Ohio), Swift & Co., Trans
Canada Air Lines.

TV Accounts: Altes Brewing Co., Ameri
can Safety Razor Corp., Bell Brand Foods,
California Packaging Corp., Chesapeake
Mfg. Co., Cons'd., Chrysler Corporation—
Chrysler Sales Div., Clark Brothers Chewing
Gum Co., Congoleum-Nairn, Inc., Cowles
Magazines, Inc., Esso Standard Oil Co.,
Frank Fehr Brewing Co., W. P. Fuller &
Co., Gruen Watch Co., Hale Bros., Inc.,
“Junket” Brand Foods, Lehn & Fink Prod
ucts Corp., The Leisy Brewing Co., Lucky
Lager Brewing Co., Manufacturers Trust Co.,
The Maytag Company, Milk Foundation,
Inc., National Biscuit Co., The National City
Bank of Cleveland, The Ohio Bell Telephone
Co., Pepoedent Div.—Lever Bros. Co.,
Pharma-Craft Corporation, The Richman
Brothers Co., The S. O. S. Company,
The Soil-Off Company, Southern California
Gas Co. and Southern Counties Gas Co., Standard
Oil Co. (Indiana), The Standard Oil Co.
(Ohio), Swift & Co., Vin Electric Co., Inc.,
Westinghouse Electric Corp.

McCORMICK COMPANY
217 E. 7th Ave., Box 1931 Amarillo, Tex.
Phone: 6-5333
NOAB—ANPA—APA—SNPA
Owner-Manager........James L. McCormick
Art Director..............Stefan Kramer

Radio Accounts: Shamrock Oil & Gas
Corp.

L. E. McGIVENA & CO., INC.
444 Madison Ave., New York 22, N. Y.
Phone: PLaza 3-7422
ANPA—ABP—APA—PAA—ABC
President.............L. E. McGivana
Exec. V.P., Copy Chief—Howard W. Roper
Secretary.............John W. Brennan
Art Director.............Samuel Josesph
Production Manager......James J. Preston
Space Buyer........Mrs. Marguerite Andrews

MCKEE & ALBRIGHT, INC.
1400 South Penn Square, Philadelphia 2, Pa.
Phone: LOCust 7-4737
ANPA—APA

President................Roy J. McKeel
Vice-Pres. & Treas.........David R. Albright
Vice-Pres. Radio-TV....James A. McFadden
Time Buyer................Evelyn Walmsley
Vice-Pres., Mdse........Howard H. Yaw
Secretary................T. E. Libby

Radio Accounts: Western Maryland Dairy
Phila. & Reading Coal & Iron Co., General
Ice Cream Corp., Breyer Ice Cream Co.,
Breakstone Bros. Inc. (Dairy Products),
New York, N. Y.

TV Accounts: General Ice Cream Co.,
Breyer Ice Cream Co., Phila. & Reading
Coal & Iron Co., Breakstone Bros., Inc.,
Renuitz Home Products Co., Keebler-Weyl
Baking Co. (Biscuits & Crackers), Phila.

MCKIM ADVERTISING LIMITED
Dominion Square Bldg., Montreal, Que., Can.
Phone: Lancaster 5192
ANPA—ABC—APA

President................James M. Baxter
Vice-Pres. Sec-Treas........J. W. Thain

Branch Offices
47 Fraser Ave, Toronto, Ont. Canada
Manager................E. W. Brodie
Paris Bldg., Winnipeg, Man., Canada
Manager......................... A. A. Brown
Province Bldg., Vancouver, B. C., Canada
Manager......................... W. J. Sandstrom
Acting Manager................... H. Suffell

MELAMED-HOBBS, INC.
609 Second Ave. So., Minneapolis 2, Minn.
Phone: Bridgeport 1225
ANPA—PPA—NOAB—APA—SNPA
President-Treasurer......... Louis Melamed
Vice-President................ S. E. Melamed
Secretary....................... M. O. Gooder
Media Director................ Jon Bjornson
Branch Offices
E. 906 First National Bank Bldg., St. Paul 1, Minn.
Manager....................... E. T. Holmgren
Melamed-Hobbs, Baskan & Livingston
333 Michigan Ave., Chicago 1, III.
Manager....................... E. R. Livingston
Radio Accounts: Chocolate Products Co.,
Lan-O-Sheen, Inc., Minnesota Farm Bureau
Federation, Milk Foundation of Minnesota.

ARTHUR MEYERHOF & CO.
410 N. Michigan Ave., Chicago 11, Ill.
Phone: DELaware 7-7860
ANPA—PPA—AAAA—NOAB—APA
President.................... Arthur E. Meyerhoff
General Manager................ J. H. Black
Financial Manager.............. J. A. Johnston
Director of Radio & TV........ Benjamin J. Green
Assoc. Radio & TV Dir........ George Rich III
Radio Time Buyer.............. Carol Colby
Space Buyer................... Mary Hauser
Copy Chief.................... M. E. Chon
Branch Office
759 N. Milwaukee St., Milwaukee 2, Wis.
Manager....................... George Grabin
Radio Accounts: Chicago National League
Ball Club, Illinois Meat Company, Mil-
waukee Elec. & Transport Co., Wisconsin &
Michigan SS Co., Wm. Wrigley Jr. Company,
Patricia Stevens Models’ Finishing School,
Chicago Transit Authority, Clark’s Super Gas,

C. L. MILLER COMPANY, INC.
521 Fifth Ave., New York 17, N. Y.
Phone: MURray Hill 2-1010
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA
President...................... C. L. Miller
Treas., Radio & TV Dir........ G. V. Carhart
Sec., Radio & TV Dept........ L. L. Hoffman
Secretary..................... P. P. Hoffman
Spot Time Buyer.............. Miss R. Driscoll
Branch Office
333 No. Michigan Ave., Chicago 1, Ill.
Manager..................... J. M. Tuteur
Radio Accounts: Caro Products Sales Co.,
(Karo, Mazola, Linit, Niagara Starch),
Bachman Choc. Mfg. Co. (Old Sol Bar);

Circle Line Sightseeing Yachts, Blue Channel
Corp., (Harris American Crabmeat, Harris
American Deviled Crabmeat).

TV Accounts: Corn Products Sales Co.
(Niagara Starch).

DAN B. MINER CO.
304 S. Kingsley Drive, Los Angeles 5, Calif.
Phone: DUnkirk 8-3301
AAAA—ABC—ABP—ANPA—APA—CAN
NOAB—PPA
President.................... Dan B. Miner
Exec. Vice-Pres................ J. C. Morse
Vice-Presidents.............. I. M. Greer,
Hildred Sanders, Richard Glover
Secretary-Treasurer............ M. R. Sweeney
V.P. in Chg. Radio & TV.... Hildred Sanders
Asst. Radio & TV Dir....... Robert Black,
Arthur Trask

Radio TV Accounts: American Beauty
Macaroni (West Coast Div.) (Macaroni), Los
Angeles; Forest Lawn Co. (Mortuary &
Cemetery). Glendale; Lakewood Park, Inc.
(Houses), Lakewood Park; Interstate Ba-
keries Corp. (Weber Bread), Kendall Foods,
Inc. (Dog Foods), Smart & Final Co.
(Foods); Bu-Tay Products Ltd. (Rain-
drops); Freemans Frozen Foods (Fish);
Blue Cross Plan (Health Insurance).

EMIL MOGUL CO., INC.
250 W. 57th St., New York 19, N. Y.
Phone: CO 5-2480
ABP—ANPA—PPA
President...................... Emil Mogul
Secretary-Treasurer........... Helene Mogul
Exec. Vice-Pres.............. Charles L. Rothschild
Vice-Presidents.............. Seth D. Tobias,
Myron A. Mahler, Rino Negri, Milton
Guttenplan
TV Dir....................... Carlo de Angelo
Radio & TV Time Buyer...... Helen Munroe
TV Producer.................. Lee Reynolds
Production Manager........ Al Mauro
Art Director................ William Jacoby
Media & Research Dir....... Joel Martin
Copy Chief................... Maxwell Sapan

Radio Accounts: Barney’s Clothes (Men’s
& Boys’ Clothing), Beriolo Import Co.
(Berio & Francesconi Oil), New York,
N. Y.; Gem Oil, Brooklyn, N. Y.; Napa
Valley Grape Prod. (Colombo Wine), New
York, N. Y.; Canadian Fur Corp. (Women’s
Furs), New York and New Jersey; Ronzoni
Macaroni Co. (Macaroni & Spaghetti Prod.).
Long Island City, N. Y.; National Shoes
(Children’s, Women’s & Men’s Shoes),
Somnyn Pharmacal Corp. of America (Nu-
Pax), New York; Blue Ridge Textile Co.,
New York; Klein Bros. (Kaybee Silks),
New York; Knomark Mfg. Co, Inc. (Esquire
Boot Polish), N. Y.; Modern Industrial
Bank. New York; Rock-Flint (Flints), Far
Rockaway, N. Y.; Stone-Taravel Co., Inc.
(Shoes), Brockton, Mass.; M. Wire & Co.,
Inc. (Don Richards Men's Clothes), Buffalo.
N. Y.
TV Accounts: Knomark (Esquire Root
Polish), Brooklyn, N. Y.; National Shoes
(Children's, Women's & Men's Shoes), New
York, N. Y.; Ronzoni Macaroni Co. (Marc
roni & Spaghetti), Long Island City, N. Y.

THE CHESTER C. MORELAND CO.
1104 Times-Star Tower, Cincinnati 2, O.
Phone: 1-Arkwright 1173
PPA—ABP—ANPA
President..................Chester C. Moreland
Secretary..................Walter H. Strauss
V. P. & Time Buyer..........Carl H. Press
Radio Accounts: Coney Island, Inc., Coca-
Cola Bottling Co., Cincinnati Times-Star.
TV Accounts: Coney Island, Inc., Coca-
Cola Bottling Co., Cincinnati Times-Star.

MOREY, HUMM & JOHNSTONE, INC.
350 Fifth Ave., New York 1, N. Y.
Phone: BR 9-5950
APB—ANPA—APA—NOAB—PPA
President ..................S-Ivestor M. Morey
Exec. Vice-President........Llewellyn B. Van Doren
V. P. &Mgr. Utility & Home
Appliance Dept...............Albert W. Humm
V. P. & Copy Chief...........Stanley F. Ellsworth
V. P. & Art Dir..............William G. Sutton
Vice-Pres. & Merch. Dir. . .Walter J. Andree
Seey. & Treas. .............William G. Carmody
Media Director............Frank E. McElmoyl
TV Director..................W. L. Wernickie
Time Buyer..................Kathryn Shanahan

Branch Office
9 Rockefeller Plaza, New York 20, N. Y.
Phone: PL 7-8060
V. P., Chg. Midtown Office, ..Muriel Johnstone
Mdse. Counsellor.........Rosamond Gilmartin
Radio Accounts: Sinclair Refining Co.,
Richfield Oil Corp. of N. Y.
TV Accounts: Sinclair Refining Co., New
York, N. Y.

RAYMOND R. MORGAN CO.
Phone: HEmstead 4194
APN—APA—NOAB
President..................Raymond R. Morgan
Exec. Vice-President........Robert C. Temple
Account Executives........Jack Kerr,
L. W. Hobson, John Burton
V. P. in Chg. Radio-TV....James C. Morgan
Production ..............John Burton
Time Buyer................Terry Brady
Copy Chief..................Audrey Sharpe

Branch Office
260 California St., San Francisco 11, Calif.
Phone: DOuglas 2-6073
Manager....................Porter Anderson
Affiliate
Goodkind, Joice & Morgan, Inc.
Palmolive Bldg., Chicago 11, Ill.
President..................Clyde M. Joice

Chief Executive........Raymond R. Morgan, Jr.
J. A. Folger & Co., Los Angeles Soap Co.,
(White King Granulated Soup; Scotch Triple
Action Cleanser; Sierra Pine Toilet Soap):
Institute of Religious Service, Neb. Beverage
Co.
TV Account: Neb. Beverage Co. (Par-T-
Pak).

MORSE INTERNATIONAL, INC.
122 E. 42nd St., New York 17, N. Y.
Phone: ORegon 9-1600
APN—PPA—NOAB
Chairman of the Board........A. T. Preyer
President ..................J. Patterson
Exec. Vice-Pres. & Treas. ....M. F. House
Space Buyer................F. D. Davies
Mgr. Radio & TV Dept. ..........C. C. Slaybaugh
Export Media Mgr........Aurora Blando
Director of Prod. ..........M. K. Burkett
Group Prod. Mgrs. .........W. W. Williams,
D. R. Quist, W. J. Berye
Sr. Art Director............L. Szalay
Group Art Directors..........E. Ellis,
S. Nagle
Art Studio Mgr..............C. Scimecca
Account Executives........Constance Boland,
Enmory Ward, E. R. Korth
Radio Accounts: Vick Chemical Co. (Vick
Products), The Sofskin Co. (Sofskin Hand
Cream), Prince Matchabelli, Inc. (Prince
Matchabelli Perfumes & Cosmetics), Alfred
D. McKelvey Co. (Seaforth Men's Toile-
tries).

MOSELLE & EISEN ADV. AGENCY
522 Fifth Ave., New York 18, N. Y.
Phone: Murray Hill 2-4939
PPA—ANPA
Partners ..................Henry Eisen,
Rose Moselle
Copy Chief, Publicity Dir. . .Mildred Barsky
Art Dir., TV Prod. ..........Frederick H. Cassens
Production Manager.........M. Baumstein

MOSER & COTINS, INC.
10 Hopper St., Utica 3, N. Y.
Phone: 4-6111
APB—ANPA—APA—NOAB—PPA—SNPA
Pres. & Treas. .............Arthur S. Cotins
Asst. to President.........Robert MacFarland
Vice-Presidents............James N. Brown,
L. B. Reigler
Secretary..................Mrs. Mildred S. Benson
V. P. & Art Dir. ..........J. Montgomery Huntington
Sp. Buyer & Research Dir. .Miss L. B. Mang
Asst. Sp. Buyer. ..........Miss Christine II. Van Dyke
Asst. Research Dir.......Mrs. Pearl A. Curtis
Production Manager........Fred Michel
Merchandising Director......R. Del Dunning
Account Executives.........Arthur S. Cotins,
James N. Brown, L. B. Reigler,
Geo. P. Hodges, Robert F. MacFarland,
Harry T. Duffy, Kenneth S. Duffes
Radio Accounts: Animal Foundation, Inc.
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Categories</th>
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<tbody>
<tr>
<td>General Joseph Anne Anne</td>
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<td>MOSS ASSOCIATES</td>
<td>415 Lexington Ave., New York 17, N. Y.</td>
<td>MURray Hall 7-7377</td>
<td>ABC—ABP—ANPA—PPA</td>
</tr>
<tr>
<td>President</td>
<td>Joseph H. Moss</td>
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<td>Vice-President</td>
<td>Martin W. Jacobson</td>
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<td>Radio &amp; TV Dir.</td>
<td>Miles Shefferman</td>
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<tr>
<td>C. WENDEL MUENCH &amp; COMPANY</td>
<td>75 E. Wacker Drive, Chicago 1, Ill.</td>
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<td>ABC—ANPA—PPA—ANPA—PPA</td>
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<td>President</td>
<td>C. W. Wuench</td>
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<td>Media Director</td>
<td>Victor Fabian</td>
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<td>Production Manager</td>
<td>Wm. C. Fisher</td>
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<td>Copy Chief</td>
<td>Glenn E. Martin</td>
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<td>Radio Accounts: Adams Corp. (Snacks—Korn Kurs), Beloit, Wis.; Monarch Brewing Co. (Beer), Chicago, Ill.; Maurer-Neuer Co. (Meat Products), Kansas City, Mo.; A. F. Schwalm &amp; Sons Co. (Meat Products), Eau Claire, Wis.; L. C. Forman &amp; Sons Co. (Condiments), Pittsford, N. Y.; Fanny May Candy Co. (Candy), Fox De Luxe Foods, Inc. (Poultry), Chicago, Ill.; Pavelka Brothers (Meat Products), Cleveland, O.; Triangle Restaurant Co. (Restaurant), Chicago, Ill.; Toffenetti Restaurant Co. (Restaurant), New York, N. Y.</td>
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<td>TV Accounts: The Griffith Laboratories, Inc. (Spices); Monarch Brewing Co. (Beer), Chicago, Ill.</td>
<td></td>
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<tr>
<td>NATIONAL EXPORT ADVERTISING SERVICE, INC.</td>
<td>405 Lexington Ave., New York 17, N. Y.</td>
<td>MURray Hall 9-6835</td>
<td>ABC—ABP—ANPA—PPA—NOAB—APA</td>
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<tr>
<td>President</td>
<td>Paul R. Krunning</td>
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<td>Maurice H. Needham</td>
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<td>Vice-President</td>
<td>Thomas W. Hughes</td>
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<td>John J. Louis, Melvin Broby, W. Raymond Fowler</td>
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<td>Secretary</td>
<td>Joseph W. Madden</td>
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<td>Wm. D. Horne, Jr., Wm. P. Bager, Wm. H. Ohle, Wm. R. Kinnard</td>
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<td>Copy Chief</td>
<td>John L. Albright</td>
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<td>Otto R. Stadelman, Allan Wallace</td>
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<td>Art Director</td>
<td>Walter Kelly</td>
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<td>Max D. Anwyl Maxines</td>
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<td>Radio &amp; TV Director</td>
<td>James G. Zea</td>
<td></td>
<td>Branch Office 1680 North Vine St., Hollywood 28, Calif.</td>
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<tr>
<td>NEFF-ROGOW, INC.</td>
<td>30 Rockefeller Plaza, New York 20, N. Y.</td>
<td>Circle 7-4230</td>
<td>President Radio Time Buyer...William Rogow Account Executive...Stewart Pierce Brown, Yale Shafer Personnel Director...Harriet Barnett Radio Accounts: Melville Shoe Corp. (Shoes), Joseph Martinson &amp; Co. (Coffee), Bond Stores, Inc. (Clothing), New York, N. Y. TV Accounts: Melville Shoe Corp. (Shoes), New York, N. Y.; Bond Stores, Inc. (Clothing), New York.</td>
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<td>RALPH NELMS, INC., ADV.</td>
<td>318 St. Louis St., Springfield 3, Mo.</td>
<td>4-2555</td>
<td>APA</td>
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<tr>
<td>President</td>
<td>Ralph A. Nelsms</td>
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<td>Ralf A. Nelsms Secretary</td>
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<td>Secretary</td>
<td>Irene A. Bass</td>
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<td>J. H. Richards Radio Accounts: Wilson Bros. Mfg. Co. (Hooked Rug Materials), Springfield; Wilke Laboratories (Poultry &amp; Livestock Remedies), West Plains; Old Nick Seed Co. (Seed Corn &amp; Treatment), St. Joseph; Mel Lumber Cos. (Lumber Yard Chain), Lockwood; Pioneer Products, Inc. (Cough Medicines), Hoffman-Taff, Inc. (Chemicals), Springfield; Independent Stave Co. (Wood Products), Lebanon; Reynolds Mfg. Co. (Reno Tansdemen), Springfield, Mo.</td>
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<tr>
<td>Pres. &amp; Treas.</td>
<td>George R. Nelson</td>
<td></td>
<td>Jack Landt Radio &amp; TV Director ...Arnold Hitchins Radio, Copy, Pub. Dir. ...Robert S. Crigan TV Director...Edward F. Flynn Radio Time Buyer...Anne F. Pratt TV Time Buyer...Sybil Van Patten Assoc. TV Prod. ...Jack Landt Branch Office 150 W. 49th St, New York 18, N. Y.</td>
</tr>
<tr>
<td>GEORGE R. NELSON, INC.</td>
<td>208 State St., Schemecutady 5, N. Y.</td>
<td>4-435</td>
<td>ABC—ABP—ANPA—PPA—NOAB—APA</td>
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<td>President</td>
<td>Helen C. Nelson</td>
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<td>Maurice H. Needham</td>
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<td>Vice-President</td>
<td>Alice Pach</td>
<td></td>
<td>John J. Louis, Melvin Broby, W. Raymond Fowler</td>
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<td>Secretary</td>
<td>Arnold Hitchins</td>
<td></td>
<td>Wm. D. Horne, Jr., Wm. P. Bager, Wm. H. Ohle, Wm. R. Kinnard</td>
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<td>Art Director</td>
<td>Robert S. Crigan</td>
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<td>Otto R. Stadelman, Allan Wallace</td>
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<td>Radio, Copy, Pub. Dir.</td>
<td>Edward F. Flynn</td>
<td></td>
<td>Max D. Anwyl Maxines</td>
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<td>TV Director</td>
<td>Anne F. Pratt</td>
<td></td>
<td>Branch Office 1680 North Vine St., Hollywood 28, Calif.</td>
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<tr>
<td>Assoc. TV Prod.</td>
<td>Jack Landt</td>
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</tbody>
</table>

*Ad Avertising Agencies*
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 Company (Sealtest Dairy Prods.), Benrus Watch Company (Watch Manufacturer), New York, N. Y.; Marcus Breier's Sons (Sports Clothing), Mohawk Carpet Mills, Inc. (Rug & Carpet Mfrs.), Amsterdam, N. Y.; Stein Clothings, Inc. (Sir Little Garments), Pepsi-Cola Company, Soft Drink Mfrs., New York, N. Y.; Spaulding Bakeries, Inc. (Spaulding Baked Products), Binghamton, N. Y.; Plough, Inc. (St. Joseph Aspirin, Mexsana, etc.), Memphis, Tenn.; Block Drug Company (Pharmaceutical Products), Jersey City, N. J.; D. L. & W. Coal Co. (Blue Coal), New York; Shell Oil Co., N. Y.; National Pressure Cooker Co. (Presto Prods.), Eau Claire, Wis.; Robert Hall Clothings, N. Y.

Radio Accounts (Time): William W. Lee & Co. (Save-the-Baby), Watervliet, N. Y.; A. L. Parsons & Son & Parsons, Inc. (Ford Dealer), Central Bridge and Amsterdam, N. Y.; Rudolph Brothers, Inc. (Jewelry Chain), Syracuse, N. Y.; Saratoga Association (Racing Association), New York & Saratoga, N. Y.; Rodgers Liquor Company (Liquor Distributor), Albany, N. Y.; Union-Fern, Inc. (Furniture Chain), Troy, N. Y.; Perma Stone Co. (Bldg. Materials), Albany, N. Y.

Television Film Production Accounts:
Pepsi-Cola Company (Soft Drink Mfrs.), New York, N. Y.; Saratoga Association (Racing Association), New York & Saratoga, N. Y.; Plough, Inc. (St. Joseph Aspirin), Mexsana, etc.), Memphis, Tenn.; Hosiery Prods., Inc. (Rug Cleaner), Syracuse; Mohawk Carpet Mills, Amsterdam, N. Y.

Television Accounts (Time): Mohawk Carpet Mills, Inc. (Rug & Carpet Mfrs.), Amsterdam, N. Y.; Allen's Appliance, Inc. (G. E. Appliance Store), Apex Department Store (Department Store), Carl Company (Department Store), Golub Corporation (Super-markets), William W. Lee & Co. (Save-the-Baby), Watervliet, N. Y.; A. L. Parsons & Son & Parsons, Inc. (Ford Dealers), Amsterdam, N. Y.; Saratoga Association (Racing Association), Saratoga & New York, N. Y.; Win. Sherry Tire Co. (Tire Dealer), Rodgers Liquor Co. (Liquor Distributor), Albany, N. Y.; Breslaw Brothers, Inc. (Furniture Chain), Schenectady, N. Y.; Rudisco, Inc. (Dumont TV Distributors), Albany, N. Y.; Golub Corp. (Super markets), Schenectady; Hosiery Prods., Inc.; Empire State Distributors (Arvin) TV; National Pressure Cooker Co.; Nemeth Motors Inc., Troy.

TED NELSON ASSOCIATES
330 Fifth Ave., New York 19, N. Y.
Phone: Circle 6-8470
Owner ..................................Ted Nelson
Script Director ....................Ralph Tollinis
TV Directors .....................Perry Bruskis,
Charles Durand

NEWMAN, LYNE & ASSOCIATES, INC.
Florida National Bank Bldg., Jacksonville 2, Fla.
Phone: 3-4435
ABP—ANPA—APA—NOAB
Ch. of Bd. & Treas..............M. T. Newman
Pres., Radio Dir..............Hunter Lynde
Exec. Vice-Pres................Kenneth F. Small
V.-P.—TV Dir.................David E. Robeson
Secy. & Pub. Dir .........Ronald G. Sercombe
Radio-TV Dept.
Exec. Vice-Pres...........Hunter Lynde
Branch Office
1313 Congress Bldg., Miami, Fla.
Phone: 3-6569
Vice-President.............Allan C. Gottschal
Radio Accounts: Jax Brewing Co. (Beer), Bond-Howell Lumber Co. (Bldg. Supplies), Nickle Tackle Co. (Fishing Lure), Jacksonville, Fla.
TV Account: Jax Brewing Co. (Beer), Jacksonville, Fla.

ELLIOTT NONAS, ADVERTISING
417 East 54th St., New York 22, N. Y.
Phone: MU 8-2973
Owner ......................Elliott Nonas
Art Director ..................Bert Lief
Media Director ..................Margo Burke
Production Mgr.............Av Morgan
Radio Accounts: Teldisco, Inc. (Zenith Radio & Television, Tracy Sinks & Kitchens, Thor Washers, International Harvester, etc.), East Orange, N. J.; Olson & Co., Inc. (Du Mont Television), Philadelphia, Pa.; Old Dutch Coffee Co. Inc. (Old Dutch Coffee), New York, N. Y.
TV Accounts: Teldisco, Inc. (Spot Announcements), East Orange, N. J.; Old Dutch Coffee Co., Inc. (Old Dutch Coffee), New York, N. Y.

R. T. O'CONNELL COMPANY
420 Madison Ave., New York 17, N. Y.
Phone: Plaza 3-5412
AAAA—ABP—ANPA
President .....................R. T. O'Connell
Executive Vice President: Ethel Merklen
Vice President: George Miller
V. P. Chg. of AM-TV: David D. Polon

Radio Accounts: Champion Implement Corp. (Spray Gun), New York, N. Y.; Dean Ross Piano Studios, Inc. (Piano Method), New York, N. Y.; Pomate Co., Inc. (Brilliantine), New York, N. Y.; Noble Pine Products Co. (Pharmaceutical Products), Newark, N. J.; Bonomo Culture Institute (Physical Culture Pub. & Equip.), New York, N. Y.

TV Accounts: Bonomo Culture Institute (Physical Culture Pub. & Equip.), New York, N. Y.; Pomate Co., Inc. (Brilliantine), New York, N. Y.

OLIAN ADVERTISING CO.
Ambassador Bldg., St. Louis 1, Mo.
Phone: Central 3330
ABP—ANPA—PPA—APA—NOAB

President: Irwin A. Olian
Vice-President: Harold A. Thomas
J. W. Goldstein
Radio-TV Director: Margaret H. Nelson

Radio Accounts: General Grocer Co. (Topmost Foods, Manhattan Coffee), Sayman Products Co. (Sayman Soap), Pevely Dairy (Jitterbug Dairy Products & Reddi-Wip), Dining Car Coffee Co. (Dining Car Coffee), ARA Dist. Co. (Capethart TV), Mercantile Commerce Bank, Ritepoint Co. (Liners), Knapp-Monarch (Magik-Rid), G. S. Suppiger Co. (Brook’s Catsup), Vess Bottling Co. (Vess Beverages), St. Louis, Mo.


OLMSTED & FOLEY
1200 2nd Ave. So., Minneapolis 3, Minn.
Phone: AThletic 8166
AAAA—ABC—ABP—ANPA—AFA

Partner: Ward H. Olmsted
Vice-President: John T. Foley
Acct. Executive: Clarence H. Russell
Dir. of Radio & TV: James D. McTighe
Acct. Executive: John K. Mortland
Acct. Executive: Robert B. Pile

Radio Accounts: 1st National Bank, Minneapolis, Minn.; King Midsa Milling Company (King Midsa Flour & King Midsa Feeds), Minneapolis, Minn.; Marshall-Wells Company (Appliances, Paints, etc.), Duluth, Minn.; Regan Brothers (Holsum Bread), Minneapolis, Minn.; Rochester Dairy (Dairy Products), Rochester, Minn.; Russell-Miller Milling Company (Occident Flour & Mixes, Farm Feeds, American Beauty Flour & Mixes—Dallas, Texas), Minneapolis, Minn.; Kaiser-Frazer, Inc. (Automotive), Minneapolis, Minn.; Schmidt Brewing Company (Beer), St. Paul, Minn.; Laser Laboratories (Naturol Hair Lotion), Minneapolis, Minn.

TV Accounts: 1st National Bank, Minneapolis, Minn.; Chun King Sales, Inc. (Oriental Foods), Duluth, Minn.; Regan Brothers (Holsum Bread), Minneapolis, Minn.; Red Owl Stores (Grocery Products), Minneapolis, Minn.; Russell-Miller Milling Company (Occident Flour & Mixes, Farm Feeds, American Beauty Flour & Mixes—Dallas, Texas), Minneapolis, Minn.; Kaiser-Frazer Dealers, Inc. (Automotive), Minneapolis, Minn.; Schmidt Brewing Company (Beer), St. Paul, Minn.; Laser Laboratories (Naturol Hair Lotion), Minneapolis, Minn.; Breech & Richter (Gold Cross Beverage Base), Minneapolis, Minn.

O'NEIL, LARSON, McMATHON
230 N. Michigan, Chicago 1, Ill.
Phone: And. 3-4470
ABC—ABP—ANPA—AFA

Partner: Nelson J. McMahan
Vice-President: Edw. H. Larson
Exec. V.P.: Walter Zivi
Controller: J. O. Webb
Sr. Acct. Exec.: W. P. McWilliams
New Bus. Dir.: F. G. Stein
Acct. Execs.: Elmer Silha, John Cherbo, Norman Larson
Merch. Mgr.: R. J. Smasal
Merch. & Pub. Dir.: J. Littleton
Media Dir. & Radio-TV Buyer: Marshall Edinger
Prog. Director: Stan Kaatz
Branch Offices: 290 Madison, New York City
Phone: MU 3-1164
Manager: M. Robinson
7 Trinity Sq., Toronto, Canada

ROBERT W. ORR & ASSOCIATES, INC.
4 W. 58th St., New York 19, N. Y.
Phone: PLaza 9-8050
ABC—ANPA—NOAB—PPA

President: Robert W. Orr
Vice-President: Eldon Sullivan
Vice-President: Arthur Livingston
Sec.-Treas.: Robert P. Clark
Radio-TV Director: Lou Ergman
Branch Offices: 9130 Sunset Blvd., Los Angeles, Calif.
Exec-in-Charge: Richard Diggs

TV Account: Andrew Jergens Co.; Bosco, New York, N. Y.
Owen & Chappell, Inc.
595 Madison Ave., New York 22, N. Y.
Phone: Plaza 8-2100
ABP—ANPA—APA—NOAB—PPA
President ...................... John H. Owen
Executive Vice-President Charles Chappell
Vice-Presidents .............. Marc Scixas,
William J. Jost, John J. Schneider
Director of Media............. James B. Daly, Jr.
Radio-TV Dept.
V.P.-Radio-TV Dir............. David Hale Halpern
Radio Accounts: National Bohemian (Beer), National Premium (Beer), Baltimore, Md.
TV Accounts: National Bohemian (Beer), National Premium (Beer), Baltimore, Md.

365 New Brotherhood Bldg., Kansas City 11, Kans.
Phone: Dr 7250
ABP—ANPA—APA—PPA
President ....................... Merritt Owens
Vice-President ............... R. Grant Neds
V.P. & Production Mgr........ Glenn A. Scott
TV Director ................... Earl Allvine
Art Director ................. Bernard L. Wardlow
TV Accounts: Zephyr Ventilated Awning Co., Joe M. O'Fallon Motor Co., Kansas City, Kan.; Feld Chevrolet, Kansas City, Kansas; Gorman's (Dept. Store); Home Federal Savings & Loan Assn.

Pacific Adv. Staff
1624 Franklin St., Oakland 12, Calif.
Phone: Templebar 2-2885
ABP—APA
Partners.................... Helen A. Kennedy,
Carl W. Sickler

Pacific National Advertising Agency
605 Union St., Seattle 1, Wash.
Phone: Eliot 1401
AAAA—ANPA—NOAB
President ...................... W. H. Horsley
Secretary ..................... H. O. Stone
V.P. & Radio TV Dir........... Trevor Evans
Asst. Radio Director ......... Mary Peacock
Branch Offices
715 Cascade Bldg., Portland, Ore.
Phone: Capitol 1021
V.P. & Manager .............. Milton Foland
Manager .................... Vernon Cary
(Pancake Mix, Biskit Mix, Fisher's Blend Flour, Zoom, etc.), Washington Co-Op Farmers Assn.—Lynden Products (Canned & Boned Turkey, Chicken, Chicken & Noodles, etc.), Seattle, Wash.; Seattle-First National Bank, Federal Old Line Ins. Co. (Insurance), Seattle, Wash. & Branch towns; Ivar's Acres of Clams (Seafood Restaurant), Cowman-Campbell Paint Store (Paint), Imperial Candy Co. (Candy), Wm. O. McKay (Ford Cars), Seattle, Wash.; Wash. State Fruit Company (Cherries, Apricots, Peaches, Pears, Prunes), Yakima, Wash.; Union Fed. Savings & Loan Assn., Seattle; Lang & Co. (Gold Seal Coffee), Seattle; Oil Heat Institute, Seattle.


250 Park Ave, New York 17, N. Y.
Phone: Murray Hill 8-3655
PPA
President-Treasurer .......... C. H. Pearson
Radio Director ............... A. E. Baglis
Radio Accounts: Manufacturers Trust Co. (Banking), New York; Cooper Razor Blade Co. (Razor Blades), Brooklyn; National Home Owners Assoc., New York, N. Y.

400 Madison Ave., New York 17, N. Y.
Phone: Plaza 3-0900
ABP—ANPA—APA—NOAB—PPA
Chairman of the Board .......... Harry Peck
President ..................... Harry Krawit
Vice-Presidents ............. Norman Mack,
Sidney Alexander, John Schuman
Radio-TV Director .......... Arthur J. Daly
Asst. Radio-TV Director .... Donald Blauhut
Radio Accounts: Howard Clothes (Men's & Boys' Furnishings), Old Dutch Coffee & Caffe Espresso (Coffee), Charles of the Ritz (Cosmetics), Street & Smith Magazines (Charm, Mademoiselle, Living), Hearst Publications (Cosmopolitan, Good Housekeeping), Excelsior Frozen Meat Products (Frozen Meat Products), Julian Freirich Company (Tongue & Pork Products), New York, N. Y.; Hartford Provision Company (Meat Products), Hartford, Conn.
TV Accounts: Howard Clothes (Men's & Boys' Furnishings), Old Dutch Coffee & Caffe Espresso (Coffee), Charles of the Ritz (Cosmetics).

Pedlar & Ryan, Inc.
250 Park Ave, New York 17, N. Y.
Phone: Plaza 5-3500
AAAA—ABC—ABP—ANPA—APA
President ..................... Thomas L. L. Ryan

203
THE PHILLIPS COMPANY
604 First National Bldg., San Diego 1, Calif.
Phone: Franklin 2122

Partners................William L. Phillips, Charles C. Ramsey
Account Executive...........Fred J. Volz
Radio Accounts...............Arden Farms Co. (Dairy Products), Silver Gate Bldg. & Loan (Savings & Loan Assn.), Walker’s (Dept. Store), Dennstedt Electro Mart (Electrical Appliances), Dennison Mattress Co., San Diego, Calif.; First Nat’l. Bank, San Diego, Calif.; Walt Tufford De Soto-Plymouth (Auto Dealer), San Diego, Calif.

PITLUK ADVERTISING COMPANY
123 Auditorium Circle, San Antonio 5, Texas
Phone: Cathedral 6131

Partner......................Jack N. Pitluk, Sr.
Acct. Exes..Sam Riklin, Luke Collins, Ben Tambrello

Radio Accounts: The Pearl Brewery (Pearl Beer), San Antonio, Tex.; Joske’s of Texas (Department Store), San Antonio, Tex.; Taylor Bedding Mfg. Co. (Morning Glory Mattresses & Matching Box Springs), Taylor, Tex.; Handy Andy Community Stores, San Antonio, Tex.; Fehr Baking Company (Fair Maid Bread & Cakes), San Antonio, Tex.

POTS-TURNBULL CO., INC.
912 Baltimore Ave., Kansas City 6, Mo.
Phone: Victor 9400

President................W. J. Krebs
V.P. Production Mgr................D. E. Dexter
Secretary-Treasurer...............C. J. Effie

PRATER ADVERTISING AGENCY, INC.
765 Chestnut St., St. Louis 1, Mo.
Phone: GARfield 6490

President..................George L. Prater
Vice-President................M. T. Prater
Secretary.....................Mary E. Johnson
Radio-TV Director...............George L. Prater

Radio Account: Falls City Brewing Co., Inc. (Falls City Beer), Louisville, Ky.

QUALITY PARK ADV. AGENCY
450 N. Syndicate St., St. Paul 4, Minn.
Phone: NE 7873-4


R. J. POTTs—CALKINS & HOLDEN INC.
215 W. Pershing Rd., Kansas City 8, Mo.

Phone: Gr 5775

ANPA—APA—NOAB—PPA

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RADIO ADVERTISING CORP. OF AMERICA
47 Audubon Ave., Jersey City 5, N. J.
Phone: BERgen 4-2332

Pres., TV Dir., Acct Exec........Michael A. Fiore
Vice-Pres., Treas..............B. V. Fiore
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Prod. Mgr.....................Paul Apollo
Radio-TV Director...............Michael A. Fiore

Radio Accounts: China Clipper (Restaurant), Jersey City, N. J.; D. Wolff & Co. (Credit Clothing), Newark, N. J.; Stage Coach Inn (Night Club), S. Hackensack, N. J.; Alexander Beverages (Soft Drinks), Paterson, N. J.; New School for Modern Music (School), Newark, N. J.; Newark School of Auto Body Repair (School), Newark, N. J.; Craft School of Auto Body Re-
pair (School), Jersey City, N. J.; Globe-Brenner Fur Co. (Retail Furrier), New York, N. Y.; Rosan Schools of Upholstery (School), Newark, Passaic, Paterson, N. J.; Maedle & Co. (Appliances), Union City, N. J.; Upholstery Institute (School), Camden, N. J.; Casino Beach & Pool (Swimming Pool), Long Branch, N. J.; N. J. Association of Technical Schools (Schools), Newark, N. J.; Campo Auto Sales (Used Cars), Little Ferry, N. J.; Cav-Bro Hair Preparations (Tonic, Shampoo, etc.), Cliffside Park, N. J.; Bill Williams Auto Exchange (Used Cars), Jersey City, N. J.; Garion Auto Exchange (Used Cars), Little Ferry, N. J.; Gws Lese-nich Champ Motors (Used Cars), Cliffside Park, N. J.; Rev. Rittenhouse (Religious Program), Fairmont, W. Va.

TV Accounts: Watchung Lake, Inc. (Swimming Resort), S. Plainfield, N. J.; Afc Sales Corp. (Mail Order Items), Jersey City, N. J.

THE L. W. RAMSEY ADV. AGENCY
230 No. Michigan Ave., Chicago 1, Ill.
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Vice-Pres. & Treas..............L. H. Copeland
Vice-President..................N. B. Langworthy
Art Director....................E. J. McCabe
Radio Time Buyer..............Dorothy L. Parsons
Branch Office
Hollywood 28, Calif.
Exec. Vice-Pres................E. G. Naeckel
L. W. Ramsey Adv. Agency
Davenport, Iowa, Union Arcade
General Manager..............E. G. Naeckel

THE RANDALL COMPANY
75 Pearl St., Hartford 3, Conn.
Phone: 7-1179
ABP
President.................Wilbur W. Randall
Production Manager........Muriel M. O'Connor
Art Director...............Bernard S. Vinick
Radio & TV Director.........Florence F. Grady
TV Accounts: George E. Dewey Co.; State Line Potato Chips.

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Phone: CAdillac 1-4662
ABP—ANPA—APA—PPA—ABC—NOAB
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Vice-President..............Hal. G. Trump
Seey. & Copy Chief ..........George B. Dow
Radio Director..............R. D. Hughes
Space & Radio Time Buyer. Charles E. Foerster
Art Director..............R. P. LaSchenauer
Production Manager........George L. Lusted
Account Executives............H. Ross Mack, Hal G. Trump, R. D. Hughes, Charles Foerster, Lee E. Crooks, P. F. Droege
Radio Account: Booth Newspapers.

RAYMOND ADV. AGENCY
11 Commerce St., Newark 2, N. J.
Phone: MA 2-6811
ANPA—PPA—ABP—APA
Owner............Milton C. Tander
Art Director..............Henry Krupinski
Production Manager........Margaret McDade
Publicity Director..........Rita Levine
Research Director.........Shirley Trinker

CHAS. DALLAS REACH CO., INC.
69 Washington St., Newark, N. J.
Phone: MMarket 3-5100
AAAA—ABP—ANPA—APA—PPA
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Vice-Presidencies..............Howard Sands, Francis R. Risley
Sec. & Art Dir................Everett Sahrbeck
Asst. Sec. & Treas.............Wm. F. Renz
Branch Office
46 W. 55th St., New York 19, N. Y.
Phone: Circle 5-4176
Vice-President...............Weston W. Hill
Radio Accounts: Dugan Brothers (Baked Goods), N. J. Bell Telephone, Newark, N. J.; L. E. Waterman (Fountain Pens), Koppers Co. (Coke Fuel), Curtiss-Wright Co. (Airplane), New York, N. Y.
TV Accounts: Koppers Co. (Coke Fuel), New York, N. Y.

KNOX REEVES ADVERTISING, INC.
600 First Nat'l-Soo Line Bldg., Minneapolis 2, Minn.
Phone: Bridgeport 7701
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NOAB—PPA—APA
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Executive Vice-Pres...........Wayne Hunt
Vice-Presidencies.............J. R. Saber, Elizabeth B. Reeves, Helen A. Brown, R. W. Stafford, E. K. Pottle, Dr. A. R. Root, Russell E. Neff, K. P. Torgerson, Wm. C. Schneider
V.P. & TV Dir..............R. E. Neff
Radio Dir.....................Wm. S. Shepherd
V.P. & Media Director.....K. P. Torgerson
Time Buyer...............Philip Archer
Branch Office
625 Market St., San Francisco 4, Calif.
Phone: YUKon 6-0678
Exec.-in-Charge.............H. R. Ohleyer


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520 N. Michigan Ave., Chicago 11, Ill.
Phone: WItchball 4-7440
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Vice-Pres. & Sec................A. L. Reincke
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C. C. Stevens, J. J. Finn
Radio-TV Director..............Frank M. Baker
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10 State St., Boston 9, Mass.
Phone: CApital 7-7611
ANPA—PPA—ABP—AAAA—APA
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Art Director...............Harry Goodman
Production Manager........Robert W. Curley
Copy Chief ..................Harry Goddworth
Media Dir. & Radio Time Buyer
Thomas J. Bowen
Mgr. Outdoor Dept........Burt C. Riley, Jr.

Radio-TV Accounts: Hampden Brewing Co., Willimansett, Mass.; Table Talk Pastry Co., Inc. (Table Talk Pies), Worcester Pies.

EMIL REINHARDT, ADVERTISING
1736 Franklin St., Oakland 12, Calif.
Phone: TEmplebar 2-2408
ABP—ANPA
Owner ..................Emil Reinhardt
Director, Radio & TV........Joseph Connor
Account Executives.........James C. Prindiville,
James B. Innis, Roland Irving
Timebuyer, Radio & TV.....James C. Resor

Radio Accounts: Central Bank, Marysville, Calif.; Golden Crust Bakers (Bread), Chico, Calif.; Grocers Milk Company (Milk & Dairy Products), Oakland, Calif.; Kilpatrick's Bakery (Bread), San Francisco, Calif.; Old Home Bakers (Bread), Sacramento, Calif.; S. F. Brewing Corp. (Beer), San Francisco, Calif.

TV Accounts: Kilpatrick's Bakery (Bread), San Francisco, Calif.; Par-T-Pak Beverage Co. (Soft Drinks), Oakland, Calif.; S. F. Brewing Corp. (Beer), San Francisco, Calif.; Tuttle Cheese Company (Cottage Cheese), Oakland, Calif.

REISS ADVERTISING
221 W. 57th St., New York 19, N. Y.
Phone: PLaza 7-8035
ABC—ABP—ANPA—APA
President ..................Joseph Reiss
Vice-President ..............Harold Reiss
Sec-Treas...................B. M. Reiss


TV Accounts: Decorative Cabinet Corp. (E-Z-Do Closets & Accessories), Princess House Closets (Closets & Accessories), Aristocrat Leather Products Co. (Inner Sanctum Billfolds), New York, N. Y.; Genex Co. (Watch Bands), Union, N. J.

E. W. REYNOLDS LIMITED
145 Yonge St., Toronto 1, Ont., Canada
Phone: WAverly 6157
ABC
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Vice-President ..............C. W. Reynolds
Sec & Treas................Fred Banks
Art Dept..................Garth Harber
Production Manager .........M. Landmand
Copy Chief..................N. Stuart Walton
Radio Director..............G. E. Howard
Radio Time Buyer...........Shirley Oakes
Space Buyer...............Helen Anderson
Account Executives .........C. Warren Reynolds,
H. D. R. Newby, E. M. Spink, J. H. Mitchell

Branch Office
985 Sherbrooke St. W., Montreal, Quebec
Phone: LANcaster 3745
Exec-in-Charge .............Allan S. Morrison

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10 Rockefeller Plaza, New York 20, N. Y.
Phone: JU 6-5400
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Art Director...............John Sidebotham
Research-Mdsg. Direc......William J. Shine
Copy Chief................E. A. Gray
V.P., Radio & TV Dir. . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . .
(Ball Point Pens), Los Angeles, Calif.; Pasadena Savings & Loan Association (Savings and Loan), Pasadena, Calif.; Republic Federal Savings and Loan Association (Savings and Loan), Los Angeles; Western Federal Savings and Loan Association (Savings and Loan), Los Angeles; Wilshire Federal Savings and Loan Association (Savings and Loan), Los Angeles.

ROCHE, WILLIAMS & CLEARY, INC.
135 S. LaSalle St., Chicago 3, Ill.
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Treasurer ........................................ D. J. Kelly
Vice-Presidents ................................. J. M. Cleary, S. Weston, Lloyd Maxwell, J. V. Gilmour, John Hayes Kelly, H. M. Collier, M. F. Williamson, W. H. Savin, George Lyman
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Time Buyer ............................. N. J. Cavanaugh
Radio Accounts: Chicago, Milwaukee, St. Paul & Pacific R. R. (The Milwaukee Road), Chicago; Hardware Mutual Casualty Co., Stevens Point, Wis.; John Puhl Products (Fleecy White Bleach, Little Boy Blue Bleaching), Revere Camera Co. (Revere Cameras & Projector), Stewart & Ashby Coffee Co. (Stewarts Coffee), Chicago; The Studebaker Corp., South Bend, Ind.
TV Accounts: Stewart & Ashby Coffee Co., Chicago; The Studebaker Corp., South Bend, Ind.

ROCK ADVERTISING AGENCY
1165 Broadway, New York 1, N. Y.
Phone: MUrray Hill 9-3830
ABP
Owner-Copy ................................. Allan Rock
Art Director ................................. Ken Saco
Space Buyer .............................. Sally Winston
Radio Manager ............................... Irwin Winehouse

ROGERS & SMITH ADV. AGENCY
20 North Wacker Dr., Chicago 6, Ill.
Phone: DEarbon 2-0020
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Vice-President .............................. Howard N. Smith
Treasurer ............................... George C. Huppertz
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Vice-Pres. & Copy Chief .......... Robert L. Headen
Radio-TV Director ........................... Edward E. Kash

Branch Offices
Reserve Loan Life Bldg., Dallas 1, Tex.
Exec. V.P. & Mgr. ................. R. E. Brooks
1004 Baltimore Ave., Kansas City 6, Mo.
Exec. V.P. & Mgr. ................. B. G. Wasser

ROZEN & RICH, INC.
291 Delaware Ave., Buffalo 2, N. Y.
Phone: CLEVELand 5975
AAAA—ABP—PPA
President ................................. Manus Roizen

Gerald C. Finney, Atlanta, Ga.; New York, N. Y.

ADVERTISING AGENCIES

PREMIER ADVERTISING AGENCY
256 Madison Ave., New York 3, N. Y.
President ................................. Charles E. Rose
Treasurer ............................... Norman Helford
Space & Radio Time Buyer ............................ William Perry

WILLIAM GANSON ROSE, INC.
Williamson Bldg., Cleveland 14, O.
Phone: TOWER 1-6171

Vice-President ................................. Arthur H. Rich
Radio-TV Dir. .............................. Robert F. Frank

Radio Accounts: Magnus Beck Brewing Co. (Beer, Ale), Buffalo, N. Y.; City Auto Wash, Inc. (Auto Wash), Buffalo, N. Y.; Music House (Radios, Phonographs, TV), Buffalo, N. Y.; Neuman Motors, Inc. (New Car Dealer), Buffalo, N. Y.; Parkside Furniture Co. (Furniture Store), Buffalo, N. Y.; Rich Ice Cream Co. (Ice Cream Mfr.), Buffalo, N. Y.; Satller's Inc. (Department Store), Buffalo, N. Y.; Studebaker Dealer, Assn. (Studebaker), Buffalo, N. Y.; Troup Engineering Co. (Garage Door), Buffalo, N. Y.; Vigorettes, Inc. (Vitamin Capsule), Buffalo, N. Y.

TV Accounts: Magnus Beck Brewing Co. (Beer, Ale), Buffalo, N. Y.; Geo. A. Knerr Co. (Furnace Dealer), Buffalo, N. Y.; Rich Ice Cream Co. (Ice Cream Mfr.), Buffalo, N. Y.; Saltzman's (Bakery), Buffalo, N. Y.; Satller's Inc. (Department Store), Buffalo, N. Y.; Studebaker Dealer, Assn. (Studebaker), Buffalo, N. Y.; Troup Engineering Co. (Garage Door), Buffalo, N. Y.; Vigorettes, Inc. (Vitamin Capsule), Buffalo, N. Y.

RONALDS ADV. AGENCY, LTD.
1440 St. Catherine St. W., Montreal, Can.
Phone: University 6-9471
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Vice-President ............................. F. deB. Walker
Vice-President (Toronto) ............. R. J. Avery
Treasurer ............................... Angus Ahern
Radio Director .............................. Frank Barr
Asst. to Radio Director .......... S. B. Hayward
137 Wellington St. W., Toronto, Can.

Vice-President & Radio Dir. ...... R. J. Avery
Asst. to Radio Director .......... J. A. Reynolds

Radio Accounts: Dominion Government (Army, Canada Savings Bonds), Ottawa; Canadian Industries Ltd. (Agricultural Chemicals Div., Paint & Varnish Division), Borvill (Canada) Ltd. (Borvill), Canadian Arena Co., Bristol Myers of Canada, Ltd., Montreal; Rexall Drug Co. Ltd., Niagara Finance Co. Ltd., Trans-Canada Credit Corp., Toronto; Elizabeth Arden of Canada, Ltd., Grissol Bread Specialties Ltd. (Breadsticks).

CHARLES EDSON ROSE CO.
100 East Chicago Ave., Chicago III, Ill.
Phone: Superior 7-3486
ANPA—PPA—ABP—AFA
Owner ................................. Charles E. Rose
Art Dir. ................................. Norman Helford
Space & Radio Time Buyer ............................ William Perry

WILLIAM GANSON ROSE, INC.
Williamson Bldg., Cleveland 14, O.
Phone: TOWER 1-6171

208
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Branch Office 3719 Reading Rd., Cincinnati 29, O. Manager ......................... L. C. Brown

ROSE-MARTIN, INC.
21 W. 46 St., New York 19, N. Y.
Phone: LUXemburg 2-3550
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Secretary-Treasurer ......... John B. Martin
Media Director .............. G. M. Rundbaken
Vice-President .............. Vaughn G. Hannington
Production Manager ........ John A. Boule
Art Director ................ Andrew K. Nelsen
Comptroller & Off. Mgr. ... H. J. Carmichael
Account Executive ............ Irl W. Rose
Vice-President .............. John A. Boule

IRVING ROSEN ADVERTISING
230 Fifth Ave., New York 1, N. Y.
Phone: Oregon 9-1926
Buyer ....................... Irving Rosen
Production Mgr. .............. E. Wayne

ARTHUR ROSENBerg CO., INC.
570 7th Ave., New York 18, N. Y.
Phone: CHicking 4-4420
ABP—ANPA—NOAB—PPA—APA
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Vice-President ............... Samuel Rubenstein
Secretary .................... A. A. Rosenberg
Radio & TV Dir. .............. Lillian Klineman
Radio Accounts: Myer 1890 Beverages, Miner’s Inc.
TV Accounts: Monarch-Saphin (Retail Store), New York.

A. JAMES ROUSE CO.
521 N. LaCienega Blvd., Los Angeles 48, Calif.
Phone: BRadshaw 2-5608
ABP—APA
Owner—Radio Dir. .......... A. James Rouse
Art Director ................ John Fish
Radio Accounts: B.F.P. Enterprises (Toys); House of Fabrics (Fabrics), Los Angeles, Cal.

RUDER & FINN
32 E. 60th St., New York, N. Y.
Phone: TRafalgar 9-3600
Partners .............. David Finn, William Ruder

CHARLES L. RUMRILL & CO., INC.
339 East Ave., Rochester 4, N. Y.
Phone: BAKER 4340
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Vice-Pres .................... G. M. Prince, H. R. Hanson
Secretary-Treasurer ......... G. G. Wallington

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1365 First Natl. Bldg., Okla. City 2, Okla.
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Vice-Pres .................... Roger Pishny, Monty Mann
Secretary .................... Irene Gammel
Production Mgr. .............. Ray Cooley
Acct. Execs .............. Harold Kranz, Roger Pishny, Howard Neumann, Monty Mann
Dir. of Radio .............. Howard Neumann
Dir. of TV .............. Bob Swysgood
Art Director ................ Hugo Lindberg
Radio Accounts — Arkansas City Flour Mills (Flour), Arkansas City, Kans.; Cain’s Coffee Co. (Coffee, Tea, Spices), Dryer, Clark & Dryer Oil (Motoroil, Gasoline), Dulaney’s (Appliance Distributors), Liberty Natl. Bank (Banking Needs), Merit Mills, Inc. (Feeds), Okla. Operating Co. (Laundries), Oklahoma City, Okla.; Simpson Auto Co. (Fords & Service), Oklahoma City, Okla.; Local Federal Savings & Loan, Oklahoma City, Okla.; O.K. Storage Co., Oklahoma City, Okla.
TV Accounts: Dulaney’s (Appliance Distributors), Oklahoma City & Tulsa, Okla.; Okla. Operating Co. (Laundries), Southwestern Bell Telephone (Public Relations), Cain’s Coffee Co. (Coffee, Tea & Spices), Oklahoma City, Okla.; O.K. Storage Co., Oklahoma City, Okla.; Liberty National Bank & Trust Co., Oklahoma City, Okla.

RUTHRAUFF & RYAN, INC.
405 Lexington Ave., New York 17, N. Y.
Phone: MURray Hill 6-6100
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NOAB—PPA
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President ................. Frederick B. Ryan, Jr.
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V.P. & Asst. Treas. ......... J. B. Ball
V.P., Dir. of Radio & Tel... Willson M. Tuttle
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Business Mgr. ................ Grant Y. Flynn
Prod. Mgr. ................... John G. Cole
Script Editor .............. Sidney Slon
Network Time Buyer ...... Bernard Rasmussen
Dir. of Publicity .......... Bernard Zwiern
Exec. Prod. of Telev Films.. Marshall Grant
Dir. Talent & New Pgm’s... David Nyren
Senior Director ............ Robert S. Steel
Canadian Liaison .......... Louis de Milhan
Casting Director .............. Katherine McMahon
Television Art Director .......... Pud Lane
Film Prod. Spvr. ............. Norman Matthews
Asst. Supervisor ............. Roly Howe
Dir. of Radio & TV Cont. .... Frank Dennis

Branch Offices
360 North Michigan Ave., Chicago 1, Ill.
Phone: FTNialic 1833

Western Manager .............. Paul E. Watson
Chicago Manager ............ William P. Littell
Sr. Vice-President ........... P. E. Watson
Sr. Vice-President .......... W. P. Littell
Director Radio & TV .......... R. W. Metzer
Charge of Production .......... N. E. Heyne

Time Buyer and Bus, Mgr..... Holly Shively
Asst. Time Buyer ............. Victor Lund
Commercial Director ........ Irene Small
Producer (TV) ............. Lee Randon
Producer (AM) .............. Warren Johnson
Producer (TV-AM) ........... Frank Blotter
Producer (TV) ............. James Taylor
Producer (AM-TV) ............ Walter Daspit

Branch Offices
7430 Second Blvd., Detroit 2, Mich.
Vice-President ................ J. O. Weiser
Carew Tower, Cincinnati 2, Ohio
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505 N. Ervay St., Dallas, Texas
Manager ..................... Roger Bacon
812 Olive Street, St. Louis 1, Mo.
Senior Vice-Pres. ............ Oscar A. Zahner
712 Main Street, Houston 2, Texas
Vice-Pres. & Mgr............. W. Van A. Combs
1218 Third Ave., Seattle 1, Wash.
V.P. & Manager ............. F. G. Mullins
233 Montgomery St., San Francisco 4, Cal.
V.P. & Manager ............. John L. Harvey
1680 No. Vine St., Hollywood 28, Cal.
V.P. & Manager ............. Tod Reed
2 Toronto St., Toronto, Ontario
Manager .................... Gordon Ralston


LEWIS EDWIN RYAN
726 Jackson Pl., N.W., Washington 6, D. C.
Phone: Re. 7606-7-8

AAAA—ABP—ANPA—PPA—SNPA—APA
Owner ...................... Lewis Edwin Ryan
Gen. Mgr. ................. J. Robert Corry
Radio TV Div. ............. William J. Green

BEN SACKHEIM, INC.
The Plaza, 2 West 59th St., New York 19, N. Y.
Phone: PLaza 9-5141

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Exec. Vice-Pres. ........... Lloyd G. Whitebrook
Vice-President .......... Herbert L. Steiner
Secretary ................. M. A. Parmenter
Treasurer ................. Leonard H. Spring
Copy Chief ............... Anne Green
Art Director ............. Arthur Singer
Production Manager ....... Hugh A. Gigante
Fashion Promotion Director. Ruth Hammer
Radio-TV Dept.
Research Director ........ Sylvia Sackheim
Assoc. Res. Dir. .......... Robert E. Williams
Radio & TV Time Buyer ..... Leonard H. Spring
Account Executives ........ Jerome G. Hahn, Ezra Millstein, George B. Pampel, Glenda Sullivan, Lloyd G. Whitebrook, Herbert L. Steiner

Radio Accounts: The Autotype Company (Kitchen and Bathroom Accessories), Oakville, Conn.; Amalgamated Clothing Workers of America; New York State Democratic Committee (Public Information); Peter Pan Foundations, Inc. (Merry-Go-Round") Brasieres, Miss Swank, Inc. (Slips and Lingerie), New York, N. Y.; Davega Stores Corp., New York; Flex-Let Corp. (Flex-Let Watch Bands & Beau Brummel Men's Jewelry), E. Providence, R. I.

TV Accounts: Davega Stores Corp. (Retail Sporting Goods and Appliance Chain); New
York State Democratic Committee (Public Information), New York, N. Y.; Flex-Let Corp., E. Providence, R. I.; Lydia O’Leary, Inc. (Covermark, Spot-tik & Other Cosmetics), New York, N. Y.; Peter Pan Foundations, Inc. (Brassieres), New York; Vita Food Products, N. Y.; Vulecin Watch Co., New York.

**ST. GEORGES & KEYES, INC.**

250 Park Ave., New York 17, N. Y.
Phone: Plaza 5-1180
ABP—ANPA—PPA—ABC

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Exec. V.P., Radio Dir., Stanley J. Keyes, Jr.
Treasurer .................. John H. Vesely
Vice-Pres-Art Director ... Alfred A. Anthony
Production Manager ...... William Korcak
Media Dir. .................. James J. Freeman
Publicity Director ......... John C. Gourlie

Branch Offices
2112 N. Charles St., Baltimore 18, Md.
Manager .................. Arthur Booth
Phone: Saratoga 3900


**TV Accounts:** Revere Copper and Brass (Revere Ware), Lawrence Laboratories, Bisceglia Bros., Wine Corp., Berk’s-Lehigh Co-operative Fruit Growers, Inc.

**RICHARD SALINGER, ADV.**

99 Chauncey St., Boston 11, Mass.
Phone: Li 2-3322
Pres., Copy Chief, Rep. & Radio
Time Buyer ................ Richard Salinger
Art, Media, TV & Publ. Dir .... Irving I. Sacks
Prod. Mgr., Research Dir. ... Jos. W. Bourke

**Radio Accounts:** Russell Furs, Leibburger & Asher (Furs), Stacey-Moore (Furs), Tournaine Stores (Women’s Specialty), Kay Jewelry, Co., Boston, Mass.

**TV Accounts:** Leibburger & Asher (Furs), Boston, Mass.

**SALOW & ASSOCIATES**

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

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Art Director ................ Donald Canter
Copy Chief .................. Margaret Tepper
Production Dir. ............ Edward Paycheck
TV & Radio ................ Paul Josephson

**Radio Accounts:** Tel-O. Tube Corp. of America (Cathode Ray Tubes), E. Paterson, N. J.; Charles Berman (Floor Coverings), Paterson, N. J., Arrow Elec. Corp. (TV & Major Appliances), Passaic, N. J.

**WALKER SAUSSY ADVERTISING**

823 Perdido St., New Orleans 12, La.
Phone: Magnolia 3218
ABP—ANPA—NOAB—PPA—SNPA

Owner .................... Walker Saussy
Account Executives ............ Moise Bloch
Radio-TV Directors .......... Nell W. Parker, Ydecu Francis
Copy Chief & Acct. Exec.

Dorothea Schlesinger

**Radio Accounts:** American Brewing Co. (Regal Beer), New Orleans, La. & Miami, Fla.; Elmer Candy Co. (Elmer Candies), Holsum Bakeries, Inc. (Holsum Bread), Petroleum Gas Co. (Butane & Propane Gas), Wm. B. Reily Co., Inc. (Luzianne Coffee & Tea), Claveries Motors Inc. (Ford Dealer), Greatn, La.; Consolidated Companies, Inc. (Autocrat Foods), New Orleans.

**TV Accounts:** American Brewing Co. (Regal Beer), New Orleans, La. & Miami, Fla.; Elmer Candy (Elmer Candies), Holsum Bakeries, Inc. (Holsum Bread), Wm. B. Reily Co., Inc. (Luzianne Coffee & Tea), Henderson Suggars; Hibernia Homestead (Building Loans); Gallagher Transfer Co.

**FRANK B. SAWDON, INC.**

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

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

**Branch Office**

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

Office Manager .............. Marty Hogan

**Radio Accounts—Robert Hall Clothes, Inc.** (Men’s, Women’s & Children’s Apparel), New York, N. Y.; Abelson’s, Inc. (Jewelers), Newark, N. J.; Bond Television (Manufacturers of TV Sets).

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

**SHECK ADV. AGENCY, INC.**

9 Clinton St., Newark 2, N. J.
Phone: Market 2-0480
ANPA—APA—PPA

President .................. Julius Scheck
V. P. & Treas. .............. Morris Scheck
V. P., Radio-TV Dir. ....... E. Grant Scheck
Art Dir. ..................... Ernest D. Barnham
Prod. Mgr. .................. Henry R. Scheck
Copy Chief .................. Carlton S. Smith
Space Buyer ................ Frank M. Cramer


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

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

SCHENKER COMPANY
2301 Wabansia Ave., W., Chicago 47, Ill.
Phone: ARmitage 6-1600
Pres., Media Dir., Space Buyer
Sydney R. Raike
Vice-News... J. E. Schenker
Art Dir. ......... M. Rickabaugh
Space Buyer .... C. D. Domin
Account Executives .... S. R. Raike,
J. E. Schenker, C. D. Domin

SCHOLTS ADVERTISING SERVICE
1201 W. 4th St., Los Angeles 7, Calif.
Phone: MMichigan 2396
Owner: T. D. Schlots
Radio TV Dir. .... Ruth S. Arnot
Art Director .... L. G. Mynro

GORDON SCHONFARBER & ASSOCIATES, INC.
58 Weybosset St., Providence 3, R. 1.
Phone: GAspee 1-4813-45

ABP—ANPA—APA—NOAB—PPA
Pres. & Treas. Gordon Schonfarber
Vice-President Russell C. Edwards
Secretary .... Amanda C. J. Olsson
Radio & TV Director .... Claire R. Grenier

Radio Accounts: Gladings, Inc. (Dry Goods), Old Colony Co-operative Bank (Savings & Loan), Providence; Tilden-Thurber, Inc. (Jewelers & Silversmiths), Providence, R. I., United Electric Railways (Public Transit), Providence, R. I.; Washington Trust Co. (Commercial Bank), Westerly, R. I.

SCHWIMMER & SCOTT, INC.
75 E. Wacker Drive, Chicago 1, Ill.
Phone: DEarborn 2-4185

AAAA—ABP—ANPA—PPA—APA
Pres. & Treas. .... R. J. Scott
Vice-News... W. Schwimme
Copy Chief ........ L. Krakover
Time Buyer .... E. Vanderploeg
Art Director ....... A. Thaler
Secretary .......... H. Heilig


J. B. SEBRELL ADV. AGENCY
300 S. Los Angeles St., Los Angeles 13, Calif.
Phone: Madison 6-9397

ABP—APA
Owner & Director J. B. Sebrell
Media ............... P. W. Thomas
Acct. Executives Harry Page, K. T. Pyle
Radio Director ........... J. B. Sebrell
Television & Time Buyer P. W. Thomas

Radio Accounts: D. P. Bushnell Importers (Binoculars), Pasadena; Eject Donut Sales (Donut Makers), Children's Mart (Toys), Budro (Hardware), Los Angeles, Calif.

TV Accounts—Same as above.

RUSSEL M. SEEDS CO., INC.
919 No. Michigan Ave., Chicago 11, Ill.
Phone: DELawre 7-1045

ANPA—APA—PPA
President Freeman Keyes
Exec. Vice President George Bayard
Vice-Presidents A. D. Keyes, Paul Richey, Harry M. Maus, H. B. Goldsmith, Jr., Fred W. Swanson
Treasurer Jack Harding
Secretary ......... E. V. Owen
Director of Res. James Withrell
Art Director ....... Jerry Bryant
Time Buyer .......... Merle Myers
Space Buyer ....... A. H. Bergsten
Radio-TV Director Jack Simpson

Branch Offices
Lemeke Bldg., Indianapolis 4, Ind.
Phone: Market 1395
V.P. in Chg. ....... Paul Richey
1469 N. Vine St., Hollywood 28, Calif.
Phone: Hudson 2-1206
Manager Lionel C. Place


ROSCOE W. SEGAR ADV.
2125 N. E. 48th Ave., Portland 13, Ore.
Phone: TRinity 3445
Owner, Space Byr. Radio Dir. R. W. Segar
J. WILLIAM SHEETS
Central Bldg., Seattle 4, Wash.
Phone: Main 2412
ANPA—PPA—APA—NOAB
Owner
Radio Accounts: Skinner & Eddy Corp.

K. E. SHEPARD ADV. AGENCY
75 East Wacker Dr., Chicago 1, Ill.
Phone: ANDover 3-3906
ABP—APA
President
Vice-President
Art Dir.
Prod. Mgr.

SHERMAN & MARQUETTE
919 North Michigan Ave., Chicago 11, Ill.
Phone: Delaware 7-8000
AAA—ABC—ANA—APA—NOAB—PPA—ABP
Partners: Arthur Marquette, Stuart Sherman
Radio & TV Director

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

THE SHERWOOD CO.
147 West 42nd St., New York 36, N. Y.
Phone: LO 3-0326
Partner—TV Dir.
Partner
Art Direc.
Account Execs.

SILTON BROTHERS INC.
131 Clarendon St., Boston 16, Mass.
Phone: CO 7-3730
ABP—ANPA—APA—PPA
President
Exec. V.P.
Treas.
V.P. Art.
Radio Director
Radio Accounts: Craftsman Insurance Co. (A. & H. Insurance), Boston; Rex Venetian Blind Co. (Venetian Blinds), Boston; Ace
Vacuum Stores (Vacuum Cleaners), Boston; Windsors Furniture (Furniture), Natick, Mass.; Hotel Kenmore (Hotel), Boston; Spencer Shoe Stores (Footwear), Boston.

**TV Accounts:** Rex Venetian Blind Co. (Venetian Blinds), Boston; Mutual Shoe Co. (Footwear Mfrs.), Marlboro, Mass.

**SIMON & GWYNN**

Commerce Title Bldg., Memphis 3, Tenn. Phone: 5-2404

SNP—ANPA—APA—NOAB—ABP Partners........ Milton Simon, H. N. Gwynn Copy Chief............ W. B. Campbell

**Radio Accounts:** American Snuff Co., Donald Furniture Co., The Humko Co., Robin & Cuneo (Ronce Foods).

**SIMONS-MICHELSON CO.**

1126 Lafayette Bldg., Detroit 26, Mich. Phone: Woodward 3-3000


**Radio & TV Director:** R. N. Hughes

**Radio Accounts:** Cunningham's Drug Stores (Drug, etc.), Koepplinger Bakery (Baked Goods), Kruen-Cheee Potato Chips (Potato Chips), Pretzels, Marine Foods, Inc. (Pep Herring), Detroit, Michigan; Marshall Drug Company (Drugs), Cleveland, Ohio; Benjamin Rich (Real Estate), Sealy Mattress Co. (Mattresses), Taylor's Inc. (Dodge-Plymouth), Detroit, Michigan; Vel-Fruit Products (Peanut Butter); E & B Brewing Co. (Brew 103, Golden Ale); Gerson's Inc. (Jewelry); King Research Labs.; People's Outfitting Co. (Dept. Store).

**TV Accounts:** Cunningham's Drug Stores (Drugs, etc.); Dossin's Food Products (Pepsi Cola); Koepplinger Bakery (Baked Goods); Kruen-Cheee Potato Chips; People's Outfitting Co. (Dept. Store); Sealy Mattress Co. (Mattress Mfrs.); Taylor's Inc. (Automotive); Vel-Fruit Products (Peanut Butter); E & B Brewing Co. (Brew 103, Golden Ale); Marine Foods, Inc. (Pep Herring); Zweiback, Inc. (Women's Wear).

**R. C. SMITH & SON, LTD.**

80 King St., W., Toronto, Ont. Phone: EL 9396

ABC


**W. J. SMITH CO.**

Martin Brown Bldg., Louisville 2, Ky. Phone: Jackson 2163

APA—SNPA—ANPA

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

Vice-Pre., & Secy................G. B. Smith

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

Prod. Mgr.....................I. M. Fallon

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

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

Account Executives...........Julian L. James, P. M. Shaughnessy, H. D. Peltier, W. J. Smith.


**SMITH & BULL ADV. AGENCY**

6642 Sunset Blvd., Hollywood 28, Calif. Phone: HIemstead 5671

ABP—ANPA—NOAB—CNPA


Time Buyer....................Jane T. Darden

Space Buyer..................Marion Vilmure

Dir. of Publicity...............Henry R. Konyasky

Radio & TV Supervisor..........Richard T. Parker

**Radio Accounts:** Seaboard Finance Company (Finance); Triangle Publications (Racing), Western Division; Marshall & Clamppet (Autos), Los Angeles, Calif.; C & B Company Western Town (Toys); Western Harness Racing Association (Racing), Los Angeles, Calif.; Clarite Battery Supply Co. (Batteries), Los Angeles, Calif.; Los Angeles Rams (Football), Los Angeles, Calif.; My L. A. Ltd. (Musical), Los Angeles, Calif.

**TV Accounts:** Seaboard Finance Company (Finance); Marshall & Clamppet (Autos), Los Angeles, Calif.; C & B Co. Western Town (Toys); Los Angeles Rams (Football), Los Angeles, Calif.; Clarite Battery Supply Co. (Batteries), Los Angeles, Calif.; My L. A. Ltd. (Musical), Los Angeles, Calif.

**Branch Office**

333 N. Michigan Ave., Chicago, Ill.

Manager....................Georgina Small

**Radio Accounts:** Seaboard Finance Co. (Finance), Triangle Publication (Western Division) (Racing), Marshall & Clamppet (Autos), Los Angeles, Calif.; C and B Company Western Town (Toy), Chicago, Ill. & Los Angeles, Calif.; J. E. Coberly (Autos), Milton J. Wershaw Co. (Auctions), Western Harness Racing Association (Racing), Los Angeles, Calif.

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

**SMITH, TAYLOR & JENKINS, INC.**

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

ABP—ANPA—APA—PPA
President...............Ronald P. Taylor
Chairman of the Board........Robert M. Jenkins
Television Dir...............Thomas J. MacWilliams
Radio Director................Les Sterne

Radio Accounts: Pittsburgh Brewing Company (Iron City Beer, Tech Beer), Pittsburgh, Pa.; Pittsburgh Provision Co. (Irish Brand Ham and Bacon), Pittsburgh, Pa.; Sealy Mattress Company (Sealy Mattresses), Pittsburgh, Pa.; Dad's Old Fashioned Rootbeer (Dad's Old Fashioned Rootbeer), Pittsburgh, Pa.; Otto Creameries ( Otto Dairy Products), Pittsburgh, Pa.; Spear & Company (Department Store), Pittsburgh, Pa.; Walter H. Burns Company (Food Products), Pittsburgh, Pa.; Franklin Furniture Company (Franklin Registered Furniture), Columbus, Ohio; The McKay Company (McKay Chains), Pittsburgh, Pa.; Home- stead Valve Mfg. Company (High Pressure Jenny Steam Clnr.), Coraopolis, Pa.; Dr. Ellis Company (Dr. Ellis Cosmetics), Pittsburgh, Pa.

TV Accounts: Pittsburgh Brewing Company (Iron City Beer, Tech Beer), Pittsburgh, Pa.; Dr. Ellis Company (Dr. Ellis Cosmetics), Pittsburgh, Pa.; Pittsburgh Provision Company (Irish Brand Ham and Bacon), Pittsburgh, Pa.; Sealy Mattress Company (Sealy Mattresses), Pittsburgh, Pa.; Dad's Old Fashioned Rootbeer (Dad's Old Fashioned Rootbeer), Pittsburgh, Pa.; Franklin Furniture Company (Franklin Registered Furniture), Columbus, Ohio; A. M. G. Company (Mail Order Products), Erie, Pa.

SON DE REGGER ADV. AGENCY
1020 Locust St., Des Moines, Ia.
Phone: 3-3185
ANPA—APA—ABP

President, Space Buyer, Radio Time & Acct. Exec.............Les Son De Regger
Vice-Pres.....................O. D. McKason, Jr.
Secretary.................G. Hupp
Treasurer.................N. H. Son De Regger
Art Dir.....................D. D. Neal
Prod. Mgr....................Joseph Daniels


SORENSEN & CO.
864 No. Michigan Ave., Chicago, Ill.
Phone: Delaware 7-5030
ABP—ANPA—PPA—NOAB

President..................Roy A. Sorensen
Art Dir.....................W. D. MacCourt
Space Buyer..................D. Samer

Radio Accounts: Bowey's, Inc., J. P. Harding Restaurants.

C. JERRY SPAULDING, INC.
201 Commercial St, Worcester 8, Mass.
Phone: 3-4789
Pres., Treas. & Radio Time Buyer
C. Jerry Spaulding

Secretary....................H. H. Hartwell
Art Director...............Harvey Ball
Prod. Mgr..................Charles Rice
Acct. Excers................Robert F. Hayward,
Robert B. Hanna


WILLIAM SPITZ & CO., INC.
114 So. Warren St., Syracuse 2, N. Y.
Phone: 2-7228
ABP—ANPA

Owner, Acct. Exec..................William Spitz
Art Director.................Wayne J. Lewis
Copywriter, Research............Janet R. Lyman
Production Mgr..................Elmer E. Foote
Space & Time Buyer............Diane I. Davis

Radio Accounts: Empire Card Company (Greeting Cards), Elmitra, N. Y.; Grange Silo Co., Inc. (Farm & Industrial Shows), Red Creek, N. Y.; Greenways, Inc. (Greenways Premium Beer, Ale), Syracuse, N. Y.; Oswego Soy Products (Soy Bean Processing), Oswego, N. Y.; Syracuse Card Co. (Greeting Cards), Syracuse, N. Y.; Syracuse Glass Co. (Store Fronts, Mirrors) Syracuse, N. Y.; Timerson Canning Co. (Timco Dog & Cat Food), Fair Haven, N. Y.; Pilgrim Packing Co. (Meat Products), Syracuse, N. Y.; E. J. Artinne Co. (DeSoto-Plymouth Dealer), Syracuse, N. Y.; Forysthe Motors Corp. (Dodge-Plymouth Dealer), Syracuse, N. Y.; Syracuse Nationals Shows, Inc. (Ice Capades, Circus, etc.), Syracuse, N. Y.

TV Accounts: E. J. Artinne Co. (DeSoto-Plymouth Dealer), Syracuse, N. Y.; Biebers-Isaacs (Men's Clothing), Syracuse, N. Y.; Onondaga Supply Co., Inc. (Appliances), Syracuse, N. Y.; Syracuse Nationals Shows, Inc. (Ice Capades, Circus, etc.), Syracuse, N. Y.; Timerson Canning Co. (Timco Dog & Cat Food), Fair Haven, N. Y.

SPITZER & MILLS LIMITED
50 King Street W., Toronto 1, Can.
Phone: EMpire 6-2011

President..................G. F. Mills
Exec. Vice-Pres..................J. W. Spitzer
Gen. Mgr. & Sec-Treas...........W. H. Reid
Radio Director...............T. R. Hart
Account Executives.............J. R. Charles,
F. J. Collins, W. G. Wallace, P. R. L. Charles,

Branch Offices
1010 St. Catherine St. W., Montreal, Quebec
Phone: UNiversity 6-7801

Vice-Pres......................V. L. Hanna
Acct. Exec....................D. McCormon
Radio Director...............P. E. Corbeil

675 West Hastings St., Vancouver, B. C.
Phone: PACific 2102

Acct. Exec....................J. H. Randle
Advertising Agencies

Radio Accounts: Bata Shoe Company of Canada Ltd. (Kenton Shoe Stores), Batavia, Ontario; Bell Telephone Co. of Canada (Yellow Pages), Montréal, Quebec; Canadian Cellulose Products Company Limited (Kleenex), Niagara Falls, Ontario; Coleman Lamp & Stove Co. Ltd. (Lamps & Stoves), Toronto, Ontario; Colgate-Palmolive-Peet Company Limited (Soap Products), Toronto, Ontario; Fruitatives Products Ltd. (Fruitatives), Hull, Quebec; John Inglis Co. Limited (Consumer Goods), Toronto, Ontario; Pacific Meat Ltd. (Meat Products), Vancouver, B. C.; The Quaker Oats Co. of Canada Ltd. (Aunt Jemima and Quaker Grain Products), Peterborough, Ontario; J. Arthur Rank Film Distributors (Canada) Limited; RCA Victor Co. Ltd. (Electrical Appliances), Montreal, Quebec; The Toni Company a Division of the Gillette Safety Razor Company of Canada Limited (Home Permanents and Shampoos), Montreal, Quebec.

BARTON A. STEBBINS ADVTG.
1250 Wilshire Blvd., Los Angeles 17, Calif.
Phone: Trinity 8821
Owner: Barton A. Stebbins
Accept Exec.: A. W. Gudelman, Nat Jeffras
Time Buyer: A. W. Gudelman
Program Director: E. C. Bloodworth
Radio Accounts: Signal Oil Co., Certified Grocers of Cal. (Perfect Host & Guest Coffees), Los Angeles, Calif.
TV Accounts: Beauty Sales (Shampoo Curl), Los Angeles, Calif.; Certified Grocers of Calif., Los Angeles, Calif.; Glamour Products (Vitrex), Los Angeles, Calif.

STERLING ADV. AGENCY, INC.
535 5th Ave., New York 7, N. Y.
Phone: Longacre 5-614
ANPA—PPA
Chairman of Board: S. M. Broun
President: Joseph S. Edelman
Secretary, Space Buyer: William Forray
Treasurer: Herbert Goldsmith
Radio-TV Director: Myron L. Broun

FRED D. STEVENS CO.
14 Devereux St., Utica 2, N. Y.
Phone: 4-9339
Owner: Fred D. Stevens

STOCKTON, WEST, BURKHART, INC.
1300 First Natl. Bank Bldg., Cincinnati 2, O.
Phone: Dunbar 5600. 01, 02, 03
AAA—ABC—ABP—ANPA
Chairman of Board: Eric W. Stockton
Pres., & Treas.: William Z. Burkhart
VP, Sec., & Copy Chief: Ronald S. West
VP & Art Director: C. Thomas Martin
VP & Dir. of Research: R. A. McDowell
VP & Dir. of Sales: Joseph D. Nelson, Jr.
VP & Dir. TV Dept.: C. Thomas Martin
VP & Dir. TV Media: Robert A. McDowell
Dir. TV Production: Gene Starbecker
Asst. Dir. TV Production: Fred Golt
Mgr. Radio & TV Off.: N. Y.; Richard Dunn
TV & Radio Time Buyer: James Gray

Branch Office
501 Madison Ave., New York 22, N. Y.
Phone: EL dorado 5-1041
Mgr., Radio & TV Dir.: Richard Dunn
Radio Accounts: Hudepohl Brewing Co. (Hudepohl Beer & Chevy Ale), Cincinnati, Ohio; Ohio Oil Company (Marathon Cat Gasoline, V.E.P. Motor Oil), Findlay, Ohio; Mosler Safe Company (Mosler Safes & Chests), Hamilton, Ohio; Cincinnati Gas & Electric Co. (Utility), Cincinnati, Ohio; Gibson Wine Co. (Golden Pheasant Wines, Champagne), Cincinnati, Ohio.

TV Accounts: United States Shoe Corp. (Red Cross Shoes), Cincinnati, Ohio; Hudepohl Brewing Co. (Hudepohl Beer & Chevy Ale), Cincinnati, Ohio; Cincinnati Gas & Electric Co. (Utilities), Cincinnati, Ohio; Ohio Oil Company (Marathon Cat Gasoline, V.E.P. Motor Oil), Findlay, Ohio; Central Trust Co. (Banking Institution), Cincinnati, Ohio; Mosler Safe Company (Safes & Chests), Hamilton, Ohio; Gibson Wine Company (Golden Pheasant Wines, Champagne), Cincinnati, Ohio.

STORM ADVERTISING COMPANY
210 Hiram Sibley Bldg., Rochester, N. Y.
Phone: Baker 9140
Art Director: Vincent Marcone

216
STORM & KLEIN, INC.
50 E. 42nd St., New York 17, N. Y.
Phone: Murray Hill 7-4160
ANPA—PPA
Chairman: Charles M. Storm
President: Edward Klein
Executive Vice-Pres., Treas.: Harry Chapperton
Time Accountant: Arthur J. Klein
Art Director: Frederick Widlicka
Radio Accounts: The Tinix Company, New York City (Tints and dyes); Park & Tilford, New York City (Perfumes and Cosmetics).

DANIEL F. SULLIVAN CO.
216 Tremont Ct., Boston 16, Mass.
Phone: HAnock 6-7644
AAA—ABP—ANPA—APA—NOAB—PPA
President: Daniel F. Sullivan
Vice-Pres.: Robert N. Sullivan
Treas.: William H. Sullivan
Radio Accounts: Revere Racing Assn. (Greyhound Racing), Revere; R. S. Rohie, Inc. (U-Driver Auto Rental), Cambridge, Mass.; F. H. Snow Canning Co. (Snow's Clam Chowder, Snow's Fish Chowder, Snow's Lobster Newburgh), Pine Point, Me.; Budrell Packers, Inc. (Ministrone Soup & Corn Chowder), Everett, Mass.; DeHambro Radio Supply Co., Boston; R. H. White Corp. (Dept. Store); Studebaker Dealers, Boston.

SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.
437 Fifth Ave., New York 16, N. Y.
Phone: ORegon 9-2000
ANPA—APA—NOAB—PPA
President: Raymond F. Sullivan
Vice-Pres.: Donald D. Stauffer
Vice-Pres.: Robert T. Colwell
Vice-Pres.: S. Heagan Bayles
Vice-Pres.: Ralph Smith
Vice-Pres.: Lloyd W. Baillie
Vice-Pres.: W. Donald Roberts
Vice-Pres.: John P. Cohane
Vice-Pres. & Treas.: J. H. Newton Weatherby
V.P. & Copy Chief: Joseph Leopold
V.P. & Media Dir.: Francis Minehan
V.P. & Merch. Dir.: Daniel O'Meara
Vice-Pres.: A. K. Spencer
Vice-Pres.: William M. Spire
Vice-Pres.: Clemens F. Hathaway
V.P. & Research Dir.: Luther H. Wood
V.P. & Head Art Dir.: Robert West
Prod. Mgr.: George Andrew
Controller: M. Herbert King
V.P. & Radio-TV Dir.: Philip H. Cohen
Radio-TV Bus. Mgr.: Arthur S. Pardoll

Branch Offices
Phones: Gladstone 5048; Hillside 2119
Vice-Pres.: Jack Van Nostrand
Radio-TV Accounts: American Chicle Co. (Adams Line of Chewing Gums), Long Island City, New York; American Cigarette & Cigar Co. (Pall Mall Cigarettes), New York; American Petroleum Institute, New York; Carter Products, Inc. (Arrid Cream Deodorant, Rise Shave Cream), New York; J. H. Filbert, Inc. (Mrs. Filbert's Margarine & Mayonnaise), Baltimore, Md.; Grove Laboratories, Inc. (Antinine), St. Louis, Mo.; Lever Bros. Co. (Lifeguard Health Soap, Silver Dust), New York; McCormick & Co., Inc. (McCormick Teas, Spices, Flavoring Extracts), Baltimore, Md.; Noxema Chemical Co. (Noxema Skin Cream), Baltimore, Md.; Toronto, Ontario; Rubsam & Hornman Brewing Co. (R&B Beer & Ale), Staten Island, New York; The Simoniz Co. (Simoniz Products), Chicago, Ill.; Smith Bros. (Smith Bros. Cough Drops & Cough Syrups), Poughkeepsie, New York; Speidel Corp. (Watch Bands & Other Jewelry), Providence, R. I.; Whitehall Pharmacal Co. (BiSoDol Powder & BiSoDol Mints), New York.

J. D. TARCHER & CO., INC.
630 Fifth Ave., New York 20, N. Y.
Phone: Circle 6-2626
AAA—ABP—ANPA—APA—NOAB—PPA
Pres.: Jack Tarcher
Vice-Pres.: E. C. Ridley
Space Buyer: W. W. Kiechert
Prod. Mgr.: Jay R. Wieder
Art Dir.: Harry Prickett
Copy Chief: Otto Prochazka
Research Dir.: Leonard Tarcher
Mgr. Radio-TV: Bob Kelly

TV Accounts: Benrus Watch Co., McKesson & Robbins.

J. WALTER THOMPSON CO.
420 Lexington Ave., New York 17, N. Y.
Phone: Murray Hill 3-2000
AAA—ANPA—ABP—PPA—NOAB—ABC
President: Stanley Resor
Vice-Pres., in Charge of Radio & TV: John U. Reber
Radio-TV Time Buyers: James O. Luce, Anne Wright, Jayne Shannon
Radio-TV Talent Buyers: Virginia Spragle, H. Bart McHugh

Branch Offices
1349 North Vine St., Hollywood 28, Calif.
V.P. Manager: Cornwell Jackson
410 N. Michigan Ave., Chicago 11, Ill.
Vice-Pres. & Gen. Mgr.: Henry T. Stanton
Radio Director: Harold R. Rorke
Radio Tele Time Buyer: E. R. Fitzgerald
320 Calif. St., San Francisco, Calif.
Manager: Fred Fidler
Radio Time Buyer: Frances Austin
645 South Flower St., Los Angeles 36, Calif.
Manager................James L. Thompson
Radio Time Buyer............Jane Hubert
Radio-TV Accounts: Atlantis Sales Corp.;
P. Ballantine & Sons; Fanny Farmer Candy
Shops; Ford Dealer Advertising Groups;
Indiana Bell Telephone; Johns-Manville
Corp.; Kraft Foods Co.; Lever Brothers Co.;
Libby McNeill & Libby; Northern Trust
Co.; Pan American World Airways; Pan
American Grace Airways; Pharma-Craft
Corp.; Penick & Ford Ltd.; RCA Victor Di-
vision of RCA; Safeway Stores Inc.; Shell
Oil Company, Inc.; Standard Brands Inc.;
Swift & Co.; Ward Baking Co.; Washington
State Apple Commission; J. B. Williams Co.;
Eastman-Kodak Company; Meyenberg Milk
Products Co.; Anthracite Institute; Menho-
latum Co.; W. F. Young, Inc.; Kilmer &
Co.; Owens-Illinois Glass Co.; Puget Sound
Black Ball Ferry Line; Hollywood Sugar
Corp.; Pacific Mills; Michigan Hospital
Service (Blue Cross); Douglas Aircraft Co.,
Inc.; Champion Spark Plug Co.; Borg-War-
ner Corp. (Norge Division); Brillo Mfg.
Co.; Florida Citrus Commission; Olive Ad-
visory Board; Southwest Airways Co.; Yel-
low Cab of Los Angeles; Pond’s Extract
Company; Bowman Dairy Co.

TRACY, KENT & CO., INC.
515 Madison Ave., New York 22, N. Y.
Phone: Eldorado 5-4404

ABP—ANPA—APA—NOAB—PPA

Chairman of Board..........Wm. Irwin Tracy
Pres.........................Frank S. Kent
Vice-Pre, & Art Dir........Hugh F. Donnell
Treas & Sec................Geo. M. Pease
Asst. Treas, & Sec.........P. A. Baeker
Production Mgr.............C. R. Holmberg
Radio & TV Director........P. A. Baeker

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

TV Accounts: The Taylor-Reed Corp.
(Q-T Frosting), Glenbrook, Conn.; Diplo-
mnt Products, Inc., H. C. Brill Co., Charles
J. W. Beardsley’s Sons (Frozen Codfish),
Newark, N. J.; Chin & Lee Co., Inc. (Chi-
nese Foods), New York.

TRACY-LOCKE CO., INC.
1307 Pacific Ave., Dallas 1, Texas
Phone: PProspect 8655
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA—AFA—SNPA

President ....................Morris Hite

Exec. Vice-Pre,.. Clay W. Stephenson, Jr.
Vice-President............Glenn G. Addington, Jr.
Vice-Pre, Secy-Treas........John H. Wellenkamp
Director Radio & TV........Philip L. McHugh

Radio Accounts: Mrs. Baird’s Bakeries,
Inc. (Bread), Dallas, Houston, Ft. Worth,
Abilene; Borden Co. (Southern Division)
(Milk and Ice Cream), Burrus Mill & Elev.
Co. (Flour), Dallas (home office); Imperial
Sugar Co. (Sugar), Sugarland; Duncan Cof-
fee Co., Houston; Reserve Life (Insurance),
Dallas.

TV Accounts: Mrs. Baird’s Bakeries, Inc.
(Bread), Dallas, Houston, Ft. Worth, Abi-
lene; Haggar Company (Men’s Slacks), Dall-
as; King Candy Co. (Chocolates), Ft.
Worth; Borden Co., Southern Div.; Duncan
Coffee.

VICTOR VAN DER LINDE CO.
683 Fifth Ave., New York 22, N. Y.
Phone: Eldorado 5-5185

Partners..............Victor van der Linde,
Charlotte Rains

General Manager.........Agnes Kingley
Copy Chief...............William T. Malone

Radio Accounts: W. K. Buckley, Inc.
(Jack & Jill Cough Syrup), Buffalo, N. Y.;
Dolein Corporation (Dolein), New York,
N. Y.; Dolein Limited (Dolein), Toronto,
Ont., Canada; Kedrin Pharmaceuticals
(Pharmaceuticals), New York, N. Y.; Tasty
Toothpaste Corp. (Tasty Toothpaste), Mt.
Vernon, N. Y.; Whitehall Pharmacal Co.
(Guards Cold Tablets), New York, N. Y.

TV Accounts: Diaperwrite, Inc. (Deter-
gen), New York, N. Y.; Dolein Corporation
(Dolein), New York, N. Y.; S. W. Farber,
Inc. (Farberware Cooking Utensils), New
York, N. Y.; C. F. Mattlidge Sales Co.
(Foods), New York, N. Y.; Morgan-Jones
Inc. (Kitchen Cottons), New York, N. Y.;
Tasty Toothpaste Corp. (Tasty Toothpaste),
Mt. Vernon, N. Y.

J. FRANKLYN VIOLA
152 W. 42nd St., New York 18, N. Y.
Phone: Chickerling 4-3254

President..................J. Franklyn Viola
Secretary....................Ann T. Viola

Production ..................Gene Scognamiglio

Radio Accounts: Paramount Macaroni
Mfg. Co., Italy Laboratories, Inc., Johnson
Chemical Co., De Nobili Cigar Co., Italy
Laboratories, New York.

TV Accounts: Pastene Products Co., Pat-
terson, N. J.; Lazara Breads & Cake Co.

WILLIAM VON ZEHLE & CO., INC.
441 Lexington Ave., New York 17, N. Y.
Phone: MU 2-9010

President ..................Wm. von Zehle
Vice-Presidents...........Lawrence A. Reis,
Van Lear Woodward, Jr.
Treasurer .................. Kathleen Banks
Secretary .................. Anthony Sarnataro

Radio-TV Accounts: Roman Ravioli (Frozen Foods), Garfield, N. J.; Pinelawn Cemetery (Radio only), Pinelawn, Long Island.

WADE ADVERTISING AGENCY
20 N. Wacker Drive, Chicago 6, Ill.
Phone: STate 2-7369
ABC—ANPA
Executive Dir. .................. Albert G. Wade, Jr.
General Manager ................. Paul McCluer
Chairman Copy and Planning
Committee. .................. Lawrence W. Davidson
Copy Chief .................. Chas. W. Tennant
Research Director ................. Gordon Norbreg
Art Director .................. WM. R. Collier
Production Manager ............. Edw. A. Beane
Business Manager ............... John Mills
Radio Media Director ............. Louis J. Nelson
Space-Radio-TV Time

Buyer .................. David S. Williams
Director of Radio ................. Jack Farnell
Director of Television ............. Booth Luck

Branch Office
6223 Selma Ave., Hollywood 28, Calif.
Phone: Hillside 7457

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

Radio Accounts: Miles Laboratories, Inc. (Alka-Seltzer, One-A-Day (Brand) Vitamins, Nervine, Tabcin, Bactine), Elkhart, Ind.; Miles California Co., Los Angeles, Calif.; Murphy Products Co. (Feeds), Burlington, Wise.

TV Accounts: Miles Laboratories, Inc. (Alka-Seltzer, Tabcin, Bactine), Elkhart, Ind.; Miles California Co., Los Angeles, Calif.

HUGO WAGENSEIL & ASSOCIATES
Talbott Bldg., Dayton 2, Ohio
Phone: HEmlock 5542
AAA—AFA

President .................. Hugo Wagenseil
Secy-Treas. .................. G. Wagenseil
Art Director .................. Ed Hageman
Industrial Div. ................. T. A. Polley
Consumer Div. ................. W. L. Guisewite
Radio Director ................. F. R. Harwood
TV Director .................. Lincoln Scheurle

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

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

WALKER & DOWNING GENERAL ADVERTISING
532 Oliver Bldg., Pittsburgh 22, Pa.
Phone: GRant 1-1900
ABP—ANPA—APA—PPA

President .................. William S. Walker
Vice-Residents ................ C. P. Richardson.
F. L. Newmeyer, Jr., W. I. Maitland

Account Executives .............. C. P. Richardson.
F. L. Newmeyer, W. I. Maitland, T. B. Wallace, C. F. Hoffmann

Radio & TV Directors ............. R. B. Stevens, C. C. Urguhart

Radio Accounts: Duquesne Brewing Co. (Beer), Colonial Biscuit Co. (Crackers), Pittsburgh, Pa.; Sterling Oil Div., Quaker State Oil Refining Corp., Pittsburgh Consolidation Coal Co. (Solid Fuels), Wilkins Jewelry (Jewelry), Galen Laboratories (Skin Medications), Champion Coal Co. (Solid Fuels), Pittsburgh, Pa.


WILLIAM WARREN, JACKSON & DELANEY
45 W. 45th St., New York 19, N. Y.
Phone: JUDson 6-0350
ABP—APA—PANY

Partners .................. Harry Solow, Jr., William W. Solow, S. P. Jackson

Radio Dir. .................. Harry Solow, Jr.
TV Director .................. S. P. Jackson

Asst. to Director ................. William W. Solow
Mgr. TV Commercial ........ Conrad Mikorenda
TV Program Dir. ................. Jack Bucholtz
Copy Chief .................. Jenny Shenker


Radio Accounts: Sachs Quality Stores (Dept. Store); Flag Pet Food Corp. (Dog & Cat Food); Strauss Stores (Auto Appliances); Herbert’s Jewelry (Jewelry); Sofia
Bros. (Movers); Monarch Saphin; Manny’s Music Shop; N. Y. Musical Institute; Pierce School of Radio & TV; Federal Life & Casualty Co. (Insurance); Rikers Restaurants; Roberts Technical & Trade School; Teitelbaum & Co.; Alexander’s Dept Stores; Westchester Aquarium; Monarch Buick Co., Inc.; Ritz Thrift Shop; Bonded Auto Sales; Cardinal Ties.

**TV Accounts:** Sachs Quality Stores; Vim Stores; Strauss Stores; Marlon Candy; Spear & Co.; Westchester Aquarium; Ritz Thrift Shop; Flag Dog Food; Alexander Dept. Store; Warren Connolly; Standard Housekeeping Co.; Exercycle; North American Van Lines; Sofia Brothers Inc.; Federal Storage; Jamaica Refrigeration.

**WARWICK & LEGLER, INC.**
230 Park Ave., New York 17, N. Y.
Phone: MURray Hill 4-5900
AAAA—ABC—ABP—APAPA
NOAB—PPA

President .................. H. Paul Warwick
Vice-Presidants ............... Henry Legler
S. O. Youngheart, Lester M. Malitz, Arthur Deerson, C. E. Staudinger, Harry A. Berk,
Thomas H. Shanley, Barrett Brady
V.P. & Radio Director ........ Tevis Huhn
Radio & TV Director ....... William P. Warwick
Asst. Radio-TV Dir. ......... Robert Steen

**Branch Office**
2405 W. 8th St., Los Angeles 5, Calif.

Phone: Dunkirk 3-1141

Vice Pres. .................. C. E. Staudinger
TV & Radio Dir. ............. Cecil Underwood


**TV Accounts:** Hoffman Beverage Co. (Ginger Ale, Club Soda, Assorted Fruit Beverages), Newark, N. J.; Larus & Bro. Co. (Edgeworth Pipe Tobacco, Holiday Pipe Mixture, Edgeworth & Holiday Cigarettes), Richmond, Va.; Los Angeles Brewing Co. (Eastside Beer), Los Angeles, Calif.; Ex-Lax Company (Chocolates Laxative), Brooklyn, N. Y.

**WATTS, PAYNE—ADV., INC.**
205 S. Cheyenne Ave., Tulsa 3, Okla.
Phone: 3-8108

ABP—SNPA—AAAA—AFA

President .......................... Don Watts
Vice-President .................... Leslie S. Hanger
Secretary-Treasurer ............... Oscar E. Payne

Account Executives............ Rl C. Keefe, Benton Ferguson, Jackson Jones
Production Manager............. S. B. Snyder
Art Director.................... Harold Carlloss
Radio-TV Director .............. Don S. Mitchell

**Branch Offices**
316 Fidelity Bldg., Dallas, Tex.
Manager ........................... Burke Gilliam
Acc. Exec. (Dallas) ............. Marie Callahan
Phone: Riverside 5201


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

**LUTHER WEAVER & ASSOCIATES**
200 Globe Bldg., Saint Paul 1, Minn.
Phone: Cedar 3777
AAAA—ABP—APA

Owner .................. Luther Weaver
Account Executive ........... Donald Gardner
Executive Assistant .......... Emily Lemon

**Radio Accounts:** Fairway Foods, St. Paul; Falcon-Pilgrim Cleaners, St. Paul & Minneapolis; Empire National Bank, St. Paul; R. H. Keller & Scottie’s Dist. (Frozen Foods), St. Paul; Dox Co. (Toothpaste), Minneapolis; Myndall Cian, Inc. (Cosmetics), Minneapolis; Stewart Paint Mfg. Co., Minneapolis.

**TV Accounts:** Fairway Foods, Falcon-Pilgrim Cleaners, R. H. Keller Co. & Scottie’s Dist.

**WILLIAM H. WEINTRAUB & CO., INC.**
488 Madison Ave., New York 22, N. Y.
Phone: MURray Hill 6-3900
ANPA—NOAB—PPA

President .................. William H. Weintraub
Exec. Vice-Pres. ............... Elkin Kaufman
V.P., Treas. & Gen. Mgr. ................. J. Davenport Scheuer

**Vice-Pres. & Sec., Chg. Radio-TV Dept.**
Harry Trenner

Vice-President .................. John F. Reeder
V.P., Chg. Public Relations .... David Karr
Vice-President .................. Norman B. Norman
Art Director .................... Paul Rand
Vice-Pres. Dir. of Copy .......... Roger Purdon
Media Director .................. Lee M. Rich
Director Marketing ............. John B. Morris
Production Manager ............. William Zerweck
Research Director ............... Dr. Leon Arons

**Branch Offices**
Sheaffer Bldg., 13530 Michigan Ave.,
Dearborn, Mich.

Office Manager .................. Burton R. Durkee


WEISS & GELLER NEW YORK, INC.
400 Madison Ave., New York 17, N. Y.
Phone: Plaza 3-4070

ANPA—APA—NOAB—PPA

President..................Max A. Geller
Vice-President............Joseph H. Curtis
Copy Chief..................M. Peter Artzt
Media Dir..................Max Tendrich
Art Director..............Arthur Gordon
Production Manager........Sally Green
Time Buyer & Asst. Radio TV Dir.............Max Tendrich

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

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

WARD WHEELCO CO.
Phone: Rttenhouse 6-7500

ANPA—PPA—APA—NOAB—ABC

Ch. of Bd.................Ward Wheelock

V.P. & Dir, Radio-TV........Russ Johnston
1st Vice Pres..............Wm. R. Farrell
Secretary-Treasurer........William A. Dunn

Branch Offices
444 Madison Ave., New York 22, N. Y.

Vice-President...............R. K. Strassman
VICE-PRESIDENT.....6277 Selma, Hollywood 28, Calif.

Vice-President........Carroll Carroll

Radio Accounts: Campbell Soup Co., Adam Scheidt Brewing Co. (Valley Forge Beer, Rams Head Ale).

TV Accounts: Stephen F. Whitman & Son, Inc.; Campbell Soup Co.; Adam Scheidt Brewing Co.

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

ANPA—PPA—APA—AAA

NOAB—ABC—ABP

President..................Sigurd S. Larmon
Executive Vice-Pres........Louis N. Brockway
V.P.-Chrm. Plans Bd........Charles L. Whittier
V.P., Dir. of Media & Gen. Production
A. V. B. Geoghegan


V.P.-Merchandising Dir........Samuel Cher
V.P.-Copy Director.............H. S. Ward
V.P.-Dir. of Research........Dr. P. Langhoff
V.P.-Art Director.............Frederick German
V.P.-Dir. of International Div.

Lorimer B. Slocom

V.P.-Dir. of Pub. & Pub. Relations.Ken Dyke
V.P. in Chg. Finance............J. H. Geise
Sec. Treas..............H. H. Enders
V.P. & Dir. Radio-TV........Everard U. Meade
V.P. & Exec. Asst.............David Levy
V.P. & Dir. of Ops.............David Miller
V.P. Chg. Prod..............Nat Wolff
V.P. Chg. Commodities........George H. Gribben
Mgr. Contact Svc.

Radio-TV...........Rodney Erickson
Mgr. Radio-TV

Commercial.............Wm. J. Colihan, Jr.
Radio-TV Business Mgr........Frederick A. Zagli
Radio-TV Publicity Dir.....Harry Rauch
Mgr. Radio-Station Relations

Frank Coulter, Jr.

Branch Offices
V.P. Radio & TV............Walter Bunker
Radio-TV Pub. Dir...........Milton N. Samuel
333 N. Michigan Ave., Chicago 1, Ill.
V.P. Contact Super............Robert R. Burton
V.P.-Merchandising Dir........D. H. Schneider
Vice-President................Robert K. Edmonds
V.P. Art Director............Wm. W. Johnston
V.P.-Copy Director...........Drapers Daniels
1866 Penobscot Bldgs., Detroit 2, Mich.

Vice-Pres. Manager........Elliott E. Potter
235 Montgomery St., San Francisco 4, Calif.
V.P. in Chg............Edward A. Merrill, Jr.


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SALES MANPOWER
TWENTY experienced radio time salesmen, efficiently covering every potential prospect in the United States.

TOP RESEARCH & PROMOTION
SEVEN specialists in producing the best in research and sales promotional data.

FAST EFFICIENT SERVICE TO AGENCIES & THEIR CLIENTS
FOUR traffic experts using direct Western Union wire, TWX to all stations, and 50,000 telephone calls per year in the clearing and placing of spot schedules.

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HEADLEY-REED COMPANY
Radio and Television Station Representatives
NEW YORK - PHILADELPHIA - CHICAGO - DETROIT - ATLANTA - NEW ORLEANS - SAN FRANCISCO - HOLLYWOOD
ABC SPOT SALES
(American Broadcasting Company)
7 West 66th St., New York 23, N. Y.
Phone: TRafalgar 3-7000
V.P. Owned AM Stations—James Connolly
Manager (AM Spot Sales)—Warren Jennings
V.P. Owned TV Stations—Stocum Chapin
Manager (TV Spot Sales)—Donald L. Kearney
Branch Offices
20 N. Wacker Dr., Chicago, Ill.
Phone: AN 3-7800
Manager ..................... Edward Lynch
17 Stroh Bldg., Detroit, Mich.
Phone: WO 3-8321
Manager ..................... James G. Riddell
155 Montgomery St., San Francisco, Calif.
Phone: EX 2-6544
Manager ..................... Gayle V. Grubb
6363 Sunset Blvd., Hollywood 28, Calif.
Manager (AM) ................ Amos Baron
Prospect & Talmadge Sts., Hollywood 27, Cal.
Manager (TV) ............... Phil Hoffman
Phone: HU 2-3141
TV Stations Represented—KECA-TV, Los Angeles; KGO-TV, San Francisco, Calif.; WENR-TV, Chicago, Ill.; WXYZ-TV, Detroit, Mich.; WJZ-TV, New York, N. Y.

AIRSPOT SALES
64 East Lake St., Chicago, Ill.
Phone: F’Ranklin 2-0961
General Manager ............ Joseph Kapps

ALASKA RADIO SALES
17 East 42nd St., New York City, N. Y.
Phone: M’Ray Hill 2-0813
Network Sales Mgr .......... Charles E. Soden
Spot Sales Mgr ............... Roy V. Smith
Stations Represented—KFQD, Anchorage, Alaska; KFRB, Fairbanks, Alaska; KIBH, Seward, Alaska; KINY, Juneau, Alaska; KTKN, Ketchikan, Alaska; KIFW, Sitka, Alaska.

AMERICAN SALES AND SERVICING AGENCY
175 Fifth Ave., New York, 10, N. Y.
Phone: AL 4-7881
Owner ........................ Guy Bolam
Branch Offices
Informations & Publicite, 3 Place de Valois, Paris, France
President ...................... Louis Merlin
Radio Luxembourg Advt., Ltd., 36 Davies St., London W.1, Eng.
Manager ..................... G. Clement Cave
Stations Represented—Radio Luxembourg
“One”, “Two”.

AVERY-KNODEL INC.
608 Fifth Ave., New York 20, N. Y.
Phone: JUdson 6-5536
President ...................... Lewis H. Avery
Vice President .............. J. W. Knodel
Secretary ..................... B. P. Timothy
Treasurer .................... Arthur H. McCoy
Director ..................... David H. Sandberg
Branch Offices
75 East Wacker Dr., Chicago 1, Ill.
Phone: Andover 3-7170
Vice Pres ........................ J. W. Knodel
235 Montgomery St., San Francisco 4, Calif.
Phone: Yukon 2-3872
Director ..................... David H. Sandberg
315 W. Ninth St., Los Angeles 15, Calif.
Phones Tucker 2435
Exec. In Charge ............. Richard I. Hasbrook
41 Marietta St., N.W., Atlanta 3, Ga.
Phone: Cypress 7545
Executive-in-charge ......... Charles E. Coleman
1915 Elm St., Dallas 1, Texas
Exec. In Charge ............. Clyde B. Melville
Three's not a crowd as far as we're concerned. The station, the agency and (the guy in the middle) the station rep are inseparable when it comes to transacting national spot business. Important agencies are depending more and more upon Avery-Knodel as their source of prompt, reliable station information, while the country's top stations, aware of the value and importance of proper national representation, are choosing America's most alert reps...

**AVERY-KNODEL INCORPORATED**

NEW YORK • CHICAGO • ATLANTA • SAN FRANCISCO • LOS ANGELES • DALLAS
Radio-TV Station Representatives


TV Stations Represented — WMBR-TV, Jacksonville, Fla.; WBBF-TV, Rock Island, Ill.; WKZO-TV, Kalamaoozao, Mich.

HIL F. BEST
131 W. Lafayette St., Detroit 1, Mich.
Phone: W Ooodward 2-7298
Branch Offices
228 N. LaSalle St., Chicago 1, Ill.
Phone: S Tate 2-5096
101 Park Ave., New York 17, N. Y.
Phone: LEXington 2-3783
111 N. La Cienega St., Los Angeles 48, Cal.
Phone: CREstview 5-2022
233 Sansom St., San Francisco 4, Cal.
Phone: YUKon 6-2396

AM & FM Stations Represented—TEXAS:
KVLF, Alpine; KALT, Atlanta; KRUN, Ballinger; KTTC, Big Spring; KKNL, Brady; KSTB, Breckenridge; KKBQ, Brownsville; KEDT, Center; KCTX, Childress; KCLE, Cleburne; KSTA, Coleman; WATAW, College Station; KVMC, Colorado City; KCFH, Cuero; KXIT, Dalhart; KDNT, Denison; KDDD, Dumas; KNAF, Fredericksburg; KSIJ, Gladewater; KGRE, Henderson; KPAH, Hereford; KHHB, Hillsboro; KEVT, Kerrville; KCOA, Kilgore; KINE, Kingsville; KHIT, Lampasas; KLVT, Levelland; KORC, Mineral Wells; KVKM, Monahans; KIMP, M. Pleasant; KRIG, Odessa; KOGT, Orange; KFTV, Paris; KIUN, Pecos; KBOP, Pleasanton; KCNY, San Marcos; KWED, Seguin; KSEY, Seymour; KEVA, Shamrock; KTXA, Sherman; KSNY, Snyder; KSTV, Stephenville; KSSH, Sulphur Springs; KXXO, Sweetwater; KVOU, Uvalde; KNAL, Victoria, New Mexico; KOBE, Las Cruces; KFUN, Las Vegas; KRTN, Raton; OKLAHOMA: KKW, Altus; KWOE, Clinton; KTAT, Frederick; KGYN, Guymon; KVLH, Pauls Valley; ARIZONA: KNOG, Nogales; KTKT, Tucson; MICHIGAN: WKNK, Muskegon; WSDC, Marine City; WMTE, Manistee; WMIR, Flint; WFLR, Grand Rapids; WHAK, Rogers City; WJJW, Wyandotte; FLORIDA: WSWN, Belle Glade; WDHL, Bradenton; WGGG, Coral Gables; WCNU, Crestview; WROD, Daytona Beach; WBBR, Fort Lauderdale; WGGG, Gainesville; WJYB, Jacksonville Beach; WLBE, Leesburg; WNBH, Melbourne; WFEC, Miami; WPPF, Palatka; WPLA, Plant City; WCNH, Quincy; WTRR, Sanford; WKXY, Sarasota; WJCM, Sebring; WHBO, Sulphur Springs; WEDK, Tampa; OTHER: WPRO, Freemont, Ohio; WHLL, Wheeling, W. Va.; WUST, Washington, D. C.; KVRG, Arcadelphia, Ark.; KRLW, Walnut Ridge, Ark.; KRUL, Craig, Col.; KFTM, Fort Morgan, Col.; KUBC, Montrose, Col.; KCLQ, Leavenworth, Kan.; KSCE, Liberal, Kan.

BERTHA BANNAN
80 Boylston St., Boston 16, Mass.
Phone: HUBbard 2-4419, 2-4370
Owner ..............Bertha Bannan
Sales Assistant ........Gertrude Saxe
Manager ..............AM & FM Stations Represented—WIIAY, New Britain, Conn.; WELI, New Haven; WRDO, Augusta; WLFB, Bangor; WCIS, Portland; WAGM, Presque Isle, Me.; Maine Broadcasting System; WARA, Attleboro, Mass.; WBET, Brockton; WOCR, Cape Cod; WSAR, Fall River; WFGM, Fitchburg; WHAL, Greenfield; WHYN, Holyoke; WCCM, Lawrence; WNBH, New Bedford; WSPR, Springfield; WCRB, Waltham, Mass.; WOTW, Nashua; WIBX, Utica, N. Y.; WJAR, Providence, R. I.; WERI, Westerly, R. I.; WJOY, Burlington; WSYB, Rutland; WWSR, St. Albans; WDEV, Waterbury. Vt.

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

WALTER BIDDICK COMPANY
1151 So. Broadway, Los Angeles 15, Calif.
Phone: Richmond 6184
Manager ..............Guy Biddick
Asst. Mgr. ..............Mildred Biddick
Office Mgr. ..............Josephine Corbet
Traveling Rep. ..............Burt Zoll
AM & FM Stations Represented—KCID.
Caldwell, Idaho; KPRL, Moscow, Idaho; KSPT, Sandpoint, Idaho; KJAN, Atlantic, Iowa; WIBW, Topeka, Kan.; KCKN, Kansas City, Mo.; KREI, Farmington, Mo.; KNEM, Nevada, Mo.; KCCH, Chilliricothe, Mo.; KJJS, Columbus, Nebraska; WIBX, Utica, New York; KCFH, Cuero, Texas; KSUB, Cedar City, Utah; KMUR, Murray, Utah; KVOG, Ogden, Utah; KCSU, Provo, Utah; KCLX, Colfax, Wash.; KNNW, Wenatchee, Wash.; KAHU, Honolulu, T. H.

JOHN BLAIR & COMPANY
Chrysler Bldg., East, New York 1, N. Y.
Phone: MUrray Hill 9-6084
Chairman ..............John P. Blair
President ..............Richard D. Buckley
Vice-President ..............Robert E. Eastman
Vice-President ..............David N. Simmons
Secretary-Treasurer ..............Blake Blair
Branch Offices
520 N. Michigan Ave., Chicago 11, Ill.
Phone: SU 7-8659
Mgr. ..............Charles F. Dilcher
600 Russ Bldg., San Francisco 4, Calif.
Phone: DOuglas 2-3188
Mgr. ..............B. James Richards
REPRESENTED BY RAMBEAU is a radio station's mark of distinction throughout the entire field of radio advertising.

REPRESENTED BY RAMBEAU means honest and aggressive sales representation for a few select stations that have pride in their accomplishment and integrity in their dealings with their audience, their clients and the agencies placing business on these stations.

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WILLIAM G. RAMBEAU COMPANY, INC.
NEW YORK • CHICAGO • LOS ANGELES
MINNEAPOLIS • SAN FRANCISCO
6331 Hollywood Blvd., Los Angeles 28, Calif.
<table>
<thead>
<tr>
<th>Phone:</th>
<th>Granite 6103</th>
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<tbody>
<tr>
<td>V.P.</td>
<td>Carleton E. Coveny</td>
</tr>
<tr>
<td>Phone:</td>
<td>434 Paul Brown Bldg., St. Louis 1, Mo.</td>
</tr>
<tr>
<td>Mr.</td>
<td>Chestnut 5688</td>
</tr>
<tr>
<td>Mr.</td>
<td>J. Chris Hetherington</td>
</tr>
<tr>
<td>RIO GRANDE NAT'l Bldg., Dallas, Texas</td>
<td></td>
</tr>
<tr>
<td>Phone: Rendolph 7955</td>
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Mr. .......................... Paul Ray

Rio Grande Nat'l Bldg., Dallas, Texas
| Phone: | Rendolph 7955 |

Mr. .......................... Clarke R. Brown


BLAIR-TV, INC.
100 Park Ave., New York 17, N. Y.
<table>
<thead>
<tr>
<th>Phone:</th>
<th>Murray Hill 6-6263</th>
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<tbody>
<tr>
<td>Chairman.</td>
<td>John P. Blair</td>
</tr>
<tr>
<td>President.</td>
<td>William H. Weldon</td>
</tr>
<tr>
<td>Vice-President.</td>
<td>Lindsey H. Spight</td>
</tr>
<tr>
<td>Secretary-Treasurer</td>
<td>Blair</td>
</tr>
</tbody>
</table>

Branch Offices
520 N. Michigan Ave., Chicago 11, Ill.
<table>
<thead>
<tr>
<th>Phone:</th>
<th>4-4327</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mr.</td>
<td>John W. Davis</td>
</tr>
<tr>
<td>Mr.</td>
<td>220 W. Davis</td>
</tr>
<tr>
<td>Ms.</td>
<td>3010 Russ Bldg., San Francisco 4, Calif.</td>
</tr>
<tr>
<td>Phone:</td>
<td>Yukon 2-7068</td>
</tr>
<tr>
<td>V.P.</td>
<td>Lindsey H. Spight</td>
</tr>
<tr>
<td>Phone:</td>
<td>6331 Hollywood Blvd., Los Angeles 28, Calif.</td>
</tr>
<tr>
<td>Mr.</td>
<td>Gaanite 6103</td>
</tr>
<tr>
<td>Mr.</td>
<td>Carleton E. Coveny</td>
</tr>
<tr>
<td>Mr.</td>
<td>434 Paul Brown Bldg., St. Louis 1, Mo.</td>
</tr>
<tr>
<td>Phone:</td>
<td>Chestnut 5688</td>
</tr>
<tr>
<td>Mr.</td>
<td>J. Chris Hetherington</td>
</tr>
<tr>
<td>Mr.</td>
<td>1115 Book Bldg., Detroit 26, Mich.</td>
</tr>
<tr>
<td>Phone:</td>
<td>Woodward 5-3230</td>
</tr>
</tbody>
</table>

Mr. .......................... Paul Ray

Rio Grande Nat'l Bldg., Dallas, Texas
| Phone: | Rendolph 7955 |

Mr. .......................... Clarke R. Brown

TV Stations Represented—KTTV, Los Angeles, Calif.; WDSU-TV, New Orleans, La.; WOW-TV, Omaha, Neb.; WBNS-TV, Columbus, Ohio; KFYI, San Antonio, Tex.; XELD, Brownsville, Tex. & Matamoras, Tex.; KDYL-TV, Salt Lake City, Utah; WITV, Richmond, Va.; KING-TV, Seattle, Wash.

HASKELL BLOOMBERG
39 Kearney Square, Lowell, Mass.
<table>
<thead>
<tr>
<th>Phone:</th>
<th>8751</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Manager</td>
<td>Haskell Bloomberg</td>
</tr>
<tr>
<td>Branch Offices</td>
<td>Cragg Bldg., Lawrence, Mass.</td>
</tr>
<tr>
<td>Phone:</td>
<td>2-2118</td>
</tr>
<tr>
<td>28 Carleton St., Cambridge, Mass.</td>
<td></td>
</tr>
<tr>
<td>Phone:</td>
<td>Kirkland 7-2333</td>
</tr>
</tbody>
</table>


THE BOLLING COMPANY, INC.
480 Lexington Ave., New York 17, N. Y.
<table>
<thead>
<tr>
<th>Phone:</th>
<th>Plaza 9-3150</th>
</tr>
</thead>
<tbody>
<tr>
<td>President</td>
<td>George W. Bolling</td>
</tr>
<tr>
<td>Vice-President</td>
<td>E. Schuyler Ensell</td>
</tr>
<tr>
<td>Treasurer</td>
<td>Robert H. Bolling</td>
</tr>
<tr>
<td>Secretary</td>
<td>E. A. Paneaust, Jr.</td>
</tr>
</tbody>
</table>

Branch Offices
360 N. Michigan Ave., Chicago 1, Ill.
<table>
<thead>
<tr>
<th>Phone:</th>
<th>Dearborn 2-5227</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive-in-Charge</td>
<td>John D. Stebbins</td>
</tr>
<tr>
<td>Phone:</td>
<td>2978 Wilshire Blvd., Los Angeles 5, Calif.</td>
</tr>
<tr>
<td>Mr.</td>
<td>DU 8-1538</td>
</tr>
<tr>
<td>Mr.</td>
<td>Jess M. Laughlin</td>
</tr>
<tr>
<td>Phone:</td>
<td>5 Third St., San Francisco, Calif.</td>
</tr>
<tr>
<td>Mr.</td>
<td>GA 1-6740</td>
</tr>
</tbody>
</table>

Executive-in-Charge—George D. Close

AM & FM Stations Represented—WROW, Albany; WELL, Battle Creek; WNBX, Binghamton; WCL, Chicago; KGFO, Fargo; WANE, Fort Wayne; WPH, Harrisburg; WMAR, Milwaukee; KQAN, Scranton; WHOT, South Bend; WTHI, Terre Haute; WNEB, Worcester; WHBU, Anderson, Ind.; THIO, Dayton, O.; WISH, Indianapolis, Ind.; WIOD, Miami, Fla.; WMAV, Milwaukee, Wis.; WKDA, Nashville, Tenn.; KOWH, Omaha, Neb.

TV Stations Represented—WNBX-TV, Binghamton.

LOUIS J. BORGATTI, INC.
<table>
<thead>
<tr>
<th>Phone:</th>
<th>Hancock 6-8182</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pres. Treasurer</td>
<td>Louis J. Borgatti</td>
</tr>
<tr>
<td>V.P., Asst. Treas.</td>
<td>Joseph J. Borgatti</td>
</tr>
</tbody>
</table>
WHOB, Gardner, Mass.; WTXL, Springfield, Mass.; WARE, Ware, Mass.; WATR, Waterbury, Conn.; WNAB, Bridgeport, Conn.; WTOR, Torrington, Conn.; WHWB, Rutland, Vt.; WTWN, St. Johnsbury, Vt.; WWON, Woonsocket, R. I.; WPJB, Providence, R. I.

THE BRANHAM COMPANY
230 Park Ave., New York 17, N. Y.
Phone: Murray Hill 6-1860
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Vice President............... Joseph F. Timlin
Branch Offices
360 N. Michigan Ave., Chicago 1, Ill.
Phone: Central 6-5726
Chairman of Board.......... John Petrie
V. P. ........................ C. B. Peterson
7236 General Motors Bldg., Detroit 2, Mich.
Phone: Trinity 1-0440
Executive-in-Charge ..... Harry Anderson
First National Bank Bldg., Dallas 1, Tex.
Phone: Riverside 4384
Executive-in-Charge ........ J. S. McCauley
Rhodes Haverty Bldg., Atlanta 3, Ga.
Phone: Walnut 3023
Executive-in-Charge ........ H. L. Ralls
Arcade Bldg., St. Louis 1, Mo.
Phone: Chestnut 6192
Executive-in-Charge ........ J. E. Nicholson
703 Market St., San Francisco 3, Calif.
Phone: YUkon 2-1458
Executive-in-Charge ......... Walter Petzlaff
6367 Wilshire Blvd., Los Angeles 5, Calif.
Phone: Webster 1-1551
Executive-in-Charge ........ Norman Noyes
612 Commercial National Bank Bldg.,
Charlotte 2, N. C.
Phone: 8839
Executive-in-Charge......... B. C. Finch
1018 Sterick Bldg., Memphis 3, Tenn.
Phone: 8-2344
Executive-in-Charge........... Sidney L. Nichols
AM & FM Stations Represented—WABB,
Mobile, Ala.; KTHS, Hot Springs, Ark.;
KFMB, San Diego, Calif.; WGBA, Columbus;
WNEX, Macon, Ga.; WTPS, New Orleans, La.;
KWKH, Shreveport, La.; WTBO, Cumberland, Md.;
WRBC, Jackson, Miss.;
KOB, Albuquerque, N. M.; WCPO, Cincinnati, O.;
WDEF, Chattanooga, WTJS, Jackson,
WNOX, Knoxville, WMC, Memphis, Tenn.;
KFDA, Amarillo, KRIC, Beaumont,
KWBU, Corpus Christi, KAND, Corsicana,
KRLD, Dallas, Tex.; WCHS, Charleston,
WBLK, Clarksburg, WSAZ, Huntington,
WPAR, Parkersburg, W. Va.; KMO, Tacoma,
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Executive-in-charge — Howard C. Brown Station Represented — 3XY, Melbourne, Australia.

Bulmer & Johnson, Inc.
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19 W. 44 St., New York 18, N. Y.

HOWARD C. BROWN CO.
6059 Melrose Ave., Hollywood, Cal.

HOWARD C. BROWN CO.

Manager

Howard C. Brown

Station Represented — 3XY, Melbourne, Australia.

Bulmer & Johnson, Inc.
WCCO Bldg., Minneapolis 2, Minn.

BURN-SMITH CO., INC.
19 W. 44 St., New York 18, N. Y.

HOWARD C. BROWN CO.
6059 Melrose Ave., Hollywood, Cal.

Manager

Howard C. Brown

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BURN-SMITH CO., INC.
19 W. 44 St., New York 18, N. Y.

HOWARD C. BROWN CO.
6059 Melrose Ave., Hollywood, Cal.

Manager

Howard C. Brown

Station Represented — 3XY, Melbourne, Australia.
1313 N. Vine St., Los Angeles 28, Calif.  Phone: Hollywood 9-1212
Manager .................. Edward A. Larkin
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300 Park Ave., New York, N. Y.  Phone: Murray Hill 8-4114
Manager .................. Henry I. Christal
Branch Office
333 N. Michigan Ave., Chicago, Ill.
Manager .................. James Thompson
GEORGE W. CLARK CO.
333 N. Michigan Ave., Chicago, Ill.
Manager .................. George W. Clark
THOMAS F. CLARK COMPANY, INC.
205 E. 42nd St., New York 17, N. Y.  Phone: MU 3-4266
Pres. & Mgr. .................. Thomas F. Clark
Asst. Mgr. .................. Madeline E. Miklos
Branch Office
35 E. Wacker Drive, Chicago, Ill.
Phone: State 2-1663
Manager .................. Paul Elsberry
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205 E. 42 St., New York 17, N. Y.  Phone: ORegon 9-1575
President .................. H. J. Wandle
AM & FM Stations Represented—HJCB-IHJCD, Bogota, Col.; CMAN, Pinar del Rio, Cuba; CMGJ, COY-1, 2, Habana, Cuba; CMGF, Matanzas, Cuba; CMGN, Jovellanos, Cuba; CMHI, Santa Clara, Cuba; CMJJ, Ciego de Avila, Cuba; CMJN, Camaguey, Cuba; CMKV, Holguin, Cuba; CMKN, Santiago, Cuba; HC2AN-HC2DC, Guayaquil, Ecuador; HRQ, San Pedro Sula, Ecuador; HRQS, Tegucigalpa, Honduras; YNWW, Managua, Nicaragua; YNWW, Granada, Nicaragua; IHG, Panama, R. P.; HOA, Panama, R. P.; HWC, Colon, Panama; HOB, Panama, R. P.; HPG5, Panama, R. P.; YSO, San Salvador, El Salvador Charlotte; WSTA, Amalie, V. I.
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551 Fifth Ave., New York 17, N. Y.  Phone: Murray Hill 7-5341
Owner .................. Lionel Colton
Secy .................. Elizabeth Kirby
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Manager .................. R. Butche
Branch Offices
285 Madison Ave., New York 17, N. Y.
Manager .................. Stephanie Maytas
228 No. La Salle St., Chicago, Ill.
Manager .................. R. Olson
THE CONWELL CO.
1002 Walnut, Kansas City, Mo.  Phone: Victor 1120
Owner..............................John O. Conwell

DONALD COKE INC.
551 Fifth Ave., New York 17, N. Y.
Phone: Murray Hill 2-7270
Sales-TV Manager....................Donald Coke
Branch Offices
1323 Penobscot Bldg., Detroit 26, Mich.
Executive-in-Charge...........Charles J. Sheppard
228 N. La Salle St., Chicago 1, III.
Phone: State 2-5096

Executive-in-Charge...............Fred R. Jones
111 N. La Cienega Blvd., Los Angeles 48, Cal.
Phone: Crestview 5-2022

Executive-in-Charge..............Lee F. O'Connell
233 Sansome St., San Francisco 4, Cal.
Phone: Yukon 6-2396

Executive-in-Charge.............William A. Ayers

HARRY E. CUMMINGS
1307 Barnett Bank Bldg.,
Jacksonville 2, Fla.
Phone: 6-5767

Owner.................................Harry E. Cummings
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DORA-CLAYTON AGENCY, INC.
Phone: Alpine 1241

Operators..............Dora C. Cosse, Clayton J. Cosse

DEVNEY & CO.
535 Fifth Ave., New York 17, N. Y.
Phone: Murray Hill 7-5365

President.............................E. J. Devney

EVERETT-MCKINNEY, INC.
40 E. 49 St., New York 17, N. Y.
Phone: Plaza 9-3747

President..........................Max M. Everett
V-Pres. & Treas.....................R. H. McKinney
Secretary........................George Allan
Sales Mgr.........................Powell H. Ensign

Branch Offices
400 N. Michigan Ave., Chicago 11, Ill.
Phone: Superior 7-9052

Executive-in-Charge...............Charles Whipple
111 LaCienega Blvd., Los Angeles 48, Cal.
Phone: Crestview 5-2022

Exec-in-Charge....................Lee F. O'Connell
233 Sansome St., San Francisco 4, Cal.
Phone: Yukon 6-2396

Exec-in-Charge..................William A. Ayres
Radio-TV Station Representatives

WDOC, Cleveland; WNXT, Portsmouth, O.; WLEC, Sandusky, O.; KFLW, Klamath Falls; KORE, Eugene; KSLM, Salem, Ore.; WPAM, Pottsville; WRAK, Williamsport, Pa.; KCOR, San Antonio, KWTX, Waco, Tex.; WHBY, Appleton, WLIP, Kenosha, Wis.

FORGE & COMPANY, INC.
29 W. 57th St., New York 19, N. Y.
Phone: Plaza 5-8501
President ..................Joseph Bloom
Gen. Mgr. ..................Joseph Ruggiero
Sales Mgr. ..................Bernard Howard
Acct. Executive ..........Helen Wood
Branch Offices
435 N. Michigan Ave., Chicago 11, Ill.
Phone: Delaware 7-1874
Manager ..................William Wyatt
1127 Wilshire Blvd., Los Angeles, Calif.
Phone: Madison 6-8329
Manager ..................Lawrence Krasner
591 Market St., San Francisco 5, Calif.
Phone: Sutter 1-7569
Manager ..................Zonabelle Samson
405 Mortgage Guarantee Bldg., Atlanta, Ga.
Phone: Alpine 1241
Co-Manager ..............Clayton Cossé
Co-Manager ..............Mrs. Dora Cossé

FORT INDUSTRIES CO.
199 Pierce St., Birmingham, Mich.
Phone: Midwest 4-7700
President ..................George V. Storer
Exec. Vice-President .....Lee V. Wailes
Branch Offices
488 Madison Ave., New York 22, N. Y.
Phone: Eldorado 5-2455
V.P.-Nat'l. Sales Dir. ....Tom Harker
Sales Prom. & Advt. Mgr. .Art Schofield
230 N. Michigan Ave., Chicago, Ill.
Phone: Franklin 2-6498
Manager ..................Robert C. Wood
136 Huron St., Toledo 4, Ohio
Secy-Treas. ..............J. Harold Ryan


FREE & PETERS, INC.
444 Madison Ave., New York 22, N. Y.
Phone: Plaza 9-6022
President ..................H. Preston Peters
Exec. V.P. ..................Russell Woodward
Vice-Prez. .................Lloyd Griffin
Vice-Prez. .................Jones Scoven

TV Department
Sales Manager ............I. E. Showmer
Eastern Sales Manager ...John W. Brooke
Robert E. Bailey, Richard F. Kieling,
Robert J. McNamara, Elliott W. Reed.

Branch Offices
230 N. Michigan Ave, Chicago 1, Ill.
Phone: Franklin 2-6373
Vice-Prez. ...............John A. Cory

Radio Department
Arthur W. Bagge, John E. Erickson, Jr.,
Raymond M. Neihengen, Dean Milburn.

TV Department
George F. Stanton, Robert H. Anderson,
William J. Tynan, William B. Wiemers, Jr.
322 Palmer Building, Atlanta 3, Ga.
Phone: Main 5667

Mgr. ....................James M. Wade
3463 Penobscot Bldg., Detroit 26, Mich.
Phone: Woodward 1-4255

Mgr. ....................W. W. Bryan
406 W. 7th St., Fort Worth 2, Texas
Phone: Fortune 3349

Mgr. ....................Joseph W. Evans
Phone: 9-2151

Mgr. ....................Hal W. Hoag
Ch. of Board ..............James L. Free
58 Sutter St., San Francisco 4, Calif.
Phone: Sutter 1,4535

Mgr. ....................A. Leo Bowman


TV Stations Represented—WOC-TV, Davenport, Iowa; WBAP-TV, Ft. Worth-Dallas, WAVF-TV, Louisville, Texas; WTVJ, Miami, Florida; WTCN-TV, Minneapolis, Minn.; WPIX, New York, N. Y.; KSD-TV, St. Louis, Mo.; KRON-TV, San Francisco, Calif.

W. S. GRANT CO., INC.
703 Market St., San Francisco, Calif.
Phone: EXbrook 2-6685
General Manager ..............W. S. Grant
Radio-TV Station Representatives

Branch Offices
1127 Sunset Blvd., Los Angeles, Calif.
Phone: Madison 9-2653
Manager..........................Larry Krasner
33 W. 42nd St., New York, N. Y.
Phone: BLyant 9-1374
612 N. Michigan Ave., Chicago, Ill.
Phone: SSuperior 7-8177


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1341 N. Cahuenga Blvd., Hollywood 28, Calif.
Phone: Hillside 3912
Executive-in-charge ..........Irene Griffith

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45 Rockefeller Plaza, New York 20, N. Y.
Phone: Circle 7-6024
Vice-President...............A. M. Martinez
Stations Represented—Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Peru, Puerto Rico, El Salvador, Uruguay and Venezuela.

TV Station Represented—CMQ-TV Network, Habana, Matanzas, Camaguey, Santa Clara, Santiago, Cuba.

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405 Lexington Avenue, New York 17, N. Y.
Phone: Murray Hill 9-2606
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Exec. Vice-President......Dwight S. Reed
Vice-President & Sec.....Frank E. Pellegrin
Vice-President........Carlin S. French
Vice-President........Paul R. Weeks
Branch Offices
35 East Wacker Drive, Chicago 1, Ill.
Phone: Randolph 6-0113
Vice-President...............Dwight S. Reed

110 Sutter Street, San Francisco, Calif.
Phone: Exbrook 2-3407
General Manager............James Alsbaugh

Equitable Bldg., Hollywood, Calif.
Phone: Granite 4-1900

V.P.-Gen. Mgr................Harold Lindley


TV Station Represented—WJIM-TV, Lansing, Mich.; WNAC-TV, Boston, Mass.

GILL-KEEFE & PERNA, INC.
645 Madison Ave., New York 21, N. Y.
Phone: TEMpleton 8-4740
Pres., Treas......................Helen Gill
Secretary......................John J. Perna, Jr.
Branch Office
75 E. Wacker Drive, Chicago, Ill.
Phone: CEntral 6-2420
V.P. in Charge...............Howard M. Keefe

HARRINGTON, RIGHTER & PARSONS, INC.
347 Madison Ave., New York 17, N. Y.
Phone: LE 2-1741
TV Department
President......................John E. Harrington, Jr.
Vice President...............Volney Righter
Vice President...............James O. Parson, Jr.
Exec. Executive...............John F. Dickinson
Exec. Executive...............Burton Adams
Exec. Executive...............Maurice Rashburn, Jr.

Branch Office
Tribune Tower, Chicago, Ill.
Phone: Whitehall 4-9074
Executive-in-charge—Carroll R. Layman

TV Stations Represented—WLTV, Atlanta, Ga.; WAAM, Baltimore, Md.; WDAF-TV, Kansas City, Mo.; WBEN-TV, Buffalo, N. Y.; WFMX-TV, Greensboro, N. C.; WTMJ-TV, Milwaukee, Wis.; WTTG, Washington, D. C.

HEADLEY-REED COMPANY
420 Lexington Ave., New York 17, N. Y.
Phone: Murray Hill 3-5467
President......................Frank W. Miller, Sr.
Vice-President Chg. TV........William B. Faber
Vice-President Chg. AM........Sterling Beeson
Vice-President...............John W. Wrath
Secy. Treas....................Frank W. Miller, Jr.

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Executive-in-charge........John W. Wrath
Executive-in-charge...............Harold V. Barrett

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Executive-in-charge..........Eli W. Sweatman
300 Montgomery St., San Francisco 4, Cal.
Executive-in-charge.....Ralph W. Mitchell
Taft Bldg., Hollywood, Cal.
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WHBS, Huntsville, WALA, Mobile,
WSFA, Montgomery, Ala.; KJBS, San Francisco,
Calif.; WELI, New Haven, Conn.;
WRDW, Augusta, WDAK, Columbus, Ga.;
WEEK, Peoria, Ill.; WGL, Ft. Wayne, Ind.;
WITH, Baltimore, Md.; WSAF, Fall River,
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Saginaw, Mich.; WTKO, Meridian, Miss.;
KFEQ, St. Joseph, Mo.; WHLD, Niagara
Falls, WSYR, Syracuse, WTRY, Troy, WFAS,
White Plains, N. Y.: WSJS, Win-Salem-Norton,
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Dayton, WFMJ, Youngstown, O.; WSAN,
Allentown, WICU. (Television), Erie,
WLWN, Lancaster, WEEU, Reading, Pa.;
WAPO, Chattanooga, Tenn.; WKMH, Dearborn-
Detroit, Mich.; WHK, Cleveland, O.;
KWWL, Waterloo, Iowa; WORC, Worcester,
Mass.; WHFM, Providence, R. I.; WBMF,
Macon, Ga.; WKOJ, Madison, Wis.; WEMP,
Milwaukee, Wis.; WOTD, Toledo, O.;
KOTA, Rapid City, S. Dak.; WAPO, Chat-
tanooga, Tenn.

TV Stations Represented — WSYR-TV, Syracuse,
N. Y.; WICU, Erie; WTVN, Columbus,
Ohio.

GEORGE P. HOLLINGERBRY CO.
307 N. Michigan Ave., Chicago 10, Ill.
Phone: Andover 5-2636
President............George P. Hollinger
Branch Offices
500 Fifth Ave., New York 17, N. Y.
Phone: BRYant 9-3960

Executive-in-charge......F. E. Spencer, Jr.
411 W. 5th St., Los Angeles 13, Calif.

Phone: Madison 6-5633

Executive-in-charge.......Harry H. Wise, Jr.
400 Montgomery St. San Francisco 4, Calif.

Phone: Douglas 2-7192

Executive-in-charge........Knox LaRue
233 Peachtree St., Atlanta 3, Ga.

Phone: Cypress 1489

Executive-in-charge........Richard N. Hunter
AM & FM Stations Represented—WADC,
Akron, Ohio; WAEB, Allentown, Pa.;
WATL, Atlanta, Ga.; WJBF, Augusta, Ga.;
WJBO, Baton Rouge, La.; WBCM, Bay City,
Mich.; KOOK, Billings, Mont.; WINR, Bing-
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Chicago, Ill.; WRBL, Columbus, Ga.;
WBTM, Danville, Va.; WWJ, Detroit, Mich.;
WJBC, Duluth, Minn.; WEAU, Eau Claire,
Wis.; KTSM, El Paso, Texas; WBIG, Greens-
boro, N. C.; KPOA, Honolulu, Hawaii;
WJDX, Jackson, Miss.; KGHI, Little Rock,
Ark.; WLVA, Lynchburg, Va.; WISC, Madi-
son, Wis.; WQUA, Moline, Ill.; WSIX, Nash-
ville, Tenn.; WVEZ, New Orleans, La.;
Kool, Phoenix, Ariz.; WJAS, Pittsburgh,
KOLO, Reno, Nev.; WHAM, Rochester,
N. Y.; KUTA, Salt Lake City, Utah; KITO,
San Bernardino, KYA, San Francisco, KIST,
Santa Barbara, Calif.; WARM, Scranton, Pa.;
KVI, Seattle, Wash.; KSCI, Sioux City, Ia.;
WORD, Spartanburg, S. C.; KNEW, Spokane,
Wash.; WSPR, Springfield, Mass.;
KGBX, Springfield, Mo.; KCNA, Tucson,
Ariz.

TV Stations Represented—WGN-TV, Chi-
icago, Ill.; WHIO-TV, Dayton, Ohio; WWJ-
TV, Detroit, Mich.; WHAM-TV, Rochester,
N. Y.

HAL HOLMAN COMPANY
360 N. Michigan Ave., Chicago 1, Ill.
Phone: F Franklin 2-0016
Owner .......................Hal Holman
Branch Offices
60 E. 42nd St., New York 7, N. Y.
Phone: Murray Hill 2-4813
6381 Hollywood Blvd., Los Angeles 28, Calif.
Phone: Hywd 5408
Manager .................Tracy Moore
79 Post St., San Francisco 4, Calif.
Phone: Exbrk 8033
Manager .................Tracy Moore
AM & FM Stations Represented—WTCM,
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penna, WMIB, Petoskey, WATC, Gaylord,
WABJ, Adrian, WHFB, Benton Harbor,
*WIBM, Jackson, WMUS, Muskegon,
WKXN, Saginaw, Mich.; WIBV, Belleville,
WCZ, Carthage, WHOW, Clinton, WLBM,
Mattoon, WLDS, Jacksonville, WJOL, Joliet,
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WKAM, Warsaw, WWCA, Gary, Ind.;
WBEV, Beaver Dam, KFIZ, Fond du Lac,
WMAM, Marinette, WSP, Stevens Point,
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Phone: Cypress 4081
Exec-in-Charge......George Swearingen, Jr.
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Phone: Yukon 6-1899
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Executive-in-Charges............Henry Green


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Federal Communications Commission

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Alexander Ueland, Chief

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New York, Room 604, 90 Church St.—Jack E. Bradley, Chief

St. Louis, Room 334, 815 Olive St.—Clarence J. Henry, Acting Chief

San Francisco, Room 124, 180 New Montgomery St.—Paul Summershays, Chief
Federal Communications Commission

Regional Managers

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506 Federal Bldg., 441 Washington Street,
New York 14, N. Y.

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South Atlantic Region
411 Federal Annex, Atlanta 3, Georgia

JOE H. MCKINNEY
Gulf States Region
323 U. S. Appraisers Bldg., 7300 Wingate St.
Houston 11, Texas

KENNETH G. CLARK
South Pacific Region
332-A Customhouse
San Francisco 26, Calif.

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1600 Customhouse
Boston 9, Massachusetts

2. ARTHUR BATELLER
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3. ROGER A. PHELPS
1005 U. S. Customhouse
Philadelphia 6, Pennsylvania

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Baltimore 2, Maryland

5. EDWARD BENNETT
Room 402, New P. O. Building
Norfolk 10, Virginia

Sub-Office
Room 106, U. S. P. O. Building
Newport News, Virginia

5. W. D. JOHNSON
411 Federal Annex
Atlanta 3, Georgia

Sub-Office
214 P. O. Building
Savannah, Georgia

7. ARTHUR FISH
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400 Audubon Building
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324 U. S. Appraisers Building
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Sub-Office
ERIC D. COBURN
329 P. O. Building
Beaumont, Texas

10. JOHN H. HOMSY
500 Federal Annex Building
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539 U. S. P. O. and Court House Building
Los Angeles 12, California

12. WAYNE E. HALL
15-C U. S. Customhouse & Courthouse
San Diego 1, California

13. JAMES HOMSY
Room 326, U. S. P. O. and Courthouse Bldg.
San Pedro, California

14. HERBERT H. ARLOWE
801 Federal Office Building
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15. WILLIAM E. CLYNE
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16. DONALD A. MURRAY
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17. HAROLD T. GALLAHER
3200 Fidelity Building
Kansas City, Missouri

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1300 U. S. Court House
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20. PAUL A. HOLLOWAY
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21. PAUL R. FENNER
609 Stangenwald Building
Honolulu 1, T. H.

22. ARTHUR T. CLINE, JR.
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23. HAROLD D. DEVOE
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Room 55, U. S. P. O. and Court House
Anchorage, Alaska

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

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


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

Selecting a Frequency

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

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

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

A FM applicant must specify a frequency available to the area intended to be served. The Commission has tentatively allocated geographic blocks of frequencies to accommodate Class A stations (community) and Class B. Stations (metropolitan and rural). Except in the larger cities, the demand for FM stations has not yet exceeded the supply of available frequencies.

Applying for a Construction Permit

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

Application Processing

Applications are reviewed in their engineering, legal and financial aspects by the Broadcast Bureau, which makes recommendations to the Commission.

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

Hearings

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

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

The hearing notice generally allows the applicant a period of 30 days or more in which to prepare. Even after being designated for hearing, an applicant may find it possible to satisfy the issues by amending his application, especially if there are engineering considerations.

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

Within 20 days after the close of the hearing, each party and the Chief of the Broadcast Bureau of the Commission has the privilege of filing proposed findings of fact and conclusions in support of his contentions. After review of evidence and statements, the hearing examiner issues an initial decision.

In the event he wishes to contest the initial decision, the applicant or any other interested party then has 20 days from the date on which the initial decision was announced to file exceptions and to request oral argument before the Commission. Oral argument is granted on request. After oral argument the Commission may adopt, modify or reverse the hearing examiner's initial decision. Within 20 days thereafter, any party involved may petition for a rehearing. Such a petition may be filed whether or not the decision is based upon a hearing but does not stay the proceedings unless ordered by the Commission.

If no exceptions are filed, and the Commission does not initiate a review of the hearing examiner's initial decision, the latter becomes effective 40 days after the issuance of the initial decision, unless otherwise ordered by the Commission.

Construction Permit

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

License

The final step is to apply (on Form 302) for the actual license. The applicant must show compliance with all terms, conditions, and obligations set forth in the original application and the construction permit. After applying for a license and receiving authority from the Commission, the holder of a construction permit can conduct tests. A station license is then issued if no new cause or circumstance has come to the attention of the Commission that would make operation of the station contrary to the public interest.

Standard and FM stations are licensed for the statutory limit of three years; television stations for one year.
Headquarters: 1771 N Street, N.W.,
Washington 6, D. C.
Phone: Decatur 9300

Officers
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Dir., Station Relations
Vincent Wasilewski
Attorney

RADIO BOARD OF DIRECTORS 1951-1952

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.

<table>
<thead>
<tr>
<th>Director</th>
<th>District</th>
<th>States Comprising District</th>
</tr>
</thead>
<tbody>
<tr>
<td>(To be elected)</td>
<td></td>
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</tr>
<tr>
<td>E. R. Vadeboncoeur</td>
<td>1</td>
<td>Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont.</td>
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<tr>
<td>WSYR, Syracuse, N. Y.</td>
<td>2</td>
<td>New York and New Jersey.</td>
</tr>
<tr>
<td>Leonard Kapner</td>
<td>3</td>
<td>Delaware, Pennsylvania, West Virginia and Maryland, excluding the counties of Prince Georges and Montgomery.</td>
</tr>
<tr>
<td>WCAE, Pittsburgh, Pa.</td>
<td>4</td>
<td>District of Columbia, North Carolina, South Carolina, Virginia and Maryland, including the counties of Prince Georges and Montgomery.</td>
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<tr>
<td>Harold Essex</td>
<td>5</td>
<td>Alabama, Florida, Georgia, Puerto Rico and Virgin Islands.</td>
</tr>
<tr>
<td>WSJS, Winston-Salem, N. C.</td>
<td>6</td>
<td>Arkansas, Louisiana, Mississippi and Tennessee.</td>
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<tr>
<td>Thad Holt</td>
<td>7</td>
<td>Kentucky and Ohio.</td>
</tr>
<tr>
<td>WAPI, Birmingham, Ala.</td>
<td>8</td>
<td>Indiana and Michigan.</td>
</tr>
<tr>
<td>Henry B. Clay</td>
<td>9</td>
<td>Illinois and Wisconsin.</td>
</tr>
<tr>
<td>KWKH, Shreveport, La.</td>
<td>10</td>
<td>Iowa, Missouri and Nebraska.</td>
</tr>
<tr>
<td>Robert T. Mason</td>
<td>11</td>
<td>Minnesota, North Dakota and South Dakota, excluding the counties of Fall River, Shannon, Bennett, Todd, Mellette, Washakabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson.</td>
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<tr>
<td>WMRN, Marion, Ohio</td>
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<td>Stanley R. Pratt</td>
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<td>Merrill Lindsay</td>
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<td>WSOY, Decatur, Ill.</td>
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<td>E. K. Hartenbower</td>
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<td>KCMO, Kansas City, Mo.</td>
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<tr>
<td>H. W. Linder</td>
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<tr>
<td>KWLM, Willmar, Minn.</td>
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</tr>
<tr>
<td>Director</td>
<td>District</td>
<td>States Comprising District</td>
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</tr>
<tr>
<td>Jack Todd</td>
<td>12</td>
<td>Kansas and Oklahoma.</td>
</tr>
<tr>
<td>KAKE, Wichita, Kan.</td>
<td></td>
<td>Texas.</td>
</tr>
<tr>
<td>KWFT, Wichita Falls, Tex.</td>
<td>14</td>
<td>KFBC, Cheyenne, Wyo.</td>
</tr>
<tr>
<td>Glenn Shaw</td>
<td>15</td>
<td>KLX, Oakland, Calif.</td>
</tr>
<tr>
<td>KLX, Oakland, Calif.</td>
<td></td>
<td>Albert D. Johnson, 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.</td>
</tr>
<tr>
<td>Albert D. Johnson</td>
<td>16</td>
<td>KOY, Phoenix, Ariz.</td>
</tr>
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<td></td>
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<td>KGW, Portland, Ore.</td>
</tr>
</tbody>
</table>

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- WSM, Nashville, Tenn.

**Medium Stations**
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- WGAC, Augusta, Ga.
- Hugh B. Terry
- KLZ, Denver, Colo.

**Small Stations**
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- WTWA, Thomson, Ga.
- Lee W. Jacobs
- KBKR, Baker, Ore.

**FM Stations**
- Ben Strouse
- WWDC-FM, Washington, D. C.
- Michael R. Hanna
- WHCU-FM, Ithica, N. Y.

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- CBS, New York, N. Y.
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- DuMont, New York, N. Y.

Walter J. Damm
- WTMJ-TV, Milwaukee, Wis.
- E. K. Jett
- WMAR-TV, Baltimore, Md.
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Bessemer Advertiser: Bill Miller
Birmingham News: Lilly Mae Caldwell
Birmingham Post-Herald: Claude Keithly
Chilton County (Clanton) News: Ben Tucker
(Clanton) Union Banner: Gene Wyatt
Gadsden Times: Frances Underwood
Hamilton (W. B. Smith)
( Hamilton) Marion County News: Frank McKenzie
Mobile Press: Mike McEvoy
Mobile Register: Vivian Cannon
Montgomery Advertiser: Fields Varner

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Graham County (Safford) Guardian: Earl Hunt
(Phoenix) Arizona Republic: Ralph Mahoney
Phoenix Gazette: Bobbie Johnston
Tucson Daily Citizen: Norman Harrington
Tucson Daily Star: Dorothy Kelii
(Tucson) Tucson End Reporter: Fred Finney
Yuma Daily Sun: Karl Allen

**ARKANSAS**
(Little Rock) Arkansas Democrat: Bill Meekin
(Little Rock) Arkansas Gazette: Melvin McGaughy
(Fort Smith) Southwest American: C. C. Brown
Fort Smith Times Record: Bill Barksdale
Pine Bluff Commercial: Gordon N. Freeman
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(El Centro) Imperial Valley Post-Press: Ray Barnes
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( Los Angeles) Daily News: Paul Price
Los Angeles Examiner: Jack Lait
(Los Angeles) Herald-Express: Owen Callin
The ( Los Angeles) Mirror: Hal Humphrey
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Napa Register: Jay Irving
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(Ukiah) Redwood Journal: H. M. Ivey

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Greeley Booster: Loren Walling
Greeley Journal: June Edgerton
Lamar Daily News: Nate Nelsen
(Pueblo) Star Journal: Ralph Tabor

**CONNECTICUT**
Bridgeport Post-Telegram: Fred Russell
Bridgeport Sunday Herald: Leo Miller
Danbury News Times: Frank Stevens
Hartford Courant: Viego Anderson
Hartford Courant: M. Oakley Stafford
The Hartford Times: Anne Norman
Meriden Journal: Mary Malone
Meriden Record: William Gardner
New Haven Register: Colby Breason
Naugatuck Daily News: Joseph Donahue
New Haven Journal-Courier: A. J. Sloane
Torrington Register: Walter G. Gisselbrecht
Waterbury American: E. Christy Erk

**DISTRICT OF COLUMBIA**
Washington Daily News: Milton Pike
Washington Evening Star: Harry MacArthur
Washington Post: Sonia Stein
Washington Times-Herald: Bernie Harrison

**FLORIDA**
Clearwater Sun: Reinhoud Rogers
Ft. Lauderdale Daily News: Orville Reveille
Gainesville Sun: Jim Camp
Jacksonville Journal: Bob Dow, Jr.
Miami Daily News: Louise Leyden
Miami Herald: Marion Atchison
(Miami Beach) Florida Sun: Diana Burkett
(Alcala) Marion Sun: Clyde Hooker
Ocala Star-Beacon: K. N. Dosh
Orlando Daily Newspapers: Ed Ray
Orlando Morning Sentinel: C. L. Starnes
Orlando Post: Bill Albright
Orlando Star: Eddie Green
(Pensacola) City Bay County Citizen: Ted Bryan
(Pensacola) News Herald: Ted Bryan
Pensacola Excelsia Press: Bill Helie
Pensacola News-Journal: Harold Stoker
St. Petersburg Evening Independent: Howard Hartley
St. Petersburg Times: Jack Faulkner
The Sarasota Breeze: Bill Coe
Sarasota Herald Tribune: John Bloomer
Tampa Morning Tribune: Phil Barney

**GEORGIA**
Atlanta Constitution: Paul Jones
Atlanta Journal: Sam Lueck
Columbus Ledger: L. B. Patterson
Columbus Sunday Ledger-Enquirer: Mike Milner
Dalton News-Citizen: Mark Page
(Decatur) DeKalb New Era: Dick Hatch
Gainesville News: Gordon Sawyer
Hogansville Herald: Don Downus
La Grange News: Jim Wood
Rome News Tribune: Edward L. Berul
Savannah Evening Press: John Suttle
Savannah Morning News: Frank Rossiter
The Savannah Record: Robert W. Graves
Waycross Journal-Herald: Dorothy Smith

**IDAHO**
(Boise) Idaho Evening Stateman: George Redmond
(Kellogg) Shoshone Tribune: Walter Larson
(Pocatello) Idaho State Journal: Bob Paulos

**ILLINOIS**
Aurora Beacon-News: C. W. Hoefler
(Bellwood) Sentinel: Paul Coffman
(Bloomington) Pantagraph: Lawrence Schroyer
Carbondale Daily Ledger: Jimmy Murphy
Chicago Daily News: Jack Mabley
Chicago Herald-American: Janet Kern
Chicago Sun-Times: Bill Irvin
Chicago Tribune: Aton Remenih
Chicago Tribune: Larry Wolters
(Decatur) Herald and Review: R. C. Schamb
(Diamond) Wayne County Recorder: Howard M. Ready
Flora Daily News: Bill Nane
On behalf of the staff, and our Sponsors, the makers of Old Gold Cigarettes, we of The Original Amateur Hour extend greetings to Radio-Television Daily-Year Book.

Ted Mack

5TH YEAR ON TV — 18TH YEAR ON RADIO
Now, more than ever—the most efficient, the most economical way to reach \( \frac{1}{10} \)th of America!

WLW has a four-week audience of 2,702,000 homes in its area—186,500 more than in 1946, a pre-TV year.

The WLW Merchandise-Able Area covers 330 counties, has a population of 13,702,000—3,904,000 radio families—with a buying income of well over $16 billion annually.

Audience Data, NRI Feb.-March 1951

FOR 30 YEARS . . . THE NATION'S STATION —
STUMPING days for presidential candidates are numbered. Radio and television are seeing to that.

Today there are over 105 million radio sets in the United States—a ratio of one set for every voting citizen. And television sets installed throughout the nation total almost 16 million with an estimated 18 1/2 million sets expected to be in use by November 1, of this year.

Radio is now able to reach 95.6 per cent of the total families in the nation, and TV, although presently concentrated in 65 large metropolitan areas of the nation, reaches the greater proportion of regular voters who live in or near to these major retail areas. Therefore, it is evident that that combined facilities of radio and television reach the majority of the nation's eligible voters, who by July, 1952 will number almost 99 million persons.

The impact of radio and television will have considerable bearing on the results of voting in this election year. By the time Americans go to the polls on November 4 to elect the 34th President of the United States, they will know more about their presidential candidates, the issues at hand and will have seen and heard more about these candidates than in any previous election year in the history of our nation. Radio and television will be the reason.

This is in marked contrast to past election years when only comparatively small segments of the nation's people could see a candidate in person as he stumped the country on a so-called whistle-stop campaign.

The electronic age of radio and television has changed all of that. Radio brought the voices of the candidates to all homes and television makes the candidates an in-person guest in the home.

The inestimable force of these media remains to be calculated after November 4, 1952. But no single candidate or political party can deny that radio and television will play a vital role in the election of our 34th President.

It is a tribute to our democratic principles that in this election year, a number of great American manufactures will assist the radio and television networks in presenting the most comprehensive coverage of the Republican and Democratic national convention and Election Day returns that have ever been undertaken, by sponsoring this complete reporting as a public service. The Admiral Corporation will present ABC's radio and television coverage of the important national conventions of the Republican and Democratic parties as well as the Election Returns.

ABC radio and television will cover the Republican convention in Chicago from July 7 through July 11 and the Democratic convention from July 21 through July 25 as well as the Election Day results on November 4.

A minimum of 20 to 25 hours each of broadcasting and telecasting time will be devoted to each convention. On hand to cover these proceedings will be the largest assemblage of ABC newscasters and commentators ever gathered for any single special events coverage as well as over 200 persons to man technical equipment and handle the multitude of other duties necessary in such an undertaking.

While this represents just the planning and organization of the ABC Radio and Television Networks, I think that when you add to this the plans and personnel of the other networks which also will cover these events, it can safely be said that no other communications media will provide such complete coverage of what certainly will be the most important news stories of 1952.

Looking beyond the present horizon, which radio and television constantly strives to do, by the time our next election rolls around—in 1956—it is expected the United States will have at least 1,000 more television stations than the present 109. The additional technical advances which will be made by then plus the millions of additional television sets that will be installed in American homes, will make personal appearance electioneering virtually a thing of the past and in one appearance before a television camera, a candidate will have faced nearly the entire voting public.

Radio and television will have stamped out stumping.
NETWORK FACILITIES
AS OF FEBRUARY 1, 1952

* KSDN - Aberdeen, South Dakota - April 1, 1953
AMERICAN BROADCASTING COMPANY
BOARD OF DIRECTORS
Edward J. Noble, Chairman
Robert H. Hinckley
Robert E. Kintner
Owen D. Young
C. Nicholas Priaulx
Franklin S. Wood

OFFICERS
Edward J. Noble .................. Chairman of the Board
Robert E. Kintner .................. President
Earl E. Anderson .................. Vice-President
Charles Ayres .................. Vice-President
Slocum Chapin .................. Vice-President
James Connolly .................. Vice-President
Robert H. Hinckley .................. Vice-President
Ernest Lee Jahncke, Jr ............ Vice-President
John B. Lanigan .................. Vice-President
Frank Marx .................. Vice-President
Harold L. Morgan, Jr ............ Vice-President

Edward J. Noble .................. Attorney
Robert H. Hinckley ............ Assistant Manager
Robert E. Kintner .................. Purchasing Manager
Owen D. Young .................. Controller
C. Nicholas Priaulx ............ Vice-President
Franklin S. Wood .................. Vice-President

RADIO
Ernest Lee Jahncke, Jr., Vice-President for the ABC Radio Network

Engineering
Frank Marx .................. Vice-Pres. in Charge
Clure Owen .................. Administrative Assistant
John Preston .................. Chief Allocations Engr.
William Trewarthen  ... Dir., Technical Operations

Special Services
C. Nicholas Priaulx ............ Vice-Pres. & Treasurer
Alfred Beckman ............ Dir., Operations for Sales & Station Traffic
Stewart Barthlemess ............ Mgr., Station Clearance—Radio
Thomas F. Foy ............ Purchasing Agent
Aaron Rubin .................. Assistant Treasurer
Lawrence Ruddell ............ Recording Director
Joseph J. Spagnola ......... Office & Studio Services Director
Alice Stamatis ............ Mgr., Order Processing
Walter C. Tepper ............ Controller
Drew Van Dam ............ Director, Personnel
Reginald Willcocks ...... Traffic Manager

James A. Stabile ............ Attorney

News and Special Events
Thomas Velotta ............ Vice-Pres. in Charge
Donald G. Coe ............ Dir., News & Special Events—Radio

Program
Leonard Reeg .................. Vice-Pres. in Charge of Music
Paul Whiteman ............ Eastern Program Director
Raymond Diaz ............ Program Director of WJZ

Helen Hedeman ............ Supervisor, Casting
Anne Kelly ............ Announcing Office Manager

Public Relations
John W. Pacey ............ Director, Public Affairs
Mary Ahern ............ Exec. Producer, Public Affairs Department

Ruth Crawford ............ Librarian
Mitchell DeGroot ............ Mgr., Advertising & Promotion
Arthur B. Donegan ............ Manager, Publicity

Ellen Haegerty ............ Supr., Audience Information
Grace Johnsen ............ Dir., Continuity Acceptance

Ernest E. Stern ............ Trade News Editor
Detroit is not only the world’s greatest automotive center, it is also one of the nation’s most important radio production centers. And the center of Detroit’s radio production is . . . .

**Trendle-Campbell Enterprises, Inc.**

Because Trendle-Campbell originates four live programs on two national networks. These are the nationally famous *LONE RANGER*, Monday-Wednesday-Friday weekly, 7:30 to 8:00 p.m., E.S.T., on ABC. Also, the *LONE RANGER* on television every Thursday from 7:30 to 8:00 p.m., E.S.T., on ABC network.

*SERGEANT PRESTON of the YUKON* 5:00 to 5:30 p.m., E.S.T., Tuesdays and Thursdays on Mutual Network.

*THE GREEN HORNET* Wednesdays and Fridays, 5:00 to 5:30 p.m., E.S.T., on the Mutual Network

**Trendle-Campbell Enterprises, Inc.**

1800 Stroh Building

Detroit 26, Michigan
IT SEEMS to me that radio faces three basic problems today:

1. The public is reallocate its leisure time, to make room for television viewing, along with newspaper and magazine reading, movie-going and radio listening.

2. The advertiser is reallocating his advertising dollar, formerly spent principally in magazines, newspapers and radio, to include television.

3. The artist is reallocating his interests, according television its place along with the screen, the stage and radio.

We are beginning to see that each of these problems contains many of its own answers.

For example, the public has clearly demonstrated its confidence in the vitality of radio by purchasing more than 12,000,000 radio sets during 1951, while buying fewer than half that many television sets.

The current re-examination of media values being made by both advertisers and their agencies is the best thing that's happened to radio in a good many years. What comes out of these analyses—with no room for argument—is that radio continues as the most effective way to reach really big audiences; to reach them at the lowest cost in all advertising, over and over again.

At some point, talent will realize that the stage, motion pictures, radio and television are four different forms of artistic expression; that each has its own characteristics and makes its own demands; that each has its own way of appealing to the public, and has virtues that no other medium can match or adequately replace; that one of the greatest of these virtues is the illusion that radio can produce more effectively than any other medium—and at much lower cost. Most important, the artist will realize that it is a rare entertainer who is a triple- or quadruple-threat man, preeminent in three or four fields.

There is ample room for a new broadcasting medium such as television to service our vastly increasing population and expanding economy. There are more goods to be sold to more people in more homes, and radio is the logical medium for the advertiser who needs this kind of broad circulation for his message.

At present, we are passing through a transitional period, during which CBS Radio means to maintain and increase its substantial leadership in size of audiences and in advertising. We think that the best way to do that is to continue to aim at maximum satisfaction for the listeners. Maximum values to the advertiser will be a natural consequence.
NETWORK FACILITIES
AS OF FEBRUARY 1, 1952

COLUMBIA BROAD

[Map with stations and connections marked on a U.S. map, including stations like KFGO, KFBB, KINT, KSRN, KTRU, DZFS, etc.]
COLUMBIA BROADCASTING SYSTEM, INC.

Executives and Staff

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

Registered Telegraphic Address—COLUMBIA NEW YORK

BOARD OF DIRECTORS
Prescott S. Bush ............................................ J. A. W. Inglehart
Frederick L. Chapman .................................... Leon Levy
Bruce A. Coffin ........................................... Edward R. Murrow
Lloyd H. Coffin ........................................... Samuel Paley
David H. Cogan .......................................... William S. Paley
Ralph F. Colin ........................................... Joseph H. Ream
James B. Conkling ....................................... Dorsey Richardson

Frank Stanton ........................................... Chairman of the Board
William S. Paley ........................................ President
Frank Stanton ........................................... Executive Vice President
Joseph H. Ream ........................................ Executive Vice President
Bruce A. Coffin ........................................ Vice President
Lloyd H. Coffin .......................................... Vice President
David H. Cogan .......................................... Vice President
James B. Conkling ....................................... Vice President
Earl H. Gammons ......................................... Vice President
William C. Gittinger .................................... Vice President
Lawrence W. Lowman .................................... Vice President
Howard S. Meighan ...................................... Vice President
Adrian Murphy ........................................... Vice President
Daniel T. O'Shea ......................................... Vice President
J. L. Van Volkenburg .................................... Vice President
Julius F. Brauner ......................................... Secretary
Samuel R. Dean .......................................... Treasurer
Arthur S. Padgett ........................................ General Auditor
Edward L. Saxe .......................................... Controller
Edgar Batchelder ........................................ Assistant Secretary
William J. Flynn .......................................... Assistant Treasurer
Ned Marr .................................................. Assistant Secretary

David H. Cogan ............................................. President
Mario A. Gardner ........................................ Vice President in Charge of Purchases
Leopold M. Kay ........................................... Vice President in Charge of Engineering
J. Albert Stobbe .......................................... Vice President in Charge of Operations
Allan Strauss .............................................. Vice President in Charge of Export
Julius F. Brauner ......................................... Secretary
Samuel R. Dean .......................................... Treasurer
John Ward ................................................ Controller, Assistant Secretary and Assistant Treasurer

CBS LABORATORIES DIVISION
OFFICERS
Dr. Peter C. Goldmark ...................................... Vice President in Charge of Engineering Research and Development

CBS RADIO DIVISION
OFFICERS
Adrian Murphy ............................................. President
Louis Hausman ............................................. Administrative Vice President
James M. Seward ......................................... Administrative Vice President
J. Kelly Smith ............................................. Administrative Vice President
Herbert V. Akerberg ...................................... Vice President in Charge of Station Relations
H. Leslie Atlass ........................................... Vice President in Charge of Central Division
Guy della Cioppa ......................................... Vice President in Charge of Network Programs, Hollywood
Charles L. Glett ........................................... Vice President in Charge of Network Services, Hollywood
Lester Gottlieb ............................................ Vice President in Charge of Network Programs
Arthur Hull Hayes ....................................... Vice President in Charge of San Francisco Office
John J. Karol ............................................. Vice President in Charge of Network Sales
William B. Lodge ....................................... Vice President in Charge of Engineering
DEPARTMENTS

General Engineering Department
William B. Lodge .......... Vice President in Charge of Engineering
A. B. Chamberlain .......... Chief Engineer
H. A. Chinn .......... Chief Audio Engineer
J. W. Wright .......... Chief Radio Engineer

Network Programs
Guy della Cioppa .......... V.P., Programs, Hollywood
Lester Gottlieb. Vice President Network Programs
Norman Frank .......... Program Supervisor
Gerald Maulsby .......... Manager of Network Broadcasts
James Fassett .......... Director of Serious Music
Charles S. Monroe .......... Manager, Program Writing

Network Sales
John Karol. Vice Pres. in Charge of Network Sales
W. Eldon Hazard .......... Sales Manager
Dudley Faust .......... Eastern Sales Manager
Allyn Marsh .......... Director, Program Sales
Gilson Gray .......... Administrative Manager
E. E. Hall .......... Sales Service Manager
Hugh M. P. Higgins .......... Market Research Counsel
Carl Gylfe .......... Sales Service (Chicago)
William Tankersley .......... Sales Service (L. A.)

Chicago Office, 410 Michigan Avenue
Erwin H. Shomo .......... Western Manager
Roger K. Huston .......... Assistant Manager

Detroit Office, Fisher Bldg.
Joseph Spadea .......... Manager

Operations
Horace Guillotte .......... Director of Operations
Austin E. Joscelyn .......... Director of Operations, Hollywood
James Sirmons .......... Manager of Operations
J. Dunham Gilbert .......... Manager, Technical Operations and Chief Engineer, WCB
Hugh Cowham .......... Traffic Manager
Julius Mattfeld .......... Director of Music Library
Lucile Singleton .......... Manager of Record and Script Library

News and Public Affairs
Edmund Chester .......... Director of News and Public Affairs
Wells Church .......... News Editor-in-Chief
Stuart Novins .......... Associate Director, Public Affairs
Helen J. Sioussat .......... Director of Talks
Red Barber .......... Counsellor on Sports
John Derr .......... Director of Sports
George Crothers, Director of Religious Broadcasts
Theodore Koop .......... Associate Director of News and Public Affairs, Washington
Lewis Shollenberger .......... Director of Special Events, Washington

Accounting
Paul Nagel .......... Comptroller

Budget
Tom Rollinson .......... Director

Business Affairs, Network Programs
Kenneth L. Yourd .......... Director, Business Affairs, Network Programs, New York
John F. Meyers .......... Director, Business Affairs, Network Programs, Hollywood
W. C. Harrington .......... Manager, Music Copyright Division

Editing
Don Ball .......... Director

Legal
Henry Howard .......... Senior Attorney

Press Information
George Crandall .......... Director of Press Information
Sidney Garfield .......... Director of Exploitation
Edward Reynolds .......... Manager, Press Information
Irving Fein .......... Director of Publicity and Exploitation, Hollywood
Harry J. Feeney .......... Assistant to the Director and Trade News Editor
Michael Boscia .......... Executive Assistant
Anne Harding .......... Manager, Service Division
Ethel Kirshner .......... Contact Editor
Walter Murphy .......... Manager, Magazine Division

Research
Harper Carraine .......... Director of Research
Edward Reeve .......... Sales and Promotion Research Manager

Sales Promotion and Advertising
George Bristol .......... Director
Charles Oppenheim .......... Director, Program and Trade Promotion
Thomas Means .......... Director, Promotion Service, CBS-Owned Stations
Frank Nesbitt .......... Director, Network Sales Presentations
Robert Elliott .......... Director, Network Copy
Louis Dorfman .......... Director, Art Division
Irving Miller .......... Director, Art Service, CBS-Owned Station Promotion
Joseph Tole .......... Production Manager

Station Administration
Carl J. Burklund .......... Director of Station Administration

Station Relations
Herbert V. Akerberg .......... Vice President in Charge of Station Relations
William A. Schudt, Jr. .......... National Director
Edward DeGray, Jr. .......... Station Relations Representative
Edward Scovill .......... Station Relations Representative
Ole Morby .......... Western Division Manager, Columbia Square, Los Angeles 28

Building Operations and Ticket Division
James Swensen .......... Manager of Building Operations
Jack Page .......... Assistant Manager of Building Operations
Laurette Banks .......... Supervisor of Ticket Division

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General Purchasing
John E. Forsander .......... Director of Purchases
Edward Drewes .......... Purchasing Agent

Office Services
A. H. Bryant ............ Manager
Harriet Hess ............ Supervisor of Program Typing
Emily Scheiner .......... Supervisor of Ediphone

Personnel Relations
Robert Kalaidjian ....... Director
Charles Burt ............ Personnel Administrator
John Anderson .......... Labor Research Manager
Richard Stanley ....... Employment Manager
Dr. Jack Nelson ........ Director of Medical Office

Photographic
Walter I. Siegel .......... Manager

Reference
William C. Ackerman ........ Director
May Dowell .......... Manager, General Information Division
Agnes Law .......... Librarian

CBS, INC., BROADCAST SERVICE
CBS-OWNED STATIONS

WCBS and WCBS-FM
485 Madison Avenue, New York 22
Carl Ward .......... General Manager
Don Miller .......... Sales Manager
Sam Slate .......... Program Manager
Don Foley .......... Promotion Manager

KCBS and KCBS-FM
Palace Hotel, San Francisco 5
Arthur Hull Hayes .......... Vice President in Charge
San Francisco Office, General Manager of KCBS and KCBS-FM
Jules Dundes .......... Sales Manager
Fred Ruegg .......... Program Manager
Howard Gossage .......... Promotion Manager

KMOX
401 S. Twelfth Boulevard, St. Louis 2
John Akerman .......... General Manager
P. S. Anderson .......... Sales Manager
Mark Russell .......... Program Manager
C. W. Doebler .......... Promotion Manager

KNX and KNX-FM and Columbia Pacific Network
6121 Sunset Boulevard
Los Angeles 28
William Shaw .......... General Manager
E. W. Buckalew .......... Assistant General Manager and Sales Manager

WBBM and WBBM-FM
410 N. Michigan Avenue, Chicago 11
H. Leslie Atlass .......... Vice President in Charge of Central Division, General Manager of WBBM
E. H. Shomo .......... Assistant General Manager and Sales Manager
C. Gilman Johnston .......... Assistant Sales Manager

Thomas A. Bland .......... Program Manager
R. David Kimble .......... Promotion Manager

WCCO, 625 Second Avenue So.
Minneapolis 2
Eugene B. Wilkey .......... General Manager
Roy W. Hall .......... Asst. Gen. Mgr. & Sales Manager
Robert Sutton .......... Program Manager
Charles Smith .......... Promotion Manager

WEEI and WEEI-FM
182 Tremont St., Boston 12
Harvey Struthers .......... General Manager
Emmett J. Heerdt, Jr. .......... Sales Manager
Raymond Girardin .......... Program Manager
Charles Vaill .......... Promotion Manager

HOUSEWIVES’ PROTECTIVE LEAGUE PRODUCTIONS
Edward W. Wood, Jr. .......... General Sales Manager and General Manager, HPL Program Services

CBS RADIO SPOT SALES

Wendell Campbell .......... General Sales Manager
Henry Flynn .......... Assistant General Sales Manager
H. A. Cariborg .......... Manager, Sales Development
Richard Hess .......... Research Manager
Guy Cunningham .......... Promotion Manager

Chicago Office
410 North Michigan Avenue
Gordon F. Hayes .......... Western Sales Manager

Memphis Office, 63 S. Main Street
H. H. Holtshouser .......... Sales Manager

Detroit Office, Fisher Bldg.
Ralph Patt .......... Sales Manager

Los Angeles Office, Columbia Square
Edward Larkin .......... Sales Manager

San Francisco Office, Palace Hotel
Hugh Stump .......... Sales Manager

COLUMBIA AFFILIATES ADVISORY BOARD

I. R. Lounsberry .......... WGR, Buffalo, Chairman, representing District No. 2
Arnold Schoen .......... WPRO, Providence, District No. 1
C. T. Lucy .......... WRVA, Richmond, Va., District No. 3
Glenn Marshall, Jr. .......... WMBR, Jacksonville, Fla., District No. 4
Howard Summerville .......... WWL, New Orleans, District No. 5
Richard Borel .......... WBNS, Columbus, Secretary of CAAB, representing District No. 6
Harry Burke .......... KFAB, Omaha, Neb., District No. 7
Clyde Rembert .......... KRLD, Dallas, District No. 8
Clyde Coombs .......... KROY, Sacramento, Calif., District No. 9
George W. Allen .......... Program Manager
Sherril Taylor .......... Promotion Manager

(For television personnel turn to TELEVISION YEARBOOK in this volume.)
A YEAR ago, in this same space, I ventured an advance look at 1951 and concluded that network radio had "earned itself the soundest prospects in history." More recently, as the year drew toward its close, I made the observation that 1951 would be recorded as the year in which network radio kicked over its own tombstone, took fresh bearings on its future, and—for the first time—attained a real measure of maturity.

These notions imply a degree of optimism not unanimously expressed even within the industry. But they are based primarily upon our own sincere belief in "the methods of Mutual and its 500-plus stations in helping the medium fulfill those sound prospects," as I put it a year ago. Throughout 1951, these "methods" of ours have been mainly concentrated in network-structure, in programming, and in sales... three phases of top importance to all network radio today.

Back in 1950, after ten years as the largest of all networks, Mutual conducted some special research into the practical assets of its large-ness. The results defined the unmatched reach of our multi-station facilities throughout that vast, non-TV area which has since come to be known as Home Town America. And this in turn, to nobody's great surprise, has led to earnest attempts by the three other networks to emulate the Mutual station setup. During '51, they all added outlets, but today Mutual continues, as before, to provide advertisers with nearly 90 per cent more stations than the next network.

But perhaps the chief significance of the station-structure aspect of Mutual progress is that, by year-end, the typical MBS client was using 27 per cent more stations in his hookup than he was at the end of 1950.

But perhaps the chief significance of the station-structure aspect of Mutual progress is that, by year-end, the typical MBS client was using 27 per cent more stations in his hookup than he was at the end of 1950.

Behind all our programming plans is the belief that network radio has few problems which can't be solved by better service to listeners. Listener-service is after all the basis for one of our most irrefragable advantages over all other media: the incomparable mass volume of our audience. Better listener-service is, therefore, more than fulfillment of our public obligation; it also improves our service to advertisers.

Guided by this sort of thinking, Mutual took unprecedented steps toward improved programming last year. The six-nights-a-week, 10-program, $2,500,000, all-star arrangement set up by Mutual with Metro-Goldwyn-Mayer made its debut New Year's Eve. This means that the 1951 record-book was closed before any results could be entered for this forthright investment in the future of radio. At this writing, however, evidence is already piling in—from audience-researchers and from time-buyers alike (as well as from our affiliates)—to indicate that our faith in radio's future was thoroughly justified.

Facilities and programs are the two main ingredients of network broadcasting, but the selective application of these ingredients is what determines the medium's effectiveness. The success of this network in 1951, besides reflecting the success of its individual clients, stems straight from the competence with which the right shows, on the right hookups, were put to use on Mutual. On our part, we redoubled our efforts to provide the maximum in flexibility and economy. And our advertisers proceeded to make the most of the fine sales potentials thus offered.

Accordingly, it is in well-earned tribute to our radio clients that I can close this review of 1951 with the statement that Mutual—continuing to pioneer in the methods outlined above—was the one and only radio network whose advertisers increased their investment over the previous year.

And the best postscript I can add for 1952 is that, with more radio sets in more radio homes than ever before, with better radio programs being carried over more radio stations than ever before, and with more effective radio-selling opportunities available than ever before, everybody here at Mutual is prepared for even more "radio-activity" during the year ahead.
NETWORK FACILITIES
AS OF FEBRUARY 1, 1952
MUTUAL BROAD CASTING SYSTEM

NETWORK FACILITIES
AS OF FEBRUARY 1, 1952
Executives and Staff

1440 Broadway, New York 18, N. Y.
Phone, PENnsylvania 6-9600

Executive Personnel

Board of Directors

Thomas F. O'Neil...Chmn., Yankee and Don Lee Networks
Elbert M. Antrim...Vice-Chmn., WGN, Chicago
Willet H. Brown...Don Lee Network, Hollywood
H. K. Carpenter.........WHK, Cleveland
Benedict Gimbel, Jr........WIP, Philadelphia
J. R. Poppele.............WOR, New York
Frank Schreiber.........WGN, Chicago
Theodore C. Streibert.....WOR, New York
Linus Travers.........Yankee Network, Boston
James E. Wallen.........MBS, New York
Frank White..............MBS, New York

Officers

Frank White .................President
William H. Fineshriber, Jr......Exec. V.P. and V.P. in charge of Programs
Adolf N. Hult.............V.P. in charge of Sales
Robert A. Schmid...V.P. in Chg. of Advertising, Public Relations and Research
E. M. Johnson.......V.P. in Chg. of Sta. Rel. & Eng.
James E. Wallen.........Secretary & Treasurer
George Ruppel...........Controller
Elisha Goldfarb.........Assistant Secretary

Departments and Divisions

Frank White ..................President
William H. Fineshriber, Jr......Exec. Vice-Pres.
James E. Wallen...........Secretary & Treasurer
Elisha Goldfarb.........Legal Counsel & Asst. Secty.

Office Management

James E. Wallen...........Secretary & Treasurer
Beatrice M. Marschner........Personnel Director
Ruth Hendler................Purchasing Agent
Gaile Dody..............Supr., Central Steno
Sigrid Ramberg...........Supr., File & Reception

Legal Counsel

Keith Masters, Andrew C. Hamilton, Percy H. Russell, Jr......of Kirkland, Fleming, Green, Martin & Ellis, Washington, D. C. & Chicago
Emmanuel Dannett.........of McGoldrick, Winn, Dannett & Burke, New York
Elisha Goldfarb.............MBS, New York

Program

William H. Fineshriber, Jr......Vice-President
Adolph Opfinger...........Asst. Program Director
Harold Wagner......Mgr., Program Operations
Milton Burgh. Director, News
Arthur Feldman. Dir., Special Events
Paul Jonas. Director, Sports
B. J. Hauser. Director, Co-op Programs
Herbert Rice. Director, Production
Dorothy Kemble. Dir., Continuity Acceptance Religious and Educational Programs
Marion Lennox. Asst. Dir., Continuity Accep.
Celeste Clous. Asst. Dir., Religious and Educational Programs
Dolores Goudsward. Supr., Program Traffic
Idella Grinday. Day Program Supervisor

Station Relations and Engineering
E. M. Johnson. Vice-President
Charles Godwin. Dir., Station Relations
Robert Carpenter. Eastern Manager
Roy Danish. Western Manager
Ruth Jaffe. Supr., Station Traffic
Robert O'Connor. Mgr., Station Information
Leslie Learned. Chief, Engineering Traffic
James Chapman. Supt., Engineering Traffic
Lewis Tower. Chief Facilities Engineer
Margaret Riordan. Supr., Wires Communications
Margaret Kelly. Telephone Supr.

Accounting
George Ruppel. Controller
Richard Groome. Asst. Controller
Jane Poser. Supr., Affidavits

Advertising, Press Information, and Research
Robert A. Schmid. Vice-President
James S. Tyler. Director, Advertising
Harold M. Coulter. Director, Promotion
Richard J. Puff. Dir., Research & Presentations
Dick Dorrance. Dir., Public Relations & Press Information
Francis X. Zuzulo. Mgr., Press Information
Henry Poster. Manager, Research
F. Carleton McVarish. Mgr., Audience Promotion
Frederick Schneier. Mgr., Presentations
Arnold Roston. Art Director
Winifred Hall. Production Supervisor

Sales
Adolf N. Hult. Vice-President
Sidney P. Allen. Admin. Mgr., Network Sales
John R. Overall. Eastern Sales Manager
Carroll Marts. Midwestern Sales Manager
Alma Graef. Manager, Sales Service
T. E. Danley. Manager, Sales Traffic
Sally Joseph. Manager, Contracts

Washington
Hollis Seavey. Dir., Washington Operations
William Hillman. White House Correspondent

Chicago
Carroll Marts. Midwestern Sales Manager
Dorothy Reynolds. Midwest Sales Service Mgr.
Myrtle Goulet. Office Mgr. & Pgm. Traffic
George Herro. Dir., Promotion & Press Information Representative

Hollywood
Ned Tollinger. Program Manager
Copp Collins. Press Information Representative
millions listen... millions buy!

This market data indicates the tremendous potential of WJR, The Great Voice of the Great Lakes... MILLIONS LISTEN... MILLIONS BUY WJR-ADVERTISED PRODUCTS!

<table>
<thead>
<tr>
<th></th>
<th>% of National Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>12,601,300</td>
</tr>
<tr>
<td>Radio Homes</td>
<td>3,784,170</td>
</tr>
<tr>
<td>Retail Sales</td>
<td>$13,613,431,000</td>
</tr>
<tr>
<td>Food Sales</td>
<td>$3,266,766,000</td>
</tr>
<tr>
<td>Drug Sales</td>
<td>$464,447,000</td>
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<tr>
<td>Filling Station Sales</td>
<td>$739,614,000</td>
</tr>
<tr>
<td>Passenger Car Registrations</td>
<td>4,116,934</td>
</tr>
</tbody>
</table>

50,000 watts Clear Channel

WJR Detroit The Goodwill Station

CBS Radio Network

Radio—America's Greatest Advertising Medium

Represented Nationally by Edward Petry & Company
WJR Eastern Sales Office: 665 Fifth Avenue, New York
IN 1951, the National Broadcasting Company passed a significant milestone. We concluded our 25th year of operations. Much of what we accomplished in that time helped formulate the history of the entire broadcasting industry, for which we are justly proud. But 1952 is already upon us, and this year and the years to come hold many opportunities and challenges—too many to permit of reminiscence. If we are to remain in the forefront of the broadcasting industry, it is to the future that we must look and for which we must plan.

Radio today is the most extensive and comprehensive medium of communication the world has ever known. At the beginning of this year, a joint committee of research experts estimated that there are now over 105 million radio sets in use in the United States. This is a ratio of more than one set for every person of voting age in the country—a significant example of radio's scope in a national election year. In our land, radio reaches virtually everybody on a regular and continuing basis. Radio has grown and continues to grow at a faster rate than the American population. It is woven into the fabric of American life, as much a part of the average home as the stove, electric light, telephone and refrigerator. Radio continues as the most all-embracing, low-cost advertising and entertainment medium in existence. This relation to other media will not change for many years to come—probably not within our lifetimes. There will always be a strong place for radio in the pattern of American life.

The greatest expansion in our industry will come in the medium of television. Although we have spanned the United States, we still must think of television today in regional terms. I do not think it will be very long before we will regard television as we do radio today, as an instrument of mass communications for all of America.

I foresee, within the next few years, enough television receivers throughout the nation to accommodate a viewing audience greater than half of the country's population. The spread of home receivers will be accompanied by an increase in theatre television facilities and installations that will account for several million more viewers.

No matter what phase of television we examine, future development potentials are staggering to the imagination. Audience growth will increase television's economic worth tremendously. As an advertising and sales medium, television, which now reckons billings in millions, should reach the billion dollar mark.

Achievement of this stature by television will, of course, be greatly dependent upon the existence of more television stations. The skeleton network that exists today is just that. In order to round out the body, new stations must be built and put into operation as soon as practicable.

The natural area for supplementing the present 12 VHF channels lies within the Ultra-High Frequency band. Opening up of UHIF will afford seventy new television channels and is expected to permit 2,000 and more new stations to operate. This will make television available to almost every sizable community in the country.

Culturally, television will enrich the American people. Broadcasters are aware of their stewardship of this potent force which can shape the thoughts and customs of the people by virtue of its position in the home. As television grows and spreads, its service value to the public will be increasingly realized. We shall have, with the help of television, a better informed, more educated, better entertained nation.

The impact of television has been good for radio. It has sharpened our appreciation of the actual and potential powers of a medium we had come to accept as a natural part of our lives. It has made radio broadcasters more aware of the power of radio and has opened their eyes to inherent possibilities in the use of radio that were undreamed of a few short years ago. Radio has adapted itself to many changes in its quarter-century history, and will continue to do so in the future.

A healthy growth of both radio and television is essential for the fullest realization of the future of the industry in service to the American public.
NETWORK FACILITIES
AS OF FEBRUARY 1, 1952
30 Rockefeller Plaza, New York 20, N. Y.
Telephone: Circle 7-8300

Registered Telegraphic Address:
NATBROCAST NEW YORK

BOARD OF DIRECTORS

Niles Trammell, Chairman
John T. Cahill
Charles R. Denny
Gano Dunn
Frank Folsom
George L. Harrison
Mrs. Douglas Horton

Harry C. Ingles
Charles B. Jolliffe
Joseph H. McConnell
Edward J. McGrady
David Sarnoff
Sylvester L. Weaver, Jr.

OFFICERS

Niles Trammell .................. Chairman of the Board
Joseph H. McConnell .................. President
Charles R. Denny .................. Executive Vice President
Joseph V. Heffernan .................. Financial Vice President
Charles C. Barry .................. Vice President
William F. Brooks .................. Vice President
Ted Cott .................. Vice President
Sydney H. Eiges .................. Vice President
George H. Frey .................. Vice President
James M. Gaines .................. Vice President
O. B. Hanson .................. Vice President
William S. Hedges .................. Vice President
John K. Herbert .................. Vice President
Harry C. Kopf .................. Vice President
Edward D. Madden .................. Vice President
Gustav B. Margraf .................. V.P. & General Attorney

Victor T. Norton .................. Vice President
Frank M. Russell .................. Vice President
Robert W. Sarnoff .................. Vice President
Carleton D. Smith .................. Vice President
John K. West .................. Vice President
Sylvester L. Weaver, Jr .................. Vice President
Frederic W. Wile .................. Vice President
Harry F. McKeon .................. Controller
Lewis MacConnach .................. Secretary
Felix Schleenvoigt .................. Assistant Secretary
John Q. Cannon .................. Assistant Secretary
Thomas E. Ervin .................. Assistant Secretary
Paul B. Lynch .................. Assistant Secretary
Joseph A. McDonald .................. Treasurer
William A. Williams .................. Assistant Treasurer
DEPARTMENTS and DIVISIONS

Executive Officers
Joseph H. McConnell..........................President
Charles R. Denny..................Executive Vice President
Joseph V. Heffernan.............Financial Vice President
Frank Russell.............Vice President, Washington
David C. Adams......Asst. to the Exec. Vice President
Frederick Dodge............Director of Merchandising
Samuel Chotzinoff............General Music Director

Continuity Acceptance
Stockton Helffrich............Mgr. of Continuity Acceptance

Station Relations Departments
Carleton D. Smith............Vice President in Charge
Fred Shaw.....Director of Radio Station Relations
Sheldon Hickox............Dir. of TV Station Relations
Ludwig W. Simmel...Manager of Minute Man and Co-op Program Activities
Harry Woodman............Mgr. of Traffic Department

Finance Departments
Joseph V. Heffernan............Financial Vice President
Hamilton Young...............Operations Analyst

Budget Department
Leslie C. Vaughan...............Budget Director
Stephen Riddleberger............Asst. Budget Director

Controllers Department
Harry McKeon...............Controller
Harold M. Kelly............Assistant Controller
Hugh McGeachie............Assistant Controller

Press Department
Sydney H. Eiges............V.P. in Charge of Press & Information
J. C. Dine..................Director of Press
Allan Kalmus............Supr. of TV Publicity
Samuel Kaufman............Editorial Supervisor
William Lauten............Trade News Editor
Anita L. Barnard............Manager of Information

Public Relations Departments
William F. Brooks............Vice President in Charge
Frank Young...............Public Relations Representative

Legal Department
Gustav B. Margraf............V.P. & General Attorney
Thomas E. Ervin............Assistant General Attorney
John Shute, Sr..................Attorney
Arthur Cuddihy, Jr..................Attorney
James Denning............Attorney
Theodore Kupferman............Attorney
Paul B. Lynch............Attorney
Charles J. Moos............Attorney
Benjamin Raub............Attorney
Gordon Cahill, Zachry & Reindel......Counsel

Treasurers Department
Joseph A. McDonald............Treasurer
William A. Williams............Assistant Treasurer
William Bloxham............Purchasing Agent

Capital Appropriations Department
Robert Luening...............Director of Capital Appropriations Department
Engineering Department

O. B. Hanson ................. V.P. & Chief Engineer
William A. Clarke ........... Administration Assistant
Edward R. Cullen ............ Liaison Engineer
Joseph D'Agostino ........... Liaison Engineer
Raymond Guy ................. Manager of Radio &
Allocations Engineering
George Nixon ................ Mgr. of Engineering Development
Chester Rackey ............... Mgr. of Audio-Video Engineering
James Wood ................. Manager of Technical Services

Personnel Department

Ernest de la Ossa ............ Director of Personnel
Donald Mackenzie ............ Mgr. of Personnel Department
Donald Rutledge ............. Mgr. of Employe Rel.
Edmund Souhami ............. Labor Relations Assistant to the Director of Personnel
Elizabeth Haglund ........... Supr. of Placement Section
John Steeves ................. Supervisor of Records & Salary Administration Section
Seth Faison ................. Supervisor of Employee Service Section
Bernard J. Handler, M.D..... Company Physician

Plans and Research Department

Hugh M. Beville ............. Director of Plans & Research

Integrated Services Departments

William S. Hedges ............ Vice President in Charge of Integrated Services
William B. Miller ........... Night Executive Officer
Frances Sprague ............. Chief Librarian
Charles Hicks ............... Manager of Radio Recording
Albert Walker ............... Manager of Transportation
Willard Frech ............... Cost Accountant for Integrated Services

Program Services Department

Arch Robb ................ Mgr. of Program Services Department
Thomas Belviso .......... Supervisor of Music Rights & Music Library
Ross Donaldson .......... Supervisor of Literary Rights & Playreading
Patrick Kelly ............... Supervisor of Announcers
John Curran ............... Supr. of Associate Directors
Frederick Knopfke ........ Supr. of Sound Effects
Robert Troy ............... Supr. of Night Operations

Building and General Services Department

Edward Lowell ............. Mgr. of Building & General Service Department
Albert Humbert ............ Supr. of Building Maintenance Division
Helen Davis ............... Supr. of Office Services Division
George Monahan .......... Supr. of Protection Divn.

Guest Relations Department

Peter Tintle ............... Mgr. of Guest Relations Dept.
Joseph Phillips .......... Supr. of Reception Divn.
James Gaines ............... Supr. of Ticket Division
RADIO NETWORK

Controllers Department
Henry T. Sjogren...Controller for Radio Network

Sales Departments
John K. Herbert.........V.P. & Gen. Sales Mgr. for the Radio Network
George MacGovern......Administrative Assistant
Walter Scott......Nat. Radio Network Sales Mgr.
Sackett Miles.........Sales Service Manager

Advertising and Promotion Department
Jacob A. Evans.........Mgr. of Advertising & Promotion Department
Clyde Clem.........Supr. Station Promotion
Gerald Steel.........Audience Promotion Mgr.
H.ardolph Shepard.........Supr. of Sales Promotion

Program Departments
Charles C. Barry.............V.P. in Charge of Radio Network Programs
Robert Wogan.........Supr. of Program Operations
Van Woodward.........Supr. of Script Preparation
Mitchell Benson.........Mgr. of Contract Administration Office
Samuel Chotzinoff.........General Music Director
Ernest La Prade.........Supr. of Music Research

News, Special Events and Public Affairs Department
Henry Cassidy.........Director of Radio News, Special Events & Public Affairs
Joseph Meyers.........Mgr. of Radio News Operations

Public Affairs and Education
Edward Stanley.........Mgr. of Public Affairs & Education
Doris Corwith.........Supr. of Religious Broadcasts & Talks
Margaret Cuthbert.........Supr. of Pub. Affairs Pgm.

Technical Operations Department
George McElrath.........Director of Radio Network Technical Operations
Thomas Phelan.........Manager of New York Radio Technical Operations
John Flynn.........WNBC Station Engineer
Paul Gallant.........Supr. of Radio Bcstg. Operations
John Gullans.........East Coast International Station Engineer
Charles Phelan.........Supr. of Radio Equipment Maintenance
Edgar Parkhurst.........West Coast International Station Engineer

Stations Owned and Operated by the NATIONAL BROADCASTING COMPANY

WNBC, WNBC-FM.......New York ..................Owned and operated by NBC
WMAQ, WMAQ-FM.......Chicago ..................Owned and operated by NBC
WRC, WRC-FM........Washington ..................Owned and operated by NBC
WTAM, WTAM-FM.......Cleveland ..................Owned and operated by NBC
KNBC, KNBC-FM........San Francisco ..............Owned and operated by NBC
KOA, KOA-FM........Denver ......................Owned and operated by NBC

(For television personnel turn to TELEVISION YEARBOOK in this volume)
In fact, television, until the freeze is lifted, is still failing to reach effectively the nation's richest market—those people living in the rural areas and in towns of 50,000 and less. And it takes more than half of the nation's retail stores to serve this high income group.

It is extremely gratifying to us at Keystone to know that BMB has reported that these same prosperous people who live in this market, listen longer and more often to their hometown radio station.

Their hometown station is a vital part of their community. The average Keystone station owner is the manager and he's usually known around the town square by his first name. He's a common sight at local functions whether it's the county fair or a high school football game, and his mobile unit is just as common a sight as any other vehicle.

This same man is just as concerned about the disappearance of Mrs. Jones' cat as the next door neighbors are... and he makes a sincere effort to enlist the aid of his listeners in finding the cat so that the community may return to normal. His services usually reach far beyond what metropolitan stations consider as the usual.

The founders of the Keystone Network knew that these simple facts accounted for much of the high listener-loyalty of the Home Town stations. This is why the Keystone Network has paid off for so many advertisers in its 12 year history.

At first, when Keystone was established, it was to enable the advertising agencies to buy a package of small stations with a single order... to help their clients reach this plus audience in the rich small city and rural market.

However, since the advent of television, there has developed a second reason for using Keystone... to give advertisers a rich market that is beyond effective television. Advertisers discovered that the use of metropolitan television is limited—television at the present doesn't have the coverage to do a selling job in the Home Town and Rural Market. Keystone has proved to be the logical answer for supplementary coverage to metropolitan television. KBS is the only network not having a single affiliate located in a television city.

Proof of this performance is indicated by the fact that Keystone is entering its 13th year of operations with a 300 per cent increase in volume over 1950... and the number of affiliates are in excess of 500.

During 1951, 15 new major advertisers were added... and 120 new affiliates. These figures are evidence of performance and the faith of the advertisers in Keystone to do a good job. This will be the best year in Keystone's history.

The use of the Keystone Network by national advertisers has been an interesting and profitable experience for them. They discovered Home Town America—a market that Keystone has known for a long time since its inception... and that the prosperous farm segment of this market alone represents an income of $40,000,000,000 yearly.

KBS is looking forward to another year of progress... helping advertisers discover the Home Town stations whose sales producing ability is the sole factor in the success of the Keystone Network.

In 1952, the Keystone Broadcasting System, the only established and growing transcription network, will become a medium for even greater importance to the nation's advertisers who want to reach the world's richest market. And, with the addition of 200 or more new stations, almost every third radio station will be a member of the Keystone Network.
SERVICES OFFERED: The Keystone Broadcasting System is a network which assists 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 present, there are more than 475 Keystone affiliates, located in towns of 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 these Keystone markets run into the millions, all within the prime area of Keystone affiliates. And, most of these homes are beyond effective television influence of the larger metropolitan areas.

Keystone is a flexible media easily purchased, whole or in part. Entire areas or spot coverage may be selected ... whichever meets the needs of the advertising program. Regardless of the schedule, Keystone makes its time available at a considerable savings.

In operation, Keystone offers the same advantages as the wired networks. Instead of a large number of individual transactions, KBS reduces your problem to one order, one time clearance, one series of Affidavits of Performance, and one invoice.

During 1951, as in 1950, many of the nation's largest advertisers were using the facilities of Keystone. Types of programming vary from 25 word spots to one hour shows.
Keystone Broadcasting System's national advertisers repeatedly renew their contracts because they know that their message reaches a rich market—Home Town and Rural America!

These national advertisers profit by the higher listener-loyalty of the Keystone stations. BMB reports that these local level stations are listened to longer, more regularly than the distant metropolitan stations.

Whether you're considering media for foods, drugs, tobacco, automobiles, farm supplies or the other needs of Home Town and Rural America, you'll find the Keystone Network worth investigating—America's only national transcription network!

One order buys one minute announcements or a 15 minute show on 500 Keystone stations—or only the number of stations required to cover your distribution pattern.

**NO TELEVISION RECEPTION!**
With Keystone's affiliates located in towns of 50,000 and under, there's little or no effective television. National advertisers using the Keystone Network enjoy TV-Free reception in these American Homes!

**KEYSTONE**
**BROADCASTING SYSTEM, INC.**
SUCCESSFULLY BUILD ADVERTISERS

PILLSBURY YOUR PRODUCT

GENERAL FOODS FEEN-A-MINT WILDROOT

CARTER'S PILLS PEPTO-BISMOL GOLD MEDAL FLOUR

NESTLE'S PEPSODENT MURINE

SCOTT'S EMULSION AIRMAID HOSIERY PIERCE'S PROPRIETARIES

NEW YORK: 580 Fifth Ave.  •  CHICAGO: 111 W. Washington St.
NETWORK FACILITIES
AS OF FEBRUARY 1, 1952
Liberty Broadcasting System

JUST four years ago, the Liberty Broadcasting System was born. And in these four short years Liberty has grown from one to 458 stations.

In November, 1947, over KLIP in Dallas, Texas, came the first of Liberty's now-famous recreated sports features—a professional football game from a telegraphed play-by-play with recorded football noises to enliven the proceedings.

Today Liberty has proved to the radio world that there is not only a place for a fifth network, but that this fifth network attracts so many listeners it has become the second largest in the world.

To the original key station in Dallas, Liberty has added station after station, not merely to air its recreated sports features, but to offer a full, 16-hour a day schedule of varied programs of proved popularity.

Over 80 per cent of Liberty's 458 stations were formerly Independents. As everyone knew, in each major and minor market there was always one live-wire Independent that led the field of network rivals. Agencies accepted the power and aggression of such Independents, but no one had ever united them, to take advantage of their power.

Who could bring them together?
Liberty could and did.

The Independents joined Liberty because they found in Liberty Broadcasting System something they could find nowhere else—a service so complete that many of them did not need to maintain even a record or news library.

The Independents found that Liberty's system of being on the air with a type of program that the other networks were not carrying at that time paid off, too, in listeners, as well as revenue.


What about television and Liberty? While other radio networks, fearful of this new medium, have been cutting economic corners, Liberty has been growing and growing. But not by competing with television.

Liberty firmly believes in television as a great source of entertainment for millions of families.

But there are over 43,000,000 homes with radios in the United States. Of these, the Liberty Broadcasting System covers 78 per cent. The people in these homes, and in factories and on beaches and vacation places of all kinds, will continue to turn on their radios.

They will turn on their radios and tune in the station that comes in most clearly and brings them the kind of program they want to hear.

In the majority of cases this means they will tune in to a Liberty station and listen to their favorite sports, music or news. In sports events of national interest especially, no other network can match Liberty in variety and quality.

There is an old formula, "Find out what the people want and give it to them." It has worked in the entertainment business for years.

Liberty has taken this formula and proved that it works for a network, too. Liberty will continue to use this formula to bring the public the kind of program it wants to hear and, in turn, its member stations will have an ever-growing audience.
Officers and Directors

Co-Chairmen of the Board .................. B. R. McLendon
                                                H. R. Cullen
President .................................... Gordon B. McLendon
Executive Vice-President .................. James H. Foster
Secretary-Treasurer .......................... Dorothy Manning
Vice-President ................................... Paul C. Munroe
Vice-President .................................. Harold Vertel
Vice-President .................................. James B. Kirksmith
Vice-President .................................. Benton Paschall
Vice-President .................................. Tom Carr
Vice-President .................................. Glenn Callison
Vice-President .................................. J. Carlton Adair
Vice-President .................................. H. W. (Bob) Bumpas

Departments and Divisions

Assistant to the President .................. John Dunnagan

Legal Department

General Counsel ................................. Lester M. May
                                      Marcus B. Cohn, Leonard Marks
Cohn & Marks, Washington, D. C.

Office Management

Secretary-Treasurer ............................ Dorothy Manning
Credit Manager ................................. H. W. Olds
Accountant ...................................... Ruby Eaton
Accountant ...................................... Elizabeth Sego

Program Department

Vice-President in charge of Programming and Production ............... H. W. (Bob) Bumpas
Program Director ......................... Glenn Douglas
Director of Continuity ...................... Buddy Pitcher
Program Monitor ......................... Brooks Read
Director of Production .................. Tom Hubbard
Director of Traffic ....................... Mary Jo Taylor

Sports Department

Vice-President in charge of Sports and Special Events .................. James B. Kirksmith
Director of Football ...................... Lindsey Nelson
Director of Production ................ John Kieran, Jr.

Station Relations Department

Vice-President ................................. J. Carlton Adair
Director of Station Relations .................. Bruce Collier
Eastern Manager of Station Relations .......... Paul Girard
Vice-President of Southeastern Division .................. Tom Carr
Midwestern Manager of Station Relations .................. Martin J. McGeehan
Vice-President of Western Division .................. Benton Paschall
Southwestern Division of Station Relations .................. Virgil Wescoat

Publicity Department

Director of Press .............................. Matty Brescia

Sales Department

Vice-President of National Sales .................. Paul C. Munroe
Sales Manager ................................. Ben Coleman

National Sales Coordination

Vice-President ................................. Harold Vertel
Director of Client Relations ................. Sewall Cutler
Director of Rates ............................. Don Newbury
Coordinator .................................. Craig LaTaste

District Offices

Midwestern Sales Manager .................. Martin J. McGeehan
Vice-President of West Coast Sales .................. Benton Paschall
Vice-President of Southeastern Sales .................. Tom Carr

Engineering Department

Vice-President ................................. Glenn Callison
Assistant Chief Engineer .................... Ralph Ingram

New York, N. Y.

509 Madison Avenue
Phone: MUrray Hill 8-5580
National Sales Manager ................... Paul C. Munroe

Hollywood, Calif.

5939 Sunset Boulevard
Phone: HUDson 2-7471
Vice-President of West Coast Operations .................. Benton Paschall

Chicago, Ill.

75 E. Wacker Drive
Phone: FRanklin 2-8714
Midwestern Manager .................. Martin J. McGeehan

Atlanta, Ga.

87½ Fairlie Street
Phone: Alpine 5132
Vice-President of the Southeastern Division .................. Tom Carr
has millions!

LBS has 33,548,046 radio homes from coast-to-coast... border-to-border... in Alaska... in Hawaii. We'll agree—that's a lot of homes—but they make the LIBERTY BROADCASTING SYSTEM THE BEST RADIO BUY... any time, anywhere.

LIBERTY BROADCASTING SYSTEM

.... pounds home your message

ATLANTA • WASHINGTON • CHICAGO
LBS has millions!

LBS has 33,548,046 radio homes from coast-to-coast... border-to-border... in Alaska... in Hawaii. We'll agree—that's a lot of homes—but they make the LIBERTY BROADCASTING SYSTEM THE BEST RADIO BUY... any time, anywhere.

LIBERTY BROADCASTING SYSTEM
lbs....................... pounds home your message
DALLES • LOS ANGELES • NEW YORK • ATLANTA • WASHINGTON • CHICAGO
NETWORK FACILITIES
AS OF FEB. 1, 1952
LIBERTY BROAD CASTING SYSTEM

NETWORK FACILITIES
AS OF FEB. 1, 1952
Alaska Broadcasting System
CBS, NBC
830 Securities Building, Seattle 1, Wash.
Phone: SEneca 6333

PERSONNEL
General Manager............ Wm. J. Wagner
Commercial Manager........ Irving Lusk
Traffic Manager............ A. L. Christensen
Program Manager........... Tom Ewing
Promotion Manager.......... Albert Agan
Auditor..................... F. Daniel McLean
Recording Engineer........ Harold H. Kaden

BRANCH OFFICES
Station KFQD, Box 1040, Anchorage, Wm. Wagner, Station Mgr.; Station KTKN, Box 1308, Ketchikan, Dorothy Jacobs, Acting Station Mgr.; Station KINY, Box 1081, Juneau, Richard Peter, Station Mgr.; Station KFRB, Box 950, Fairbanks, William J. Wagner, Station Mgr.; Station KIBH, Box 250, Seward, Wm. J. Wagner, Station Mgr.; Station KIFW, Box 699, Sitka, Wm. J. Wagner, Station Mgr.

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

The Aloha Network
P. O. Box 1380, Honolulu, T. H.
Phone: 95295

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

STATIONS
KHON, Honolulu; KIFA, Hilo; KMVI, Walla Walla; KTOH, Lihue.

Arizona Broadcasting System
(ABS Network)
711 Heard Bldg., Phoenix, Ariz.
Phone 4-4161

PERSONNEL
General Manager............ Richard O. Lewis
Commercial Manager.......... Bill Harvey

STATIONS
KTAR, Phoenix; KVOA, Tucson; KYUM, Yuma; KGLU, Gallup; KJIB, Globe-Miami; KYCA, Prescott; KAWT, Douglas-Bisbee.

The Arizona Network
Radio Station KOY
840 N. Central Ave., Phoenix, Ariz.
Phone: 44144

PERSONNEL
Manager.................... Albert D. Johnson
Program Director........... John R. Williams
Commercial Manager........ John L. Hogg
KTUC Manager................ Lee Little
KSUN Mgr., owner........... Arlo W. Morris
KYMA Manager.............. William L. Lindsey

BRANCH OFFICES
Station KTUC, Broadway & Tyndall, Tucson, Ariz.; Phone: 2-3344; Station KSUN, Bisbee, Ariz., Phone 9; Station KYMA, 8th St. and "B" Ave., Yuma.

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

Arkansas Group
(Address Any Station)

STATIONS
KVRC, Arkadelphia; KDMS, El Dorado; KGRH, Fayetteville; KXJL, Forrest City; KFWF, Fort Smith; WQVM, Greensville, Miss.; KHOZ, Harrison; KJFA, Helena; KXAR, Hope; KWFC, Hot Springs; KXJR, Russellville; KWAK, Stuttgart; KTSF, Texarkana; KBTM, Jonesboro; KNY, Newport; KDRS, Paragould; KCLA, Pine Bluff; KWEM, West Memphis; KAMD, Camden.

Arkansas Network
114 E. Capitol St., Little Rock, Ark.

STATIONS
KARK, Little Rock and all other stations in Arkansas.

Arrowhead Network
WHEC Building, Duluth 2, Minn.
Phone: Melrose 2-2873

PERSONNEL
President.................. Morgan Murphy
V. P. & Gen. Mgr.. Weller C. Bridges
Director of Engineering... Charles F. Perrons

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

Broadcasting Corp. of America Network
P. O. Box 987, Riverside, Calif.
Phone: Riverside 6290

PERSONNEL
President.................. W. L. Gleeson

BRANCH OFFICE
402 Katz Bldg., San Bernardino, Calif.; Phone: 5157, Adam Young, N. Y.. Chicago, San Francisco and Los Angeles.
Regional Networks

STATIONS
KPRO, Riverside; KPOR, San Bernardino; KREO, Indio; KROP, Brawley; KYOR, Blythe.

Paul Bunyan Network
Paul Bunyan Bldg., Traverse City, Mich.

PERSONNEL
STATIONS
WTCM, Traverse City; WATT, Cadillac; WATZ, Alpena; WMBN, Petoskey; WATC, Gaylord.

California Northern Group
PERSONNEL
Manager ............... Jack A. Mitchell (KSYC)
West Coast representative, Tracy, Moore & Associates
STATIONS
KBLF, Red Bluff; KSUE, Susanville; KSYC, Yreka.

Columbia Pacific Network
6121 Sunset Blvd., Los Angeles 28, California
Phone: Hollywood 9-1212

PERSONNEL
Manager .......... William D. Shaw
Sales Manager ........... Edwin W. Buckalew
Asst. Sales Manager ........... Alan Axtell
Sales Promotion Mgr. .......... Sherrill W. Taylor
Program Director .......... George W. Allen
News Director .......... Jack Beck
Public Affairs Director .......... Bill Whitley
Chief Engineer .......... Les Bowman

BRANCH OFFICES

KCBS, San Francisco, California; KROY, Sacramento, California; KCQO, San Diego, California; KKOC, Chico, California; KCMJ, Palm Springs, California; KCKY, Coolidge, Arizona; KERN, Bakersfield, California; KOOL, Phoenix, Arizona; KFRE, Fresno, California; KOPO, Tuscon, Arizona; KGDM, Stockton, California; KOLO, Reno, Nevada; KNX, Los Angeles, California; KERG, Eugene, Oregon; KIMA, Yakima, Washington; KOIN, Portland, Oregon; KIRO, Seattle, Washington; KXLY, Spokane, Washington.

Columbine Network
Security Life Bldg., Denver, Colo.

PERSONNEL
General Manager .......... Albert G. Meyer
Commercial Manager .......... Edwin E. Koepke
STATIONS
KMYR, Denver; KCOL, Fort Collins; KBOL, Boulder; KEJO, Grand Junction; KCJS, Pueblo; KYOU, Greeley; KROD, Colorado Springs; KFTM, Fort Morgan.

The Connecticut State Network, Inc.
555 Asylum St., Hartford 5, Conn.
Phone: 2-0237

PERSONNEL
President ..................... C. Glover DeLanday
BRANCH OFFICES
WNHC, 1110 Chapel St., New Haven, Conn.; James Milne, Director; WATR, 440 Meadow Street, Waterbury, Conn., Sam Elman, Director; WTOR, 93 Main Street, Torrington, Conn.; Ed Waller, Director; WNAB, 991 Broad Street, Bridgeport, Conn.; Levon Thomas, Director; WSTC, 270 Atlantic Street, Stamford, Conn.; Julian Schwart, Director; WNLC, Mohican Hotel, New London, Conn., Gerald Morey, Director.

STATIONS
WNAB, Bridgeport; WNHC, New Haven; WNLC, New London; WSTC, Stamford; WTOR, Torrington; WATR, Waterbury, Conn.

Dairyland Network
Radio City, 50 S. 9th St., Minneapolis 2, Minn.
Phone: Lincoln 0552

STATIONS
WTCN, Minneapolis-St. Paul; KATE, Albert Lea; KWLM, Wilmor; KWNO, Winona.

Dixie Network
State National Bldg., Houston 2, Tex.

PERSONNEL
President ..................... H. C. Davis
Exec. Vice-Principal .......... King H. Robinson
STATIONS
KATL, Houston; KRKC, Beaumont.

Don Lee Broadcasting
1313 North Vine Street, Hollywood 28, Calif.
Phone: Hudson 2-2133

PERSONNEL
President ..................... Willet H. Brown
Exec. Vice-Principal .......... Ward D. Ingrin
Sec-Treas. .................... A. M. Quinn
Vice-Pros. in Charge Sales .......... Norman Boggs
Vice-Pros. Station Relations .......... Norman Ostby
Dir. of Operations .......... A. J. LaFranco
KHJ Sales Manager .......... Leon Wray
Dir. Public Relations .......... Bud Coulson
Promotion Director .......... H. H. Sonnenburg
News & Special Events .......... Les Mawhinney
Chief Engineer .......... Robert Arne

BRANCH OFFICES
1000 Van Ness Avenue, San Francisco, Calif.; Wm. Pabst, Vice-Pros.; National Reprs., John
Great West Network
Box 1338, Albuquerque, N. Mex.

PERSONNEL

President .................. William T. Kirk
General Manager ............ Ken Palmer
General Sales Manager ....... Keith Tye
National Sales Manager ...... Larry Darley
Assistant Manager .......... Ted Nelson

STATIONS
KVER, Albuquerque; KSVF, Artesia.

Guy Gannett B'estng. System

Gannett Bldg., Portland, Me.

STATIONS
WGAN, Portland; WGUI, Bangor.

Hoosier Network

Colonial Bldg., New Castle, Ind.

STATIONS
WCNB, Connersville; WCTW, New Castle; WMRI, Marion; WSRK, Shelbyville; WFML, Washington; WRSW, Warsaw, Indiana.

Intermountain Network

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

Phone: 4-3561

PERSONNEL

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

BRANCH OFFICES

Avery-Knodel, Inc., 608 Fifth Ave., New York, N. Y.

Phone: JUdson 6-5536, Exec., Lewis H. Avery; Avery-Knodel, Inc., 75 E. Walker Dr., Chicago, Ill., Phone: And. 3-4710, Exec., J. W. Knodel; Avery-Knodel, Inc., Russ Building, San Francisco, Calif., Phone: Yukon 2-3877, Exec., David H. Sandberg; Avery-Knodel, Inc., 315 W. 5th St., Los Angeles, Calif., Phone: Tucker 2085, Exec., Richard I. Hasbrook; Avery-Knodel, Inc., 120 Marietta St., N.W., Atlanta, Ga., Phone: Cypress 7545, Exec., Charles Coleman, 1915 Elm St., Dallas, Tex., Phone: Sterling 1558, Clyde Melville.

Lone Star Chain, Inc.
(The O. L. Taylor Co.)

1024 Life of America Bldg., Dallas 1, Tex.

Phone: Lakeside 1941

PERSONNEL

President .................. Harold V. Hough
Vice-President ............. Fred Nashab
Secretary-Treasurer .......... O. L. Ted Taylor
General Manager .......... Fred L. Vance

STATIONS
WBAP, Fort Worth; KTCP, Austin; KTSX, San Antonio; KXYZ, Houston; KROD, El Paso; KFDM, Beaumont; KRGV, Weslaco; KEYS, Corpus Christi; KTER, Lufkin; KTTB, Tyler; KGNC, Amarillo; KFYO, Lubbock; KFDX, Wichita Falls.

Regional Networks

Blair & Co., New York, Chicago, Detroit, St. Louis, Dallas, San Francisco.


Georgia Associations of Local Stations

87 1/2 Fairlie Street, N. W., Atlanta, Ga.
Phone: Alpine 5132

PERSONNEL

Sales Director .................. Tom Carr

STATIONS

WDEC, Americus; WGAU, Athens; WATL, Atlanta; WBQQ, Augusta; WGG, Brunswick; WLB, Carrollton; WBHF, Cartersville; WGAA, Cedartown; WMJM, Cordele; WMOC, Covington; WBLJ, Dalton; WDWD, Dawson; WMLT, Dublin; WBHB, Fitzgerald; WDUN, Gainesville; WKEU, Griffin; WIBB, Macon; WFOM, Marietta; WMGV, Milledgeville; WMGA, Moultrie; WFRP, Savannah; WWNS, Statesboro; WSFT, Thomson; WKTG, Thomasville; WWGS, Tifton; WLET, Toccoa; WVOP, Vidalia; WAXY, Waycross; WRLD, West Point.

Georgia Major Market Trio
(Address any station or The Katz Agency)

STATIONS

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

Great Lakes Network

Radio Building, Saginaw, Mich.

PERSONNEL

Manager ..................... Jack D. Parker

STATIONS

WSAM-AM-FM, Saginaw; WLEW, Bad Axe; WFYC, Alma; WOAP-AM-FM, Owosso.

Great West Network

Box 1338, Albuquerque, N. Mex.

PERSONNEL

President .................. William T. Kirk
General Manager ............ Ken Palmer
General Sales Manager ....... Keith Tye
National Sales Manager ...... Larry Darley
Assistant Manager .......... Ted Nelson

STATIONS
KVER, Albuquerque; KSVF, Artesia.

Guy Gannett B'estng. System

Gannett Bldg., Portland, Me.

STATIONS
WGAN, Portland; WGUI, Bangor.

Hoosier Network

Colonial Bldg., New Castle, Ind.

STATIONS
WCNB, Connersville; WCTW, New Castle; WMRI, Marion; WSRK, Shelbyville; WFML, Washington; WRSW, Warsaw, Indiana.

Intermountain Network

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

Phone: 4-3561

PERSONNEL

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

BRANCH OFFICES

Avery-Knodel, Inc., 608 Fifth Ave., New York, N. Y.

Phone: JUdson 6-5536, Exec., Lewis H. Avery; Avery-Knodel, Inc., 75 E. Walker Dr., Chicago, Ill., Phone: And. 3-4710, Exec., J. W. Knodel; Avery-Knodel, Inc., Russ Building, San Francisco, Calif., Phone: Yukon 2-3877, Exec., David H. Sandberg; Avery-Knodel, Inc., 315 W. 5th St., Los Angeles, Calif., Phone: Tucker 2085, Exec., Richard I. Hasbrook; Avery-Knodel, Inc., 120 Marietta St., N.W., Atlanta, Ga., Phone: Cypress 7545, Exec., Charles Coleman, 1915 Elm St., Dallas, Tex., Phone: Sterling 1558, Clyde Melville.

Lone Star Chain, Inc.
(The O. L. Taylor Co.)

1024 Life of America Bldg., Dallas 1, Tex.

Phone: Lakeside 1941

PERSONNEL

President .................. Harold V. Hough
Vice-President ............. Fred Nashab
Secretary-Treasurer .......... O. L. Ted Taylor
General Manager .......... Fred L. Vance

STATIONS
WBAP, Fort Worth; KTCP, Austin; KTSX, San Antonio; KXYZ, Houston; KROD, El Paso; KFDM, Beaumont; KRGV, Weslaco; KEYS, Corpus Christi; KTER, Lufkin; KTTB, Tyler; KGNC, Amarillo; KFYO, Lubbock; KFDX, Wichita Falls.
Maine Broadcasting System
157 High St., Portland 3, Me.
Phone: 2-0181

PERSONNEL
Manager .......................... William H. Rines
Technical Director .................. Daniel H. Smith
News Supervisor .................. C. Thomas Wade

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

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

McClatchy Beeline
911 Seventh St., Sacramento, Cali.

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

STATIONS
KFBK (AM, FM), Sacramento; KMJ (AM, FM), Fresno; KGW, Stockton; KERN (AM, FM), Bakersfield; KOH, Reno; KBEE, Modesto.

Metropolitan Network
(Address Any Station)

STATIONS
WPIK, Alexandria; WARL, Arlington; WFXA, Falls Church, Virginia; WGAY, Silver Spring; WLCC, Bethesda-Cherry Chase, Maryland.

Michigan Radio Network
1800 Mutual Bldg., Detroit 26, Mich.
Phone: Woodward 3-8321

PERSONNEL
President .......................... James G. Riddell
Sales Manager ..................... H. S. Christian
Dir. Adv. & Sales Prom.............. William Morgan

STATIONS
WBCM, Bay City; WDFD, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WLAV, Grand Rapids; WGFG, Kalamazoo; WKBZ, Muskegon; WSOO, Saugatuck; WKLA, Ludington; WHRV, Ann Arbor.

The Mid-South Network
WCBI, Columbus, Mississippi

PERSONNEL
General Manager .................. Bob McRaney

STATIONS
WCBI, Columbus; WELO, Tupelo; WMOX-AM-FM, Meridian; WROX, Clarksdale; WNAG, Grenada; WROB, West Point; WSSO, Starkville, Mississippi.

Mississippi Broadcasting Co. (Withers Gavin Stations)
STATIONS
WCOC, Meridian; WJQS, Jackson; WMBC, Macon; WAGR, Columbus, Miss.

New England Major Markets Group

Chairman .......................... Walter B. Haase

STATIONS
WLAW, Lawrence, Mass.; WPRO, Providence; WDRC, Hartford; WTAG, Worcester, Mass.; WGAN, Portland, Me.; WGUY, Bangor, Me.

New England Regional Network
26 Grove St., Hartford 15, Conn.
Phone: Hartford 5-0801

DIRECTORS
Chairman .......................... Paul W. Morency

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

REPRESENTATIVE
Weed & Company

North Eastern Broadcasting System
John Hancock Bldg., Boston 16, Mass.
Phone: LI 2-5799

PERSONNEL
Sales Director ........................ Elmer Kettell

STATIONS
WABJ, Bangor; WLAM, Lewiston-Auburn; WPOR, Portland; WTVL, Waterville, Maine; WFEA, Manchester; WXXL, Concord; WNKE, Keene; WLNH, Laconia; WHEB, Portsmouth; WMOU, Berlin, New Hampshire; WJOY, Burlington; WSKJ, Montpelier-Barre, Vermont; WACE, Chicopee-Springfield; WALL, Fall River; WBEC, Pittsfield; WBSM, New Bedford; WEIM, Fitchburg; WHAV, Haverhill; WOKX, Framingham; WORC, Worcester, Mass.; WHIM, Providence, R. I.; WTHT, Hartford; WBRY, Waterbury, Conn.

Northwest Network
3415 University Ave., St. Paul W4, Minn.;
3415 University Ave., S.E., Minneapolis 14, Minn.
Phone: P11or 2717

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

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

NATIONAL REPRESENTATIVE
Edward Petry & Co.
Regional Networks

Palmetto Broadcasting System
#1 Martin St., Anderson, S. C.
Phone: 3802
PERSONNEL
President.................. Wilton E. Hall
General Manager............ Glenn P. Warnock
Production Manager......... P. D. Hall
National Sales Mgr.......... G. P. Brown
Promotion Director.......... V. Barath
Regional Sales............. John F. McCallum

BRANCH OFFICES
405 Montagu St., Atlanta, Ga., Exec., Clayton Cosse; 310 Central St., Wilmette, Ill., Exec., Charles L. Allen; R. R. No. 3, Holly Hill, Fla., Exec., Homer Hardey.

STATIONS

Quaker Network
PERSONNEL
General Manager............. Roger W. Clipp
Sales Manager............. Norman R. Prouty

STATIONS
WFIL, Philadelphia; WEEW, Reading; WAEB, Allentown; WEST, Easton; WSBA, York; WAZL, Hazleton; WLAN, Lancaster; WARM, Scranton; WILK, Wilkes-Barre; WGHB, Harrisburg; WKOK, Sumbury; WRAK, Williamsport; WFBG, Altoona; WARD, Johnstown; WERC, Erie; WCAE, Pittsburgh; WKST, New Castle; WKRZ, Oil City.

Razorback Network
217 E. 3rd St., Little Rock, Ark.
Phone: 4-8928
PERSONNEL
General Manager................ Emil J. Pouzar

STATIONS
KKXR, Little Rock and all stations in Arkansas.

Rebel Network
(Address Any Station)
PERSONNEL
Business Manager............. Frank Gentry

STATIONS
WJDX, Jackson; WAML, Laurel; WFOR, Hattiesburg; WTOK, Meridian; WGCM, Gulfport, Mississippi.

Rocky Mountain Broadcasting System
29 S. State St., Salt Lake City 1, Utah

Phone: 3-2737
PERSONNEL
President & Gen. Mgr......... Frank C. Carman
Vice-Pres. & Sales Mgr......... John Schile

STATIONS
KGEM, Boise; KFL, Idaho Falls; KWIK, Pocatello; KLX, Twin Falls, Idaho; KOPR, Butte; KOOK, Billings; KMON, Great Falls; KLAS, Las Vegas, Nev.; KUTA, Salt Lake City; KCSU, Provo; KVQG, Ogden, Utah.

Rural Radio Network, Inc.
118 N. Tioga St., Ithaca, N. Y.
Phone: 3341
PERSONNEL
President.................. C. E. Snyder
Sey-Treas.................. R. B. Gervan
General Manager............. M. R. Hanna
Ass’t, Gen Mgr. Eng. & Sta. Rel. D. K. deNeuf
Sales Manager............. H. S. Brown
Program Manager............. J. A. Short
Program Supervisor.......... M. K. Knapp
Farm Service Dir............. L. Hamrick
Chief Engineer............. T. R. Humphrey

STATIONS
WHCU-FM, Ithaca, N. Y.; WHLD-FM, Niagara Falls; WFNF, Wethersfield; WHDL-FM, Olean; WVBT, Bristol Center; WCVN, Deeruster, WRUN-FM, Utica-Rome, WWIN-FM, Watertown; WMSA-FM, Massena; WCVV, Cherry Valley; WFLY, Troy; WHVA, Poughkeepsie; WQN-FM, Scranton, Pa.

Steinman Stations
8 W. King St., Lancaster, Pa.
Phone: 5251
PERSONNEL
Gen. Mgr.................. Clair R. McCollough
Sales Manager............. J. Robert Gulick
Technical Dir................ J. E. Mathiot

STATIONS

NATIONAL REPRESENTATIVE
Robert Meeker Associates

Tennessee Valley Associates Network
(Address Any Station)

STATIONS
WHAL, Shelbyville; WLAR, Athens; WAGC, Chattanooga; WKRZ, Columbia; WHUB, Cookeville; WEKR, Fayetteville; WHIN, Gallatin; WHBT, Harriman; WCOR, Lebanon; WMMT, McMinville; WGN, Murfreesboro; WCDT, Winchester.

Texas Broadcasting System
KRLD, Herald Square, Dallas, Tex.
PERSONNEL
General Manager............. Clyde W. Rembert
Gene George Hartwell
Earl Jim Dale William John Tom Hal Paul
Sales Secretary-Treasurer
Vice-President
President
Brownwood; Program Texas; KPRC, Secy, San ville, Chief Traffic President
side Frank KLYN, WACO. KRRV, (Dal), ville, Gen. Secy. Phone: (KRIS), Louisiana. Phone: (KTBS), 806 Phone: (KRIS), 9631, (KTBS), 312 Jackson St (Dal), Dallas-Ft. Worth, Tex. Phone: Riverside 9631, Gen. Mgr. Martin Campbell.

Texas Plains Stations
KFLD, P. O. Box 955, Floydada, Tex.
KFLD, Floydada; KPAK, Heretord; KVCW, Colorado City, Texas.

Texas Quality Network
312 E. Kings Highway (KTBS), Shreveport 77, Louisiana. Phone: 7-3644.

BRANCH OFFICES

STATIONS
KTBS, Shreveport, Louisiana; KVAL, Brownsville, Texas; KRIS, Corpus Christi, Texas; KFRY, Houston, Texas; WOAI, San Antonio, Texas; WFAYA, Dallas, Texas.

Texas State Network, Inc.
1201 W. Lancaster Ave., Fort Worth 1, Tex.
Phone: ED 3473

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

STATIONS
KFIZ, Fort Worth; KRFC, Abilene; KGKL, San Angelo; KBST, Big Spring; KCRS, Midland; KRRV, Sherman; KPLT, Paris; KABC, San Antonio; WRR, Dallas; KCMC, Texarkana; WACO, Waco; KFRO, Longview; KBWD, Brownwood; KNOW, Austin; KTRH, Houston; KGVI, Greenville, Texas; KRIC, McAllen; KLYN, Amarillo; KWFT, Wichita Falls, Texas.

The Tobacco Network, Inc.
806 Odd Fellows Bldg., P. O. Box 1988, Raleigh, N. C.
Phone: 8885
President ..................Hartwell Campbell
Vice-President ..................Samuel Brody
Secy. and Treas. ..................Ray D. Williams
Secy. (Raleigh Office) ..................Nina J. Livingston

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

Union Broadcasting System
PERSONNEL
General Manager ..................Jim Healy
WOKO, Albany, N. Y.

STATIONS
WXRA, Buffalo; WOKO, Albany; WCBS, Amsterdam; WWSC, Glens Falls; WENT, Gloversville; WHUC, Hudson; WKNY, Kingston; WKIP, Pouighkeepsie; WDSO, Oneonta; WKOP, Binghamton; WELM, Elmira; WAGT, Utica; WNDR, Syracuse; WICY, Malone; WEA, Plattsburg; WNBZ, Saranac Lake, N. Y.; WVEC, Pittsfield, Mass.; WACE, Chicopee; WALE, Fall River; WVOM, Boston, Mass.; WSYB, Rutland; WJOY, Burlington, Vt.; WWCO, Waterbury; WTOR, Torrington, Conn.; WFAU, Augusta, Me.; WXNE, Keene, N. H.

Viking Network
P. O. Box 296, Beaverton, Ore.
Phone: 4-4911

PERSONNEL
Manager ..................Tom Hotchkiss

STATIONS
KVAS, Astoria; KRUL, Corvallis; KUGN, Eugene; KIHR, Hood River; KFLW, Klamath Falls; KCMC, McMinnville; KNPT, Newport; KRCO, Prineville; KOCO, Salem and KTL, Tillamook, all Oregon, and KELS, Kelso, Wash.

Wisconsin Network, Inc.
Nash Block, Wisconsin Rapids, Wis.
Phone: 723

PERSONNEL
Managing Dir. ..................George T. Frechette
President ..................John M. Walter
Vice-President ..................Earl Huth

STATIONS
WRJN, Racine; WCLO, Jamesville; WGEZ, Beloit; WIBU, Paynette; WHBY, Appleton; WHBL, Sheboygan; WJPW, Green Bay; WFFR, Wisconsin Rapids; WWCF, Baraboo; KFIZ, Fond du Lac, Wis.

The Yankee Network
21 Brookline Ave., Boston 15, Mass.
Phone: Commonwealth 6-0880

President ..................William O'Neil
Executive Vice-Prea. & Gen. Mgr. ..................Linus Travers

Vice-President ..................George Steffy
Vice-President ..................Thomas O'Neil
Dir. of Production ..................Paul Keyes
Editor, Yankee Network News Service ..................Leland Bickford
Technical Director ..................I. B. Robinson

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

Regional Networks
### ESTIMATED FAMILIES FOR 1952

<table>
<thead>
<tr>
<th>State</th>
<th>U.S. Population April 1, 1952 (Estimated)</th>
<th>Total Housing Units</th>
<th>U.S. Families April 1, 1952 (Estimated)</th>
<th>Stations in State</th>
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<td>ALABAMA</td>
<td>3,204,000</td>
<td>846,842</td>
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<td>ARIZONA</td>
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<td>DELAWARE</td>
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<td>DISTRICT OF COLUMBIA</td>
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<td>INDIANA</td>
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<td>IOWA</td>
<td>2,892,000</td>
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AM RADIO STATIONS

U. S. Station Index

- Frequency — Power

Stations Alphabetically
Listed by States—Cities

Key Personnel
WOR sells everything*

for more people
to more people
at less cost more often
than any other station
in the United States!

*depending that the product or service is ethical, in good taste and in the interest and welfare of WOR's millions of listeners.
### Index of Standard Stations of U.S.

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**Notes:**
- The table lists various radio stations along with their call signs and frequencies.
- The stations are located in various cities and states across the United States.
- The frequencies range from 98.5 to 193.5.

**Examples:**
- KTOP in Walla Walla, Wash. (98.5 MHz)
- KUBA in Yuba City, Calif. (99.5 MHz)
- KITS in Oklahoma City, Okla. (100.5 MHz)
- KTRN in Wichita Falls, Tex. (106.1 MHz)
- KTOP in Rolla, Mo. (101.5 MHz)
- KTWB in Wichita, Kans. (112.1 MHz)
- KTXC in Big Spring, Tex. (124.5 MHz)
- KTXI in Jasper, Tex. (126.5 MHz)
- KTXL in San Angelo, Tex. (128.5 MHz)
- KTXN in Austin, Tex. (129.1 MHz)
- KTYL in Mesa, Ariz. (131.5 MHz)
- KUBA in Yuba City, Calif. (133.5 MHz)
- KUBC in Montrose, Colo. (135.5 MHz)
- KUGN in Eugene, Ore. (137.5 MHz)
- KUIN in Grants Pass, Ore. (139.5 MHz)
- KUJ in Walla Walla, Wash. (141.5 MHz)
- KUKI in Utkiah, Calif. (143.5 MHz)
- KULA in Honolulu, Hawaii (145.5 MHz)
- KULP in Denver, Colo. (147.5 MHz)
- KUNO in Corpus Christi, Tex. (149.5 MHz)
- KUOA in Sierra Springs, Ark. (151.5 MHz)
- KURV in Edinburg, Tex. (153.5 MHz)
- KUTU in Turlock, Calif. (155.5 MHz)
- KVAL in Brownsville, Tex. (157.5 MHz)
- KVAN in Vancouver, Wash. (159.5 MHz)
- KVAS in Astoria, Ore. (161.5 MHz)
- KVBC in Farmington, N. M. (163.5 MHz)
- KVCC in Redding, Calif. (165.5 MHz)
- KVEC in San Luis Obispo, Calif. (167.5 MHz)
- KVET in Austin, Tex. (169.5 MHz)
- KVFD in Fort Dodge, Iowa. (171.5 MHz)
- KVGB in Great Bend, Kans. (173.5 MHz)
- KVI in Seattle, Wash. (175.5 MHz)
- KVIC in Victoria, Tex. (177.5 MHz)
- KVIM in New Iberia, La. (179.5 MHz)
- KVKM in Monahans, Texas (181.5 MHz)
- KVLC in Little Rock, Ark. (183.5 MHz)
- KVLH in Paul Valley, Okla. (185.5 MHz)
- KVMA in Magnolia, Ark. (187.5 MHz)
- KVMC in Colorado City, Tex. (189.5 MHz)
- KVMR in Twin Falls, Idaho. (191.5 MHz)
- KVMQ in Twin Falls, Idaho. (193.5 MHz)
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| KWPM | West Plains, Mo. | 509 |
| KWRD | Wendell, Ore. | 350 |
| KWRD | Warren, Mo. | 509 |
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| KWSH | Wewoka, Okla. | 452 |
| KWTW | Lake Charles, La. | 363 |
| KWTX | Waco, Tex. | 342 |
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| KWRL | Waterloo, Iowa | 489 |
| KWWO | Weyers Cave, Va. | 489 |
| KXYZ | Houston, Tex. | 489 |
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| KXOB | Stockton, Calif. | 362 |
| KXOC | Chico, Calif. | 342 |
| KXOK | St. Louis, Mo. | 507 |
| KXOL | Fort Worth, Tex. | 451 |
| KXOX | Sweetwater, Tex. | 665 |
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| KYW | Philadelphia, Pa. | 609 |
| WABA | Winston-Salem, N. C. | 568 |
| WABB | Worcester, Mass. | 479 |
| WAAF | Chicago, Ill. | 410 |
| WATM | Newark, N. J. | 520 |
| WABA | Aquadilla, P. R. | 709 |
| WADB | Mobile, Ala. | 326 |
| WABG | Greenwood, Miss. | 497 |
| WABL | Bangor, Me. | 451 |
| WABY | Albany, N. Y. | 527 |
| WABC | Alhambra, Calif. | 555 |
| WACB | Kittanning, Pa. | 606 |
| WACD | Chicago-Springfield, Mass. | 468 |
| WACF | Waycross, Ga. | 405 |
| WACO | Waco, Tex. | 667 |
| WACR | Columbus, Miss. | 496 |
| WAGD | Akron, O. | 572 |
| WAGR | Wadesboro, N. C. | 567 |
| WAGM | Allentown, Pa. | 598 |
| WAIN | Mayaguez, P. R. | 709 |
| WAFB | Baton Rouge, La. | 453 |
| WAGA | Atlantic, Ga. | 399 |
| WAGC | Chattanooga, Tenn. | 633 |
| WAGW | Syracuse, N. Y. | 552 |
| WAGF | Dothan, Ala. | 324 |
| WAGM | Presque Isle, Me. | 459 |
| WAIM | Anderson, S. C. | 624 |
| WAIN | Columbia, Ky. | 444 |
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| WAIT | Chicago, Ill. | 311 |
| WAIR | Virginia, N. Va. | 693 |
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| WAB | Albany, Ga. | 391 |
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| WAKE | Fall River, Mass. | 468 |
| WALK | Patchogue, N. Y. | 549 |
| WALL | Middletown, N. Y. | 537 |
| WALK | Tampa, Fla. | 390 |
| WAML | Laurel, Miss. | 499 |
| WAMS | Wilmington, Del. | 376 |
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| WAW | Richmond, Va. | 678 |
| WAO | Vincennes, Ind. | 431 |
| WAPG | Scott, P. R. | 710 |
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| WARM | Arlington, Va. | 673 |
| WASM | Scranton, Pa. | 617 |
| WASK | Lafayette, Ind. | 428 |
| WASA | Havre De Grace, Md. | 464 |
| WAST | Annapolis, Md. | 459 |
| WATC | Boise, N. C. | 556 |
| WATC | Gaylord, Mich. | 481 |
| WATS | Ashland, O. | 573 |
| WATH | Athens, O. | 573 |
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| WATW | Ashland, Wis. | 695 |
| WATZ | Alpena, Mich. | 475 |</p>
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Owned-Oper. By: Sand Mt. Bcstg. Service
Business-Studio Address: P. O. Box 149
Phone Number: 630
News Service: AP
Transcription Service: World
Pres. Gen. Mgr.: Pat M. Courington
Commercial Manager: Bob H. Riseling
Program Director: Mary Gore
Chief Engineer: R. W. Hoffman

WRFS
ALEXANDER CITY—1947—KEYSTONE
Frequency: 1050 Kc.  Power: 1,000 Watts d.
Owned-Oper. By: Piedmont Service Corp.
Business-Studio Address: Main St.
Phone Number: 1050
Transmitter Location: West End
News Service: UP
Transcription Service: World
Representative: Sears & Ayer
Membership: NARTB, BAB
President: James L. Coley
Gen.-Station-Com. Mgr.: Jim Whatley
Dir. of Operations: Lem Coley
Pq. Dir.-Prom. Mgr.: Bob McKinney
Chief Engineer: James W. Whatley
Consulting Engineer: Claude Grey

WCTA
ANDALUSIA—1946—MBS-KBS
Address: P. O. Box 29
Phone Number: 1100
Air Time: 5:30 a.m.-10:30 p.m.
Transmitter: Sanford Rd.
News Service: AP
Transcription Service: World
Membership: NAB
Executive V.P.: Gen. Sta. Mgr.: J. Dige Bishop
Sales Prom. Mgr.: Robert Statham
Prog. Prom. Dir.: Christine Hardage
Chief Engineer: Howell Pembroth
Consulting Engineer: Claude Gray

WHMA
ANNISTON—1938—ABC
Business-Studio Address: Radio Bldg.
Phone Number: 2380-368
Air Time: 5:45 a.m.-11:05 p.m.
Transmitter: 415th at Boynton
Transcription Service: World
Representative: Sears & Ayer
Membership: NARTB
President: Harry M. Ayers
Gen. Sta. Mgr.: Malcolm Street
Commercial Mgr.: Lurline M. Smollon
Program Director: Rose Ponder
News Director: Dewitt Carmichael
Chief Engineer: James A. Hudson
Consulting Engineer: Claude M. Gray

WSPC
ANNISTON—1949—MBS
Frequency: 1390 Kc.  Power: 5000 Watts d:
1000 Watts n.
Owned-Operated By Model City Bcstg. Co., Inc.
Business Address: Jefferson Davis Hotel
Phone: 1850-51
Air Time: Unlimited
Transmitter Location: S. Main Hwy.
News Service: AP
Transcription Service: Standard
Representative: Walker
President: Stanton B. Ingram
Gen. Sta. Mgr.: W. S. Weatherly
Commerical Manager: John Orrison
Sales Prom. Mgr.: Rosebud Waldrop
Prog. Prod. Dir.: Robert W. Bandy
Publicity Director: Sara F. Jackson
Chief Announcer: Robert W. Bandy
News Director: Earl Carter
Musical Director: Bettie Russell
Chief Engineer: Thomas B. Atkins
Consulting Engineer: Claude M. Gray

WJMW
ATHENS—1948—LBS
Business-Studio Address: P. O. Box 396
Phone Number: 565
News Service: AP
Transcription Service: Capitol
Pres.-Gen.-Comm. Mgr.: Homer F. Dunnivant
Pgm., Prom., News Dir.: Robert V. Dunnivant
Chief Engineer: William G. Mitchell

WATM
ATMORE—1949
Address: Box 205
Phone: Atmore 50
Transmitter Location: Wilson St.
Air Time: Sunrise-Sunset
News Service: UP
President: John B. McCravy
Vice-Pres. & Chief Engr.: Cyril W. Redbach
General Manager: Everett M. McCravy
Program Director: Lillian Miller
Chief Announcer: Wayne Butts
WAUD
AUBURN—1947—LIBERTY
Frequency: 1230 Kc.  Power: 250 Watts
Owned-Operated By: Auburn Bstg. Co.
Business Address: Box 350
Phone Number: 1240-1
Studio Transmitter: Montgomery Hwy.
Air Time: 6 a.m.-Midnight
News Service: AP
Transcription Service: World
Pres., Gen-Station Mgr.: Elmer G. Salter
Chief Announcer: Bob Donaldson
Chief Engineer: Ted Bellon
Consulting Engineer: C. I. Shelkotsky
Phone Number: 3-8116
Transmitter: Sandusky, Ala.
News Service: UP
Transcription Service: World
Representative: Radio Sales (CBS)
Membership: NARTB, BAB
Chairman of the Board: Edward L. Norton
President-Treasurer: Thad Holt
Chief Engineer: James L. Evans
Asst. Chief Engr.: N. S. Hurley
Consulting Engineer: A. D. Ring & Co.

WBRC
BIRMINGHAM—1925—NBC
Frequency: 960 Kc.  Power: 5000 Watts
Address: 1727½ 2nd Ave., N.
Phone Number: 47741
News Service: INS, AP
Transcription Service: Standard, Lang Worth
Representative: Paul H. Raymer Co.
President: Eloise S. Hanna
Gen. Manager: G. P. Hamann
News, Pgm. Dir.: W. H. McCandell
Prom. Mgr.: John T. Orr
Chief Engineer: G. P. Hamann
Farm Editor: Don Norman

WEDR
BIRMINGHAM—1949
Frequency: 1220 Kc.  Power: 1000 Watts d.
Owned-Operated By: Magic City Bstg. Co.
Business Address: 1417 Fourth Ave. N.
Phone Number: 44523
Partner: I. L. Doss
Partner: Leah L. Doss
Partner, Gen. Mgr.: John A. Thompson
Program Director: Carolyn Mardis
Chief Engineer: John F. Cram

WILD
BIRMINGHAM—1945—MBS
Frequency: 1490 Kc.  Power: 250 Watts
Address: 3427 27th Ave. N.
Phone Number: 4-4511
President: Roy M. Hofheinz
General Manager: Don D. Campbell
Program Director: Charles White McGeehee
Chief Engineer: Ray Lowery

WLBS
BIRMINGHAM—1946—LBS
Frequency: 890 Kc.  Power: 1000 Watts d.
Owned-Operated By: WLBS, Inc.
Address: 216½ 21st St., N.
Phone Number: 54-2541
General Manager: Mary Gorman
Program Director: Ed Rayfield
Chief Engineer: Ralph Dennis

WAPI
BIRMINGHAM—1922—CBS
Frequency: 1070 Kc.  Power: 5000 Watts
Owned-Oper. By: Voice of Ala., Inc.
Address: 701 Protective Life Bldg.

BESSEMER—1950
Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By: The Bessemer Bstg.
Co., Inc.
Business Address: 1720 3rd Ave., N., Bessemer
Phone: Bessemer 5-5241
Transmitter Location: B'ham-Bessemer Super Hwy.
Air Time: 6 a.m.-11 p.m.
News Service: INS
Transcription Service: Langworth
Pres., Gen. Mgr.: I. E. Lanier
Publ. Dir.: W. B. Faush
Chief Engineer: Jack Warden
Consulting Engineer: Claude Gray
Phone Number: 5000
Transmitter: Bessemer 2300
Air Time: 6 a.m.-11 p.m.
News Service: INS
Transcription Service: Langworth
Station, Comm. Mgr.: James E. Connolly
Sales Prom. Mgr.: Otis Dodge
Program Director: Jane Marshall
Prod., Mus. Dir.: Sally Gordon
Publicity Director: Mary Patterson
Chief Announcer: Bob Umbach
News Director: Ganus Scarborough
Chief Engineer: Maurice McKinney
Consulting Engineer: Lohires & Culver

BESSEMER—1942
Frequency: 1400 Kc.  Power: 250 Watts
Owned By: Johnston Bstg. Co.
Business Address: Box 147
Phone No.: Bessemer 2300
Transmitter, Birmingham Bessemer Super H'way
News Service: INS
Station, Comm. Mgr.: James E. Connolly
Sales Prom. Mgr.: Otis Dodge
Program Director: Jane Marshall
Prod., Mus. Dir.: Sally Gordon
Publicity Director: Mary Patterson
Chief Announcer: Bob Umbach
News Director: Ganus Scarborough
Chief Engineer: Maurice McKinney
Consulting Engineer: Lohires & Culver

BIRMINGHAM
Frequency: 1490 Kc.  Power: 250 Watts
Owned-Oper. By: Voice of Ala., Inc.
Address: 701 Protective Life Bldg.

ALABAMA
WSGN
BIRMINGHAM—1926—ABS
Frequency: 610 Kc.  Power: 5000d.; 1000 n.
Owned-Operated:  Birmingham News Co.
Business Address:  P. O. Box 2553
Phone Number:  4-3434
Studio Address:  YWCA Bldg.
Transmitter Location:  Fair Grounds
Newspaper Affiliation:  Birmingham News
News Service:  AP
Air Time:  5 a.m.-Midnight
Representative:  Headley-Read
Membership:  NARTB
Exec. V.P., Gen. Mgr.:  Henry P. Johnston
Gen. Sales Mgr.:  J. Harry Calloway
Dir., Sls. Prom. & Publ.:  Robert D. Williams
News Director:  Gene Procter
Chief Engineer:  J. V. Sanderson
Farm Editor:  Boyd Evans
Consulting Engineer:  Gautney & Ray

WVOK
BIRMINGHAM—1947
Frequency: 690 Kc.  Power: 50,000 Watts d.
Owned-Operated By:  Voice of Dixie Inc.
Business Address:  P. O. Box 2468.
Phone Number:  6-2924
Transmitter:  Bessemer Super Highway
Air Time:  Sunrise-Sunset
News Service:  UP
Transcription Service:  Capitol
Representative:  Radio Reps. Inc.
Pres., Gen. Sta., Mgr.:  Iralee W. Bennis
Com. Sales Prom. Mgr.:  William J. Brennan
Chief Announcer:  Dan Brennan
Program Director:  Ira Leslie
Chief Engineer:  William J. Brennan
Consulting Engineer:  W. E. Bennis, Jr.

WEBJ
BREWTON—1947—MBS
Frequency: 1240 Kc.  Power: 250 Watts
Owned-Operated By:  Brewton Bcstg. Co.
Address:  Brewton, Ala.
Air Time:  6 a.m.-11 p.m.
Phone Number:  1000
News Service:  AP
Transcription Service:  SESAC, Capitol
Pres., Gen. Mgr.:  W. Emmett Brooks
Commercial Manager:  C. E. Land
Program Director:  Bolling Brooks
Chief Engineer:  R. D. Craig
Consulting Engineer:  Claude Gray

WRAG
CARROLLTON—1951
Frequency: 590 Kc.  Power: 1000 Watts d.
Owned-Oper.:  Pickens County Bcstg. Co.
Address:  Box 128
Phone Number:  2364
News Service:  UP

WKLF
CLANTON—1947—KBS
Frequency: 980 Kc.  Power: 1000 Watts d.
Owned-Operated By:  Southeastern Bcstg. Co.
Bus-Studio Address:  P. O. Box 110
Phone Number:  448
Transmitter Location:  Selma Highway
News Service:  AP
Transcription Service:  World, Keystone
Representative:  Thomas F. Clarke
Membership:  NARTB
President:  Dr. J. Kelley Robinson
Gen.-Station-Comm. Mgr.:  Robert B. Taber
Chief Engineer:  Curley Huntley
Chief Engineer:  Lester Carter
Consulting Engineer:  Claude Gray

WFMH
CULLMAN—1950
Frequency: 1300 Kc.  Power: 1000 Watts d.
The Voice of Cullman

WKUL
CULLMAN—1946—LIBERTY
Frequency: 1340 Kc.  Power: 250 Watts
Owned-Operated By:  Cullman Bcstg. Co.
Business, Studio, Trans. Address:  Cullman
Phone Number:  884
News Service:  UP
Transcription Service:  World
Program Director:  Evelyn Buettner
Chief Announcer:  Leon Murphree
Chief Engineer:  Arthur Bachmann
Consulting Engineer:  Claude Gray

WHOS
DECATUR—1948
Frequency: 800 Kc.  Power: 1000 Watts d.
Business-Studio Address:  212 Jackson St.
Newspaper Affiliation:  Decatur Daily
Transmitter Location:  Flynn Street
Phone Number:  981-992
Air Time:  Sunrise-Sunset
News Service:  UP
Transcription Service:  RCA, Thesaurus &
Associated Partners:  Barrett C. Shelton, John J. Jones
Gen., Comm. Mgr.:  Louis C. Blizzard
Pgm. Dir.:  C. Ancri Farm Ed.:  Jim Fouts
Pgm. Farm Dir.:  Jim Fust
Chief Engr.:  Melvin Cary
Consulting Engineer:  Claude Gray
WMSL
Decatur—1935—MBS-KBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Tennessee Valley Bcstg. Co.
Address: P. O. Box 411
Phone Number: 802-803
News Service: AP
Transcription Service: World
Pres., Gen. Mgr.: Frank Whisentant
Comm., Prom., Pgm. Dir.: Cletus Quick (Nat'l.)
Chief Engineer: Garlan Sandlin

WXAL
Demopolis—1947—MBS-KBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Demopolis Bcstg. Co.
Business Address: P. O. Box 251
Phone Number: 400
News Service: AP
Transcription Service: World
Pres., General Manager: W. M. Jordan
Commercial Manager: Henry J. Bley
Pgm. Dir.: Leo Hart
Chief Engineer: Austin Caldwell

WAGF
Dothan—1932—MBS
Frequency: 1320 Kc. Power: 1000 Watts
Owned-Operated By: Dothan Bcstg. Co.
Address: 204½ E. Main Street
Phone Number: 2-9100
Transmitter Location: Headland Highway
Air Time: 6 a.m.-11 p.m.
News Service: AP
Transcription Service: World
Representative: Joseph Hershey McGilvra
Membership: NARTB
General Manager: Julian C. Smith
Comm. Mgr.: Fred C. Mosesy
Program Director: J. Arthur Creamer
Chief Engineer: John T. Hubbard

WDIG
Dothan—1947—ABC
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Houston Bcstg. Co.
Business Studio Address: 107 E. Adams St.
Phone Number: 3-4100
News Service: UP
Representative: Cummings, Reiner
Pres., Gen. Mgr.: Jess Swicegood
Prom. Mgr., News Dir.: Wayne Mosesy
Chief Engineer: Charles Lawshe

WOOF
Dothan—1948—KBS
Frequency: 560 Kc. Power: 5000 Watts d.
Owned-Operated By: Dowlander Bcstg. Co.
Business Studio Address: 110 So. Foster
Phone Number: 2-5600
Transmitter Location: Radio Road
News Service: UP
Transcription Service: Keystone
Representative: Sears & Ayer
Membership: BAB
President: R. A. Dowling, Jr.
General Manager: Agatha Barnes
Chief Engineer: Sam Campbell

WIRB
Enterprise—1948
Frequency: 1230 Kc. Power: 250 Watts
Business Address: Enterprise
Phone Number: 30
News Service: UP
Transcription Service: Lang-Worth
Partners: R. E. James, R. M. Stanford
General Manager: J. Wesley Gardner
Chief Engineer: E. L. Helm

WULA
Eufaula—1948—MBS-KBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Ala-Ga. Bcstg., Inc.
Phone Number: 745
Air Time: 5 a.m.-11 p.m.
News Service: UP
Transcription Service: World
Representative: Dora Clayton
Membership: NARTB, BAB
Owner: Edward P. Fussell
Chief Engineer: Hugh G. Chastain

WWWF
Fayette—1949—KBS
Frequency: 990 Kc. Power: 1000 Watts d.
Owned-Operated By: Bankhead Bcstg. Co., Inc.
Address: Jasper
Phone Number: 100
News Service: UP
President: W. W. Bankhead
General Manager: James Reese
Chief Engineer: Don Moore

WJOI
Florence—1946—ABC
Frequency: 1340 Kc. Power: 250 Watts
Address: 850 S. Court St.
Phone Number: 2608
Commercial Manager: Harry Hearst
Sales Prom. Mgr., Pgm. Dir.: Pat Slotten
Chief Engineer: Paul Shannon

WMFT
Florence—1946—KBS-LBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Tri-Cities Bcstg. Co.
WFPA
FT. PAYNE—1950
Frequency: 1400 Kc. Power: 250 watts
Owned-Operated By: Killian Bestg. Co.
Address: Stallworth Building
Phone Number: 850
News Service: AP
Transmission Service: Thesaurus
President: President.
General Manager: J. Louis Killian
Program Director: Jim Bell
WFPA
FT. PAYNE—1950
Frequency: 1250 Kc. Power: 1000 watts d.
Owned-Operated By: Glenn M. Cravitt
Address: P. O. Box 255
Phone Number: 1006
News Service: AP
Transmission Service: AP
Program Director: Lester Haston
WFZOB
FT. PAYNE—1950
Frequency: 930 Kc. Power: 1000 watts d.
Owned-Operated By: Gadsden Radio Co.
Address: 722 S. 12th St.
Phone Number: 69201
News Service: AP
Commercial Manager: Mac M. Thomas
Program Director: Weston Britt
Chief Engineer: Calvin C. Williamson
WGAD
GADSSEN—1947—ABC—ABS
ALA. BROADCASTING SYSTEM
Frequency: 1350 Kc.
Power: 5000 Watts d., 1000 n.
Address: 520 Commercial St.
Phone Number: 5641, 5642
Transmitter Location: Attalla, Ala.
News Service: AP
Transmission Service: Capitol
Membership: NARTB, BAB
Pres., Gen.-Comm. Mgr: Curtis DeLamar
Sales Prom. Mgr: Jack Kirby
Program Director: Frances Seal
News Dir., Chief Anncr: Jim Young
Chief Engineer: Halley D. Williams
Consulting Engineer: Claude M. Gray
WGWD
GADSSEN—1947
Frequency: 570 Kc. Power: 1000 Watts d.
Business Address: P. O. Box 128
Phone Number: 8-6301-2
Air Time: 4 a.m.-Sunset
Transmission Service: Associated
General Manager: Leon Loyd
WJBY
GADSSEN—1928—MBS
Frequency: 1240 Kc. Power: 250 Watts
Address: 108 Broad Street
Phone Number: 6-3381
Transmitter Location: 108 Broad St.
News Service: INS
Representative: Sears & Ayer
President: Boscom H. Hopson
Gen. Mgr., Pgm. Dir: Beatrice Tate Benton
Comm. Mgr: Sam A. Benton
Chief Engineer: Glen Nichols
WGYV
GREENVILLE—1948—LBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Greenville Bestg. Corp.
Business Address: P. O. Box 227
Air Time: 6 a.m.-10 p.m.
Phone Number: 585
Transmitter Location: Luverne Highway
News Service: AP
Transmission Service: World
Representative: Continental
Chief Engineer: Winton Beaver
Consulting Engineer: Claude Gray
WGSV
GUNTHERVILLE—1950—KBS
Frequency: 1270 Kc. Power: 1000 Watts d.
Address: P. O. Box 32
Phone Number: 4131
News Service: AP
Transmission Service: NBC, Thesaurus
President: Trent Moore
Program Dir., News Dir: Ray McClendon
Chief Engineer: LaVelle Jackson
WJBB
HALEYVILLE—1949—MBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Haleyville Bestg. Co.
Address........................................P. O. Box 191
Phone Number..................................389
Air Time........................................6 a.m.-11 p.m.
Transmitter Location..........................Bear Creek Road
News Service....................................UP
Transcription Service..........................Capitol
General Manager...............................William G. Harris
Commercial Mgr.................................Ruth Harris
Program Director..............................Larry Brent
Chief Engineer..................................William G. Harris

WER H
HAMILTON—1950—LBS
Frequency: 970 Kc.  Power: 1000 Watts d.
Owned-Operated By................................Marion County Bcast. Co.
Phone Number....................................120
Air Time........................................Sunrise-Sunset
News Service....................................AP
Transcription Service........................Langworth
Station Representative........................McGillvra
Membership.....................................NARTB
Pres., Gen., Prom. Mgr...........................Hugh J. Fite
Commercial Manager...........................Charles B. Tucker
Chief Annr., News Dir...........................Johnnie R. Lott
Chief Engineer.................................Charles B. Tucker

WBHP
HUNTSVILLE—1937—MBS—KBS
Frequency: 1230 Kc.  Power: 250 Watts
Owned-Operated By..............................Wilton H. Pollard
Bus-Studio Address............................318 W. Clinton
Phone Number....................................313
Transmitter Location..........................Athens Pike
Air Time........................................6 a.m.-11 p.m.
News Service....................................UP
President, Gen. Mgr.............................Wilton H. Pollard
Prog., Pub., News Dir..........................Grady Reeves
Chief Engineer.................................James Potter

WFUN
HUNTSVILLE—1946—LBS
Frequency: 1450 Kc.  Power: 250 Watts
Owned-Oper. By................................Huntsville Bcast. Co., Inc.
Transmitter Address...........................410 W. Holmes St.
Phone Number....................................2424
Air Time........................................6 a.m-M.
News Service....................................AP
Representative..................................Sears & Ayers
Pres., Gen. Mgr.................................J. B. Fall, Jr.
Sta. Mgr., Prog. Dir., Chief Engr...........John Garrison

WHBS
HUNTSVILLE—1946—ABC
Frequency: 1490 Kc.  Power: 250 Watts
Owned-Oper. By................................The Huntsville Times Co.
Phone Number....................................2345
Transmitter.....................................N. Church St.
News Service....................................AP
Representative..................................Headley-Reed
General Manager...............................John F. Neal
Commercial Manager...........................Joe Sims
Pgm., News Director............................Jay Shepherd
Chief Engineer..................................Dave Williams

WPBB
JACKSON—1950—KBS-LBS
Frequency: 1280  Power: 1000 Watts d.
Owned-Operated By..............................Jackson Bcast. Co.
News Service....................................AP
Program Director..............................Charles Ballas
Chief Engineer.................................E. A. Allen

WWWB
JASPERS—1946
Frequency: 1240 Kc.  Power: 250 Watts
Business Studio Address.....................Bankhead-Long Building
Phone Number....................................100
Transmitter Location..........................W. 20th St.
News Service....................................AP
Executive Director............................James E. Reese
Manager..........................................Wm. C. Edgemon

WRLD
LANETT—1944—ABC-KBS
Frequency: 1490 Kc.  Power: 250 Watts
Owned-Oper. By................................Valley Bcast. Inc.
Address..........................................602 Cherry St.
Phone Number....................................2277
News Service....................................AP
Transcription Service........................Thesaurus
Representative..................................McGillvra
President........................................J. C. Henderson
General Manager..............................Paul Reid
Program Director..............................Aileen Love
Chief Engineer.................................R. R. Magill

WJAM
MARION—1951
Frequency: 1310 Kc.  Power: 1000 Watts d.
Address..........................................Marion
Phone Number....................................2381
Transcription Service........................Capitol
News Service....................................AP
Partners........................................L. M. Neely, Sr., Kathleen Neely
General Manager..............................L. M. Neely, Jr.
Station Manager...............................Erie Hanna

WABB
MOBILE—1948—ABC-MBS
Frequency: 1480 Kc.  Power: 5000 Watts
Owned-Oper. By.................................Mobile Press Register, Inc.
Business Address..............................304 Government St.
Phone Number....................................3-1551
Transmitter.....................................Eight Mile, Ala.
Air Time........................................6 a.m-M.
News Service....................................UP
Transcription Service........................World
Representative..................................Branham Co.
President........................................R. B. Chandler
Executive V.P..................................W. J. Hearin, Jr.
Sta., Comm. Mgr.................................Dewey H. Long
Chief Engineer.................................William H. Murphee
**WALA**
**MOBILE—1930—NBC**
Frequency: 1410 Kc. Power: 5000 Watts
Owned-Operated By...Pape Bcstg. Co., Inc.
Bus.-Studio Address. 210 Government St.
Phone Number. 3-3756
Transmitter. Cochran Bridge Causeway
Air Time. 6 a.m.-M.
News Service. AP
Transcription Service. Standard
Representative. Headley-Reed
President. W. O. Pape
General Manager. H. K. Martin
Commercial Manager. A. Treadway
Program Director. Al Homan
Chief Engineer. R. B. Hurley

**WKAB**
**MOBILE—1947—LIBERTY**
Frequency: 840 Kc. Power: 1000 Watts d.
Owned-Operated By...Pursley Bcstg. Service
Business-Studio Address...Box 1308
Phone Number. 7-4345
Transmitter. Donald St.
Air Time. Local sunrise-local sunset
Transcription Service. SESAC, Langworth
Representative. Forjoe, Dora Clayton
Membership. NARTB
General Manager. Louise P. Pursley
Commercial Mgr. R. H. Moore
Program Director. J. T. Jackson
Sales Prom. Mgr. J. H. Johnson
Publicity Director. R. H. Moore
Production Director. Mary L. Lemon
Chief Announcer. Larry Keith
Chief Engineer. Gene Miller

**WKRG**
**MOBILE—1946—CBS**
Frequency: 710 Kc. Power 1000 W. d.; 500 W. n.
Owned-Operated By...Giddens & Rester
Bus.-Studio-Trans. Address...Telegraph Rd.
Phone Number. 2-6789
Air Time. Unlimited
News Service. AP
Transcription Service. Lang-Worth. Standard
Representative. Adam J. Young, Jr.
Gen., Station Mgr. F. E. Busby
Commercial Manager. John E. Waller
Publicity Director. Shirley Raster
Chief Engineer. Richard M. Cole
Consulting Engineer...Comm. Radio Equipment Co.

**WAPX**
**MONTGOMERY—1947—ABC**
Frequency: 1600 Kc. Power: 1000 Watts
Owned-Operated By...United Bcstg. Co.
Business, Studio Address...116 Caloma St.
Phone Number. 3-7589
Transmitter Location...End of Blackburn St.
News Service. UP

**WCOV**
**MONTGOMERY—1939—CBS**
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Estate of G. W. Covington, Jr.
Business-Studio Address...Exchange Hotel
Phone Number. 5761
Transmitter. Narrow Lane Rd.
News Service. UP
Transcription Service. Capitol
Representative. O. L. Taylor Co.
Membership. NARTB, RAB
General Manager. Hugh M. Smith
Commercial Manager. Joe Petraku
Sales Prom. Mgr. O. M. Teate
Program Director. Walter Spiro
News Director. Ray Hardin
Chief Announcer. Frank Tucker
Chief Engineer. W. D. Weatherly
Consulting Engineer. W. J. Haley

**WJJJ**
**MONTGOMERY—1948—MBS**
Frequency: 1170 Kc. Power: 10,000 Watts d.; 1000 n.
Owned-Oper. By...Southern Bcstg. Co., Inc.
Business-Studio Address... 115½ Commerce St.
Transcription Service. Thesaurus
Representative. Weed
President. Joseph G. Mathews
General Manager. J. C. Hughes
Commercial Manager. Herbert A. McLendon
Program Director. E. Caldwell Stewart
Promotion Manager. E. J. Duke
Chief Engineer. A. Fred Wright

**WMGY**
**MONTGOMERY—1946—LIBERTY**
Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Operated By...Dixie Bcstg. Co.
Business-Studio Address...4 S. Perry St.
Phone. 5245
Transmitter Location...E. of Greenwood Cem.
Representative. Robert Meeker
Membership. NARTB
President. Dr. S. D. Suggs
Gen.-Comm. Manager. Thomas W. Sewell
Sales Prom. Mgr. Hugh Webb
Program Production Director. Roberta Frost
News Director. Felix Robinson
Chief Engineer. John D. Lamar

**WSFA**
**MONTGOMERY—1930—NBC**
ALABAMA

Business Address: P. O. Box 1031
Phone: 8360
News Service: AP
Transcription Service: World
Representative: Headley-Reed
Membership: BAB
Pres., Gen. Mgr.: Howard E. Pill
Asst. to Pres.: David E. Dunn
Local Sales Mgr.: William W. Hunt
National Sales Dir.: Julia Looney
Program Director: Lee Gooch
Publicity Director: Alice Mayfield
Chief Announcer: Bill Smith
News Director: Marguerite Daniel
Chief Engineer: Cliff Shkolosky
Farm Editor: Wilson Carnes

WLAY
MUSCLE SHOALS—1933—MBS
Frequency: 1450 Kc. Power: 250 Watts
Owned Oper. By: Muscle Shoals Bstg. Corp.
Business Address: P. O. Box 230, Sheffield
Transmitter Location: E. 2nd St., Sheffield, Ala.
News Service: UP
Representative: Devney & Co.
President: Frank M. Farris, Jr.
General Mgr.: W. A. Reeves, Jr.
Comm. Manager: Julius Whitehead
Program Director: George Manush
Chief Engineer: Melvin G. Hunt

WJHO
OPELKA—1940—MBS-KBS
Frequency: 1400 Kc. Power: 250 Watts
Phone Number: 712, 713
News Service: UP
Transcription Service: Thesaurus, Keystone, SESAC
Membership: NARTB, BAB
Gen., Sta. Mgr.: John C. Cooper, Jr.
Program Director: G. E. Snyder
Chief Announcer, News Dir.: Bill Kennedy
Chief Engineer: John E. Smollen
Consulting Engineer: Claude Gray

WELR
ROANOKE—1949—KBS
Frequency: 1360 Kc. Power: 1000 Watts d.
Owned-Operated By: Roanoke Bstg. Co.
Address: 801 N. Main St.
Station Representative: Clayton
Manager: J. W. Buttram
Program Director: John Hodges

WWW
RUSSELLVILLE—1949
Frequency: 920 Kc. Power: 1000 Watts d.
Address: Bankhead-Long Bldg., Jasper, Ala.
Phone Number: 100
Transmitter Location: Underwood Rd.
News Service: UP
Pres’l.: Walter W. Bankhead
General Manager: James E. Reese
Sta., Comm. Mgr.: Hal Kirby
Program Director: James W. Elliott
Chief Engineer: Charles G. McLellan

WCRI
SCOTTSBORO—1950
Frequency: 1050 Kc. Power: 250 Watts d.
Owned-Operated By: Pat M. Courington
Address: Birmingham Highway
Phone Number: 2746
Air Time: 6 a.m.-11:05 p.m.
Transcription Service: Capitol
Station Representative: Hal Holman
Membership: NARTB
Gen. Mgr. & Chief Engr.: John F. Townshend
Sales Prom. Mgr.: John Frazier
Program Director: Mrs. Marie Luker
Chief Announcer: Virgil Moore
Consulting Engineer: T. J. Holey

WHBB
SELMA—1935—MBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Selma Bstg., Inc.
Business Address: 209 Washington St.
Phone Number: 1250
Transmitter Location: Edgewood
President: B. H. Hopson
Program Director: Bill Hoops
Promotion Manager: Erin Reynolds
Chief Engineer: T. F. Kelly, Jr.

WFEB
SYLACAUGA—1944—MBS—KBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Alabama Bstg. Co.
Business Studio Address: P. O. Box 358
Phone Number: 2-3281
News Service: UP
Transmitter Location: 527 North Broadway
Air Time: 6 a.m.-11 p.m.
President: E. E. Forbes, Sr.
Comm., Sta. Mgr.: George W. Carr
Chief Announcer: Conrad Pickren
Chief Engineer: Maurice Estes
Consulting Engr.: James Stowers
**WMLS**
**SYLACAUGA—1949**
Frequency: 1290 Kc.  Power: 1000 Watts d.
Owned-Oper. By:  Marble City Bstg. Co., Inc.
Address: 11 1/2 W. Second St.
Phone Number:  24354
Transmitter Address:  Highway 291 N.
Air Time:  5:45 a.m.-Sunset
News Service:  AP
General Manager: Curtis O. Liles, Jr.
Commercial Mgr.:  Howard M. Peters
Prom. Mgr., Pgm. Dir.:  Robert M. Duck
Chief Announcer:  Pete McEwen
Chief Engineer:  John F. Norris
Consulting Engr.:  Claude M. Gray

**WHTB**
**TALLADEGA—1945—MBS-KBS**
Frequency: 1230 Kc.  Power: 250 Watts
Owned-Operated By:  Voice of Talladega, Inc.
Address:  Bethemont Highway
Phone Number:  2205
Air Time:  6 a.m.-10:20 p.m.
News Service:  AP
Transcription Service:  Capitol
Program Director:  Alama M. Haynes
Mus. & Production Dir.:  Lee Whitehurst
Publicity Director:  Johnny Mack Driskill
Chief Announcer:  Frank Haynes, Jr.
Chief Engineer:  John Lester Fisher
Consulting Engineer:  Claude Gray

**WTBF**
**TROY—1947—MBS-KBS**
Frequency: 1490 Kc.  Power: 250 Watts
Owned-Operated By:  Troy Bstg. Corp.
Address:  College Drive
Phone Number:  980-1

**ARIZONA**
Pop. April 1, 1952 (Est.) 777,000 — Total Housing Units 241,125
Families April 1, 1952 (Est.) 209,000 — Stations in State 27

**K SUN**
**BISBEE—1933—MBS**
Frequency: 1230 Kc.  Power: 250 Watts
Owned-Operated By:  Carlton W. Morris
Address:  P. O. Drawer C, Lowell Station
Phone Number:  9
Studio-Transmitter:  Warren Rd.
Transcription Service:  World
Representative:  Blair & Co., Arizona Network
President:  Carlton W. Morris
General Manager:  Arlo Woolery
Chief Engineer:  John Harris

**KCLF**
**CLIFTON—1950—LBS**
Frequency: 1400 Kc.  Power: 250 Watts
Owned-Operated By:  Dwight Harkins Enterprises Inc.
Address:  Box 548
Phone Number:  320
News Service:  UP
President:  Dwight Harkins
Gen., Comm. Manager:  Albert Darwin
Chief Engineer:  Frank Toomey
KCKY
COOLIDGE—1948—CBS
Frequency: 1150 Kc. Power: 1000 Watts
Address: Roosevelt & Main Streets
Phone Number: 4451
Air Time: 6 a.m.-M.
News Service: AP, INS
Transcription Service: SESAC
Representative: Forio & Co.
President: Louis F. Long
Station Manager: Bill Parody
Commercial Manager: Ken Hooker
Publicity Dir.: Daphne Millwee
Chief Engineer: Wayne Fernyhaugh

KAUT
DOUGLAS—1946—NBC
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Carl Morris
Phone Number: 173
Transmitter Location: W. of Douglas
Transcription Service: Capitol
Station Representative: Paul Raymer
Membership: NAB
President: Carleton W. Morris
General Manager: Glenn B. Webber
Commercial Manager: Jack Murphy
Program Director: Jack French

KCLS
FLAGSTAFF—1950
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Saunders Bestg. Co.
Address: Box 1677
Phone Number: 946
News Service: AP
Transcription Service: Langworth
Owner, Gen. Mgr.: Charles J. Saunders
Prog. Prod. Dir.: Dorothy B. Saunders
Chief Engineer: Charles McNeall

KGPH
FLAGSTAFF—1950—LBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Frontier Bestg. Co.
Address: Weatherford Hotel
Phone Number: 51
News Service: AP
Transcription Service: Capitol
Representative: Forio & Co.
President: E. C. Phillipp
General Manager: A. S. Holm
Program Director: Mary Phillipp
News Director: Jack Willis
Chief Engineer: Alan J. Gardiner

KWJB
GLOBE—1938—NBC
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Gizl Bestg. Co., Inc.

KGAN
KINGMAN—1949—LBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: J. James Glancy
Business Address: P. O. Box 1208
Phone Number: 5727
News Service: UP
Pres., Gen. Sta. Mgr.: Dwight Harkins
Commercial Manager: Lorenzo K. Lisonbee
Program Director: Jack Harris
Chief Publicity Director: Dick Gilbert
Chief Announcer: Ben Smith
Chief Engineer: William Harrison

KTYL
MESA—1947
Owned-Operated By: Sun Valley Bestg.
Address: P. O. Box 985
Phone Number: 1949
Transmitter Location: Mesa-Tempe Highway
News Service: UP
Transcription Service: Standard
Pres.: Gen., Sta. Mgr.: Dwight Harkins
Commercial Manager: Lorenzo K. Lisonbee
Program Director: Jack Harris
Publicity Director: Dick Gilbert
Chief Announcer: Ben Smith
Chief Engineer: William Harrison

KNOG
NOGALES—1948
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Border Bestg. Co., Inc.
Address: Nogales
Phone Number: 770
News Service: UP
Transcription Service: World
Representative: O’Connell
President: Robert Marcus
General Manager: Samuel Marcus
Chief Engineer: Benny Greenhaw

KOOL
PHOENIX—1947
CBS—RNA
Frequency: 960 Kc. Power: 5000 Watts
Owned-Operated By: Maricopa Bestg., Inc.
Business-Studio Address: Adams Hotel
Phone Number: 3-6421
Transmitter: Chicago & McDowell Rd.
Air Time: 6 a.m.-M.
THE HEART OF ARIZONA . . .
in the palm of your hand!

ADAMS HOTEL, PHOENIX

HALF A MILLION ARIZONANS
and
OVER A MILLION TOURISTS
in our retail trading area are waiting
for YOUR SALES MESSAGE

'TS
KOOL
The Gene Autry Station in PHOENIX

YOUR CBS RADIO STATION
IN ARIZONA
5,000 WATTS DAY and NIGHT 960 Kcs
Phone, wire or write for availabilities today

Key Station of the Radio Network of Arizona.
KOOL, Phoenix
KCKY, Coolidge
KOPO, Tucson
100% coverage of Arizona's richest area comprising 75% of the State's population.

NATIONAL REPRESENTATIVES
George P. Hollingbery Co.
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA
News Service..........................UP
Transcription Service..................Standard
Representative........................George P. Hollingsbery
Membership.........................NARTB
President...............................Gene Autry
Gen.-Station Mgr...................Charles H. Garland
Commercial Manager.................George A. Agnew
Sales Prom. & Asst. Mgr...........Thos. Kelland
Program Director..................Low Lowry
Prod. Dir.................................Warren Chandler
Publicity Director..................Thomas Kelland
News Director..................Frank James
Chief Engineer..................Miles L. Shepard

KIFN
PHOENIX—1949
Frequency: 860 Kc................Power: 250 Watts d.
Owned-Operated By............Western Bestg. Co.
Address..................P. O. Box 430
Phone Number.................3-8155
Transmitter Location 1975 S. Central
News Service..........................UP
Transcription Service........SESAC
Station Representative........Harlan Oakes
Pres., Gen. Mgr..................Frank P. Redfield
Sta. Mgr., Prog. Dir...........Pedro Moraga
Commercial Manager...........John K. Redfield
Chief Engineer....................Edgar B. Pool

KOY
PHOENIX—1921—MBS, Don Lee
Frequency: 550 Kc................Power: 5000 d.; 1000 n.
Address.................840 N. Central Ave., P. O. Box 2671
Phone Number..............4-4144
Transmitter................12th St. & Camelback Rd.
News Service......................UP
Transcription Service........World
Representative...............John Blair
Membership......................NARTB, BAB
Pres., Comm. Mgr...............John L. Hogg
Gen.-Station Mgr............Albert D. Johnson
Program Director.............John R. Williams
Prod. Dir., Chief Annr....W. J. Lester, Jr.
Musical Director..............Alfred Becker
News Director...........Paul Gribben
Chief Engineer...............Clifford R. Miller
Consulting Engineer........Janaky & Bailey

KPHO
PHOENIX—1943—ABC
Frequency: 910 Kc................Power: 5000 Watts
Owned-Operated By........Phoenix Bestg., Inc.
Business-Studio Address........631 N. First Ave.
Phone Number..............4-7367
Transmitter Location 2400 W. Buckeye Rd.
News Service......................AP
Pres., Gen. Mgr...............John C. Mullins
Commercial Manager........Chas. F. Montano
Program Director.............Francis Murphy
Chief Engineer...............George L. McClanathan

KRIZ
PHOENIX—1950—LBS
Frequency: 1230 Kc................Power: 250 Watts
Owned-Operated By............Howard M. Loeb
Address-Trans. Loc........2345 Buckeye Rd.
Phone Number...............4-8436
Air Time..............6:00 a.m.-12 M.
News Service............................UP
Station Representative........Burn-Smith
Gen., Sta. Manager...........Howard M. Loeb
Comm., Prom. Mgr............Sheldon Engel
Program Director..............Ray Odom
Chief Engineer................James E. Groll

KRUX
PHOENIX—1947
Frequency: 1340 Kc................Power: 250 Watts
Owned-Operated By........Radio Arizona Inc.
Bus.-Studio Address........1441 N. First St.
Phone Number...............2-2371
Transmitter................Glendale
News Service............................UP
Transcription Service........Associated
Owner, Gen. Mgr............Allerton Cushman
Station Manager............Jack C. Goodsell
Sales Manager...............Charles E. Schleuter
Program Director............Herman Ackerman
News Director...............Larry Geragthy
Chief Engineer...............Marvin Edwards

KTAR
PHOENIX—1922—NBC-ARIZ. BCSTG.
Frequency: 620 Kc................Power: 5000 Watts
Owned-Operated By...........KTAR Bestg. Co.
Business Studio Address........711 Heard Building
Phone Number...............4-4161
Transmitter Location 36th St. & E. Thomas Rd.
Air Time..............16 a.m.-M.
News Service......................AP
Trans. Ser................Thesaurus, Standard, Capital
Representative......................Paul H. Raymer
Membership......................NARTB, BAB
Ch. of Bd...............John J. Lewis
Pres., Gen. Sta..Mgr........Richard O. Lewis
Commercial Manager........E. W. Harvey
Sales Promotion Manager......John Edwin Miller
Program Director..............Rol Laughner
Publicity Directors..........Myron Drake, Bob Pollard
News Director...............John Snow
Chief Engineer...............A. C. Anderson

KYCA
PRESCOTT—1940
NBC-ARIZ. BCSTG.
Frequency: 1490 Kc................Power: 250 Watts
Owned-Oper. By........Southwest Bestg. Co.
Business-Studio Address........P. O. Box 1631
Phone Number...............244
Transmitter....................E. Gurley St.
News Service......................AP
Representative......................Paul H. Raymer

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K GLU
SAFFORD—1938—NBC
Frequency: 1480 Kc. Power: 1000 Watts
Owned-Operated By: Gila Bcstg. Co.
Business-Studio Address: 520 Main St.
Phone Number: 15
Transmitter: E. Lone Star, Highway 70
Air Time: Unlimited
News Service: AP, UP
Transcription Service: World & Thesaurus
Representative: Paul H. Raymer
President: Louis F. Long
General Manager: Paul Merrill
Pgm. Prod. Dir.: Lester McBride
Sales Prom. Mgr.: H. R. Washington
Commercial Manager: Edward F. Furman
Chief Annct.: L. M. Whittaker
Chief Engineer: Mark H. Webb

K C N A
TUCSON—1947—ABC
Owned-Operated By: Catalina Bcstg. Co.
Business-Studio Address: Box 2348
Phone Number: 2-4664
Transmitter: Swan Road
Air Time: 5 a.m.-1 a.m.
News Service: AP
Representative: Hollingbery
President: Erskine Caldwell
General Station Manager: Wayne Sanders
Sales Manager: Harry Chambers
Program Director: William K. Rider
Chief Engineer: Tom Epperson

K O P O
TUCSON—1947—CBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Old Pueblo Bcstg. Co.
Business-Studio Address: 115 W. Drachman St.
Phone Number: 4-0431
Air Time: 5 a.m.-1 a.m.
News Service: AP
Representative: Forrester & Co.
Membership: NARTB, BAB
Chief Owner: Gene Autry
General-Station Manager: E. S. Mitten
Pgm. Dir.: Chief Annct.: Gerry O'Brien
Sales Prom. Mgr.: Paul Plunkett
Prod. Dir.: Cliff Stillinger
Publicity Director: Jane Abbott
News Director: John McShane
Chief Engineer: Vernard Chimney

K T K T
TUCSON—1949—LBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Thomas J. Wallace
Business-Studio Transmitter: 500 W. Elm
Phone Number: 3-7549
Air Time: 18 hours daily
Transmission Service: Best
Representative: BAB
President: Thomas J. Wallace
Gen. Sta. Mgr.: Art Sideling
Commercial Manager: Manny Ornias
Program Director: Charles Blower, Jr.
News Director: Ken Stodder
Musical Director: Evelyn Gipson
Chief Engineer: Thomas J. Wallace, Jr.

K T U C
TUCSON—1929—MBS-ARIZ. NET.
Frequency: 1400 Kc. Power: 250 Watts
Business-Studio Address: 900 E. Broadway
Phone Number: 2-3344
Transmitter: 900 E. Broadway
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: World, SESAC
Representative: John Blair
Membership: NARTB, BAB
Pres. & General Manager: Lee Little
Business Manager: Mae C. Matheson
Prog. Dir. & Chief Announcer: Stan Norman
News Director: Lou Eaton
Music Director: Peter Tutts
Chief Engineer: Cliff Livingston

K V O A
TUCSON—1929—NBC-ARIZ. BCAST.
Frequency: 1290 Kc. Power: 1000 Watts
Owned-Operated By: Arizona Bcstg. Co., Inc.
Business-Studio Address: 48 E. Broadway.
P. O. Box 2911
Phone Number: 3-2555
Transmitter Location: 10th Ave. & Lee Street
Air Time: 4:55 a.m.-M.
News Service: AP
Transcription Service: Thesaurus, Capital
Representative: Paul H. Raymer
Membership: NARTB, BAB
General Manager: R. B. Williams
Business Mgr.: Harper M. Phillips
Commercial Mgr.: John C. Underwood, Jr.
Sales Promotion Mgr.: Fred J. Gerletti
Program Director: Ben L. Slack, Jr.
Production Director: Lowell D. Cable
Chief Announcer: George T. Callison
Chief Engineer: Ray H. Holtsclaw
Consulting Engineer: Gillette

K S W B
YUMA—1951—LBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Southwestern Bcstg. Co.
Address: Yuma
Phone Number: 3-5222
News Service .......................................................... UP
Pres. Gen. Mgr. ....................................................... Chet Darvin
Commercial Manager ............................................. Louis Roberts
Program Director .................................................... Russ Wonnacott
Chief Engineer ...................................................... Frank Hancock

KY MA
YUMA—1950—MBS—ARIZ. NET.
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: KYB Bcstg. Co. Inc.
Address ............................................................... P. O. Box 671
Phone ................................................................. 37841
Transmitter Location ........................................... 699 Ave. B
Air Time .............................................................. 6 a.m.-11 p.m. (7-11 Sun.)
News Service .......................................................... UP
Transcription Service ............................................. World
Representative ....................................................... John Blair
Membership ............................................................. NARTB
President ................................................................. John Hogg
Gen. Sta. Mgr. .......................................................... William B. Lindsey
Program Director ..................................................... Bob Vachie
Chief Engineer ....................................................... Richard J. Smith
Consulting Engineer ............................................... Cliff Miller

ARKANSAS
Pop. April 1, 1952 (Est.) 1,907,000 — Total Housing Units 575,698
Families April 1, 1952 (Est.) 519,000 — Stations in State 42

KVRC
ARKADELPHIA—1947—MBS-KBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Arkadelphia Bcstg. Co.
Business-Studio Address ........................................ 506 Main St.
Phone Number ..................................................... 789
Transmitter Location .............................................. Old Gordon Hiway
Air Time .............................................................. 6 a.m.-11 p.m.
News Service .......................................................... AP
Transcription Service ............................................. World
Representative ....................................................... Hil F. Best
President ............................................................... Cecil W. Cupp
Progm. Prod. Pub. Dir. ............................................. Bill Deaton
News Dir., Chief Anncr. .......................................... John Riggle
Chief Engineer ....................................................... S. J. Woodworth
Consulting Engineer ............................................... Earl Cullum

KBTA
BATESVILLE—1950—MBS-KBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By ..................................................... White River Valley Broadcasters, Inc.
Bus., Studio, Transmitter Address ...................................... Glenn St. & Lock & Dam Road, P. O. Box 255
Phone Number ..................................................... 1112-1113
Air Time .............................................................. 5 a.m.-11 p.m. (7 a.m.-11 p.m. Sun.)
Newspaper Affiliation Batesville News Review
News Service .......................................................... AP
Transcription Service ............................................. Thesaurus. ASCAP. BMI. SESAC

KYUM
YUMA—1940—NBC
Frequency: 560 Kc. Power: 1000 Watts
Owned-Operated By ................................................. Yuma Bcstg. Co.
Business Address ................................................... 1901 E. 1st St.
Phone Number ..................................................... 3-3305
Air Time .............................................................. 5:30 a.m.-M.
News Service .......................................................... AP
Transcription Service ............................................. Capitol & Thesaurus
Representative ....................................................... Paul H. Raymer
Membership ............................................................. NARTB
President ................................................................. R. N. Campbell
General Manager ..................................................... Roy C. Smucker
Commercial Manager ............................................. Roy L. Jorgensen
Sales Prom. Mgr. ..................................................... John P. Carrick
Program Director ..................................................... Bob L. Jones
Production Director ................................................. Grant Lee
Publicity Dir. ........................................................... Ernie Allen
Chief Anncr. ........................................................... Glenn Edwards
News Director .......................................................... Paul King
Musical Director ..................................................... Henry Alcott
Chief Engineer ....................................................... Leavenworth Wheeler

KL CN
BLYTHEVILLE—1921—LBS
Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Operated By ................................................. Harold L. Sudbury
Phone Number ..................................................... 2093
Transmitter Location .............................................. E. Highway 18
News Service .......................................................... AP
Transcription Service ............................................. Langworth
Station Representative ............................................. John E. Pearson
Pres., Gen., Comm. Mgr. .......................................... Harold L. Sudbury
Sales Promotion Manager ...................................... J. T. Sudbury
Program Director ..................................................... Ernest Simmons
Farm Editor ............................................................. Don Whitney
Chief Engineer ....................................................... Marion Skinner

KAMD
CAMDEN—1946—MBS-KBS
RAZORBACK
Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By ..................................................... Camden Radio Inc.
Address ................................................................. P. O. Box 5859
Phone Number ..................................................... 6791-2
Transmitter Location .............................................. S. California St.
Air Time .............................................................. 6 a.m.-11 p.m.
News Service .......................................................... AP
Transcription Service ............................................. Associated
President ............... Walter E. Hussman
General Manager ........ Frank O. Myers
Station Mgr. ............ David Crockett
Commercial Mgr. .......... Donald Cathey
Program Director ........ W. M. H. Smith
Prog. Dir., Chief Annr. .. Callis Carter
Chief Engineer .......... Dorris C. Hunter

K CON
CONWAY—1950—LBS-KBS

Frequency: 1230 Kc. ... Power: 250 Watts
Owned-Operated By ....... Conway Bstg. Co. 
Address ............ Ark. State Teachers Campus
Phone Number ............ 189
Air Time .................. 6 a.m.-11 p.m.
Transcription Service ... Thesaurus, SESAC
News Service .............. UP
Pres., Gen., Sta. Mgr. ... James E. Clayton
Sales Promotion Mgr. .... Ed McClendon
Program Director ......... Muriel Cobb
Chief Engineer .......... Herman G. Stermer
Consulting Engineer ...... Weldon & Carr

K AGH
CROSSETT—1951

Frequency: 1240 Kc. ... Power: 100 Watts
Owned-Operated By .......... Ashley County Bstg. Co. 
Address ............. 900 Main St.
Phone Number ............ 750
News Service .............. AP
Co-Owner .................... T. C. Fleet
Co-Owner, Gen. Mgr. ....... J. H. Fleet
Commercial Manager ...... Clifton O. Wilson
Program Director .......... Harry G. Howard
News Director ............. William McKinley

K D M S
EL DORADO—1950—KBS

Frequency: 1290 Kc. ... Power: 1,000 Watts d.
Owned-Operated By .......... David M. Segal
Address ............. Randolph Hotel
Phone Number ............ 3-3130
News Service .............. UP
Transcription Service ....... Devey
Representative .......... World
Pres., Gen. Mgr. .......... David M. Segal
Sta., Comm. Mgr. ........ C. E. Siddon
Program Director .......... Tom Samsing
Promotion Manager ...... M. F. Kissko
Chief Engineer .......... Thomas A. Sebaugh

K E L D
EL DORADO—1935—ABC

Frequency: 1400 Kc. ... Power: 250 Watts
Owned-Operated By ........ Radio Enterprises, Inc.
Business-Studio Address ... Home Finance Bldg.
Phone Number ............ 3-6126
Transmitter Location ..... Country Club Colony
Air Time .................. 6 a.m.-11 p.m.
News Service .............. AP
Transcription Service ... World, Associated
Representative .......... Continental Radio Sales
Membership .............. NARTB, BAB
Pres., Gen., Sta. Mgr. ..... W. N. McKinney
Comm., Sls. Prom. Mgr. ... J. R. Duerson
Program Director .......... Mrs. D. Pondrom
Prod., Mus. Dir. .......... Sarah McLarty
Chief Annr., News Dir. ... E. R. Hall
Chief Engineer .......... John Long
Farm Editor .............. Bill Darland
Consulting Engineer ...... Earl Cullum

K G R H
FAYETTEVILLE—1946—MBS

Frequency: 1450 Kc. ... Power: 250 Watts
Business-Studio Address ... 922 Leverett St.
Phone Number ............ 862
Transmitter Location ..... 922 Leverett St.
Air Time .................. 5:30 a.m.-11:30 p.m.
News Service .............. AP
Transcription Service ... SESAC
Representative .......... Walker
Membership .............. NARTB, BAB
President .......... Hayden McIlroy
Gen.-Sta.-Sls. Prom. Mgr ... Fred J. Stevenson
Commercial Mgr. ......... Ed. Gideon
Program Director .......... Wallie Ingalls
Chief Announcer .......... Pat Perrin
News Director .......... Dick Evans
Musical Director .......... Steve Starwic
Chief Engineer .......... Harold Lindsey
Consulting Engineer ...... A. Earl Cullum

K X J K
FORREST CITY—1949—KBS-LBS

Frequency: 950 Kc. ... Power: 1000 Watts
Owned-Operated By .......... Forrest City Bstg. Co., Inc.
Phone Number ............ 950
Transmitter Location ... 4 miles W. of City
News Service .............. AP
Transcription Service ... Lang-Worth
Station Representative Continental Radio Sales
Program Director .......... Lloyd Denny
Prom. Mgr., News Dir. .... Charlie Simms
Chief Engineer .......... Walter Smith

K F P W
FORT SMITH—1930—CBS

Frequency: 1400 Kc. ... Power: 250 Watts
Business Address .......... 232 N. Albert Pike Rd.
Phone Number ............ 4105
Transmitter Location ..... Albert Pike
& Kelley Highway
News Service .............. AP
Transcription Service ... World
Representative .......... Avery-Knodel
Membership .............. NAB
Vice-Pres., Gen. Mgr. ..... John Esau
Station Manager .......... James P. Walker
Commercial Manager ....... L. A. Blust
Program Director .......... Larry Nolan
Promotion Manager .......... George Ketcham
Chief Engineer .......... Willard Kunkel

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ARKANSAS

KFSA
FORT SMITH—1947—ABC
Frequency: 950 Kc. Power: 1000 Watts d.
500 Watts n.
Business-Studio Address: 320 Rogers Ave.
Phone Number: 3126
Transmitter Location: 3600 Wheeler Ave.
Air Time: 5:30 a.m. - 11 p.m.
News Service: UP
Representative: John E. Pearson
President: Donald W. Reynolds
Gen. Sta., Comm. Mgr.: Weldon Stamps
Program Director: Jerry Winner
Chief Announcer: Pat Faria
News Director: Roy T. Bowman
Chief Engineer: Robert W. Platt
Consulting Engineer: Tom Craven

KWHN
FT. SMITH—1947—MBS-WESTERN
Frequency: 1320 Kc. Power: 5000 Watts
Owned-Operated By: KWHN Bstg. Co., Inc.
Business-Studio Address: 421-423 Garrison Ave.
Phone Number: 9867
Transmitter Location: 5828 Plum St.
Air Time: 6 a.m. - 11 p.m.
News Service: AP
Transcription Service: Standard
Representative: Rambeau
Secretary-Treasurer: H. S. Nakdimen
Sta. Dir., Comm. Mgr.: Parkman R. Feezor
Pgm. News Dir.: John R. Trotter
Chief Engineer: Bruce Dennis
Farm Editor: Dave Bateman
Consulting Engineer: Weldon & Carr

KHOZ
HARRISON—1946—KBS
MBS-RAZORBACK-ARZARK
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Harrison Bstg. Corp., Inc.
Bus. Studio Address: Radio City Addition
Phone Number: 1240
Transmitter Location: Radio City Addition
Air Time: 5:30 a.m. - 11 p.m.
News Service: UP
President: Roy Milum
Comm., Sls. Prom. Mgr.: Mel Lynn
Prog., Prod., Pub. Dir.: Bruce C. Washburn
Chief Ann., News Dir.: Leon Shaddox
Chief Engineer: Fred E. Ward

KFFA
HELENA—1941—KBS—MBS
Frequency: 1360 Kc. Power: 1,000 Watts
Owned-Operated By: Helena Bstg. Co.
Address: 320 York St.
Phone Number: 562 S.
Transmitter Location: 7th St. Bldg.
News Service: AP
Transcription Service: Long-Worth
Representative: Continental Radio Sales
Membership: NARTB, BAB
Pres., Gen. Mgr.: Sam W. Anderson
Comm., Prom. Mgr.: Bill Bigley
Program Director: Hugh Smith
Chief Announcer: Bob Wallace
Musical Director: Katie Phipps
Chief Engineer: A. P. Decker
Consulting Engineer: Stillman & Barclay

KXAR
HOPE—1947—MBS-KBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Hope Bstg. Co.
Business Address: Hope
Phone Number: 7-3601
News Service: AP
President: A. H. Washburn
Gen. Mgr., Chief Engineer: L. B. Tooley
Program Director: Haskell Jones

KTHS
HOT SPRINGS—1924—ABC
Frequency: 1090 Kc. Power: 10,000 d., 1000 n.
Offered By: Radio Broadcasting, Inc.
Business-Studio Address: 135 Benton Street
Phone Number: 1160-1
Transmitter Location: Route 2
Air Time: 6 a.m. - 11 p.m.
News Service: UP
Transcription Service: Lang-Worth
Representative: Brannum
Membership: NARTB, BAB
President-Owner: John D. Ewing
General Manager: John J. Wolever, Jr.
Chief Announcer: William S. Bailey
Musical Director: Wilson Hurst
Chief Engineer: Cecil L. Suits

KWFC
HOT SPRINGS—1940—MBS
RAZORBACK
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Spa Bstg. Co., Inc.
Business-Studio Address: 819½ Central Ave.
Phone Number: 412-3
Transmitter Location: Malco Bldg.
News Service: AP
Representative: Young
President: Dr. N. B. Burch
General Manager: Marvin L. Hull
Commercial Manager: C. J. Dickson
Program Director: Vivian Merriott
News Director: Harvey Stegman
Chief Engineer: Everett T. Kennedy

KBTM
JONESBORO—1930—MBS-KBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Regional Bstg. Co.
Address............KBTM Building, Jonesboro
Phone Number........5597-5598
Transmitter Location E. of the City of Jonesboro
Air Time...........5:30 a.m.-11 p.m.
News Service ........AP, UP
Transcription Service........World-Sesac
Pres., Sta. Mgr........Jay P. Beard

KNEA
JONESBORO—1950
Frequency: 970 Kc..Power: 1000 Watts d.
Owned-Oper. By........Radio Jonesboro, Inc.
Address............Hotel Noble
Phone Number........8381
News Service ..........UP
Transcription Service........Associated
Representative...........Sears & Ayer
President.............R. H. Halbert
General Manager.........Dick Crane
Commercial Manager........Paul Hoffman
Program Director..........Neal Bunn
Promotion Manager..........Charles Quinton
Chief Engineer............Wesley Bell

KARK
LITTLE ROCK—1938
NBC-SOUTHCENTRAL QUAL.
Frequency: 920 Kc........Power: 5000 Watts
Address............Radio Ctr., 114 E. Capitol Ave.
Phone Number............LD 99
Transmitter Location........Hiway 87, N. Little Rock
Air Time...........Unlimited
News Service ............AP, UP
Transcription Service ......Standard
Representative...........Edward Petry
Membership...............NARTB, BAB
Chmn. of Bd.............T. H. Barton
Gen., Sta. Manager........T. K. Barton
Comm., Sls. Prom. Mgr........Julian F. Haas
Pgm., Prod. Dir...........Douglas J. Romine
Publicity Dir............A. C. Dowden
Chief Engineer...........Dan L. Winn
News Director...........Robert L. Kemp
Farm Editor............Robert L. Bulce
Consulting Engineer......Earl Cullum

KGHI
LITTLE ROCK—1927—ABC
Frequency: 1250 Kc........Power: 1000 Watts d.
500 Watts n.
Owned-Oper. By........KGHI Bcstg. Service
Address............306 W. 3rd St.
Phone Number............27-9186
Transmitter Location........Cantrell Rd. and L St.
Air Time...........Unlimited
Station Representative........George P. Hollingbery
General Manager...........S. C. Vinsonhaler
Commercial Mgr................Kermit L. Richardson
Program Director..........Virginia Ewing
Chief Announcer...........Al Pickworth
Chief Engineer............V. O. Vandenusen
Consulting Engineer......George Davis

KLRA
LITTLE ROCK—1927—CBS
Frequency: 1010 Kc........Power: 10,000 Watts d.
5,000 Watts n.
Business-Studio Address........P. O. Box 550
Phone Number............2-5427-8; 2-1492
Transmitter Location........Memphis Highway
Air Time...........5 a.m.-M.
Newspaper Affiliation........Arkansas Gazette
News Service .............AP, UP
Transcription Service ......Standard
Representative...........O. L. Taylor Co.
Membership...............NARTB, BAB
President................J. N. Heiskell
Gen., Sta. Mgr.............W. V. Hutl
Commercial Manager........R. J. Myers
Prog., Prod. Dir.............Harris Owen
News Director.............Mark Weaver
Musical Director..........Robert Parker
Chief Engineer...........Kermit F. Tracy
Consulting Engineer.....George C. Davis

KVLC
LITTLE ROCK—1948—LIBERTY
Frequency: 1050 Kc........Power: 1000 Watts
Business-Studio Address........Box 2659
Phone Number............5-5321
Studio Address........Southern Nat'l Insur. Bldg.
Transmitter Location........Faulkner Lake Rd.
News Service ............UP
Transcription Service ......Associated
Representative...........Radio Repl.
President................R. M. Saxon
General Manager...........Leonard Coe
Station Manager...........Glen H. Robertson
Sales Prom. Mgr.............James A. Gatens
Prog., Prod. Mgr.............Frederick H. Schnutz
News Director.............Bill Crews
Chief Engineer...........Dale Ma'burin
Consulting Engr...........Commercial Radio Equip't.

KXLK
LITTLE ROCK—1946
MBS-RAZORBACK
Frequency: 1450 Kc........Power: 250 Watts
Business Address............217 E. Third St.
Phone Number............2-2155
Transmitter Address........Cotton Belt Bldg.
News Service .............UP
Transcription Service ......RCA, Theaur's
Representative...........Pearson
Membership...............NARTB, BAB
President................John F. Wells
Gen., Sta. Manager...........Emil J. Pousar
Commercial Manager........Melton Lancaster
Program Director...........Roy Nichols
News Director...............Bobbie Forster
Chief Engineer...........Earl H. Butler
AP SELLS
For Stations and Sponsors—

For instance . . . KLRA

"Our Associated Press news programs sell so easily and are so easily renewable that we wish we had more to offer. One news sponsor is now completing his 14th straight year. As to pulling power—once, during our AP newscasts we offered a free map of Korea. Ten mentions over a four-day period brought more than 8,000 requests."

W. V. HUTT,
General Manager,
KLRA, Little Rock, Arkansas
KVMA
MAGNOLIA—1948—KBS
Frequency: 630 Kc. Power: 1000 Watts d.
Business-Studio Address: 212 N. Jefferson St.
Phone Number: 630
Transmitter Location: 2 1/2 Mi. N. Magnolia
News Service: AP
Transcription Service: World
President: Joe F. Rushton
General Manager: Richard Tuck
Comm. Mgr., Pgm. Dir.: Lowelle Langley
Chief Engineer: Ray Wells

KDAS
MALVERN—1951—LBS
Frequency: 1420 Kc. Power: 1000 Watts d.
Address: Young Insurance Bldg.
Phone Number: 1584
Transcription Service: World
Representative: F. Devany
President: David M. Segal
Sta. Comm. Mgr.: Robert Choate
Pgm. Director: Jack Ridgeway
Chief Engineer: Fred Parks

KENA
MENA—1950—MBS-KBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By: R. B. Bell
Address: S. Reece St.
Phone: 878
Transcription Service: Standard
News Service: UP
Representative: Continental
Owner Manager: R. B. Bell
Chief Engineer: O. D. Frederick

KMBY
NEWPORT—1949
Frequency: 1280 Kc. Power: 1000 Watts d.
Business Address: Newport
Phone Number: 749
News Service: UP
President: C. W. Craft
General Mgr.: Dick Wiethan
Commercial Mgr.: Gene Howe
Chief Engineer: J. C. Clayton

KOSE
OSCEOLA—1949—KBS
Frequency: 860 Kc. Power: 1000 Watts d.
Business Address: Hiway 61 S.
Phone Number: 860
News Service: AP
Transcription Service: Standard
Membership: NARTB, BAB
President: H. F. Ohlendorf
General, Station Mgr.: Ted Woods
Commercial Manager: Betty G. Woods
Pgm. Dir., Chief Ann.: Murray Schroeg
Chief Engineer: H. M. Jones
Consulting Engineer: Stullmian & Barclay

KDRS
PARAGOULD—1947—KBS
Frequency: 1490 Kc. Power: 250 Watts
Business Address: Box 491
Phone Number: 627
Transmitter Location: Tower Drive
Air Time: 6 a.m.-10 p.m.
News Service: AP
President: Ted Rand
Station Manager: Ray Dexter
Business Manager: T. M. Self
Sales Promotion Mgr.: Doyle Bateman
Program Director: Ray Dexter
News Director: Russell Schwamb
Chief Engineer: Joe Nearys
Consulting Engineer: Holey

KCLA
PIKE BLUFF—1947—LIBERTY
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Radio Engineering Service
Business-Studio Address: 2900 W. 28th St.
Phone Number: 1900
Transmitter Location: 2900 West 28th
Air Time: 6 a.m.-11 p.m.
News Service: AP
General Mgr.: Kenneth Kesterson
Commercial Manager: Clyde Martin
Pgm. Dir., Chief Engineer: Charles Penix
Consulting Engineer: George Davis

KOTN
PIKE BLUFF—1934—MBS-KBS
Frequency: 1490 Kc. Power: 250 Watts
Address: 505 1/2 Main St.
Phone Number: 721
News Service: AP
Transcription Service: Thesaurus
Pres., Gen. Mgr., Chief Engr.: E. J. Parrish
Asst. & Prom. Mgr.: R. W. Etter
Commercial Manager: Joe L. Wallace
Program Director: Lois Sloan

KPOC
POCAHONTAS—1950
Frequency: 1420 Kc. Power: 1,000 Watts d.
Owned-Oper. By: Pocahontas Radio, Inc.
Address: P. O. Box 250
Phone: 500
Transcription Service: Thesaurus
News Service: UP
Transcription Service: Thesaurus
Representative: Walker
President: A. J. Baitz
Gen., Sta., Comm. Mgr.: Adrian L. White
ARKANSAS

Sales Promotion Manager..................Jim Risner
Prog. Prod., News Dir..................Walt Lawson
Musical Director..................................Jack Wilson
Chief Engineer..................................Roy Forrester

KXRJ
RUSSELLVILLE—1947—MBS-KBS
RAZORBACK
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By ............Valley Broadcasting, Inc.
Address ..................Russellville
Phone Number ..................1281
Transmitter Location ..........Russellville
News Service ..............AP
Owner, Gen. Mgr..................C. R. Horne
Commercial Manager..............L. L. Bryan
News Director..................Morris Leming
Pgm. Dir., Chf. Engr..............W. C. McKenney

KWB
SEARCY—1951
Frequency: 1300 Kc. Power: 1000 Watts d.
Owned-Operated By ............White County Bcstg. Co., Inc.
Address ..................P. O. Box 95
Phone Number ..................1281
News Service ..................AP
Transmission Service ..........SESAC, Thesaurus
Pres., Gen. Mgr..................Carl N. Dodd
Program Director..............John Baker
Sales Manager..................Don P. Jones
Chief Engineer..................Homer Harris

KUOA
SILOAM SPRINGS—1923—MBS
RAZORBACK
Frequency: 1290 Kc. Power: 5,000 Watts d.
Owned-Operated By ............KUOA, Inc.
Business-Studio Address ..........Siloam Springs
Phone Number ..................777
News Service ..................UP
Transmission Service ..............World
Membership ....................NARTE, BAB
President......................John E. Brown, Sr.
Exec. Vice-Manager..............Storm Whaley
Manager......................Dick McCartney
Program Director ..............Ralph Kennedy
Chief Engineer..................Cecil E. Smith
Consulting Engineer............A. Earl Cullum

KBSR
SPRINGDALE—1949—ABC
RAZORBACK
Address ..................Box 29
Phone Number ..................675
Transmitter Location ..........Hwy. 71 North
Air Time ......................5:30 a.m.-11 p.m.
News Service ..................AP
Representative..................Pearson
President ..................Donald W. Reynolds

Gen., Sta. Mgr..................Randall L. McCarrell
Prog. Dir., Chf. Annr..................Jerry Bidle
Production Director..............Rex Parnell
Publicity Director..............Sally Phillips
News Director..................Bill Dickson
Chief Engineer..................Dalton Sanders

KWAK
STUTTGART—1948
MBS—KBS—RAZORBACK
Frequency: 1240 Kc. Power: 250 Watts
Business Address .............Box 271
Phone Number ..................842
Transmitter Address ..........1818 S. Buerkle
Air Time ......................6 a.m.-M.
News Service ..............UP
Transmission Service ..........Standard
President......................Beloit Taylor
Gen. Station Manager .........Melvin P. Spann
Commercial Mgr................Bill Wells
Program Dir......................June Spann
Chief Engineer..................Frank Newberry
Consulting Engineer............John Mullaney

KOSY
TEXARKANA—1951—MBS
Frequency: 790 Kc. Power: 1000 Watts d.
500 Watts n.
Owned-Operated By ............Gateway Bcstg. Co.
Address ..................Wadley Bldg.
News Service ..................AP
Transmission Service ..........Thesaurus
Partners........................Dr. W. Decker Smith, Joe Davis
General Manager ..............Tom E. Dillahunty
Commercial Manager ..........Herman Cecil
Program Director ..........Ray Whitworth
Chief Engineer..................Chas. Mathis

KRLW
WALNUT RIDGE—1951
Frequency: 1320 Kc. Power: 1000 Watts d.
Owned-Operated By ..........Southern Baptist College
Address ..................P. O. Box 67
Phone Number ..................980
News Service ..............UP
Transmission Service ..........Lang-Worth
Representative................Dr. ..........Best
President......................Dr. H. E. Williams
Gen. Mgr., Chf. Engr..............Earl Hodges
Program Director ..............Bill Nicholson

KWEM
WEST MEMPHIS—1947
Frequency: 990 Kc. Power: 1000 Watts d.
Owned-Oper. By ............KWEM Inc.
Business-Studio Address ........229 Broadway
Phone Number ..................463
Transmitter Location ..........Highway 70
News Service ..............UP
President ....................E. D. Rivers, Jr.
Vice-Pres........................William H. Keller
CALIFORNIA

Pop, April 1, 1952 (Est.) 11,170,000 — Total Housing Units 3,608,644
Families April 1, 1952 (Est.) 3,507,000 — Stations in State 137

K C N O

ALTURAS—1951
Frequency: 570 Kc. Power: 1000 Watts d.
Owned-Operated By. CONR Inc. Address. P. O. Box 1247
Phone Number 2531
News Service. UP
Transcription Service. Standard. Capitol, SESAC
Pres., Gen. Mgr. Chester J. Stuart
Comm., Prom. Mgr. Philip N. Good
Program Director. Ruth Hudson
News, Farm Director. Chas. Reinhart
Chief Engineer. Ralph S. Click

K D I A

AUBURN—1949—KBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By. Charles E. Halstead
Business Address. Diamond H Ranch
Phone Number 1178

K B I G

AVALON—1952
Frequency: 740 Kc. Power: 10,000 Watts
Owned-Operated By. John Poole Bscst Co. Address. 6540 Sunset Blvd.
Phone Number HE 3205
News Service UP
Pres., Gen., Sta. Mgr., Chl. Engr. John Poole
Operations Manager. Cliff Gill
Consulting Engineer. George P. Adair

K F Y

BAKERSFIELD—1946—MBS-DON LEE
Frequency: 550 Kc. Power: 1000 Watts
Phone Number 464-21
Transmitter Cor. Niles Rd. & Morning Dr.
News Service UP
Transcription Service Capitol
Representative. W. S. Grant
Membership NARTB, BMB
President. George B. Crome
General Manager. Sheldon Anderson
Station Manager. Glenn Rinker
Commercial Mgr. Clint Johnson
Production Dir. Bob Blake
Chief Announcer Karl Mannes
Musical Director. Bill Elliott
Chief Engineer. Ted Froming
Farm Editor Jimmy Thomason
Consulting Engineer. Ron Oakley

K E R N

BAKERSFIELD—1932—CBS
Frequency: 1410 Kc. Power: 1000 Watts
Owned-Operated By McClatchy Bscst Co. Business-Studio Address. Elk’s Club Building
Phone Number 8-4458
Transmitter Location. Oak and Ming Streets
Air Time. 6 a.m.-12 M
News Service AP
Transcription Service Capitol
Representative. Paul H. Raymer
Membership NARTB, BAB
President. Walter Baziuk
Station Manager. Gerald Smothers
News Editor. Luerne Shatto
Technician. D. L. Flickenger
Farm Editor. George C. Davis

K E R O

BAKERSFIELD—1946—NBC
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By. Paul R. Bartlett & Albert De Young
Business-Studio Address. 1420 Truxton Ave.
Phone Number 44548
Transmitter Location. 17th & Eye Sts.
News Service UP
Transcription Service Standard, World
Representative. Avery Knodel
Membership NARTB, BAB
President. Paul R. Bartlett
Vice-President. Gene DeYoung
Commercial Manager. Ed Umer
Program Director. Kenneth Cross
Publicity Director. Rudy Von Tole
Chief Announcer. George Day
News Director. Bob Elias
Chief Engineer. Bob Richardson
Consulting Engineer. Craven, Lohnes & Culver

K P M C

BAKERSFIELD—1934—ABC
Frequency: 1560 Kc. Power: 1000 Watts
Phone Number 8-8157
KPAS
BANNING—1947
Frequency: 1490 Kc.  Power: 250 Watts
Owned-Operated By:  , pass Bcastg. Co.
Address:  1923 Ramsey St.
Phone Number:  1953
Transcription Service  World
Representative:  C. A. Bill Humbert
Chief Announcer:  Lou Gillespie
Chief Engineer:  Montran Babcock

KWTC
BARSTOW—1947—LIBERTY
Frequency: 1230 Kc.  Power: 250 Watts
Owned-Operated By:  Mojave Valley Bcastg. Co.
Business Address:  Box 397
Phone Number:  4001
Air Time:  7 a.m.-10 p.m.
News Service  AP
Transcription Service  World
Representative:  Donald Cooke
President:  W. T. Brown
Station Manager:  Harry S. White
Program Director:  Jim Harvey
Musical Director:  Tom Parke
Chief Engineer:  Bill Biggs

KRE
BERKELEY—1923
Frequency: 1400 Kc.  Power: 250 Watts
Owned-Oper. By:  Central Calif. Bcstrs., Inc
Address-Trans.:  601 Ashby Avenue
Phone Number:  3771S
Air Time:  6 a.m.-12M.
News Service:  NARTB, BAB
Membership  Standard
Transcription Service  Standard
Pres.:  Gen. Sta. Mgr.:  Arthur Westlund
Comm., Prem. Mgr.:  Don Hambly
Program Director:  Les Avery
Consulting Engineer:  Commercial Radio

KYOR
BLYTHE—1947—LBS
Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By:  Bcastg. Corp. of America
Business-Studio Address:  Riverside
Phone Number:  2231
2 Mi., W. of Blythe, Hiway 60
President:  W. L. Gleeson

KROP
BRAWLEY—1946—LIBERTY
Owned-Oper. By:  Bcastg. Corp. of America
Address:  Box 238
Representative:  Scott, Young
President:  W. L. Gleeson
General Manager:  John Chandler
Program Director:  Trudy Ruane
Chief Engineer:  Drew Walker

KICO
CALEXICO—1947
Frequency: 1490 Kc.  Power: 250 Watts
Owned-Operated By:  Charles R. Love
Business Address:  P. O. Box 766
Phone Number:  918
President:  Charles R. Love
General Mgr.:  W. A. Geddes
Comm. Mgr.:  Don Gillette
Chief Engineer:  James R. Sullivan

KHSX
CHICO—1935—MBS-DON LEE
Frequency: 1290 Kc.  Power: 5000 Watts
Owned-Operated By:  Golden Empire Bcastg. Co.
Address:  336 Broadway
Phone Number:  2578
Transmitter:  Hooker Oak & Madrone Aves.
News Service:  AP
Transcription Service:  Standard
Representative:  Gene Grant
President, Gen. Mgr.:  Mrs. Hugh Mcclung
General Manager:  M. F. Woodling
Commercial Manager:  J. A. Pero
Program Director:  Jack Mitchell
Chief Engineer:  Russell B. Pope

KXOC
CHICO—1948—CBS
Frequency: 1150 Kc.  Power: 5000 Watts
Owned-Oper. By:  KXOC, Inc.
Address-Trans.:  Radio Lane
Phone Number:  3200
Air Time:  6 a.m.-12 M.
News Service:  AP
Transcription Service:  Standard, Associated
Representative:  Pearson, Western
Membership:  BAB
President:  Lincoln Dellar
Gen., Sta., Comm. Mgr.:  Donald L. Quinn
Prog., Prod., Pub. Dir.:  Nell McIntyre
Chief Engineer:  E. W. Berger

KBMX
COALINGA—1950
Frequency: 1470 Kc.  Power: 500 d.
Owned-Oper. By:  Pleasant Valley Radio Co.
KBU C
CORONA—1948
Frequency: 1370 Kc. Power: 500 Watts d.
Business Address: Box 111
Phone Number: 1370-1-2
News Service: AP
Transcription Service: MacGregor, Lang-Worth
Membership: NARTB, BAB
Representative: McGillvra
Pres., Gen. Mgr.: Elmer J. Buckrum
Sta., Comm. Mgr.: Mary Buckrum
Sls. Promotion Mgr.: Chuck Ferguson
Program Director: Cliff Miller
Chief Announcer: Bob White
Musical Director: Mary Hercer
Chief Engineer: Don Kerr
Farm Editor: Hal Corwin
Consulting Engineer: Ron Oakley

KCRE
CRESCENT CITY—1950
Owned-Operated By: Del Norte Bstg. Co.
Address: Box 577
Phone Number: 3061
News Service: AP
Co-Owner: John K. Perry
Co-Owner, Gen. Mgr., Pgm. Dir.: Robert E. Grey
Chief Engineer: Howard E. Flaschka

KCHJ
DELANO—1951
Frequency: 1010 Kc. Power: 1000 Watts d.
Owned-Oper. By: Charles Herman Johns
Address: P. O. Box 262
Phone: 8676
Transcription Service: SESAC
News Service: AP
Pres., Gen. Mgr., Chief Eng.: Charlie H. Johns
Promotion Manager: Marshall Colu
Program Director: Jean J. Johns
Farm Director: Bob Colu

KRDU
DINUBA—1946—LIBERTY
Owned-Operated By: Radio Dinuba Co.
Business-Studio Address: 110 N. L. St.
Phone Number: 300
Transmitter Location: Bet. W. Dinuba & Reedley
News Service: AP

KXO
EL CENTRO—1927—MBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Valradio Inc.
Business Address: Box 140
Phone Number: 1100
Transmitter-Studio Location: South 4th St.
Air Time: Unlimited
News Service: UP
Transcription Service: Capitol
Representative: Paul H. Raymer
Membership: NARTB, BAB
President: Paul A. Jenkins
Commercial Manager: Belle Hovey
Prom. Mgr., Farm Editor: Douglas Fishel
Program Director: Mary Francisco
Chief Announcer: Norman Germani
Chief Engineer: Stanley Teley

KHUM
EUREKA—1947—LBS-ABC
250 Watts n.
Owned-Oper. By: Carroll R. Hauser
Address: Vance Hotel
Phone Number: 3900
Transmitter Location: Murray St. at Railroad
Air Time: 6 a.m.-12M.
News Service: AP
Transcription Service: Capitol
Representative: Pearson, Western Radio
Tracy Moore
Gen., Sta., Comm. Mgr.: Carol R. Hauser
Prog., Prod., Publ. Dir.: Bill Steis
Mus. Dir., Chief Eng.: Dean Elliott
Farm Editor: Frank Smith
Consulting Engineer: Everett Dillard

Kiem
EUREKA—1933—MBS-DON LEE
Frequency: 1450 Kc. Power: 5000 Watts
Address: Radio Center, E. Sixth St.
Transmitter: Eureka Inlet, Humboldt Bay
Phone Number: 4000
News Service: AP
Transcription Service: World, Associated
Representative: John Blair
Membership: NARTB, BAB
President, Manager: Wm. B. Smullin
Commercial Manager: Don Tellof
Sales Promotion Manager: Robert Stach
Program Director: Paul Corbin
Chief Engineer: King Larry
K D A C
FORT BRAGG—1948
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By...Mendocino Bstg. Co.
Address...2100 East Oak St.
Phone Number...5671
Air Time........7 a.m.-10 p.m.
News Service....AP
Transmitter Service...World
Representative...Forjoe
President...David Kerman
Gen. Mgr., Chief Eng....Craig N. Smith
Consulting Engineer...Commercial Radio

K A R M
FRESNO—1938—ABC
Frequency: 1430 Kc. Power: 5000 Watts
Owned-Operated By...KARM, The George
Harm Station
Business-Studio Address: 1333 Van Ness Ave.
Phone Number...4-2966
Transmitter...Van Ness & Alluvial Aves.
News Service...AP, INS
Transcription Service...Standard
Representative...Edward Petry
Membership...NARTB, BAB
President...Hattie Harm
General-Station Manager...Clyde F. Combs
Exec. Sec., Promotion Manager...Eldora Roth
Program Director...Ed Ropolo
News Director...Bob Weakley
Chief Engineer...Eibert Deam
Consulting Engineer...A. D. Ring

K F R E
FRESNO—1946—CBS
Frequency: 940 Kc. Power: 50,000 Watts
Owned-Oper. By...Calif., Inland Bstg. Co.
Business-Studio Address: T. W. Patterson Bldg.
Phone Number...4-5001
Transmitter Location...Monson
Air Time........9:00 a.m.-M.
News Service....UP
Transcription Service...World
Representative...Avery-Knodel
Membership...NARTB
Pres., Gen. Mgr...Paul R. Bartlett
Assistant Manager...Keith L. Mealey
Director of Svcs. Svce...Harry H. Burnum
Program Director...Ed J. Frech
Chief Announcer...Robert Harris
News Director...Noyes Alexander
Chief Engineer...K. L. Mealey
Farm Editor...Wally Erickson
Consulting Engineer...Draven, Lohnes & Culver

K G S T
FRESNO—1949
Frequency: 1600 Kc. Power: 1000 Watts
Owned-Operated By...Delle Broadcasting Co.
Address...Farmer's Market
Phone Number...6-6526 and 4-5459

K M J
FRESNO—1925—NBC
Frequency: 580 Kc. Power: 5000 Watts
Owned-Operated By...McClatchy Bstg. Co.
Business-Studio Address: 1515 Van Ness Ave.
Phone Number...3-6277
Transmitter Location...Kerman, Calif.
News Service....AP, UP
Transcription Service...Capitol
Representative...Paul H. Raymer
President...Eleanor McClatchy
Station Manager...Hal Brown
Sales Manager...Coyle Chambers
Program Manager...Joe Tomes
News Editor...Joe Drilling
Chief Engineer...William N. Wallace
Farm Editor...Ed Sturgeon

K Y N O
FRESNO—1947—MBS
Frequency: 1300 Kc. Power: 1000 Watts
Owned-Oper. By...Radio KYNO, The Voice of Fresno
Address...Hotel Fresno
Phone Number...2-4163
Transmitter Location...Barton Ave.
Air Time........5 a.m.-12M.
News Service....UP
Representative...Hollingbery
Membership...BAB
President...Robert Schuler
General, Sta. Manager...L. E. Chenault
Commercial Manager...Leslie Doggett
Program Director...Leo Goldman
Publicity Director...Jack Grady
News Director...Hap Haggard
Musical Director...Bob Clare
Chief Engineer...Bert Williamson

K I E V
GLENDALE—1932
Owned-Operated By...Cannon System, Ltd.
Address...102 N. Glendale Ave.
Phone Number...Citrus 1-1133
News Service....UP
Transcription Service...Standard
President...David H. Cannon
General Mgr...Cal Cannon
Chief Engineer...Vern Schumann

K N GS
HANFORD—1948
Frequency: 620 Kc. Power: 1000 Watts
Owned-Operated By...Hanford Sentinel & Journal
DON LEE GIVES COMPLETE, CONSISTENT LOCAL COVERAGE OF THE PACIFIC COAST AT LOWEST COST PER SALES IMPRESSION OF ANY OTHER SALES MEDIA

A big statement... true, and it takes a big network to accomplish it. Don Lee (and only Don Lee) has 45 stations in 45 important Pacific Coast markets. Don Lee consistently sells your customers from their own local network station in their own local market. You can buy Don Lee according to your distribution pattern. There's no waste. That's real flexibility and real value and only Don Lee can offer it.

Don Lee consistently carries more Pacific Coast regional business than any other network. The advertisers who know the Pacific Coast best also know the best Pacific Coast advertising buy—DON LEE.

Represented Nationally by John Blair & Company

The Nation's Greatest Regional Network

1313 North Vine Street
Hollywood 28, California
Thousands of Southern Californians

Drive Safely...
Drive with Pleasure...

while Tuned to the Easy Listening Station

KFWB

TURN TO KFWB
KFWB gives you Everything... while you’re doing everything you want to do!

at your fingertips 980

YOU GET A BIG BONUS WITH KFWB. Thousands of Southern California motorists set their radio dial to 980 for enjoyable easy listening which has made KFWB a leader in the second Largest Market in the nation.

*There are more automobiles than homes in Southern California.

Represented Nationally by
BRANHAM COMPANY

For Easy Listening... it’s

KFWB — THE HEART OF HOLLYWOOD

980 on the dial
Business Address ..................................................... P. O. Box 620
Phone Number ...................................................... 620
Air Time ............................................................... 5 a.m.-M.
Studio & Trans ........................................................ 4 Mi. E. Hanford Hwy. 198
Newspaper Affiliation .............................................. Hanford Sentinel. Hanford Journal
News Service .......................................................... INS, UP
Transcription Service .............................................. Standard, World.
Representative ....................................................... O'Connell
Gen. Mgr., Chief Engr. ............................................ Don C. Reeves
Program Dir. ......................................................... E. C. Balch

KFWB HOLLYWOOD—1926
Frequency: 980 Kc. .................................................. Power: 5000 Watts
Owned-Oper. By ..................................................... KFWB Broadcasting Corp.
Business-Studio Add. .............................................. 6419 Hollywood Blvd.
Phone Number ...................................................... HE 5151
Transmitter ......................................................... 5775 W. Jefferson, Los Angeles
Air Time ............................................................... Unlimited
News Service .......................................................... AP, UP
Station Representative .......................................... Rambeau
Representative ..................................................... William G. Rambeau Co.
Pres., Gen. Mgr. ..................................................... Harry Maizlish
Commercial Manager ............................................. Sydney Goynor
Prog., Prod. Dir. .................................................... Don Russell
Publicity Director .................................................. Sydney Yallen
Chief Announcer .................................................... Joseph Yocam
News Director ........................................................ Albert Gordon
Chief Engineer ....................................................... Harry Myers

KGFJ HOLLYWOOD—1926
Frequency: 1230 Kc. .................................................. Power: 250 Watts
Owned-Operated By ................................................ Ben S. McGlashan
Business-Studio Address ......................................... 6314 Sunset Blvd.
Phone Number ...................................................... Hillside 0201
Transmitter ........................................................... Washington & Oak Sts., L. A.
News Service .......................................................... UP
Transcription Service .............................................. Muzak
Owner ................................................................. Ben S. McGlashan
General Manager .................................................... Thelma Kirchner
Commercial Manager .............................................. Harry Briggs
Prog., Publ. Dir. ..................................................... Gilbert T. Verba
Chief Engineer ....................................................... Homer Obuchon

KLAC HOLLYWOOD—1946
Frequency: 570 Kc. .................................................. Power: 5000 Watts d.
1000 Watts n.
Owned-Operated By ................................................ KMTK Radio Corp.
Address ............................................................... 1000 Cahuenga Blvd.
Phone Number ...................................................... 0201
Transmitter Location .............................................. Suto & Indiana Sts.
News Service ........................................................ INS, UP
Representative ....................................................... Adam J. Yong, Jr.
Membership ........................................................ NARTB
President ............................................................. Mrs. Dorothy Schiff
Exec. V.P. & Sta. Gen. Mgr. ..................................... Don Fedderson
Commercial Manager ............................................. Dave Lundy
Program Director ................................................... C. G. Renier
Publicity Director ................................................... Mickey Freeman
News Director ....................................................... Ed Lyon
Musical Director ..................................................... Roc Hillman
Dir. of Engr. .......................................................... R. W. Conner
Consulting Engr. .................................................... Craven, Lohnes, Culver

KREO INDIO—1946—LIBERTY
Frequency: 1400 Kc. .................................................. Power: 250 Watts
 Owned-Oper. By .................................................... Bestg. Corp. of America
Address ............................................................... Riverside
Phone Number ...................................................... 6200
Air Time ............................................................... 17 hrs.
Representative ....................................................... Scott, Young
Membership ........................................................ NARTB
Pres., Gen. Mgr. ..................................................... William L. Gleeson
Station Manager ..................................................... Raymond F. Goodwin
Chief Announcer ................................................... Clifford Lantz
Chief Engineer ....................................................... James Tracewell

KAVAL LANCASTER—1950
Frequency: 1340 Kc. .................................................. Power: 250 Watts
Address ............................................................... P. O. Box 1192
Phone ................................................................. 1000
Transcription Service .............................................. World, SESAC
News Service ........................................................ UP
Pres., Gen. Mgr. ..................................................... W. B. Carter
Commercial Manager .............................................. H. W. Comstock
Program Manager ................................................... James Turner
Chief Engineer ....................................................... James French
News, Farm Editor ................................................... Ray Cloud

KCVR LODI—1946—KBS
Frequency: 1570 Kc. .................................................. Power: 1000 Watts d.
Owned-Operated By ................................................ Central Valley Radio
Business Address .................................................. P. O. Box 600
Phone Number ...................................................... Lodi 8-0628
Transmitter Studio ................................................... 1.8 Mi. N.W. of Lodi
News Service ........................................................ UP
General Manager ..................................................... Herbert W. Brown
Station Mgr. .......................................................... David A. Brown
Commercial Manager ............................................. Dedah M. Corlett
Prog. Music Dir. ..................................................... Marlene Fassler
Production Director .............................................. Harry Eddon
Chief Announcer .................................................... Jack DeVault
Chief Engineer ....................................................... Howard Martineau
Consulting Engineer .............................................. George Sampson

KFOX LONG BEACH—1924
Frequency: 1280 Kc. .................................................. Power: 1000 Watts d.
Owned-Operated By ................................................ Nichols & Warinner, Inc.
Address ............................................................... 220 E. Anaheim Street
Phone Number ...................................................... Long Beach 672-81
News Service ........................................................ UP
Transcription Service .............................................. Standard, Lang-Worth
Representative ....................................................... Burns-Smith
Pres., Gen. Mgr., Pgm. Dir. ...................................... Hal G. Nichols
Promotion Manager ................................................ Robert Lamb
Comm. Mgr., Chief Engr. ........................................ L. W. McDowell
The BIG NEWS in Southern California radio is NEW

KBIG

K-BIG has radio and advertising people talking because it's the new 10,000-watt station with 50,000-watt coverage.*

THERE'S A REASON!

Tests of K-BIG's service area prove something broadcasters have long known but seldom put to practice . . . salt water speeds radio waves undiminished over amazingly long distances. Santa Catalina Island, lying 22 miles off the center of Southern California's populous coast, was selected as the transmitter site for K-BIG because it offers a salt water route to the Southland's greatest population centers from Santa Barbara to San Diego.

There's another reason for K-BIG's terrific coverage. The BIG NEW station employs a costly antenna system which acts as a giant reflector, focusing the signal in the direction that counts . . . WHERE THE PEOPLE LIVE! This is why K-BIG saturates Los Angeles and penetrates inland to the last outposts of population on the Mojave Desert more than 125 miles to the east.

Add to this sensational coverage a dial position between two major network stations (740 k.c.), and a rate card that is really down-to-earth. It totals up to one of the most outstanding buys in radio today! Write, wire or phone K-BIG or your Robert Meeker office for full details.

General Offices:

6540 Sunset Blvd.,
Hollywood 28, Calif.
Studios in Avalon and Hollywood

* Source on request
KGER
LONG BEACH—1926
Frequency: 1390 Kc. Power: 5,000 Watts
Owned By: John Brown Schools of Calif., Inc.
Business-Studio Address: 3745 Atlantic
Phone Number: 487-907
Transmitter: Atlantic & Olive, Hynes
News Service: AP
Transcription Service: SESAC, Cole
Membership: NARTB, BAB
President: Dr. John E. Cole
General Manager: Storm Whatley
Sales Manager: Clinton H. Fowler
Sales Promotion Mgr.: Dick Walsh
Program Director: Irene Cook
News Director: Finis Bell
Musical Director: Peter Stock
Chief Engineer: Luther Crumbaugh

KECA
LOS ANGELES—1929
Frequency: 790 Kc. Power: 5000 watts d.
5000 watts n.
Address: 1539 N. Vine St., Hollywood 28, Cal.
Phone Number: Hudson 2-3141
Transmitter Location: 2951 Fairfax Ave. L. A.
Air Time: Unlimited
News Service: AP, INS, UP
Transcription Service: Lang-Worth
Representative: ABC Spot Sales
Membership: BAB
President: Robert E. Kinnert
General Manager: Frank Samuels
Station Manager: Francis H. Conrad
Commercial Manager: Amos Baron
Promotion Manager: John Hansen
Program Director: Bud Edwards
Production Director: Dresser Dahlstead
Publicity Director: Virginia West
Chief Announcer: Dresser Dahlstead
News Director: Frank La Tourette
Chief Engineer: Philip G. Caldwell

KFAC
LOS ANGELES—1931
Frequency: 1330 Kc. Power: 5000 Watts
Business-Studio Address: 645 S. Mariposa Ave.
Phone Number: Dunkirk 4-1231
Transmitter Location: 3725 Chesapeake Ave.
Air Time: 24 hrs.
News Service: AP
Transcription Service: Associated, SESAC
Membership: NARTB, BMB
Pres.-Gen-Sta. Mgr.: Calvin J. Smith
Prod., Pgm. Dir.: Howard Rhines
Pub. Dir.: Jack Becknell
News Director: Murray Boggs
Chief Announcer: Howard Rhines
Musical Librarian: Grace Sperry
Chief Engineer: Hon. Ockley

KFI
LOS ANGELES—1922—NBC
Frequency: 640 Kc. Power: 50,000 Watts
Owned-Operated By: Earle C. Anthony, Inc.
Business-Studio Address: 141 N. Vermont Ave.
Phone Number: Dunkirk 2-2121
Transmitter Location: Buena Pk.
News Service: AP, UP
Transcription Service: Capital, World
Representative: Edw. Petry
Membership: NARTB, BAB
Pres., Gen. Mgr.: Earle C. Anthony
Gel. Sls. Mgr.: Haan J. Taylor
Sales Prom. Mgr.: Ronnie Manders
Dir. Public Services: Charles E. Hamilton
Program Director: Pat Kelly
Chief Announcer: George Dvorak
News Director: Pat Bishop
Co-Chief Engineers: H. L. Blatterman, Curtis W. Mason

KFVD
LOS ANGELES—1925
Frequency: 1020 Kc. Power: 5,000 Watts
Owned-Operated By: Standard Bcstg. Co.
Business-Studio Address: 338 S. Western Ave.
Phone Number: Dunkirk 8-2345
Transmitter Location: Lynwood, Calif.
Air Time: 6 a.m.-2 a.m.
News Service: AP, UP
Transcription Service: Lang-Worth
Representative: McGillvra
Membership: NARTB
Pres., Gen. Mgr.: Frank Burke, Jr.
Comm., Sta. Manager: Vern Lindblade
Program Director: Carl Brewster
News Director: Gene Thornock
Chief Engineer: Leonard Reeves

KHJ
LOS ANGELES—1922
MBS-DON LEE
Frequency: 930 Kc. Power: 5,000 Watts
Owned-Operated By: Thos. S. Lee Enterprises, Inc.
Address: 1313 N. Vine St., Hollywood
Phone Number: Hudson 2-2133
Transmitter Location: Venice Blvd.
Air Time: 6 a.m.-M.
News Service: AP, INS
Transcription: World
Representative: John Blair
Membership: NARTB, BAB
President: Willet H. Brown
Exec. Vice-Pres.: Ward D. Ingrin
Vice-Pres. Sales: Norman Boggs
Sales Prom. Mgr.: H. H. Sonnenburg
Program Director: A. J. LaFranco
Publicity Director: Bud Coulson
News Dir., Farm Editor: Les Mawhinney
Musical Dir.: Harry Zimmerman
Chief Engineer: Robert Arne

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**KMPC**

LOS ANGELES—1927—LIBERTY

Frequency: 710 Kc. Power: 50,000 Watts d.; 10,000 Watts n.

Owned-Oper. By: The Goodwill Stations, Inc. Address: 5939 Sunset Boulevard Phone Number: Hollywood 9-5341 Transmitter Location: North Hollywood Air Time: 5:00 a.m.-6 p.m.


**KNX**

LOS ANGELES—1924—CBS (RADIO)

COLUMBIA PACIFIC


**KRD**

LOS ANGELES—1927


**KMTC**

MARYSVILLE—1940—MBS

Frequency: 1450 Kc. Power: 250 Watts Owner-Oper. By: Marysville-Yuba City Bcsts., Inc. Business Address: P.O. Box 771 Phone Number: 2-2396 Transmitter Location: Laurellan Rd., District 10 Air Time: 6 a.m.-6 p.m.


**KYOS**

MERCED—1936—MBS-DON LEE

Frequency: 1480 Kc. Power: 5000 Watts Owned-Operated By: Merced Bcsts. Co. Business Address: P.O. Box 717 Phone Number: 1430, 1804 Transmitter Location: Lake Rd., Merced City Air Time: 5:30 a.m.-11 p.m.


**KBOX**

MODESTO—1951


**KMOD**

MODESTO—1950—ABC

Frequency: 1380 Kc. Power: 1000 Watts Owned-Operated By: Radio Modesto, Inc. Address: P.O. Box 941
KTRB
MODESTO—1933
Frequency: 860 Kc. Power: 5000 d. 1000 n.
Owned-Operated By: KTRB Bestg. Co., Inc.
Address: Norwegian Ave.
Phone Number: 774-5
Studio-Transmitter: Norwegian Ave.
Air Time: 415 a.m.-2 a.m.
News Service: INS. UP
Transcription Service: Lang-Worth, Cole, Standard
Representative: W. S. Grant
Membership: NAB
Comm.: Sl. Prom. Mgr.: Lee Roddy
Prog.: Prod.: Pub. Dir.: Milt Hibdon
Chief Announcer: Don Lapan
News Director: Charlie McEwen
Musical Director: Gene Stephens
Chief Engineer: William H. Bates, Jr.
Farm Editor: Leonard Anderson
Consulting Engineer: Gautney & Ray

KMBY
MONTEREY—1949
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Monterey Bestg. Co.
Address: Hotel San Carlos
Phone Number: 2-4541
President: Kenyon Brown
General Manager: S. M. Aston
National Sales Manager: Sam H. Bennett

KWSD
MT. SHASTA—1947
Owned-Oper. By: Shasta Cascade Bestg. Corp.
Address: E. Alma Street
Phone Number: 2124
Air Time: 7 a.m.-10 p.m.
News Service: AP
Transcription Service: Thesaurus
Station Representative: Western, Continental
(E. Coast), Tracy Moore (L. A.)
Membership: NARTB
President: Vernita Adler

KVON
NAPA—1947—LIBERTY
Frequency: 1440 Kc. Power: 500 Watts
Owned-Operated By: Napa Bestg. Co.
Address: P. O. Box 427
Phone Number: 6-2023
Air Time: 6:45 a.m.-10:45 p.m.
News Service: UP
Transcription Services: World, Associated
Representative: For Joe, West Coast Radio
Pres., Gen. Mgr.: Luther E. Gibson
Station Manager: Elmer L. Gibson
Program Director: Martha Walker
Chief Engineer: Dave Wortman

KLX
OAKLAND—1922
Frequency: 910 Kc. Power: 5000 Watts
Owned-Operated By: Tribune Building Co.
Business Studio Address: Tribune Tower
Phone Number: 1-0660
Transmitter Location: Tribune Tower
Air Time: 6 a.m.-M.
Newspaper Affiliation: Oakland Tribune
News Service: AP
Transcription Service: World
Membership: NARTB, BAB
President: J. R. Knowland, Jr.
Gen. Station Manager: Glenn Shaw
Sales Promotion Mgr.: Jerome De Saxe
Program Director: Jerry Morton
Commercial Manager: J. Milton Seropan
Musical Director: Kinney Ralph
Prod. Dir.: Chief Anncr.: Mark Gerstle
Publicity Director: Georgia Crampton
News Director: John K. Chapel
Chief Engineer: Roswell S. Smith

KROW
OAKLAND—1925
Frequency: 960 Kc. Power: 1000 Watts
Owned-Operated By: KROW, Inc.
Address: 464 19th St.
Phone Number: TWincacks 3-9600
Transmitter Location: 1520 8th Ave.
News Service: UP
Transcription Service: Standard
Representative: Ra-Tel Repre., Inc.
President: Sheldon F. Sackett
Gen., Sta. Mgr.: Alan L. Torbet
Commercial Manager: Jack Grant
Program Director: Russ Coglin
News Director: William Winter
Chief Engineer: Paul Leake

KWBR
OAKLAND—1920
Frequency: 1310 Kc. Power: 1000 Watts
Owned-Operated By: Warner Bros. Radio, Inc.
CALIFORNIA

KOCs
ONTARIO—1946
Frequency: 1510 Kc. Power: 250 Watts d.
Owned-Operated By: The Daily Report Co.
Business-Studio Address: 222 East "B" St.
Phone Number: 627-54
Transmitter Location: 4th and San Antonio
Air Time: Local sunrise—Local sunset
News Service: UP
Transcription Service: Thesaurus
Representative: Forjoe
President: Mrs. Jerene Appleby Harnish
General Manager: Herb Olson
Commercial Manager: J. Neale Burns
Program Director: Hal Morelli
Publicity Director: Marjorie Rogers
News Director: Tom McComb
Musical Director: Art Viall
Chief Engineer: Floyd Hall

K M O R
OROVILLE—1951
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Oroville Bcstrs.
Address: P. O. Box 1032
Phone Number: 1340
News Service: UP
Transcription Service: Thesaurus
President: J. Steventon
Gen. Mgr., Pgm., News Dir.: Roy D. Swanson
Prom., Comm. Mgr.: William Talbitzer
Chief Engineer: William Cronan

K C M J
PALM SPRINGS—1946—CBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Palm Springs Bcstr, Co.
Business Address: Box KK
Phone Number: 2253
Studio, Transmitter Location: Radioasis
Air Time: 6:45 a.m.-M.
News Service: AP
Representative: John E. Pearson
Membership: NARTB, BAB
Pres., Gen. Mgr.: Joseph E. Gamble
Commercial Manager: Ort J. Lothrus
Program Director: Dorothy Fanning
Chief Announcer: Paul Grannis
News Director: Phil Stone
Musical Director: Pat Barbera

Chief Engineer: Robert Harbison
Consulting Engineer: N. Vincent Parsons

K I B E
PALO ALTO—1949
Owned-Oper. By: James Blaine Rhodes
Address: 498 University Ave.
Phone Number: Davenport 3-1341
Transmitter Location: E. Palo Alto
Air Time: Daytime
News Service: AP
Transcription Service: Standard
Membership: NARTB, BAB
Gen., Sta. Mgr.: Jay B. Rhodes
Prog. Prod. Dir., Chief Annrc.: Robert Seaman
Chief Engineer: Paul S. Farrelle
Consulting Engineer: Paul Leake

K A L I
PASADENA—1950
Frequency: 1430 Kc. Power: 1000 Watts d.
Owned-Oper. By: Consolidated Bcstr, Co.
Business-Studio Address: 758 E. Colorado
Phone Number: RY 1-7149
Transcription Service: Associated
Representative: Schepp-Reiner
President: Henry Fritzen
Vice-President: Jack Reeder
Secy.-Treas.: Charles T. Hughes

K W K W
PASADENA—1942
Frequency: 1300 Kc. Power: 1000 Watts
Address: 930 Sierra Madre Villa
Phone Number: Ryan 1-6744
Air Time: Unlimited
News Service: UP
Representative: Forjoe
Membership: NARTB, BAB
President: Marshall S.Neal
Gen. Station-Comm. Mgr.: William J. Beaton
Pgm. Dir., Chief Annrc.: Bill Garr
Publicity Director: Clair Hughes
News Director: Bill Garr
Chief Engineer: Paul W. Spargo

K X L A
PASADENA—1942
Frequency: 1110 Kc. Power: 10,000 Watts
Owned-Operated By: Pacific Coast Bcstr, Co.
Business Address: 1401 So. Oak Knoll Ave.
Phone Number: Ryan 1-6991
Transmitter Location: El Monti
Air Time: 24 hrs. daily
News Service: AP
Transcription Service: World, Associated
President-Gen. Sta. Mgr.: Loyal K. King
Pgm. Dir.: Dick Scofield
Chief Annrc.: Carl Saunders
Musical Dir.: Cliff Stone
Chief Engineer: Jack Reader
Farm Editor: Dr. LeRoy Smith

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KPLR
PASO ROBLES—1946—MBS-KBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Leslie Henry Hacker
Business Studio Address: Radio Station KPLR
Phone Number: 204
Transmitter Location: 32nd & Oak Sts.
Transcription Service: Standard
Representative: W. S. Grant
President: Leslie Henry Hacker
Commercial Mgr.: Jack B. Wasson
Gen. Mgr., Chief Engineer: Dale Schwartz

KAEP
PETALUMA—1950
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Petaluma Bstrs., Inc.
Address: Box 480
Phone: 2-7255
Transcription Service: Thesaurus
News Service: UP
Commercial Manager: M. E. Linder
Prog., Prod., Prom. Dir.: Wm. A. Exline
Chief Annr., News Dir.: Ted Kenessey
Musical Director: Bob Bishop
Consulting Engineer: Forrest Hughes

KECC
PITTSBURG—1949
Frequency: 990 Kc. Power: 1000 Watts
Owned-Operated By: KECC, Inc.
Business Address: 235 Railroad Ave.
Phone Number: 2-2964
Transmitter Address: Collinsville
Air Time: Unlimited
News Service: UP
Transcription Service: World, Lang-Worth
Representative: W. S. Grant
General Mgr.: Mel D. Marshall
Commercial Mgr.: John C. McFarland
Program Manager: Ted Mermod
News Director: LaSelle Gilman
Chief Engineer: Wm. P. Grether
Consulting Engineer: McIntosh & Englis

KPMO
POMONA—1947
Frequency: 1600 Kc. Power: 500 Watts
Owned-Operated By: Dean H. Wickstrom
Business-Studio Address: 1240 E. Holt St.
Phone Number: 2-1293
News Service: UP
President: Dean H. Wickstrom
Station Manager: Wally Selder
Chief Engineer: Donald Kerr

K Tip
PORTERVILLE—1946—LBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: J. F. Tighe
Business-Studio Address: Newcomb & Grand Ave., P. O. Box 1312

KBLF
RED BLUFF—1946—LBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper-By: Tehama Bstg. Co.
Studio-Business Address: 346 Oak St.
Phone Number: 354
Transmitter Location: E. Red Bluff
Representative: Tracy Moore
Pres., Chl. Engr., Gen. Mgr.: Arvo Haapanen

KVCV
REDDING—1938—MBS
Frequency: 600 Kc. Power: 1000 Watts
Owned-Oper. By: Golden Empire Bstg. Co., Inc.
Address: Box 717, Merced
Phone Number: 1846
Transmitter Location: 2 miles NE City
Air Time: 6 a.m.-12M.
News Service: UP
Transcription Service: World
Representative: W. S. Grant Co.
President: Mrs. Hugh McClung
Station Manager: Fred M. Steulpnagel
Commercial Manager: H. E. McCarty
Promotion Manager: Robert Hoskins
Pgm., Prod. Dir.: Lyle Mathys
Publicity Director: Frances Bruce
Chief Announcer: Vincent Lambert
News Director: Charles Castor
Musical Director: Ted Dooley
Chief Engineer: Russ Pope

KPRO
RIVERSIDE—1941—KBS-LBS
Frequency: 1440 Kc. Power: 1000 Watts
Owned-Oper. By: Broadcasting Corp. of America
Business Address: P.O. Box 987
Phone Number: Riverside 6290
Studio-Transmitter: 3401 Russell St.
News Service: AP, INS
Transcription Service: World, Capitol
Representative: Scott, Young
President-General Mgr.: W. L. Gleeson

KCRA
SACRAMENTO—1945—NBC
Owned-Oper. By: KCRA, Inc.
Business Studio Address: 1010 11th St.
Phone Number: Gilbert 2-0758
KFBK
SACRAMENTO—1922—ABC
Frequency: 1530 Kc.  Power: 50,000 Watts
Owned-Operated By: McClatchy Bcstg. Co.
Business Studio Address: 708 Eye St.
Phone Number: 3-1745
Transmitter Location: Pleasant Grove
News Service: AP, UP
Transcription Service: Capitol, Thesaurus
Representative: Paul H. Raymer
Membership: NARTB
President: Eleanor McClatchy
Station Manager: Keith B. Collins
Commercial Mgr.: Perry Nelson
Publicity & Promotion: Louise Schultz
Program Manager: Richard S. Burdick
News Editor: Victor Blanks
Music Librarian: Herbert Harrison
Chief Engineer: Stom Sronce
Consulting Engineer: George C. Davis

KROY
SACRAMENTO—1937—CBS
Frequency: 1240 Kc.  Power: 250 Watts
Owned-Operated By: Harmco, Inc.
Business Studio Address: Hotel Sacramento
Phone Number: 2-0758
Transmitter Location: 4402 65th St.
News Service: INS, UP
Transcription Service: Associated
Representative: Avery-Knobel
General Manager: Clyde F. Coombs
Prom. Mgr., Pgm. Dir.: William H. Blackburn
News Director: Henry Thornley
Chief Engineer: William Karpisek

KXOA
SACRAMENTO—1945—MBS
Frequency: 1470 Kc.  Power: 1000 Watts
Owned-Oper. By: Sacramento Bcstg. Inc.
Phone Number: 9-3576
Transmitter Location: Sacramento Freeway
News Service: UP
President: Lincoln Dollar
General Manager: Robert W. Dumm
Program Director: Dean Seaton
Chief Engineer: Ewald Berger

KSBW
SALINAS—1947—MBS
Frequency: 1380 Kc.  Power: 1,000 Watts
Owned-Operated By: Salinas Bcstg. Corp.
Business Address: P.O. Box 1651
Phone Number: 8071
Studio-Transmitter: Laurel Dr.
News Service: AP
Transcription Service: Capitol
Representatives: Burn-Smith, Western
Membership: NARTB
Gen. Sta. Mgr.: John C. Cohon
Commercial Manager: W. M. Oates
Sales Prom. Manager: Neal Edmondson
Program Director: Ross Taylor
Production Director: Gary Ferrisi
Chief Engineer: Herbert J. Hanes

KCSB
SAN BERNARDINO—1948
Frequency: 1350 Kc.  Power: 500 Watts
Owned-Operated By: San Bernadino Valley Bcsts.
Studio-Bus. Transmitter Address: 770 Mill St.
Phone Number: 8-2245
News Service: AP
President: Mrs. Essie Binkley West
Pgm. Dir., Prom. Mgr.: Charles Bennett
Chief Engineer: Dean Kliner

KFJM
SAN BERNARDINO—1929—MBS
Frequency: 590 Kc.  Power: 1,000 Watts
Business-Studio Address: 512 Fifth St.
Phone Number: 4761
Transmitter Location: S. E" St.
Air Time: 5:30 a.m.-M.
News Service: UP
Transcription Service: World
Representative: John Blair
President: J. Clifford Lee
General Manager: Gene W. Lee
Commercial Manager: Don S. Cummings
Sales Prom. Mgr.—Pub. Dir.: Lowell Smith
Program Director: Evelyn Faigin
Prod., News Dir.: John Harder
Chief Announcer: Jim O'Leary
Chief Engineer: George Ewing

KITO
SAN BERNARDINO—1947—ABC
PACIFIC REG.
Frequency: 1290 Kc.  Power: 5000 Watts
Owned-Operated By: KITO, Inc.
Address: 569 Fourth St.
Phone Number: 7807
Transmitter Location: 1416 E. Baseline
Air Time: Unlimited
News Service: UP
Transcription Service: Capitol
Representative: Hollingbery

**K R N O**

SAN BERNARDINO—1946


**K C B Q**

SAN DIEGO—1946—CBS


**K F M B**

SAN DIEGO—1941—ABC


**K F S D**

SAN DIEGO—1926—NBC


**K G B**

SAN DIEGO—1926—MBS-DON LEE


**K S D O**

SAN DIEGO—1947—LBS


**K S O N**

SAN DIEGO—1947

Kgil
San Fernando—1947
Frequency: 1230 Kc. Power: 1000 Watts d.
Business Address: 4919 Van Nuys Blvd.
Phone Number: State 4-6291
Transmitter Location: 14808 Lassen St.
Air Time: 5 a.m.-M.
News Service: UP
Transcription Service: Capitol
Pres. General Mgr: Howard P. Gray
Commercial Manager: Allan W. McKeen
Chief Engineer: Jay Rice

KCBS
San Francisco—1912—CBS-Radio
Frequency: 740 Kc. Power: 50,000 Watts
Owned-Operated By: CBS Radio Division Inc.
Address: Palace Hotel
Phone Number: Yukon 2-7000
Transmitter Location: Alviso
News Service: AP, UP
Transcription Service: Lang-Worth
Representative. CBS Radio Spot Sales
President (CBS): Frank Stanton
Vice-Pres. & Gen. Mgr: Arthur Hull Hayes
Sales Director: Jules Dunden
Promotion Manager: Howard Luck Gossage
Program Director: Fred Ruegg
Publicity Director: William Cullenward
News Director: William Nielfeild
Chief Engineer: Alan Cormack
Farm Editor: Gordon Roth

KFRC
San Francisco—1924
MBS—Don Lee
Frequency: 610 Kc. Power: 5000 Watts
Owned-Operated By: Don Lee Bscstg. System
Business-Studio Address: 1000 Van Ness Ave.
Phone Number: Prospect 6-0500
Transmitter Location: 1000 Van Ness Ave.
Air Time: Unlimited
News Service: AP, INS
Transcription Service: World
Representative: John Blair
V.P.-Gen. Sta. Mgr: William F. Pabst
Commercial Manager: Merwyn L. McCabe
Sales Prom. Mgr.-Pub. Dir: Dink Templeton
Program Dir.-Prom. Mgr: Mel Venter
Chief Announcer: Lewis Pfieffer
Musical Director: Lyle Bardo
News Director: Al Berglund
Chief Engineer: E. G. Underwood

KGO
San Francisco—1924—ABC
Frequency: 810 Kc. Power: 50,000 Watts
Business Address: 155 Montgomery St.
Phone Number: Exb 2-6544: Greystone 4-6585
Transmitter Location: Near Newark, Calif.
Air Time: 6 a.m.-M.
News Service: AP, INS
Transcription Service: Standard, Capitol
Representative: ABC Spot Sales
Membership: NABT
President: Robert E. Kintner
General Station Manager: Gayle V. Grubb
Commercial Manager: Alan Johnstone
Sales Prom-Pub. Dir: Gordon Grannis
Program Director: Keith Kerby
Chief Announcer: Tony Morse
News Director: Vic Reed
Musical Director: Phil Bovero
Chief Engineer: A. E. Evans

KJBS
San Francisco—1924—NBC
Frequency: 1100 Kc. Power: 1000 Watts d.
Owned-Operated By: KJBS Bscstras.
Business Studio Address: 1470 Pine St.
Phone Number: Ordway 3-4148
Transmitter Location: 1470 Pine St.
Air Time: 5 a.m.-Local Sunset
News Service: UP, INS
Transcription Service: Standard, MacGregor, Lang-Worth, Associated, Capitol
Representative: Headley Reed
Membership: NAB
Gen. Mgr-Sta. Mgr: Edwin P. Franklin
Comm. Mgr: Stanley G. Breyer
Chief Engineer: Roger Roberts

KNBC
San Francisco—1922—NBC
Frequency: 680 Kc. Power: 5000 Watts
Address: 420 Taylor St.
Phone Number: GRystone 4-8700
Transmitter Location: Belmont
Air Time: Unlimited
News Service: AP, INS, UP
Transcription Service: Thesaurus, Standard
Representative: NBC Spot Sales
Membership: NAB, BAB
President (NBC): Joseph H. McConnell
Gen. Sta. Mgr: Lloyd E. Yoder
Asst. Gen. Mgr: George Greaves
Commercial Manager: Alfred W. Cropsey
Sales Promotion Manager: Dean Morley
Program Director: Paul Speegle
News, Pub. Dir: John Thompson
Chief Announcer: Hal Wolf
Chief Engineer: Curtis Peck

Ksan
San Francisco—1922
Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By: Golden Gate Bscstg. Corp.
Trans. Studio Address.................1355 Market St.
Phone Number.......................Market 1-8171
Air Time................................6 a.m.-M.
News Service..............................UP
Membership................................NARTB
President...............................S. H. Patterson
Gen.-Sta.-Comm. Mgr..............Lee C. Mikesell
Pgm. Prod. Dir.........................Clint Sherwood
Chief Announcer......................Bill Frost
News Director.........................Frank Arthur
Chief Engineer..................Norwood Patterson

K Y A
SAN FRANCISCO—1926—LBS
Frequency: 1260 Kc...........Power: 5000 Watts d.
1000 Watts n.
Owned-Operated By........Palo Alto Radio Station, Inc.
Business Studio Address........Fairmont Hotel
Phone Number..................Douglas 2-2536
Transmitter Location........Candlestick Pt.
News Service..........................UP
President..............................Elroy McCaw
General Manager.................Jock Fearnhead
News Director...............Arthur Primm
Chief Engineer................Paul Beck

K S J V
SANGER—1947—LBS
Frequency: 900 Kc........Power: 1000 Watts d.

AP SELLS
For Stations and Sponsors—

For instance . . . KLX

"AP news is a top factor in making KLX the most
listened-to independent in America's No. 7 market."

GLENN S. SHAW,
Manager,
KLX, Oakland, California

Owned-Operated By........Radio Sanger Co.
Business-Studio Address..........P. O. Box 247
Phone Number......................Sanger 2501
Transmitter......................4½ Mi. NE of Sanger
News Service.......................UP
Transcription Service............World
Representative...................Lee O'Connell
President.........................Earl J. Fenston
General Manager.............Julian J. Nielsen
Asst. Mgr., Prog. Dir..............Walter J. Novell
Chief Engineer................Russell Friend

KEEN
SAN JOSE—1947
Frequency 1370 Kc...........Power 1000 Watts
Owned-Operated By........United Bestg. Co.
Business Studio Address........Hotel De Anza
Phone Number..................Cypress 4-0344
Transmitter......................Wayne Ave. & Oakland Hly.
Air Time..............................6 a.m-M.
News Service......................UP
Representative..................W. S. Grant
President.........................George M. Mardikian
Genl. Mgr.........................Floyd Farr
Commercial Mgr.............Bob Blum
Program Dir.................George Snell
Chief Engineer..............Bill Green
Farm Editor.....................Glenn Dunham
Consulting Engineer........George Adair

357
Here is the finest building of its kind in America.

It is the brand new home of Northern California's oldest radio station... and the area's leading independent... KSFO, and of San Francisco's pioneer television station... KPIX.

But more than that, to those whose thoughts look to the years to come, the building itself is the cornerstone of a structure of faith in the future... faith in radio, faith in television, in the great markets these stations serve, but most of all of faith in that inspiring way of life to which all Americans are dedicated.
KSFO
SAN FRANCISCO—1925
Frequency: 560 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Oper. By The Associated Bcastg. Inc.
Phone Number: Prospect 6-6200
Transmitter Location: Islais Creek Pier.
Air Time: 6:15 a.m.-12:15 a.m.
News Service: INS, UP
Transcription Service: Standard, World
Representative: Headley-Reed
Membership: NAR'B, BAB
President: Wesley I. Dumm
V.P.-Gen. Mgr.: Philip G. Lasky
Commercial Mgr.: John G. Campbell
Sales Promotion Mgr.: Kay Mulvihill
Program Dir.: Robert Hansen
Dir. of Engineering: A. E. Towne
Farm Editor: Herb Kennedy
Consulting Engineer: Universal Research Lcbs.

KLOK
SAN JOSE—1946
Owned-Operated By: Valley Bcast Co.
Business Address: P. O. Box 987
Phone Number: Cypress 3-3445
Transmitter Location: King Rd. at Aborn
News Service: AP
Representative: Pearson
President-Gen. Mgr.: E. L. Barker
Commercial Mgr.: Richard E. Ryan
Program Director: Ruth Poindexter
Chief Engineer: Bill Cunningham

KSJO
SAN JOSE—1946—LBS
500 Watts n.
Owned-Operated By: Santa Clara Bcastg. Co.
Business Address: P. O. Box 995
Phone Number: Cypress 3-8030
Transmitter-Studio Location: Story and Lucretia
Air Time: Unlimited
Newspaper Affiliation: Los Gatos Times
Girov Dispatch
News Service: AP
Transcription Service: World
National Sales Mgr.: Parold H. Poffman
President: Patrick H. Peabody
Gen. Sales Mgr.: Charles F. Mallory
Commercial Manager: Richard W. Odonnell
Pm-Prod. Dir.: Normen Paul
Publisher: Jan Jervis
Chief Engineer: Robert Webb
Consulting Engineer: E. C. Page

KXRX
SAN JOSE—1948
Frequency: 1500 Kc. Power: 1000 Watts
Owned-Operated By: San Jose Bcastg. Co.
Business Address: Box 167
Phone Number: Cypress 2-5080
Studio-Transmitter: Bayshore Hiway
Air Time: 6 a.m.-12 a.m.
News Service: UP
Representative: Western Radio Sales
Membership: NAB
President-Gen. Mgr.: Joe E. Levitt
Sales Mgr.: Gordon Graham
Program Director: Frank G. Kilpatrick
Chief Announcer: Jack Lund
Musical Director: Eileen Hamilton
Chief Engineer: Frank Glass

Katy
SAN LUIS OBISPO—1949—ABC
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: San Luis Bcastg. Co.
Address: Carpenter Bldg.
Phone Number: 3171
News Service: UP
Representative: Western
Partner: Morden R. Buck
Partner, Gen. Mgr.: John R. Rider
Commercial Manager: D. D. MacLeod
Program Director: Chap Rollins
News Director: Joe Doran
Chief Engineer: James H. Eaken

KVEC
SAN LUIS OBISPO—1937
MBS-DON LEE
Frequency: 920 Kc. Power: 1000 Watts d.
500 Watts n.
Owned-Oper. By: Christina M. Jacobson
Business Address: 851 Higuera St.
Phone Number: 1100-1
Transmitter Location: Highway One
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: Standard
Representative: W. S. Grant
Membership: NARTB
Pres.-Owner: Christina M. Jacobson
Gen. Sta. Mgr.: Les Hacker
Commercial Manager: Joe Shuttleworth
Publ. Music Dir.: Hugh Harling
Prog. Prod. Dir. & Chf. Announcer: Arthur Happold
News Director: Les Hacker
Chief Engineer: Dale Schwartz
Consulting Engineer: Cauven, Loches & Culver

KEAR
SAN MATEO—1947
Frequency: 1550 Kc. Power: 1000 Watts
Owned-Operated By: Bay Radio, Inc.
Business-Studio Address: 811 "B" St.
Phone Number: 4-2594
Transmitter Location: Eayshore Highway
News Service: UP
President: Stephen A. Cisler
VP. & Gen. Mgr.: Howard J. Smiley
Chief Engineer: Douglas F. Mariska
KVS M
SAN MATEO—1946
Frequency: 1050 Kc. Power: 250 Watts d.
Owned-Oper. By . Hugh H. Smith
Business Studio Address . 279 Baldwin Ave.
Phone Number . Diamond 4-2541
Transmitter Location . Third Ave. at Seal Creek
Air Time . Local sunrise-local sunset
News Service . INS. UP
Transcription Service . Cole Representative
President . Hugh H. Smith
Gen., Sta. Mgr. Gilbert L. Bond
Chief Engineer . Merwyn F. Planting

KTIM
SAN RAFAEL—1947
Frequency: 1510 Kc. Power: 1000 Watts d.
Owned-Operated By . Marin Bstg. Co., Inc.
Business Address . 1117 Fifth St.
Phone Number . Son Rafael 1510
Transmitter Location . College Ave., Kentfield
News Service . UP
President . Roy A. Brown
Vice-President . Hugh E. Turner
Commercial Manager . Clifford A. Trotter
Program Director . Pete Miller

KVOE
SANTA ANA—1926—MBS-DON LEE
Frequency: 1480 Kc. Power: 1000 Watts d.
Owned-Operated By . The Voice of the Orange Empire, Inc., Ltd.
Business Address . 105 E. 5th St.
Phone Number . Kimberly 3-6321
Studio Transmitter . 12531 E. Willowick Dr.
Air Time . Unlimited
News Service . UP
Transcription Service . Capitol, McAlister Representative
Station Manager . Deane S. Long
Commercial Manager . Donner P. Spence
Sales Prom. Mgr. . Carol Jean Young
Program Director . George M. Dewey
Chief Announcer . George Swift
Pub., News Dir. . Art Sipherd, Jr.
Chief Engineer . Stanley G. Gutenher Consulting Engineer . Jay Tapp

KDB
SANTA BARBARA—1921—MBS
Owned-Operated By . Lincoln Dellar
Business-Studio-Transmitter . Radio Square
Phone Number . 4131
Air Time . Unlimited
News Service . UP
Transcription Service . Various Representative
President . Lincoln Dellar
General Manager . Colin M. Selph
Program Director . Fred Hall
Publicity Director . Peggy Walker
News Director . Bob Byrne
Musical Director . Lora Stump
Sports Editor . John McCormick
Chief Engineer . Robert Carter

KIST
SANTA BARBARA—1947—NBC
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By . Radio KIST, Inc.
Business Studio Address . Balboa Bldg.
Phone Number . 3981
Transmitter Location . 725 State St.
Air Time . 5:45 a.m.-12:15 a.m.
News Service . UP Representative
Chief Announcer . Gordon Stafford
Prog.-Pub. Director . Mary Ann Casey
Musical Director . Jose Medina
Prod. Dir. . Al Staas
Chief Engineer . Ray Kubly
Consulting Engineer . Ring & Ring

KTMS
SANTA BARBARA—1937—ABC
Frequency: 1250 Kc. Power: 1000 Watts d.
Business Studio Address . de la Guerra Plaza
Phone Number . 3911
Transmitter Location . Goleta
Air Time . 6:30 a.m.-11:30 p.m.
Newspaper Affil. . Santa Barbara News-Press
News Service . AP
Transcription Service . Lang-Worth Representative
President . Thomas M. Storke
Vice-President . Charles A. Storke
Station-Comm. Manager . Al Albinger
Sales Promotion Mgr. . Emerson Kimball
Publicity Director . Cliff Badger
News Director . Al Sanders
Chief Engineer . Ed Shephard
Farm Editor . Tommy Kleveland
Consulting Engineer . T&T Measurements

KDON
SANTA CRUZ—1935—LBS
Frequency: 1460 Kc. Power: 5000 Watts d.
Owned-Oper. By . Salinas Newspapers, Inc.
Business Address . 137 W. Alisal St.
Phone Number . 6451
Transmitter Location . Palm Beach
Air Time . 6 a.m.-Mid.
Newspaper Affiliation . Salinas Californian
News Service . UP
Transcriptions Service . World, Cole Representative
Membership . NARTB, BAB
President .................................. Merrit C. Speidel
General, Sta. Mgr. ......................... Gilbert Baymiller
Pgm.-Prod.-Publ. Dir. ..................... Orel Phillips
Commercial Mgr. ......................... Lawrence B. Butler
Chief Engineer .......................... Omer Wright

KSCO
SANTA CRUZ—1947
Frequency: 1080 Kc. ...... Power: 1000 d.; 500 n.
Owned-Operated By ........ Radio Santa Cruz
Business Address ................. P. O. Box 1080
Phone Number .......... 1080
Transmitter Address .......... Portola Drive &
Corcoran Lagoon
News Service .................. AP
Transcription Service .... Standard, Thesaurus
Charles Vernon Berlin

KCOY
SANTA MARIA—1947—ABC
Frequency: 1400 Kc. ...... Power: 250 Watts
Business-Studio Address ....... 114 W. Cook St
Phone Number .......... 5-2644
Transmitter Location ......... N. Blosser Rd
News Service ................. AP
Transcription Service ..... Capitol
Representative ............... Paul H. Raymer
Partners .................. Thomas M. Storke
General Mgr. ................. J. W. Benes
Program Director ............ Bobbie Lee Davis
News Director ............... Bryant Smith

KSMA
SANTA MARIA—1947—KBS
Frequency: 1240 Kc. ...... Power: 250 Watts
Owned-Oper. By .......... James M. Hagerman
John I. Groom
Address ................. P. O. Box 736
Phone ............ 5-2582
Transmitter Location ... 510 W. Morrison St
Air Time ........ 6:45 a.m.-M.
News Service .......... AP
Transcription Service . World
Partners ................ James M. Hagerman, John I. Groom
Consulting Engineers .......... Gale Brady &
T. & T. Measurement Service

KOWL
SANTA MONICA—1947
Frequency: 1580 Kc. ...... Power: 5000 Watts d.
Owned-Operated By .......... KOWL, Inc.
Address ................ Pico at Ocean
Phone Number .......... Exbreek 4-6761
Transmitter Location .... 11837 Cha-nock Rd.,
Los Angeles
Air Time .......... Sunrise-Sunset
News Service .......... AP
Transcription Service . Associated
Membership ........ BAB
Pgm. Dir., Chief Annr. .... Paul Snyder
Chief Engineer ........... John Morecroft

KSPA
SANTA PAULA—1948
Frequency: 1400 Kc. ...... Power: 250 Watts
Owned-Operated By ........ Santa Paula Bcstr, Inc.
Business-Studio Address .... Santa Paula
Phone Number .......... 840
Transmitter Location ....... 112 N. Middle Rd
President, Gen. Mgr. ...... C. Harvey Haas
Prom., Comm. Mgr. ........ Ace Martin
Chief Engineer .......... Bob Funnell

KSOR
SANTA ROSA—1937—LBS
Frequency: 1350 Kc. ...... Power: 1000 Watts
Owned-Oper. By .......... Finley Bcstr, Co.
Bus.-Studio Address .... Corner Fresno & Finley
Phone Number .......... 110
Transmitter Location ....... Finley St. & Fresno
Air Time .......... 6:30 a.m.-11 p.m.
News Service .......... UP
Representative ............. W. S. Grant
Membership ................. NARTB
President .......... Mrs. Ruth Finley
General-Station Manager ...... Charles P. Scott
Sls. Prom. Mgr., Prog., News Dir. .. Al Pearson
Chief Engineer .......... Verne Hassett

KROG
SONORA—1949
Frequency: 1450 Kc. ...... Power: 250 Watts
Owned-Operated By ........ Mother Lode Bcstr, Co.
Business Address ....... P. O. Box 996
Phone Number .......... 426
Air Time .......... 7 a.m.-10 p.m.
News Service .......... AP
Transcription Service . Standard, SESAC
General Manager .......... Ken Randolph
Chief Engineer .......... Clayton Coldwell

KGDM
STOCKTON—1926—CBS
Frequency: 1140 Kc. ...... Power: 5000 Watts
Owned-Operated By .......... E. F. Pefler
Business-Studio Address .... 519 E. Market St
Phone Number .......... 4-4551
Transmitter Location .... Highway 99
Air Time .......... 6 a.m.-M.
News Service .......... UP
Transcription Service . World
Representative .......... John Blair
President-Gen. Mgr. ........ E. F. Pefler
Station-Commercial Mgr. ...... E. Smith
Program Director .......... M. Humphreys
Publicity Director .......... E. Flower
Chief Engineer .......... J. T. Kelley

KSTN
STOCKTON—1949
Frequency: 1420 Kc. ...... Power: 1000 Watts
Owned-Operated By ........ San Joaquin Bcstr, Co.
KWG
STOCKTON—1921—ABC

Frequency: 1230 Kc.  Power: 250 Watts
Owned-Operated By: McClatchy Bstg. Co.
Bus.-Studio Address: 612 E. Market St.
Phone Number: 5-7528
Transmitter Location: Weber and E Sts.
News Service: AP
Transcription Service: Capitol, Thesaurus
Representative: Paul H. Raymer
President: Eleanor McClatchy
Station Manager: Howard L. Bailey
Program Manager: James E. Long
Chief Engineer: Frank Nesmith

KXOB
STOCKTON—1947—MBS-DON LEE

Frequency: 1280 Kc.  Power: 1000 Watts
Owned-Operated By: McClatchy Bstg. Co.
Business-Studio Address: Hotel Stockton
Phone Number: 4-7531
Transmitter Location: Beyer Lane
Air Time: 6 a.m.-M.
News Service: UP
Representative: John E. Pearson, Western
Membership: BAB
President: Lincoln Dellar
Gen., Sta., Comm. Mgr.: Grant Pollock
Sales Promotion Manager: Daren McGavern
Prog., News Dir.: Homer Van Derwerker
Prod., Publ. Dir.: Shirley Stabler
Chief Engineer: Ewald Berge

KSUE
SUSANVILLE—1948

Frequency: 1240 Kc.  Power: 250 Watts
Owned-Operated By: Nolan Hallowell
Business Address: P. O. Box 610
Trans. Address: Chestnut & Weatherlow Sts.
Phone Number: 2020
Air Time: 7 a.m.-10 p.m.
News Service: UP
Transcription Service: Capitol, World
Representative: Tracy Moore
Membership: NARTB, BAB
Gen., Sta. Mgr.: Nolan Hallowell
Comm., Sls. Prom. Mgr.: Leslie E. McLarrin
Program Director: Wm. E. Cruse
Prod. Music Dir.: Dale Dwelley

Chief Anncr., Engr.: Harold C. Houston
Traffic Manager: Gwen W. Houston
Consulting Engineer: Howard Martineau

KTKR
TAFT—1948—LBS

Owned-Operated By: Taft Bstg. Co.
Business Address: P. O. Box "WW"
Phone Number: 5-3101
Studio-Transmitter Address: 1 mi. W. of Taft
Air Time: 7 a.m.—local Sunset
News Service: UP
Comm., Sls. Prom. Mgr.: Earl Greer
Chief Anncr., News Dir.: Jack Smith
Musical Director: George Tschumy
Chief Engineer: Kenneth Aitken

KCOK
TULARE—1945—MBS

Frequency: 1270 Kc.  Power: 1000 Watts
Owned-Operated By: Herman Anderson
Business Address: P. O. Box 119
Phone Number: 6-2866
Studio-Transmitter Location: Mooney Blvd.
Air Time: 5 a.m.-M.
News Service: UP
Transcription Service: Capitol
Representative: W. S. Grant Co.
Membership: NARTB, BAB
President: Herman Anderson
General Manager: Sheldon Anderson
Commercial Manager: Stan Simpson
Sales Prom. Mgr. (National): Homer Griffith
Sales Prom. Mgr. (Local): J. Alan Rinehart
Prog. Dir., Farm Editor: Jean Hixson
Prod., News Dir., Chf. Anncr.: Art Brock
Musical Director: J. Alan Rinehart
Chief Engineer: Don Ferguson
Consulting Engineer: Sheldon Anderson

KTUR
TURLOCK—1949—LBS

Frequency: 1390 Kc.  Power: 1000 Watts
Owned-Operated By: Turlock Bstg. Corp.
Address: P. O. Box 526
Phone Number: Turlock 43430, 45827
Transmitter Location: Quincy Road
News Service: UP
Transcription Service: Thesaurus, SESAC
Representative: O'Connell
President: Wallace Lindskoog
General Manager: H. Ansell McMullen
Program Director: David Wisner
News Director: Don Burns
Chief Engineer: Maxon Sayre

KUKI
UKIAH—1950

Frequency: 1400 Kc.  Power: 250 Watts
 Owned-Operated By: Bartley T. Sims
KGYW
VALLEJO—1947

Business-Studio Address ... 3287 Sonoma Blvd.
Phone Number ... 3-5667
News Service ... UP
Representative ... Western, Tracy Moore
General Manager ... David McKay
Station-Commercial Mgr.  ... Ralph Stillings
Chief Announcer ... Hal Engebretson
Chief Engineer ... William Roberts

KVENC
VENTURA—1948

Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By ... Coast Ventura Co.
Address ... P. O. Box 1611
Phone Number ... Miller 3-8675
Transmitter ... San Pedro & Alessandro Sts.
News Service ... UP
Program Director ... Dana Marble
General Manager ... Harry Engel
Sales Prom. Mgr. ... Jack Powell
Chief Engineer ... Edward Brown
Farm Editor ... Ed Walden

KVVCA
VENTURA—1947-LBS

Frequency: 1590 Kc.  Power 1000 Watts
Owned-Oper. By ... Voice of Ventura County
Business Address ... P.O. Box 1411
Phone Number ... Miller 3-6185
Transmitter Location ... Mills Rd.
Air Time ... 6 a.m.-M.
Representative ... W. S. Grant
Membership ... BAB
President ... Wm. H. Haupt
Station Manager ... Roland B. Valle
Chief Engineer ... Charles Farmer

KKIN
VISALIA—1946

Frequency: 1400 Kc.  Power: 250 Watts
 Owned-Operated By ... KKIN, Inc.
Business Address ... P. O. Box 1589
Phone Number ... 4-5811
Studio Address ... Hotel Johnson
Transmitter Location ... McWilliams Lane
Air Time ... 6 a.m.-11 p.m.
News Service ... AP
Representative ... Forroe
Pres., Gen. Mgr. ... Lyman Treaster
Comm.-Sales Prom. Mgr. ... Albert Blain
News Director ... Don Warren
Chief Engineer ... Lyman Treaster

KWSO
WASCO—1950

Frequency: 1050 Kc.  Power: 1000 Watts d.
Owned-Operated By ... Maple Leaf Bstg. Co.
Address ... P. O. Box 366
Phone ... 2145
Transcription Service ... Lang-Worth
News Service ... UP
President ... E. J. Peters
General Manager ... Theodore G. Heinrichs
Sales Prom. Mgr. ... Ed. Eldersen
News Director ... Don Rodewald
Chief Engineer ... Edward Robertson
Program Dir. ... Bob Bann
Consulting Engineer ... Bernard Associates

KHUB
WATSONVILLE—1937

Frequency: 1340 Kc.  Power: 250 Watts
Owned-Operated By ... Patrick H. Peabody
Business Address ... Atkinson Lane
Phone Number ... 4-5641
Studio-Transmitter Location ... Atkinson Lane
News Service ... AP
Transcription Service ... Lang-Worth
Representative ... Hoffman
President ... Patrick H. Peabody
General Manager ... Hal E. Chase
Program, Farm Director ... Don Smith
News Director ... Ford Warner
Chief Engineer ... James Howard

KSYC
YREKA—1947—LIBERTY

Frequency: 1490 Kc.  Power: 250 Watts
Address ... Lawrence Lane & S. Oregon St.
Phone Number ... 624
Air Time ... 6:45 a.m.-10 p.m.
News Service ... AP
Transcription Service ... World
Representative ... Tracy Moore
Membership ... NARTB
President ... E. G. Millburn
General Manager ... Holt C. Wardrip
Station Manager ... Jack A. Mitchell
Commercial Manager ... Thomas G. Moran
Chief Engineer ... Bill Maginnis
Chief Announcer ... D. M. Comstock
Consulting Engineer ... Grant Fickert
KUBA
YUBA CITY—1947—LIBERTY
Frequency: 1600 Kc. Power: 1000 Watts d.
500 Watts n.
Owned-Operated By. Peachbowl Bcstrs., Inc.
Business Address. Hotel Marysville
Phone Number. 3-7309
Transmitter Location. Sanborn Rd., Sutter Co.
News Service. AP

COlORADO
Pop. April 1, 1952 (Est.) 1,381,000 — Total Housing Units 438,297
Families April 1, 1952 (Est.) 401,000 — Stations in State 32

KGIW
ALAMOSA—1929—KBS-LBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By. E. L. Allen
Business Address. P. O. Box 179
Phone Number. 26
Transmitter Address. East of Alamosa
Air Time. 6 a.m.-10 p.m.
News Service. AP
Transcription Service. Keystone, SESAC
President-General Mgr. E. L. Allen
Sales Prom. Mgr.-Farm Ed. Charles Dynes
Chief Engineer. Bill Brokaw

KBOL
BOULDER—1946—COLUMBINE
Frequency: 1490 Kc. Power: 250 Watts
Address. 1617 Pearl St.
Transmitter Location. E. Pearl St.
Air Time. 7 a.m.-11:05 p.m.
News Service. AP
Transcription Service. Standard
Representative. Headley-Reed
President. Herb Hollister
General Manager. Russel Shaffer
Commercial Manager. Gene Palm
News Dir. Bob Butz
Program Director. C. O. Allen
Chief Engineer. Blair Dobbins

KRLN
CANON CITY—1946—KBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By. Royal Gorge Bcstrs., Inc.
Business-Studio Address. 1615 Central Ave.
Phone Number. 1100
Transmitter Location. 1615 Central Avenue
Air Time. 7 a.m.-7 p.m.
News Service. UP
Transcription Service. Keystone, Cole

KROD
COLORADO SPRINGS—1947
COLUMBINE
Frequency: 1240 Kc. Power: 250 Watts
Business-Studio Address. Alta Vista Hotel
Phone Number. Main 1125
Transmitter Location. Alta Vista Hotel
Air Time. 6:00 a.m.-m.
News Service. AP
Transcription Service. Standard, Lang-Worth
Thesaurus Representative. Meredith Williams
Consulting Engineer. McNary-Wrathall

KVOR
COLORADO SPRINGS—1923—CBS
Frequency: 1300 Kc. Power: 1000 Watts
Address. 800 Exchange Naitl. Bank Bldg.
Phone Number. Main 278
Transmitter Location. 2053 E. Platte Ave.
Air Time. Unlimited
News Service. UP
Transcription Service. Associated & World
Representative. Raymer Co.
Membership. NARTB, BAB
Program Director. Van Home
Publicity Director. Isabell McClung
News Director. Hal Bumpus

364
KRAI
CRAIG—1949—COLUMBINE-KBS
Frequency: 1230 Kc. Power: 250 Watts
Business Address. So. of Craig
Phone Number. 707-8
Air Time. 6:30 a.m.-10 p.m.
News Service. UP
Transcription Service. Capitol
Representative. Hil F. Best
Membership. BAB
President. G. N. Winder
General Manager. George Cory
Station Manager. Dale G. Moore
Commercial Manager. George Norvell
Program, News Dir. Dick Fuss
Chief Engineer. Charles S. Price

KLZ
DENVER—1922—CBS
Frequency: 560 Kc. Power: 5000 Watts
Owned-Operated By. Aladdin Radio & TV, Inc.
Business-Studio Address. Shirley-Savoy Hotel
Phone Number. MAin 4271
Transmitter Location. Englewood, Colo.
Air Time. 6 a.m.-M.
News Service. AP, INS.
Transcription Service. Standard, Capitol
Representative. Katz
Membership. NARTB, BAB
President. Harry E. Huffman
General Manager. Hugh B. Terry
Commercial Manager. R. Main Morris
Program Director. Charles C. Roberts
Production Director. Clayqq Braqq
News Director. Sheldon Peterson
Musical Director. Arthur Gow
Chief Engineer. Harvey E. Wehman

KMYR
DENVER—1941—LIBERTY COLUMBINE
Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By. KMYR Bstg. Co.
Address. Security Life Bldg.
Phone Number. MAin 4161
Transmitter Location. Ruby Hill, 1601 W. Jewell
Air Time. Unlimited
News Service. AP
Transcription Service. World
Station Representative. Keenan & Eichelberg
Membership. NARTB, BAB
President. F. W. Meyer
Station Manager. A. G. Meyer
Commercial Manager. Ed Koeppke
Pgm., Prod. Dir. Lowell Switzer
News Director. Dick Leonard

KTLN
DENVER—1948
Frequency: 1150 Kc. Power: 1000 Watts d.
Owned-Oper. By. Radio Station KTLN
Address. Park Lane Hotel
Phone Number. Race 4636
Transmitter Location. 3200 S. Platte Riv. Dr.
Air Time. 4:30 a.m.-Sunset
News Service. UP
Transcription Service. Capitol
Representative. Radio Reps., Inc.
Owner. Leonard Coe
General Manager. John L. Buchanan
Commercial Manager. Dean Jarvis
Sales Promotion Mgr. Jim Buchanan
Program Director. Jack Helling
Production Director. Con Schader
Chief Annr., News Dir. Rich Fromke
Chief Engineer. O. E. Kelley

KVOD
DENVER—1925—ABC
Frequency: 630 Kc. Power: 5000 Watts
Owned-Operated By. Colorado Radio Corp.
Business-Studio Add. Midland Savings Bldg.
Phone Number. TABor 2291
Transmitter Location. No. of Denver
Air Time. 5:30 a.m.-12M.
News Service. UP
Transcription Service. Lang-Worth. Associated Representative.
Free & Peters
Membership. NARTB
President-Gen. Mgr. William D. Pyle
Station Manager. T. C. Ekrem
Sales Prom. Mgr. Con Heckner
Program Director. V. W. Corbett
Publicity Director. Ben H. Stanton
Chief Engineers. W. D. Pyle, T. C. Ekrem

KOA
DENVER—1924—NBC
Frequency: 850 Kc. Power: 50,000 Watts
Business-Studio Address. 1625 California St.
Phone Number. Main 6211
Transmitter Location. Aurora, Colo.
Air Time. Unlimited
News Service. AP, INS, UP
Transcription Service. Thesaurus & Associated Representative.
NBC Spot Sales
Membership. NARTB, BAB
President (NBC). Joseph H. McConnell
Commercial Manager. Duncan A. McCall
Sales Promotion Manager. C. M. Penley
Program Manager. Earle C. Ferguson
Publicity Director. William R. Day
Production Supervisor. Wm. G. Walker
Musical Director. Eddy Rogers

365
RAY PERKINS RUNS AGAIN IN '52!

DENVER, Colo. — Supported by 57 of the country's top national advertisers and a host of fine local accounts, KFEL's "Ray Perkins Show" campaigns into its seventh successful year!
General Manager: Ellis Atteberry
Commercial Manager: Bob McClary
Program Director: Gregg Chancellor
Chief Engineer: Cecil Whitworth
Consulting Engineer: Commercial Radio

**KFTM**
FORT MORGAN—1949—KBS
Frequency: 1260 Kc. Power: 500 Watts
Owned-Oper. By Morgan County Bstg. Co.
Address: Ft. Morgan
Phone Number: 1000
Air Time: Daytime
News Service: UP
Transcription Service: Capitol
Representative: Hil F. Best
Station Manager: John W. Emery
Chief Announcer: Bob Breaull
News Director: Helen Cudworth
Chief Engineer: Richard Oldfield

**KGLN**
GLENWOOD SPRINGS—1950—MBS
WESTERN SLOPE
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Western Slope Bstg. Co. Inc.
Address: Silver Spruce Lodge
Phone Number: 777
Representative: Hal Holman
News Service: UP
Pres. Gen. Mgr.: Rex Howell
Prog. Dir.: Chief Announcer: Hal Reid
Chief Engineer: Carl Anderson

**KEXO**
GRAND JUNCTION—1948
COLUMBINE
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Voice of Western Colorado Inc.
Trans. Address: 2508 North Ave., P. O. Box 629
Phone Number: 1230
Air Time: 6 a.m.-12M.
News Service: INS
Transcription Service: Capitol, Thesaurus, World
Representative: Harlan Oakes
Membership: NARTB, BAB
President: D. Spencer Grow
Sales Promotor Mgr.: Robert Falks
Prog. Prod. Dir.: Robert Collins
Publicity Director: Mildred Fuhr
Chief Announcer: Farm Editor: Jim Eicher
News Director: Gene Wilburn
Chief Engineer: Lloyd Wilson
Musical Director: Bill Orr

**KFXJ**
GRAND JUNCTION—1926—MBS
WESTERN SLOPE
Frequency: 920 Kc. Power: 1000 Watts
Owned-Oper. By Western Slope Bstg. Co.
Business-Studio Address: Hillcrest Manor
Phone Number: 1300
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: Lang-Worth
Representative: Hal Holman
Membership: NARTB, BAB
President: Rex Howell
Gen. Sta. Mgr.: E. Anson Thomas
Sales Prom. Mgr.: Rosa Lee Samuels
Commercial Manager: Jack Goetz
Chief Announcer: Ed Lewis
News Director: Lyle Marine
Program Music Dir.: Jack Puter
Chief Engineer: Bob Lebsock
Farm Editor: Bill Warner

**KFKA**
GREELEY—1921
Frequency: 1310 Kc. Power: 1000 Watts
Owned-Oper. By Mid-Western Radio Corp.
Business-Studio Address: 620—8th Ave.
Phone Number: 450-1
Transmitter Location: Radio Ranch, Evans
Air Time: 5 a.m.-11 p.m.
Representative: Hal Holman
News Service: UP
Transcription Serv. Lang-Worth, Cole, SESAC
Pres. Gen. Mgr.: Francis Price
Commercial Manager: E. Anson Thomas
Ses' Prom. Mgr.: William G. Stewart
Program Director: Jack Redus
Musical Director: Delbert Wood
Chief Announcer: Cooper Welch
News Director: Keith Gordon
Chief Engineer: Harry Brewer
Farm Editor: Carl Jordan
Consulting Engineer: Kenneth Cooper

**KYOU**
GREELEY—1948—COLUMBINE
LIBERTY
Frequency: 1450 Kc. Power: 250 Watts
Add. ess.: 2421 6th Avenue
Phone Number: 3275
Air Time: Unlimited
News Service: AP
Representative: McGilvra, Inc.
Transcription Service: World
Membership: BAB
President, Gen. Mgr.: E.wood H. Meyer
Commercial Manager: Joe W. Hongold
Program Director: Glenn E. Stutzman
Chief Engineer: John T. Roscoe
KBNZ
LA JUNTA—1937—KBS
INTERMOUNTAIN-COLUMBINE
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: R. Dennis Gerkin
Address: Radio Building
Phone: 42
Air Time: 6:25 a.m.-11:35 p.m.
News Service: UP
Representative: Clark
Membership: BAB
Pres., Gen. Mgr.: William W. Shepherd
Station Manager: Robert McGregor
Commercial Manager: Philip Roewe
Prog. Dir., Chief Annr.: Dale Allison
Chief Engineer: Robert Houston
Consulting Engineer: Willis Shanks

KLMR
LAMAR—1948—LBS
Trans. Address: Lamar, Colorado
Phone Number: 804
News Service: AP
Transcription Service: World
President: Ralph Eaton
Gen., Sta., Comm. Mgr.: John M. Bass
Pgm., Prod., Publ. Dir.: E. E. Mezzell
Chief Engineer: Larry Roser

KLVC
LEADVILLE—1951—KBS-LBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Leadville’s Top of the Nation Station, Inc.
Address: 520 W. 6th St.
Phone Number: 70
Representative: Columbine
President: Vir N. James
Manager: Donald F. Stephens
Program Director: Flora Stephens
Chief Engineer: Donald G. Youmans

KLMO
LONGMONT—1949
Frequency: 1050 Kc. Power: 250 Watts d.
Owned-Operated By: Longmont Bcstg. Co.
Phone Number: 1050
News Service: UP
Transcription Service: Lang-Worth
Pres.-Gen. Mgr.: J. P. Dubberley
Comm. Mgr.: R. Walker
Program Director: Willis Evans
Promotion Manager: Dick Lee
Chief Engineer: Walter Robinson

KUBC
MONTROSE—1947—KBS
COLUMBINE
Frequency: 1260 Kc. 1000 Watts d.; 500 Watts n.

KCSJ
PUEBLO—1947—MBS-COLUMBINE
INTERMOUNTAIN
Frequency: 590 Kc. Power: 1000 Watts
Address: 211 W. 5th St.
Phone Number: 8522
Transmitter Location: North Hudson
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: Thesaurus
Representative: Pearson Co., Keenan & Eikelberg (West Coast Only)
Membership: NARTB, BAB
President: F. W. Meyer
Gen., Sta. Mgr.: Douglas D. Kohle
Comm., Sis. Prom. Mgr.: Bob Clinton
Prog., Publ. Dir.: Larry Gordon
Prod., Music. Dir.: Gene Bollinger
Chief Announcer: Cliff Hendrix
News Director: Bill Doty
Chief Engineer: Dale Redlingshafer
Consulting Engineer: Frank McIntosh

KDZA
PUEBLO—1947—LIBERTY
Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Pueblo Radio Co.
Business-Studio Address: 3011 Elizabeth
Phone Number: 1255
Transmitter Location: 3011 Elizabeth
News Service: AP
Transcription Service: Standard
Representative: Donald Cooke
President-Gen. Mgr.: Dee B. Crouch
Commercial Manager: Barry Tucker
News Dir.: Charles Lerch
Chief Engineer: Jack Lundquist

KV RH
SALIDA—1948—KBS-LBS
COLUMBINE
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Vir N. James
Address: P. O. Box 229
Phone Number: 30
Air Time: 7 a.m. to 10 p.m.
KGFH
PUEBLO—1927—ABC
Frequency: 1350 Kc.  Power: 5000 d.; 1000 n.
Business-Studio Address. P. O. Box 293
Phone Number. 3877
Transmitter Location. N.W. of Pueblo
Air Time. 6 a.m.-M.
News Service. UP
Transcription Service. World, SESAC
Representative. Gill-Keefe & Perna, Inc.
Membership. NARTB, BMB
President. Gifford Phillips
Gen. Station Manager. Robert D. Ellis
Commercial Manager. Bill Mahoney
Prog., Publ. Dir. Hal Moon
Prod. Dir., Chief Annr. Norm Teska
News Director. Bob Thompson
Musical Director. Bob Burch
Chief Engineer. Willis C. Shanks
Farm Editor. Irwin Cunningham
Consulting Engineer. T. A. M. Creven

KGEK
STERLING—1925—KBS
Frequency: 1230 Kc.  Power: 250 Watts d.
Owned-Operated By. James E. Blair
Address. Fleming Rd.
Phone Number. 679
News Service. UP
Owner, Gen. Mgr. James E. Blair
Station Manager. Kenneth Stabaugh

The Dominant Station Covering the
Rich Industrial and Agricultural Area
of SOUTHERN COLORADO

KGHF
PUEBLO, COLORADO
5000 w  ABC
announces
the appointment
of
GILL-KEEFE & PERNA, INC.

NEW YORK  CHICAGO
Helen Gill  Howard Keefe

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REPRESENTATION:
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There is always a most efficient way to do a job...

For your **SELLING** job in this top U. S. market use WTIC...

WTIC **DOMINATES**
THE PROSPEROUS SOUTHERN
NEW ENGLAND MARKET

CONNECTICUT
Pop. April 1, 1952 (Est.) 2,090,000 — Total Housing Units 614,075
Families April 1, 1952 (Est.) 575,000 — Stations in State 26

WICC
BRIDGEPORT—1926—MBS-YANKEE
Frequency: 600 Kc...Power: 1000 Watts d.,
500 Watts n.
Owned-Oper. By................Thomas E. Lee Ent.
Address .......................144 Golden Hill
Phone Number..................8-1121
Transmitter Location.............Pleasure Beach Pk.
Air Time.......................6:30 a.m.-M.
News Service....................AP
Transcription Service..........Associated
Representative....................Edward Petry
Exec. Vice-Pres. .............Thomas F. O’Neil
General, Sta. Manager.....Robert L. Kennett
Comm-Sales Prom. Mgr. ......Charles W. Parker
Pgm.-Prod. Dir. .............Ralph Klein
News Director...............Robert Maguire
Chief Engineer.................Rogers B. Holt

WLIZ
BRIDGEPORT—1947
Frequency: 1300 Kc......Power: 1000 Watts d.
Owned-Operated By............The Bridgeport Bcast Co.
Business-Studio Address.....114 State St.
Phone Number................5-4144
Transmitter Location...........Seaview Avenue
Air Time......................Local sunrise-local sunset
News Service................AP
Transcription Service..........Thesaurus
Representative...............Adam J. Young
Pres., Gen., Sta. Mgr. ......Philip Merryman
Commercial Manager...........Manning Slater
Program Director..............Wallace B. Holt

WNAB
BRIDGEPORT—1941
ABC-CONN. STATE
Frequency: 1450 Kc........Power: 250 Watts d.
Owned-Operated By...............WNAB, Inc.
Business-Studio Address......991 Broad St.
Phone Number................3-3112
Transmitter................Locomobile Pk.
Air Time......................Unlimited
News Service..................UP
Representative................Rambau, Borgatti
President-Chief Engineer.....Harold Thomas
General, Sta. Manager.......Levon Thomas
Prog. Dir., Chief Annce........Jack Dahly
Traffic Manager...............Grace Kaltenbach
Commercial Manager...........Ray Colonari

WBIS
BRISTOL—1948
Frequency: 1440 Kc........Power: 500 Watts d.
Owned-Oper. By................The Bristol Bcast. Corp.
Business-Studio Address.....183 Main St.
Phone Number................9265

Transmitter Location............Greystone Ave.
Air Time......................Daytime
News Service....................UP
Representative................McGillvra
President.......................Frederick W. Beach
Gen., Sta. Comm. Mgr.........Cal Colby
Program Director...............Sally Easton
Publicity Director............Amletto Ciccarelli
Chief Announcer...............Bob Leonard
Chief Engineer................Richard A. Ricci

WLAD
DANBURY—1947
Frequency: 800 Kc........Power: 250 Watts d.
Owned-Operated By...............Berkshire Bcast. Corp.
Business-Studio Address.....207 Main St.
Phone Number................8-3565
Transmitter Location...........Brushy Hill Rd.
Air Time......................Daytime
News Service....................UP
Transcription Service..........World, SESAC
Representative................Rambau, Borgatti
President......................John P. Previdi
Program Director...............Eleanor Kemble
Chief Announcer...............Paul Baker
News Director................Frank Comer
Chief Engineer...............Walter Hollis
Consulting Engineer...........Garo Ray

NOW THAT YOU CAN HAVE THE BEST, WHY BE SATISFIED WITH LESS?
AP
W C C C
HARTFORD—1947
Frequency: 1290 Kc. Power: 500 Watts d.
Owned-Oper. By Greater Hartford Bcastg. Corp.
Business-Studio Address: Bond Hotel
Phone Number: 5-6648
Transmitter Location: South Quaker Lane
Air Time: Local sunrise-local sunset
News Service: UP
President: William M. Savitt
Manager: Paul Martin
Chief Engineer: John Ramirez
Consulting Engineer: McNary & Wrathall

W D R C
HARTFORD—1922—CBS
NEW ENG. MAJ. MKT.
Frequency: 1360 Kc. Power: 5000 Watts
Business-Studio Address: 750 Main St.
Phone Number: 7-1188
Transmitter Location: Bloomfield, Conn.
Air Time: Unlimited
News Service: UP
Representative: Paul H. Raymer
Membership: NARTB, BAB

W T H T
HARTFORD—1936
ABC-CONN. STATE
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By The Hartford Times, Inc.
Business Address: 555 Asylum St.
Phone Number: 2-0237
Air Time: 6:45 a.m.-M.
News Service: AP
Representative: J. P. McKinney
Membership: NARTB, BAB
Gen.-Sta. Manager: C. Glover DeLaney
Asst. Gen. Mgr.: L. R. Schoenfeld
Commercial Manager: Leonard R. Schoenfeld
Prog.-Prod. Director: Mitchell Betters
Publicity Director: Margaret A. Duffy
Chief Announcer: Joseph Girand
News Director: Sereno Gammell
Chief Engineer: Charles S. Musini
Consulting Engineer: George Davis

W T I C
HARTFORD—1925
NBC-NERN
Frequency: 1080 Kc. Power: 50,000 Watts
Owned-Oper. By Travelers Bcastg. Service Corp.
Business-Studio Address: 26 Grove St.
Phone Number: 5-0801
Transmitter Location: Talcott Mt., Avon
Air Time: Unlimited
News Service: AP, INS
Transcription Service: Lang-Worth SESAC
Representative: Weed
Membership: NARTB, BAB
President: Jesse W. Randall

President: Franklin M. Doolittle
Station Manager: Walter B. Haase
Comm.-Sales Prom. Mgr.: William F. Malo, Sr.
Program, News Dir.: Harvey H. Olson
Chief Announcer: Russ Naughton
Chief Engineer: Italo Martino
Consulting Engineer: Prof. Norman Adams, Jr.
Vice Pres.-Gen. Mgr. .......... Paul W. Morency
Asst. Sales Mgr. ............ Irwin Cowper
Program Director .......... Leonard J. Patricelli
Asst. Program Director .... Paul Lucas
Production Dir. .............. George Bowe
Director Public Relations ... Bernard Mullins
News Director ............... Tom Eaton
Plant Manager .............. Herman Taylor
Consulting Engineer .......... Ring & Clark

(See Page 370)

W M M W
MERIDEN—1947
Frequency: 1470 Kc. Power: 1000 Watts d.
Owned-Operated By .......... Silver City Crystal Co.
Business-Studio Address ... 8½ W. Main St.
Phone Number .............. 5-5747
Transmitter Location ....... Lewis Ave.
Air Time ........... Daytime
News Service .......... UP
Transcription Service . . . WorldLang-Worth
President (inactive) .... C. A. Schultz
General Manager ........ Alex Buchan
Commercial Manager ... G. A. Kruttschnitt
Program Director .......... Joey Tranito
Chief Announcer .......... Les Fox
Chief Engineer ............. Gabriel Langfelder

W C N X
MIDDLETOWN—1948
Frequency: 1150 Kc....... Power: 500 Watts d.
Business-Studio Address ... 460 Main St.
Phone Number .............. 5821
Managing Dir. ............. R. J. O'Brien. W. J. O'Brien
Chief Operator ............. Kenneth A. F. Bishop

W H A Y
NEW BRITAIN—1949
Frequency: 910 Kc....... Power: 5000 Watts
Business Address ........ 22 Grove Hill
Phone Number .............. 3-2721
Air Time ................ Unlimited
News Service .......... UP
Transcription Service . . . Lang-Worth, Capitol
Representative ........... Adam Young. Bannan
(Boston)
President ................. Patrick Goode
General Manager ....... Aldo DeDominicis
Sta. Mgr., Prog. Dir. ...... Leo Borin
Sales Mgr. ................ Thomas Meade
Office Manager .......... William F. Turner
Chief Announcer ......... Carter Clements
News Director ............. Charles Gilson
Chief Engineer .......... Hills W. Holt
Women's Prog. Dir. ...... Elizabeth Kimball

W K N B
NEW BRITAIN—1946
Frequency: 840 Kc....... Power: 1000 Watts d.
Address .................... 213 Main St.
Phone Number .............. 3-6303-4
Transmitter Location ...... Newton
Air Time ................ Local sunrise-local sunset
News Service .......... AP
Transcription Service . . . W
Representative .......... Forjoe
President, General Manager ... Julian Gross
Station-Commercial Mgr. ... Peter B. Kenney
Pgm., Prod. Dir. .......... J. J. Mariani
Publicity Director .... Philip B. Hale
Chief Announcer .......... Ray Neiman
Chief Engineer .......... Sam Edsall
Consulting Engineer .......... George C. Davis

W A V Z
NEW HAVEN—1947
Frequency: 1260 Kc. Power: 1000 Watts d.
Business-Studio Address ... 152 Temple St.
Phone Number .............. 7-0171
Transmitter Location ...... Thill St., W. Haven
Air Time ................ Local sunrise-local sunset
News Service .......... UP, AP
Representative .......... Keller
Transcription Service . . . Thesaurus
President ................. Victor W. Knauth
V.P., Gen., Sta. Mgr. ...... Daniel W. Kops
Commercial Manager .... Richard J. Monahan
Prog., Prod. Director ...... Richard E. Barrett

Buy
NEW HAVEN
RESULTS
Buy
WAVZ
The Lively Local
Operation with Music
And News the People Want
WELI
NEW HAVEN—1935—ABC
Frequency: 960 Kc. Power: 1000 Watts
Owned-Operated By: Conn. Radio Foundation, Inc.
Business-Studio Address: 221 Orange St.
Phone Number: 8-1133
Transmitter Location: Benham St., Hamden
Air Time: 6:30 a.m.-12:05 a.m.
News Service: UP
Transcription Service: Lang-Worth
Representative: Headley-Reed
President: H. C. Wilder
General Manager: Richard W. Davis
Commercial Manager: Edwin H. Schweitzer
Publicity Director: Rudy Frank
News Director: Robert McKernan
Program Director: Charles H. Wright
Chief Engineer: Fred King
Consulting Engr.: Craven, Lohnes & Culver

WNHC
NEW HAVEN—1944—CONN. STATE
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Elm City Bcstg. Corp.
Business-Studio Address: 1110 Chapel St.
Phone Number: 6-9826
Transmitter Location: Front Ave., W. Haven
Air Time: 18 hrs.
News Service: AP, INS
Transcription Service: World
Representative: Katz Agency
Membership: NARTB, BAB
President: Patrick J. Good
Secretary-Treasurer: Aldo DeDominicis
Commercial Manager: J. Vincent Callanan
Program Director: Walter Neilson
Publicity Director: William Dukeshire
News Director: W. Rockwell Clark
Musical Director: John Drake
Chief Engineer: Vinnie DeLaurentis
Consulting Engineer: Goro W. Ray

WNLK
NORWALK—1947
Frequency: 1350 Kc. Power: 500 Watts
Owned-Operated By: Norwalk Bcstg. Co., Inc.
Business-Studio Address: Main & Wall Sts.
Phone Number: 8-5566
Transmitter: West Norwalk
Air Time: Unlimited
News Service: UP
Transcription Service: World, SESAC, RCA
Representative: Rambeau
Pres., Gen., Sta. Mgr.: David W. Jeffries
Comm., Sls., Prom. Mgr.: Michael J. Canten
Prog., Publ. Dir.: Joseph V. Lentini
Production Director: Milton Warren
Chief Announcer: Richard W. Buonarba
News Director: Adrian Conway
Musical Director: Edna C. Somers
Consulting Engineer: W. E. McDowell

WICH
NORWICH—1946—LBS
Frequency: 1400 Kc. Power: 250 Watts
Business-Studio Address: 91 Main St.
Phone Number: 7-1613
Transmitter Location: Lucas Pk. Rd.
Air Time: 6:45 a.m.-11 p.m.
News Service: World
Transcription Service: World
Membership: NARTB
President-General Mgr.: John Deme
Chief Announcer: Jack Purrington
Chief Engineer: Alexander Dubenetsky

WSFC
STAMFORD—1941
ABC-CONN. STATE
Frequency: 1400 Kc. Power: 250 Watts
Business-Studio Address: 270 Atlantic St.
Phone Number: 4-7575
Transmitter Location: 320 Strawberry Hill Ave.
Air Time: 6:30 a.m.-M.
News Paper Affiliation: Stamford Advocate
News Service: UP
Transcription Service: Lang-Worth
Representative: Everett-McKinney
President: Kingsley Gillespie
Gen-Sta. Manager: Julian Schwartz
Commercial Manager: Wharton Ford
Program Director: Frank J. Delfino
Chief Engineer: Paul Kamensky
Consulting Engineer: George C. Davis
CONNECTICUT

**W L C R**  
TORRINGTON—1946  
Frequency: 990 Kc.  Power: 1000 Watts d.
Owned-Oper. By:...Lichfield Cty. Radio Corp.
Business-Studio Address:  23 Main St.
Phone Number:  417.
Transmitter Location: Highland Ave.
Air Time: Local sunrise-local sunset
News Service: UP
Transcription Service: World
Representative: Sears & Ayer
Pres., Gen. Mgr: Charles O. Scott
Sales Prom. Mgr: Allen Brown
Pgm. Prod. Dir: George Phillips
Publicity Director: Joseph Storm
Chief Ann., News Dir: Pete Stoner
Chief Engineer: Alfred Pallakat

**W T O R**  
TORRINGTON—1948  
CONN. STATE—ABC
Frequency: 1490 Kc.  Power: 250 Watts
Owned-Oper. By:...Torrington Bestg. Co., Inc.
Business-Studio Address:  93 Perkins St.
Phone Number:  4181
Transmitter Location: 93 Perkins St.
Air Time: 17 hrs.
News Service: AP
Representative: Rambeau
Station Manager: Edmund Waller
Commercial Manager: John J. Morris
Program Director:...Richard C. Kilbourn
Chief Engineer: Arthur Marcus

**W A T R**  
WATERBURY—1934  
ABC-CONN. STATE
Frequency: 1320 Kc.  Power: 1000 Watts
Owned-Oper. By:...The WATR Co., Inc.
Business-Studio Address: 440 Medow St.
Phone Number:  5-1121
Transmitter Location: Baldwin Ave.
Air Time: 7 a.m.-M.
News Service: AP
Representative: William G. Rambeau
Membership: NARTB
President-Gen. Mgr: Harold Thomas
Sta.-Comm. Mgr: Sam Elman

Sales Prom. Mgr: Wallace Gordon
Production Director:...Roy Murray
Program Director:...Wally King
Pub., News Dir: Joseph C. Callan
Chief Announcer: Charles Bengtson
Chief Engineer: Russell Jensen

**W B R Y**  
WATERBURY—1934—CBS  
NUTMEG
Frequency: 1590 Kc.  Power: 5000 Watts
Owned-Oper. By:...American-Republican, Inc.
Business-Studio Address: 136 Grand St.
Phone Number:  3-4957
Transmitter Location: Boyden St.
Air Time: 6:55 a.m.-12:05 a.m.
News Service: AP
Transcription Service: World
Representative: Avery-Knodel
Kettel-Carter (Boston)
Membership: NARTB, BAB
President: William J. Pape
General Manager: James D. Darcy
Commercial Manager: Harry A. DeVo-ken
Station Manager: J. Max Ryden
Prod.-Dir: Walter O. Howard
Publicity Director: Robert S. Holzer
Chief Announcer: Robert Stewart
News Director: E. Christy Erk
Musical Director: Louis Boisviet
Chief Engineer: Frank B. Hales

**W W C O**  
WATERBURY—1946  
MBS-YANKEE
Frequency: 1240 Kc.  Power: 250 Watts
Owned-Operated By: Mattatuck Bestg. Co., Inc.
Business-Studio Address: 119 W. Main St.
Phone Number:  4-5141
Transmitter Location: Thomaston Ave.
Air Time: Unlimited
News Service: AP
Membership: NARTB
Pres., Gen. Manager: Milton H. Meyers
Commercial Manager: Gustave Nathan
Program Director: Robert C. Crager
Chief Announcer:...Gene Valenti
News Director:...Roy Roman
Chief Engineer:...John Carragan

HELP THE RED CROSS

375
W DO V
DOVER—1948
Frequency: 1410 Kc. Power: 1000 Watts d.
Business Address Bradford & Loockerman Sts.
Phone Number 5816
Air Time 6:30 a.m.-Sunset
News Service AP
Representative Rambeau
President Dr. C. F. Freed
Commercial Manager William S. Freed
Chief Engineer Russell F. Lee
Consulting Engineer Herbert L. Wilson Asso.

W J W L
GEORGETOWN—1951
Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Operated By DuPont Bctg., Inc.
Address DuPont Highway
Phone Number 2567
News Service AP
Transcription Service Thesaurus
Representative Rollings
President John W. Rollins
Vice-President W. O. Wayne Rollins
General Manager Frank R. Knutti
Commercial Manager Norman M. Glenn
Program Director Bill Jaeger
Chief Engineer Edward Marzoa

W A M S
WILMINGTON—1948—MBS
Frequency: 1380 Kc. Power: 1000 Watts d.
Owned-Oper. By Wilmington Tri-State Bctg. Co., Inc.
Bus.-Studio Address 321 Delaware Ave.
Phone Number 4882
Transmitter Mt. Cuba Rd. & Owl’s Nest
Air Time 6:30 a.m.-12:30 a.m.
News Service Trans-Ad-o
Transcription Service Transradio, Standard
Representative Hollingsberry
President Frank S. Carrow
General Manager L. Byron Jenkins
Comm. Mgr. William S. Ewing
Publicity Director Don Mathewson
Program Director Bill Smith
Music Director Alan Barclay
Chief Engineer Herbert Eckstein

W DEL
WILMINGTON—1922—NBC
Frequency: 1150 Kc. Power: 5000 Watts d.
Owned-Operated By WDEL Inc.
Business-Studio Address 10th & King Sts.
Phone Number 7828
Transmitter New Castle Co.
Air Time 6:00 a.m.-1 a.m.
News Service UP
Transcription Service World
Representative Robert Meeker
Membership NARTB, BAB
Station Exec. Clair R. McCollough
Station Manager J. Gorman Walsh
National Sales Manager J. Robert Gulick
Program Director Harvey C. Smith
Technical Dir. J. E. Mathiot
Consulting Engineer James C. McNary

W I L M
WILMINGTON—1922—ABC
Owned-Operated By Delaware Bctg. Co.
Business-Studio Address 820 King St.
Phone Number 47771
Air Time 24 hrs.
News Service UP
Transcription Service World
Representative Bolling Co.
Membership NARTB, BAB
President-Gen.-Comm. Mgr. Ewing B. Hawkins
Musical Director Warren Keyser
News Director Harry Themal
Chief Engineer H. Edwin Kennedy
Farm Editor Richard L. Bair
Consulting Engineer Junsky & Bailey

W T U X
WILMINGTON—1947
Frequency: 1290 Kc. Power: 500 Watts d.
Owned-Oper. By Port Frere Bctg. Co., Inc.
Business-Studio Address 1326 Market St.
Phone Number 58821
Transmitter Location Port Frere
Air Time Local sunrise-local sunset
News Service AP
Transcription Service Thesaurus
Representative Forloe
Membership NARTB, BAB
Pres.-Sta. Mgr. Gordon K. MacIntosh
General Mgr. Howard R. Robinson
Program Director Waneda L. Clark
News Director Roland Twigg
Chief Engineer Wayne Neuhaus
Musical Director Justin Spagnolo
Consulting Engineer Dixie McKay
Farm Editor Lee Ellsworth
**DISTRICT OF COLUMBIA**

Pop. April 1, 1952 (Est.) 832,000 — Total Housing Units 234,734
Families April 1, 1952 (Est.) 218,000 — Stations in State

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**W G M S**
WASHINGTON, D.C.—1947
Frequency: 570 Kc  Power: 1000 Watts d.
Owned-Oper. By  The Good Music Station, Inc.
Address  1125 Vermont Ave., N.W.
Phone Number  Executive 8676
Transcription Service  Associated News Service
News Service  AP
Air Time  Sunrise to Sunset
President  Morris Rodman
General Manager  M. Robert Rogers
Commercial Manager  Patrick Hayes
Program Director  Pierson Underwood
Chief Engineer  Nick Chaconas

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**W M A L**
WASHINGTON, D.C.—1925—ABC
Frequency: 630 Kc  Power: 5000 Watts
Owned-Operated By  The Evening Star Bcastg. Co., Inc.
Business-Studio Address  724 14th St., N.W.
Phone Number  National 5400
Transmitter Location  Green Tree Rd., Bethesda, Md.
Air Time  6 a.m.-1:05 a.m.
News Service  AP, UP
Transcription Service  The Katz Agency
Representative  NAB
President  S. H. Kaufmann
V.P., General Manager  K. H. Berkeley
Commercial Manager  Ben B. Baylor, Jr.
Pgm. Dir.  Charles Kelly
Pub. Dir.  Mary P. Perry
Chief Annr.  Harold Stepler
News Director  William Neel
Chief Engineer  Frank Harvey

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**W O O K**
WASHINGTON, D.C.—1940
Frequency: 1340 Kc  Power: 250 Watts
Owned-Operated By  United Bcastg. Co.
Business-Studio  8th & Eye Sts., N.W.
Phone Number  Republic 8000
Transmitter Location  Florida St. & Lee Hwy.
News Service  UP
Station Manager  Arnold B. Fort
Program Director  Clifton D. Holland
Asst. to Pres.  Harvey Glasscock
Editor  Arthur A. Snowberger

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**W O L**
WASHINGTON, D.C.—1924—LBS
Frequency: 1450 Kc  Power: 250 Watts
Owned-Operated By  Peoples Bcastg. Corp.
Address  1000 Connecticut Ave.
Phone  Metropolitan 0100
Transmitter Location  61 Pierce St., N.E.
Air Time  6 a.m.-1 a.m.
Transcription Service  SESAC
News Service  AP, UP
Representative  O. L. Taylor
Membership  NARIT
President  Murray Lincoln
General Manager  Herbert E. Evans
Station Manager  Ben E. Wilbur
Commercial Manager  Sid Slappey
Program Director  George Campbell
Publicity Director  Robert M. Adams
Chief Engineer  Harold Reed

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**W R C**
WASHINGTON, D.C.—1923—NBC
Frequency: 980 Kc  Power: 5000 Watts
Owned-Operated By  National Bcastg. Co., Inc.
Business-Studio Address  724 14th St., N.W.
Phone Number  Republic 4000
Transmitter  Ager Rd., W. Hyattsville, Md.

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**Washington's BEST Sells Goods!**

---

Ask your John Blair man for the WWDC story!
LOOK AT THE RECORD!...

In Washington everything is up
Population
Income
Retail Sales
*RADIO LISTENING

To reach the one and one-half million listeners in Metropolitan Washington, D.C., and a bonus market in Maryland and Virginia your best bet is

WRC

(Check your nearest NBC Spot Sales Office)

*American Research Bureau Radio Diary Study

FIRST in WASHINGTON

5,000 Watts – 980 KC

District of Columbia

News Service..................AP, INS, UP
Transcription Service......Thesaurus, Standard Representative
Membership..................NARTB, BAB
President.....................(NBC) Joseph McConnell
Vice-Pre. (Wash.)..............Francis Russell
General Manager..............Eugene Juster
Business Manager............George Sandofer
Program Director............Kenneth French
Sales Prom. Mgr., Pub. Dir....John Ghilain
News Director................Cassius Keller (Local)
Arthur Barracliff (Network)
Musical Director.............Fritz Balzer
Chief Engineer..............Charles College Farm Editor.............W. R. Beattie

WTOP
WASHINGTON, D. C.—1927—CBS

Frequency: 1500 Kc. Power: 50,000 Watts
Owned-Operated By..............WTOP, Inc.
Business-Studio Address........Warner Bldg.
Phone Number..................Metropolitan 3200
Transmitter Location..........Wheaton, Md.
Air Time......................5:30 a.m.-2 a.m.
News Service..................AP, UP, INS
Representative..............CBS Radio Spot Sales
President, Gen. Mgr...........John S. Hayes
Commercial Manager...........George Hartford
Sales Promotion Mgr............Gloria Markoff
Program Director..............Lloyd Dennis
Publicity Director...............Cody Planstehl
News Director................Ted Koop
Chief Engineer................Clyde Hunt
Far. Editor...................Claude Mahoney

WWDC
WASHINGTON, D. C.—1941—MBS

Frequency: 1260 Kc. Power: 5000 Watts
Owned-Operated By.............Capital Bcstg. Co.
Business-Studio Address........1627 K St., N.W.
Phone Number................Sterling 3800
Transmitter................Silver Spring, Md.
Air Time......................24 hrs.
News Service..................AP, UP
Transcription Service........Standard, Lang-Worth
Representative...............Blair
Membership....................NARTB, BAB
President.....................Joseph Katz
General Sta. Manager........Bsn Strouse
Comm. Manager................Herman Paris
Prog., Prod. Director........Norman Reed
News Director.................Denis Sarah
Fl., Prom., Pub. Dir..........Irving Lichtenstein
Chief Announcer..............Ray Morgan
Musical Director.............Lowell Hannock
Chief Engineer................Ross H. Beville
Consulting Engineer........Weldon & Carr

(See Page 377)
WSWN
BELLE GLADE—1947
Frequency: 900 Kc. . . . . Power: 1000 Watts d. 
Business Address . . . . P. O. Box 8 
Phone Number . . . . . . . . . 2063 
Studio Address . . . . Scarborough Bldg. 
Transmitter Location . . . Chosen 
Air Time . . . . . . . . . Daytime 
News Service . . . . . . . . . UP 
Transcription Service . . Thesaurus, SESAC 
Representative . . . . . . . . . Hil F. Best 
Membership . . . . . . . . . NARTB, BAB 
V.P., Gen., Sta. Mgr. . . . . Mrs. Mary Foy 
Sales Manager . . . . . . . . . . . . Phil Haire 
Chief Engineer . . . . . . . . C. S. Clemans 
Chief Annr., Farm Ed. . . . . . . . . . . Don Cole 

WDHL
BRADENTON—1946—KBS-LIBERTY
Frequency: 1490 Kc. . . . . Power: 250 Watts 
Business Address . . . . Memorial Pier 
Phone Number . . . . . . . . . 37-531, 37-561 
Studio-Transmitter Location . . . Memorial Pier 
Air Time . . . . . . . . . 6:45 a.m.-11:45 p.m. 
News Service . . . . . . . . . AP 
Representative . . . . . . . . . Hil Bst. 
Transcription Service . . Associated 
Pres., Gen., Sta. Mgr. . . . . L. E. Jackobson 
Sales Depl. . . . . . . . . . Arthur Alvarez 
Prog., Prod., Mus. Dir. . . . . Albert T. Moreau 
Publicity Director . . . . . . . . Billie Lee Moreau 
News Director . . . . . . . . . . Carl Van Slltart 
Chief Engineer . . . . . . . . Charles Castle 
Farm Editor . . . . . . . . . . . . Ed Ayres 

WPIN
CLEARWATER—1947
Frequency: 680 Kc. . . . . Power: 1000 Watts 
Owned-Oper. By . . . . . . . . . . . . Fla. W. Coast Bestrs., Inc 
Address . . . . . . . . . . . . Royal Palm Hotel 
Phone Number . . . . . . . . . . Petersburg 7-0511 
Transmitter Location . . . . Largo 
Air Time . . . . . . . . . . . 6:00 a.m.-11:00 p.m. 
News Service . . . . . . . . . . . . AP 
Station Representative . . . Indie Sales, Holman 
Membership . . . . . . . . . . . . BAB 
President . . . . . . . . . . . . . Dr. Charles Fannington 
Gen., Comm. Mgr. . . . . . . . . Arthur Mundorff 
Promotion Manager . . . . . . . . Dick Marsh 
Chief Engineer . . . . . . . . . . . . Manley St. Jean 
Consulting Engr. . . . . . . . . Walter Haley 

WTAN
CLEARWATER—1947—LIBERTY
Frequency: 1340 Kc. . . . . Power: 250 Watts 
Business Address . . . . P. O. Box 1109 
Phone Number . . . . . . . . . 33084 
Transmitter Location . . . Municipal Auditorium 
Air Time . . . . . . . . . . . . 6:30 a.m.-12 M. 
News Service . . . . . . . . . . . . UP 
Transcription Service . . Capitol. World 
Representative . . . . . . . . . . McGIlIvra 
President . . . . . . . . . . . . . Otis E. Pruiit 
Comm., Sales Prom. Mgr. . . F. L. Parker 
Prog., Prod., Dir. . . . . . . . . L. H. Falconnier 
Chief Engineer . . . . . . . . . . John D. Callan 

WTTR
CORAL GABLES—1949
Frequency: 1490 Kc. . . . . Power: 250 Watts 
Business-Studio Address . . . 350 Aragon Ave. 
Phone Number . . . . . . . . . 83-4663 
Transmitter Location . . . Miami 
Transcription Service . . Associated 
Representative . . . . . . . . . Joseph Hershey McGIlIvra 
General Manager . . . . David H. Freedman 
Sales, Commercial Manager . . . . Lee Phillips 
Promotion Manager . . . . . . . . Mitl Mitke 

WVCG
CORAL GABLES—1948
Frequency: 1070 Kc. . . . . Power: 1000 Watts d. 
Owned-Operated By . . . Peninsular Bestg. Corp. 
Business Address . . . . 223 Aragon Ave. 
Phone Number . . . . . . . . . 48-74112 
Transmitter . . . . . . . . . . . Bird & Ludlum Bldgs., Miami 
Air Time . . . . . . . . . . . 6:00 a.m.-11:00 p.m. 
News Service . . . . . . . . . . . . AP 
Transcription Service . . Associated 
Representative . . . . . . . . . Hil F. Best 
President-General Mgr. . . George W. Thorpe 
Program Director . . . . . . . . Robert S. Stevens 
Chief Engineer . . . . . . . . . . Lawrence Mennitt 

WCNU
CRESTVIEW—1948—KBS-LIBERTY
Frequency: 1010 Kc. . . . . Power: 1000 Watts d. 
Business-Studio Address . . . Box 518 
Phone Number . . . . . . . . . 35111 
Transmitter Location . . . Highway 85, Crestview 
News Service . . . . . . . . . . . . AP 
Transcription Service . . Lang-Worth 
Pres. & Co-owner . . . . . . . . D. Grady O'Neal 
Secretary & Treasurer . . . . H. French Brown 
General Manager . . . . Sam F. Townsend
WMFJ
DAYTONA BEACH—1935—ABC
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By W. Wright Esch
Business-Studio Address 444 N. Beach St.
Phone Number 6491
Transmitter Location 126 Magnolia Ave.
Air Time 6:30 a.m.-12 M.
News Service UP
Transcription Service SESAC
Representative Joseph Hershey McGillivra
Membership NARTB, BAB
Owner W. Wright Esch
Station Manager Ray Clancy
Commercial Manager John S. Pitts
Program Director Jo Bledsoe
Chief Engineer Webster K. Ellenwood

WNDB
DAYTONA BEACH—1948—LBS
Frequency: 1150 Kc. Power: 1,000 Watts
Owned-Operated By News-Journal Corp.
Business-Studio Address 128 Orange Ave.
Phone Number 2-0531
Transmitter Location Holly Hill
Air Time Unlimited
News Service AP
Transcription Service Standard, World
Representative John H. Perry
Membership NARTB, BAB
Gen-Sta.Mgr. Jerry Stone
Commercial Manager R. Y. Huffman
Prog., Prod. Dir. William R. Steadman
Chief Announcer Ken Lueck
News Director Ed Fulke
Chief Engineer F. A. Scott
Consulting Engineer George C. Davis

WROD
DAYTONA BEACH—1947—MBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Daytona Beach Bcstg. Corp.
Business Address Box 991
Phone Number 4626
Studio-Transmitter Address Wilder Blvd. & S. Beach St.
Air Time Unlimited
News Service UP
Transcription Service Associated
Representative Hil F. Best
Pres-Gen. Mgr. E. J. Sperry
Pgm. Dir. R. C. Fellows
Chief Engineer L. M. Menard

WJBS
DELAND—1948—MBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By John B. Stetson Univ.
Address 220 East Hubbard Ave.
Phone Number 1490

You buy EXPERIENCE when you buy WMFJ in DAYTONA BEACH, FLA. FOUNDED 1935 by the present owner W. WRIGHT ESCH

Transmitter Location 220 E. Hubbard Ave.
News Service AP
Transcription Service Thesaurus
General Manager C. L. Menser
Commercial Manager Robert Walton
Program Director Mark Barker
Sports Director Sam Mansfield
Chief Engineer Lauren Mickle

WBRD
FT. LAUDERDALE—1950—KBS
Owned-Operated By Broward Bcstg. Co.
Address Riverlane Rd.
Phone Number 2-2563
News Service AP
President L. C. Judd
Gen., Sta. Mgr. Robert Standart III
Prog., Prod., Publ. Dir. Frank W. Hainey
Chief Engineer Bill Latham
News Director Pete Brady

WFTL
FORT LAUDERDALE—1948—LIBERTY
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Gore Pub. Co.
Bus.-Studio Address 7185 S.E. 15th St.
Phone Number 3-2511
Transmitter Location 1785 S.E. 15th St.

You buy EXPERIENCE when you buy WMT in DAYTONA BEACH, FLA. FOUNDED 1935 by the present owner W. WRIGHT ESCH

National Sales McGillivra
Sales Promotion Keller
FLORIDA

WRUF
GAINESVILLE—1928—MBS

Frequency: 850 Kc. Power 5000 Watts
Owned-Operated By: Univ. of Fla.
Business-Studio Address: Campus, Univ. of Fla.
Phone Number: 3261, Ext. 466-78
Transmitter Location: Newberry Rd.
Air Time: 5:30 a.m.—M.
News Service: AP
Transcription Service: Lang-Worth
Representative: Burn-Smith
Membership: NARTB, BAB
General Manager: Garland Powell
Commercial Manager: John Dunnavant
Program Director: Ray Dantzler
Chief Announcer: Otis Boggs
Chief Engineer: Garvin Combs
Farm Editor: Clyde Beale
Consulting Engineer: Geo. C. Davis

WIVY
JACKSONVILLE—1948

Frequency: 1050 Kc. Power: 1000 Watts d.
Owned-Operated By: WIVY, Inc.
Business-Studio Address: 135 Riverside Ave.
Phone Number: 4-7722
Transmitter Location: Spring Grove Ave. 
News Service: INS
Representative: Thomas F. Clark
Membership: NARTB
Pres., Gen. Mgr.: Edward J. Oberle
Sta. Mgr., News Dir.: Alex Kiersey
Comm., Sales Prom. Mgr.: Randy Jones
Prog., Prod. Dir., Chief Annr.: Claud Taylor
Musical Director: Betty Pace
Chief Engineer: James Stephens
Farm Editor: R. L. Williams
Consulting Engineer: Frank Denton

WJHP
JACKSONVILLE—1940—MBS-LBS

Frequency: 1320 Kc. Power: 5000 Watts
Owned-Operated By: The Metropolis Co.
Business-Studio Address: 500 Laura St.
Phone Number: 4-7711
Transmitter Location: Lane Ave. Annex
Air Time: 6 a.m.—1 a.m.
News Service: UP
Transcription Service: Lang-Worth
Representative: John H. Perry Associates
President: John H. Perry
Gen., Sta. Mgr.: Milford A. Reynolds
Prog. Dir., Chief Annr.: Jim Underwood
Publicity Director: Chaz Harris
Sports Director: Fred Schilling
Chief Engineer: Beecher Hayford
Consulting Engineer: McIntosh & Inglis

WINK
FT. MYERS—1940—CBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
Business-Studio Address: 54 E. First St.
Phone Number: 4-1341
Transmitter Location: 54 E. First St.
News Service: AP
Representative: Donald Cooke
Co-Owner: Arthur B. McBride
Co- & V.P.: Daniel Sherby
Gen., Comm. Mgr.: A. J. Bauer
Sales Promotion Manager: Dan Harlacher
Chief Engr.: James Lacy

WIRA
FORT PIERCE—1946—MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Indian River Bestg Co.
Business Address: Melody Lane
Phone Number: 1400
Air Time: 6:30 a.m.—11:15 p.m.
News Service: UP
Transcription Service: Standard
Membership: NARTB
Pres., Gen.-Sta. Mgr.: Douglas Silver
Program Director: Marjorie B. Silver
Commercial Manager: J. Kingsley Butts
Chief Announcer: William Strickland
Musical Director: John Glynn
Chief Engineer: James Sovinski
Farm Editor: Anne Wilder
Consulting Engineer: Andrew Ring

WG G
GAINESVILLE—1948—KBS-LBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Alachua County
Broadcasting Co., Inc.
Business-Studio: P. O. Box 501
Phone Number: 5791
News Service: AP
Transcription Service: Associated World
Representative: Best
Pres., Gen. Mgr.: R. M. Chamberlin
Commercial Manager: Leon E. Mims
Program Director: Pierre A. Bejano
Chief Engineer: R. M. Chamberlin
Promotion Manager: Lee Shannon

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W J A X
JACKSONVILLE—1926—NBC
Frequency: 930 Kc. Power: 5000 Watts
Owned-Operated By: City of Jacksonville, Fla.
Business-Studio Address: 1 Broadcast Pl.
Phone Number: 4-1681
Transmitter Location: Hyde Park
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: Thesaurus, Muzak
Representative: John Blair; Harry E. Cummings
Gen., Sta. Mgr.
Chief Engr. John T. Hopkins, III
Sls. Prom. Mgr., Prog. Dir.: Marion D. Trowell
Commercial Manager: J. W. Douglass
Chief Announcer: Starling Coleman
Musical Director: Frank Morris
Consulting Engineer: Paul Godley

W M B R
JACKSONVILLE—1934—CBS
Frequency: 1460 Kc. Power: 5000 Watts
Owned-Operated By: Florida Bcstg. Co.
Business-Studio Address: 605 Main St. S., P.O. Box 5187
Phone Number: 9-4475
Transmitter Location: Lane & Stewart Aves.
Air Time: 6 a.m.-12:30 a.m.

F I R S T
IN LISTENER PREFERENCE
IN
F A B U L O U S F L O R I D A ' S
F I R S T
CITY OF YEAR-ROUND SALES, AND
F I R S T
IN COVERAGE IN NORTH FLORIDA AND SOUTH GEORGIA
W - J - A - X
930 kc — 5,000 watts
W - J - A - X - F M
95.1 mg

JACKSONVILLE, FLORIDA'S MUNICIPAL STATIONS
J. D. Kennedy, Commissioner in Charge
John T. Hopkins III, Manager
AN NBC AFFILIATE
NATIONAL REPRESENTATIVES: JOHN BLAIR & CO. — SOUTHEAST: HARRY E. CUMMINGS

382
WRHC
JACKSONVILLE—1950
Frequency: 1400 Kc. ... Power: 250 Watts
Owned-Operated By: ... WRHC, Inc.
Address ... 247 Margaret St., P. O. Box 2487
Phone ... 5-0461
Transmitter Location ... 247 Margaret St.
Air Time ... 6 a.m.-6 p.m.
Transmission Service ... Long-Worth
Pres.-Gen. Station Mgr. ... John E. Pearson
Gen. Mgr., News Dir. ... William Fraker
Program Director ... Deen Harrold
Chief Engineer ... Marjorie Phillips
Consulting Engineer ... Harold B. Russey

WJVB
JACKSONVILLE BEACH—1947—KBS LBS
Frequency: 1010 Kc. ... Power: 250 Watts d.
Owned-Oper. By: Jacksonville Beach Bestg. Co.
Phone Number ... 5-3674
Representative ... H. F. Best
Air Time ... Sunrise to sunset
Pres., Gen., Sta., Mgr. ... J. Lyle Williams, Jr.
Program Dir., Pub. Dir. ... Janee Kee
Chief Engineer ... Daniel M. Long

WKWF
KEY WEST—1945—MBS
Frequency: 1600 Kc. ... Power: 500 Watts
Owned-Operated By: John M. Spottswood
Trans. Address ... Stock Island
Phone Number ... 510
Representative ... John H. Perry
Pres., Gen. Comm., Mgr. ... John M. Spottswood
Program Director ... Mary S. Spottswood
Chief Engineer ... Charles Lowe

WDSR
LAKE CITY—1946
Frequency: 1340 Kc. ... Power: 250 Watts
Owned-Operated By: ... Deep South Radioways
Business-Studio Address ... 126 No. Marion St.

Phone Number ... 525
Transmitter ... South of Lake City on U.S. No. 41
News Service ... UP
Transmission Service ... Associated
Gen. Mgr. & Owner ... Alto H. Temple
Program Director ... Owen W. Parnocci
Chief Engineer ... Richard Dyer

WLAK
LAKELAND—1936—NBC
Frequency: 1430 Kc. ... Power: 1000 Watts
Owned-Operated By: ... LakeLand Bestg. Corp.
Business Address ... P. O. Box 1211
Phone Number ... 2127
Transmitter Location ... 1430 E. Lime St.
Air Time ... 5:30 a.m.-12:05 a.m.
News Service ... UP
Transmission Service ... Associated
Station Representative ... John E. Pearson
Membership ... NARTB, BAB
Pres.-Gen. Station Mgr. ... S. O. Ward
P. o.d. Dir., Chief Annr., Engr. ... William P. Lee
Comm., Sales Prom. Mgr. ... Powell Adams
Program Director ... Mary Whistle
Consulting Engineer ... Everett Dillard

WONN
LAKELAND—1949—MBS
Frequency: 1230 Kc. ... Power: 250 Watts
Owned-Operated By ... Coastal Bestg. Co.
Business Address ... Lake Hunter Drive
Phone Number ... 5117
Air Time ... 5:30 a.m.-12:05 a.m.
News Service ... AP
Transmission Service ... Capitol
Representative ... Donald Cooke, Inc.
Pres., Gen., Sta., Mgr. ... Robert S. Taylor
Commercial Mgr. ... Tom Barber
Program Dir, ... Ted Covington
Chief Engineer ... Duane McConnell
Consulting Engineer ... Gautney, Ray & Price

WIPC
LAKE WALES—1951—PBS
Frequency: 1280 Kc. ... Power: 1000 Watts d.
Owned-Operated By ... Imperial Polk Bestg. Corp.
Address ... P. O. Box 389
Phone Number ... 29831
News Service ... AP
Transmission Service ... World
President ... Sarkes Tarzian
Vice-President ... S. W. Keen
Gen. Mgr., Chief Engr. ... G. Max Kimbrel
Commercial Manager ... Ted Linton
Program Director ... Joan Galloway

WEAT
LAKE WORTH-W. PALM BEACH
1948—NBC
Frequency: 1490 Kc. ... Power: 250 Watts
Owned-Operated By ... James R. Meachem
**WLBE**

**LEESBURG-EUSTIS—1948—LBS**

Frequency: 780 Kc.  Power: 1,000 Watts
Owned-Operated By:  WLBE, Inc.
Business-Studio Address:  P. O. Box 297
Phone Number:  Leesburg 552
Transmitter Location:  Silver Lake, Fla.
Air Time:  6 a.m.-11:15 p.m.
News Service:  AP
Transcription Service:  SESAC
Membership:  NAB
Pres., Comm. Mgr.:  Paul A. Husebo
Gen., Sta., Prom. Mgr.:  Wendel F. Husebo
Publ., Farm, News Dir.:  C. L. Starnes
Musical Director:  Bob Whitely
Chief Engineer:  J. Allen Brimmer

**WNER**

**LIVE OAK—1949—LBS**

Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By:  John A. Boling
Business Address:  P. O. Box 855
Phone Number:  1450
Transmitter:  1 Mi. city Rte. 90
News Service:  UP
Transcription Service:  SESAC
President:  John A. Boling
General Manager:  Norman Protsman
Program Director:  Faith Protsman
Chief Engineer:  C. S. Parker
Farm Editor:  John Alford
Consulting Engineer:  Claude Gray

**WTYS**

**MARIANNA—1948—LBS**

Frequency: 1340 Kc.  Power: 250 Watts
Owned-Oper. By:  John H. Phipps Radio Sta.
Business Address:  P. O. Box 865
Phone Number:  865
Studio-Transmitter Address:  U.S. Hwy. 90, E.
Air Time:  6 a.m.-11 p.m.
News Service:  AP
Transcription Service:  Thesaurus
Representative:  Harry Cummings
President:  John H. Phipps
General Manager:  L. H. Graves
Station Manager:  H. C. Harris

**WMMB**

**MELBOURNE—1947—LBS**

Frequency: 1050 Kc.  Power: 250 Watts d.
Owned-Operated By:  Melbourne Bstg. Corp.
Business-Studio Address:  Front St.
Phone Numbers:  374-5
Transmitter Location:  Front St.
Air Time:  6 a.m.-11:15 p.m.
Representative:  Hil Best
News Service:  UP
Transcription Service:  SESAC
Membership:  NAB
President:  Henry G. Dravneek
General Manager:  Austin V. Catterson
Commercial Manager:  Beverly Fleming
Advertising Manager:  Victoria C. Martin
Program Director:  Barbara W. Bancroft
Chief Engineer:  Kenneth R. Waltz
Consulting Engineer:  George F. Adair

**WFEC**

**MIAMI—1949**

Frequency: 1220 Kc.  Power: 250 Watts
Owned-Operated By:  Howard D. Steere DBA Florida E. Coast Bstg. Co.
Trans-Address:  350 N.E. 71st St.
Phone Number:  89-7534
Air Time:  Sunrise to Sunset
News Service:  UP
Station Representative:  Hil F. Best
Gen., Comm. Mgr.:  Howard D. Steere
Sta. Mgr., Prog. Dir.:  Robert Lyons
Sales Prom. Mgr.:  Norman Stuart
Chief Engineer:  George Henke
Consulting Engineer:  Gautney & Ray

**WGBS**

**MIAMI—1939—CBS**

Frequency: 710 Kc.  Power: 50,000 Watts d.
10,000 Watts n.
Owned-Operated By:  The Fort Industry Co.
Address:  1605 Biscayne Blvd.
Phone Number:  9-2401
Transmitter Location:  6½ miles NW of Hialeah
Air Time:  5:55 a.m.-2:00 a.m.
News Service:  INS, UP
Transcription Service:  Langworth
Station Representative:  The Katz Agency Inc.
Membership:  NAB
President:  George B. Storer
Managing Director:  Stan P. Kettle
Commercial Manager:  M. N. Babcock
Program Director:  Ewald Kockrits
News Director:  Robert Bingham
Chief Engineer:  A. W. Shropshire
Farm Editor:  George Chamberlain
Consulting Engineer:  A. Earl Cullem
WIOD
MIAMI—1926—NBC
Frequency: 610 Kc. Power: 5,000 Watts
Business-Studio Address ... 600 Biscayne Blvd.
Phone Number .......... 3-6444
Transmitter Location. Cameo Island
Air Time. Unlimited
News Service. AP, INS, UP
Transcription Service. RCA, Thesaurus
Representative. Bolling
President. Daniel J. Mahoney
General Manager. James M. LeGate
Commercial Manager. Robert L. Fidlar
Program Director. Scott Bishop
News Director. Eugene Strul
Prom. Pub. Dir. Martha Henriquez
Musical Director. Earl Barr Hanson
Chief Engineer. M. C. Scott
Farm Editor. Bill Bischoff
Consulting Engineer. Millard Garrison

Owned-Operated By. Sun Coast Bcstg. Corp.
Business Address. ... Everglades Hotel
Phone Number. ... 3-5556
Transmitter Location. Sunset Rd. & Snapper Creek, So. Miami
Air Time. 5 a.m.-2 a.m.
News Service. INS, UP
Transcription Service. Associated
Representative. Adam Young
Membership. NARTB, BAB
President. Gov. E. D. Rivers
Sls. Prom. Mgr. Roland Jones
Prog. Prod. Manager. Wm. Rega
Publicity Director. Matty Mathews
Chief Announcer. Lee Taylor
News Director. John Price
Music Librarian. Ruth Lee Jones
Chief Engineer. Russell Bennett

WMIE
MIAMI—1948—LBS
Frequency: 1140 Kc. Power: 10,000 Watts, d., 5,000 Watts, n.

WQAM
MIAMI—1920—ABC
Frequency: 560 Kc. Power: 5,000 Watts, d., 1,000 Watts, n.
Business-Studio Address. duPont Bldg.
Phone Number. 2-6121

We’ve been serving and selling in Greater Miami for over 26 years! That’s a record... in a community of this size that won’t be 56 years old until July!

And, with each of our 26 years, WIOD has grown in weight and breadth... in strength and prestige with Greater Miami – Dixie’s newest, great Key Market.

If you want your sales to go over the top... buy the station that’s AAA with the local boys - WIOD, Miami, Florida.
FLORIDA

Transmitter Location: 1425 N.E. Bayshore Ct.
Newspaper Affiliation: Miami Herald
News Service: AP
Transcription Service: World
Representative: John Blair, Cummings
Membership: NARTB, BMB
President: John S. Knight
General-Station Mgr.: Owen F. Urdi
Comm., Sales, Prom. Mgr.: E. Harry Camp
Program Director: Don Fischer
Publicity Director: Dick Wright
Musical Director: Walt Svelha
Chief Announcer: P. A. Kelleher
News Director: Gordon Shaw
Chief Engineer: Gene Rider
Consulting Engineer: A. D. Ring & Co.

WWPB
MIAMI—1947
Frequency: 1450 Kc. . . . . . Power: 250 Watts
Owned-Operated By: Paul Brake
Business-Studio Address: 414 S.W. 2nd Ave.
Phone Number: 3-7405
Air Time: 24 hrs.
News Service: AP
Representative: Donald Cooke
Owner-Manager: Paul Brake
Comm., Sls. Prom. Mgr.: Bernard Neary
Chief Announcer: Edward Davenport
News Director: Noah Tyler
Musical Director: Cecil Bate
Chief Engineer: Harold Santini
Farm Editor: Calvert Carter

WINZ
MIAMI BEACH—1946—LBS
Frequency: 940 Kc. . . . . . Power: 1000 Watts
Owned-Operated By: Hollywood Bcastq. System
Business Address: 304 Lincoln Rd.
Phone Number: 58-7311
Representative: Forjoe
News Service: AP, INS
Comm., Gen. Mgr.: Rex Rand
Program Director: Dennis Kirwan
Chief Engineer: John Reynolds
Traffic Manager: Margaret Ann York

WKAT
MIAMI BEACH—1937—MBS
Frequency: 1360 Kc. . . . . . Power: 5000 Watts d.
1000 Watts n.
Owned-Operated By: WKAT, Inc.
Trans-Address: 1759 No. Bay Road
Phone Number: 5-5711
News Service: UP
Transcription Service: Standard
Representative: Weed
President: A. Frank Katzenline
General Manager: John L. Prossey
Commercial Manager: Walter A. Callahan
Chief Engineer: Arthur Smith

WMBM
MIAMI BEACH—1947
Frequency: 800 Kc. . . . . . Power: 1000 Watts d.
Owned-Operated By: Biscayne Bcastq. Co., Inc.
Business-Transmitter Address: Causeway Ter.
Phone Number: 5-5586
Air Time: Daytime
News Service: UP
Transcription Service: Standard
President: Kenneth S. Keyses, Sr.
Gen., Comm. Mgr.: Buddy E. Starcher
Program Prod. Dir.: Arnold Kaufman
Farm Editor: Frank Kutz
Chief Engineer: Charles A. Hartwick, Jr.

WSBB
NEW SMYRNA BEACH—1951
Frequency: 1230 Kc. . . . . . Power: 100 Watts
Owned-Operated By: Beach Bcastq. Co.
Address: 14 S. Magnolia
Phone Number: 760
News Service: UP
Transcription Service: Thesaurus
Pttnr., Comm. Mgr.: Walter T. Slattery
Pttnr., Pgm. Dir.: James D. King Jr.
Pttnr., Chief Engr.: Roland W. Jordan Jr.

WTMC
OCALA—1939—MBS
Frequency: 1290 Kc. . . . . . Power: 1000 Watts
Owned-Operated By: Ocala Bcastq. Co. Inc.
Address: 14 S. Magnolia
Phone Number: 128
Transmitter Location: Highway 500, RFD
Ocala
Air Time: Unlimited
Newspaper Affiliation: John H. Perry
Newspapers
News Service: UP
Transcription Service: Lang-Worth, Capitol
Representative: John H. Perry Associates
President: John H. Perry, Jr.
Prog., Prod., News Dir.: James B. Smith
Chief Engineer: Eecker Hayford
Consulting Engineer: McIntosh & Inglis

WDBO
ORLANDO—1925—CBS
Frequency: 580 Kc. . . . . . Power: 5000 Watts
Owned-Operated By: Orlando Bcastq. Co., Inc.
Business-Studio Address: P. O. Box 3707,
30 S. Ivanhoe Blvd.
Phone Number: 6181
Transmitter Location: 222 Hazard St.
Air Time: 5 a.m.-1 a.m.
FLORIDA

WHO
ORLANDO—1947—ABC-LBS
Frequency: 990 Kc. Power: 10,000 Watts d.
5000 Watts n.
Owned-Oper. By Orlando Daily Newspapers, Inc.
Address Fort Gatlin Hotel
Phone Number 9900
Transmitter Location Old Fairvilla Rd.
Air Time 5 a.m.-6:00 a.m.
News Service AP
Transcription Service Standard, World
Representative Pearson
Chief Engineer Martin Andersen
Comm. Manager Carl Hallberg
Pgm. Dir. Dan Daniel
Sales Prom. Manager Nancy Boyle
Publicity Director Joan Fluker
Chief Announcer Don Compton
Farm Editor Bob Kilgore

WLOF
ORLANDO—1940—MBS
Frequency: 850 Kc. Power: 5000 Watts
Owned-Operated By Hazelwood, Inc.
Business-Studio Address Angebilt Hotel
Phone Number 8163
Transmitter Location Near Orlo Vista
Air Time 4:55 a.m.-6:00 a.m.
News Service UP
Transcription Service Lang-Worth
Representative Paul H. Raymer
Membership NARTB, BAB
President William Joe Sears
V.P. Gen. Mgr. J. Allen Brown
Comm. Mgr. Don R. Colee
Program Director R. Donahue
Chief Announcer Rocky Smith
News Director Forrest Clark
Chief Engineer Dodd Daniel
Farm Editor Bob Keith

WORZ
ORLANDO—1946—NBC
Frequency: 740 Kc. Power: 1000 Watts
Business-Studio Address WORZ Bldg.
Phone Number 2-2451

WWP
PALATKA—1947—LBS
Frequency: 800 Kc. Power: 100 Watts d.
Owned-Operated By Palatka Bstg. Co.
Address 390 River St.
Phone Number 354
Air Time Local sunrise-local sunset
News Service UP
Transcription Service Lang-Worth
Representative Hil F. Best
Chief Engineer L. C. McColl, J. E. Massey
Commercial Manager L. C. McCall
Program Director Johnny Gillis
Music Director Evelyn Longworth
News Director Chris Hernandez
Chief Announcer George Duck

WDLP
PANAMA CITY—1940—MBS
Frequency: 590 Kc. Power: 1000 Watts
Owned-Oper. By Panama City Bstg. Co., Inc.
Business-Studio Address West Beach Dr.
Phone Number 3-1777
Transmitter Location North Springfield
News Service UP
Transcription Service Lang-Worth
Representative Perry Associates
President John H. Perry
General Manager C. B. Kelley
Program Director John Thomas

Studio Address 740 N. Orange
Transmitter Location Winter Garden Rd.
Air Time 5:30 a.m.-1:05 a.m.
News Service AP
Transcription Service RCA, Columbia
Representative Weed
Membership NARTB, BAB
President Naomi Murrell
Sales Prom. Mgr. Sammy Roen
Program, Prod. Dir. Walter Sickles
News Director Rob Deihl
Publicity Director Shirley Boyd
Chief Announcer Charles Hunt
Musical Director Orien Osborn
Chief Engineer W. R. Miller
Consulting Engineer Everett H. Dillard

Consulting
Musical
Program
Membership
Transcription
Associated
WPCF
PANAMA CITY—1949—ABC-LBS
250 Watts n.
Owned-Operated By: Bay County Bcastg. Co.
Trans-Address: 300 E. 15th St.
Phone Number: 6176-6177
Air Time: 5:30 a.m.-11:05 p.m.
News Service: AP
Transcription Service: Thesaurus
Representative: Ed Devney
Membership: NARTE, BAB
Pres., Gen. Mgr., Prog. Dir.: E. L. DuKate
Sta., Comm. Mgr.: G. C. Blackwell
Prod., Music. Dir., Chief Announcer: Jack Howell
Publicity Director: Ouida K. Lee
News Director: Col. W. F. Richcson
Chief Engineer: Roy Donegon
Sports Editor: Bill Doyle
Consulting Engineer: Ed Holmes

WBSR
PENSACOLA—1946—CBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By: WBSR, Inc.
Business Address: WBSR Bldg.
Phone Number: 6173
Studio-Transmitter: N. O & Moreno Sts.
News Service: AP
Transcription Service: World
President: Pat McDonald
V.P., Gen. Mgr.: Don J. Lynch
Program Director: Boris Mitchell
New Day Director: James Miller
Chief Engineer: Bert Mead

WCQA
PENSACOLA—1926—NBC
Frequency: 1370 Kc. Power: 5000 Watts
Owned-Operated By: WCQA, Inc.
Business-Studio Address: 118 E. Intendencia St.
Phone Number: 4111
Transmitter Location: Cary’s Lane
Air Time: 18 hrs.
Newspaper Affiliation: News-Journal
News Service: UP
Transcription Service: Langworth, RCA
Representative: John H. Perry Associates
President: John H. Perry
Gen-Station Mgr.: J. Holliday Veal
Commercial Manager: Irving Welch
Program Director: Russell Hirsch
Chief Engineer: Harold Heath
Consulting Engineer: MacIntosh

WEAR
PENSACOLA—1947—MBS-ABC
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper By: Gulfport Bcastg. Co.
Address: 2nd & Hyer St.
Phone: 8-4449

Air Time: 5:30 a.m.-M.
News Service: AP
Representative: Frank Pearson
President: Charles W. Smith
General Manager: Mel Wheeler
Prog. Prod. Dir., Chief Announcer: Dick Darby
News Director: Dick Nickelson
Musical Director: Kathy McGavley
Chief Engineer: Ray Carter
Consulting Engineer: Commercial Radio

WPLA
PLANT CITY—1949—KBS
Owned-Operated By: W. A. Smith
Address: W. Alsobrook St.
Phone Number: 8353
Transmitter Location: Hopewell Rd.
Air Time: Sunrise-Sunset
News Service: UP
Transcription Service: Cole
Station Representative: Best
President: W. A. Smith
Program Director: Frankie Blackwelder
Chief Announcer: Jim Shumway
News Director: Joseph J. Wilson
Musical Director: Nick Nichols
Chief Engineer: James L. Derrick
Consulting Engineer: Everett L. Dillard

WCNH
QUINCY—1948—LBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Quincy Bcastg. Corp.
Business Address: Box 190, Quincy
Phone Number: 300
Studio-Transmitter Location: Shelter Heights
News Service: UP
Transcription Service: Lang-Worth
President: Richard J. Gardner
General Manager: A. B. Letson
Comm. Manager: Jerry Melvin
Pgm. News Director: Dewey C. Newton
Chief Engineer: A. B. Letson

WFOY
ST. AUGUSTINE—1936—CBS
250 Watts n.
Owned-Operated By: Fountain of Youth Broadcasting Co.
Address: Magnolia Ave.
Phone Number: 1622
Transmitter Location: Magnolia Ave.
Air Time: 6 a.m.-12:05 a.m.
News Service: UP
Station Representative: Averi-Knodel
President: Mrs. John C. Bell
Prog. Pub. Dir.: Frankie C. Walker
News Director: Bob Herrington
Chief Announcer: Bob Shepke
Chief Eng., Farm Editor: Ernest Raitstick
WSUN
ST. PETERSBURG—1928—ABC
Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By: City of St. Petersburg
Business Address: P. O. Box 240
Phone Number: 7-4747-8
Transmitter Location: Gandy Blvd.
News Service: UP
Transcription Service: Associated
Representative: Weed
Membership: NARTB
Gen., Sta. Mgr.: George D. Robinson
Commercial Manager: Vera New
Pgm. Dir., Chief Engr.: Louis J. Link
Chief Announcer: Burt McCarty
Consulting Engineer: McNary & Wrathall

WTSP
ST. PETERSBURG—1939—MBS
Frequency: 1380 Kc. Power: 5000 Watts
Owned-Operated By: Pinellas Bcastg. Co.
Business-Studio Address: Times Bldg.
Phone Number: 7-8108
Transmitter Location: Gandy Blvd.
News Service: INS, UP
Transcription Service: World, Capitol
Representative: H-R
Membership: NARTB, BAB
President: Nelson Poynter
V.P., Gen. Mgr.: F. J. Kelly
Comm. Mgr.: L. L. Wildman
Chief Announcer: Walt Swihart
Prom., Prog. Dir.: Jack Faulkner
Chief Engineer: William D. Mangold

WTRR
SANFORD—1947—KBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Myron A. Rock
Business Address: Box 1541
Phone Number: 991
Studio-Transmitter: 1110 E. First St.
Air Time: Unlimited
Representative: Hil Best
News Service: UP
Gen., Sta., Prom. Mgr.: Myron A. Rock
Comm. Mgr.: Dick Aiken
Prog., Prog., News Dir.: J. Marion Harman, Sr.
Chief Engineer: Emerson Browne

WKXY
SARASOTA—1949—LBS-KBS
Frequency: 1540 Kc. Power: 1000 Watts d.
Owned-Operated By: Sarasota Bcastg. Co.
Business Address: P. O. Box 2431
Phone Number: 3666
Representative: Hil Best
News Service: AP
Transcription Service: Standard
Gen. Mgr., Chief Engr.: A. G. Fernandez
Station Manager: Robert W. Hanesworth

WSWB
Sarasota—1939—CBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: WSBW, Inc.
Business Address: City Island
Phone: Ringing 6-8811
Air Time: 6:00 a.m.-12:05 a.m.
News Service: UP
Transcription Service: World
Representative: John E. Pearson
Membership: BAB
President: Robert C. Jones, Jr.
General-Station Manager: John B. Browning
Comm. Mgr.: J. McC. Miller
Pgm. Prod. Dir.: David Hale
Publicity Director: Ruth E. Hearn
Music Director: Margaret Fleischman
Chief Engineer: James E. Grant
Consulting Engineer: O. K. Garland

WJCM
SEBRING—1950
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Highlands Bcastg. Co.
Business Address: P. O. Box 233
Phone Number: 81811
Representative: Best
Transcription Service: Standard

SARASOTA'S Sales Equal to City More Than Twice Its Size
With WSBW, Market Is Even LARGER... Adds Up to Rich Share of Florida's Sales

Shoppers from outlying communities swell Sarasota's retail sales to more than double the average volume — 106% above the national average! Sarasota reaches a two-county area with more than $73,000,000 retail sales.

SARASOTA'S OUTSTANDING SALES PERFORMANCE
Sarasota ranks 116 in population (among 353 cities in the under-25M population group), BUT 39 in total Retail Sales.... IN FLORIDA, Sarasota is 17 in population among all cities, BUT 14 in total Retail Sales....

WSPB — CBS RADIO
SARASOTA, FLORIDA
Represented by JOHN E. PEARSON COMPANY
New York · Chicago · Kansas City
FLORIDA

News Service ........................................ UP
President ........................................... Henry L. Jollay
Gen., Comm., Mgr., Chi. Eng., R. H. Wilson

WTAL
TALLAHASSEE—1935—MBS—CBS
Frequency: 1270 Kc.  Power: 5000 Watts
Owned-Oper. By .................................... John H. Phips Radio Stations
Business Address .................................. P. O. Box 989
Phone Number ..................................... 2-1270
Studio Address ..................................... Cherokee Hotel
Transmitter Location ................................ Lake Bradford
News Service ......................................... AP
Transcription Service ............................... World
Representatives ....................................... Blair, Cummings
President ............................................. John H. Phips
General Manager .................................... L. Hershel Graves
Program Director ................................... Joe Hosford
News Director ....................................... Bob Delaney
Chief Engineer ...................................... W. A. Snowden, Jr.

WTNT
TALLAHASSEE—1946—ABC
Frequency: 1450 Kc.  Power: 250 Watts
Owned-Oper. By ..................................... Tallahassee Appliance Corp.
Business-Studio Address .......................... Duval Hotel
Phone Number ...................................... 2-1450
Transmitter Location ............................... East Park Ave.
News Service ......................................... UP
Transcription Service ............................... Associated
Representative ....................................... Thomas F. Clark
President ............................................. Frank W. Pepper
Comm., Gen. Mgr. ..................................... Frank W. Hazenlock
Chief Engineer ..................................... Charles Clifton

WALT
TAMPA—1946—LBS
Frequency: 1110 Kc.  Power: 1000 Watts d.
Owned-Operated By .................................. W. Walter Tison
Tampa Broadcasting Company
Address .................................................. 401 W. Tyler St.
Phone .................................................... 2-7921
News Service ......................................... AP
Transcription Service ............................... Langworth
Station Representative ............................ Pearson
Pres., Gen., Sta., Comm., Mgr., W. Walter Tison
Program Dir. ......................................... C. W. Geer
Publicity Director ................................... Coburn Gum
Chief Announcer ..................................... Gene Garcia
News Director ........................................ Bill Mackenzie
Chief Engineer ...................................... J. B. Tison
Consulting Engineer ............................... Kear & Kennedy

WDAE
TAMPA—1922—CBS (RADIO)
Frequency: 1250 Kc.  Power: 5000 Watts
Owned-Operated By .................................. Tampa Times Co.
Business Address ................................. P. O. Box 2409,
114 N. Franklin St.
Phone Number ..................................... 2-2911
Studio Address ...................................... Tampa Times Bldg.
Transmitter Location ............................... Forrest Hills Country Club Area
Air Time .............................................. Unlimited
Newspaper Affiliation ............................... Tampa Daily Times
News Service ......................................... AP
Transcription Service ............................... Associated
Representative ....................................... Katz
Membership ........................................... NARTB
President ............................................. David E. Smiley
Gen-Sta.-Comm., Mgr. ............................... L. Spencer Mitchell
Prog.-Prod.-Publicity Dir. ......................... Kenneth W. Skelton
Chief Announcer ..................................... S. J. Fleischman
Chief Engineer ...................................... William Pharr Moore
Consulting Engineer ................................ Paul Godley

WEBK
TAMPA—1950
Owned-Operated By .................................. Hillsborough Bldg., Co.
Address .............................................. P. O. Box 1521
Phone Number ...................................... 4-3982
News Service ......................................... INS
Co-Owners ............................................. E. P. Martin
Mrs. Alpha Martin, Elmo B. Kitts
President ............................................. E. P. Martin
Vice-President ...................................... Mrs. Alpha Martin
Gen. Mgr., Chi. Engr. ............................... Elmo B. Kitts
Program Director ................................... Bob Martin

WFIA
TAMPA—1925—NBC
Frequency: 970 Kc.  Power: 5000 Watts
Owned-Operated By .................................. Tribune Co.
Business Address .................................. P. O. Box 1410
Phone Number ...................................... 2-7788
Transmitter Location ............................... East Entrance Campbell Causeway, Columbus Dr.
Air Time ................................................ 6 a.m.-12:05 a.m.
News Service ......................................... AP
Transcription Service ............................... Thesaurus, Lang-Worth
Representative ....................................... John Blair, Harry E. Cummings
Membership ........................................... NARTB
Sta.-Gen., Mgr. ....................................... Charles G. Baskerville
Program Dir. ......................................... John C. Counal
General Manager .................................... George W. Harvey
Sales Prom. Mgr., Pub. Dir. ....................... Tom Matthews
Prog.-Prod. Director ................................. Paul M. Jones
Chief Announcer, Farm Editor .................... Mardi Liles
News Director ........................................ Fred Reiter
Chief Engineer ...................................... Joseph Mitchell
Consulting Engineer ............................... Garrison & Associates

WHBO
TAMPA—1948
Frequency: 1050 Kc.  Power: 250 Watts d.
Owned-Operated By .................................. Harold A. Dunlap
Business Address .................................. 8122 Nebraska Ave.
Phone Number ...................................... 33-2251
Transmitter Location ............................... 10001 Florida Ave.
Air Time .............................................. Local sunrise-sunset
News Service ......................................... AP
Representative ....................................... Hil F. Best
General Manager ................................... Harold A. Dunlap
Program Director .................. Ellen Sauls
Chief Engineer ..................... Lawrence Castro
Consulting Engineer ............... E. C. Page

WIRK
WEST PALM BEACH—1947—MBS
FBS
Frequency: 1290 Kc. . Power: 1000 Watts
Owned-Operated By ............... Ken-Sell, Inc.
Business Address ................. 715 S. Flagler Drive
Phone Number .................... 2-1744
Transmitter Location ............. S. Military Trail
Air Time ......................... Unlimited
News Service ...................... INS
Transcription Service ............. Associated
Representative ................... Cooke
Chief Engineer ................... William P. Heitzman
News, Farm Editor ............... Jack MacCormack
Consulting Engineer .............. James C. McNary

WJNO
WEST PALM BEACH—1936—CBS
Frequency: 1230 Kc. . Power: 250 Watts
Owned-Operated By ............... WJNO, Inc.

WALB
ALBANY—1941—ABC
Frequency: 1590 Kc. . Power: 1000 Watts
Transmitter Location ........ Leesburg Road
Phone Number ................. 1590
News Service .................. AP
Transcription Service ......... World
Representative ................. Burn-Smith
President ....................... James H. Gray
Commercial Manager .......... Mrs. Mildred N. Hule
Station Manager ............... Tommy Stillwagon
News Editor .................. Don Ferrandou
Chief Engineer ................. Ben B. Wills
Farm Editor .................. J. D. Davis

WGPC
ALBANY—1933—CBS—GSN
Frequency: 1450 Kc. . Power: 250 Watts
Business-Studio Address .. New Albany Hotel
Phone Number ............... 1370
Transmitter Location ...... Gillonville Road
Air Time ...................... 6:30 a.m.-12:05 a.m.
News Service ................ UP
Transcription Service ....... Associated
Representative ................. George P. Hollingsbery
Business-Studio Address ... 1500 N. Flagler Dr.
Phone Number ............... 2-3638
Air Time ...................... 6 a.m.-12 M.
News Service ................ UP
Transcription Service ....... Lang-Worth
Representative ................. Robert Meeker
Membership .................. J. NARTB
President ..................... Marshall Hemsway
Gen.-Sta. Mgr. ................. J. Stanley O’Neill
Chief Engineer .......... Warren Spencer

WSIR
WINTER HAVEN—1947—MBS
Frequency: 1490 Kc. . Power: 250 Watts
Owned-Oper. By .......... Citrus Belt Bdsctg., Inc.
Business Address .......... P. O. Box 533
Phone Number ............... 32-561
Transmitter Location .... Lake Howard Dr.
Air Time ...................... 6 a.m.-11:15 p.m.
News Service ................ UP
Representative ................. Devney & Co.
President .................... Frederick L. Allman
Gen., Sta. Manager .......... Larry Rollins
Commercial Manager ........ Earl Sturgeon
Program Director .......... Richard Eyrich
Chief Engineer ............... L. Orden Tidq
Consulting Engineer ....... Dixie McKee

WDEC
AMERICUS—1947—MBS
Frequency: 1230 Kc. . Power: 250 Watts
Owned-Operated By ...... The Americus Bdsctg. Co.
Business-Studio Address .. 109½ Windsor Ave.
Phone Number ............... 3681-3682
Transmitter Location .... McGarrah St.
Air Time ...................... 6 a.m.-M.
News Service ................ AP
Transcription Service ....... Capitol
Representative ................. Continental
Pres., Gen. Mgr. ............. James R. Blair
Sta., Comm. Mgr. ............ Charles C. Smith
Chief Engineer .............. John Rivid

WGAV
ATHENS—1938—CBS—GALS-KBS
Frequency: 1340 Kc. . Power: 250 Watts
Owned-Operated By ....... J. K. Patrick & Company
**GEORGIA**

Business-Studio Address: Bobbin Mill Road
Phone Number: 1741-2
Transmitter Location: Bobbin Mill Road
Air Time: 6:35 a.m.-12:05 a.m.
News Service: AP
Gen., Sta., Comm. Mgr.: R. Lewis Doster
Sales Promotion Mgr.: Burl Woman
Program Dir.: Mary L Betts
Publicity Director: George Pettett
Chief Announcer: Chuck Martin
News Director: E. A. Thilenius
Chief Engineer: Bill Evans

**WRFC**

ATHENS—1948

Frequency: 960 Kc....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By: Radio Athens, Inc.
Business-Studio Address: 279 1/2 N. Lumpkin St.
Phone Number: 446-7
Studio-Transmitter Location: Lake Road
Air Time: 5:30 a.m.-12:30 a.m.
News Service: UP
Transcription Service: Associated
Membership: NARTB, BAB
Representative: Clayton Agency (Southeast)
Comm., Sales Prom. Mgr.: Charles A. McClure

**WGST**

ATLANTA—1923—MBS-ABC

Frequency: 520 Kc....Power: 5000 Watts d.; 1000 n.
Owned-Operated By: Board of Regents, University System of Ga., behalf Ga. Institute of Technology
Business-Studio Address: Forsyth Bldg.
Phone Number: Walnut 8441
Transmitter Location: Cheshire Bridge Rd.
Air Time: 5:30 a.m.-12:30 a.m.
News Service: AP
Representative: Blair; Coleman (Southeast)
Chairman Bd. of Regents: F. M. Spratlin
General Manager: John Fulton
Asst. Mgr., Chief Engr.: Ben Ackerman
Sales Promotion Manager: Paul Sanford
Pgm., Prod. Dir.: Jack Kelly
Publicity Director: Judson Moses

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**...Let's Compare WGST's...**

**COVERAGE • AUDIENCE • RATES**

COST PER THOUSAND

With the other established media in Atlanta

**36 COUNTY TRADING ZONE**

<table>
<thead>
<tr>
<th>Service</th>
<th>WGST</th>
<th>NEWSP</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Readers</td>
<td>.54 cents per 1,000 listeners</td>
<td>$1.43 per 1,000 readers</td>
<td>$2.42 cents per 1,000 viewers</td>
</tr>
</tbody>
</table>

*CBS 7949
1 ABC 1949
1 Estimated by TV stations April, 1951*
**WAGA**
ATLANTA—1937—CBS
Frequency: 590 Kc. Power: 5000 Watts
Owned-Operated By: Fort Industry Co.
Bus-Studio Address: 1018 W. Peachtree St.
Phone Number: Emerson 2541
Transmitter Location: North Druid Hill Rd.
Air Time: Unlimited
News Service: AP
Transcription Service: Associated Representative
Membership: NARTB, BMB
President: George B. Storer, Sr.
V.P. & Gen. Mgr.: James E. Bailey
Natl. Adv. Mgr.: Claude H. Frazier
Sales Prom. Mgr., Pub. Dir.: Para Lee Brock
Prog., Prod. Dir.: Don Naylor
Musical Director: Mary Bartoloff
Chief Engineer: George R. Smith
Farm Editor: Dale Clark

**WATL**
ATLANTA—1931—LIBERTY
Frequency: 1380 Kc. Power: 5000 Watts
Owned-Operated By: Atlanta Bestc. Co.
Business Address: Henry Grady Bldg.
Phone Number: Walnut 4377
Transmitter Location: Log Haven Drive
Air Time: 6 a.m.-M.
News Service: UP, INS
Representative: Hollingberry
President: J. W. Woodruff, Sr.
General Manager: J. W. Woodruff, Jr.
Sta. Mgr., Sls. Prom.: Don Naylor
Prog. Dir.: J. O. Hardin, Jr.
Commercial Manager: James A. Davenport
News Director: Lee Nance
Chief Engineer: G. C. Livingston, Jr.

**WBGE**
ATLANTA—1947
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Mike Benton
Bus-Studio Address: Georgian Terrace Hotel
Phone Number: Vernon 1194
Transmitter: 467-469 W. Peachtree St., N.E.
News Service: AP
Representative: Burn-Williams
President: Mike Benton
Commercial Manager: Stan Raymond
Manager: H. S. Langham
Pgm., News Dir.: Bob McGarity
Chief Engineer: Howard J. Parrish
Traffic Director: Jewell Camp

**WEAS**
ATLANTA-DECATUR—1947
Frequency: 1010 Kc. Power: 10,000 Watts
Owned-Oper. By: WEAS, Inc.
Address: 217 W. Ponce de Leon Ave.
Phone Number: Dearborn 2521
Transmitter Location: Lawrenceville Hiway
News Service: INS
Representative: Forges
President: E. D. Rivers, Jr.
Vice-President: W. H. Keller, Jr.
Sta. Mgr., Prog. Dir.: Warren Roberts
Sales Promotion Mgr.: Imogen Jones
Prod. Dir., Chief Announcer: Ned Lukens
News Director: Kurt Alexander
Musical Director: Betty Moore
Chief Engineer: Les Gradick
Farm Editor: Channing Cope
Consulting Engineer: William F. Kennedy

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**WERD**
ATLANTA—1949
Frequency: 860 Kc. Power: 1000 Watts
Owned-Operated By: Radio Atlanta, Inc.
Business-Studio Add., 274½ Auburn Ave., NE
Phone Number: Lamar 0666-7-8
Transmitter Location: Fairmount Street, NW
Representative: Interstate
Membership: NARTB, BAB
President: J. B. Blayton, Sr.
Gen. & Sta. Mgr.: J. B. Blayton, Jr.
Program Dir.: A. Kenneth Knight
Chief Announcer, News Dir.: R. Brisendine
Chief Engineer: William F. Kennedy

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**AP SELLS**
For Stations and Sponsors —

For instance . . . WDEC

"AP is as necessary to us as our transmitter. Sponsors want prestige and listener appeal. Associated Press news gives them both—plus a mass of listeners who are conscious of the product advertised. Also, AP news gives our 'casts high ratings."

CHARLES C. SMITH,
General Manager,
WDEC, Americus, Georgia
Don't send a boy to do a MAN'S work

There is tremendous opportunity in the booming Southland. If you are interested it warrants the strongest advertising support you can obtain. WSB and WSB-TV are the most powerful media serving this region. In every survey ever made in Atlanta by any recognized authority these stations have been dominant FIRSTS.

wsb  wsb-tv
The Voice of the South  World's tallest TV tower

WQXI
ATLANTA—1948—MBS
Owned-Operated By: R. W. Rounsaville
Business-Studio Address: Peachtree at Mathieson
Phone Number: Cherokee 2196
Transmitter Location: Cheshire Bridge Rd.
Air Time: 6 a.m.-Sunset
News Service: UP
Transcription Service: World, Capitol
Station Representative: Pearson
Owner, Gen. Mgr.: R. W. Rounsaville
Station, Comm. Mgr.: Don Mitchell
Program Dir.: Bob Corley
Chief Annr., News Dir.: Herb Harris
Chief Engineer: Paul Cram
Consulting Engineer: John H. Mullaney

WSB
ATLANTA—1922—NBC
Frequency: 750 Kc. Power: 50000 Watts
Owned-Oper. By: Atlanta Newspapers, Inc.
Business-Studio Address: Biltmore Hotel
Phone Number: 6711
Transmitter Location: Tucker
Air Time: 5:15 a.m.-1:05 a.m.
News Service: AP, UP
Transcription Service: World, Standard
Representative: Edward Petry
Membership: NARTB, BAB
Managing Director: J. Leonard Reinsch
General Manager: John M. Butler, Jr.
Commercial Manager: Frank Gaither
Sales Promotion Manager: Vincent C. Piano
Program Director: Marcus Bartlett
Publicity Director: Wayne L. Anderson
News Director: Walter Paschall
Chief Engineer: C. F. Daugherty
Farm Editor: Lee Morris
Consulting Engineer: Frank McIntosh

WAUG
AUGUSTA—1951—LBS
Frequency: 1050 Kc. Power: 250 Watts d.
Owned-Operated By: Garden City Bcastg. Co.
Address: Bon Air Hotel
Phone Number: 6-1053
News Service: AP
Representative: Augusta Sales
Partners: Melvin Purvis, Geo. Nicholson, Chester Jones
General Manager: George Fisher
Chief Engineer: Ted R. Woodard

WBBQ
AUGUSTA—1946—MBS
Frequency: 1340 Kc. Power: 250 Watts
Owner: Savannah Valley Bcastg. Co.
Business-Studio-Transmitter
Location: 515 Jefferson Davis Ave.
Phone Number: 4-3441
Air Time: 6 a.m.-1 a.m.
News Service: AP
Representative: Walker
President: George G. Weiss
Sales Prom. Mgr., Prod. Dir.: John G. Lyon
Chief Annr., Prog. Dir.: Edward H. Dunbar
Chief Engineer: Marvin Tarpley
News Director: Fred Runde

WGAC
AUGUSTA—1940—ABC
Business-Studio Address: 664 Broad St.
Phone Number: 2-2892
Transmitter Location: Martinez
News Service: UP
Transcription Service: RCA
Representative: Avery-Knodel
Membership: NARTB, BAB
Station Mgr.: Donald MacDonald
Comm. Mgr. (Local): Martin E. White
Program Dir.: Warren Hiles
Prod. Dir., Chief Annr.: John Francis
News Director: John Barnes
Chief Engineer: John Jopling
Farm Editor: J. W. Chambers

WJBF
AUGUSTA—1945—NBC
Frequency: 1230 Kc. Power: 250 Watts
Address: WJBF Bldg.
Phone Number: 4-2421
Transmitter Location: Sunset Ave.
Air Time: 6:00 a.m.-M.
News Service: UP
Representative: Hollingberry
Membership: NARTB, BAB
Pres., Gen. Mgr.: J. B. Fuqua
Station Mgr.: D. M. Kelly, Jr.
Commercial Manager: Steve Manderson
Production Director: John Vance
Chief Announcer: Hugh Allison
Chief Engineer: Ernest Swint
WHAT COUNTS?

MARKET? Georgia's third market ... and growing rapidly to be Georgia's second market!

EXPERIENCE? Augusta's pioneer station, over twenty-one years of broadcasting!

HOOPER? The highest Hooperated station in the Augusta area, both daytime and night!

POWER? Augusta's most powerful voice ... five thousand watts both daytime and night!

MERCHANDISING? Complete merchandising facilities and fulltime staff!

THE STATION MOST AUGUSTA PEOPLE LISTEN TO MOST
President-General Manager: Allen M. Woodall  
Stat. Sales Prom. Mgr.: Miles H. Ferguson  
Commercial Manager: William Massie  
Pgm., Prod., Pub. Dir.: Joe Byars  
Chief Anngr., News Dir.: William Henry  
Musical Director: Loretta Exum  
Chief Engineer: Max F. Harper

WG A
COLUMBUS—1947—ABC-MBS
Frequency: 1460 Kc.   Power: 1000 Watts  
Owned-Operated By: Columbus Bdcstg. Corp.  
Business-Studio Address: 1213½ Broadway  
Phone Number: 3-3603  
Transmitter Location: Morris Rd.  
Air Time: Unlimited  
News Service: UP  
Transcription Service: Lang-Worth, RCA  
Representative: Branham  
Membership: NARTB, BAB  
President: A. H. Chapman  
General Manager: Walter M. Windsor  
Commercial Manager: A. H. Haack, Jr.  
Program Director: W. L. Gramer  
Chief Announcer: Ralph Burgess  
News Director: Philip Kriegler  
Musical Director: Merle Garrett  
Chief Engineer: William R. Atkinson  
Consulting Engineer: A. D. Ring

WG B L
COLUMBUS—1928—CBS
GEORGIA SPORTS
Frequency: 1420 Kc.   Power: 5000 Watts  
Owned-Operated By: Columbus Bdcstg. Co.  
Business-Studio Address: 1350 - 13th Ave.  
Phone Number: 2-0601  
Transmitter Location: Phenix City, Ala.  
News Service: INS, UP  
Transcription Service: Associated  
Representative: George P. Hollingsbery  
Membership: NARTB, BAB  
Executive Manager: J. W. Woodruff, Jr.  
Station Manager: G. A. Gingell  
Commercial Manager: B. Ed Johnson  
Pgm., Prod. Dir.: George Gingell  
News Director: George Theeringer  
Chief Announcer: Bill Mitchell  
Chief Engineer: J. A. Gamble  

(See next page)
### WRBL 1st Station

<table>
<thead>
<tr>
<th>Time Period</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekday Mornings</td>
<td>32.7</td>
</tr>
<tr>
<td>Weekday Afternoons</td>
<td>48.1</td>
</tr>
<tr>
<td>Sunday Afternoons</td>
<td>37.4</td>
</tr>
<tr>
<td>Evenings</td>
<td>45.1</td>
</tr>
<tr>
<td>Total Rated Time Periods</td>
<td>43.0</td>
</tr>
</tbody>
</table>

### Columbus 2nd Market

- **Metropolitan Area**
  - Population: 180,900
  - Retail Sales: $132,332,000
  - Effective Buying Income: $187,314,000

---

5 kW in Columbus, GA. WRBL

5 KW in Columbus, GA.

Call Hollingbery and WRBL-FM 46.2 kW
GEORGIA

WMOC
COVINGTON—1946
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: The Covington News Inc.
Business Address: Covington
Phone Number: 2275
Studio-Transmitter Location: Monticello St.
News Service...UP
Transcription Service...World, Capitol, SESAC
President: Belmont Dennis
Commercial Manager: W. Thomas Hay
General Manager: Rich Richards
Sports Director: S. G. Turner
Program Director: W. I. Allgood
Chief Engineer: Jim Rodgers
Farm Editor: Lee Mallard
Chief Engineer: Sam Dillard
Musical Director: Frank Stittler

WDMG
DOUGLAS—1947
Frequency: 860 Kc. Power 1000 Watts D.
Owned-Operated By: WDMG, Inc.
Business-Studio Address: 620 E. Ward St
Phone Number: 564
Transmitter Location: Alma Highway
Air Time: Sunrise-sunset
News Service...UP
Transcription Service...World, SESAC
Representative: Dora C. Dodson
Membership: NARTB, BAB
President: Downing Musgrove
General Manager: B. F. J. Timm
Musical Director: George Dunaway
Chief Engineer: Stanley H. Strickland
Consulting Engineer: Claude M. Gray

WBLJ
DALTON—1940—MBS-KEYSTONE
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Dalton Bdcstg. Corp.
Business-Studio Address: 111 South Fentz St.
Phone Number: 1180
Transmitter Location: River Bend Rd.
Air Time: 6 a.m.-11:15 p.m.
News Service.........UP
Transcription Service...Thesaurus
Membership: NARTB, BMB
President: H. C. Kenemer
Gen. Sta. Mgr.: William B. Davies
Program Director: Bernice Ewton
News Director: James L. Clark
Chief Engineer: John S. Andrews
Consulting Engineer: Claude Gray

WDWD
DAWSON—1948—LBS
Frequency: 990 Kc. Power: 1000 Watts D.
Owned-Operated By: Dawson Bdcstg. Co.
Trans-Bus-Studio Address: Parrott Road
Phone Number: 416
News Service.........UP
Transcription Service...Standard
President: Ed Stevens
General Manager: W. C. Woodall, Jr.
Pgm., Prod., News Dir.: Bill McGuirt
Comm., Prom. Mgr.: George Burton, Jr.
Chief Engineer: Joe Stephens

WGLS
DECATUR—1949
Frequency: 970 Kc. Power: 1000 Watts d.
Business-Studio Address: 546 N. McDonough St.
Phone Number: Crescent 6471
Transmitter Location: Northern Ave.
News Service.........UP
Transcription Service...Standard
President: Guy W. Rutland, Sr.
Gen., Sta. Mgr.: Sam W. Kane
Comm. Sales Prom. Mgr.: Al Cirrado
News Dir., Chief Anncr.: Tom Nolan

WSGC
ELBERTON—1946—MBS-KBS
Frequency: 1400 Kc. Power: 250 Watts
Address: Elberton
News Service...AP
Representative: Continental Radio Sales
Manager: Melvin C. Gorman

WTJH
EAST POINT—1949—KBS
Frequency: 1260 Kc. Power: 1000 Watts d.
Owned-Oper. By: James S. Doris R. Rivers
Address: P. O. Box 72
Phone Number: Fairfax 4343
Transmitter Location: Dobson Drive
News Service.........UP
President: James S. Rivers
Gen., Comm. Mgr.: Willard Belote
Chief Engineer: Wm. J. Hill, 3rd

WBHB
FITZGERALD—1946—MBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Ben Hill Bdcstg. Corp.
G R I F F I N — 1 9 3 3 — M B S - K B S

W K E U

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: WKEU, Inc.
Address: P. O. Box 155
Phone Number: 5507
Transmitter Location: Griffin
News Service: AP
President, General Mgr.: A. W. Marshall, Jr.

W F P M

FORT VALLEY—1951—LBS

Frequency: 1150 Kc. Power: 1000 Watts d.
Owned-Operated By: Peach Belt Bcastg. Co.
Address: Roberta Rd.
Phone Number: 84
News Service: UP
President: Ed Stevens
General Manager: W. C. Woodall Jr.
Comm. Mgr., Farm Dir.: Olyn L. Gee
Sales Manager: Cecil Grider
Program Director: Orson Swindle
Chief Engineer: Charlie Parish

W D U N

GAINESVILLE—1949—LIBERTY

Frequency: 1400 Kc. Power: 250 Watts
Business-Studio Address: 217½ S. Main St.
Phone Number: 2341
Transmitter Location: Tower Heights
Air Time: 6 a.m.-11:30 p.m.
News Service: AP
Transcription Service: World
Representative: Metropolitan
Membership: NARTB, BAB
President: Paul C. Plaginos
General Manager: John W. Jacobs, Jr.
Commercial Manager: Joe Franklin
Station Manager: Julius Still
Program Director: Dean Stobbe
Chief Engineer: Lesley P. Brooks
Consulting Engineer: Chambers & Harrison

W G G A

GAINESVILLE—1941—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Blue Ridge Bcastg. Co.
Business Address: P. O. Box 654
Phone Number: 1600
Studio-Transmitter Location: 2400 Athens Rd.
Air Time: 6 a.m.-M.
News Service: UP
Representative: Dora Dodson Agency
Pres., Gen. Mgr.: Charles A. Smithgall
Commercial Manager: E. F. MacLeod
Program Director: Robert Schwab
Musical Dir.: James A. Hartley
Chief Engineer: F. Keith Brown

W B G R

JESSUP—1949—KBS

Frequency: 1370 Kc. Power: 1000 Watts d.
Owned-Operated By: Altamaha Bcastg. Co.
Address: P. O. Box 147
Phone Number: 2444, 2232
Transmitter Location: Waycross Highway
Air Time: Sunrise-Sunset
News Service: UP
Transcription Service: Capitol
Representative: Doris C. Dodson
General Manager: W. G. Thomas
Sta., Comm. Mgr.: George Thompson
Chief Engineer: Arthur L. Manning
Consulting Engineer: Claude Gray

W L A G

LA GRANGE—1941—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: LaGrange Bcastg. Co.
Business-Studio Address: 305-307 Broome St.
Phone Number: 3585
Transmitter Location: LaGrange
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: World
Membership: NARTB, BAB
President: Ray C. Swank
General-Station-Commercial Manager: Edwin Mullinax
Program Director: John Bogess
Publicity Director: Fayzel'e Scarborough
Musical Director: William Hyde, Jr.
Chief Engineer: James McKay
Farm Editor: Joe Hawkins
Consulting Engineer: Walter Holey
W B M L
MACON—1940—NBC
Frequency: 1240 Kc. ..Power: 250 Watts
Owned-Operated By ...Middle Georgia Bcstg. Co.
Business-Studio Address ...230 Second St.
Phone Number ...3-5434
Transmitter Location ...8th & Cherry St.
Air Time ...5:30 a.m.-12:30 a.m.
News Service ...AP
Transcription Service ...Thesaurus
Representative ...Brannham
President ...Ed Lowe
General-Station Manager ...Alfred Lowe
Comm., Sales Prom. Mgr. ...Marion Weaver
Program Director ...Virginia Flint
Chief Announcer ...Ed Sharpe
Chief Engineer ...Charles A. Walker
Consulting Engineer ...George Davis

W I B B
MACON—1948
Frequency: 1280 Kc. ..Power: 1000 Watts d.
Owned-Oper. By ...Peach State Bcstg. Co., Inc.
Business-Studio Address ...Professional Bldg.
Phone Number ...2-2505
Transmitter Location ...Millirons Road
News Service ...UP
Pres., Gen. Mgr. ...Thomas H. Maxwell
Assistant Manager ...George W. Patton

W M A Z
MACON—1922—CBS
Frequency: 940 Kc. ..Power: 10,000 Watts
Owned-Oper. By ...Southeastern Bcstg. Co.
Business-Studio Address ...Bankers Insurance Bldg.
Phone Number ...2-7373
Transmitter Location ...Forsyth Rd.
Air Time ...5:30 a.m.-12:30 a.m.
News Service ...UP
Transcription Service ...Lang-Worth
Representative ...Katz
Membership ...BAB
Pres., Chief Engineer ...George P. Rankin
Gen., Sta., Mgr. ...Wilton E. Cobb
Sales Prom., Comm. Mgr. ...Frank Crowther
Publicity Director ...Ed Pendleton
News Director ...Ben Chatfield
Chief Announcer ...Lloyd Harris
Farm Editor ...D. F. Bruce
Consulting Engineer ...George C. Davis

W N E X
MACON—1945—MBS-ABC
Frequency: 1400 Kc. ..Power: 250 Watts
Owned-Operated By ...Macon Bcstg. Co.
Business-Studio Address ...Bibb Bldg.
Phone Number ...5-3301
Transmitter Location ...Rogers Ave.
Air Time ...5:45 a.m.-12:35 a.m.
News Service ...AP
Transcription Service ...Thesaurus
Representative ...Brannham
President ...Ed Lowe
General-Station Manager ...Alfred Lowe
Comm., Sales Prom. Mgr. ...Marion Weaver
Program Director ...Virginia Flint
Chief Announcer ...Ed Sharpe
Chief Engineer ...Charles A. Walker
Consulting Engineer ...George Davis

W F O M
MARIETTA—1946
Frequency: 1230 Kc. ..Power: 250 Watts
Owned-Oper. By ...Chattahoochee Bcstg.
Business Address ...So. Cobb Dr., P. O. Box 131
Phone Number ...1-746
Studio-Transmitter Location ...So. Cobb Dr.
News Service ...AP
President ...Fred B. Wilson
General Manager ...Albert L. Jones
Program Director ...John Bacheller
News Dir. ...Bill Scott
Chief Engineer ...Chuck Strauss

W M V G
MILLEDGEVILLE—1946—MBS-KBS
Frequency: 1450 Kc. ..Power: 250 Watts
Owned-Operated By ...Jere N. Moore
Business-Studio Address ...P. O. Box 307
Phone Number ...250
Transmitter Location ...Fishing Creek
Air Time ...7:00 a.m.-11:15 p.m.
News Service ...AP
Transcription Service ...Irene Griffith
President (Owner)... Jere N. Moore
Gen., Sta., Comm. Mgr. ...Michael T. Landy
Program Director ...Josephine Ragsdale
Chief Engineer ...Robbie O. Hattaway

W M G A
MOULTRIE—1939—LBS-KBS
Frequency: 1400 Kc. ..Power: 250 Watts
Owned-Operated By ...John F. Pidcock
Business-Studio Address ...Moultrie
Phone Number ...3-999
Transmitter Location ...Tifton Hiway
News Service ...UP
Representative ...Thomas Clarke
Owner ...John F. Pidcock
Station, Comm. Mgr. ...Roy F. Zess
Chief Engineer ...Lamar Beaty

W C O H
NEWMAN—1947—MBS
Frequency: 1400 Kc. ..Power: 250 Watts
Owned-Operated By ...Newnan Bcstg. Co.
GEORGIA

Business-Studio Address ........................................ 11 Court Sq.
Phone Number ......................................................... 1400
Transmitter Location .............................................. Line St.
News Service .......................................................... AP
Transcription Service ............................................... World
President .............................................................. D. T. Mamget
Gen., Comm. Mgr. ..................................................... J. H. Beard
Chief Engineer ....................................................... Walter O. Welch

WLAQ
ROME—1947—KBS-ABC

Frequency: 1410 Kc.  Power: 1000 Watts
Owned-Operated By ................................................. News Publishing Co.
Phone Number ....................................................... 7787
Transmitter Location .............................................. Hanks St.
News Service .......................................................... AP
Transcription Service ............................................... World
Membership ............................................................. NARTB
V.P. Gen. Mgr. ......................................................... James F. Mann
Station, Sis. Prom. Mgr. ......................................... Lee Mowry, Jr.
Commercial Manager .............................................. Martha Daniel
Prog., News Dir. ..................................................... Clarence Salmon
Chief Engineer ....................................................... Dan Scott
Consulting Engineer ............................................... Weldon & Carr

WRGA
ROME—1930—MBS-GSN

Frequency: 1470 Kc.  Power: 5000 Watts
Owned-Operated By ................................................. Rome Bcstg. Corp.
Bus.-Studio Address ............................................... 501 Broad St.
Phone Number ....................................................... 2-2411
Transmitter Location ............................................... Off Summerville Rd.
Air Time ............................................................... Unlimited
News Service .......................................................... UP
Transcription Service ............................................... Lang-Worth
Representative ....................................................... Walker
Membership ............................................................. NARTB-BAB
President .............................................................. Mrs. John W. Quarles
General Manager .................................................... Mather Payne
Commercial Manager .............................................. Pinkie Talley
Prom. Mgr. ............................................................. Cap Hicks
Prod., Pgm. Dir. ....................................................... Jim Roberts
Publicity Director .................................................... Bill Hart
Chief Announcer ..................................................... Ben Lucas
News Director ......................................................... Cap Hicks
Musical Director ..................................................... Kitty Allord
Chief Engineer ....................................................... Sox Starr
Consulting Engineer ............................................... W. J. Holey

WROM
ROME—1946—LIBERTY

Frequency: 710 Kc.  Power: 1000 Watts d.
Owned-Oper. By ....................................................... Coosa Valley Radio Co.
Business-Studio Address ......................................... 121 Broad St.
Phone Number ....................................................... 2-0833
Transmitter Location ............................................... Cooper Dr.
Air Time ............................................................... Sunrise-sunset
News Service .......................................................... AP
Representative ....................................................... Dora Clayton
President .............................................................. Dean Covington
Gen., Prom. Mgr. ..................................................... Edward N. McKay
Pogram Director ..................................................... Charlie Doss
Chief Engineer ....................................................... Thomas Robertson

WCCP
SAVANNAH—1946—MBS

Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated by ................................................. Dixie Bcstg. Co.
Business-Studio Address .......................................... P. O. Box $43
Phone Number ....................................................... 2-4182
Transmitter Location .............................................. West Gwinnett St.
Air Time ............................................................... Unlimited
News Service .......................................................... UP
Transcription Service ............................................... Standard
Representative ....................................................... Walker
Membership ............................................................. NARTB
Pres., Gen. Mgr. ....................................................... Carter C. Peterson
Sales Prom. Mgr. ..................................................... Charles Lipton
Program Director .................................................... Charles Beresford
Publicity Director ..................................................... Al Jennings
Production Director .................................................. Larry Picus
Chief Engineer ....................................................... William Moats
Consulting Engineer ............................................... William Kennedy

WDAR
SAVANNAH—1946—ABC

Frequency: 1400 Kc.  Power: 250 Watts
Owned-Operated By ................................................. WDAR, Inc.
Business-Studio Address .......................................... 34 E. Bryan St.
Phone Number ....................................................... 3-8807
Transmitter Location ............................................... E. Perry Lane
Air Time ............................................................... Unlimited
News Service .......................................................... AP
Transcription Service ............................................... World
Representative ....................................................... Pearson
Membership ............................................................. NARTB-BAB
Pres., Gen. Mgr. ....................................................... H. Blair Minick
Commercial Manager ............................................... Robert Finch
Program Director ..................................................... Milton Bellah
Chief Engineer ....................................................... Joseph Testo

WFRP
SAVANNAH—1946—LBS

Frequency: 1230 Kc.  Power: 250 Watts
Owned-Operated By ................................................. Georgia Bcstg. Co.
Business-Studio Address ......................................... 219 E. Charlton St.
Phone Number ....................................................... 3-9642
Transmitter Location ............................................... E. Perry Lane
Air Time ............................................................... 6 a.m.-M.
News Service .......................................................... AP
Representative ....................................................... Thomas F. Clark
Comm., Sales Prom. Mgr. ....................................... John Williams
Chief Engineer, News Dir. ....................................... James M. Wilder
Consulting Engineer ............................................... George C. Davis

WJIV
SAVANNAH—1950

Frequency: 900 Kc.  Power: 1000 Watts d.
Owned-Oper. By ....................................................... WJIV, Inc.
Bus. Address .......................................................... 128 W. Taylor St.
Phone ................................................................. 4-7264
Transmitter Location ............................................... Hutchinson Island
Air Time ............................................................... Daytime
News Service .......................................................... AP
Representative ....................................................... Forjoe
President .......................... E. D. Rivers, Jr.
Vice-President ..................... W. H. Keller, Jr.
Comm., Sales Prom. Mgr. .......... Abe Eisenman
Sta. Mgr., Prog. Dir., Chf. Ancr. ... J. L. Woods
Production Director ... Lew Banks
Publicity Director .................. Frank Freeman
News Director ....................... Dennis Brown
Musical Director ................. Shirley Collins
Chief Engineer ...................... Robert Rivers
Farm Editor ........................ Channing Cope
Consulting Engineer .............. Channing Cope

WSAV
SAVANNAH—1939—NBC-GSN
Frequency: 630 Kc.  Power: 5000 Watts
Owned-Operated By ............... WSAV, Inc.
Bus-Studio Address .... Liberty Natl. Bank Bldg.
Phone Number .................. 3-0234
Transmitter Location ............. Oatland Island
Air Time ........................ 6 a.m.-12:05 a.m.
News Service ...................... AP
Transcription Service ............. Thessaurus
Representative .................. Blair
Pres., Gen.-Sta. Mgr. ............ Harben Daniel
Comm. Mgr. ........................ Don Jones
Sales Mgr. ......................... Robert W. Ward
Pgm., News Dir. .................. Robert Shiple
Pub. Director ..................... Mary Keating
Chief Announcer .................. Norman Strand
Musical Director ................. Jewell Casey
Chief Engineer .................... M. E. Thompson
Farm Editor ........................ Bob Noble
Consulting Engineer .............. A. Earl Cullum

WTQC
SAVANNAH—1929—CBS
Frequency: 1290 Kc.  Power: 5000 Watts
Owned-Operated By ............... Savannah Bstg. Co.
Business-Studio Address ... 516 Abercorn St.
Phone Number .................. 2-0127
Transmitter Location .......... Anderson Rd.
Air Time ........................ 5 a.m.-12:10 a.m.
News Service ..................... UP
Transcription Service ............. Lang-Worth
Representative .................. Katz
Membership ........................ NARTB, BAB
Commercial Manager ............ Ben Williams
Sales Promotion Mgr. ......... Courtney Knight
Pgm., Pub. Dir. ................... Dwight J. Bruce
Production Director ......... Ben H. Quick
Musical Director ............... Harriet Tuttle
News Director .................... Wm. D. Randall
Chief Announcer ................. W. O. King
Chief Engineer ................... Kyle E. Goodman
Consulting Engineer ............. George C. Davis

WWNS
STATESBORO—1946—MBS-KBS
Frequency: 1490 Kc.  Power: 250 Watts
Owned-Operated By ............. Statesboro Bstg. System
Phone Number .................. 502
Studio-Transmitter Location ... E. Olliff St.
Air Time ........................ 6 a.m.-11:15 p.m.
News Service ..................... UP
Transcription Service .......... World
General Manager ................. R. H. Thompson
Sta. Mgr., Chief Engr. .......... Jack LoPresti
Program Director .............. J. H. Watson
Consulting Engineer .......... Claude M. Gray

WGTA
SUMMERVILLE—1950
Frequency: 950 Kc.  Power: 1000 Watts d.
Address ........................ Box 213
Phone Number .................. 295
News Service ..................... UP
President ........................ E. C. Pesterfield
General Manager ............... William B. Farrar
Program Director .............. Laurence Keown
Chief Announcer ................. Curley Kinsey
Chief Engineer ................. James S. Stowers, Jr.
Consulting Engineer .......... Keen & Kennedy

WJAT
SWAINSBORO—1950
Frequency: 800 Kc.  Power: 1000 Watts d.
Owned-Oper. By ............... Jack & Nancy M. Thompson
Address ........................ Coven Road
Phone Number .................. 2011
Transcription Service ............. Lang-Worth, Capitol
News Service ..................... UP
Partner, Gen. Mgr. .............. Jack A. Thompson
Program Director .............. Sally Evans
Chief Announcer ................. Joe Beaumont
Chief Engineer ................. John H. Wisely
Farm Editor ........................ Bill Polk
Consulting Engineer .............. Claude M. Gray

WSFT
THOMASTON—1947—MBS
Business-Studio Address ... P. O. Box 689
Phone Number .................. 1300
Transmitter Location .......... Hightower Rd.
Air Time ........................ Daytime
Transcription Service .......... World
News Service ..................... AP
President ........................ R. E. Hightower
Staff General Manager ......... S. J. Carswell
Commercial Manager .......... C. T. Thomas
Program Director .......... Bill Heule
Chief Engineer ................... R. D. Wharton

WKTG
THOMASVILLE—1947
Frequency: 730 Kc.  Power: 1000 Watts d.
Business-Studio Address ... Bank of Thomas
County Bldg.
Phone Number .................. 1501
Transmitter Location .......... Pavo Hwy.
Air Time ........................ Daytime
News Service ..................... UP
W P A X
THOMASVILLE—1922
Frequency: 1240 Kc. 
Power: 250 Watts
Owned-Operated By: H. Wimpy
Business-Studio Address: 117 Remington Ave.
Phone Number: 909
Transmitter Location: 117 Remington Ave.
News Service: UP
Air Time: 6 a.m.-11:15 p.m.
Transcription Service: World
Membership: NARTB, BAB
President: Edgar H. Kobak
Chief Engineer: Edward Williams, Jr.

W T W A
THOMSON—1947—MBS-KBS
Frequency: 1240 Kc.
Power: 250 Watts
Business-Studio-Transmitter Address: 215 Lumpkin St.
Phone Number: 777
Air Time: 6 a.m.-11:15 p.m.
News Service: UP
Transcription Service: World
Membership: NARTB, BAB
President: R. G. Letourneau
Chief Engineer: W. C. Roberts

W W G S
TIFTON—1946—MBS
Frequency: 1340 Kc.
Power: 250 Watts
Phone Number: 921
Bus.-Transmitter Location: 800 S. Main St.
Air Time: 6 a.m.-10:30 p.m.
News Service: UP
President: W. A. Graham
Gen., Comm. Mgr.: James E. Graham
Program Director: Carl Wallend
Chief Announcer: Oscar Newsom
Chief Engineer: W. C. Roberts

W L E T
TOCCOA—1941—MBS-KBS-GALS-
GSN
Frequency: 1420 Kc.
Power: 1000 Watts
Owned-Operated By: R. G. Letourneau
Bus.-Studio-Transmitter Address: 423 Prather Bridge Rd.
Phone Number: 544
Air Time: 6 a.m.-Sunset
News Service: UP
Transcription Service: Thesaurus
Representative: Thomas F. Clark

W G A F
VALDOSTA—1951—ABC
Frequency: 910 Kc.
Power: 5000 Watts
Owned-Operated By: Valdosta Bstg. Co.
Address: 116 W. Hill Ave.
Phone Number: 910
News Service: AP
Transcription Service: Thesaurus
Representative: J. C. McKenny
President: E. D. Rivers, Jr.
Gen. Mgr.: A. B. Smith
Program Director: Jack Jackson
Prod. News: Vince Randolph
Publicity Director: Betty Frwis
Chief Announcer: Wes Hendricks
Chief Engineer: William Keller

W G O V
VALDOSTA—1941—MBS
Frequency: 850 Kc.
Power: 5000 Watts d.
1000 Watts n.
Owned-Operated By: WGOV, Inc.
Address: Daniel Ashby Hotel
Phone Number: 1420
Transmitter Location: Kinderlou
Air Time: 6 a.m.-12 M.
News Service: UP
Representative: John E. Pearson
President: R. G. Letourneau
Gen. Mgr.: H. C. Gilreath, Jr.
Program Manager: R. S. Breslin
Prods. Prod. Dir.: Nell Windham
Publicity Director: E. R. Ledford
News Director: Charles Rollinson
Chief Announcer: Loren Dorrough
Chief Engineer: L. H. D. Dorrough
Consulting Engineer: George C. Davis
WAYCROSS—1951—WACL

Frequency: 570 Kc. Power: 1000 Watts d.
Owned-Operated By: Teletronics Inc.
Address: Carswell Ave.
Phone Number: 3068
News Service: AP
Transcription Service: Lang-Worth
President: James S. Rivers
Program Director: Bob Lay
News Director: Paul T. Hayes
Chief Engineer: Loyd E. McKinney

WAYCROSS—1936—WAYX

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Jack Williams
Business-Studio Address: 1600 Carswell Ave.
Phone Number: 965
Transmitter Location: Waycross
Air Time: 6:30 a.m.-M.
News Service: UP
Transcription Service: World, Capitol
Representative: Hal Holman
Membership: NARTB, BAB
President: Jack Williams

WAYCROSS—1940—WRLD

Frequency: 1490 Kc. Power: 250 Watts
Business Address: P. O. Box 312
Phone Number: 2277
Studio-Transmitter Location: Lanett, Ala.
Air Time: 6 a.m.-11 p.m.
News Service: AP
Transcription Service: Thesaurus
Representative: Joseph H. McGillvra
President: J. C. Henderson
General Manager: Paul E. Reid
Publicity Director: Jay H. Lamb
Sales Promotion Mgr.: Jim Murphy
Program Director: Aileen Love
Chief Engineer: R. R. Magill
Consulting Engineer: Claude Gray

BOISE—1946—KBS

General Manager: Westerman Whillock
Local Sales Mgr.: George Ganz
Musical Director: Bob Saller
Chief Announcer: Ross Woodward
News Director: Charles Platt
Farm Editor: Darwin Dodds
Chief Engineer: James A. Johnz

BOISE—1947—KDSH

Frequency: 950 Kc. Power: 5000 Watts
Owned-Oper. By: Boise Valley Bcstg., Inc.
Business-Studio Address: 311 N. 10th St.
Phone Number: 6820
Transmitter Location: Meridian, 8 Mi. S.W. of Boise
Air Time: 6 a.m.-M.
News Service: UP
Transmission Service: Lang-Worth
Representative: Free & Peters
Membership: NARTB, BAB
President: Saul Haas

BOISE—1949—KBX

Frequency: 1140 Kc. Power: 10,000 Watts
Business-Studio Address: 5601 Cassia
Phone Number: 533
Transmitter Location: 5601 Cassia
Air Time: 6 a.m.-1 a.m.
News Service: AP
Transmission Service: World
Representative: George P. Hollingsbery
Membership: NARTB
President: Frank C. Carman
General Manager: Milo J. Petersen
Production Director: Don Bish
Chief Engineer: Manson McClure
Farm Editor: LeRoy O'Loughlin
Consulting Engineer: Grant Wrathall

Pop. April 1, 1952 (Est.) 608,000 — Total Housing Units 189,601
Families April 1, 1952 (Est.) 173,000 — Stations in State 23
KIDO
BOISE—1928—NBC
Frequency: 630 Kc. Power: 5000 Watts
Owned-Operated By: KIDO, Inc.
Business-Studio Address: Chamber of Comm. Bldg.
Phone Number: 580
Transmitter Location: 11/2 Mi. S.W. Boise
Air Time: 8 a.m.-12M.
News Service: UP
Transcription Service: Standard. Thesaurus Representative: John Blair
Membership: NARTB, BAB
President: Georgia M. Davidson
General Mgr.: Walter E. Wagstaff
Commercial Mgr.: Hugh Shelley
Program Dir.: Jack Link
Chief Announcer: Gene Perkins
Chief Engineer: Harold W. Toedemeier
News Director: Rulon Bradley
Consulting Engineer: Commercial Radio

KBIO
BURLY—1947
ABC-ROCKY MT. NET
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: KBIO, Inc.
Business-Studio Address: P. O. Box 461
Phone Number: 10
Transmitter Location: 11/2 Mi. W. of Burley
News Service: UP
Transcription Service: World Representative: Donald S. Cooke
President: Jessica L. Longton
Gen. Mgr., News Dir.: K. Clark
Program Director: Barbara Anderson
Chief Engineer: Edwin C. Miller

KCID
CALDWELL—1946
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Caldwell Bcastg. Co.
Business-Studio Address: 520 So. Kimball Ave.
Phone Number: 9-7444
Transmitter Location: Franklin Lane
Air Time: 6:30 a.m.-10:30 p.m.
News Service: UP
Transcription Service: World Representative: Walter Biddick
President: J. T. La Fond
Pgm. Farm Editor: Andrew Grant
Chief Annocr., News Dir.: Bab Callendar
Chief Engineer: Henry Paul
Consulting Engineer: James A. Johnz, Jr.

KVNI
COEUR D'ALENE—1946—MBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: The Coeur d'Alene Bcastg.
Business-Studio Address: Blackwell Island
Phone Number: 800
Transmitter Location: Blackwell Island
Air Time: 7 a.m.-11 p.m.
Transcription Service: Capitol Representative: George F. Hollingsby
Pres., Gen. Mgr.: Burl C. Hagadone
Sta. Comm., Prom. Mgr.: Wayne E. Olson

KID
IDAHO FALLS—1928
MBS-INTERMOUNTAIN NET
Frequency: 590 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Operated By: Idaho Radio Corp.
Business-Studio Address: Park & C St.
Phone Number: 4
Transmitter Location: Hill Rd.
Air Time: Unlimited
News Service: UP
Transcription Service: World Membership: NARTB
President: A. W. Schweider
General-Station Manager: C. N. Layne
Commercial Manager: Leonard Wadson
Program Director: Roy Southwick
Chief Engineer: Carrol Secrist
Consulting Engineer: Weldon Scarr

KIFI
IDAHO FALLS—1946—ABC-MBS INTERMOUNTAIN
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Eastern Idaho Bcastg. & Television Co.
Business-Studio Address: 339 Broadway
Phone Number: 1054
Transmitter Location: N. Yellowstone Hwy.
Air Time: Unlimited
News Service: AP
Transcription Service: Standard Representative: Avery-Knodel
Pres., Gen. Mgr.: J. M. Broady
Prod., Prom. Mgr.: Jim Butler
Program Director: Hal Simmons
Chief Engineer: George Stone
Farm Editor: David Lewis
Consulting Engineer: Grant C. Wrathall

KRLC
LEWISTON—1935—MBS-DON LEE
Frequency: 1350 Kc. Power: 1000 Watts
Owned-Operated By: H. E. Studebaker
Business-Studio Address: Lewis-Clark Hotel
Phone Number: 1950
Transmitter Location: Lewiston Orachards
Air Time: 6 a.m.-11 p.m.
News Service: UP
Transcription Service: RCA, Thesaurus Representative: W. S. Grant
Membership: NARTB, BAB
General Manager: H. E. Studebaker
Station Manager: Donald Thomas
Commercial Manager: Thomas Decker
Program Director: Bill Dodel

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Sales Prom. Mgr. Al Nelson  
Chief Announcer Hugh McIntosh  
News Director Jack Clifford  
Chief Engineer Gene Wilson  
Farm Editor Irv Failing  
Consulting Engineer Al Sparling

**KRPL**  
**MOSCOW—1947—KBS-LBS**  
Frequency: 1400 Kc.  
Power: 250 Watts  
Owned-Operated By Interstate Radio, Inc.  
Business Address P. O. Box 396  
Phone Number Moscow 2283  
Studio-Transmitter Location Route 3  
News Service AP  
Transcription Service SESAC  
Representative Walter Biddick (Pacific Coast)  
Membership NARTB, BAB  
President Ted R. Farrier  
Comm. Sales Prom. Mgr. W. L. Hopkins  
Chief Engineer Herbert D. Young

**KFXD**  
**NAMPA—1930—MBS**  
Frequency: 580 Kc.  
Power: 5000 Watts  
Owned-Oper. By Frank E. Hurt & Son  
Business Address Box 891  
Phone Number 6-4611  
Transmitter Location Near Meridan  
Air Time 6 a.m.-11 P.M.  
News Service AP  
Transcription Service Capitol  
Representative Avery-Knodel  
Membership BAB  
President E. E. Coleman  
General Manager Edward M. Hurt  
Prog. Prod. Dir. Shirl Black  
Chief Engineer G. M. Rose

**KEYY**  
**POCATELLO—1946—MBS-INTERMOUNTAIN**  
Frequency: 1240 Kc.  
Power: 250 Watts  
Address 1140 Yellowstone Ave.  
Phone Number 1240  
Transcription Service World  
Representative Avery-Knodel  
Membership NAB  
President F. M. Bistline  
Pgm. Dir. Prom. Mgr Doris MacBride  
Chief Engineer Julian Dennis

**KSEI**  
**POCATELLO—1926—NBC**  
Frequency: 930 Kc.  
Power: 5000 Watts  
Owned-Operated By Radio Service Corp.  
Business-Studio Address Hotel Whltman  
Phone Number 4000  
Transmitter Location Pocatello  
Air Time 6 a.m.-12 M.  
News Service UP  
Transcription Service Standard, Lg. Word Thesaurus  
Representative Walker  
Membership NARTB, BAB  
President O. P. Soule  
Gen., Comm. Mgr. Henry H. Fletcher  
Publicity Dir. Olive M. Leeney  
Program Director Ruthe A. Fletcher  
Chief Engineer Ellis W. Call  

**KWIK**  
**POCATELLO—1946—ABC-MBS INTERMOUNTAIN**  
Frequency: 1440 Kc.  
Power: 1000 Watts  
Owned By Eastern Idaho Bcastg. & TV Co.  
Business-Studio Address Hotel Bannock  
Phone Number 3400  
Transmitter Location Pole Line Rd.  
News Service AP  
Transcription Service World  
Representative Avery-Knodel  
Membership NARTB  
President James M. Brady  
General Mgr. Charles Crabtree  
Commercial Manager Don W. Burden  
Prom. Mgr., Pgm. Dir. Dick Wright  
News Director John Sucky  
Chief Engineer Delbert Williams  
Consulting Engineer Grant C. Wrathall

**KPSH**  
**PRESTON—1948—KBS**  
Frequency: 1340 Kc.  
Power: 250 Watts  
Owned-Oper. By Voice of The Rockies, Inc.  
Business-Studio Address 17 North St.  
Phone Number 600  
Transcription Service Lang-Worth, Associated  
President Leon Smith  
Gen., Sta. Mgr. Rulon Dunn  
Commercial Mgr. N. Pratt Smith  
Program Dir. Bob Gregg  
Chief Engineer Kenneth F. Smith

**KRXX**  
**REXBURG—1951**  
Frequency: 1230 Kc.  
Power: 250 Watts  
Owned-Operated By Snake River Radio & TV Co., Inc.  
Address Box 301  
Phone Number 700  
News Service AP  
Transcription Service Lang-Worth, Associated  
President Dr. M. F. Rigby  
Commercial Manager Merrill L. Skinner  
Program Director Bruce Hymas
**IDaho**

**KSPT**
SANDPOINT—1949—KBS
Frequency: 1400 Kc........Power: 250 Watts
Owned-Operated By........Bauer Bcastg. Co.
Business Address..........Dover Rd.
Phone Number...............555
News Service ...............UP
Transcription Service.....Standard
Pres., News Dir., Gen. Mgr..Norman Bauer
Sta., Comm. Mgr............Jack Hatch
Program Director............Ione Bauer
Chief Engineer................William Frey

**KVMV**
TWIN FALLS—1946—CBS
Frequency: 1450 Kc........Power: 250 Watts
Owned-Operated By..........Radio Sales Corp.
Business Address...........P. O. Box 511
Phone Number...............2002
Studio-Transmitter........Blue Lakes Blvd. N
Air Time...................6 a.m.-12 M.
News Service ...............UP
Transcription Service.....World
President...................D. Spencer Bros.
Exec. Vice-Pres.............Arch L. Madsen
Sta., Comm. Mgr............Dewain Sylvester
News Director..............Jack Hughes
Pgm. Dir., Chief Engineer...Al Lee
Publ., Music Director......Clair Halverson

**KLIX**
TWIN FALLS—1946—MBS-ABC
INTERMOUNTAIN—DON LEE
Frequency: 1310 Kc........Power: 5000 d., 1000 n.
Owned-Operated By..........Southern Idaho Bcastg. & Television Co.
Business-Studio Transmitter...Elizabeth Blvd.
Phone Number...............2820
Air Time...................5 a.m.-1:30 a.m.
News Service ...............AP
Transcription Service.....Capitol, MacGregor.
Thesaurus
Representative..............Avery-Knodel
Membership..................NARTB, BAB
V.P., Gen. Sta., Mgr., Pub. Dir......Frank C. McIntyre
Commercial Mgr..............Juneau H. Shinn
Program Director............Don Allen
Production Director........Eddie Gish
Chief Announcer............Don Flinders
News Director..............Bob Brashhear
Musical Director...........J. Hill
Chief Engineer...............Lloyd James
Farm Editor................Holly Houfberg
Consulting Engineer........Wrathall

**KWAL**
WALLACE—1939—MBS
Frequency: 620 Kc........Power: 1000 Watts
Business Address...........Osburn
Phone Number...............8-2111

**KTFI**
TWIN FALLS—1928
NBC-UTAH-IDAH0
Frequency: 1270 Kc........Power: 5000 d., 1000 n.
Business-Studio Address...241 Main Ave. W.
Phone Number...............2400
Transmitter Location......Curry
Air Time...................6 a.m.-12 M.
News Service ...............UP
Transcription Service.....Standard, Lang-Worth
Representative..............Weed
Membership..................NARTB, BAB
President...................O. P. Soule
Gen.-Station-Comm. Manager..F. M. Gardner
Pgm., Pub., Prod. Dir.......Richard Bingham
Musical Director...........Lenore Parker
Chief Announcer............Jack Farrar
News Director..............Bonnie Baird
Chief Engineer...............Marvin Hartley
Consulting Engineer........McIntosh & Inglis

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WOKZ  
ALTON—1948
Frequency: 1570 Kc. . . . Power 1000 Watts
Owned-Operated By . . . . . . . WOKZ, Inc.
Address . . . . . . . . . . . . . Hotel Stratford
Phone Number . . . . . . . . . . . 3-5506
Transmitter Location . . . . . . . Grafton Road
Air Time . . . . . . . . . . . . . Sunrise-Sunset
News Service . . . . . . . . . . . AP
Transcription Service . . . . . . . Standard
Station Rep. . . . . . . . . . Joseph Hershey McGillivray
Membership . . . . . . . . . . . . . BAB
President . . . . . . . . . . . . Edward A. Wheeler
Sales Prom. Mgr. . . . . . . . . Allan Riehl
Program Director . . . . . . . . Robert F. Morey
Production Director . . . . . . . Virginia Stewart
Publicity Director . . . . . . . . Jack Adams
Chief Annrcr., Farm Editor . . Clyde Wiseman
News Director . . . . . . . . . . . . Allen Riehl
Musical Director . . . . . . . . . . . . Allen Walker
Chief Engineer . . . . . . . . . . . . C. L. Kennedy

WAMO  
AURORA—1938
Frequency: 1280 Kc. . . . Power 250 Watts, d.
Owned-Operated By . . . . . Martin R. O'Brien
Business-Studio Address . . . . S. River
Phone Number . . . . . . . . . 4215
Transmitter Location . . . . . . . Hurds Island
News Service . . . . . . . . . INS
Transcription Service . . . . . . . Lang-Worth
Comm., Sales Prom. Mgr. . Vincent G. Coley
Program Music Director . . . . Jack Anderson
Production Director . . . . . . . Ralph Faucher
Publicity Director . . . . . . . . Jeanne M. Doran
Chief Announcer . . . . . . . . James O'Brien
Chief Engineer . . . . . . . . . . . . John Kimmer
Consulting Engineer . . . . . . . Robert Greenslough

KWEI  
WEISER—1947—KBS
Frequency: 1240 Kc. . . . Power 250 Watts
Owned-Operated By . . . . . Inland Best Co.
Business-Studio Address . . . . Box 791
Phone Number . . . . . . . . . 700
Transmitter . . . . . . . . . . . 1 Mi. S. Weiser, Hwy. No. 30
News Service . . . . . . . . . AP
Transcription Service . . . . . . . Standard
President . . . . . . . . . . . . Frank Gwilliam
Gen Mgr., Chf. Engr. . . . . James H. Carlson
Pgm., News Dir. . . . . . . . . Leo Ellsworth
Commercial Manager . . . . . Walter Lake

WAVA  
AVA—1951
Frequency: 1580 Kc. . . . Power 250 Watts d.
Address . . . . . . . . . . . . . Ava
Phone Number . . . . . . . . . 3311
News Service . . . . . . . . . UP
Transcription Service . . . . . . . SESAC
Co-o., Gen. Mgr., Pgm., Farm Dir. . Leonard F. Johnson
Co-o., Comm. Mgr. . . . . . . . Leonard F. Johnson
Promotion Manager . . . . . . . Glenn Hardestil
Chief Engineer . . . . . . . . . . . . Lester Biderback

WIBV  
BELLEVILLE—1947
Frequency: 1060 Kc. . . . Power: 250 Watts, d.
Bus.-Studio-Transmitter Address . 2100 W. Main
Phone Number . . . . . . . . . 5000
News Service . . . . . . . . . AP
Transcription Service . . . . . . . World
Representative . . . . . . . . . . . Hal Holman
Membership . . . . . . . . . . . . . BAB
Pres., Chief Engineer . . . . Marvin Mollerling
Gen. Sta., Mgr., Pgm., Dir. . . . Paul O. Goddard
Chief Annrcr., News Dir. . . . . Ted Beinert
Farm Editor . . . . . . . . . . . . . Tom Murray
Consulting Engineer . . . . . . . Fred O. Grimmwood

WJBC  
BLOOMINGTON—1924—ABC
Frequency: 1230 Kc. . . . Power 250 Watts
Address . . . . . . . . . . . . . 209 E. Washington
Phone Number . . . . . . . . . 5281
Transmitter Location . . . . . . . R.R. No. 2
Air Time . . . . . . . . . . . . . Unlimited
News Service ........................................... UP
Transcription Service ................................. Thesaurus
Representative ......................................... John E. Pearson
Membership ........................................... NARTB, BAB
President ................................................ Loring C. Merwin
General Sta., Manager ............................... Warner C. Tidemann
Commercial Manager ................................. Harry Swift
Program Director ..................................... Fred Mudfield
News Director ......................................... Keith Bright
Chief Engineer ........................................ Fred L. Bailey

**W K R O**
CAIRO—1942—MBS
Frequency: 1490 Kc ................................... Power: 250 Watts
Owned-Operated By .................................. Oscar C. Hirsch
Business Address .................................... Box 311
Phone Number ........................................ 1490
Studio-Transmitter Location ......................... Patierdale
Air Time ...................................................... 6 a.m.-11 p.m.
News Service ........................................ UP
Representative ......................................... John E. Pearson
Membership ........................................... NAB, BAB
Owner ...................................................... Oscar C. Hirsch
Gen.-Station-Comm. Mgr. ............................. Merril C. Currier
Program Director .................................... Charles Housewright
Chief Engineer ........................................ Oscar C. Hirsch

**W B Y S**
CANTON—1947
Frequency: 1560 Kc ................................... Power: 250 Watts, d.
Business-Studio-Transmitter .......................... East Lynn Limits
Phone Number .......................................... 1877
Air Time .................................................. Sunrise-Sunset
News Service ........................................... AP
Transcription Service ................................. Lang-Worth, World
President ............................................... H. R. Winsor
General Sta., Manager ............................... Bill Richardson
Commercial Manager ................................. Robert L. Burns
Sales Promotion Mgr. ............................... Eugene Mayall
Prog. Pub. Dir., Farm Editor ......................... Don Ruyle
Chief Announcer ..................................... Randall C. Furnace
News Director ......................................... Al Herrig
Chief Engineer ........................................ Clovis Sadler

**W C I L**
CARBONDALE—1946—LBS
Frequency: 1020 Kc ................................... Power: 1000 Watts, d.
Owned-Operated By .................................. Southern Illinois Bscstg.
Business-Studio Address .............................. 219 W. Main St.
Phone Number ........................................ 1877
Transmitter Location ................................ 1 Mi. W. of Carbondale
News Service ........................................... AP
Transcription Service ................................. Thesaurus
Commercial Manager ................................. Walter Schafer
News Director ......................................... Ralph Wain

**W R O Y**
CARMI—1948—KEYSTONE
Frequency: 1460 Kc ................................... Power: 1000 Watts
Owned-Oper. By ........................................ Carmi Bscstg Co.
Address .................................................. 101 South Walnut St.
Phone Number ........................................ 4161

**W C A Z**
CARTHAGE—1921
Frequency: 990 Kc ................................... Power: 1000 Watts d.
Owned-Oper. By ........................................ WCNT, Inc.
Business-Studio-Transmitter .......................... Hway. 51 N.
Phone Number ........................................ 5151
News Service ........................................ UP
Transcription Service ................................. Lang-Worth, World
President ............................................... George F. Isaac
Comm., Sta. Mgr. ....................................... Merle G. Rogers
Program Director ..................................... Bill Lyle
Publicity Director ..................................... Pete Brown
Chief Engineer ........................................ Dwight North

**W C N T**
CENTRALIA—1946
Frequency: 1210 Kc ................................... Power: 1000 Watts, d.
Owned-Oper. By ........................................ WCNT, Inc.
Business-Studio-Transmitter .......................... Hway. 51 N.
Phone Number ........................................ 5151
News Service ........................................ UP
Transcription Service ................................. Lang-Worth, World
President ............................................... George F. Isaac
Comm., Sta. Mgr. ....................................... Merle G. Rogers
Program Director ..................................... Bill Lyle
Publicity Director ..................................... Pete Brown
Chief Engineer ........................................ Dwight North

**W D W S**
CHAMPAIGN—1937—CBs
Frequency: 1400 Kc ................................... Power: 250 Watts
Owner .................................................... The Champaign News Gazette, Inc.
Business Address ...................................... 48 Main St.
Phone Number ........................................ 6-1855
Studio-Transmitter ................................... 1.3 mile S. of city
Air Time .................................................... 7 a.m.-10.45 p.m.
News Service ........................................ UP
Transcription Service ................................. World
Representative ......................................... Robert Meeker & Associates
Membership ........................................... NARTB
General Manager ...................................... J. A. McDermott
Station Manager ....................................... Marc Howard
Chief Engineer ........................................ Robert Schenke

**W A A F**
CHICAGO—1922
Frequency: 950 Kc ................................... Power: 1000 Watts, d.
Owned-Operated By .................................. Corn Belt Pub., Inc.
Business Address ...................................... 221 N. LaSalle St.
Phone Number ........................................ 6-1832
Studio Address ........................................ LaSalle-Wacker Bldg.
Transmitter Location ................................. Exchange Bldg., Union Stock Yards
News Service .................................................. UP
Transcription Service ...................................... Standard
Representative .............................................. John E. Pearson Co.
President ...................................................... Ward A. Neff
General Manager ........................................... W. E. Hutchinson
Commercial Manager ...................................... John E. Hallamn Jr.
Promotion Manager ......................................... Fred Bauman
Program Director .......................................... Bill Bayer
Chief Engineer ............................................... Carl W. Ulrich
News Director ............................................... Dick Winters

WAIT
CHICAGO—1941
Frequency: 820 Kc.  Power: 5000 Watts
Owned-Operated By ........................................ Radio Station WAIT
Bus.-Studio Address ....................................... 75 E. Wacker Dr.
Phone Number ............................................... Franklin 2-0660
Transmitter Location ....................................... Elmhurst
News Service ................................................. UP
Transcription Service ...................................... Standard
Representative .............................................. Young
President ...................................................... Gene T. Dyer
Gen., Comm. Mgr ........................................... Thomas L. Davis
Program Director ........................................... Del Hester
Chief Engineer ............................................... Edward W. Jacker

WBBM
CHICAGO—1923—CBS RADIO
Frequency: 780 Kc.  Power: 50,000 Watts
Owned By ...................................................... CBS. Inc.
Operated By ................................................... CBS Radio Division
Address ....................................................... 410 N. Michigan Ave.
Phone Number ............................................... Whitehall 4-6000
Transmitter Location ....................................... Itasca
Air Time ......................................................... Sunrise-Unlimited
News Service .................................................. AP, INS, UP
Transcription Service ...................................... Lang-Worth
Representative .............................................. CBS Radio Spot Sales
President ...................................................... Frank Stanton
Vice-Pres., Gen. Mgr ........................................ H. Leslie Atlase
Asst. Gen. Mgr ................................................ E. H. Shomo
Sales Promotion Manager ............................... Dave Kimble
Program Director ............................................ Al Bland
News Director .................................................. Julian Bentley
Chief Engineer ................................................ George Sherman
Farm Editor .................................................... Harry Campbell

WCFL
CHICAGO—1926—ABC-LBS
Frequency: 1000 Kc.  Power: 50,000 Watts
Owned-Operated By ........................................ Chicago Federation of Labor
Business-Studio Address ................................... 666 Lake Shore Dr.
Phone Number ............................................... MOhawk 4-2400
Transmitter Location ....................................... Downers Grove
Air Time ......................................................... Unlimited
News Service .................................................. UP
Transcription Service ...................................... Standard
Representative .............................................. Bolling
President ...................................................... William A. Lee
Gen., Sta., Comm. Mgr ...................................... Arthur F. Harre
Progs., Prod. Dir ............................................. Robert A. Platt
Publicity Director .......................................... Louise Sasso

LOWEST COST
of any 50,000 Watt
Chicago station per 1,000
tuned-in homes!

Contact Radio Representatives, Inc.
480 Lexington Avenue, New York, N. Y.
or Station WCFL for full information.
In Chicago, it's WGN... 5 to 1!

In October, 1951, an advertiser wrote:

"From time to time, we have used all the basic network stations in Chicago. WGN has consistently outpulled these stations, at a ratio of better than five to one."

WGN... Your Basic Buy... reaching more homes per week than any other Chicago station

A Clear Channel Station...
Serving the Middle West

MBS

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Chicago office for Minneapolis/St. Paul, Detroit, Cincinnati and Milwaukee
Eastern Sales Office: 220 E. 42nd Street, New York 17, N. Y., for New York City, Philadelphia and Boston
Geo. P. Hollingshey Co.
Advertising Solicitors for All Other Cities
Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—223 Peach Street
Chicago—187 N. Michigan Avenue • San Francisco—400 Montgomery Street
AILLINOIS

WGES

CHICAGO—1924

Frequency: 1390 Kc. Power: 5000 Watts
Owned-Oper. By: Radio Station WGES
Business-Studio Address: 2708 Wash. Blvd.
Phone Number: SACramento 2-1700
Transmitter Location: 8601 South Kedzie
News Service: UP
Transcription Service: Associated
General Manager: John A. Dyer
Commercial Mgr.: Elizabeth M. Hinzman
Sales Promotion Manager: K. P. Freda
Program Director: Herbert Rudolph
Chief Engineer: William Shunk

WGN

CHICAGO—1924—MBS

Frequency: 720 Kc. Power: 50,000 Watts
Owned-Oper. By: WGN, Inc.
Bus.-Studio Address: 441 N. Michigan Ave.
Phone Number: SU 7-0100
Transmitter Location: Roselle
Newspaper Affiliation: The Chicago Tribune
Air Time: 24 hrs.
News Service: AP, INS, UP
Transcription Service: Standard
Representative: E. A. Hollinberr
Membership: NARTB, BAB
President: Col. Robert R. McCormick
General Sta. Manager: Frank P. Schreiber
Commercial Manager: William A. McGuine
Sales Promotion Manager: Charles A. Wilson
Program Director: Bruce Dennis
Production Director: Glenn Ransom
Publicity Director: J. A. Hanlon
Supervisor of Announce: Win Jolly
News Director: Robert F. Hurleigh
Musical Director: Henry Weber
Dir. of Engineering: Carl J. Meyers
Farm Editor: Norman Kraebl

WHFC

CHICAGO—1926

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By: WHFC, Inc.
Address: 3350 S. Kedzie Ave., Chicago 23, Ill.
Phone Numbers: Cliffside 4-7411.
Townhall 3-6305
Trans. Loca.: 3350 S. Kedzie Ave., Chicago
Air Time: 7 a.m.-12 m.
News Service: UP
Pres.-Gen. Mgr.: Richard W. Hoffman
Station Manager: Marie E. Clifford
Program Director: F. Matthews
Musical Director: Frank Linhart
Chief Engineer: Elmer P. Hayes
Consulting Engineer: G. Gillett

WIND

CHICAGO—1926

Frequency: 560 Kc. Power: 5000 Watts
Owned-Oper. By: Johnson Kennedy Radio Corp.
DO YOU WANT IN 1952?

IF IT'S DISTRIBUTION...

A manufacturer selling through grocery outlets established distribution of his product in various important Chicago chain groups through use of the Saturday night NATIONAL BARN DANCE. The outstanding results obtained by this account so impressed the local broker that he has recommended WLS to other of his food accounts!

IF IT'S "IN-STORE" CO-OPERATION...

The successful WLS Summer Food Promotion Plan (OPERATION GROCER) through co-operation with eight leading Food Groups offers food advertisers extensive merchandising in 2,300 Chicago area grocery stores. The Plan brought concrete results to WLS food advertisers in 1951—and will be continued in 1952.

IF IT'S DIRECT, TRACEABLE SALES...

An insecticide company with a product selling at $2.98 got impressive sales at a cost-per-order of only 38c . . . 13% of the sales price! Another company sold $19,974.45 worth of its product directly through use of a series of WLS early morning programs! Here is proof of a responsive audience . . . the power to produce tangible results!

What we did in the cases above cited—no different from what we did for countless others in 1951, and in the many years preceding—we can do for you in 1952. Ask us—or your John Blair men—for details.

CLEAR CHANNEL Home of the NATIONAL Barn Dance

CHICAGO 7
Illinois

WMAQ
CHICAGO—1922—NBC
Frequency: 870 Kc. Power: 50,000 Watts
Owned-Operated By National Bstg. Co., Inc.
Business-Studio Address: Merchandise Mart
Phone Number: Superior 7-8300
Transmitter Location: Elmhurst
Air Time: Unlimited
News Service: AP, UP
Transcription Service: Thesaurus
Representative: NBC
Membership: NARTB
President: Joseph McConnell
V.P.-General Manager: Harry Kopf
Commercial Manager: Howard Meyers
Sales Promotion Manager: John Keys
Program Manager: Homer Heck
Publicity Director: Jack Ryan
News Director: William Ray
Music Supervisor: Don Marcotte
Chief Engineer: Howard Luttgens
Farm Editor: Paul Visser

WSBC
CHICAGO—1925
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Radio Station WSBC
Business-Studio Address: 2400 W. Madison St.
Phone Number: NOgro 6-8060
Transmitter Location: 2400 W. Madison St.
News Service: UP
Transcription Service: SESAC
Representative: Forbou
Commercial Manager: Julius Miller

WHOW
CLINTON—1947—LINCOLN NET
Frequency: 1520 Kc. Power: 1000 Watts d.
Owned-Operated By Cornbelt Bstg. Co.
Business Address: 401 1/2 S. Side Sq.
Phone Number: 305
Transmitter Location: Rt. 51, 4 Mi. S. City
News Service: UP
Representative: Holman
President: J. R. Livesay
Gen., Sta. Mgr.: Rolland O. Looper
Comm. Mgr.: James Williams
Program Director: Frank C. Jennings
News Director: Bill Ward
Mural Director: John Barton
Chief Engineer: R. O. Looper

WDAN
DANVILLE—1938—CBS
Frequency: 1450 Kc. Power: 250 Watts
Address: 1500 N. Washington Ave.
Phone Number: 1700-1
Air Time: Unlimited
News Service: UP
Transcription Service: Standard

WJJD
CHICAGO—1934
Frequency: 1160 Kc. Power: 50,000 Watts
Owned-Operated By Field Enterprises, Inc.
Business-Studio Address: 230 N. Michigan Ave.
Phone Number: State 2-5486
Transmitter Location: Desplaines
Air Time: 4 a.m.-sundown
News Service: UP
Transcription Service: Standard, Capitol
RCA, World
Representative: Avery-Knodel
Membership: NARTB, FMA
President: Marshall Field
Gen.-Sta. Mgr., Pgm. Dir.: Frederick G. Harm
Commercial Manager: Robert W. Ward
Sales Prom. Mgr.: Tex Frenkel
Production Director: Carl Warner
Publicity Director: Dick McNeeley
Chief Announcer: Carl Warner
News Director: Al Parker
Musical Director: Don Lavery
Chief Engineer: Walter F. Myers
Farm Editor: Chuck Bill
Consulting Engineer: George Davis

WLS
CHICAGO—1924—ABC
Frequency: 890 Kc. Power: 50,000 Watts
Owned-Operated By Agricultural Bstg. Co.
Business Address: 1230 Washington Blvd.
Phone Number: MO 6-3700
Air Time: Mon. thru Fri. 10 hrs., Sat. 18 hrs.
Transmitter Location: Tinley Park
News Service: AP, UP, Overseas N.
Transcription Service: Standard
Representative: John Blair
Membership: NARTB
President: James E. Edwards
Gen., Sta. Mgr.: Glenn Synder
Commercial Manager: Charles M. Freeman
Sales, Prom. Mgr.: Warren W. Middleton
Program Director: Harold Safford
Publicity Director: John Drake
Musical Director: Osgood Wesley
Chief Engineer: Thomas Rowe
Farm Editor: Arthur Page
Consulting Engineer: Jansky & Bailey

WMAQ
CHICAGO—1922—NBC
Frequency: 870 Kc. Power: 50,000 Watts
Owned-Operated By National Bstg. Co., Inc.
Business-Studio Address: Merchandise Mart
Phone Number: Superior 7-8300
Transmitter Location: Elmhurst
Air Time: Unlimited
News Service: AP, INS, UP
Transcription Service: Thesaurus
Representative: NBC
Membership: NARTB
President: Joseph McConnell
V.P.-General Manager: Harry Kopf
Commercial Manager: Howard Meyers
Sales Promotion Manager: John Keys
Program Manager: Homer Heck
Publicity Director: Jack Ryan
News Director: William Ray
Music Supervisor: Don Marcotte
Chief Engineer: Howard Luttgens
Farm Editor: Paul Visser

WSBC
CHICAGO—1925
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Radio Station WSBC
Business-Studio Address: 2400 W. Madison St.
Phone Number: NOgro 6-8060
Transmitter Location: 2400 W. Madison St.
News Service: UP
Transcription Service: SESAC
Representative: Forbou
Commercial Manager: Julius Miller

WHOW
CLINTON—1947—LINCOLN NET
Frequency: 1520 Kc. Power: 1000 Watts d.
Owned-Operated By Cornbelt Bstg. Co.
Business Address: 401 1/2 S. Side Sq.
Phone Number: 305
Transmitter Location: Rt. 51, 4 Mi. S. City
News Service: UP
Representative: Holman
President: J. R. Livesay
Gen., Sta. Mgr.: Rolland O. Looper
Comm. Mgr.: James Williams
Program Director: Frank C. Jennings
News Director: Bill Ward
Mural Director: John Barton
Chief Engineer: R. O. Looper

WDAN
DANVILLE—1938—CBS
Frequency: 1450 Kc. Power: 250 Watts
Address: 1500 N. Washington Ave.
Phone Number: 1700-1
Air Time: Unlimited
News Service: UP
Transcription Service: Standard

WJJD
CHICAGO—1934
Frequency: 1160 Kc. Power: 50,000 Watts
Owned-Operated By Field Enterprises, Inc.
Business-Studio Address: 230 N. Michigan Ave.
Phone Number: State 2-5486
Transmitter Location: Desplaines
Air Time: 4 a.m.-sundown
News Service: UP
Transcription Service: Standard, Capitol
RCA, World
Representative: Avery-Knodel
Membership: NARTB, FMA
President: Marshall Field
Gen.-Sta. Mgr., Pgm. Dir.: Frederick G. Harm
Commercial Manager: Robert W. Ward
Sales Prom. Mgr.: Tex Frenkel
Production Director: Carl Warner
Publicity Director: Dick McNeeley
Chief Announcer: Carl Warner
News Director: Al Parker
Musical Director: Don Lavery
Chief Engineer: Walter F. Myers
Farm Editor: Chuck Bill
Consulting Engineer: George Davis

WLS
CHICAGO—1924—ABC
Frequency: 890 Kc. Power: 50,000 Watts
Owned-Operated By Agricultural Bstg. Co.
Business Address: 1230 Washington Blvd.
Phone Number: MO 6-3700
Air Time: Mon. thru Fri. 10 hrs., Sat. 18 hrs.
Transmitter Location: Tinley Park
News Service: AP, UP, Overseas N.
Transcription Service: Standard
Representative: John Blair
Membership: NARTB
President: James E. Edwards
Gen., Sta. Mgr.: Glenn Synder
Commercial Manager: Charles M. Freeman
Sales, Prom. Mgr.: Warren W. Middleton
Program Director: Harold Safford
Publicity Director: John Drake
Musical Director: Osgood Wesley
Chief Engineer: Thomas Rowe
Farm Editor: Arthur Page
Consulting Engineer: Jansky & Bailey
ILLINOIS

WDZ
DECATUR—1921
Frequency: 1050 Kc. Power: 1000 Watts d.
Owned-Operated By: WDZ Bstg. Co.
Business-Studio Address 265 S. Park St
Transmitter .4 Mi. SW of Decatur. RR No. 4
Phone Number 3-9744
News Service UP
Transcription Service. World. Thesaurus
Representative Free & Peters
Membership NARTB, BAB
President Charles C. Caley
Commercial Manager Howard G. Bill
Program Director William F. Miller
Chief Annr. Hugh Gray
News Director Wick Evans
Chief Engineer A. James Ebel
Farm Editor Marty Roberts
Consulting Engineer Craven, Lohnes & Culver

WSOY
DECATUR—1925—CBS
Frequency: 1340 Kc. Power: 250 Watts
Phone Number 5371
Studio-Transmitter Route 58 at N. Jasper St.
Air Time 5:30 a.m.-12:05 a.m.
News Service AP
Transcription Service Long-Worth, Capitol
Representative Weed
Membership NARTB, BAB
President Frederick W. Schaub
General Manager Merrill Lindsay
Prom., Comm. Mgr. Charles F. Bruce
Program Director Jay Bruce
Station Supervisor Milburn H. Stuckwish
Chief Engineer Allan Doyle
Consulting Engineer Kear & Kennedy

WLBK
DE KALB—1947
Owned-Oper. By DeKalb Radio Studios, Inc.
Business-Studio Address 153 N. Third St.
Phone Number 2677
Transmitter Location N. First St. Rd.
News Service AP
Transcription Service Lang-Worth
President George Spitz
Gen. Farm Dir. R. C. Brown
News Director Don Ulery
Chief Engineer Zenophon Beake

WTMV
EAST ST. LOUIS—1935
Frequency: 1480 Kc. Power: 250 Watts
Owned-By-Operated By On the Air, Inc.
Business-Studio Address 5th & Broadway
Phone Number Bridge 4625
News Service UP
Transcription Service World
Representative Sears & Ayer
President Alvin O. Eades
General Manager Frank J. Prendergast
Ass. Manager Elmer Willrich
Program Director Betty Prescott
News Director Gene Clayton
Chief Engineer Eric E. White

WCRA
EFFINGHAM—1947
Frequency: 1080 Kc. Power: 250 Watts, d.
Owned-Operated By Effingham Bstg. Co.
Business-Studio Address 110 N. Banker St.
Phone Number 1090
Transmitter Location 1 m. S. of Effingham
Air Time Sunrise-sunset
News Service UP
Transcription Service Cole, Capitol
Membership NARTB
President Joseph Z. McNaughton
Program Dir., Farm Ed., James W. Claar
Chief Annr. Curt Marshall
News Director Zona B. Davis
Chief Engineer G. S. Kregolts
Consulting Engineer S. J. Franklin

WRMN
ELGIN—1949
Frequency: 1410 Kc. Power: 500 Watts
Owned-Oper. By The Elgin Bstg Co.
Address 156 Division Street
Phone Number 6930
Transmitter Location Route 58
News Service UP
Transcription Service Lang-Worth
Representative Joseph Hershey My Gilliver
Co-Owner F. F. McNaughton, Julia T. McNaughton, William D. McNaughton, Joseph E. McNaughton.
Program Director Helen Blackman
News Director Mary Geritz

WNMP
EVANSTON—1946
Frequency: 1580 Kc. Power: 1000 Watts d.
Owned-Operated By Evanston Bstg. Co.
Business-Studio-Transmitter 2201 Oakton St.
Phone Number Greenleaf 5-1590
Transmitter Location Rear 2201 Oakton St.
Air Time Sunrise-sunset
News Service INS
Transcription Service Capitol
Membership NARTB, BAB
ILLINOIS

President ................................ Fred S. Newton
Gen., Comm. Mgr. ......................... Angus D. Pfaff
Production Director ..................... Lee P. Mehlig
Chief Announcer ......................... Mel Conner
Musical Director ........................ Julia Norris
Chief Engineer .......................... Ivan Bukovsky
Consulting Engineer .................... A. J. Cruentz

WFRL
FREEPORT—1947
Frequency: 1570 Kc ................ Power: 1000 Watts d.
Owned-Operated By ............. Freeport Bstg. Co., Inc.
Business-Studio Address ......... 9 N. Chicago Ave.
Phone Number ....................... State 436
Transmitter Location 134 Mi. NE of Freeport
News Service ......................... AP
Transcription Service ............... Lang-Worth
Representative ....................... Sears & Ayer
Pres., Gen. Mgr., Chief Engr. .... Vincent S. Barker
Comm. Mgr., News Dir. .......... Dave Taylor
Program Director ................. Ralph Reynolds

WGIL
GALESBURG—1938
Frequency: 1400 Kc ................ Power: 250 Watts
Owned-Oper. By .... Galesburg Bstg. Co., Inc.
Transmitter Address ... 312 Hill Arcade
Phone Number ................. 4626
Air Time ...................... 6 a.m.-M.
News Service ...................... UP
Transcription Service .......... Thesaurus
Representative .................... Wm. G. Rambeau
President ......................... Mrs. O. N. Custer
Sta., Gen. Mgr. ..................... Robert W. Frudeger
Commercial Mgr. ................. Roger L. Hoffman
Prog., Prod., Mus. Dir. .......... Cy Nelson
Publicity Director ................. Howard Frederick
Chief Anncr., News Dir. ......... Ken Schleifer
Chief Engineer .................... Douglas H. Horner
Farm Editor ....................... A. R. Kemp
Dir. of Advtl. ...................... George F. Thomp
Consulting Engineer .......... James Ebel

WBJQ
HARRISBURG—1923—KBS
Frequency: 1240 Kc ................ Power: 250 Watts
Business-Studio-Transmitter ... 100 E. Poplar St.
Phone Number ................. 28
Air Time ...................... 6 a.m.-10 p.m.
News Service ...................... UP
Representative .................... George O. Sutton
Membership ......................... NARTB, BAB
President ........................ J. M. Pruett
Gen.-Station-Comm. Mgr. ...... Inglis M. Taylor
Sales Prom. Mgr., Farm Editor .. Ken Hamilton
Program Dir. ....................... Norma Alexander
Production, Music Di. ............. Dorice Turner
Chief Announcer ................... Ed Wise
News Director ...................... Bill Baker
Chief Engineer ..................... Elmer L. Gladson
Consulting Engineer .......... John B. Caraway

WJPF
HARRIN—1940—MBS-KBS
Frequency: 1340 Kc ................ Power: 250 Watts
Owned-Operated By .......... Orville W. Lyerla
Business-Studio Address .... P. O. Box 179
Phone Number ...................... 382
Transmitter Location ........... 2.2 Mi. N. of Herrin
Air Time ...................... 5:30 a.m.-10:45 p.m.
News Service ...................... AP
Transcription Service .......... Lang-Worth
Representative ....................... John E. Pearson
Membership ......................... NARTB, BAB
President ......................... Orville W. Lyerla
Gen.-Station-Comm. Mgr. ...... Charles R. Cook
Local Sales Manager .......... Fred Simmons
News Director ..................... Chet Townsend
Musical Director ................. Frank E. Elders
Chief Engineer ..................... Ryburn Yandell

WLDS
JACKSONVILLE—1941
Frequency: 1180 Kc ................ Power: 1000 Watts d.
Owned-Operated By ............. Jacksonville Radio & TV B'casting Corp.
Business-Studio ........ Illinois Theater Bldg.
Phone Number ...................... 1180
Transmitter Location ........ Old State Rd.
Air Time ...................... Sunrise-sunset
News Service ...................... UP
Transcription Service .......... Thesaurus
Representative ....................... Hal Holman
Membership ......................... NARTB
President ......................... Robert A. Fay
Prog., Prod. News Dir. ........... T. J. Fairburn
Chief Announcer ................... H. Ken Lambert
Musical Director ................. Virginia Colwell
Chief Engineer ..................... G. J. Cassens
Farm Editor ....................... E. H. Garlich
Consulting Engineer .......... F. O. Grimwood Co.

WJOL
JOLIET—1926
Frequency: 1340 Kc ................ Power: 250 Watts
Business-Studio-Transmitter ... 601 Walnut St.
Phone Number ................. 4761
Air Time ...................... 7 a.m.-11 p.m.
News Service ...................... UP
Transcription Service .......... World
Representative ....................... Holman
Membership ......................... BAB
President ......................... Calvin Wilson
Publicity Dir. ....................... Marion Warner
Prog., Prod. Dir. ................. Eileen Caron
Chief Announcer .......... Scott Dilworth
News Director ..................... Glenn Logan
Musical Director ................. Gladys Farrington
Chief Engineer ..................... Lester DeCosta
Consulting Engineer .......... Andrew & Co.
WKAN
KANKAKEE—1947
Frequency: 1320 Kc. Power: 1000 Watts d.
Business-Studio Address: 183 N. Schuyler Ave.
Phone Number: 3-6833
Transmitter Location: R. R. 1
Air Time: Local sunrise-local sunset
News Service: AP
Transcription Service: World, Standard
Representative: Hal Holman
Member: NARTB
General Manager: Burrel Small
Station Manager: Bruce Brown
Commercial Manager: Robert Hawkins
Program Director: Orren Allain
News Director: Ted Parker
Chief Engineer: Richard Eckels

WTAQ
LA GRANGE—1950
Frequency: 1300 Kc. Power: 500 Watts d.
Address: Route 1
Gen. Mgr., Chief Engr.: Russ Salter
Partner: Charles Sebastian
Commercial Manager: Marvin Gray
Program Director: Edward Jaeger
Chief Annr., News Dir.: Stanley Noyes

WLPO
LA SALLE—1947
Owned-Oper. By: La Salle County Bscg. Co.
Bus. Ad.: P. O. Box 215
Phone Number: 3100
Transmitter Location: Near Oglesby
Air Time: Sunrise-sunset
News Service: AP
Transcription Service: RCA, Thesaurus
Membership: NARTB, BAB
President: Peter Miller
General-Commercial Mgr.: William Holm
Prod., Pgm. Dir.: William Kostellic
Pub., News Director: Laverne Walmann
Chief Engineer: Lawrence McCann
Consulting Engineer: Fred O. Grimwood

WPRC
LINCOLN—1947
Frequency: 1370 Kc. Power: 500 Watts d.
Owned-Oper. By: Prairie Radio Corp.
Address: P. O. Box 37
Phone Number: 209
Trans. Location: Stringer Ave. & Route 66
Air Time: Sunrise-Sunset only
News Service: AP
Transcription Service: Lang-Worth
Representative Membership: Rambeau, BAB
Commercial Manager: Saunders Devine
Sales Prom. Mgr.: J. Evans Crowell
Prog., News Dir.: William H. Brady
Publicity Director: John H. Deal
Chief Announcer: Earle Layman
News Director: Lawrence Schroeter
Chief Engineer: Donald Thompson
Farm Editor: Tom Campbell
Consulting Engineer: Harold Rothrock

WSMI
LITCHFIELD—1950—KBS
Frequency: 1540 Kc. Power: 1000 Watts d.
Phone Number: 21500
News Service: AP
President: Orvel J. Larson
Vice-President: Thomas F. Payton, Jr.

WKAI
MACOMB—1947—KBS
Frequency: 1510 Kc. Power: 250 Watts d.
Business-Studio Address: 113 E. Carroll St.
Phone Number: 524
Transmitter: McDonough Co. Fair Grounds
Air Time: Sunrise-sunset
News Service: UP
Transcription Service: Langworth, Capitol
Membership: NARTB
President: Wm. E. Schons
Gen. Sta., Comm. Mgr.: Lyle B. Landis
Sales Prom. Mgr.: Gene Larsen
Prog., Pub. Dir., Farm Ed.: Gene Spry
News Director: Caryl Carlsten
Musical Director: Darlene Shields
Chief Engineer: Earl E. Tipton
Consulting Engineer: Fred O. Grimwood

WGHH
MARION—1949
Frequency: 1150 Kc. Power: 500 Watts d.
Owned-Operated By: Marion Bscg. Co.
Business Address: P. O. Box 228
Phone Number: 624
News Service: AP
Transcription Service: Associated
Representative: Sears & Ayer
Station Manager: George W. Dodds
Commercial Manager: Bill Dill
Sales Prom. Mgr.: Warren J. Thompson
Chief Announcer: Merle Emery
News Dir., Farm Editor: Don Wesley
Chief Engineer: Orval J. Jackson
Consulting Engineer: Fred O. Grimwood

WLH
MATTOON—1946
Owned-Operated By: Mattoon Bscg. Co.
Bus.-Studio Address: 17th & Broadway Ave.
Phone Number: 6464
Transmitter Location: Hwvn. 45
Air Time: Local sunrise-local sunset
News Service: AP
AP SELLS
For Stations and Sponsors—

For instance . . . WIND

"I believe that WIND carries more sponsored newscasts daily than any other station in the country. We carry 42 newscasts every day but Monday. On Monday we carry 38, for a total of 290 per week. We find The Associated Press to be an excellent service and we invariably secure renewals from news sponsors. As a matter of fact, there's a waiting list to purchase our 5-minute AP newscasts."

JOHN T. CAREY,
Sales Manager,
WIND, Chicago, Illinois
ILLINOIS

Gen., Sta. Mgr. ............... Stephen P. Bellinger
Asst. Manager ................ Vernon Nunn
Program Director .......... Eugene Garrett
Chief Announcer .......... Harold Richardson
News Director .......... Elba Talley
Chief Engineer .......... Raymond G. Luth

WMIX
MT. VERNON—1946—LBS
Frequency: 940 Kc. Power: 1000 Watts d.
Address ................. 121 N. 9th St.
Phone Number ............... 3500
Trans. Location ........... Salem Road
Air Time ......... Sunrise-Sunset
News Service .......... AP
Transmission Service ...... Local
Representative .......... John E. Pearson Co.
President ............... John Russell Mitchell
Pgm. Dir., Chief Annr. .... Jim Purser
Production Director ....... Jim McKinney
News Director .......... Don Michael
Musical Director .......... Mildred McGill
Chief Engineer .......... Gerald L. Stout
Consulting Engineer ...... A. A. Ring

WOPA
OAK PARK—1950—LBS
Frequency: 1490 Kc. Power: 250 Watts
Address ............... 408 S. Oak Park Ave.
Phone Number .......... VI 8-5760
Transmission Service .... Associated
News Service ........... UP
President ................. William L. Klein
General Manager ...... Egmont Sonderling
Program Director ....... Martin Bouhan
Chief Engineer .......... Bryan Wright

WVLN
OLNEY—1947
Business-Studio Address .. 302½ E. Main St.
Phone Number ............... 935
Transmitter Location ....... 1 Mi. S. of Olney
Air Time ......... Daytime
News Service .......... AP
Transmission Service ...... Standard
Representative .......... Hal Holman
Membership ........ NARTB, BAB
Prog., Prod., News Dir. .... Bert DeBarr
Chief Announcer .......... Sid Perry
Chief Engineer .......... Paul Hartsy
Musical Director .......... Joe Kosak

WPRS
PARIS—1951
Frequency: 1440 Kc. Power: 500 Watts d.
Owned-Operated By ......... Paris Bcast. Corp.
Address ........... 2 Mi. W. Paris on State Rd. 133
News Service .................. AP
Transmission Service ...... Capitol
Pgm., News Dir. .......... Bud Sunkel
Chief Engineer .......... William Hunt

WSIV
PEKIN—1945—MBN
Frequency: 1140 Kc. Power: 1000 Watts d.
Business-Studio Address .... 15 S. Capitol St.
Phone Numbers ........... 3400-01
Transmitter .......... Midway bet. Pekin & Peoria
Air Time ......... 6:30 a.m.-local sunset
News Service .......... AP
Representative .......... Hal Holman
Membership .......... NARTB
Pres., Gen-Sta. Mgr. . W. Kenneth Patterson
Commercial Manager ...... Margaret M. Horner
Sales Prom. Mgr., Pub. Dir. .. George Udrey
Program Director .......... Robert R. Snow
Production Director ....... Phillip Strand
News Director .......... Phillip Strand
Musical Director .......... Charles Timm
Chief Announcer .......... Stuart Armstrong
Chief Engineer .......... W. K. Patterson
Consulting Engineer ...... Fred O. Grimwood

WEEK
PEORIA—1947—NBC
Frequency: 1350 Kc. Power: 1000 Watts
Owned-Operated By . West Central Bcast. Co.
Phone Number ............... 3-3688
Transmitter Location ...... Bartonville
Air Time .......... 6 a.m.-M.
News Service .......... AP
Transmission Service ...... World
Representative .......... Headley-Reed
Membership .......... NARTB, BAB
President .......... Sen. Robert S. Kerr
General Manager ...... Dean McGee
Sta. Comm. Mgr. ......... Fred C. Mueller
Program Director .......... Robert Burton
Publicity Director .......... Dorothy Klaus
News Director .......... Larry Finley
Chief Engineer .......... Wayne Lovely
Consulting Engineer ...... McIntosh & Inglis

WIRL
PEORIA—1948—ABC—MBS
Frequency: 1290 Kc. Power: 5930 Watts
Business-Studio Address .. 115 N. Jefferson Ave.
Phone Number ............... 4-8229
Transmitter Location ...... Groveland Township
Air Time .......... 5 a.m.-U.P.
News Service .......... AP
Transmission Service ...... Standard
Representative .......... Avery-Knodel
President .......... Timothy W. Swain
General Manager .......... Tom Gavin
Commercial Manager ...... Joe Faulkner
Illinois

Pgm., Prod. Dir. ............................................ Paul Boles
Publicity Director ......................................... Lloyd Harvey
Chief Announcer ........................................... Robyn Weaver
News Directors ............................................. Ralph Smith (day).
Tom Connor (night)
Chief Engineer ............................................ Rudolph Luukinen
Farm Editor .................................................. Dick Herm

WMBD
PEORIA—CBS

Frequency: 1470 Kc.  Power 5000 Watts
Owned-Operated By ......................................... Peoria Bcstg Co.
Address .................................................... 212 South Jefferson Street
Phone Number ............................................. 6-0711
Transmitter Location ...................................... 1 Mi. S. of Groveland
Air Time ...................................................... 5:30 a.m.-1:00 a.m.
News Service .............................................. AP, UP
Transcription Service ...................................... Thesaurus
Representatives .............................................. Free & Peters
Membership .................................................. NARTB, BAB
Vice Pres., Gen. Mgr. ....................................... Charles C. Caley
Commercial Manager ...................................... Don D. Kynaston
Program Director .......................................... Charles Barnhart
Production Director ....................................... Charles Miller
News Director ............................................... Brooks Watson
Musical Director ............................................ A. James Ebel
Chief, Consulting Engr. .................................... Emil Bill

WPEO
PEORIA—1950

Frequency: 1020 Kc.  Power: 1000 Watts d.
Owned-Oper. By ............................................. WPEO, Inc.
Address ...................................................... P.O. Box 1229
News Service ................................................ UP
Transcription Service ...................................... Lang-Worth
Representative ................................................ Pearson
Membership .................................................. BAB
Pres., Gen. Mgr., Chief Engr. .............................. T. E. Brewer
Sta. Mgr., Prod. Dir. ........................................ Glenn Elliott
Sales Prom. Mgr. ............................................. Mike Podgoiski
Program Director .......................................... Bob Lee
Pub., Music Dir. ............................................. Jack Lazebnik
Chief Annfr., News Dir. ................................. Dave Ushana

WWXL
PEORIA—1947—LBS

Frequency: 1590 Kc.  Power: 1000 Watts
Owned-Oper. By ............................................. Central Illinois Radio Corp.
Business-Studio Address ................................ Hotel Jefferson
Phone Number ............................................. 9106
Transmitter Location ...................................... Creve Coeur
Air Time ...................................................... 6 a.m.-M.
News Service ................................................ INS, UP
Representative ............................................... Robert Meeker
President ..................................................... Joseph Giddan
General Manager .......................................... Michael Henry
Sta. Mgr., Prod. Dir. ........................................ Paul Enright
Comm., Sis. Prom. Mgr. .................................... Dodd Boyer
Program Director .......................................... Ed Klein
Publicity Director .......................................... Lorraine Unes
Chief Announcer ........................................... Lee Rothman
News Director .............................................. Justin Clark
Musical Director ........................................... Marjorie Grant
Chief Engineer .............................................. Robert Swadener
Farm Editor .................................................. Doyle Yager

WGEM
QUINCY—1948—ABC

Frequency: 1440 Kc.  Power: 1000 Watts
Owned-Operated By ......................................... Quincy Bcstg. Co.
Business-Studio Address ................................ Hotel Quincy
Phone Number ............................................. 6840
Transmitter Location ...................................... Ellington Township
Air Time ...................................................... 6 a.m.-12 M.
News Service ................................................ UP
Transcription Service ...................................... World
Representative ................................................ Walker
Membership .................................................. NARTB, BAB
President ..................................................... T. C. Oakley
Sta., Gen. Mgr. ............................................... Joseph S. Bonansinga
Program Dir. ................................................ Paul McClelland
Musical Director ............................................ Mary Harvey
Chief Engineer .............................................. Edmund Derbake
News Director .............................................. Gene Terry

WTAD
QUINCY—1926—CBS

Frequency: 930 Kc.  Power: 1000 Watts
Owned-Operated By ......................................... Lee Bcstg., Inc.
Business-Studio Address ................................ W.C.U. Bldg.
Phone Number ............................................. 6200

AP SELLS
For Stations and Sponsors —

For instance . . . WQUA

"AP newscasts are a sell-out on this station! They place us head and shoulders above our competition."

G. LaVERNE FLAMBO,
Executive Vice President,
WQUA, Moline, Illinois
IN ROCKFORD, ILLINOIS

A $675 Million (NON-TV) Market

More advertisers reach more listeners per advertising dollar
THAN EVER BEFORE

WROK AND WROK-FM

Roland Inquiry
53rd St., 23rd Ave., Moline
6 a.m.-12 M

 transcendentalism

President: Ben H. Potter

Radio City—1925—ABC

Frequency: 1270 Kc. Power: 5000 Watts
Owned-Operated By: Rock Island Bcast. Co.
Business-Studio Address: 321 18th St.
Phone Number: 6-5441
Transmitter: 53rd St., 23rd Ave., Moline
Air Time: 6 a.m.-12 M
News Service: AP
Transcription Service: Standard
Representative: Avery-Knodel
Membership: NARTB, BAB

Gen. Sta. Mgr.: Leslie C. Johnson
Commercial Manager: Maurice Corken
Program Director: Forest W. Cooke
Publicity Director: Fern R. Hawkins
Chief Engineer: Robert J. Sinnett
Prod., News Dir.: C. F. Harrison, Jr.
Consulting Engineer: E. C. Page

WROK
ROCKFORD—1929—ABC

Owned-Operated By: Rockford Bcast., Inc.
Bus.-Studio Address: Rockford Newstower
Phone Number: 2-6621
Transmitter Location: Guilford Road
Air Time: 6 a.m.-12 M
News Service: AP
Transcription Service: Standard
Representative: Headley-Reed
President: Albert G. Simms
Gen., Sta. Mgr.: Walter M. Koessler
Commercial Manager: John J. Dixon
Publicity Dir.: Betty L. Tho
Program Director: Maurice P. Owens
Farm Editor: Don Bowton
Chief Engineer: Morey Nelson
News Director: Bob Edell

WCVS
SPRINGFIELD—1922—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned- Operated By: WCBS, Inc.
Business-Studio Address: 520 E. Capitol Ave.
Phone Number: 9855
Transmitter Location: 3000 So. 4th St.
Air Time: 6 a.m.-12 M
News Service: AP
Transcription Service: World
Representative: Sears & Ayer
Membership: BAB
President: H. L. Dewing
Comm., Prom., Gen., Sta. Mgr.: C. W. Neeld
Program, Music Dir.: John Geil
Prod., Pub. Dir.: Mary Bruemmer
News Director: James H. Mitchell
Chief Engineer: R. Ashenfelter
Farm Editor: Ken Spengler

WMAY
SPRINGFIELD—1950

Address: 526 Reisch Bldg.
Phone Number: 6963
Transmitter Location: Riverton
Air Time: 5:30 a.m.-12:30 a.m.
News Service: UP
Transcription Service: RCA, Thesaurus
Representative: John E. Pearson
Membership: NARTB, BAB
Pres., Gen. Mgr.: Gordon Sherman
Program Director: Syl Binkin

422
Chief Announcer..................Robert Irving
News Director..................Pat Fredericks
Chief Engineer...............Melvin Feldman
Consulting Engineer...........Weldon and Carr

WTAX
SPRINGFIELD—1930—CBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By..................WTAX, Inc.
Address..................Route 86 & E. Cook St.
Phone Number..................24441
Trans. Location...........U. S. Rt. 86 & E. Cook St.
Air Time..................5:30 a.m.-12:30 a.m.
News Service..................Up
Transcription Service...........Lang-Worth
Representative...............Weed
Membership..................NARTB, BAB
President, General Manager.....Oliver J. Keller
Sales Prom. Manager......Shelby T. Harbison
Program Director..........John W. Midgely
Musical Director............John Beque
Publicity Director..........Doris Skriljack
News Dir., Chief Anncr......Glen Farrington
Chief Engineer..............E. C. Swarangen
Farm Editor..................Spizz Singer

WSDR
STERLING—1949
Frequency: 1240 Kc. Power 100 Watts
Address..................Lawrence Bldg.
Phone Number..................Main 3400
News Service..................Up
Transcription Service...........Standard, Capital, Lang-Worth
Membership..................NARTB
Pres., Gen., Sta. Mgr.............Sam Bartlett
Comm., Sales Prom. Mgr........Lillian Bartlett
Pgm., Prod. Dir...............John Rohwer
News Director..................Bob Ferguson
Chief Engineer...............Ed Fisher
Consulting Engineer..........Edward Jucker

You’ll Buy This WHBF Market
easier — if you know these facts:

FACT 1—The Quad-Cities are tied together by
proximity, by business and by social bonds into
one large metropolitan unit.

FACT 2—The 234,000 people in this metropolitan
area reside in the 4 cities similarly to residents in
the boroughs of New York.

FACT 3—The Quad-Cities is 82nd in Population
and 14th in Effective Buying Income per Capita
among Sales Management’s 162 metropolitan
areas.

FACT 4—The Quad-Cities is 69th in Buying Power

and 76th in Retail Sales among the 162 metropo-

litan areas.

FACT 5—WHBF with over 25 years of service to
the Quad-City Community has won the respect and
good will of Quad-Citians. A potent outlet for
your sales message to this major market.

Les Johnson — V.P. and Manager

Quad-Cities’ favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.
WKRS
WAUKEGAN—1949
Frequency: 1220 Kg. Power: 1000 Watts d.
Owned-Operated By: News-Sun Bestg., Co.
Business Address: P. O. Box 500
Phone Number: ONTario 9000
News Service: AP
Transcription Service: Thesaurus, Standard
Representative: McGillivray
President: Frank W. Just
Program Dir.: Fritz Sorensen
Chief Engineer: M. D. Hunnicutt, Jr.

WFRX
WEST FRANKFORT—1951
Frequency: 1300 Kg. Power: 1000 Watts d.
Address: S. Logan St.
Phone Number: 1300
News Service: UP
Transcription Service: Capitol
Chief Engineer: Jim Young

INDIANA
Pop. April 1, 1952 (Est.) 3,990,000—Total Housing Units 1,233,441
Families April 1, 1952 (Est.) 1,159,000—Stations in State 46

WCBC
ANDERSON—1947
Frequency: 1470 Kg. Power: 1000 Watts d.
Owned-Operated By: Civic Bcstg. Corp.
Address: Tower Building
Phone Number: 3-5321
Transmitter Location: State Roads 9 and 67
News Service: AP
Transcription Service: World, SESAC
Representative: Hal Holman
President: L. B. Gallimore
Sales Promotion Manager: Harry Neff
Program Director: Lorraine Travis
News Director: Bill Shannon
Farm Editor: Ted Stamm
Chief Engineer: Robert Crandall

WHBU
ANDERSON—1923—CBS
Frequency: 1240 Kg. Power: 250 Watts
Owned-Operated By: Anderson Bcstg. Corp.
Business-Studio: 640 Citizens Bank Bldg.
Phone Number: 7781
Transmitter Location: 1110 Meridian St.
Air Time: 6:30 a.m.-M.
News Service: UP
Transcription Service: NBC Thesaurus
Representative: Bolling Co.
Membership: NARTE
President: C. Bruce McConnell
General Manager: John R. Atkinson
Program Director: Sam Roberts
Chief Engineer: L. M. Shroyer
Consulting Engineer: A. D. Ring & Co.

WBIW
BEDFORD—1948—MBS
Frequency: 1340 Kg. Power: 250 Watts
Owned-Operated By: Radio Bedford, Inc.
Address: Radio Farm, P. O. Box 169
Phone Number: 4421-4422
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: Lang-Worth
Representative: W. S. Grant
Commercial Manager: Louis E. Gaines
Sales Promotion Manager: Larry Incollingo
Pgm., Prod. Dir.: Mary Crites
Chief Announcer: David Johnson
News Director: Noah Miller
Musical Director: Michael Sargent
Consulting Engineer: Carl J. Finger
Consulting Engineer: Harold B. Rothrock

WTTS
BLOOMINGTON—1949—ABC
Frequency: 1370 Kg. Power 5000 Watts d.
500 Watts n.
Owned-Oper. By: Sarkes Tarzian
Business-Studio Address: 535 S. Walnut St.
Phone Number: 23366
Transmitter Location: 2½ Mi. SE of City
Air Time: 6 a.m.-1 a.m.
News Service: AP
Transcription Service: Associated World
Representative: Robert Meeker Assoc., Inc.
Membership: NARTE, BAB
President: Sarkes Tarzian
General Mgr.: Glenn Van Horn
Commercial Manager: Robert Lemon
Sales Prom. Mgr.: Ray Bartlett
Chief Announcer: Geo. Fleetwood
News Director: Joe Trimboli
Chief Engineer: Morton Welge
Farm Editor: Maurice Lattimer
Consulting Engineer: Kear & Kennedy
### WBNL
**Boonville—1950—KBS**

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Address:</td>
<td>Lynville Rd.</td>
</tr>
<tr>
<td>Phone Number:</td>
<td>980</td>
</tr>
<tr>
<td>News Service:</td>
<td>UP</td>
</tr>
<tr>
<td>Promotion Manager:</td>
<td>Bill Stevens</td>
</tr>
</tbody>
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### WCSI
**Columbus—1950**

<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>Owned-Oper. By:</td>
<td>Syndicate Theatres, Inc.</td>
</tr>
<tr>
<td>Address:</td>
<td>WCSI Bldg.</td>
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<tr>
<td>Phone Number:</td>
<td>3397</td>
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<tr>
<td>Transcription Service:</td>
<td>Associated, World</td>
</tr>
<tr>
<td>News Service:</td>
<td>UP</td>
</tr>
<tr>
<td>President:</td>
<td>Joseph P. Finneran</td>
</tr>
<tr>
<td>General Manager:</td>
<td>Dick Jewell</td>
</tr>
<tr>
<td>Commercial Manager:</td>
<td>Johnnie Dewart</td>
</tr>
<tr>
<td>Program Director:</td>
<td>Ernie Kerns</td>
</tr>
<tr>
<td>Chief Announcer:</td>
<td>Mike May</td>
</tr>
<tr>
<td>Musical Director:</td>
<td>Bob Turek</td>
</tr>
<tr>
<td>Chief Engineer:</td>
<td>Paul Kelley</td>
</tr>
<tr>
<td>News Dir. Farm Editor:</td>
<td>Charles Powell</td>
</tr>
<tr>
<td>Consulting Engineer:</td>
<td>Martin Williams</td>
</tr>
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### WCNB
**Connersville—1948**

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Owned-Oper. By:</td>
<td>News Examiner Co.</td>
</tr>
<tr>
<td>Business-Studio Address:</td>
<td>405 Central Ave.</td>
</tr>
<tr>
<td>Phone Number:</td>
<td>1950</td>
</tr>
<tr>
<td>Transmitter Location:</td>
<td>Summit Ave.</td>
</tr>
<tr>
<td>News Service:</td>
<td>UP</td>
</tr>
<tr>
<td>Secretary:</td>
<td>G. S. Tatman</td>
</tr>
<tr>
<td>General Manager:</td>
<td>E. M. Jackson</td>
</tr>
<tr>
<td>Program Director:</td>
<td>Ralph T. Underwood</td>
</tr>
<tr>
<td>Chief Engineer:</td>
<td>James C. Wulliman</td>
</tr>
</tbody>
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### WTRC
**Elkhart—1931—NBC**

<table>
<thead>
<tr>
<th>Frequency: 1340 Kc.</th>
<th>Power: 250 Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owner-Oper. By:</td>
<td>The Truth Publishing Corp.</td>
</tr>
<tr>
<td>Business-Studio Address:</td>
<td>116 S. Second St.</td>
</tr>
<tr>
<td>Phone Number:</td>
<td>3-1960</td>
</tr>
<tr>
<td>Transmitter Location:</td>
<td>Oakland Ave.</td>
</tr>
<tr>
<td>Air Time:</td>
<td>6 a.m.-M.</td>
</tr>
<tr>
<td>News Service:</td>
<td>UP</td>
</tr>
<tr>
<td>Transcription Service:</td>
<td>World Representative</td>
</tr>
<tr>
<td>Membership:</td>
<td>NARTB</td>
</tr>
<tr>
<td>General Mgr.:</td>
<td>Richard W. Holloway</td>
</tr>
<tr>
<td>Commercial Mgr.:</td>
<td>Donald McFall</td>
</tr>
<tr>
<td>Chief Engineer:</td>
<td>Lester Zeiher</td>
</tr>
<tr>
<td>News Director:</td>
<td>Phillip Haines</td>
</tr>
</tbody>
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### WEOA
**Evansville—1936—CBS**

<table>
<thead>
<tr>
<th>Frequency: 1400 Kc.</th>
<th>Power: 250 Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owned-Oper. By:</td>
<td>WBFBM, Inc.</td>
</tr>
<tr>
<td>Business-Studio Address:</td>
<td>24 N.W. 3rd St.</td>
</tr>
<tr>
<td>Phone Number:</td>
<td>4-9215</td>
</tr>
<tr>
<td>Transmitter Location:</td>
<td>5th &amp; Vine Sts.</td>
</tr>
<tr>
<td>Air Time:</td>
<td>6 a.m.-12:05 a.m.</td>
</tr>
<tr>
<td>News Service:</td>
<td>AP</td>
</tr>
<tr>
<td>Transcription Service:</td>
<td>Long-Worth</td>
</tr>
<tr>
<td>Representative:</td>
<td>Kats</td>
</tr>
<tr>
<td>President:</td>
<td>Harry M. Bitner, Jr.</td>
</tr>
<tr>
<td>General-Station-Commercial Mgr.:</td>
<td>Don Menke</td>
</tr>
<tr>
<td>Program Director:</td>
<td>Alex Monahan</td>
</tr>
<tr>
<td>Prod., Mus. Dir., Chief Announcer:</td>
<td>Michael Finn</td>
</tr>
<tr>
<td>News Director:</td>
<td>Ray Lasher</td>
</tr>
<tr>
<td>Chief Engineer:</td>
<td>William Schultz</td>
</tr>
<tr>
<td>Farm Editor:</td>
<td>Kenneth Snapp</td>
</tr>
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</table>

### WGBF
**Evansville—1923—NBC**

<table>
<thead>
<tr>
<th>Frequency: 1280 Kc.</th>
<th>Power: 5000 Watts d.</th>
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<tbody>
<tr>
<td>Owned-Oper. By:</td>
<td>On The Air, Inc.</td>
</tr>
<tr>
<td>Business-Studio Ad.:</td>
<td>1001 Diamond Ave.</td>
</tr>
<tr>
<td>Phone Number:</td>
<td>21171</td>
</tr>
<tr>
<td>Transmitter Location:</td>
<td>Burkhart Rd.</td>
</tr>
<tr>
<td>News Service:</td>
<td>UP</td>
</tr>
<tr>
<td>Transcription Service:</td>
<td>World</td>
</tr>
<tr>
<td>Representative:</td>
<td>Weed</td>
</tr>
<tr>
<td>Membership:</td>
<td>NARTB, BAB</td>
</tr>
<tr>
<td>President:</td>
<td>Alvin Q. Eades</td>
</tr>
<tr>
<td>Gen., Sta., Comm. Mgr.:</td>
<td>Martin L. Leich</td>
</tr>
<tr>
<td>Local Sales:</td>
<td>Guy R. Crecelius</td>
</tr>
<tr>
<td>Prom., Pub. Mgr.:</td>
<td>Del Greenwood</td>
</tr>
<tr>
<td>Pgm., Prod. Dir.:</td>
<td>Mrs. Pat Roper</td>
</tr>
<tr>
<td>Chief Engineer:</td>
<td>Erwin P. Schoeny</td>
</tr>
<tr>
<td>Chief Announcer:</td>
<td>Fred Rollison</td>
</tr>
<tr>
<td>Consulting Engineer:</td>
<td>John B. Caraway, Jr.</td>
</tr>
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</table>

### WIKY
**Evansville—1947**

<table>
<thead>
<tr>
<th>Frequency: 820 Kc.</th>
<th>Power: 250 Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owned-Oper. By:</td>
<td>South Central Bctg. Corp.</td>
</tr>
<tr>
<td>Business-Studio Address:</td>
<td>Mt. Auburn Rd. P. O. Box 148</td>
</tr>
<tr>
<td>Phone Number:</td>
<td>4-8294</td>
</tr>
<tr>
<td>Trans. Loca.:</td>
<td>Mt. Auburn Rd. &amp; Bismark St.</td>
</tr>
<tr>
<td>Air Time:</td>
<td>Daytime</td>
</tr>
<tr>
<td>News Service:</td>
<td>AP</td>
</tr>
<tr>
<td>Transcription Service:</td>
<td>Thesaurus, Capitol Rep.</td>
</tr>
<tr>
<td>Representative:</td>
<td>Indie Shows</td>
</tr>
<tr>
<td>Pres., Gen.-Sta. Mgr.:</td>
<td>John A. Engelbrecht</td>
</tr>
<tr>
<td>Commercial Mgr.:</td>
<td>John Barrett</td>
</tr>
<tr>
<td>News Director:</td>
<td>John Munger</td>
</tr>
<tr>
<td>Musical Director:</td>
<td>Ken McCutchan</td>
</tr>
<tr>
<td>Chief Engineer:</td>
<td>George F. Stolls</td>
</tr>
<tr>
<td>Consulting Engineer:</td>
<td>Harold B. Rotherock</td>
</tr>
</tbody>
</table>

425
INDIANA

WJPS
EVANSVILLE—1948—ABC
Owned-Operated By............. WJPS, Inc.
Business-Studio Address........ 206 Main St.
Phone Number.................. 5-2221
Transmitter Location........... Mohr Rd. Bet. 1st & St. Joseph Ave.
Air Time....................... Unlimited
News Service................... AP
Transcription Service........... Standard, World Representative............ Walker Co.
President........................ Robert S. Davis
Gen., Sta. Mgr................... Robert J. McIntosh
Commercial Manager............. Jack D. Frew
Publicity Director............... Betty Sparkman
News, Pgm. Dir.................. Jack McLean
Chief Announcer................ Vern Paule
Chief Engineer.................. James Jared

WANE
FT. WAYNE—1948—CBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By.............. Radio Fort Wayne, Inc.
Phone Number.................. Anthony 6212
Air Time....................... 6 a.m.-M.
News Service................... AP
Transcription Service........... Standard Representative............ Boiling
President........................ C. Bruce McConnell
General Manager................. Robert McConnell
Program Director............... Paul Price
Chief Engineer.................. William Wallace Warren
Consulting Engineer............. Stokes Gresham

WG L
FT. WAYNE—1924—ABC
Frequency: 1250 Kc. Power: 1000 Watts
Address......................... 201 W. Jefferson St.
Phone Number.................. E-3366
Transmitter Location.......... Lower Huntington Rd.
Air Time....................... 6 a.m.-M. (Sunday, 7 a.m.-M.)
News Service................... UP
Transcription Service........... Thesaurus Representative........... Headley-Reed
President...................... Helene R. Foellinger
Gen., Sta. Mgr.................. Pierre Boucheron
Commercial Mgr.................. Merrill G. Johnson
Prom. Mgr., Pub. Dir............ Richard M. Katt
Pgm., Prod. Dir.................. Norman Widenhofer
Chief Engineer.................. Don Hokapfel
Consulting Engineer............. A. D. Ring

WKJG
FT. WAYNE—1947—MBS
Frequency: 1380 Kc. Power: 5000 Watts
Owner.......................... Northeastern Indiana Bcastg. Co., Inc.
Business-Studio Add............ 220 E. Jefferson St.
Phone Number.................. Anthony 2295
Transmitter Location........... Decatur & Maple Bds.
News Service................... UP
Representative.................. Raymer
President....................... Clarence L. Schuss
General Manager............... Edward G. Thoms
Asst. to Mgr.................... Hilliard Gatski
Commercial Manager............ Carl B. Evans
Program Dir.................... Calo O. Mahlock
Chief Engineer.................. Eugene A. Chase

WOWO
FT. WAYNE—1925—NBC
Frequency: 1190 Kc. Power: 10,000 Watts
Owner.......................... Westinghouse Radio Stations, Inc.
Business-Studio Address........ 925 S. Harrison St.
Phone Number.................. Anthony 2136
Transmitter Location........... Routes 30 & 33
Air Time....................... Unlimited
News Service................... UP
Transcription Service........... RCA Thesaurus Representative............ Free & Peters
Station Manager............... Franklin A. Tooke
Commercial Manager............. Paul E. Mills
Sales Prom. Mgr................... Jess L. Hadseel
Sales Service Director........ Hilda C. Woehrmeyer
Program Director............... Carl Vandegrift
Production Director............ Guy Harris
Chief Engineer.................. Bruce H. Ratts
Farm Editor..................... Jay Gould

WG RY
GARY—1950
Frequency: 1370 Kc. Power: 500 Watts d.
Owned-Oper. By................. WGRY, Inc.
Address......................... Lake Hotel
Promotion Manager............... Erick Ericksen
Program Director............... William Miller
Chief Engineer.................. H. F. Grounds

WWCA
GARY—1949—LBS
Frequency: 1270 Kc. Power: 1000 Watts
Owned-Operated By.............. Lake Bcastq Co., Inc.
Address......................... 578 Broadway
Phone Number................... 9171
Transmitter Location.......... 50th and Chase Streets
Air Time....................... Unlimited
News Service................... AP
Membership..................... NARTB, BAB
Pres., Gen., Sta. Mgr............ Dee O. Coe
Comm., Sta., Prom. Mgr........ Boyd Lawlor
Pgm., Prod. Dir.................. Todd Branson
Publicity Director............. Betty Turak
Chief Announcer................. Pete Tanis
News Director.................. Morrison Schwartz
Musical Director............. Minerva Tessine
Chief Engineer.................. Victor Voss
Farm Editor..................... Ev Huddleston
Consulting Engineer............ Commercial Radio

WJOB
HAMILTON—1928
Frequency: 1230 Kc. Power: 250 Watts
Business-Studio Address ........ 449 State St.
Phone Number ................... Sheffield 8400
Transmitter Location . . . .6435 Indianapolis Blvd.
News Service .................... UP
Transcription Service .......... World
Representative . . . . Joseph Hershey McGillvra
President .................. O. G. Gibbs
Station Manager . . . . L. B. Weller
Chief Engineer ............ Jess Peters

WF BM
INDIANAPOLIS—1926—CBS
Frequency: 1260 Kc . . . . Power: 5000 Watts
Owned-Operated By . . . . WFBM, Inc.
Business-Studio Address . . . 1330 N. Meridian St.
Phone Number ................. Lincoln 8506
Transmitter Location . . . . Millersville Rd.
News Service .................. AP, INS
Transcription Service .......... Associated
Representative ................... Katz
Membership ................... NARTB, BAB
Commercial Manager .......... William F. Kiley
Prom. Mgr., Pub. Dir. .......... David F. Milligan
Program Dir. .................. Frank O. Sharp
Chief Announcer .............. Lyell Milligan
News Director ................ E. Gilbert Forbes
Chief Engineer ............... Harold Holland
Farm Editor ................... Harry Martin

WIBC
INDIANAPOLIS—1938—MBS
Frequency: 1070 Kc . . . . Power: 50,000 d.; 10,000 n.
Owned-Operated By . . . . WIBC, Inc.
Business-Studio Address . . . 30 W. Washington St.
Phone Number ................. Lincoln 2305
Transmitter Location . . . . E. 56th St., Zionsville
Air Time ......................... 24 Hrs.
News Service .................... AP, UP
Representative ................... John Blair
Membership .................... NARTB, BAB
President, Gen. Mgr. .......... Richard M. Fairbanks
Asst. Gen. Mgr.................. R. J. Myers
Comme cial Manager ............. Gilbert I. Berry
Program Director ............. William L. Dean
Chief Announcer ............... James Shelton
News Director ................ Gordon Graham
Chief Engineer ............... Robert W. Minton
Farm Editor ................... Dixon L. Harper
Consulting Engineer .......... A. Earl Cullum, Jr.

WIRE
INDIANAPOLIS—1924—NBC
Frequency: 1430 Kc . . . . Power: 5000 Watts d.
Owned-Oper. By . . . . Indianapolis Bcstg., Inc.
Business-Studio Add . . . . 307 N. Pennsylvania St.

AP SELLS
For Stations and Sponsors—

For instance . . . WWCA

"At the end of our first year, we received 100% renewals from all our sponsors of AP news!
“We keep a cost analysis of each station department. This analysis shows that our news is our best investment. It produced more revenue than any other program source."

DEE O. COE,
General Manager,
WWCA, Gary, Indiana
Phone Number ................................ Plaza 1541
Transmitter Location ............ 44th St. & Knollton Rd.
News Service .......................... AP, UP
Transcription Service ............ World
Representative ......................... John E. Pearson
President .............................. Eugene C. Pulliam
V.P., Gen. Station Mgr. ......... Willard C. Worchester
Commercial Manager .............. Daniel C. Park
Prom. Mgr., Pub. Dir. ............ Ward C. Glenn
Pgm., Prod. Dir. .................... M. Wayland Fullington
Chief Announcer .................... Robin Bright
News Director ........................ Allan Jeffries (n.)
Donald Bruce (d.)
Music Librarian ..................... Ray Potts
Chief Engineer ....................... Eugene E. Alden
Consulting Engineer .............. Craven, Lohnes & Culver

W I S H
INDIANAPOLIS—1941—ABC
Frequency: 1310 Kc.  Power: 5000 Watts d.r.
1000 n.
Business-Studio Address .. 1440 N. Meridian St.
Phone Number .......... Plaza 4595
Transmitter Location . Post Rd. & Rawls Ave.
Air Time .............. 6 a.m.-M.
News Service ............... AP
Transcription Service ....... Thesaurus
Representative ............... Bolling
Membership ...................... NARTB, BAB
President ......................... C. Bruce McConnell
General Manager .......... Robert B. McConnell
Sales Prom. Mgr., Pub. Dir. . Reid Chapman
Station Manager .............. William H. Spencer
Prod., Pgm. Dir. .......... William E. Frosh
Chief Engineer ............... Stokes Gresham, Jr.
Farm Editor ..................... Howdy Carlson

W X L W
INDIANAPOLIS—1948
Transmitter Address ......... 3003 Kessler Blvd.
Phone Number .......... Hickory 6494
News Service ................. UP
Transcription Service ....... Capitol
Representative .............. Indie Sales
President ......................... Lyman S. Ayres
General Manager .............. Robert D. Enoch
Program Director .......... Greg Smith
Chief Engineer ............... Edward C. Lockwood

W I T Z
JASPER—1948
Frequency: 990 Kc.  Power: 1000 Watts d.
Owned-Operated By .......... Jasper on the Air Inc.
Address ............................ P.O. Box 187
Phone Number .......... Jasper 678
Transmitter Address ......... Highway 45
Air Time ......................... Sunrise-Sunset
News Service ................. UP
Transcription Service ....... World
President ......................... Dr. Gilbert E. Metzger
General Sta. Manager .......... F. A. Higgins
Commercial Manager .......... George Fouilkes
Publicity Director ............. Patricia Frezon
Prod., News Dir., Farm Ed. .. Charles O. Presky
Chief Announcer ................ David Tobak
Musical Director .............. Frank Martin
Chief Engineer ............... Nick Yolowey
Consulting Engineer ......... Harvey Rees

W I O U
KOKOMO—1948—CBS
Frequency: 1350 Kc.  Power: 1000 Watts
Business-Studio Address ...... Radio Center
Phone Number .......... 6194
Transmitter .............. Rd. 26. E. of St. Rd. 31
Air Time ......................... Unlimited
News Service ............... AP
Transcription Service ....... Standard
Representative .............. Weed
Membership ...................... NARTB
President ......................... Richard Blackridge
V.P., Gen., Sta. Mgr. ...... John Carl Jeffrey
Program Director .......... William R. Cox
News Director ............... Robert Bruner
Chief Engineer ............... Chester Rector
Farm Editor ..................... Bob Nance
Consulting Engineer ......... Gillette

W A S K
LAFAYETTE—1941
MBS—MIDWEST
Frequency: 1450 Kc.  Power: 250 watts
Owned-Operated By .......... WFAM, Inc.
Business-Studio Address ...... McCarty Lane
Phone Number .......... 4300
Transmitter Location ......... McCarty Lane
Air Time ......................... 6 a.m.-12:30 a.m.
News Service ................. UP
Representative ................ Ra-Tel
Transcription Service ....... World
Membe-ship ...................... NARTB, BAB
Pres., Gen., Comm. Mgr. .. O. E. Richardson
Station Manager .............. E. R. Herkner
Pgm. Dir., Chief Announcer . Richard Richardson
Chief Engineer ............... Harry Garba
Consulting Engineer .......... Frank McIntosh

W L O I
LA PORTE—1948
Owned-Operated By .......... La Porte County Bstg. Co., Inc.
Business-Studio Address ...... Rumely Hotel
Phone Number .......... 3734
Transmitter Location ......... Hollon Rd.
News Service ................. AP
Transcription Service ....... Capitol
President, Sta. Mgr. ........ Hoyal H. Scott
Treasurer, Gen. Mgr. ....... Dr. Edward Young
<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Frequency</th>
<th>Power</th>
<th>Owner-Operated By</th>
<th>Business Address</th>
<th>Phone Number</th>
<th>Address</th>
<th>President</th>
<th>News Director</th>
<th>Chief Engineer</th>
<th>Consulting Engineer</th>
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<tr>
<td>WSAI</td>
<td>Logansport</td>
<td>1230 Kc</td>
<td>250 Watts</td>
<td>Tri City Radio Corp.</td>
<td>P. O. Box 271</td>
<td>4403</td>
<td>392 E. 3rd St.</td>
<td>D. B. Burton</td>
<td>Walker, Hal Holman</td>
<td>Rita Outer</td>
<td>Joe Summers</td>
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<tr>
<td>WBAT</td>
<td>Marion</td>
<td>1400 Kc</td>
<td>250 Watts</td>
<td>WBAT</td>
<td>4261</td>
<td>4261</td>
<td>300 Main St.</td>
<td>John C. Colmer</td>
<td>Joseph W. Jordan</td>
<td>Earl Nelson</td>
<td>Ted Burkland</td>
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<tr>
<td>WIMS</td>
<td>Logansport</td>
<td>1420 Kc</td>
<td>250 Watts</td>
<td>A. H. Davis</td>
<td>5500</td>
<td>4400</td>
<td>100 West 4th St.</td>
<td>J. H. Bone</td>
<td>Kermit A. Botkin</td>
<td>Lenora Fuller</td>
<td>William Fowler</td>
</tr>
<tr>
<td>WLRP</td>
<td>New Albany</td>
<td>1570 Kc</td>
<td>1000 Watts</td>
<td>WLRP</td>
<td>4235</td>
<td>4235</td>
<td>560 S. 1st St.</td>
<td>D. A. Burton</td>
<td>Roy L. Hickox</td>
<td>Eugene A. Fischer</td>
<td>Joe Gillman</td>
</tr>
<tr>
<td>WPQG</td>
<td>Portland</td>
<td>1440 Kc</td>
<td>500 Watts</td>
<td>WPQG</td>
<td>1094</td>
<td>1094</td>
<td>200 W. 6th St.</td>
<td>Oliver Pedigo</td>
<td>L. E. Leach</td>
<td>Rita Loesch</td>
<td></td>
</tr>
<tr>
<td>WRAY</td>
<td>Princeton</td>
<td>1250 Kc</td>
<td>1000 Watts</td>
<td>WRAY</td>
<td>1250</td>
<td>1250</td>
<td>City Hall</td>
<td>M. R. Lankford</td>
<td>Bryan Davidson</td>
<td>Lloyd Ray Harry</td>
<td>Joe Gillman</td>
</tr>
<tr>
<td>WKBV</td>
<td>Richmond</td>
<td>1490 Kc</td>
<td>250 Watts</td>
<td>WKBV</td>
<td>2500</td>
<td>2500</td>
<td>100 E. Main St.</td>
<td>M. R. Lankford</td>
<td>Larry Davidson</td>
<td>Jim Hirsch</td>
<td>Joe Gillman</td>
</tr>
</tbody>
</table>
Phone Number .......................... 5-1156
Air Time .............................. 5:45 a.m. M.
News Service .......................... AP
Transcription Service .......................... Theaurus, SESAC
Representative .......................... Robert Meeker
Membership ................................ NARTB, BAB
President ............................... Allen McCrea
Gen., Sta. Mgr. .............................. Lester G. Spencer
Comm., Sis. Prom. Mgr. .......................... Roland L. Nusbaum
Program Director ............................ Charles L. Mitchell
News Director ............................. Spencer Danes
Musical Director ............................. Geneta Kern
Chief Engineer .............................. L. J. Duning
Farm Editors ............................. Cedric Miller, Mary Liz Miller
Consulting Engineer ........................ Craven, Lohnes & Culver

WJCD
SEYMOUR—1949
Frequency: 1390 Kc .......................... Power: 500 Watts d.
Owned-Operated By .......................... Dr. Azra C. Baker
Phone Number ............................. 1212
Transmitter ............................. 1 Mi. No. of Seymour
News Service ............................... AP
Air Time ................................. Daytime
Transcription Service ........................ Lang-Worth, SESAC
General Manager ............................. Dr. Azra C. Baker
Commercial Manager ........................ Robert E. Shippee
Sales Prom. Mgr. ............................. Herb Arms
Pgm. Dir., Chief Announcer .......................... Bill Clark
News Director .............................. Harry Bradway
Chief Engineer .............................. Arnold Haun

WHOT
SOUTH BEND—1944—ABC
Frequency: 1490 Kc .......................... Power: 250 Watts
Owned-Operated By South Bend Bcstg. Corp.
Phone Number ............................. 7-1566
Air Time ................................. 6 a.m.-12 M.
News Service ............................... AP
Transcription Service ........................ Associated
Representative .............................. Bolling
Membership ................................ NARTB, BAB
President ................................. C. Bruce McConnell
General Manager ............................. Robert B. McConnell
Station Manager ............................. Frank Crossiar
Commercial Manager .......................... C. J. Pajakowski
Sales Prom. Mgr. ............................. Robert Nowicki
Pgm., News Dir., Chief Announcer .......................... Jack Melloy
Chief Engineer .............................. Ira D. Kealy
Farm Editor ............................... Bruce Chamberlin
Consulting Engineer ........................ Stokes Gresham, Jr.

WJVA
SOUTH BEND—1947
Frequency: 1580 Kc .......................... Power: 250 Watts d.
Address ................................. 206 So. Main St., Mishawaka, Ind.
Phone Number ............................. 5-8620
Transmitter Location ........................ N. Hickory Rd.
Air Time ................................. Sunrise-Sunset
News Service ............................... UP
Transcription Service ........................ World
Representative .............................. B. L. McHargue
Membership ................................ NARTB, BAB
Commercial Manager .......................... Charlie Sharpless
Program Director ............................. Vince Doyle
Chief Announcer ............................. Johnny Jarvis
Chief Engineer .............................. Francis J. Bock
Consulting Engineer ........................ George C. Davis

WSBT
SOUTH BEND—1922—CBS
Frequency: 960 Kc .......................... Power: 5000 Watts
Owned-Operated By The South Bend Tribune
Business-Studio Address .......................... 223 W. Collar Ave.
Phone Number ............................. 3-6161
Transmitter Location ........................ 7 mi. S.E. of city
News Service ............................... AP
Transcrip. Serv. ............................ RCA Thesaurus, Standard
Representative .............................. Paul H. Raymer
Membership ................................ NARTB, BAB
President ................................. F. A. Miller
Station Manager ............................. Robert H. Swinz
Commercial Manager .......................... Neal B. Welch
Sales Prom. Mgr. Pub. Dir. ........................ Walter A. Sweitzer
Program Director ............................. Robert J. Drain
Production Director ............................ Oliver Parcher
Chief Annocr., News Dir. ........................ Morton Linder
Chief Engineer .............................. Herbert G. Cole
Consulting Engineer ........................ Millard Garrison

WTMJ
TELL CITY—1948—LBS
Frequency: 1230 Kc .......................... Power: 250 Watts
Owned-Operated By .......................... James R. Brewer
Business-Studio Address .......................... Tell City
Phone Number ............................. 740
Transmitter Address ........................ Highway 66-E
News Service ............................... AP
Owner, Manager ............................. James R. Brewer

WBO
TERRE HAUTE—1927—NBC
Frequency: 1230 Kc .......................... Power: 250 Watts
Owned-Operated By Banks of the Wabash, Inc.
Business-Studio Address ........................ 303 S. Sixth St.
Phone Number ............................. Crawford 5034
Transmitter Location ........................ First & Peyton Sts.
Air Time ................................. 6 a.m.-M.
News Service ............................... AP, UP
Transcription Service ........................ Thesaurus
Representative .............................. Weed
Membership ................................ NARTB, BAB
President ................................. Alvin Eades
Comm., Gen., Sta. Mgr. .......................... William F. Rippetoe
Sales Prom. Manager .......................... Sigel A. Houck
Program Director ............................. Harry Frey
Production Director ............................ Ralph McHargue
Publicity Director ............................. Madeline X. Barry
News Director ............................... Howard Stevens
Chief Announcer ............................. Jim Kohl
Musical Director ............................. Leo Baxter
Chief Engineer .............................. Howard Stewart
Consulting Engineer ........................ John Carroway...

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**WTHI**

**TERRE HAUTE—1947—CBS**

Frequency: 1480 Kc. Power: 1000 Watts

Owned-Oper. By Wabash Valley Bdg. Corp.

Address: 120 South 7th Street

Phone Number: Crawford 9481

Trans. Loca.: 13th St. & Hasselburger Rd.

Air Time: 6 a.m.-M.

News Service: UP

Transcription Service: Lang-Worth Library

Membership: NARTB, BAB

President: Anton Hulman, Jr.

Gen. Sta. Mgr.: Joseph M. Higgins

Commercial Manager: Dick Forbes

Sales Promotion Mgr.: Lou Froeb

Program Director: Ben Falber, Jr.

Prod. Dir., Chief Annr.: Robert Kimbro

Chief Engineer: Don Petit

**WAOV**

**VINCENNES—1940—MBS**

Frequency: 1450 Kc. Power: 250 Watts

Owned-Operated By: Vincennes Sun Co.

Business Address: Grand Hotel

Phone Number: 787

Studio Address: 320 Busseron St.

Transmitter Location: Hqwy. N. of Vincennes

**WKAM**

**WARSAW—1949**

Frequency: 1220 Kc. Power: 250 Watts

Owned-Operated By: Kosciusko Bdstg. Corp.

Address: RFD No. 1

Phone Number: 65

News Service: UP

Transcription Service: Cole

Representative: Hal Holman

President: Eugene C. Pulliam

General Manager: Tom Peden

Program Director: Dick Shaughnessy

Chief Technician: Ralph Baldwin

**WRSW**

**WARSAW—1951**

Frequency: 1480 Kc. Power: 500 Watts

Owned-Operated By: Warsaw Times Union

Address: Times Building

Phone Number: 155

News Service: UP

Transcription Service: Capitol, Lang-Worth

Representative: Hoosier

President: Raymond B. Williams

General Manager: C. Reuben Williams

Comm., Prom. Mgr.: William Mollenhour

**WHY IS AP THE BEST?**

BECAUSE—AP is faster, more complete, more accurate than any other news service.

**ISOLATED!**

... MUST BE REACHED FROM WITHIN.

Like an oasis in the desert... WTHI serves the vast rich Wabash Valley trading area.

- North, South, East or West... no sizeable market exists nearby.
- The major focal point in a diversified market of determined growth.
- A $12,000,000 industrial building program is now in progress.

And, WTHI is its most powerful sales voice!

Terre Haute's strongest and only Home-Owned station

Represented Nationally by The Bolling Co.

**WTHI**

"CBS Radio"
<table>
<thead>
<tr>
<th>Radio Station</th>
<th>City</th>
<th>Frequency</th>
<th>Power</th>
<th>Owned-Operated By</th>
<th>Business-Studio Address</th>
<th>Phone Number</th>
<th>Transmitter Location</th>
<th>Air Time</th>
<th>News Service</th>
<th>Transcription Service</th>
<th>Address</th>
<th>Phone Number</th>
<th>Transcription Service</th>
<th>News Service</th>
<th>Representative</th>
<th>Membership</th>
<th>Phone Number</th>
<th>Frequency</th>
<th>Power</th>
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</thead>
<tbody>
<tr>
<td>KASI</td>
<td>Ames</td>
<td>1430 Kc.</td>
<td>1000 W</td>
<td>Bcastg. Co.</td>
<td>328½ Main St.</td>
<td>.3460</td>
<td>Ontario</td>
<td>Daytime</td>
<td>U</td>
<td>UP</td>
<td></td>
<td>1380</td>
<td>Lang-Worth</td>
<td>UP, INS</td>
<td>Pearson</td>
<td>NARTB, BAB</td>
<td>4-4194</td>
<td>1600 Kc.</td>
<td>5000 W</td>
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<tr>
<td>KJAN</td>
<td>Atlantic</td>
<td>1220 Kc.</td>
<td>250 W</td>
<td>Bcastg. Co.</td>
<td>205 N. Adams St.</td>
<td></td>
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<td></td>
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<td></td>
<td></td>
<td>1600 Kc.</td>
<td>5000 W</td>
</tr>
<tr>
<td>KBUR</td>
<td>Burlington</td>
<td>1430 Kc.</td>
<td>250 W</td>
<td>Bcastg. Co.</td>
<td>National Bank Bldg.</td>
<td>.680</td>
<td></td>
<td>6:00 a.m.</td>
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<td></td>
<td></td>
<td></td>
<td>1600 Kc.</td>
<td>5000 W</td>
</tr>
<tr>
<td>KCIM</td>
<td>Carroll</td>
<td>1380 Kc.</td>
<td>1000 W</td>
<td>Bcastg. Co.</td>
<td>520 N. Adams St.</td>
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<td>U</td>
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<td></td>
<td>1380</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td>1600 Kc.</td>
<td>5000 W</td>
</tr>
<tr>
<td>KCRG</td>
<td>Cedar Rapids</td>
<td>1600 Kc.</td>
<td>5000 W</td>
<td>The Gazette Co.</td>
<td>104 First St., SW</td>
<td>.4194</td>
<td></td>
<td></td>
<td>U</td>
<td></td>
<td></td>
<td>3-8265</td>
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<td></td>
<td></td>
<td></td>
<td>1600 Kc.</td>
<td>5000 W</td>
</tr>
<tr>
<td>KWCR</td>
<td>Cedar Rapids</td>
<td>1450 Kc.</td>
<td>250 W</td>
<td>Bcastg. Co.</td>
<td>211 First St., SW</td>
<td>2616 Robbins Road</td>
<td>3-8265</td>
<td></td>
<td></td>
<td>U</td>
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<td></td>
<td>1450 Kc.</td>
</tr>
<tr>
<td>WMT</td>
<td>Cedar Rapids</td>
<td>600 Kc.</td>
<td>5000 W</td>
<td>American Bcastg. Corp.</td>
<td>211 First St., SW</td>
<td>3-8265</td>
<td></td>
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<td>U</td>
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<td></td>
<td></td>
<td></td>
<td>600 Kc.</td>
<td>5000 W</td>
</tr>
</tbody>
</table>
Business Studio Address: Para. Theatre Bldg.
Phone Number: 6127
Transmitter Location: Marion
Air Time: 5 a.m.–1 a.m.
News Service: AP, INS, UP
Transcription Service: RCA, Lang-Worth Representative
Membership: NARTB, BAB
Exec. Vice-Pres.: William B. Dolph
General Manager: William B. Quarton
Commercial Manager: Lew Van Nostrand
Promotion Mgr.: Leo F. Cole
Production Director: Douglas B. Grant
Publicity Dir.: Dorothy Cummins
Chief Announcer: Bob Leefers
News Director: Dick Cheverton
Musical Director: Esther Rausch
Chief Engineer: George Hixenbaugh
Farm Editor: Charles A. Worcester

**KCOG**

**CENTREVILLE—1949**

Frequency: 1400 Kc. Power: 100 Watts
Owned-Operated By: Centerville Bdcstg. Co.
Address: 1910 South Main St.
Phone Number: 131. 407
Transmitter Location: 1910 South Main St.
Air Time: Unlimited
News Service: AP
Transcription Service: Lang-Worth Representative: McGillvra
Membership: NARTB
President: R. K. Beck
Gen., Sta., Comm., Mgr.: A. M. Farber
Chief Engin., Anncr.: Robert K. Reimers
Farm Editor: Warren Langfitt

**KCHA**

**CHARLES CITY—1949—KBS**

Owned-Operated By: Inland Bdcstg. Corp.
Business Address: Charles City
Phone Number: 787
Air Time: Daytime
News Service: UP
Transcription Service: Capitol Representative: McGillvra
President: Dean Hollingsworth
General Manager: C. E. Wright
Chief Engineer: Loring Koelsing

**KROS**

**CLINTON—1941—MBS-TALL CORN**

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Clinton Bdcstg Corp.
Address: 246 Fifth Avenue South
Phone Number: 448
Trans., Location: 13th Ave., No. & Elvira Rd.
Air Time: 6 a.m.–M.
News Service: UP
Transcription Service: Thesaurus Representative: Pearson
Membership: NARTB, BAB
President: W. S. Jacobsen

Gen., Sta. Mgr.: B. M. Jacobson
Commercial Manager: Darline Gordan
Sales Promotion Mgr.: Emmett Hassett, Jr.
Program Dir., Farm Ed.: Jack Thomasen
Production Director: Lucille Scooggins
News Director: Lee White
Chief Engineer: Gerald Parker

**KSWI**

COUNCIL BLUFFS—1947

Frequency: 1560 Kc. Power: 500 Watts d.
Address: P. O. Box 509
Phone Number: Co. Bluffs 4041
Transmitter Location: South Omaha Rd.
Air Time: Sunrise—Sunset
News Service: AP
Transcription Service: Lang-Worth, Associated, RCA
Membership: NARTB, BAB
President: Robert R. O'Brien
Gen., Sta., Mgr.: Robert H. Davis
Program Director: Harold Hughes

**KSIB**

CRESTON—1946

Frequency: 1520 Kc. Power: 1000 Watts d.
Owned-Oper. By: Southwest Iowa Bdcstg. Co.
Address: Creston
Phone Number: 55
Transmitter: Highway 34
News Service: AP
Transcription Service: Associated Representative: Pearson
President: Arthur Horning
Gen., Comm., Mgr.: E. M. Horning
Program Director: Dorothy Lindley
News Director: Bob Parker
Chief Engineer: Floyd George

**KSTT**

DAVENPORT—1946

LBS-MBS-IOWA TALL CORN

Frequency: 1170 Kc. Power: 1000 Watts
Business-Studio Address: 324 Main St.
Phone Number: 6-2541
Transmitter Location: Milan, Ill.
News Service: UP
Transcription Service: C. P. MacGregor
President, Gen. Manager: Hugh R. Norman
Commercial Mgr.: Neil Conklin
Production Director: Warren Anderson

**WOC**

DAVENPORT—1922—NBC

Frequency: 1420 Kc. Power: 5000 Watts
Owned-Operated By: Tri-City Bdcstg. Co.
Address: 805 Brady Street
Phone Number: 3-3661
Transmitter Location: Benndorf
Air Time: 6 a.m.–M.
News Service: UP
<table>
<thead>
<tr>
<th><strong>Thesaurus</strong></th>
<th><strong>K R N T</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2-9191</strong></td>
<td><strong>DES MOINES—1935—ABC</strong></td>
</tr>
<tr>
<td>Joe Petry</td>
<td>Frequency: 1350 Kc.</td>
</tr>
<tr>
<td>Lloyd Bob</td>
<td>Owned-Operated By: Cowles Bscig. Co.</td>
</tr>
<tr>
<td>Edith A.</td>
<td>Business-Studio Address: 715 Locust St.</td>
</tr>
<tr>
<td>Bob V.P. &amp; Treasurer</td>
<td>Phone Number: 3-2111</td>
</tr>
<tr>
<td>D. D. Palmer</td>
<td>Transmitter Location: S.W. 22nd &amp; Park Ave.</td>
</tr>
<tr>
<td>Ralph Evans</td>
<td>Air Time: 8 a.m-M</td>
</tr>
<tr>
<td>Wm. D. Wagner</td>
<td>News Service: AP, INS, UP</td>
</tr>
<tr>
<td>Ernest C. Sanders</td>
<td>Transcription Service: Standard, Associated</td>
</tr>
<tr>
<td>Mark Wodlinger</td>
<td>Station Representative: The Katz Agency</td>
</tr>
<tr>
<td>Charles Freburg</td>
<td>Membership: NARTB, BAB</td>
</tr>
<tr>
<td>Fred A. Reed</td>
<td>President: Gardner Cowles</td>
</tr>
<tr>
<td>Bob Frank</td>
<td>General-Station Manager: Bob Dillon</td>
</tr>
<tr>
<td>Paul Ives</td>
<td>Commercial Manager: Paul Elliott</td>
</tr>
<tr>
<td>A. D. Ring</td>
<td>Program Director: Dick Covey</td>
</tr>
<tr>
<td>Consulting Engineer</td>
<td>Musical Director: Wayne Ackley</td>
</tr>
<tr>
<td><strong>K D E C</strong></td>
<td>Chief Engineer: Charles Quentin</td>
</tr>
<tr>
<td><strong>DECORAH—1947—MBS-TALL CORN</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Frequency:</strong> 1240 Kc.</td>
<td><strong>K S O</strong></td>
</tr>
<tr>
<td><strong>Power:</strong> 250 Watts</td>
<td><strong>DES MOINES—1945—ABS</strong></td>
</tr>
<tr>
<td><strong>Owned-Operated By:</strong> Scenic Bscig. Co.</td>
<td>Frequency: 1460 Kc.</td>
</tr>
<tr>
<td><strong>Business-Studio Address:</strong> State Road</td>
<td>Power: 5000 Watts</td>
</tr>
<tr>
<td><strong>Phone Number:</strong> 1240</td>
<td>Owned-Operated By: Murphy Bscig. Co.</td>
</tr>
<tr>
<td><strong>Transmitter Location:</strong> 600 Leiv Eriksson Dr.</td>
<td>Business-Studio Address: 800 Farm Bldg.</td>
</tr>
<tr>
<td><strong>News Service:</strong> AP</td>
<td>Phone Number: 3-0571</td>
</tr>
<tr>
<td><strong>Transcription Service:</strong> Associated</td>
<td>Transmitter Location: E. 38th &amp; Broadway</td>
</tr>
<tr>
<td><strong>Representative:</strong> Pearson</td>
<td>News Service: AP</td>
</tr>
<tr>
<td><strong>Membership:</strong> NARTB, BAB</td>
<td>Transcription Service: Capitol</td>
</tr>
<tr>
<td>Sales Prom. Mgr.: John Hansen</td>
<td>President: Kingsley H. Murphy</td>
</tr>
<tr>
<td>Chief Engineer: Curtis Eittreim</td>
<td>Pub., Pgm. Dir.: B. C. Baldwin</td>
</tr>
<tr>
<td><strong>K C B C</strong></td>
<td>News Director: Donald McGibney</td>
</tr>
<tr>
<td><strong>DES MOINES—1946</strong></td>
<td>Chief Engineer: F. E. Bartlett</td>
</tr>
<tr>
<td><strong>Frequency:</strong> 1390 Kc.</td>
<td>Consulting Engineer: Jansky &amp; Bailey</td>
</tr>
<tr>
<td><strong>Power:</strong> 1000 Watts</td>
<td></td>
</tr>
<tr>
<td><strong>Owned-Operated By:</strong> Majestic Bscig. Co.</td>
<td><strong>K W D M</strong></td>
</tr>
<tr>
<td><strong>Business-Studio Address:</strong> 2323 Grand Ave.</td>
<td><strong>DES MOINES—1948—LBS</strong></td>
</tr>
<tr>
<td><strong>Phone Number:</strong> 4-3151</td>
<td>Frequency: 1150 Kc.</td>
</tr>
<tr>
<td><strong>Transmitter Location:</strong> E. 42nd &amp; Dean Ave.</td>
<td>Power: 1000 Watts</td>
</tr>
<tr>
<td><strong>News Service:</strong> AP</td>
<td>Owned-Operated By: Des Moines Bscig. Corp.</td>
</tr>
<tr>
<td><strong>Representative:</strong> Forjoe</td>
<td>Business-Studio Address: 407 Fifth Ave.</td>
</tr>
<tr>
<td><strong>President:</strong> Karl Peters</td>
<td>Phone Number: 2-8363</td>
</tr>
<tr>
<td><strong>General Manager:</strong> Rolo H. Bergeson</td>
<td>Transmitter Location: Lowey</td>
</tr>
<tr>
<td><strong>News Director:</strong> John Goslin</td>
<td>Air Time: Unlimited</td>
</tr>
<tr>
<td><strong>Chief Engineer:</strong> Bob Brown</td>
<td>News Service: INS, UP</td>
</tr>
<tr>
<td><strong>K I O A</strong></td>
<td>Transmission Service: Cole, SESAC, Associated</td>
</tr>
<tr>
<td><strong>DES MOINES—1948—MBS</strong></td>
<td>Pres., Comm. Mgr.: George W. Webber</td>
</tr>
<tr>
<td><strong>Frequency:</strong> 940 Kc.</td>
<td>General Manager: Robert L. Webber</td>
</tr>
<tr>
<td><strong>Power:</strong> 10,000 Watts d.</td>
<td>Program Director: Edith D. Webber</td>
</tr>
<tr>
<td>5,000 Watts n.</td>
<td>Chief Announcer: Ford Roberts</td>
</tr>
<tr>
<td><strong>Owned-Operated By:</strong> Independent Bscig. Co.</td>
<td>News Director: F. N. Booten</td>
</tr>
<tr>
<td><strong>Address:</strong> 10th &amp; Mulberry</td>
<td>Musical Director: Bill Dutcher</td>
</tr>
<tr>
<td><strong>Phone Number:</strong> 2-9191</td>
<td>Chief Engineer: Werner Schwars</td>
</tr>
<tr>
<td><strong>Transmitter Location:</strong> Hartford</td>
<td></td>
</tr>
<tr>
<td><strong>Air Time:</strong> 6 a.m-12 M.</td>
<td></td>
</tr>
<tr>
<td><strong>News Service:</strong> INS, UP</td>
<td></td>
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<tr>
<td><strong>Transmission Service:</strong> World</td>
<td></td>
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<tr>
<td><strong>Representative:</strong> A. M. Radio Sales Co.</td>
<td></td>
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<tr>
<td><strong>President:</strong> Ralph L. Allass</td>
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<tr>
<td><strong>Gen., Sta. Mgr.:</strong> Marvin L. Rosene</td>
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</tr>
<tr>
<td><strong>Commercial Manager:</strong> James L. Kelehan</td>
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<tr>
<td><strong>Program Director:</strong> Lee L. Harris</td>
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<tr>
<td><strong>Publicity Director:</strong> Janice R. Hull</td>
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<tr>
<td><strong>W H O</strong></td>
<td><strong>DES MOINES—1924—NBC</strong></td>
</tr>
<tr>
<td><strong>Frequency:</strong> 1040 Kc.</td>
<td><strong>Power:</strong> 50,000 Watts</td>
</tr>
<tr>
<td><strong>Owned-Operated By:</strong> Central Bscig. Co.</td>
<td></td>
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</tbody>
</table>
Business-Studio Address... 914 Walnut St.
Phone Number............. 3-7147
Transmitter Location..... Mitchellville
Air Time.................. 5:30 a.m.-12:30 a.m.
News Service............. AP, INS, UP
Transcription Service... Thesaurus, SESAC
Station Representative... Free & Peters
Membership................ NARTB, BAB
President.................. Col. R. J. Palmer
Vice-Pres. & Treas... D. D. Palmer
V. Pres., & Resident Mgr... Paul A. Loyet
Exec. V. Pres. .......... Ralph Evans
Assistant Manager....... W. W. Woods
Sales Manager ............ Harold Fulton
Sales Promotion........... John Schweiker
Program Director......... Jack Kerrigan
Production Director..... Kenneth Gfeller
News Bureau Manager... Jack D. Shelley
Chief Engineer .......... Reed E. Snyder
Farm Editor ............. Herb Plambeck
Consulting Engineer..... A. D. Ring

**KDTH**

DUBUQUE—1941—NBC

Frequency: 1370 Kc.  Power: 1000 Watts
Owner............. Dubuque Telegraph-Herald
Bus.-Studio Address... Eighth Ave. & Bluff Sta.
Phone Number.......... 3-7351
Transmitter Location... East Dubuque
News Service........... AP
Transcription Service... Associated, World
Station Representative... Pearson
Membership ........... NARTB, BAB
General-Station Manager... K. S. Gordon
Commercial Manager... A. C. Newburgh
Program Director....... Arnie Stermian
News Director.......... George Freund
Chief Engineer.......... Robert I. Hancock
Farm Editor ........... Gerald McAleece

**WDBQ**

DUBUQUE—1933—ABC

Frequency: 1490 Kc.  Power: 250 Watts
Owner............. Dubuque Bstg. Co.
Business-Studio Address... 505 Main St.
Phone Number.......... 3-8241
Transmitter Location... R. R. No. 2
Air Time.............. 6:15 a.m.-M.
News Service........... UP
Transcription Service... Lang-Worth
Representative.......... Robert Meeker
Exec. V. P., Gen. Sta. Mgr... James D. Carpenter
Commercial Mgr........ Harry Hattenbuehler
Program-Production Dir... Gleason Kistler
Publicity Director..... R. E. Carpenter
Chief Anncr., News Dir... L. Vaughn Gayman
Musical Director....... Ethel M. Carpenter
Chief Engineer.......... Barkey-Helm

**KVFD**

FT. DODGE—1939—MBS

Frequency: 1400 Kc.  Power: 250 Watts
Owner............. Northwest Bstg. Co.
Bus.-Studio Address... 912 1st Ave. S.
Phone Number.......... 3-7147
Air Time.............. 6 a.m.-12 M.
News Service........... UP, INS
Transcription Service... Lang-Worth
Representative.......... Pearson
Membership ........... NARTB, BAB
President, General Manager... Edward Breen
Office Manager.......... Lester Person
Commercial Mgr........ Max Landes
Sales Prom. Mgr... Gordon DeKoster
Farm Ed., Pgm. Dir... Drexel Peterson
News Director.......... Kenneth Peterson
Chief Announcer....... Johnny Green
Chief Engineer......... David G. Sinclair
Consulting Engineer... Dillard

**KXGI**

FT. MADISON—1947

Owner-Operated By...... KXGI
Bus.-Studio Address..... Marquette Bldg.
Phone Number.......... 3-8241
Transmitter Location... Ft. Madison
Air Time.............. Sunrise to sunset
News Service........... AP
Transcription Service... Lang-Worth
Representative .......... Holman
President................ W. E. Walker
Gen., Sta. Mgr... Greg Rouleau
Commercial Manager... W. R. Walker
Sls. Prom., Mgr., Pub. Dir... Jack Stephen
Program Director....... Keith Pettuck
News Director.......... Chet Szmyczak
Chief Engineer.......... Bob Breeding

**KXIC**

IOWA CITY—1948

Frequency: 800 Kc.  Power: 1000 Watts d.
Owner-Oper. By... Johnson County Bstg. Corp.
Bus.-Studio Address... 108 1/2 E. Washington St.
Phone Number........ 8-1181
Transmitter Location... 1 Mi. N. of Iowa City
News Service........... UP
Representative .......... Wm. G. Rambeau
Transcription Service... Lang-Worth
Gen. Mgr., News Dir... Gene Clavssen
Progam Director....... Herbert D. Olson
Chief Engineer.......... Elliott Full

**KOKX**

KEOKUK—1947

Frequency: 1310 Kc.  Power: 1000 Watts d.,
500 Watts n.
Owner-Operated By... Keokuk Bstg. Co.
Address... 500 1/2 Main Street
Phone Number........ 235
Transmitter Location... Hamilton, Ill.
Air Time.............. Unlimited
News Service........... UP
Transcription Service... World, SESAC
Representative.......... Meeker
Membership ........... NARTB, BAB
President................ W. J. Stadler
V. P., Gen., Sta Mgr... H. O. Totten
K F J B
MARBALLTOWN—1923—MBS
Frequency: 1230 Kc. Power: 250 Watts
Owned By Times Republican Ptg. Co.
Operated By Marshall Electric Co.
Business-Studio Address: 133 E. Main St.
Phone Number: 3361
Air Time: 6:30 a.m.-M.
News Service: UP
Transcription Service: Thesaurus
Representative: Pearson
Membership: NARTB, BAB
President: John W. Norris
General Manager: Paul G. Norris
Station, Comm. Manager: William F. White
Pgm., Prod., Pub. Dir.: Allan N. Schrock
Musical Dir.: Maurice Roseborough
News Director: Robert W. Billman
Chief Engineer: Herbert G. Anderson

K G L O
MASON CITY—1937—CBS
Frequency: 1300 Kc. Power: 5000 Watts
Owned-Operated By: Lee Radio, Inc.
Business-Studio Address: 12½ 2nd St., N.E.
Phone Number: 2800
Transmitter Location: Hwy. 18
Air Time: 5:30 a.m.-12 M.
News Service: AP, UP
Transcription Service: Standard
Representative: Weed
Membership: NARTB, BAB
President: Lee P. Loomis
Exec. V.P.: Herbert R. Oehr
Sta., Comm. Mgr.: Henry B. Hook
Sales Promotion Manager: Donald Harrer
Program Director: William G. Suter
Prod. Dir., Chief Anntr.: Robert Clausen
Publicity Director: Jane Hertig
Chief Engineer: Roger E. Sawyer
News Director: Charles Hilton
Farm Editor: Dick Arnold
Consulting Engineer: Esterly Page

K R I B
MASON CITY—1948—MBS
TALL CORN
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Mason City Bcstg. Co.
Address: 5 Second St., S.W.
Phone Number: 5400
Representative: Pearson
Transcription Service: World
News Service: AP
Partners: Louis Abbott, George & William Wolf

News Director: Bob Cavanaugh
Chief Engineer: Richard J. Kelley

K S M N
MASON CITY—1947
Frequency: 1010 Kc. Power: 500 Watts d.
Owned-Operated By: Mohawk Bcstg. Co.
Business-Studio Address: Weir Bldg.
Phone Number: 5420
Transmitter Location: Hiwy 18
Air Time: Sunrise-Sunset
News Service: UP
Membership: NARTB, BAB
Transcription Service: Associated
Pres., General-Station Mgr.: Robert M. Carson
Commercial Manager: Norman W. Rice
Program Director: J. Boyd Harvey
News Director: Howard Campbell
Chief Engineer: Hubert J. Marshall
Consulting Engineer: Weldon & Carr

K W P C
MUSCATINE—1947—TALL CORN
Owned-Operated By: Muscatine Bcstg. Co.
Transmitter Address: Mulberry at House
Phone Number: 860
Air Time: Sunrise-sunset
News Service: UP
Transcription Service: Thesaurus, Associated
Representative: Pearson
Membership: NARTB, BAB
Comm., Gen., Sta. Mgr.: George J. Volger
Program Director: Donald Wooten
Musical Director: Thelma Volger
News Director: James Ryan
Chief Engineer: Tom Winn
Consulting Engineer: Chambers & Garrison

K O E L
OELWEIN—1950—TALL CORN
Frequency: 950 Kc. Power: 500 Watts
Owned-Oper. By: Northeast Iowa Radio Corp.
Address: 41½ W. Charles St.
Phone Number: 120-1
Air Time: 6 a.m.-M.
Representative: Pearson
Transcription Service: Thesaurus
News Service: UP
Membership: BAB
President: A. E. Schneider
Gen., Sta., Comm. Mgr.: W. J. Teich
Sales Prom. Mgr.: Donald McPhee
Prog., Prod., Mus. Dir.: Robert Morrow
Pub., News Dir.: Don Ballinger
Chief Announcer: Dave Melton
Chief Engineer: Ralph Giese

K B O E
OSKALOOSA—1950
Address: P. O. Box 273
KOIZ
OTTUMWA—1941—MBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: KBIZ, Inc.
Address: Seven Acres
Phone Number: 5600
Transmission Location: Community Gardens
News Service: AP
Transcription Service: World
President, General Mgr.: James J. Conroy
Station Manager: Eleanor M. Haling
Commercial Mgr.: Alice E. Fisher
Program Director: Larry Shepard
Chief Engineer: Lloyd Hanson
Consulting Engineer: Commercial Radio

KFNF
SHENANDOAH—1924—MBS
Owned-Operated By: Capital Bstg. Co.
Address: Shenandoah
Phone Number: 1302
News Service: AP
Transcription Service: World, SESAC
Representative: Pearson
President: C. J. Abbott
Chief Engineer: Franz Cherry
Program Director: Earl Blakeley
Prom. Mgr.: News Dir.: Clair Gross

KMA
SHENANDOAH—1925—ABC
Frequency: 960 Kc. Power: 5000 Watts
Owned-Operated By: May Bstg. Co.
Phone Number: 192
Transmitter Location: 1 mi. NE of Shenandoah on Hwy. 48
Air Time: Unlimited
News Service: AP, UP
Transcription Service: Capitol
Representative: Avery-Knodel, Inc.
Membership: NARTB, BAB
President: Edward W. May
General Manager: Owen Saddler
Station Manager: Anthony Koelker
Comm. Mgr.: H. O. Peterson
Program Director: Wayne Beavers
Chief Announcer: Warren Nielson
News Director: Ralph Childs
Musical Director: Virginia White
Chief Engineer: R. J. Schroeder

Farm Editor: Merrill Langfitt
Consulting Engineer: Wm. L. Foss

KCOM
SIoux City—1949—LBS
Frequency: 620 Kc. Power: 1000 Watts
Owned-Operated By: KCOM Bstg. Co.
Address: 620 Insurance Exchange Bldg.
Phone Number: 8-0528
Air Time: Unlimited
News Service: UP
Transcription Service: Standard
Representative: Pearson
President & Manager: W. R. Perkins
Commercial Manager: Sheldon Singer
Sales Prom Mgr.: L. G. Roley
Pgm. Dir., Ch. Anncr.: E. P. Bouchier
News Director: Millord Miller
Chief Engineer: Al Smith
Farm Editor: M. D. Burgess
Consulting Engineer: McIntosh & Ingalls

KSCJ
SIoux City—1927—ABC
Frequency: 1360 Kc. Power: 5000 Watts
Owned-Operated By: Perkins Bros. Co.
Business-Studio Address: 415 Douglas St.
Phone Number: 5-7993
News Service: AP
Transcription Service: Lang-Worth, World SESAC
Representative: George P. Hollingsbery
Membership: NARTB, BAB
President: W. R. Perkins
Station-Comm. Mgr.: E. T. Flasheger
Program Director: Elizabeth Sammons
Sl. Prom. Mgr., Pub. Dir.: Jean Harraday
Chief Engineer: S. C. Dler

KTRI
SIoux City—1938—MBS
Frequency: 1470 Kc. Power: 5000 Watts
Owned-Operated By: Sioux City Bstg. Co.
Business-Studio Address: Commerce Bldg.
Phone Number: 8-0165
Transmitter Location: Dakota City, Neb.
News Service: UP
Transcription Service: Thesaurus
Representative: O. L. Taylor Co.
Membership: NARTB, BAB
President: John C. Kelly
Gen., Sta., Comm. Mgr.: E. J. Huber
Sales Prom. Mgr., Pub. Dir.: Leonen Kelly
Pgm. Prod. Dir.: Bob Hansen
Chief Engineer: Willard Esterly
Consulting Engineer: Commercial Radio

KICD
SPENCER—1942—MBS
Frequency: 1240 Kc. Power: 250 Watts
Address: Box 631
Phone Number: 1240
News Service: AP
Transcription Service .......................... Standard, Associated Representative ...................... Pearson Membership .............................. NARTB Pres., General Mgr. ...................... Ben B. Sanders Commercial Director ........................ Lynn Bickett Program Director .......................... Mason Dixon Production Director ...................... Tom Shumate News Director ............................... Hewey Sanford Chief Engineer ...................... Elson Kanago

KAYL
STORM LAKE—1948
Owned-Operated By ...................... Cornbelt Bdstg. Co.
Phone Number ................................ 1490
Transmitter Location ..................... Hwy. 71
News Service .................................. AP
Transcription Service ..................... World, Capitol
Membership .................................. NARTB, BAB
President ................................... O. J. Grau
Program Director ........................... P. R. Benson
News Director ............................... Budd DuVall
Chief Engineer ............................. Howard L. Carlson
Farm Editor ................................. Bob Graham

KBOK
WATERLOO—1946
Address ........................................ 6201/2 Lafayette St.
Phone Number .............................. 6851
Representative .............................. McGillvra
News Service ............................... UP
Gen. Mgr. & Secty. ......................... John M. Printup

KWNL
WATERLOO—1947—MBS
Owned-Operated By .. Black Hawk Bdstg Co.
Address ....................................... Hotel Russell Lamson
Transmitter Location ..................... Lafayette Rd.
News Service ............................... AP

KSO K
ARKANSAS CITY—1947
Frequency: 1280 Kc.  Power: 1000 Watts d.
Owned-Operated By ... The KSO K Bdstg, Co.
Phone Number ................................ 2666
Trans. Loca. ..................... 1 Mi. No. of Arkansas City
News Service ............................... AP
Transcription Service ..................... Lang-Worth
President .................................. Oscar S. Stauffer
General Manager ...................... S. C. Thompson

KXEL
WATERLOO—1942—ABC
Frequency: 1540 Kc.  Power: 50,000 Watts
Business-Studio Address .............. Insurance Bldg.
Transmitter Location ..................... Dysart
News Service ............................... INS
Transcription Service ..................... SESAC
Representative ..................... Avery-Knodel
President, Gen.-Station Manager .. Joe DuMond
Sales Promotion Mgr. ................ A. J. DuMond
Program Dir. .............................. Emlyn Owen
Publicity Director ....................... Pearl Kimball
Production Director ..................... W. E. Morse
News Director .............................. Grant Price
Chief Engineer .............................. Don Kassner
Consulting Engineer ..................... A. James Ebel

KJFJ
WEBSTER CITY—1950—KBS
Owned-Operated By .. Land O’Corn Brcdters.
News Service ............................... AP
Transcription Service ..................... Thesaurus, Capitol
Membership .................................. NARTB, BAB
President ................................. Charles V. Warren
Gen., Comm. Mgr. ...................... Wayne J. Hatchett
Pgm., News Dir., Farm Editor .. G. D. Warland
Production Director ..................... Russ Bauer
Publicity Director ......................... Betty Trowbridge
Chief Announcer .......................... Wayne Olson
Chief Engineer .............................. Ronald Alain
Consulting Engineer ..................... Commercial Radio

KARE
ATCHISON-ST. JOSEPH—1939—KBS
Frequency: 1470 Kc.  Power: 1000 Watts
Owned-Oper. By ... Griffith-Buenning Bdstg. Co.
Address ................................. Fifth & Kansas Ave., Atchison
Phone Number .............................. 2447
Transmitter Location .............. Halls, Missouri

KANSAS
Pop. April 1, 1952 (Est.) 1,980,000—Total Housing Units 626,087
Families April 1, 1952 (Est.) 577,000—Stations in State 36

KSO K
ARKANSAS CITY—1947
Frequency: 1280 Kc.  Power: 1000 Watts d.
Owned-Operated By ... The KSO K Bdstg, Co.
Phone Number ................................ 2666
Trans. Loca. ..................... 1 Mi. No. of Arkansas City
News Service ............................... AP
Transcription Service ..................... Lang-Worth
President .................................. Oscar S. Stauffer
General Manager ...................... S. C. Thompson

Program Director ...................... George Carroll
News Director ............................. Arian Young
Chief Engineer .............................. Edward H. Hewe

KARE
ATCHISON-ST. JOSEPH—1939—KBS
Frequency: 1470 Kc.  Power: 1000 Watts
Owned-Oper. By ... Griffith-Buenning Bdstg. Co.
Address ................................. Fifth & Kansas Ave., Atchison
Phone Number .............................. 2447
Transmitter Location .............. Halls, Missouri

KARE
ATCHISON-ST. JOSEPH—1939—KBS
Frequency: 1470 Kc.  Power: 1000 Watts
Owned-Oper. By ... Griffith-Buenning Bdstg. Co.
Address ................................. Fifth & Kansas Ave., Atchison
Phone Number .............................. 2447
Transmitter Location .............. Halls, Missouri

438
KANSAS

KGF

COFFEVILLE—1930—ABC
Frequency: 690 Kc. Power: 10,000 Watts d.
5000 Watts n.
Owned-Oper. By...The Midwest Bcstg. Co., Inc.
Business-Studio Address.. 6th & Elm
Phone Number .............. 1843-4
Air Time ..................... 6 a.m.-12 M.
News Service ................ AP
Transcription Service ... World
Representative .............. Weed
Membership .................. NARTB, BAB
Prom., Sta. Mgr. .......... Robert L. Pratt
Commercial Manager ......... E. B. Spoonamore
Pgm., Prod. Dir. ......... Richard S. Embody
Chief Announcer .............. Vic Lindsey
News Director ................ Kieth Upson
Chief Engineer .............. J. S. Jaminet
Mus. Dir., Farm Editor ...... Joe Cook
Consulting Engineer .......... A. Earl Cullum

KXXX

COLBY—1947
Frequency: 790 Kc. Power: 5000 Watts d.
Owned-Oper. By...Western Plains Bcstg. Co.
Phone Number .............. 790
Transmitter Location ...... Colby
Air Time ..................... Daytime
News Service ................ UP
Transcription Service ... SEEAC, Thesaurus
Representative .............. Headley Reed
President ..................... Don Searle
Gen., Sta. Mgr. .............. George A. Nickson
Program Dir. ................. Ed Mason
Publicity Dir. ............... Quint McCredie
News Director ............... Frank Frost
Chief Engineer .............. U. L. Lynch

KGO

DODGE CITY—1930—KBS-LBS
Frequency: 1370 Kc. Power: 1000 Watts d.;
250 Watts n.
Owned-Oper. By...... Dodge City Bcstg. Co.
Business Address....... Globe Bldg.
Phone Number ............ 1370
Transmitter Location .. W. Park St.
Air Time ..................... 6 a.m.-11 p.m.
News Service ................. AP
Transcription Service ... Lang-Worth
Representative .......... Art Hagg
Membership .................. NARTB, BAB
President ..................... J. C. Denious
Program Director ........... Herschel Holland

General Manager .......... W. Elliott
Chief Engineer .............. Duane Hoisington
Farm Editor .................. Gail Hamilton

KTSW

EMPORIA—1939—MBS-KBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By...Emporia Bcstg. Co., Inc.
Business-Studio Address...... Soden's Grove
Phone Number ................ 1534
Transmitter Location ... Soden Grove
Air Time ..................... Unlimited
News Service ................ AP, UP
Transcription Service ... World, Thesaurus
Membership .................. NARTB, BAB
President ..................... Robert Reed
V.P., Gen. Mgr. .............. Max B. Bicknell
Secretary .................... Vic Hiett
Commercial Manager ......... Lyle Ticknor
Sales Prom. Mgr. .......... Chuck Wilson
Pgm., News Dir. ............. Bruce Wimer
Treasurer ..................... G. F. Reed
Sports Director .............. Sid Rose
Chief Announcer .............. Kay Melia
Chief Engineer .............. Everett Thompkins

KGAR

GARDEN CITY—1949
Frequency: 1050 Kc. Power: 1000 Watts d.
Owned-Oper. By...Ark Valley Bcstg. Co., Inc.
Business-Studio Address..... Box 878
Phone Number ............... 3041
Transmitter Location ...... 1½ Mi. N.W. City
News Service ................ UP
Transcription Service ... Associated
Representative .............. Hal Holman Co.
General Manager .......... Dale E. Kern
Program Director ............. Margaret S. Kern
Chief Engineer .............. E. D. Casey

KIUL

GARDEN CITY—1933—MBS-KBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By...Telegraph Publishing Co., Inc.
Business-Studio Address...... 509 ½ N. Main St.
Phone Number ................. 4581
Transmitter Location ...... Warner Terrace
News Service ................ AP
Transcription Service ... World
President ..................... Robert B. Reed
General Manager .......... Robert Wells
Commercial Manager ......... Doug Hough
Program Director ............ Tony Jewell
Chief Engineer .............. Gene Conjure

KWGB

GOODLAND—1947
Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Oper. By...Goodland Bcstg. Co.
Business-Studio Address... Hotel Howard
Phone Number ............... 331
News Service ................ UP
President, General Mgr. .... James E. Blair
Chief Engineer .............. Lyle Fick
K V G B
GREAT BEND—1937—NBC
Frequency: 1580 Kc. Power: 5000 Watts
Owned-Operated By: KVGB, Inc.
Business-Studio Address: Cork Bldg.
Phone Number: 4317
Transmitter Location: 4 Mi. SW of Great Bend
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: Thesaurus
Representative: John E. Pearson
Membership: NARTB, BAB
President: Helen T. Coogan
V.P., Gen. Sta. Mgr.: Grover C. Cobb
Asst. Mgr.: Sherwood R. Parks
Commercial Manager: Bill J. Jarvis
Mus. Pgm. Dir.: Ray H. Beals
Chief, Annr., News: James F. Heaton
Chief Engineer: Chester A. Wallack
Consulting Engineer: John B. Heffellinger

K A Y S
HAYS—1948—KBS-LBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: KAYS, Inc.
Phone Number: 1700
Studio-Transmitter Address: 2450 Hall St.
Air Time: 6:30 a.m.-10:30 p.m.
News Service: AP
Transcription Service: Thesaurus, Capitol
Membership: NARTB, BAB
President: Frank Motz
Gen., Sta. Mgr.: Bob Schmidt
Program Director: Jim Ayers
Promotion Manager: Bud Ryan
Chief Engineer: Glen Barnett

K W B W
HUTCHINSON—1935—NBC
Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By: Nation's Center Bstg. Co.
Business-Studio Address: 427 N. Main
Phone Number: 5202
Transmitter Location: 17th & Harding Sts.
Air Time: 18 Hrs.
News Service: AP
Representative: Walker
Membership: NARTB, BAB
Pres., Gen. Mgr.: Bess Marsh Wyse
Commercial Manager: Gerald Toland
Production Director: Mel Haines
Chief Engineer: James Riley

K W H K
HUTCHINSON—1946—KBS
Frequency: 1180 Kc. Power: 1000 Watts d.
Owned-Operated By: KWHK Bstg. Co., Inc.
Business-Studio Address: 18 W. 5th St.
Phone Number: 3-100
Transmitter Location: Hutchinson
Air Time: Sunrise-Sunset
News Service: AP
Transcription Service: Standard
Representative: Irene Griffin, Everett-McKinney
President: James E. Murray
Sec.-Treas., Gen. Mgr.: Vern Minor
Prom., Comm. Mgr.: Gren Darling
Program Director: Malcolm West
Publicity Director: Don Salmon
Musical Director: J. Bruce Murray
Chief Engineer: Military Clary
Consulting Engineer: Earl Cullum

K I N D
INDEPENDENCE—1947—KBS
Owned-Operated By: Central Bstg. Inc.
Bus.-Studio-Transmitter: Professional Bldg.
Phone Number: 1010
Transmitter Location: 16th & Maple
News Service: AP
Pres.: J. Nelson Rupard
Program Director: Les Brecht
Chief Engineer: James Teats

K J C K
JUNCTION CITY—1949
Frequency: 1420 Kc. Power: 1000 Watts d.
Owned-Oper. By: Junction City Bstg. Co.
Address: 724½ N. Washington St.
Phone Number: Junction City 1477
Trans. Loca.: 3 Mi. S. of city, on U. S. 77
Air Time: Sunrise-Sunset
News Service: UP
Transcription Service: Microgroove
Membership: NARTB, BAB
Comm., Sis. Prom. Mgr.: James Platt
Program Director: Arthur E. Cowan
News Director: Bernard Hawley
Chief Engineer: John Stone

K C K N
KANSAS CITY—1925
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: KCKN Bstg. Co., Inc.
Business Address: 823 Walnut
Phone Number: Victor 3864
Transmitter Location: 901 N. 8th St.
Air Time: 6 a.m.-11 p.m.
News Service: AP, UP
Transcription Service: Lang-Worth, Standard
Representative: Capper Publications
President: W. A. Bailey
General Manager: Ben Ludy
Sta., Comm. Manager: Joe Story
Pgm. Prod. Dir.: George Stump
Chief Engineer: Max Williams
Consulting Engineer: Chambers & Garrison

K L W N
LAWRENCE—1951
Frequency: 1320 Kc. Power: 500 Watts d.
Owned-Operated By: Lawrence Bstgs. Inc.
Address: Lawrence
News Service: UP
Transcription Service ................. Lang-Worth
Gen., Comm. Mgr. .................. Arden Booth
Program Director .................. Ed Hundle
Chief Engineer ................... Gerald Gray

**K C L O**

*LEAVENWORTH—1948*

Address ................ 418½ Cherokee
Phone Number .............. 3620—3621
Transmitter Location .......... R.R. No. 2
News Service ................. UP
Transcription Service ........ Lang-Worth
Representative .............. H. F. Best
President .................. Alf M. Landon
Sales Prom. Mgr. .............. Bob Buis
Program. Prod. Director ...... Frank Smith
Chief Announcer ................ Chet Kotak
Chief Engineer ............... David L. Reed

**K S C B**

*LIBERAL—1948*

Frequency: 1270 Kc.    Power: 1000 Watts d.
Business-Studio Address ........ E. 8th St.,
P. O. Box 311
Phone Number .............. 3891
News Service ................. UP
Transcription Service ........ Lang-Worth
Representative .............. H. F. Best
Membership .................. NARTB, BAB
President .................. Alf M. Landon
General Manager ............... Leon S. Salathiel
Commercial Manager .......... Roy Pearce
Program Director ............. Larry Filkins
Chief Engineer ............... Wayne Push

**K M A N**

*MANHATTAN—1950*

Frequency: 1350 Kc.    Power: 500 Watts d.
Address .................. 114 No. 4th St.
Phone Number .............. 4451
Transcription Library ........ RCA, SESAC
News Service ................ AP
President .................. Fred A. Seaton
General Manager .............. Ray L. Kosak
Commercial Manager .......... Bill Friday
Program Director ............. Marvin Houts
Chief Ann. News Dir. .......... Brandon Chase
Chief Engineer ............... Herbert P. Lavin

**K N E X**

*McPHERSON—1949—LBS*

Address .................. P. O. Box 186
Phone Number .............. 1540
Transmitter Location ....... 2 Mi. So. of McPherson
News Service ................. AP
Transcription Service .......... SESAC

President .................. Evart Mills
General Manager ............... Henry Dais
Commercial Mgr. ................ Vance Archer
Chief Engineer ............... Claude Hughes
Consulting Engineer .......... Ted Heithecker

**K P R S**

*OLATHE—1949*

Address .................. 131 E. Park Street
Phone Number .............. 1200
Trans. Loca. ................. 1 Mi. So. of Olathe
Transcription Service .......... Capitol
Representative .............. Continental
General Manager .............. R. M. Henry
Program Director .......... James M. Wear

**K O F O**

*OTTAWA—1949*

Transmitter Address .......... 2000 So. Main Street
Phone Number .............. 1045
Air Time .................... Daytime
News Service ................. UP
Transcription Service .......... Capitol
Pres., Gen. Mgr. ............... J. N. Jobes
Sta. Mgr., Farm Edit. .......... Herbert M. Jobes
Prom., Comm. Mgr. .......... Thomas F. Ruble
Chief Engineer ............... Daniel W. Coltrane

**K L K C**

*PARSONS—1948*

Business-Studios Address .......... 1504 Broadway
Phone Number .............. 4050
Air Time .................... Sunrise-Sunset
News Service ................. AP
Transcription Service .......... Thesaurus, Associated
Pres. ..................... Clyde M. Reed, Jr.
Gen. Manager ............... Raeburn D. Drenner
Chief Engineer ............... Larry Freisner

**K O A M**

*PITTSBURG—1937—NBC*

Frequency: 860 Kc.    Power: 10,000 Watts d.
5,000 n.
Business Address ................. P. O. Box 603
Phone Number .............. 2165
Transmitter Location .......... 3½ Mi. E. of Pittsburg
Air Time .................... 5:45 a.m.—AP
News Service ................. AP
Transcription Service .......... AP
Representative .............. John E. Pearson
Membership .................. NARTB
President .................. E. V. Baxter
Chief Announcer ............... Lou Martin
Chief Engineer ............... Leo Stafford
KSEK
PITTSBURG—1947—LBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By KSEK Bcastg. Co., Inc.
Business-Studio Address Box 610
Phone Number 742
Trans. Loca. E. Quincy St. (extended)
Air Time 6:29 a.m.-10:30 p.m.
News Service AP
Transcription Service Thesaurus
Representative Cooke
President O. S. Stauffer
General Manager Thad M. Sandstrom
News Director John Hendry
Chief Engineer Ray Brasch

K SAL
SALINA—1937—MBS
Frequency: 1150 Kc. Power: 5000 Watts
Owned-Operated By KSAI, Inc.
Bus.-Studio Address 201 W. Iron Ave.
Phone Number 3701
Transmitter Location Hiway 40
Air Time Unlimited
News Service AP
Transcription Service Lang-Worth, Standard
Representative John E. Pearson
Membership NARTB, BFR
President R. J. Laubengayer
Station Mgr. R. V. Rasmussen
Sales Promotion Manager C. R. Lamer
Program Director Al Thompson
Publicity Director L. E. Fullen
News Director A. E. Horner
Chief Engineer Donald Engelhardt
Farm Editor U. D. Slater
Consulting Engineer A. Earl Callum

KJAY
TOPEKA—1947—LBS
Frequency: 1440 Kc. Power: 5000 Watts d.
1008 Watts n.
Owned-Oper. By S. H. Patterson
Address 908 Kansas Ave.
Phone Number 3-1236
Transmitter Location Lake Linge
Air Time 6 a.m.-M.
News Service INS
Representative Forioe
General Manager Norwood J. Patterson
Station Manager David G. Roberts
Pgm., News Dir. Allen Franklin
Chief Engineer Gale Totten

KTOP
TOPEKA—1947—MBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Charles B. Axton
Address 214 W. 6th St.
Phone Number 4-3444
Transmitter Location North Buchanan

WIBW
TOPEKA—1924—CBS
Frequency: 580 Kc. Power: 5000 Watts
Owned By Capper Publications, Inc.
Operated By Topeka Bcastg. Assn., Inc.
Business-Studio Address 1035 Topeka Blvd.
Phone Number 3-2377
Transmitter Location 7 Mi. W. of Topeka
News Service AP, UP
Transcription Service Lang-Worth, Standard
General-Manager H. S. Blake
Program Manager Ben Ludy
Commercial Manager Hilton Hodges
Air Time 6 a.m.-M.
News Service UP
Transcription Service World
Representative Weed
President R. C. Jackman
Business Manager Fred L. Conner
Sales Promotion Manager Gerald K. Barker
Program Director Max Faulkner
Chief Anncr., Music Dir. Robert Richmond
News Dir., Farm Editor Frank Jones
Chief Engineer Carl B. Blesner

WRN
TOPEKA—1927—ABC
Frequency: 1250 Kc. Power: 5000 Watts
Owned-Operated By WREN, Bcastg. Co., Inc.
Business-Studio Address 411 W. 10th St.
Phone Number 2-0505
Transmitter Location Granville
News Service AP
Transcription Service World
Representative Weed
Manager R. N. Fullen
President R. C. Jackman
Business Manager Fred L. Conner
Sales Promotion Manager Gerald K. Barker
Program Director Max Faulkner
Chief Anncr., Music Dir. Robert Richmond
News Dir., Farm Editor Frank Jones
Chief Engineer Carl B. Blesner

WICHITA—1947—MBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By KAKE Bcastg. Co., Inc.
Business-Studio Address 418 W. Douglas Ave.
Phone Number 4-3965
Transmitter Location 19th & Hydraulic Sts.
News Service AP
Transcription Service World
Representative Radio Reps. Inc.
General Manager Jack Todd
Commercial Manager Martin Person
Pgm., News Dir. Graeme Fletcher
Chief Engineer Harold Newby

442
KANSAS—KENTUCKY

KANS

WICHITA—1936—NBC
1000 Watts n.
Owned-Operated By: Taylor Radio & TV
Business-Studio Address: 1015 N. Broadway
Phone Number: 4-2387
Transmitter Location: 5560 W. 13th St.
Air Time: 5 a.m.-2 a.m.
News Service: AP, UP
Transcription Service: Associated
Representative: O. I. Taylor Co.
President: O. L. Ted Taylor
General Manager: Archie J. Taylor
Commercial Manager: Dudley Tichenor
Sales Promotion Manager: Russel L. Lowe
Program Director: Vernon E. Reed
Production Director: Justin Bradshaw
Chief Announcer: Stan Hagan
News Director: George Gow
Consulting Engineer: Ted Heithecker
Consulting Engineer: Earl Cullum
Musical Dir.: James Carpenter
Chief Engineer: K. W. Pyle

KFH

WICHITA—1922—CBS
Frequency: 1330 Kc. Power: 5000 Watts
Owned-Oper. By: Radio Station KFH Co.
Business-Studio Address: KFH Bldg.
Phone Number: 2-4491
Transmitter Location: RR 3
Air Time: 5:30 a.m.-12:05 a.m.
News Service: UP
Transcription Service: Lang-Worth
Representative: Edward Petry
Membership: NARTB
President: John Rigby
General Manager: Frank W. Webb
Comm. Mgr.: Robert Hix
Sales P'motion Manager: Bob Payne
Program Director: Thomas Bashaw
Publicity Director: Marjory Bassett
Chief Announcer: Don Anderson
Chief Engineer: Virgil Hinshaw
Consulting Engineer: Earle Kennedy

KFBI

WICHITA—1923—ABC
Frequency: 1070 Kc. Power: 10,000 Watts d.s.
1000 Watts n.
Owned-Operated By: KFBI, Inc.
Business-Studio Address: 200 E. First St.
Phone Number: 2-1447
Trans. Location: 42nd & B'way
Air Time: 6 a.m.-8 a.m.
News Service: UP
Transcription Service: World
Representative: Avery-Knodel
Membership: NARTB, BAB
President: Howard Lane
Gen., Sta. Mgr.: Hale Bondurant
Commercial Mgr.: D. W. McCoy, Sr.
Sales Promotion Manager: C. Sewell
Program Dir.: George Wells
Production Director: B. J. Price
Publicity Director: Marie MacDonald
News Director: Bob Gadberry

KWBB

WICHITA—1951—LBS
Frequency: 1410 Kc. Power: 1000 Watts
Address: 2829 Salina Ave.
Phone Number: 7-1285
Air Time: 6 a.m.-8 a.m.
Transcription Service: Capitol, Thesaurus
News Service: AP
Representative: Pearson
Membership: NARTB, BAB
President: Louis Levand
Gen., Sta. Mgr.: J. Milton Hall
Sales Manager: Robert M. Kent
Program Director: Donald Wells
Prod. Dir.: Chief Anncr.: Chick Martin
Publicity Director: Gordon Hittenmark
News Director: Kermit Trimble
Chief Engineer: Ralph McClellan
Consulting Engineer: A. D. Ring

KENTUCKY

Pop. April 1, 1952 (Est.) 3,071,000—Total Housing Units 821,271
Families April 1, 1952 (Est.) 761,000—Stations in State 46

WCMI

ASHLAND—1935—CBS
Frequency: 1340 Kc. Power: 250 Watts
Address: 120 20th Street
Phone Number: 3010
Trans. Location: 48th & Clay Streets
Air Time: 6 a.m.-12:30 a.m.
News Service: UP
Trans. Service: World, Thesaurus
Representative: John E. Pearson
Membership: NARTB, BAB
President: Gilmore N. Nunn
Comm., Gen., Sta. Mgr.: Charles C. Warren
Sales Prom. Mgr.: Whitney R. Martin
Pgm., Prod., News Dir.: George Marshall
Musical Director: Frank Lawson
Chief Engineer: Clarence W. Weaver
WKCT
BOWLING GREEN—1947—ABC
Frequency: 930 Kc. ... Power: 1000 Watts d., 500 Watts n.
Phone Number: 4325
President: J. Ray Gaines
Sta. Gen. Mgr.: Al Temple
Commercial Manager: Houston Griffin
Prod. Pgm. Dir.: Dee Huddleston
Publicity Director: Audrey Jackson
Chief Announcer: James Topmiller Jr.
News Director: Al Temple
Chief Engineer: Jack Hendricks

WLBJ
BOWLING GREEN—1940—MBS-KBS
Frequency: 1410 Kc. ... Power: 5000 Watts d.; 1000 Watts n.
Phone Number: 3212
News Service: AP
Transmission Service: Capital
Representative: Burn-Smith
Pres., Gen. Mgr.: Ken D. Given
Commercial Manager: Robert Proctor
Promotion Manager: William Kuznitsof
Program Director: Bill Stamps
Chief Engineer: Rondal L. Miller

WLCK
CAMPBELLSVILLE—1951
Frequency: 1450 Kc. ... Power: 250 Watts
Owned-Operated By: Taylor County Bcstg Co.
Address: P. O. Box 248
Phone Number: 380
News Service: UP
Transmission Service: Capitol, Lang-Worth, Cole
President: R. P. Thompson
General Manager: Russell F. Honeyman Jr.
Commercial Manager: Custer Ruley
Program, News Director: Tom Carlisle
Promotion Manager: Reynolds Large
Chief Engineer: James E. Crawley

WT CO
CAMPBELLSVILLE—1948—KBS
Frequency: 1150 Kc. ... Power: 1000 Watts d.
Owned-Oper. By: South Central Kentucky Bcstg. Co., Inc.
Business-Studio Address: 203 E. Main St.
Phone Number: 250
Transmission Location: On State Hway 55, 3¼ Mi. N. of Campbellsville
Air Time: Daytime
News Service: UP
Transmission Service: World, SESAC
President: H. T. Parrott
Gen. Station Mgr.: James Shacklette
Sales Promotion Mgr.: Frank Hayden
Chief Announcer: Ken Knight
News Director: Dan Holt
Chief Engineer: Harvey Kingsbury
Fax. m Editor: C. V. Bryan
Consulting Engineer: Arnold Henderson

WAIN
COLUMBIA—1951
Frequency: 1270 Kc. ... Power: 1000 Watts d.
Owned-Oper. By: Tri-County Bcstg. Corp.
Address: 232
Phone Number: 322
News Service: UP
Transmission Service: Co.
President, General Manager: S. C. Bybee
Commercial Manager: Lanier Burchett
Prom. Mgr., Pgm. Dir.: Rex Osborne
Chief Engineer: Edwin P. Healy
News Director: Oris Gowen

WCTT
CORBIN—1947—MBS-KBS
Frequency: 680 Kc. ... Power: 1000 Watts
Owned-Oper. By: Corbin Times-Tribune, Inc.
Business Address: Kentucky Ave. & Monroe St.
Phone Number: 123-M 1071
Transmission Service: Woodbine Rd.
Air Time: 6 a.m.-M.
News Service: AP
Transmission Service: World, Keystone
President: J. Springer Robinson
General Manager: John L. Crawford
Station Manager: Kenneth Turner
Commercial Manager: S. G. Hembree
Chief Engineer: Russell Henson
Consulting Engineer: A. D. Ring

WZIP
COVINGTON—1947—KBS
Frequency: 1050 Kc. ... Power: 250 Watts d.
Owned-Operated By: WZIP, Inc.
Bus-Studio Address: Sixth & Madison Aves.
Phone Number: 314
Transmission Location: Eighth & Horton Sts.
Air Service: Daytime
News Service: AP
Transmission Service: World, Lang-Worth
President, Gen.-Comm. Mgr.: Arthur L. Eileman
Pgm., Prod. Dir.: E. C. Toleman
Chief Announcer: Stephen Crane
Publicity Director: Arthur L. Eileman
News Director: Walter Rehbaum
Musical Director: Earl Jenkins
Chief Engineer: H. DeArmond E. C. Toleman
WC PM  
CUMBERLAND—1951  
Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By: Blanfox Radio Co.  
Address: P. O. Box 234  
Phone Number: 1230  
Transmitter Location: Burgin Road  
Air Time: 5:55 a.m.-11 p.m.  
News Service: UP  
Transcription Service: NARTB, BAB  
President: R. B. Helms  
Chief Engineer: James Bum-Smith  
John J. Blanfox  
J. C. McNary  
WIEL  
ELIZABETHTOWN—1950—LBS-KBS  
Frequency: 1400 Kc. Power: 250 Watts  
Generated By: Elizabethtown Bcstg. Co.  
Address: P. O. Box 347  
Phone Number: 3151  
Air Time: 5 a.m.-11 p.m.  
Test Transmission Service: Associated, World  
News Service: UP  
Membership: NARTB, BAB  
President: J. W. Hodges  
Gen. Sta. Mgr.: Walter T. Gaines  
Chief Engineer: Thomas Moore Baldwin  
WFKY  
FRANKFORT—1946—MBS  
Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By: Frankfort Bcstg. Co., Inc.  
Transmitter Address: Ky. Ave. Extended  
Phone Number: 48281  
News Service: AP  
Transcription Service: Capitol, Burn-Smith  
Pres. Gen. Mgr.: J. Frank Cox  
Program Director: Alma Lafontaine  
Chief Engineer: Donald Peltz  
WFUL  
FULTON—1951  
Frequency: 1270 Kc. Power: 1000 Watts d.  
Owned-Operated By: Ken-Tenn Bcstg. Corp.  
Address: P. O. Box 482  
Phone Number: 1270  
News Service: UP  
President of Board: Dr. R. W. Bushart  
Sta. Mgr., Pgm. Dir.: Jack A. Dill  
Commercial Manager: Tommy Lovelace  
Chief Engineer: John Garrett Jr.  
WKAY  
GLASGOW—1946—LBS  
Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By: Glasgow Bcstg. Co., Inc.  
Transmitter Address: Happy Valley Rd.  
Phone Number: 598, 632  
News Service: UP  
Transcription Service: World  
President: Gordon E. Brown  
General Manager: Jack Eversole  
Commercial Manager: J. M. Barrick  
Program Director: Freeman Cherry  
Chief Announcer: Lou Ellis  
Chief Engineer: C. H. Hulse  
WHLN  
HARLAN—1941—MBS-KBS  
Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: Blanfox Radio Co., Inc.  
Address: S. Main St.  
Phone Number: 625-6  
Air Time: 6 a.m.-11:15 p.m.  
News Service: AP  
Transcription Service: RCA, Thesaurus  
Representative: Burn-Smith  
Membership: NARTB  
President, Gen. Mgr.: R. B. Helms  
News Director: Cawood Ledford  
Chief Engineer: J. Francke Fox, Jr.  
Consulting Engineer: Lewis King  
WKIC  
HAZARD—1947—MBS  
Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: BMG Bcstg. Corp.  
Address: Peoples Bank Building  
Phone Number: Main 720  
Transmitter Location: Walkertown Sta.  
Air Time: 6 a.m.-11 p.m.  
News Service: AP  
Transcription Service: World  
Representative: Thomas F. Clark Co.  
President: Fred B. Bullard  
Gen. Sta. Manager: Richard H. Goodlette  
Chief Engineer: James C. French  
Program Director: Charles W. Metcalf  
Commercial Manager: Leslie H. Lamb  
WSN  
HENDERSON—1941—MBS-KBS  
Bus.-Studio-Transmitter Address: Zion Rd.  
Phone Number: 3923  
News Service: UP  
Transcription Service: World  
Representative: Meeker  
Membership: NARTB, BAB  
Pres., Gen. Sta. Mgr.: Hecht S. Lackey  
Sales Prom. Mgr.: Ewing Graham  
Program Director: Martin E. Schaefler  
Chief Engineer: Bob Cleveland
<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Frequency</th>
<th>Power</th>
<th>Owner</th>
<th>Address</th>
<th>Phone Number</th>
<th>Program Director</th>
<th>News Director</th>
<th>Musical Director</th>
<th>Chief Engineer</th>
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<tr>
<td>WLX</td>
<td>Lexington</td>
<td>1300 Kc.</td>
<td>1000 Watts</td>
<td>WLX, Inc.</td>
<td>Lafayette Bldg.</td>
<td>3-2727</td>
<td>Claude Sullivan</td>
<td>Bill Yount</td>
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<tr>
<td>WLP</td>
<td>Lexington</td>
<td>630 Kc.</td>
<td>5000 Watts</td>
<td>WLP, Inc.</td>
<td>Russell Cave Rd.</td>
<td>3-2211</td>
<td>John E. Pearson</td>
<td>John Funk</td>
<td>Dave Parry</td>
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<td>WLEX</td>
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<td>1340 Kc.</td>
<td>250 Watts</td>
<td>WLEX, Inc.</td>
<td>First National Bank Bldg.</td>
<td>3-1975</td>
<td>Henry Allen</td>
<td>Sue Fenimore</td>
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<tr>
<td>WAVE</td>
<td>Louisville</td>
<td>970 Kc.</td>
<td>5000 Watts</td>
<td>WAVE, Inc.</td>
<td>334 E. Broadway</td>
<td>Bashab 2201</td>
<td>James Caldwell</td>
<td>Ben Ewing</td>
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<tr>
<td>WGRE</td>
<td>Louisville</td>
<td>790 Kc.</td>
<td>5000 d. 1000 n.</td>
<td>WGRE, Inc.</td>
<td>Ky. Home Life Bldg.</td>
<td>8871</td>
<td>L. Doc Cassidy</td>
<td>W. J. Morrison</td>
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<tr>
<td>WHAS</td>
<td>Louisville</td>
<td>840 Kc.</td>
<td>50,000 Watts</td>
<td>WHAS, Inc.</td>
<td>6th &amp; Broadway</td>
<td>Wabash 2211</td>
<td>Edward Petry</td>
<td>Barry Bluhm</td>
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WINN
LOUISVILLE—1940—LBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Kentucky Bstg. Corp., Inc.
Bus.-Studio-Transmission Address: Earl Hotel
Phone Number: WABash 5148
Air Time: 7 a.m.-M.
News Service: UP
Trans. Service: World. SESAC
Representative: The Taylor Co.
Membership: NARTB
Pres., Gen. Sta. Mgr.: Harry McTigue
Commercial Manager: Chas. A. Schacht, Jr.
Program Director: M. Katherine McCarten
Production Director: George Partridge
Publicity Director: Helen E. Roberts
Chief Announcer: Jim McIntyre
Chief Engineer: Melvin Scarsdale

WKLO
LOUISVILLE—1948—ABC
Frequency: 1080 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Oper. By: Mid-America Bstg. Corp.
Business-Studio Address: Henry Clay Hotel
Phone Number: Clay 4441
Air Time: 5 a.m.-M.
News Service: Associate
Transcription Service: Press
President: James F. Brownlee
Sta. Gen. Mgr.: Joe Eaton
Commercial Manager: Russell J. Pinkey
Production Director: Mary Louise Moore
Chief Announcer: Ed Farron
Prom. News Director: Jean Clos
Chief Engineer: D. C. Summerford

WKYW
LOUISVILLE—1946
Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Oper. By: Radio Kentucky, Inc.
Bus.-Studio Address: 431 W. Jefferson St.
Phone Number: Clay 4811
Transmitter Address: River Rd., nr. Louisville
Air Time: Daytime
News Service: AP
Transcription Service: Standard
Representative:Burn-Smith
President: F. Eugene Sandford
V.P. Station Manager: Edw. E. S. Weldon
Vice-President: S. A. Cisler
Commercial Manager: H. Parker Smith
Program Director: Harry Lockhart
News Director: George Stratton
Chief Engineer: Stanley Siegwald

WLOU
LOUISVILLE—1948
Frequency: 1350 Kc. Power: 1000 Watts d.
Owned-Operated By: Robert W. Rounsvavile
Trans. Bus.-Studio Add.: 2549 S. Third St.
Phone Number: Calhoun 3630
Air Time: Daytime
News Service: UP
Representative: Pearson
Owner, Gen. Mgr.: R. W. Rounsvavile
Sta., Comm. Mgr.: Smith
Prog. Prod. Dir.: Johnny Martin
Chief Engineer: Steve Dawson

WFMW
MADISONVILLE—1948—LBS
Address: Box 387
Phone Number: 1885
Trans. Location: Hgw. 147
Air Time: Sunrise-Sunset
News Service: AP, UP
President: Edgar Arnold, Sr.
Sta., Gen. Mgr.: H. W. Wells
Comm. Mgr.: Elmer L. Kelley, Jr.
Program Director: Richard T. Harris
News Director: Edgar Arnold, Jr.
Chief Engineer: Evers Mick

WKTM
MAYFIELD—1946
Frequency: 1050 Kc. Power: 1000 Watts d.
Address: 1320 W. 7th St.
Phone Number: 1000
Air Time: Sunrise-sunset
News Service: AP
Transcription Service: Lang-Worth
Representative: Sears & Ayer
Membership: NARTB
President: Frank O. Evans
Gen. Sta., Comm. Mgr.: Wayne Morgan
Sales Promotion Manager: Frances Finks
Program Director: Margaret Dowdy
Prod. News Dir.: Charles Scholes
Publicity Director: Hallie Vandergriff
Chief Engineer: Joseph M. Harrgrove
Chief Announcer: Robert Horion

WNGO
MAYFIELD—1947
Frequency: 1320 Kc. Power: 1000 Watts d.
Business-Studio Address: Box 26
Phone Number: 1204
Air Time: 5:30 a.m.-local sunset
News Service: AP
Transcription Service: Capitol
Membership: NARTB, BAB
President: Rev. H. M. Suthard
Gen. Mgr.: H. Y. Jones
Sales Prom. Mgr.: Carl Leigh
Program Director: O. L. Davis
Chief Engineer: Eural Waddington
**WFTM**  
MAYSVILLE—1948—MBS  
Frequency: 1240 Kc.  
Power: 250 Watts  
Owned-Oper. By...Standard Tobacco Co., Inc.  
Bus. Address ... Tobacco Sq.  
Phone Number ......... 1400  
News Service ......... UP  
Transcription Service .... World, Standard  
Membership .......... NARTB, BAB  
President ............ Charles P. Clarke  
Commercial Mgr. .... Horace Simpson  
Program Director .... Gene Waters  
Chief Announcer ...... Wayne Bell  
Chief Engineer ....... Harvey Cross  
Consulting Engineer ... Fred O. Grimwood

**WMIK**  
MIDDLEBORO—1948—LBS-KBS  
Frequency: 560 Kc.  
Power: 500 Watts d.  
Owned-Oper. By ... Cumberland Gap Bstg. Co., Inc.  
Phone Number .......... 980  
Representative .......... Holman  
Transcription Service .... World  
News Service .......... AP  
President .......... Dr. U. G. Brummet  
General Manager .......... H. Webster Taylor  
Comm. Prom. Mgr. ...... Maurice K. Henry  
Chief Engineer ........ Tal England

**WNBS**  
MURRAY—1948  
Frequency: 1340 Kc.  
Power: 250 Watts  
Owned-Operated By .... Murray Bstg. Co.  
Address .......... P. O. Box 548  
Phone Number .......... 1340  
Transcription Service .... World  
Manager .......... Edward Griffin

**WNOP**  
NEWPORT—1948—IBS  
Frequency: 740 Kc.  
Power: 1000 Watts d.  
Owned-Operated By ... Tri-City Bstg. Co.  
Business-Studio Address ... 806 Monmouth St.  
Phone Number .......... Juniper 7100-L  
Transmitter Location .... Cold Springs  
Air Time .......... Sunrise-sunset  
News Service .......... UP  
Representative .......... Forjoe  
President .......... James G. Lang  
Station Manager .......... Anna Mae Rolles  
News, Pgm. Dir., Chief Anncr. .... Doug Nunn  
Commercial Manager ... Robt. N. Wels  
Chief Engineer ........ Joshua Burz  
Consulting Engineer .... E. C. Page

**WOMI**  
OWENSBORO—1938—MBS-KBS  
Frequency: 1490 Kc.  
Power: 250 Watts  
Owned-Oper. By...Owensboro Bstg. Co., Inc.  
Business Address .......... Owensboro  
Phone Number .......... 3-1558  
Air Time .......... 6 a.m.-M.  
News Service .......... AP  
Transcription Service .... Lang-Worth  
Representative .......... Burn-Smith  
Membership .......... NARTB, BAB  
President .......... Lawrence W. Hager  
Program Director ... Mrs. Cliffordan Potter  
Chief Engineer .......... Harold I. Peters

**WVJS**  
OWENSBORO—1947—LBS  
Frequency: 1420 Kc.  
Power: 1000 Watts  
Owned-Oper. By...Owensboro On The Air, Inc.  
Business-Studio Address ... 324 Allen St.  
Phone Number .......... 3-3521  
Transmitter Location .... Hway. 60 W.  
News Service .......... UP  
Transcription Service ... World  
Representative .......... William G. Rambeau  
President .......... V. J. Steele  
General Manager .......... Malcolm Greep  
Commercial Manager .... John T. Rutledge  
Sales Prom. Mgr. ...... Leola C. Hayden  
Program Director .......... Larry Adams  
Chief Engineer .......... Robert Earl Jagoe

**WKYB**  
PADUCAH—1946—NBC  
Frequency 570 Kc.  
Power: 1000 Watts d.  
 Owned-Oper. By ... WKYB, Inc.  
Business-Studio Address ... 504 Kentucky Ave.  
Phone Number .......... 800  
Trans. Loca. .......... 4 Mi. SE of City  
Air Time .......... 6 a.m.-12 M.  
News Service .......... AP  
Transcription Service .... Standard  
Representative .......... Pearson  
Membership .......... NARTB, BAB  
Commercial Manager .......... S. Livingston  
Sales Prom. Mgr. ...... J. W. Polk, Jr.  
Program Dir. .......... Joe F. Knight  
Publicity Director .......... Joe Mitchell  
Chief Engineer .......... E. J. Pell  
Consulting Engineer .......... C. G. Sims

**WPAD**  
PADUCAH—1930—CBS  
Frequency: 1450 Kc.  
Power: 250 Watts  
Owned-Oper. By...Paducah Bdstg. Co., Inc.  
Address .......... 4th & Bway—Taylor Bldg.  
Phone Number .......... 4100  
Transmitter Location .... 1600 North 8th  
Air Time .......... 5 a.m.-12 M.  
News Service .......... UP  
Trans. Serv. .......... Lang-Worth  
Representative .......... Meeker  
Membership .......... NARTB, BAB  
President .......... Pierce E. Lackey  
General, Sta. Manager .......... Prewitt Lackey
WSIP
PAINTSVILLE—1949—MBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: W. Howes Meade
Address: Meade Bldg.
Phone Number: 1196
News Service: UP
President: W. Howes Meade
General Manager: Ted Arnold Silver
Program Director: John C. Paras
Chief Engineer: James A. Noonan

WLSI
PIKEVILLE—1949
Frequency: 900 Kc. Power: 1000 Watts d.
Address: Pikeville
Phone Number: 161
News Service: UP
Transcription Service: Lang-Worth
President: W. J. Ward
Chief Engineer: Guy N. Ferrell

WPKE
PIKESVILLE—1949—MBS-KBS
Frequency: 1240 Kc. Power: 250 Watts
Address: Peach Orchard Rd.
Phone Number: 1280
News Service: AP
Transcription Service: Standard, SESAC
President: Clyde Childers Jr.
Program Director: Mary Jane Petry
Comm. Gen. Mgr.: Edward Damron
Chief Engineer: William J. Hart, Jr.

WPKY
PRINCETON—1950
Address: U. S. Highway 62
News Service: AP
Owner, Gen. Mgr.: Leslie Goodaker
Program Dir.: Mrs. Leslie Goodaker
Commercial Manager: James H. Johnson
Chief Engineer: Marvin Mahoney

WSFC
SOMERSET—1947—MBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Southeastern Bcastg. Corp.
Address: P. O. Box 526
Phone Number: 1240.41
News Service: UP
Transcription Service: World
Representative: Colton
Membership: NARTB, BAB
President: W. Howes Meade
Gen. Sta. Mgr.: Mike Layman
Commercial Manager: Donald Orwin
Program Director: Joe McNeilly
Chief Engineer: Ralph F. Denton

WMT C
VANCLEVE—1948
Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Oper. By: Kentucky Mt. Holiness Assn.
Bus.-Studio-Transmitter Address: Vancleve
Phone Number: 3
Air Time: Daytime
News Service: AP
Transcription Service: Continental
Representative: Vic Person
President: Dr. Lela G. McReynolds
General-Station-Comm. Mgr.: Wilfred Fisher
Program Director: Violet Person
Production Dir., Chief Announcer: Louis Bouch
Musical Director: Rachel Picazo
Chief Engineer: M. E. Picazo

WVLK
VERSAILLES-LEXINGTON—1947
MBS
Frequency: 590 Kc. Power: 1000 Watts
Bus.-Studio Address: Phoenix Hotel
Phone No.: Versailles 654; Lexington 2-7177
Transmitter Location: Leestown & Yarnalton Ironworks Rds., Fayette Co.
News Service: AP
Transcription Service: SESAC
Representative: Burd-Smith, Inc.
President: Garvie Kincaid
Gen. Sta. Mgr.: Donald J. Horton
Commercial Manager: Lynn E. Knox
Pgm., News Dir.: O. C. Halyard Jr.
Publicity Director: Mrs. Kenneth Hart
Chief Announcer: John Parrish
Musical Director: Bud McClain
Chief Engineer: Paul Dunbar
Farm Editor: Mrs. Sarah Hensley
Consulting Engineer: Sanford Helt
LOUISIANA
Pop. April 1, 1952 (Est.) 2,777,000—Total Housing Units 779,851
Families April 1, 1952 (Est.) 711,000—Stations in State 44

KROF
ABBEVILLE—1948—LBS
Frequency: 960 Kc. Power: 1000 Watts
Owned-Oper. By... Abbeville Bcstg. Serv. Inc.
Business Address... P. O. Box 820
Phone Number... 3-2543
Studio-Transmitter Location... U. S. H’way 161
Air Time... Sunrise-sunset
News Service... AP
Transcription Service... World
Membership... NARTB
Program-Publicity Dir. Ebba Lou Martin
Chief Engineer... George P. Martin

KALB
ALEXANDRIA—1935—ABC
Frequency: 580 Kc. Power: 5,000 Watts d.
1,000 Watts n.
Owned-Oper. By... Alexandria Bcstg. Co., Inc.
Address... 6th and Johnston
Phone Number... 3-2543
Trans. Location... 9/10 Mi. SE Pineville
News Service... AP, UP
Trans. Serv. World, McGregor
Representative... Weed & Co.
Membership... NARTB, BAB
President... Walter H. Allen
Sec.-Treas. T. B. Lanford
General, Sta. Manager... Willard L. Cobb
Commercial Manager... Walter D. Melson
Sales Promotion Manager... Vivian Close
News Director... Tom Journeay
Chief Announcer, Pgm. Dir. Alex Marchand
Chief Engineer... Jesse R. Sexton

KSYL
ALEXANDRIA—1947—NBC
250 Watts n.
Owned-Oper. By... KSYL Inc.
Trans. Locca. Address... Bolton Ave., Nw. Hwy.
71 (P. O. Box 1489)
Phone Number... 6611-12
Air Time... 6 a.m.-11:05 p.m.
News Service... AP
Transcription Service... Lang-Worth
Membership... NARTB, BAB
Pres., Comm. Mgr. Milton Fox
Gen., Sta. Mgr. Virgil G. Evans
Pgm., Prod. Dir. Bruce Rainey
Publicity, News Director... Jack McCall
Chief Engineer... Thomas Marhefka
Consulting Engineer... George Davis

KVOR
ALEXANDRIA—1948—MBS
Frequency: 970 Kc. Power: 1000 Watts
Owned-Oper. By... Central La. Bcstg. Corp.
Address... 1710 Jackson St.
Phone Number... 20401
Transmitter Location... Old Boyce Road
News Service... AP
Transcription Service... Associated Representative
Chief Engineer... I. H. Mcgilvra Inc.
General Manager... Ernest Watson

KTRY
BASTROP—1948—KBS-LBS
Owned-Oper. By... Morehouse Bcstg. Co., Inc.
Bus.-Studio Address... Box 193
Phone Number... 1400
Transmitter Location... Shelton Road
News Service... AP, UP
Transcription Service... Standard, Associated
President... Nathan Bolton
General Manager... Bill Davis
Commercial Manager... G. I. Johnson
Program Director... Carl Livingston
Chief Engineer... S. E. Eckhardt

WAFB
BATON ROUGE—1948—MBS
Frequency: 1460 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Oper. By. Modern Bcstg. Co. of Baton
Rouge, Inc.
Address... Guaranty Income Life Bldg.
Phone Number... 4-8571
Transmitter Location... College Drive
Air Time... 6 a.m.-1 a.m.
News Service... AP
Transcription Service... NBC Thesaurus
Representative... Adam Young
Membership... NARTB, BAB
President... Charles C. Barnard
Gen., Sta. Mgr. T. E. Gibbens
Commercial Manager... Richard Gregory
Pgm., Pub., Prod. Dir. John Ferguson
Chief Announcer... Bob Peters
Musical, News Director... Roland Day
Chief Engineer... Donald K. Allan
Consulting Engineer... Guatney & Ray

WIBR
BATON ROUGE—1948—LBS
Frequency: 1300 Kc. Power: 1000 Watts
Owned-Oper. By... Community Bcstg. Co.
Address... P. O. Box 1226
Phone Number... 49493
Transmitter Location... 600 Neosha St.
**WJBO**
**Baton Rouge—1934**
**NBC-LA. NET**

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<tbody>
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<tr>
<td>Representative</td>
<td>Donald W. Cooke</td>
</tr>
<tr>
<td>Partners</td>
<td>G. T. Owen, Owen W. Ware</td>
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<tr>
<td>Promotion Manager</td>
<td>Robert S. Davison</td>
</tr>
<tr>
<td>Program Director</td>
<td>Scott Erwin</td>
</tr>
<tr>
<td>News Director</td>
<td>Bernard Zuccaro</td>
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<tr>
<td>Chief Engineer</td>
<td>E. E. Case</td>
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**KDLA**
**DeRidder—1950**

<table>
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<tbody>
<tr>
<td>Represent.</td>
<td>Joseph Hershay McGillen</td>
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<tr>
<td>Membership</td>
<td>NARTB</td>
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<tr>
<td>General Manager</td>
<td>B. Hillman Bailey, Jr.</td>
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<tr>
<td>Commercial Manager</td>
<td>Edmond M. Klein</td>
</tr>
<tr>
<td>Program Directors</td>
<td>Louis Basso Jr., Daniel E. Rogers</td>
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<tr>
<td>News Director</td>
<td>Alden Sonnier</td>
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<tr>
<td>Chief Engineer</td>
<td>G. L. Newman, Jr.</td>
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**WLCS**
**Baton Rouge—1946—ABC**

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<tr>
<td>President</td>
<td>Wm. G. Rambeau</td>
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<tr>
<td>General Manager</td>
<td>R. F. Cangelosi</td>
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<tr>
<td>Commercial Manager</td>
<td>A. Lamar Simmons</td>
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<tr>
<td>Chief Engineer</td>
<td>Edward Van Valkenburg</td>
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**WIHC**
**Bogalusa—1947—MBS**

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<tr>
<td>Representative</td>
<td>odd fellow Rd. &amp; U.S. 90</td>
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<tr>
<td>Partners</td>
<td>Sabine Bstg. Co.</td>
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<tr>
<td>Promotion Manager</td>
<td>Charles C. Garvey</td>
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<tr>
<td>Program Director</td>
<td>Ralph H. Sims</td>
</tr>
<tr>
<td>News Director</td>
<td>Robert H. Scaree</td>
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<tr>
<td>Chief Engineer</td>
<td>Vernon E. Dudley</td>
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**KCIL**
**Houma—1946—LBS**

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<td>Commercial Manager</td>
<td>A. Lamar Simmons</td>
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<tr>
<td>Chief Engineer</td>
<td>Edward Van Valkenburg</td>
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**KJEF**
**Jennings—1950**

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<tr>
<td>Trans. Serv.</td>
<td>UP</td>
</tr>
<tr>
<td>Representative</td>
<td>Clovis Bailey</td>
</tr>
<tr>
<td>Station Manager</td>
<td>(Miss) Jackie Todd</td>
</tr>
<tr>
<td>Comm. Sales Prom. Mgr.</td>
<td>M'dr'd Rodriquez</td>
</tr>
<tr>
<td>Chief Engineer</td>
<td>Edgar E. Barton, Jr.</td>
</tr>
</tbody>
</table>
**KLFY**  
**LAFAYETTE—1950—MBS**  
Frequency: 1390 Kc.  
Power: 1000 W. d.  
500 W. n.  
Address: P. O. Box 367  
Phone Number: 8-9494-5  
Transcription Service: Standard, Capitol  
News Service: UP  
Membership: NARTB, BAB  
President: Paul H. De Clonet  
General Manager: Stanley G. Young  
Commercial Manager: J. W. Corcoran  
Pgm., News Dir.: John H. Selleck  
Publicity Director: Bill Patton  
Promotion Manager: Mildred R. Bland  
Musical Director: Roy Hebert  
Chief Engineer: William H. Bland, Jr.  
Consulting Engineer: Guy Hutchinson

**KPLC**  
**LAKE CHARLES—1935—NBC**  
Frequency: 1470 Kc.  
Power: 5000 d.; 1000 n.  
Owned-Operated By: Calkins Bldg. Co.  
Business Address: P. O. Box 1521  
Phone Number: 2713  
Transmitter Location: W. of Lake Charles  
Air Time: 5:30 a.m.-M.  
News Service: AP, UP  
Transcription Service: World  
Representative: Weed  
President: T. B. Lanford  
Gen., Sta. Mgr.: David Wilson  
Commercial Manager: P. E. Mills, Jr.  
Sales Promotion Manager: R. M. White  
Program Director: A. B. Craft, Jr.  
Publicity Director: Margaret Petty  
Production Director: Ralph James  
Chief Announcer, News Dir.: Bob Thompson  
Chief Engineer: A. B. Craft  
Consulting Engineer: Commercial Radio

**KVOL**  
**LAFAYETTE—1935—NBC**  
Frequency: 1330 Kc.  
Power: 1000 Watts  
Business-Studio Address: P. O. Box 1070  
Phone Number: 5-6426-7  
Transmitter Location: Scott Rd.  
Air Time: 6 a.m.-M.  
News Service: AP  
Transcription Service: Lang-Worth  
Representative: Meeker  
Membership: NARTB, BAB  
General Manager: George H. Thomas  
Commercial Manager: Thomas G. Pears  
Chief Announcer: Don Metz  
Musical Director: Josephine Rowan  
Chief Engineer: Louis Pilcher  
Consulting Engineer: Andrew Ring

**KLOU**  
**LAKE CHARLES—1947—CBS**  
**LOUISIANA**  
Frequency: 1580 Kc.  
Power: 1000 Watts  
Business-Studio Address: 134 Clarence St.  
Phone Number: 6-7277  
Transmitter Location: North Lake Charles  
Air Time: 6 a.m.-M.  
News Service: AP  
Representative: Pearson  
President: H. Vernon Anderson  
Station Manager: John L. Vath  
Sales Prom. Mgr.: W. L. Swanson  
Publicity Dir.: Lucille Storer  
Program Director: Sid Morse  
Production Director: Josephine Moss  
Publicity Director: Jeb Swanson  
Chief Engineer: Andrew Vargo

**KWSL**  
**LAKE CHARLES—1947—MBS-LBS**  
Frequency: 1400 Kc.  
Power: 250 Watts  
Address: 1 Mill St.  
Phone Number: 6-1401  
News Service: UP  
Representative: Forjoe  
President: Jules J. Paquin  
Gen., Comm. Mgr.: Thomas A. Gresham  
Sta. Mgr., Pgm. Dir.: Roy K. Rhodes  
Chief Engineer: L Vance Carson

**KLIC**  
**MONROE—1950—MBS**  
Frequency: 1230 Kc.  
Power: 250 Watts  
Owned-Oper. By: Dr. Frank Cerniglia  
Address: 311 Bernhardt Bldg.  
Phone Number: 3-4616  
Transcription Service: Capitol  
News Service: UP  
Pres., Gen., Comm. Mgr.: Dr. Frank Cerniglia  
Pgm., News Dir., Chf. Engr.: Lonnie Licata  
Promotion Manager: John Lacy

**KMLB**  
**MONROE—1930**  
Frequency: 1440 Kc.  
Power: 5000 d.; 1000 n.  
Owned-Oper. By: The Linder's Bldg. Station, Inc.  
Business Address: Hotel Frances  
Phone Number: 25  
Studio Address: Frances Hotel  
Transmitter Location: Millhaven Rd.  
News Service: UP  
Transcription Service: World  
Owner: J. C. Linder, Sr.  
Gen., Comm. Mgr.: Charles Price  
Sales Prom. Mgr.: Lawrence Gibbs  
Program Director: Marjorie Watson  
Chief Engineer: O. L. Morgan
AP SELLS
For Stations and Sponsors—

For instance... KWKH

"The terrifically high ratings of our newscasts explain the importance we place on AP. For example, the 8:00-8:15 A.M. Monday-Saturday AP news has a Share of Audience of 59.4%, greater than all four competing stations combined. Hooperatings range from 7.0 to 13.1 on the 40 sponsored AP news programs we carry weekly."

HENRY B. CLAY,
General Manager,
KWKH, Shreveport, Louisiana
LOUISIANA

WBOK
NEW ORLEANS—1951
Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Operated By: WBOK, Inc.
Address: 505 Baronne St.
Phone Number: Tulane 5363
News Service: UP
Representative: Forjoe
President: Jules J. Paglin
Program Director: Edward J. Prendergast
Promotion Manager: Jack Murray
Chief Engineer: Bob Sanders

WDSU
NEW ORLEANS—1923—NBC
Frequency: 1280 Kc. Power: 5000 Watts
Owned-Operated By: WDSU Bcstg. Corp.
Business-Studio Address: 520 Royal St.
Phone Number: Tulane 4371
Transmitter Location: Whitney Ave.
Air Time: 6 a.m.-12:30 a.m.
News Service: AP, UP
Transcription Service: Capitol, World
Representative: John Bidir
Membership: NARTB, BAB
President: Edgar B. Stern, Jr.
V.P. & Gen. Mgr.: Robert Swenic
Secty.-Treas.: Lester E. Kabacoff
V.P. & Comm. Mgr.: Louis Read
Program Dir.: William Elwell
Prom. Mgr., Pub. Dir.: Marion Annenberg
Musical Director: Pete Landemann
Chief Announcer: Gay Batson
Chief Engineer: Lindsey Riddle

WJBW
NEW ORLEANS—1926
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Louis C. Carlson
Business-Studio Address: Cigali Bldg.
Phone Number: Ma. 3488
Transmitter Location: 2740 Abundance St.
Air Time: Unlimited
News Service: AP
Transcription Service: Capitol
Representative: W. G. Rambeau
Membership: NARTB
Gen. Mgr.: Louise C. Carlson
Station Manager: Ed. Carlson
Program Dir.: Bob Smith
Chief Engineer: Frank J. Recely

WJMR
NEW ORLEANS—1946
Owned-Operated By: Supreme Bcstg Co., Inc.
Address: Jung Hotel, 1500 Canal Street
Phone Number: Canal 0358-0357
Transmitter Location: 1500 Canal St.
Air Time: Sunrise-Sunset
Transcription Service: Lang-Worth
Representative: Indie Sales
WMRY
NEW ORLEANS—1950
Frequency: 600 Kc. Power: 500 Watts d.
Owned-Oper. By: Thomas Standard
Address: 2107 Dryades St.
Phone Number: Tulane 4841
Representative: Henley Thiele
News Service: AP
President: James Price
Chief Engineer: Max Mipro
Consulting Engineer: L. J. N. du Triel

WNOE
NEW ORLEANS—1925—MBS
Frequency: 1060 Kc. Power: 50,000 w.; 5000 n.
Owned-Operated By: James A. Noe
Business-Studio Address: St. Charles Hotel
Phone Number: Raymond 0423
Transmitter Location: Belle Chasse
Air Time: Unlimited
News Service: AP
Transcription Service: Standard
Representative: H. R.
Membership: NARTB, BAB
Owner: James A. Noe
Vice-Pres., Gen. Mgr.: Patt McDonald
Sales Prom. Mgr.: Don Scott
Prog. Prod. Dir.: Beverly Brown
Chief Engineer: Ray Boyd

WSMB
NEW ORLEANS—1925—NBC
Frequency: 1350 Kc. Power: 5000 Watts
Owned-Operated By: WSMB, Inc.
Business-Studio Address: Maison Blanche Bldg.
Phone Number: Magnolia 5921
Representative: Edward Petry
President: N. L. Carter
General Manager: H. Wheelahan

WTIX
NEW ORLEANS—1951
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Royal Bstg. Corp.
Address: Nat'l Bank of Commerce Bldg.

WTPS
NEW ORLEANS—1948—LBS
Frequency: 940 Kc. Power: 1000 d.; 500 n.

WWEZ
NEW ORLEANS—1947
Frequency: 890 Kc. Power: 5000 Watts
Owned-Operated By: WWEZ Radio Inc.
Bus.-Studio Address: Hotel New Orleans
Phone Number: Canal 3421
President: A. L. Chilton
General Manager: Joe A. Oswald
Program Dir.: Ken Elliott
Chief Engineer: Harrison Mondy

WWL
NEW ORLEANS—1922—CBS
Frequency: 870 Kc. Power: 50,000 Watts
Owned-Operated By: Loyola University
Address: Roosevelt Hotel
Phone Number: Raymond 2194
News Service: AP, UP
Transcription Service: Standard, Thesaurus
Representative: Katz
President: Rev. Thomas J. Shields
General Manager: W. H. Summerville
Comm. Manager: Larry Baird
Promotion Manager: Ray Liuza
Program Director: E. M. Hoerner
Chief Engineer: J. D. Bloom, Jr.

KSLO
OPELOUSAS—1947—MBS
Frequency: 1230 Kc. Power: 250 Watts
Studio Address: KSLO Bldg.
Phone Number: 2833
Transmitter Location: 1½ Mi. SW. of City
Air Time: Unlimited
News Service: UP
Transcription Service: World
Representative: Sears & Ayer
Membership: NARTB, BAB
Gen., Sta. Mgr.: W. Eugene Jones
Commercial Manager: A. B. Reed, Jr.
Sales Prom. Mgr.: M. F. Faircloth
Program Director: Glen Hunt
Chief Annr., News Dir.: Floyd Cormier
Chief Engineer: Freddie Hebert

KRUS
RUSTON—1947—MBS-KBS
Frequency: 1490 Kc. Power: 250 Watts
LOUISIANA-MAINE

KCIJ
SHREVEPORT—1950—LBS
Frequency: 980 Kc. . Power: 5000 Watts d.
Address . 710 Milam St.
Phone Number . 3-3681
Transmitter Location . Blanchard Rd.
Air Time . 6 a.m.-11 p.m.
News Service . AP
Transcription Service . Standard
Representative . Walker
Membership . NARTB, BAB
General Sta. Manager . Frank H. Ford
Commercial Manager . Frank H. Ford, Jr.
Program Director . Joe Monroe
Chief Engineer . L. J. Carlson
Consulting Engineer . International Radio

KENT
SHREVEPORT—1947—MBS
Frequency: 1550 Kc. . Power: 1000 Watts d.
500 Watts n.
Owned-Operated By . Frank H. Ford
Business-Studio Address . 311 Milam Bldg.
Phone Number . 3-3681
Transmitter Location . Blanchard Rd.
Air Time . 6 a.m.-11 p.m.
News Service . Standard
Transcription Service . AP
Representative . Walker
Membership . NARTB, BAB
Commercial Manager . Frank H. Ford
Program Director . Joe Monroe
Chief Engineer . L. J. Carlson
Consulting Engineer . Commercial Radio

KRMD
SHREVEPORT—1928—ABC
Frequency: 1340 Kc. . Power: 250 Watts
Owned-Operated By . Radio Station KRMD
Business-Studio Address . New Jefferion Hotel
Phone Number . 6171

KTBS
SHREVEPORT—1929—NBC-TQ
Frequency: 710 Kc. . Power: 10,000 Watts d.,
5,000 Watts n.
Owned-Oper. By . Radio Station KTBS, Inc.
Address . 312 East Kings Hwy
Phone Number . 7-3644
Transmitter Location . Dixie
Air Time . 5 a.m.-12 M.
News Service . AP, UP
Representative . Petry
Transcription Service . Associated
Membership . NARTB
National Sales Manager . Dean L. Upson
Local Sales Manager . Chas. F. Whitesides, Jr.
Program Director . Deane R. Flett
Production Director . P. J. White
News Director . N. L. Gearhart
Chief Engineer . C. H. Maddox

KWKH
SHREVEPORT—1925—CBS
Frequency: 1130 Kc. . Power: 50,000 Watts
Business-Studio Address . Commercial Bldg.
Phone Number . 2-8711
Transmitter Location . Dixie
Air Time . Unlimited
News Service . AP, UP
Transcription Service . Lang-Worth
Representative . Branham
Membership . NARTB, BAB
President . John D. Ewing
General Manager . Henry B. Clay
Commercial Manager . B. G. Robertson
Program Director . Horace Logan
Chief Announcer . Frank Page
News Director . James Van Sickle
Chief Engineer . W. E. Antony
Consulting Engineer . A. Earl Cullum

MAINE

Pop. April 1, 1952 (Est.) 949,000—Total Housing Units 311,692
Families April 1, 1952 (Est.) 284,000—Stations in State 14

WFAU
AUGUSTA—1946—MBS-YANKEE
President
Frequency: 1340 Kc. . Power: 250 Watts
Address . 160 Bangor St.
Phone Number . 2540-1
Air Time . 6 a.m.-12 M.
News Service . AP
Transcription Service . Standard
Representative . Forjoe
President . Lewis D. Munn
General Manager . Norman G. Gallant
Sales Prom. Mgr . Floyd Smiley
Program Director . Willard H. Blasdel
News Director . Robert Golderman
Chief Engineer . Robert H. Parker
WRDO
AUGUSTA—1932—NBC-MAINE
NERN
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By WRDO, Inc.
Address 175 Water Street
Phone Number 2285
Transmitter Location Chelsea, Me.
Air Time 8 a.m.-12 M.
News Service UP
Transcription Service Thesaurus
Representative Weed, Banann
Membership NARTB, BAB
Station Manager Edward E. Guernsey
Program Director Irving S. Hunter
News Director William Mincher
Publicity Director George Chapman
Musical Director Norman Lambert
Chief Engineer John Wibby

WABI
BANGOR—1922—ABC
Frequency: 910 Kc. Power: 5000 Watts
Owned-Oper. By Community Bestg. Service
Business-Studio Address 57 State St.
Phone Number 6446
Transmitter Location Wilson St, Brewer
Air Time 6 a.m.-12:05 a.m.
News Service AP Representative
Publicity Director Danny I. Kelly
Chief Announcer Will Whitten
News Director Floyd Nute
Chief Engineer Harold I. Dinsmore

WGUY
BANGOR—1947—CBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Guy Gannett Bestg. System
Phone Number 7354
Studio-Transmitter Location Mt. Hope Ave.
Air Time 6:30 a.m.-12 M.
News Service UP Representative
Publicity Director Richard Bronson
News Director Robert Patten
Chief Engineer Walter Dickson
Consulting Engineer George Davis

WLBZ
BANGOR—1926—NBC-NERN
Frequency: 820 Kc. Power: 5000 Watts
Owned-Operated By Maine Bestg. Co.

Business-Studio Address 100 Main St.
Phone Number Bangor 6023
Transmitter Location Broadway
Air Time Unlimited
News Service UP
Transcription Service Thesaurus
Representative Weed, Banann
Membership NARTB, BAB
Station Manager Edward E. Guernsey
Program Director Irving S. Hunter
News Director William Mincher
Publicity Director George Chapman
Musical Director Norman Lambert
Chief Engineer John Wibby

WIDE
BIDDEFORD—1948—MBS-YANKEE
Frequency: 1400 Kc. Power: 250 Watts
Address 234 Main St.
Transmitter Location Garfield St, Saco
Phone Number 4-4566
Air Time 7 a.m.-11:10 p.m.
News Service UP Representative
Publicity Director Devney & Co.
Membership NARTB, BAB
Comm., Sales Prom. Mgr. Carl Swanson
Pgm., Prog. Dir. Don Dyer
News Director Hal Swaney
Chief Engineer Arthur Deters

WABM
HOULTON—1950—MBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Aroostook Bdstg. Corp.
Phone Number 2257
Trans., Loc. Address 1340 North Rd.
Air Time 5:55 a.m.-M.
News Service UP President
General Manager Harold D. Glidden
Station Manager Ted Coffin
Commercial Manager Dewey Dewitt
Chief Engineer Robert W. MacIntosh

WCOU
LEWISTON—1938—MBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Twin City Bestg. Co., Inc.
Business-Studio Address 223 Lisbon St.
Phone Number 4-8221
Transmitter Location Webber Ave.
Air Time 6 a.m.-M.
News Service UP Representative
Transcription Service Standard, SESAC
Publicity Director Faust Couture
General-Station Mgr. John C. Libby
Pgm., Prod., Pub. Dir. Herb Fontaine
News Editor Jack Karmen

457
Chief Engineer ............. Donald Mason
Farm Editor ............. Harold Alberghini

WLAM
LEWISTON—1947—ABC
Frequency: 1470 Kc. Power: 5000 Watts
Business-Studio Address: 129 Lisbon St. Phone Number: 4-5401
Transmitter Location: Auburn Air Time: 6 a.m.-12 M.
News Service: AP Transcription Service: Capitol
Representative: Everett-McKinney, Kettell-Carter
President, Station Mgr: Elden H. Shute, Jr.
General Mgr-Treas: Frank S. Hoy
Comm., Sales Prom. Mgr: Gerald T. Higgins
Production Director: Norman McKinstry
Chief Engineer: Leslie R. Hall

WGAN
PORTLAND—1938—CBS-ERN
Frequency: 560 Kc. Power: 5000 Watts
Owned-Oper. By: Guy Gannett Bcastg. Services

WPOR
PORTLAND—1946—ABC-YANKEE
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Oliver Bcastg. Corp.
Business-Studio Address: 477 Congress St.
Phone Number: 3-8111 Transmitter Location: 57 Baxter Blvd.
Air Time: 6 a.m.-12 M.
News Service: AP Transcription Service: Standard
Representative: Everett-McKinney
President, Station Mgr: Harold H. Meyer
Commercial Manager: William J. Mullen
Sales Prom. Mgr: Marquerie E. Phillips

AMERICAN BROADCASTING COMPANY
MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

Portland's favorite station—

ASK ANYONE!

REP. EVERETT-McKINNEY, INC.

HAL MEYER, PRESIDENT
MAINE-MARYLAND

WCSH
PORTLAND—1925
NBC-NERN-ME.
Frequency: 970 Kc. Power: 5000 Watts
Owned-Oper. By: Congress Square Hotel Co.
Business-Studio Address........157 High St.
Phone Number................2-0181
Transmitter Location........Scarborough
Air Time ......................Unlimited
News Service ..................AP, UP
Transcription Service .........Thesaurus
Representative...............Weed, Bertha Bannan
Membership ..................NARTB. BAB
President ....................Adeline B. Rines
General Manager .............William H. Rines
Asst. Station Manager ......Linwood T. Pitman
Commercial Manager .........Albert W. Smith
Program Director ..........Arthur Owens
Production Director .........P. N. Johnson
Chief Engineer .........Daniel B. Smith
News Director ...............C. Thomas Wade

WAGM
PRESQUE ISLE—1931—MBS
YANKEE—ME.BS.
Frequency: 1450 Kc. Power: 250 Watts

MARYLAND

Pop. April 1, 1952 (Est.) 2,430,000—Total Housing Units 691,322
Families April 1, 1952 (Est.) 636,000—Stations in State 23

WANN
ANNAPOlis—1946
Frequency: 1190 Kc. Power: 1000 Watts d.
Business-Studio Address........25 School St.
P. O. Box 749
Phone Number.................Annapolis 2500
Transmitter Location .........Bay Ridge Rd.
Air Time ......................Local sunrise-local sunset
News Service ..................UP
President, General Mgr ........Morris H. Blum
Chief Engineer ...............Arthur P. Dietz

WASL
ANNAPOlis—1946
Owned-Oper. By: Chesapeake Radio Corp.
Business Address.............P. O. Box 506
Phone Number ...............9211

WTVL
WATERVILLE—1946—ABC
Frequency: 1490 Kc. Power: 250 Watts
Business-Studio Address........36 Silver St.
Phone Number ...............2700-1
Transmitter Location .........Winslow
Air Time ......................6 a.m.-M.
News Service ..................AP
Transcription Service .........Standard
Representative Everett-McKinney, Kettell-Carter
Membership ..................NARTB. BAB
Pres., Gen. Station Mgr........Carleton D. Brown
Commercial Manager ..........Harold I. Vigue
Pgm., Music Dir. ..........Paul Huber
Chief Engineer .............Don Sutherland
Consulting Engineer ..........Gordon Keyworth

WNAV
ANNAPOlis—1949—LIBERTY
Frequency: 1430 Kc. Power: 1000 Watts
Trans. Loca. Add., P. O. Box 829, Admiral Hgts.
Phone Number ...............2639
Air Time ......................6 a.m.-12 M.
News Service ..................AP
Transcription Service .........Capitol
Representative ...............McGillvra, Inc.
President ....................Albert H. MacCarthy
Sta. Gen. Mgr. ...............H. Philip Nesbitt
Commercial Manager ..........Robert C. Bicker
38,000 Square Miles! 496,810 Radio Families!

You Get MORE COVERAGE When You Buy WBAL

Radio Baltimore 50,000 Watts NBC in Maryland

Nationally Represented by EDWARD PETRY & CO., Inc.
Sales Promotion Manager....Herb Robinson
Pgm., Prod. Director........Mary Lane
Chief Engineer...............H. P. Nesbitt
Consulting Engineer........Glenn Gilett

WBAL
BALTIMORE—1925—NBC
Frequency: 1090 Kc....Power: 50,000 Watts
Owned-Operated By..Hearst Radio, Inc.
Address..........2610 North Charles St.
Phone Number....Hopkins 3000
Trans. Loca...Winans Rd., Randallstown
Air Time........Unlimited
News Service.......AP, INS, UP
Transcription Service...Associated Representative Edward Petry & Co., Inc.
President........Charles B. McCabe
V. P., & Gen. Mgr..D. L. Provost
V. P., (Engineering)...John Wilner
Station Manager...Leslie H. Peard, Jr.
Dir. Pub. Affairs & Educ...Arnold Wilkes
Program Director...Victor F. Campbell
Program Manager...William N. Rock
Local Sales Manager...J. M. Kennedy
Chief Announcer...Walter Linthicum
Dir. Women's Pgm...Mollie Martin
Chief Engineer........William C. Bareham
Consulting Engineer....A. Earl Cullum

WBMD
BALTIMORE—1947—LBS
Frequency: 750 Kc....Power: 1000 Watts d.
Owned-Operated By..Key Bstg. Corp.
Business-Studio Address...879 Park Ave.
Phone Number....Mulberry 7095
Transmitter Location...2901 Moravia Rd.
News Service........AP
Representative...Joseph Hershey McGillvra
President........George E. Hull
Program Director...Tom O'Connor
Chief Engineer........Russell H. Morgan

WCAO
BALTIMORE—1922—CBS
Frequency: 600 Kc....Power: 500 Watts
Owned-Oper. By...Monumental Radio Co.
Business-Studio Address..1102 N. Charles St.
Phone Number........Mulberry 0600-1-2-3-4
Transmitter Location...Park Hts. Ave.
Air Time.........Unlimited
News Service.......AP
Transcription Service...World
Representative....Paul H. Raymer
Membership........NARTB
Pres., Sta., Gen. Mgr...L. W. Milbourne
Chge. Nat'l. Sales.....Robert M. Richmond
Program Dir........George L. Filling
Chief Engineer........Martin L. Jones
Consulting Engineer....George C. Dimes

WCBM
BALTIMORE—1924—MBS
Frequency: 680 Kc....Power: 10,000 d.; 5000 n.
Owned-Oper. By...Baltimore Bstg. Corp.
Phone Number........Belmont 8400
Transmitter Location...Painters Mill Rd., Owings Mills
News Service.......AP, INS
Representative.....Taylor
President, Comm. Manager...John Elmer
Gen. Mgr., Pgm., News Dir...G. H. Roeder
Chief Engineer........G. Porter Houston

WFBR
BALTIMORE—1922—ABC
Frequency: 1300 Kc....Power: 5000 Watts
Owned-Oper. By...The Baltimore Radio Show
Address........10 E. No. Ave.
Phone Number...Mulberry 1300
Transmitter Location...701 Waterview Ave.
Air Time........6 a.m.-12 M.
News Service.......AP, UP
Transcription Service...World
Representative..John Blair & Co.
President........Robert S. Maslin
V. P., Gen. Mgr.....John E. Surrick
V. P., Treasurer...J. H. L. Traufelter
V. P., Charge of Adv...Robert S. Maslin, Jr.
Dir. of Sales, Comm. Mgr...Wm. S. Pirtle, Jr.
Sales Promotion Manager...William B. Roche
Special Events Dir...Bert Hanauer
Chief Engineer........William Q. Ramfit

WSID
BALTIMORE—1948
Frequency: 1010 Kc....Power: 1000 Watts
Owned-Operated By...United Bstg. Co.
Business-Studio Address...109 W. Baltimore St.
Phone Number...Saratoga 8250
Transmitter Location...Essex
Air Time.........Sunrise-sunset
President...............Richard Eaton
General Manager...Albert R. Lanphear
Promotion Mgr.......Helen Wherley
Chief Engineer........Leroy Reckling

WWIN
BALTIMORE—1951
Frequency: 1400 Kc....Power: 250 Watts
Owned-Oper. By..Belvedere Bstg. Co.
Address........5740 Reisterstown Rd.
Phone Number........Mohawk 4400
Transmitter Location...300 President St.
Air Time........24 Hrs.
News Service.......AP
Transcription Service...Associated Representative
Indie Sales
Pres., Gen. Mgr......Thomas F. McNulty
Sales Prom. Mgr.....Bentley Stecher
... no if-and-or-but about it, the big

Bargain

in Baltimore is

WITH

ask your Forjoe man to prove it!
Program Director: Lenore Feldman
Chief Announcer: Chester Kiser
Chief Engineer: Harold A. Kemp
Consulting Engineer: Craven Lohnes & Culver

WITH
BALTIMORE—1941

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Maryland Bcstg. Corp.
Business-Studio Address: 7 E. Lexington St.
Phone Number: Lexington 7808
Transmitter Location: 1230 Curtain Ave.
Air Time: 24 Hrs.
News Service: AP
Transcription Service: Standard
Representative: Headley Reed
Membership: BABA
Comm., Sales Prom. Mgr.: Robert C. Embry
Program Dir.: Nedra Jeanne Berryman
Publicity Director: Mae Hughes
Musical Director: Anna Roy Suter
Chief Engineer: James S. Duff
Consulting Engineer: Janisky & Bailey

WUST
BETHESDA—1951—MET. NET

Owned-Oper. By: Broadcast Management, Inc.
Business-Studio Address: 1348 You St., Wash., D. C.
Number: Hobart 1233
Transmitter Location: Bethesda
News Service: UP
Transcription Service: Lang-Worth
Representative: Hil F. Best
Membership: NARTB
Pres., Gen. Mgr.: Harold F. Sheffers
Sta. Mgr., Pgm. Dir.: Carl Robinson
Chief Engineer: Richard Reagan

WCEM
CAMBRIDGE—1947—MBS

Frequency: 1240 Kc. Power: 100 Watts
Bus. Studio Address: P. O. Box 333
Transmitter Location: N. E. Corner Bay St. & Queen Ann Ave.
News Service: AP
Transcription Service: World
President: John W. Downing
Chief Ann., Pgm. Dir.: Edward H. Brigham
Chief Engineer: Jerrold P. Merritt

WCUM
CUMBERLAND—1948—CBS

Frequency: 1490 Kc. Power: 1000 Watts
Owned-Oper. By: The Tower Realty Co.
Address: P. O. Box 360
Phone Number: 5400-1
Transmitter Loc.: Williams Rd., E. City Line
Air Time: 6:30 a.m.-11:30 p.m.
News Service: AP
Transcription Service: Thesaurus
Representative: Meek
President: Karl F. Stelmann
Station Manager: M. Campbell, Jr.
Commercial Manager: Roy S. Knotts
Sales Prom. Mgr.: Eldred Steinman
News Director: William Criswell
Chief Engineer: William Paul Clendenning

WTBO
CUMBERLAND—1928—NBC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Maryland Radio Corp.
Business-Studio Address: Commercial Bank Bldg.
Phone Number: 299
Transmitter Location: Cumberland
Air Time: 8 a.m.-M.
News Service: UP
Transcription Service: World
Representative: Brannum
Pres., Gen. Sta. Mgr.: Charles E. Smith
Comm., Sales Prom. Mgr.: Henry J. Gukiz
Pgm., Prod. Dir.: Michael Hurst
Pub., News Dir.: Robert Rosamond
Chief Annor., Music Dir.: Jack Gale
Chief Engineer: John Ridgway

WDYK
CUMBERLAND—1949—ABC—MBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Western Md. Bcstg.
Trans. Loca. Add.: 450 Byrd Avenue
Phone Number: 5001
Air Time: 8 a.m.-1 a.m.
News Service: AP
Representative: Radio Representatives, Inc.
President: Richard A. Raese
V.P.-Gen., Sta. Mgr.: Dan Hyldeick, Jr.
Commercial Manager: Floyd V. Cozad
Sales Prom. Mgr.: Curry M. Bartlett
Program, News Dir.: Robert Calvert
Publicity Director: Ed Meyer
Production Mgr.: James M. Martinson
Chief Engineer: George Sokol, Jr.

WFMD
FREDERICK—1936—CBS

Frequency: 930 Kc. Power: 1000 Watts
Owned-Operated By: Monocacy Bcstg. Co.
Business-Studio Address: Winchester Hall
Phone Number: 1626
Air Time: 8 a.m-M.
News Service: AP
Transcription Service: World
President: Lawrence Leonard
General Manager: Alan W. Long
Program Director: Evelyn Leonard
MARYLAND

W A R K
HAGERSTOWN—1947—ABC
Frequency: 1490 Kc. Power: 250 Watts
Business-Studio Address: 120 S. Prospect St.
Phone Number: 4500
Transmitter Location: Commonwealth Rd.
Air Time: 6 a.m.-M.
News Service: AP
Membership: NARTB
President: Richard Eaton
Managing Director: Albert R. Lanphear
General Manager: Samuel E. Phillips, Jr.
Prog. Dir., Farm Editor: Hunter Reams
Publicity Director: Lynn Keller
Chief Engineer: G. Harold Brewer

W J E J
HAGERSTOWN—1932—MBS-ABC
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Hagerstown Bcastg. Co., Inc.
Business-Studio Address: Franklin Court
Phone Number: 2323
Transmitter Location: Carroll Heights
Air Time: 6 a.m.-12:05 a.m.
News Service: AP
Transcription Service: Lang-Worth
Representative: Walker
Membership: NARTB, BAB

Pres. Gen. Mgr.: Grover C. Grilley
Sta. Prom. Mgr.: William H. Paulsgrove
Commercial Mgr.: Clarence Myers
Pgm., Prod. Dir.: Robert Lesher
Publicity Director: Marie Whitecraft
Musical Director: Patsy Miller
Chief Annr., News Dir.: D. Glenn Thomas
Chief Engineer: George McIntire
Consulting Engineer: Kern & Kennedy

W A S A
HAVRE DE GRACE—1948—KBS
Frequency: 1330 Kc. Power: 1000 Watts d.
Owned-Oper. By Chesapeake Bcastg. Corp.
Address: P. O. Box 97
Transmitter Address: Bel Air Rd.
Phone Number: 800
Air Time: Local sunrise-local sunset
News Service: UP
Transcription Service: World
Representative: Schepp-Reiner
President, General-Station Mgr.: Jason T. Pate
Comm.-Sales Prom. Mgr.: Charles W. Irwin
Chief Engineer: Charles E. Veazie

WINX
ROCKVILLE—1947
Frequency: 1600 Kc. Power: 1000 Watts d.
Owned-Operated By United Bcastg. Co.

AP SELLS
For Stations and Sponsors—

For instance... WITH

"We have 160 AP newscasts sponsored weekly. Since WITH was established 10 years ago, we have used Associated Press news continuously, most of the time exclusively. Our AP membership has been a great satisfaction to us. Our AP service has produced two important results... satisfied sponsors... and a great deal of station revenue."

THOMAS TINSLEY,
President,
WITH, Baltimore, Maryland
**WB OC**

SALISBURY—1940—MBS

Frequency: 860 Kc.  Power: 1000 Watts
Bus.-Studio-Transmitter Address:  Radio Park
Phone Number:  6131
Air Time:  6 a.m.-12:30 a.m.
News Service:  AP
Transcription Service:  World, Lang-Worth
Representative:  Burn-Smith
President:  John W. Downing
Gen., Sta., Comm. Mgr.: Charles J. Truitt

**W G A Y**

SILVER SPRING—1946—MET. NET

Frequency: 1050 Kc.  Power: 1000 Watts d.
Business Address:  11306 Kemp Mill Rd.
Phone Number:  Shep. 1050
Studio-Transmitter Location:  Kemp Mill Rd.
Air Time:  Daytime
News Service:  AP
Transcription Service:  World
Representative:  McGillvra
Membership:  NARTB, BAB
President:  John W. Kluge
Gen.-Sta. Mgr.: Joseph L. Brachuer
Comm., Sls., Prom. Mgr.: James E. Crismond
Prod., Pub., Qm. Dir.: Ernest Tannen
Musical Director:  J. Robert Herr
Chief Engineer:  Arthur McDougall

**M A S S A C U S S T E T S**

Pop. April 1, 1952 (Est.) 4,850,000—Total Housing Units 1,408,797
Families April 1, 1952 (Est.) 1,308,000—Stations in State 50

**W A R A**

ATTLEBORO—1950

Frequency: 1320 Kc.  Power: 1000 Watts
Address:  Bronson Bldg.
Phone Number:  1320
Representative:  Bannan
Transcription Service:  Thesaurus
News Service:  AP
Membership:  NARTB, BAB
General Manager:  J. Ottmar
President:  Howard H. Sweet
Station Manager:  Keith S. Field
Commercial Mgr.:  William A. Dawson, Jr.
Program Director:  David P. Mohr
Chief Engineer:  Kenneth J. Dolan
News Director:  William J. Torpey
Consulting Engineer:  Gillett

**W B Z - W B Z A**

(Synchronous Operation)

BOSTON-SPRINGFIELD—1921

N BC-NERN

Frequency: 1030 Kc.  Power: WBZ, 50,000 Watts; WBZA, 1000 Watts
 Owned-Oper. By:  Westinghouse Radio Stations, Inc. (Synchronous Operation)
Business-Studio Address:  1170 Soldiers Field Rd.
Phone Number:  ALgonquin 4-5670
News Service:  AP, UP
Transcription Service:  Thesaurus
Representative:  Free & Peters
President:  Walter Evans
Station Manager:  W. C. Swartley
Sales Manager:  C. M. Meehan
Promotion Manager:  John Stilli
Program Manager:  Avner Rakov
Chief Engineer:  WBZ, W. H. Hauser; WBZA, Harold Randol

**W C O P**

BOSTON—1935

Frequency: 1150 Kc.  Power: 5000 Watts
Owned-Oper. By:  T. B. Balser, Jr., A. G. Beeman, Roy V. Whisnand (partners)
Business-Studio Address:  485 Boylston St.
Phone Number:  COMpley 7-0123
Transmitter Location:  Lexington
Air Time:  6 a.m.-1 a.m.
News Service:  AP, INS
General Manager:  Roy V. Whisnand
Commercial Manager:  A. N. Armstrong
Program Director:  Irvin E. Dierdorff, Jr.
News Director:  Jack Chase
Chief Engineer:  Roland C. Hale

465
IN NEW ENGLAND

YANKEE HOME TOWN FOOD SHOW

with

Ruth Mugglebee
Woman’s Editor Boston Record American and Sunday Advertiser

Bill Hahn
Yankee Radio and TV Personality

Monday thru Friday 1:15-1:45 P.M.

The fastest comer in New England food shows. In a year's time it equalled any similar program in participations of national advertisers. Renewals prove how effective it is. With this program beamed through the home-town station you can reach all of the home-town audience all over New England.

YANKEE NETWORK NEWS SERVICE

8 A.M. — 9 A.M. — 1 P.M. — 6 P.M. — 11 P.M.

Participations in the news is another way to get your broadcast inside each local area — gain extra local impact by going directly from home-town station to home-town audience. National advertisers have used the Yankee Network News Service for many years to go home-town in New England.

Ask the Man from
H-R Representatives, Inc.

THE YANKEE NETWORK

DIVISION OF THOMAS S. LEE ENTERPRISES, INC.
21 BROOKLINE AVENUE, BOSTON 15, MASS.
The most popular show in Boston

COUNTRY STYLE WESTERN TUNES

(8:15 to 11:00 a.m. Monday thru Friday)
WNAC
BOSTON—1922—MBS-YANKEE
Frequency: 1260 Kc. Power: 5000 Watts
Owned-Oper. By: Thomas Lee Enterprises
Bus-Studio Address: 21 Brookline Ave.
Phone Number: Commonwealth 6-0800
Transmitter Location: N. Quincy
News Service: Associated
Transcription Service: Linus Travers

WHDH
BOSTON—1926
Frequency: 850 Kc. Power: 50,000 Watts
Owned-Oper. By: Matheson Radio Co.
Bus-Studio Address: 6 St. James Ave.
Phone Number: Hancock 6-5500
Transmitter Location: Needham
Air Time: 6 a.m.-1 a.m.
News Service: AP
Transcription Service: Standard
Representative: John Blair
Membership: NARTB, BAB
President: Robert Choate
Managing Director: William B. McGrath
Commercial Manager: Arthur T. Brush
Program Director: George M. Perkins
Production Director: George M. Watson, Jr.
Publicity Director: William E. Sheal
Chief Engineer: Philip K. Baldwin
News Director: John Day
Consulting Engineer: A. Earl Cullum

WORL
BOSTON—1950
Frequency: 950 Kc. Power: 5000 Watts d.
Address: 92 State St.
Phone Number: Lafayette 3-4000
Air Time: Sunrise-Sunset
News Service: AP
Representative: Bolling Co.
President: Joseph Dunn
Program Director: Norm Prescott
Promotion Manager: Robert Cabitt
Chief Engineer: John Parker
News Director: Richard D. Jordan

WVOM
BOSTON-BROOKLINE—1948
Frequency: 1600 Kc. Power: 5000 Watts
Address: 1 Harvard Street
Phone Number: Beacon 2-8505
Representative: McGillvra
News Service: UP
General Manager: Benjamin Bartoff
Commercial Manager: Ken Strong

Chief Announcer: William Harrington
Chief Engineer: Jerome Bartoff

WBET
BROCKTON—1946
Frequency: 990 Kc. Power: 1000 Watts d.
Owned-Oper. By: Enterprise Publishing Co.
Business-Studio Address: 60 Main St.
Phone Number: Brockton 7062
Transmitter Location: Cor. West & Belmont Sts.
News Service: AP
Transcription Service: Thesaurus, SESAC
Representative: Bannan, Colton
Membership: NARTB, BAB
Station Mgr.: Charles A. Fuller
Commercial Mgr.: Earl G. Clement
Program Director: Kenneth A. Wheeler

WTAO
CAMBRIDGE—1947
Owned-Oper. By: Middlesex Bcstg. Corp.
Address: 439 Concord Ave.
Phone Number: Eliot 4-0500
News Service: AP
Representative: Indie Sales
President: Frank J. Lyman, Jr.
General Manager: F. C. Bailey
Program Dir.: Edward Penney
Chief Engineer: Arthur W. Richardson

WACE
CHICOPEE-SPRINGFIELD—1946
Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Oper. By: Regional Bcstg. Co.
Business Address: Bridgewater Hotel
Phone Number: Springfield 6-1323
Air Time: Sunrise-sunset
News Service: AP
Representative: Indie Sales
Membership: NARTB, BAB
President: David Hayes
Sta., Comm., Gen. Mgr.: Ralph J. Robinson
Program Dir.: Charles J. O'Malley
Chief Engineer: Richard Glinka

WALE
FALL RIVER—1948—MBS
Frequency: 1400 Kc. Power: 250 Watts
Address: 374 Central St.
Phone Number: 4-1400
News Service: UP
Representative: Walker
Managing Director: George L. Sisson, Jr.

WSAR
FALL RIVER—1921—ABC
Frequency: 1480 Kc. Power: 5000 Watts
Owned-Oper. By: Fall River Bcstg. Co., Inc.
MASSACHUSETTS

Business-Studio Address ............... 102 So. Main St.
Phone Number ....................... 7-9477-8
Transmitter Location ................. So. Somerset St.
Air Time ................................ 6:30 a.m.-M.
News Service .......................... UP
Transcription Service ................. Lang-Worth
Representative ........................ Headley-Reed, Bertha Bannan
Membership ............................ NARTB, BAB
Treas.-Gen. Mgr. ....................... Melvin Lahr
Commercial Manager ................. Neil Sullivan
Publicity Director .................... John Crowley
Program Dir. ........................... Angus Bailey
Chief Engineer ......................... John Pavao

WEIM
FITCHBURG—1941—MBS

Frequency: 1340 Kc. Power: 1000 Watts
Owned-Oper. By ................. WEIM, Fitchburg, Inc.
Business-Studio Address ............... 717 Main St.
Phone Number ....................... 3-3766
Transmitter Location ................. Alpine Hill Rd.
Air Time ................................ Unlimited
News Service .......................... AP
Representative ........................ Kettell-Carter, Walkcr
Membership ................................ NARTB, BAB
President ............................... Henry G. Molina, Jr.
General Manager ....................... Lew Sargent
Commercial Mgr. ...................... James W. Chalmers

AP SELLS
For Stations and Sponsors——

For instance . . . WEIM

“AP is without question our Number One revenue getter! WEIM has 85 AP newscasts sponsored weekly . . . 16 different sponsors . . . all signed for at least 26 weeks. AP news was the only tool which succeeded in getting three of Fitchburg’s five banks for us—a threefold blessing. We echo Sponsor J. D. Bailey of Bachelder-Bailey Co., Goodrich tire dealers, when he says, ‘As a merchandising vehicle, AP news is second to none.’ ”

HENRY G. MOLINA, JR.,
President,
WEIM, Fitchburg, Massachusetts

W F G M
FITCHBURG—1950

Frequency: 1580 Kc. Power: 1000 Watts d.
Address ................................ 455 Main St.
Phone Number ....................... 3-4987
Representative ........................ Devney
News Service .......................... INS
Membership ............................ NARTB, BAB
Pres.-Gen., Comm. Mgr. ............... Ansel E. Gridley
Program Director .................... John Wrisley
Chief Engineer ......................... Donald L. Coleman

W K O X
FRAMINGHAM—1947

Frequency: 1190 Kc. Power: 1000 Watts d.
Owned-Operated By ............... Suburban Bcstg. Co.
Business-Studio Address ............... Smith Bldg., Irving Square
Phone Number ....................... Framingham 7409
Transmitter Location ................. Mt. Wayte Ave.
News Service .......................... UP
Representative ........................ Kettell-Carter

469
WHOB
GARDNER—1946—GRANITE STATE
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Granite State
Business Number: Green St., Gardner
Phone Number: 1490
Representative: Bolling Co.
President: W. J. Barkley
Commercial Manager: Robert A. Brennan
Program Director: Arthur E. Vaughn
Chief Engineer: John LaBonte

WHAI
GREENFIELD—1938—MBS-YANKEE
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: John W. Haigis
Business-Studio Address: 356 Main St.
Phone Number: 4301-2
Transmitter Location: Woodard Rd.
Air Time: 6 a.m.-11:30 p.m.
News Service: AP
Transcription Service: Thesaurus, Associated
World
Representative: Bertha Bannan, Walker
Membership: NARTB
President: John W. Haigis, Sr.
Gen., Sta. Mgr.: John W. Haigis, Jr.
Commercial Manager: H. W. Nichols
Sales Promotion Manager: Thomas J. Kelly
Pgm. Dir., Chief Annr.: Ira I. Hewey
News Director: Graydon H. Spagg
Chief Engineer: Leland F. Wheeler

WHAV
HAVERHILL—1947
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Haverhill Gazette Co.
Business-Studio Address: 30 How St.
Phone Number: 4473
Transmitter Location: 110 Observatory Ave.
News Service: AP
Representative: Kettell-Carter
President: John T. Russ
Gen., Comm. Mgr.: Robert L. Kimel
Program Director: Kenneth Ash
Chief Engineer: Paul A. Hurd

WHYN
HOLYOKE—1941—MBS-YANKEE
Frequency: 560 Kc. Power: 1000 Watts
Owned-Oper. By: Hampshire—Hampshire Corp.
Address: 180 High St.
Phone Number: Holyoke 8238
Transmitter Location: West Holyoke
News Service: UP
Transcription Service: Long-Worth
Representative: Walker Co. & Bertha Bannan
Membership: NARTB, BAB
Sta., Gen. Mgr.: Charles N. DeRose
Commercial Manager: Patrick J. Montague
Program Director: John Vondell
Chief Operator: Alexander Paley
Consulting Engineer: Kear & Kennedy

WREB
HOLYOKE—1950
Frequency: 930 Kc. Power: 500 Watts
Owned-Oper. By: Valley Bcastg. Corp.
Address: 323 High St.
Phone Number: 2-3286
Transcription Service: Associated
News Service: AP
Representative: Lionel Colton
President: Siward Holmes
Gen., Sta., Comm. Mgr.: W. W. Robinson
Pgm. Dir., Chief Annr.: F. J. Hamel
News Director: Francis Shea
Chief Engineer: Ralph Benedict
Consulting Engineer: A. D. Ring

WCCM
LAWRENCE—1947
Frequency: 800 Kc. Power: 1000 Watts
Address: 54 Essex Street
Phone Number: Lawrence 37171, Lowell 6359
Transmitter Location: Andover
Air Time: Sunrise-Sunset
News Service: AP
Representative: Bannan, Indie Sales
Membership: NARTB, BAB
Production Director: Nicholas P. Caruso
Chief Announcer: Ernest H. Labranche
Prom. Mgr., Pub., News Dir.: W. F. Mitten
Chief Engineer: Geo. H. Jaspert

WLAW
LAWRENCE—1937—ABC
Frequency: 880 Kc. Power: 50,000 Watts
Owned-Oper. By: Hildreth & Rogers Co.
Business-Studio Address: 278 Essex St.
Phone Number: Lawrence 2107
Transmitter Location: Burlington
Air Time: 6 a.m.-12:05 a.m.
News Service: UP
Transcription Service: World
Representative: Weed
Membership: NARTB, BAB
President: Irving E. Rogers
Gen., Sta. Mgr.: William A. Riple
Commercial Manager: Nona Kirby
Program Dir.: Richard T. Hickox
Production Director: Hugh H. Sharpe III
Publicity Director: Fred A. Sullivan
Chief Engineer: George A. Hinckley
Consulting Engineer: George C. Davis
WCAP
LOWELL—1951
Frequency: 980 Kc. Power: 1000 Watts d.
Owned-Operated By: Northeast Radio Inc.
Address: 24 Central St.
Phone Number: 4-0404
News Service: UP
Pres., Gen. Mgr.: Israel Cohen
Commercial Manager: Gerald F. Cronin
Program Director: Milton B. Kaye
News Director: Joseph S. Davis
Chief Engineer: Theodore Cohen

WLLH
LOWELL-LAWRENCE—1934
MBS-YANKEE
Frequency: 1400 Kc. Power: 250 Watts
Trans. Address: 39 Kearney Square (Lowell)
Cregg Bldg. (Lawrence)
Phone Number: 8715, Lawrence 2-2148
Air Time: 6:30 a.m.-11:30 p.m.
News Service: UP
Transcription Service: Associated
Representative: Haskell Bloomberg
President: Gerald Harrison
V. P.: Carl S. Wheeler
Sta. Mgr.: Dana W. Fitzgerald
Commercial Manager: Haskell Bloomco
Chief Engineer: Anthony G. Michaels

WLYN
LYNN—1947
Frequency: 1360 Kc. Power: 1000 Watts d.
Business-Studio Address: 7 Willow St.
Phone Number: 5-6200
Transmitter Location: Heath's Court
Air Time: 6:45 a.m.-Sunset
News Service: UP
Pres., Gen. Mgr.: Theodore Feinstein
Station Manager: Winslow Bettinson
Commercial Mgr.: Leonard Meyers
Program Director: Winslow Bettinson
Publicity Director: Milt Jaffe
Chief Engineer: John W. Parker

WBSM
NEW BEDFORD—1949
Frequency: 1230 Kc. Power: 100 Watts
Address: Pope's Island
Phone Number: 8-1767
News Service: UP
President: Joseph P. Duchaine
General Manager: Otto F. A. Arnold
Commercial Manager: O. S. Perry
Pgm., Farm Dir.: Emmett Hearn
Chief Engineer: Harold H. Hoover, Jr.

WNBH
NEW BEDFORD—1921—MBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: E. Anthony & Sons, Inc.
Business-Studio Address: 432 County Sts.
Phone Number: 8-5228
Transmitter Location: Fairhaven
Air Time: 6:30 a.m.-12 M.
News Service: AP
Transcription Service: World
Representative: Walker Co., Bertha Bannan
Vice-President: Basil Brewer
Station Manager: Paul Perreault
Comm., Sales, Prom. Mgr.: David Shurtleff
Program Director: Edward Boghosian
Chief Engineer: Z. V. Grobowski

WMNB
NORTH ADAMS—1947
Frequency: 1230 Kc. Power: 250 Watts
Bus.-Studio-Transmitter Address: 466 Curran
Phone Number: 1230
News Service: AP
Transcription Service: ASC
Membership: NARTB, BAB
Pres., Gen. Sta. Mgr.: J. Gordon Keyworth
Program Manager: Benjamin A. Hubley
Chief Technician: William B. Dailey

WNAW
NORTH ADAMS—1949
Owned-Operated By: Courtlandt Nicoll
Address: 20 State Street
Phone Number: 860
Transmitter Location: Curran Highway
News Service: UP
Transcription Service: Associated
Pres., Gen. Mgr.: Courtlandt Nicoll
Commercial Manager: Richard Woodies
Program Director: Tom Varnum
Chief Engineer: Gerald O'Grady

WHMP
NORTHAMPTON—1950
Frequency: 1400 Kc. Power: 250 Watts
Address: 78 Main St.
Transcription Service: Standard
President: John H. Williams
Gen., Comm. Mgr.: Alexander W. Milne

WBEC
PITTSFIELD—1947—ABC-UBS
Frequency: 1490 Kc. Power: 250 Watts
Business-Studio Address: 30 Eagle St.
Phone Number: 829-3
MASSACHUSETTS

Transmitter Location ........................................ 30 Eagle St.
Air Time ...................................................... 6:45 a.m.
News Service ................................................ AP
Transcription Service ............................... Lang-Worth
Representative .................. Everett-McKinney, Kettell-
Carter
Membership ................................................. NARTB, BAB
President ...................................................... L. K. Miller
Gen. Sta., Comm. ......................... W. Wendell Budrow
Pgm., Prod. Dir. ........................................... Harry Brown
Chief Announcer ........................................ Dana Jones
Chief Engineer .............................................. Walton Ayer
Pgm., Prod., Pub. Dir. ......... Robert Henabery
Consulting Engineer .................... Paul Godley

W B R K
PITTSFIELD—1938—MBS-YANKEE
Frequency: 1340 Kc. .................................. Power: 250 Watts
Owned-Operated By .................................. Greylock Bcstg. Co.
Business-Studio Address ..................... 8 Bank Row
Phone Number ............................................. 2-1553
Transmitter Location ...................... 1100 East St.
Air Time ....................................................... 6:40 a.m.-12 M.
News Service ................................................. AP
Transcription Service ......... Associated Representative — Walker, Morgatti
Membership ................................................. NARTB, BAB
President ...................................................... Leon Podolsky
Sta., Gen. Mgr. ....................... John T. Parsons
Commercial Manager ........ Walter Kearsey
Sales Promotion Manager ....... Larry Vaber
Production Director ............ Ted Holmes
Chief Engineer ......................... Leonard Lavendol
Consulting Engineer .................. J. C. McNary

W J D A
QUINCY—1947
Frequency: 1300 Kc. ................................. Power: 1000 Watts d.
Owned-Oper. By ..................... South Shore Bcstg. Co., Inc.
Business-Studio Address .................. 23 Brackett St.
Phone Number ............................................. 5-1300
News Service ................................................ AP
Transcription Service ......... World
Comm., Sales Prom. Mgr., Chief Engineer.... James D. Asher
News Director ................................................. Bill Edwards

W E S X
SALEM—1950
Frequency: 1230 Kc. .................................. Power: 250 Watts
Business-Studio Address .................. 49 Washington St.
Phone Number ............................................. 5870
Transmitter ......................... Naugus Head, Marblehead
President .................. Joseph H. Tobin
Gen., Prom., Comm. Mgr. .... William C. Asher
Program Director .................... Henry Forbes

WBZA-WBZ
(Synchronous Operation)
SPRINGFIELD-BOSTON—1921
NBC-NERN
(See Boston Listing)

W M A S
SPRINGFIELD—1932—CBS
Frequency: 1450 Kc. ................................ Power: 250 Watts
Owned-Operated By .................. WMAS, Inc.
Business-Studio Address .................. 101 West St.
Phone Number ...................................... 7-1414
Transmitter Location .................. 101 West St.
News Service ........................................ UP
Transcription Service ..................... Associated Representative — Edward Petry
Membership ................................................. NARTB, BAB
President ...................................................... Gerald Harrison
Sales Prom., Sta. Mgr. .......... Robert Donahue
Commercial Manager ........... Robert Feldman
Program Director ............... Turner Cooke
Publicity Director .................. Paul Peliter
Chief Engineer ......................... John Michnevez

W J K O
SPRINGFIELD—1949
Frequency: 1600 Kc. .................................. 5 KW d.
Address ................................................. 137 State St.
Phone Number ............................................. 2-7457
Trans. Loca. .......................... No. Main St., E. Longmeadow
Air Time .................................................. Unlimited
News Service ................................................. UP
Representative .................. The Rolling Co.
Gen. Mgr., Pgm. Dir. ........ C. M. Manitsas
Comm. Mgr., Chief Engr. .... E. G. Hewinson, Sr.
Sales Prom. Mgr. .................. William Heron
Publicity Director ............... Paul Rogers
Production Director .......... Don Thomas
Consulting Engineer .......... Foss & Co.

WSPR
SPRINGFIELD—1936—ABC
Frequency: 1270 Kc. .................................. Power: 1000 Watts
Owned-Operated By .................. WSPR, Inc.
Business ................................................. 63 Chestnut St.
Phone Number ........................................ 6-2757
Transmitter Location .............. W. Springfield
Air Time .................................................. Unlimited
News Service ................................................. AP
Transcription Service ......... Lang-Worth
Representative .................. George P. Hollingbery
Membership ................................................. NARTB, BAB
Pres., Gen. Mgr. .................. Alan C. Tindal
Commercial Manager .......... J. H. Ferguson, Jr.
Sales Prom. Mgr., Pub. Dir.. Howard S. Keeffe
Program Director ............... Wayne H. Latham
Chief Engineer ..................... George Townsend
ASSAULTS

WTXL
SPRINGFIELD—1949
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Telecolor Corp.
Phone Number: 9-4768
Air Time: 6:40 a.m.-12 M.
News Service: INS
Transmission Service: World
Representative: Walker
Membership: NARTB, BAB
Commercial Manager: Holland D. Cameron
Oper. Mgr., Chief Engr.: J. L. Spates

WEP P
TAUNTON—1949
Frequency: 1570 Kc. Power: 1000 Watts
Owned-Oper. By: Silver City Bstg. Co.
Address: 174 Broadway
Phone Number: 4-7528
Transmission Service: Lang-Worth
News Service: UP
President: J. Marshall McGregor
General Manager: James Milton Hammond
Station Manager: Joseph G. Quill
Commercial Manager: Edwin Stawniak
Chief Engineer: Owen Kelleher

WCRB
WALTHAM—1948
Frequency: 1330 Kc. Power: 1000 Watts
Business-Studio Address: 4 Gordon St.
Phone Number: 5-7080
Transmitter Location: South St.
Air Time: Daytime
News Service: UP
Representative: Bannan
President: Richard C. O'Hare
General Manager: Deuel Richardson
Commercial Manager: Theodore Jones
Chief Engineer: J. H. Bonney

WARE
WARE—1948
Frequency: 1250 Kc. Power: 1000 Watts
Owned-Oper. By: Donald W. Howe
Business-Studio Address: East St.
Phone Number: 1250
Transmitter Location: Coy's Hill, Warren
Air Time: Daytime
News Service: AP
Transmission Service: Associated
Representative: Borgatti, Radio Reps.
Membership: NARTB, BAB
Gen., Sta. Comm. Mgr.: Donald W. Howe
Program Director: Tom Collon
News Director: Loren C. Smith
Chief Engineer: Fred Joelin

WOCB
WEST YARMOUTH—1940
MBS-YANKEE
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: E. Anthony & Sons
Transmitter Address: South Sea Ave.
Phone Number: Hyannis 502
Air Time: 7 a.m.-11:30 p.m.
News Service: UP
Transmission Service: World
Representative: Walker, Bertha Bannan
President: Basil Brewer
Gen., Sta. Mgr.: Gerald L. Staten
Sta., Prom. Mgr.: Paul Stiles
Program Director: Joyce Johnson
Chief Engineer: Zigmond Grabowski

WAAB
WORCESTER—1931—ABC
Frequency: 1440 Kc. Power: 5000 Watts
Owned By: The Olin Corp.
Business-Studio Address: 34 Mechanic St.
Phone Number: 2-5611
Transmitter Location: Holden
Air Time: 6 a.m.-12 M.
News Service: AP
Transmission Service: Standard
Representative: Everett-McKinney
Membership: NARTB, BAB
Comm., Sls. Prom. Mgr.: George J. Kapel
Pgm., Prod., Pub. Dir.: Don Stevens
Chief Engineer: Felix Bonvouloir

WNEB
WORCESTER—1946
Frequency: 1230 Kc. Power: 250 Watts
Trans. Address: Park Bldg., 507 Main St.
Phone Number: 6-4872
Air Time: 6 a.m.-12 M.
News Service: UP
Representative: Bolling
President: Paul C. Lyle
Sta., Gen. Mgr.: John J. Hurley
Commercial Mgr.: Edward T. McCann, Jr.
News Director: Andrew F. Hickey
Chief Engineer: Vernon P. Wilson

WORC
WORCESTER—1927—MBS-YANKEE
Frequency: 1310 Kc. Power: 1000 Watts
Owned-Oper. By: Radio Worcester
Business-Studio Address: 65 Elm St.
Phone Number: 5-3101
Transmitter Location: Auburn
Air Time: 7 a.m.-M.
News Service: AP
Representative: Headley-Reed
Detroiters are as accessible to advertisers in their cars as they are in their homes... through 501,900 auto radios.

That's the bonus audience delivered by WWJ, Detroit's most-listened-to station. Add that to the 1,262,500 radio homes in the WWJ primary coverage area—728,000 of which are radio ONLY homes—and you'll realize why WWJ sells so effectively. And so economically, also... because WWJ's average cost-per-thousand listeners in the Detroit market is 14.5% less than the average cost-per-thousand for radio time in Detroit.
W TAG
WORCESTER—1924—CBS
Frequency: 580 Kc. Power: 5000 Watts
Owned-Oper. By WTAG, Inc.
Business-Studio Address 18 Franklin St.
Phone Number 5-4321
Transmitter Location Shrewsbury St, Holden

MICHIGAN
Pop. April 1, 1952 (Est.) 6,590,000—Total Housing Units 1,979,994
Families April 1, 1952 (Est.) 1,825,000—Stations in State 67

WABJ
ADRIAN—1946
Frequency: 1500 Kc. Power: 250 Watts d.
Owned-Oper. By James Gerity, Jr.
Address Treat Rd.
Phone Number 9000
Transmitter Location. Treat Rd.
Air Time Sunrise-Sunset
News Service UP
Transcription Service Capitol
Representative Hal Holman Co.
Membership NARTB, BAB
Owner James Gerity, Jr
General Manager O. Wm. Myers
Commercial Manager Harley West, Jr
News, Pgm. Dir. Larry Payne
Chief Announcer Phil Sanford
Chief Engineer Elwood Brown
Consulting Engineer Earl Cullum

WFYC
ALMA—1948
Frequency: 1280 Kc. Power: 1000 Watts d.
Owned-Oper. By WFYC, Inc.
Address 4081 1/2 Gratiot Ave.
Phone Number 85
Trans. Loca. 1 Mi. E. of City on U.S. 27
News Service UP
Trans. Service
President L. R. Kamperman
General Manager Robert W. Cessna
Program Director Bob Clayton
News Director David Sommerville
Chief Engineer Harold Frisbee

WATZ
ALPENA—1946
MBS-KBS-PAUL BUNYAN
Frequency: 1450 Kc. Power: 250 Watts
Air Time 6 a.m.-12:05 a.m.
News Service AP
Transcription Service World, Associated
Representative Paul H. Raymer
Membership NARTB, BAB
Vice-President Gen. Mgr. Robert W. Booth
Station Manager Herbert L. Krueger
Commercial Manager Robert J. Brown
Sales Promotion Manager Edwin W. Quinn
Prod., Pgm. Dir. A. J. Brissette
Publicity Director A. C. Fuller
Chief Engineer E. A. Browning

WHRV
ANN ARBOR—1947—ABC
Frequency: 1600 Kc. Power: 1000 Watts
Owned-Oper. By Huron Valley Bcastrs., Inc.
Business Address Box 608
Phone Number 2-4573
Studio-Trans. Location 4230 Packard Rd.
News Service AP
Transcription Service World
Representative Walker
President J. F. Hopkins
General Manager Steve Filipiak
Program Dir. Cecelia Ward
Chief Engineer James Allen

WPAG
ANN ARBOR—1945
Frequency: 1050 Kc. Power: 1000 Watts d.
Owned-Operated By Washenaw Bcastg. Co.
Bus-Studio Address 3rd Floor Hutzel Bldg.
Phone Number 2-5517
Transmitter Location 1795 So. Maple Rd.
News Service AP
Transcription Service Standard
Representative McGilllva
President Arthur E. Greene
General Manager Edward F. Baughn
Commercial Manager Kenneth McDonald
Program Director Pat Quinn
Chief Engineer George D. Stearns
MICHIGAN

WLEW
BAD AXE—1950
Phone Number: 1010
Representative: Headley-Reed
Transcription Service: Standard
News Service: AP
President: Milton L. Greenebaum
Vice-President: Jack Parker
Commercial Manager: Cliff Thomas
Chief Engineer: Meredith Koerner

WBCK
BATTLE CREEK—1948—MBS
Frequency: 930 Kc. Power: 1000 Watts
Owned-Operated By: Michigan Bcstg. Co.
Phone Number: 3-5555
Transmitter Location: Golden Ave.
Air Time: 6 a.m.-12 M.
News Service: UP
Transcription Service: Thesaurus, World
Representative: Burn-Smith
Pres., General Manager: Robert H. Holmes
Commercial Manager: F. K. Doyle
Program Director: E. F. Cahill
News Director: Robt. Merklein
Chief Engineer: Raymond Roof

WELL
BATTLE CREEK—1925—ABC
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Federated Publications, Inc.
Bus.-Studio-Transmitter Address: Michigan National Bank Bldg.
Phone Number: 5655
Air Time: 6 a.m.-11:30 p.m.
News Service: AP
Transcription Service: Standard, Lang-Worth
Representative: Bolling
Membership: NARTB, BAB
General Manager: Dan E. Jayne
Commercial Manager: E. P. Mills, Jr.
Program Director: Forrest F. Owen
Chief Engineer: Earl J. Stone

WBCM
BATTLE CREEK—1928—ABC
Owned-Operated By: Bay Bcstg. Co., Inc.
Business-Studio Address: Wenonah Hotel
Phone Number: 7551-2
Transmitter Address: Tuscola Rd., Hamptom
Air Time: 6 a.m-M.
News Service: UP
Transcription Service: World
Representative: George P. Hollingbery
President: Harley D. Peet
Gen.-Station-Comm. Mgr.: Hugh A. Giesel

W G R O
BAY CITY—1949—LBS—KBS
Trans. Address: 4451 Wheeler Rd.
Phone Number: 3-1260
Air Time: Daytime
News Service: AP
Representative: Sears & Ayer
Pres., Gen. Mgr.: Gail D. Griner
Comm. Sales Prom. Mgr.: Edward T. Dillon
Chief Engineer: Floyd Woody

W H F B
BENTON HARBOR—1947
Frequency: 1060 Kc. Power: 1000 Watts d.
Address: Fairplain Ave.
Phone Number: 5-2113
Transmitter Location: Fairplain Ave.
Air Time: Sunrise-Sunset

WELL
BATTLE CREEK
Battle Creek's top-rated station
and the best buy because...

- 26 years of making friends—
  and sales
- Covers retail trading area of
  198,299
- Affiliated with American Bcstg. Company

Represented nationally by
THE BOLLING CO.

250W • 1400 WELL
WELL-FM
W
J
R

the GREAT VOICE of the GREAT LAKES
WATT
CADILLAC—1945—MBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Midwestern Bcast. Co.
Business-Studio Address: P.O. Box 219, Cadillac
Phone Number: 1270
News Service: AP
Transcription Service: SESAC, KBS
Program Director: Dwight Edmunds
Publicity Director: Charles Hart
Production Director: Cal Bollwinkel
Chief Engineer: Munson Robinson
Consulting Engineer: Craven, Lohnes & Culver

WTVB
COLDWATER—1949—LBS
Frequency' 1590 Kc. Power: 1000 Watts
Owned-Oper. By: Twin Valley Bcast. Inc.
Address: Box 32
Phone Number: 1230
Trans. Loca.: 1½ Mi. So. on U.S. 27
Air Time: 6 a.m.-9 p.m.
News Service: AP
Trans. Service: Associated, Cole
Representative: McGillvra
President: George Hosek
Gen. Station Manager: E. Harold Munn, Jr.
Program Director: Jack Douglas
Chief Engineer: E. Harold Munn, Jr.

WKMH
DEARBORN—1946—LBS
Frequency: 1310 Kc. Power 5000 Watts d.
1000 n.
Owned-Operated By: WKMH, Inc.
Business-Studio Address: WKMH Bldg.
Phone Number: Logan 2-4000
Transmitter: Willow Run Express Hwy.
Air Time: 24 Hrs.
News Service: INS, UP
Transcription Service: Lang-Worth
Representative: Headley-Read
Membership: NARTB, BAB
Pres., Gen. Mgr.: Fred A. Knorr
Comm. Prom. Mgr.: George M. Miller
Program Director: Verna Borsadi
Production Director: Clare Linn
Chief Engineer: Jerrold Martin

CKLW
DETOUR-WINDSOR—1932
MBS-CBC
Frequency: 800 Kc. Power: 50,000 Watts
Business Address: 3300 Guardian Bldg., Det.
Phone Number: Woodward 1-7200
Studio Address: Canada Trust Bldg., Windsor
Transmitter Location: Harrow, Ont.
Air Time: 24 Hrs.
News Service: INS, UP
Transcription Service: Standard, World, Thesaurus
Representative: All Canada Facilities
Adam J. Young, Jr.
Membership: NARTB
President, General Mgr.: J. E. Campeau
Sta. Mgr., Chief Engr.: W. J. Carter
Commercial Manager: E. Wilson Wardell
Sales Prom. Mgr.: Art Gloster
Pgm. Prod. Dir.: S. Campbell Ritchie
News Director: Val Clare
Publicity Director: Gene Saunders
Chief Announcer: John Gordon
Musical Director: Wally Townsend
Farm Editor: Austin Grant

WJBK
DETOUR—1928
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Fort Industry Co.
Business-Studio Address: 500 Temple Ave.
Phone Number: Temple 3-7900
Transmitter Location: 15555 Woodrow Wilson
Air Time: 24 Hours
News Service: INS, UP
Representative: Katz Agency
Membership: NARTB
President: George E. Sorer
Exec. Vice-Pres.: Richard E. Jones
Sales Manager: Tom Harker
Program Director: Richard Fischer
Publicity Director: Patricia MacInnis
Chief Engineer: Paul O. Frincke
Consulting Engineer: Earl Cullum

WJLB
DETOUR—1926
Frequency: 1400 Kc. Power: 250 Watts
Business Address: David Broderick Tower
Phone Number: Woodward 5-2000
Transmitter Location: 375 Midland Ave.
News Service: AP
Membership: BAB
Representative: Forjeo
Pres., Gen. Mgr.: John L. Booth
• Advertising that Moves More Merchandise per Dollar Invested is Bound to be the One that Gives You the Most Coverage for the Least Money

CKLW

50,000 WATTS
800 kc.

• Covers a 17,000,000 Population Area in 5 States at the Lowest rate of any Major Station in this Region!

"It's The DETROIT Area's Greater Buy"

Guardian Bldg. • Detroit 26
Adam J. Young, Jr., Inc., Nat'l Rep. • J. E. Campeau, President
• MUTUAL •
W J R
DETROIT—1926—CBS

Frequency: 760 Kc. Power: 50,000 Watts
Address: Fisher Bldg.
Phone Number: Trinity 5-4440
Transmitter Location: Trenton
Air Time: 24 Hours
News Service: AP, INS, UP
Trans. Service: Thesaurus, World
Representative: Petry & Co.
Membership: NARTB, BAB
President: John F. Patt
V.P. & Gen. Mgr.: Worth Kramer
Sales Service Manager: F. A. McPhillips
Sales Manager: Elmer O. Wayne
Program Director: Franklin Mitchell
Production Director: Norman White
V.P. in charge of News: George Cushing
Chief Announcer: Charles Park
News Editor: Jack White
Musical Director: Paul LaVoie
V.P. in charge of Eng.: George Leydorf
Farm Editor: Marshall Wells

W W J
DETROIT—1920—NBC

Frequency: 850 Kc. Power: 5000 Watts
Address: 615 W. Lafayette
Phone Number: Woodward 2-2000
Trans. Loca.: 8 Mi. & Myers Rd.
Air Time: 24 Hours
News Service: AP, UP
Trans. Serv.: Lang-Worth & Thesaurus
Representative: George P. Hollingbery Co.
Membership: NARTB
Director of Radio: W. J. Scripps
General Manager: Edward Wheeler
Station Manager: Don DeGroot
General Program Mgr.: M. C. Wissman
General Engr. Mgr.: E. J. Love
Public Affairs Manager: James Eberle
Pgm. & Prod. Mgr.: Charles Penman
Publicity Manager: Fran Harris
Chief Engineer: Carl Wesser
Promotion Manager: Jack Albert
Program Manager: John Hill
News Editor: Tom MacMahon
Musical Director: Mischa Kotller
Farm Editor: John Merrifield
Sales Manager: Wendell Parmelee
Consulting Engineer: William L. Foss

W X Y Z
DETROIT—1925—ABC

Frequency: 1270 Kc. Power: 5000 Watts
Owned-Operated By: WXYZ, Inc.
Business Address: 1700 Mutual Bldg.
Phone Number: Woodward 3-8321
Transmitter Location: Joy Rd. & Greenfield
Air Time: 6:00 a.m.-1 a.m.
News Service: AP
Representative: ABC Spot Sales
President: James G. Riddell
Commercial Manager: Harold Christian
Pub. Dir., Sales Prom. Mgr.: William Morgan
Program Director: Jack McCarthy
Chief Engineer: Charles Kocher

W D B C
ESCANABA—1941—MBS

Frequency: 680 Kc. Power: 1000 Watts
Owned-Operated By: Delta Bestz. Co.
Business-Studio Address: P. O. Box 419
Phone Number: 3190-1
Transmitter Location: Ski Hill Rd.
Air Time: 6:30 a.m.-11:30 p.m.
News Service: UP
Transcription Service: Thesaurus
Representative: Walker
Gen. Comm. Mgr.: George D. Lindenthal
Sta., Mgr., Pgm. Dir.: Robert Wagner
Production Director: John Hagerman
Chief Engineer: Jack W. Foster
Consulting Engineer: McNary, Wrathall

W B B C
FLINT—1947—MBS

Frequency: 1330 Kc. Power: 1000 Watts
Owned-Oper. By: Booth Radio & TV Stations
Business-Studio Address: 112 W. Water St.
Phone Number: Detroit, Woodward 2-0220
FLINT, 9-8686
Transmitter Location: 3076 Bristol Rd.
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: World
Representative: Weed
Membership: BAB
President: John Lord Booth
General Manager: W. Eldon Garner
Program Dir.: Jerry Schroeder
Chief Engineer: G. Elwood Ryan

W C L C
FLINT—1952—LBS

Frequency: 1470 Kc. Power: 1000 Watts
Owned-Operated By: Adelaide L. Carrell
Address: 1623 Utica Ave.
Phone Number: 43381
News Service: AP
Transcription Service: SESAC
Prom. Publ. Dir. ............ Charles R. Carrell
Program Director ........... Richard Hallwood
Chief Engineer .............. James Robertson
Consulting Engineer ......... Russell P. May

**W F D F**

**FLINT—1922—ABC**

Frequency: 910 Kc.  Power: 1000 Watts
Owned-Operated By .......... The Trebit Corp.
Bus.-Studio Address .......... Mott Foundation Bldg.
Phone Number ............... 2-7158
Transmitter Location ........ Briston Road
Air Time .................... 5:45 a.m.-1 a.m.
News Service ............... AP
Transcription Service ......... Capitol, Thesaurus,
Standard, Lang-Worth
Representative ............. Katz
Membership .................. NARTB, BAB
President ..................... Harry M. Bitter, Sr.
General Mgr. ................. Lester W. Lindow
Sales Prom. Mgr. ............ Marvin Levey
Farm Edtl., Pgm. Dir. ........ Ern Oliver Knopf
Chief Announcer ............. Irving Haggart
News Director ............... Jack Lewin
Musical Director ............. Billy Geyer
Chief Engineer ............. Frank D. Fallain
Consulting Engineer ......... Gillett & Assoc.

**W M R P**

**FLINT—1946—KBS**

Frequency: 1510 Kc.  Power: 250 Watts d.
Business-Studio Address .... 573 Mary St.
Phone Number ............... 3-5112
Transmitter Location ........ 3417 Lapeer Rd.
Air Time ..................... Daytime
Transcription Service ......... AP
Transcription Service ......... Standard
Representative ............. Best
President ..................... Victor Longfield
General Manager ............. William H. Marford
Chief Engineer ............. Homer Blumlicher
Commercial Manager ........ Richard Carter

**W T A C**

**FLINT—1946—NBC**

Frequency: 600 Kc.  Power: 1000 Watts d.;
500 Watts n.
Corp.
Business-Studio Address ... 740 S. Saginaw St.
Phone Number ............... Flint 2-1138
Transmitter Location ......... 6171 Center Rd.,
Grand Blanc
Air Time ..................... Unlimited
News Service ............... AP
Transcription Service ......... Lang-Worth
Representative ............. Paul H. Raymer
President ..................... George W. Trendle
General Mgr. ................. H. Allen Campbell
Sta., Comm. Mgr. ............ J. R. McKinley
Program Dir. ................. Laurence Arnold
Chief Engineer .............. Frank Folsom

**W A T C**

**GAYLORD—1950—BUNYAN**

Frequency: 900 Kc.  Power: 1000 Watts d.
Address ........ Paul Bunyan Bldg., Traverse City
Phone Number ............... Traverse City 2700
Representative ............. Holman
Transcription Service ......... Standard
News Service ............... AP
President ..................... Les Biederman
General Manager ............. Mitch Gordon
Commercial Manager .......... Gerald Crittenden
Program Director ........... Ken Haven
Chief Engineer ............. William Kiker

**W G H N**

**GRAND HAVEN—1951**

Frequency: 1490 Kc.  Power: 250 Watts
Address ........ Grand Haven

**W F U R**

**GRAND RAPIDS—1947**

Frequency: 1570 Kc.  Power: 1000 Watts d.
Business-Studio Address ... 430 Federal Square Bldg.
Phone Number .......... Gl. 6-9541
Trans. Loca. ............... 501 Garfield Ave., N.W.
Air Time ..................... Sunrise-sunset
News Service ................ AP
Trans. Serv. ............... Associated, RCA, Thesaurus
Representative ............. H. F. Best
Pres., Gen., Sta. Mgr. ......... William Kuiper
Commercial Manager .......... H. J. Swierenga
Program Director ........... Henry Bosch
Chief Engineer ............. Jack Timmer
Sales Prom., Prod. Dir. .......... Roy W. Marsh
News Director ............. Gordon Kibby
Musical Director ............. Bob Beukema

**W G R D**

**GRAND RAPIDS—1947**

Frequency: 1410 Kc.  Power: 1000 Watts
Business-Studio Add. ... 35 Lafayette Ave., N.E.
Phone Number ............... 9-4111
Transmitter Location ....... 1300 Plymouth Rd., N.E.
Air Time ..................... 6 a.m.-local sunset
News Service ............... AP
Transcription Service ......... Standard
Representative ............. Joseph Hershey McGillivra
Pres., Gen., Sta. Mgr. ........ Paul F. Eichhorn
Program Director ........... F. T. Mabie
Chief Engineer ............. Richard Groenevelt
Consulting Engineer .......... Commercial Radio
WJEF

GRAND RAPIDS—1945—CBS
Frequency: 1230 Kc. Power: 250 Watts
Address: 124 W. Mich. Ave., Kalamazoo
Phone Number: Glendale 8-5812
Transmitter Location: Panlind Hotel
Air Time: 6:30 a.m.-12:05 p.m.
News Service: AP
Transcription Service: Thesaurus
Representative: Avery-Knodel, Inc.
Membership: NARTB, BAB
Pres., Gen. Mgr.: John E. Fetzer
Pub. Dir., Sta. Mgr.: Martin Giaimo
Commercial Manager: John W. O'Harrow
Sales Promotion Manager: Martin Giaimo
Production Supervisor: Donald Richardson
Dir. of Public Affairs: Dr. Willis F. Dunbar
Chief Engineer: Carl E. Lee
Consulting Engineer: Paul F. Godley

WHTC

HOLLAND—1948
Frequency: 1450 Kc. Power: 250 Watts
Business-Studio Address: 5 E. Eighth St.
Phone Number: 9482
Transmitter Location: 4th & Central Avenue
Air Time: 6 a.m.-11 p.m.
News Service: AP
Transcription Service: World, Lang-Worth
Representative: Grant
President: W. A. Butler
Chief Engineer: John Klugle
Comm. Gen., Sta. Mgr.: Sandy Meek
Pgm., Prod. Director: Robert Nelson
Publicity Director: George Jackson
Counseling Engineer: Andrews Co.

WHDF

HOUGHTON—1929—MBS
Frequency: 1400 Kc. Power: 250 Watts
Address: Douglas House
Phone Number: Houghton 1
Air Time: 7 a.m.-11:15 p.m.
News Service: UP
Transcription Service: World
Representative: Walker
Membership: NARTB, BAB
Chief Owner: G. L. Burgan
General Manager: Albert W. Payne
Prog. Dir., Chief Announcer: Earl Norden
Technical Supervisor: George L. Burgan

WMIQ

IRON MOUNTAIN—1947
ABC-NORTHERN
Frequency: 1450 Kc. Power: 250 Watts
Business-Studio Address: 211 E. Ludington St.
Phone Number: 2031
Transmitter Location: Pewabic Hill
News Service: UP
Transcription Service: Thesaurus
President: Frank J. Russell
General Manager: Russell J. Stafford
Commercial Manager: William C. Johnson
Chief Engineer: Paul F. Anick

WIKB

IRON RIVER—1949—MBS—KBS
Frequency: 1230 Kc. Power: 250 Watts
Owned By: WIKB, Inc.
Phone Number: 102-3
Transmitter Location: Caspian
Air Time: 6:55 a.m.-11:55 p.m.
News Service: UP
Transcription Service: World
Representative: Walker
President: H. H. Frailing
General Manager .................. Donald R. Hoover  
Sta., Prom. Mgr. .................. James F. Kauper  
Commercial Manager ............. K. P. Finkstahl  
Prod., Pgm. Dir. .................. Bob Serenson  
Publicity Director ............... Ann Cascioi  
Chief Engineer ................... Eugene Kuari  
Consulting Engineer ......... Andrew Engless

**WJMS**  
IRONWOOD—1931—MBS  
Frequency: 630 Kc. ........... Power: 1000 Watts  
Business-Studio Address .. 124 E. McLeod Ave.  
Number .................20  
Transmitter Location .......Bcstg.  
Air Time ..................7 a.m.-M.  
News Service ...............UP  
Transcription Service ......UP  
Representative ..........World  
President ..................William L. Johnson  
Station Manager .......... Donald R. Hoover  
Music, Pgm. Dir. .........Laura Johnson  
Sports, News Director ... Bob Olson  
Prod. Dir., Chief Anncr. .. Tom Kelly  
Chief Engineer .......... Arne Dahlbacka  
Consulting Engineer ...........Andrew F. Inglis

**WJP D**  
ISHPEMING—1947—PBN-GOEBEL  
KBS  
Frequency: 1240 Kc. .......... Power: 250 Watts  
Owned-Operated By ........ Ishpeming Bcastg. Co.  
Business-Studio Address ... Jenks Block  
Number .................1892  
Transmitter Location ....... Hwy. 41  
Air Time ..................7 a.m.-11:00 p.m.  
News Service ...............UP  
Transcription Service ......UP  
Pres., Gen., Sta. Mgr. ......J. P. Deegan  
Prod., Pub. Dir. .......... Carl B. Tupala  
Program Director ..........Paul C. Crowley  
Chief Engineer ...............Bernard R. Maloney  
Consulting Engineer ...........C. H. Meyer

**WIBM**  
JACKSON—1927—ABC  
Frequency: 1450 Kc. .......... Power: 250 Watts  
Owned By .................WIBM, Inc.  
Transmitter Address ....... 2511 Ribby Rd.  
Number .................6121  
Air Time ..................6:30 a.m.-M.  
News Service ...............UP  
Representative ..........Hal Holman, Forjob  
President ..................Roy Radner  
Vice-President ..........Herman Radner  
Station-Commercial Manager ...William Cizek  
Prog. Dir., Chief Announcer ...Jack Underwood  
Chief Engineer ..........Charles Wirtanen  
Consulting Engineer ...........Geo. C. Davis

**WKHM**  
JACKSON—1951—MBS-KBS  
Frequency: 970 Kc. .......... Power: 1000 Watts  
Owned-Operated By ..........Jackson Bcastg. & Tele. Corp.  
Address ..................441 Wildwood  
Phone .....................4-7181  
Air Time ..................6 a.m.-1 a.m.  
News Service ...............INS  
Transcription Service ......UP  
Representative ..........Headley-Read  
Membership ...............NARTB  
Pres., Gen. Mgr. ..........Fred A. Knorr  
Managing Director ..........Walter Patterson  
Program Director ..........Milton Maltz  
Chief Engineer ..........Roland Grumbau  
Consulting Engineer ...........Kear & Kennedy

**WGFG**  
KALAMAZOO—1947—ABC-NBC  
Frequency: 1360 Kc. .......... Power: 1000 Watts  
Business-Studio Address ...State Theatre Bldg.  
Phone Number .............4-0111  
Transmitter Location .......4154 Jennings Dr.  
Air Time ..................6 a.m.-12:35 a.m.  
News Service ...............UP  
Transcription Service ......UP  
Representative ..........H.R. Reps., Inc.  
President ...............Harold F. Gross  
General Manager ............L. Joe Bolles  
News Director ..............Warren Anderson

**WKZO**  
KALAMAZOO—1923—CBS  
Frequency: 590 Kc. .......... Power: 5000 Watts  
Business Address ..........124 W. Michigan Ave.  
Phone Number .............3-1223  
Transmitter Location .......Route 2, Richards Dr.  
Air Time ..................5000  
News Service ...............UP  
Transcription Service ......UP  
Representative ..........Avery-Knodel  
Membership ...............NARTB, BAB  
President, Gen. Mgr. ......John E. Fetzer  
Comm-Sales Prom. Mgr. ..John W. O'Harro  
Pgm., Prod. Dir. ..........Harry E. Travis  
Director Public Affairs ... Dr. Willis F. Dunbar  
Chief Engineer ..........Carl E. Lee  
Consulting Engineer ...........Paul F. Godfrey

**WILS**  
LANSING—1946  
1000 Watts n.  
Bus.-Studio Address .......407 N. Washington  
Phone Number .............2-1655
Transmitter Location: Lowcroft Rd.
Air Time: 6 a.m.-1 a.m.
News Service: AP
Transcription Service: Lang-Worth, Capitol
Representative: Rambeau
Membership: BAB
Pres., Gen. Mgr.: W. A. Pomeroy
Sta., Comm. Mgr., Chief Eng.: John C. Pomeroy
Sales Prom. Mgr., Publ. Dir.: Adrian Swets
Pgm., Prod. Dir.: Alex Dillingham

**WJIM**
LANSING—1934—ABC
Frequency: 1240 Kc.
Power: 250 Watts
Owned-Oper. By: WJIM, Inc.
Bus. Studio Address: Bank of Lansing Bldg.
Phone Number: 2-1333
Air Time: 6 a.m.-12 M.
News Service: UP
Transcription Service: World, Standard
Representative: H.R. Reps., Inc.
Membership: NARTB
President: Harold F. Gross
General Manager: Howard K. Finch
Commercial Manager: Roger S. Underhill
Program, Pub. Dir.: Richard E. Nason
Prod., Mus. Dir.: Derwood Carn
Chief Engineer: Donald T. Silbert
Consulting Engineer: Kear & Kennedy

**WKLA**
LUDINGTON—1944—ABC
Frequency: 1450 Kc.
Power: 250 Watts
Owned-Oper. By: Raymond A. Plank
Address: 204 East Ludington Ave.
Phone Number: 842
Trans. Loca.: E. Ludington Ave.
Air Time: Unlimited
Transcription Service: UP
Representative: Burn-Smith
Membership: NARTB, BAB
Pres., Gen., Sta. Mgr.: Raymond A. Plank
Sales Promotion Manager: Jerry Breen
Chief Annbr., News Dir.: Tom Mathews
Chief Engineer: Chas. Hagerman

**WMTE**
MANISTEE—1951
Frequency: 1340 Kc.
Power: 250 Watts
Owned-Operated By: Manistee Radio Corp.
Address: Radio Road
Phone Number: 1340
News Service: AP
Transcription Service: Lang-Worth
Representative: Best
President: Dr. Tom A. Manwell
General Manager: E. J. Powell
Commercial Manager: Edward Owens
Sta. Mgr., Pgm. Dir.: Al LaGuire
News Director: John Sullivan
Chief Engineer: John Porterfield

**WSDC**
MARINE CITY—1950
Frequency: 1580 Kc.
Power: 1000 Watts d.
Owned-Operated By: Radio St. Clair, Inc.
Address: 5300 Marine City Hwy.
Phone Number: 3471
News Service: INS
Transcription Service: SESAC
Representative: Best
Pres., Gen. Mgr.: Jerry Coughlin
Commercial Manager: Robert J. Campbell
Program, News Director: John S. Bell
Promotion Manager: Harry Coughlin
Chief Engineer: George Carroll

**WDMJ**
MARQUETTE—1931—MBS
NORTHERN
Frequency: 1320 Kc.
Power: 1000 Watts
Business-Studio Address: 4th & Wash. St.
Phone Number: 616
Transmitter Location: Garfield & Bluff Sts.
News Service: UP
Transcription Service: Thesaurus
President: Frank J. Russell, Jr.
General Manager: Leo G. Brott
Station Manager: R. G. Ulbrich
Commercial Manager: Robert Luke
Program Director: Eldon Wallace
Promotion Manager: John Dahl
Chief Engineer: Gordon Brozek

**WMDN**
MIDLAND—1948
Frequency: 1490 Kc.
Power: 250 Watts
Transmitter Address: 298 S. Swede Rd.
Phone Number: 4000
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: Lang-Worth, Thesaurus
President: Phillip T. Rich
Gen. Sta., Comm. Mgr.: J. A. Sturgeon
Pgm., Prod. Dir.: Spencer Dennison
Chief Engr., Farm Editor: Peter A. Wolfe
Consulting Engineer: Nathan Williams

**WCEN**
MT. PLEASANT—1949—KBS
Frequency: 1150 Kc.
Power: 1000 Watts d.
500 Watts n.
Owned-Oper. By: Paul A. Brandt
Address: 112½ E. Bway
Phone Number: 33-171, 21-501
Air Time: 6 a.m.-M.
News Service ..................................... AP
Trans. Ser. ..................................... World, Standard
Owner ............................................ Paul A. Brandt
Gen., Sta. Mgr. ................................. Robert Meskill
Sales Promotion Manager ............... Jim Brownell
Program Director ......................... Jim Bailey
Publicity Director ....................... Chet Rogoza
Chief Engineer .......................... Steve Cole

**WKBZ**

**MUSKEGON—1926—ABC**

Frequency: 850 Kc.  Power: 1000 Watts
Owned-Oper. By ............................... Ashbacker: Radio Corp.
Business-Studio Address ..... 432 Apple Ave.
Phone Number ......................... 2-6051
Transmitter Location ............ Norton Township
Air Time ........................................ 6 a.m.-M.
News Service .............................. AP, UP
Trans. Serv. ............................. Lang-Worth, Thesaurus
Representative ...................... For Joe
Membership ................................ NARTB, BAB
Pres., Gen., Sta. Mgr. ............... Grant F. Ashbacker
Comm., Prom. Mgr. .................... Arch Shawd
Frod., Pgm. Dir. ......................... Robert Johnson
Publicity Director ...................... B. L. Bennett
Chief Engineer ....................... George Krivitsky
Consulting Engineer .............. E. C. Page

**WKNK**

**MUSKEGON—1949—MBS**

Frequency: 1600 Kc.  Power: 5000 Watts
Owned-Oper. By .................. NK Bcstng.
Address .................................... Federal Square
Phone Number .......................... 32126
News Service .............................. UP
Transcription Service .............. World
Representative ..................... Best
Owner, Gen. Mgr. .................... Nicholas W. Kuris
Sales Prom., Pgm. Dir. ........... Don Seaman
Chief Engineer ....................... P. L. Reynolds

**WMUS**

**MUSKEGON—1947**

Owned-Oper.  Greater Muskegon Bcstrs., Inc.
Business-Studio Address 1769 Peck St.
Phone Number .................. 2-7608
Transmitter Location ............. 517 Giles Rd.
News Service .............................. UP
Transcription Service ......... SESAC
Representative ..................... Hal Holman
President ............................... Dr. S. E. Duplissis
Gen., Sta. Mgr. ....................... John L. Roach
Comm., Sales Prom. Mgr. ......... Dalton Hille
Chief Engineer ...................... Sam Lombardi
Consulting Engineer ............. Nathan Williams

**WOAP**

**OWOSSO—1948**

Transmitter Address ............. 2301 N. Shiawassee
Phone Number ......................... 980
Air Time ....................................... Daytime
News Service .............................. AP
Transcription Service .......... Lang-Worth
Representative .................... Joseph Hershey McGillvra
President ............................... J. E. Campbell
Gen., Comm. Mgr. ..................... M. H. Wirth
News, Pgm. Dir. ..................... Merrill Walker
Chief Engineer ..................... M. Carson

**WMBN**

**PETOSKEY—1946**

MBS-KBS-BUNYAN

Frequency: 1340 Kc.  Power: 250 Watts
Business-Studio Address ......... Petoskey
Phone Number ..................... 3-7141
Air Time ................................. Local sunrise-local sunset
News Service .............................. AP, INS
Representative ...................... John E. Pearson
General Manager ................. H. Y. Levinson

**WCAR**

**PONTIAC—1939**

MBS-KBS-BUNYAN

Frequency: 1130 Kc.  Power: 1000 Watts d.
Owned-Oper. By .......................... WCAR, Inc.
Address ..................................... 2146 S. Telegraph Rd.
Phone Number ..................... Federal 2-9424
Air Time ................................. 6 a.m.-1 a.m.
News Service .............................. AP, INS
Representative ...................... John E. Pearson
General Manager ................. H. Y. Levinson

**WHS**

**PORT HURON—1938**

MBS-KBS-LBS

Frequency: 1450 Kc.  Power: 250 Watts
Address ..................................... 932 Military St.
Phone Number ..................... 29536
Transmitter Location ............. 540 - 32nd St.
Air Time ................................. 6 a.m.-1 a.m.
Transcription Service .......... UP
Trans. Serv. ............................. World, Lang-Worth
Membership .............................. NARTB, BAB
Prod., Pgm. Dir. ....................... R. A. Whitford
Chief Announcer ..................... Ernest O. Ferriby
News Director ....................... Stanley G. Smith
Chief Engineer ...................... Russel S. Thurman

**WTTH**

**PORT HURON—1947—ABC**

Frequency: 1380 Kc.  Power: 1000 Watts
Owned-Oper. By .......................... The Times Herald Co.
Address ..................................... 903 Sixth St.
Phone Number ..................... 5171
Transmitter Location ............. 3800 Dove Rd.
Air Time: 6 a.m.-M.
News Service: AP
Trans. Serv.: World, Standard, Thesaurus
Representative: Weed & Company
Membership: NARTB, BAB
President: Louis A. Weil
General Manager: Harold E. King
Commercial Manager: William Weil
Program Director: Alice Anderson
Chief Announcer: Dick Sommerville
News Director: Bob Thaw
Chief Engineer: Marion Stoner
Consulting Engineer: E. C. Page

WHAK
ROGERS CITY—1949
Frequency: 960 Kc.
Power: 1000 Watts d.
Owned-Operated By: Rogers City Bcstg. Co.
Address: Moltke Dr.
Phone Number: 175
Air Time: Daytime
News Service: UP
Transcription Service: Lang-Worth
Pres., Gen. Mgr., Chief Engr.: Harvey A. Klann
Prom., Comm. Mgr.: Albert Klann
Program Director: H. E. Brege
News Director: Ward Mayrand

WEXL
ROYAL OAK—1925
Frequency: 1340 Kc.
Power: 250 Watts
Owned-Operated By: Royal Oak Bcstg. Co.
Business Address: 212 W. Sixth St.
Phone Number: Lincoln 4-2200
Transmitter Location: 2201 Woodward Hts., Blvd., Ferndale
Air Time: 6 a.m.-2 a.m.
News Service: AP, INS
Transcription Service: Standard
Membership: NARTB
Pres., Gen. Mgr.: Jacob B. Sparks
Sta., Comm. Mgr.: Gordon A. Sparks
Sales Prom. Mgr.: Ernest Holder
Chief Engineer: Garnet G. Sparks

WKNX
SAGINAW—1947
Frequency: 1210 Kc.
Power: 1000 Watts d.
Owned-Oper. By: Lake Huron Bcstg. Corp.
Business Address: 221 So. Wash. Ave.
Phone Number: 3-4471
Transmitter Location: Bridgeport
Air Time: Sunrise-Sunset
News Service: UP
Transcription Service: Lang-Worth
Representative: Hal Holman Co.
Membership: NARTB, BAB
Pres., Gen. Mgr.: William J. Edwards
Vice-President: Donald Williams
Secy-Treas., Sta. Mgr.: Howard H. Wolfe
Program Director: Henry Scott
News Director: Brit Tembly
Publicity Director: Henry Scott
Chief Announcer: Bob Dyer
Chief Engineer: Max W. Thomas
Consulting Engineer: John Creutz

WSAM
SAGINAW—1940—NBC—GLN
Frequency: 1400 Kc.
Power: 250 Watts
Address: Radio Building
Phone Number: 2-8161
Transmitter Location: 2000 Whittier
Air Time: 6:30 a.m.-1 a.m.
News Service: AP
Transcription Service: Standard Radio
Representative: Headley-Reed Co.
Membership: NARTB, BAB
President: Milton L. Greenebaum
V.P., Gen. Sta. Mgr.: Jack D. Parker
Pgm., Prod. Dir.: Howard Finger
Publicity Director: Jean Wright
News Director: Oscar Huff
Chief Engineer: Harold McCullen
Consulting Engineer: Kear & Kennedy

WSGW
SAGINAW—1950—MBS
Frequency: 790 Kc.
Power: 1000 Watts
Owned-Oper. By: Booth Radio & TV Stations
Address: Mason Bldg.
Phone Number: 3-4456
Representative: Pearson
Transcription Service: World, NBC Thesaurus
News Service: AP
Pres., Mng. Dir.: John L. Booth
Vice-Gen. Mgr.: Robert W. Phillips
Program Director: Robert Elliot
Publicity Director: Mary Kay
Chief Engineer: John T. Travers
News Director: Frank Wells

WSOO
SAULT STE. MARIE—1940
ABC-NORTHERN
Frequency: 1230 Kc.
Power: 250 Watts d.
100 Watts n.
Owned-Operated By: Hiawathaland Bcstg. Co.
Business-Studio Address: 107 W. Portage Ave.
Phone Number: 3000
Trans. Loca.: Hway, No. 2, 2 Mi. S. of City
President, General Manager: Stanley R. Pratt
Sta., Comm. Mgr.: Richard Y. Burnett
Pgm. Dir.: Farm Editor
Promotion Manager: Charles Pratt
News Director: Homer Foster
Chief Engineer: William F. Morris

WSTR
STURGIS—1951—KBS-LBS
Frequency: 1460 Kc.
Power: 500 Watts d.
Owned-Operated By: Southern Michigan Bcstrs.
MICHIGAN-MINNESOTA

Address.............................................. P. O. Box 67
Phone Number .................................... 1199
News Service ........................................ AP
Transcription Service ............................... Thesaurus
Representative ...................................... McGilvra
General Manager ................................. E. Harold Munn Jr.
Station Manager ...................... Charles R. Palmquist Jr.
Program, News Director .......................... James Harden

WTCM
TRAVERSE CITY—1941
MBS—BUNYAN—KBS
Frequency: 1400 Kc.  Power: 250 Watts
Address ............................... Paul Bunyan Bldg.
Phone Number .................. 2700-1
Transmitter Location ............ Elmwood Township
Representative .................. Hal Holman Co.
General Manager ............... Les Biederman

MINNESOTA

Pop. April 1, 1952 (Est.) 3,101,000—Total Housing Units 921,210
Families April 1, 1952 (Est.) 832,000—Stations in State 47

KASM
ALBANY—1950
Frequency: 1150 Kc.  Power: 500 Watts d.
Phone Number .................. 1150
Transcription Service .... Lang-Worth
News Service .............................. UP
President .......................... William Blattner
General, Sta. Manager .... Urban J. Keppers
Comm., Prom. Mgr. ............ Ray Schnelly
Pub., News Dir. ................. John J. Nugent
Program Director ............ Sally Hanauska
Chief Engineer ................ Clyde A. Weivoda

KAUS
AUSTIN—1948—MBS
Frequency: 1480 Kc.  Power: 1000 Watts
Owned-Oper. By Cedar Valley Bdcstg. Co., Inc.
Business-Studio Address .... 405 A. N. Main St.
Phone Number .................. 8836
Transmitter Location 2½ Mi. S. of Austin
Air Time ............................... 6 a.m.-M.
News Service .............................. AP
Transcription Service .......... World
Representative .................. Pearlson
Membership ...................................... NARTB
President .......................... Harry Smith
Gen., Sta. Mgr. ...................... L. L. McCurnin
Sales Prom. Mgr. ............... Ken Soderberg
Production Dir. .................... Ken Bryant
Chief Engineer ...................... Gerald Lentz

KBUN
BEMIDJI—1946—MBS
Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By ...........Butler Bdcstg. Co., Inc.
Business-Studio Address 419½ Beltrami Ave.
Phone Number .................. 1900
Transmitter Location Midway Dr.
Air Time ............................... 7 a.m.-11:30 p.m.
News Service .............................. UP
Transcription Service .......... SESAC
Representative .................. Lawson
Pgm., Prod. Dir. ................ Gwenyth Butler
Chief Engineer ...................... Art Vandersluis
Consulting Engineer ............. Nat Williams
KLIZ
BRAINERD—1946—MBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Brainerd Bcstg. Co.
Business Address: 2700 E. Oak St.
Phone Number: 2855
Air Time: Unlimited
News Service: AP
Transcription Service: Capitol
Representative: Walker
Membership: NARTB, BAB
President, General Manager: E. T. O'Brien
Program Director: Lucille Grose
Sta., Comm., Prom. Mgr.: Earl R. Johnson
Chief Engineer: James Peterson

WKLK
CLOQUET—1950
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Cloquet Bcstg. Co.
Address: 124½ Ave. C.
Phone Number: 1450
News Service: UP
Transcription Service: Lang-Worth Representative: Continental
General Manager: James A. McDougall
Commercial Manager: Dale R. Peterson
Program Director: Ralph Hanssen
Chief Engineer: Darrel Gander

KROX
CROOKSTON—1948—LBS
Frequency: 1260 Kc. Power: 1000 Watts d.
500 Watts n.
Owned-Operated By: Crookston Bcstg. Co.
Business-Studio Address: Eagles Bldg.
Phone Number: 1050
Transmitter Location: 1.5 Mi. N. of Crookston
News Service: UP
Transcription Service: Thesaurus
Representatives: Donald Cook, Gene Grant, Lawson & Assoc.
President: D. A. McKenzie
Gen. Mgr,: News, Farm Dir.
Program Director: Garfield A. Dahlberg
Chief Engineer: William J. Kiewel

KDLM
DETROIT LAKES—1951
Frequency: 1360 Kc. Power: 1000 Watts d.
250 Watts n.
Owned-Operated By: Detroit Lakes Bcstg. Corp.
Address: 1360 Richwood Rd.
Phone Number: 1100
News Service: AP
Transcription Service: World
Representative: Lawson
President: R. C. Brown
General Manager: Gordon Hutton
Commercial Manager: Phil Solberg
Program Director: Roger Awsumb
Chief Engineer: Sumner Rasmussen

KDAL
DULUTH—1936—CBS
Frequency: 610 Kc. Power: 5000 Watts
Business-Studio Address: 218 Bradley Bldg.
Phone Number: 1080
Trans. Loca.: Melrose 2-2628
Air Time: 24 Hours
News Service: AP
Transcription Service: Lang-Worth Representative: Avery-Model
Membe ship: NARTB, BAB
Pres., Gen. Mgr.: Dalton Le Masurier
Commercial Manager: Odin S. Ramsland
Sales Prom. Mgr.: Dale Cowle
Program Director: Jack Gordon
Chief Engineer: Robert A. Dettman

WEBW
DULUTH—1924
NBC-ARROWHEAD
Frequency: 1320 Kc. Power: 5000 Watts
Business-Studio Address: WEBC Bldg.
Phone Number: Melrose 2-2873
Transmitter Location: 3925 Tower Ave., Superior, Wis.
News Service: UP
Transcription Service: SESAC, World Representative: Halletling
President: Morgan Murphy
General Manager: W. C. Bridges
Commercial Manager: Clifford J. Lue
Program Director: Earl Henton
Chief Engineer: Norman Gill
Consulting Engineer: C. B. Persons

WREX
DULUTH—1948—MBS
Frequency: 1080 Kc. Power: 10,000 Watts d.
5000 Watts n.
Business-Studio Address: 213 E. Superior St.
Phone Number: 7-2911
Transmitter Location: McCuen St.
News Service: UP
Representative: Weed
President: Thomas McCabe
Commercial Manager: Robert J. Rich
Gen. Mgr.: Chief Engr.: William Lounsberry
News Director: Loren Paynter

WEVE
EVELETH—1947—MBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Carl Bloomquist
Address: Park Hotel
Phone Number: 991
Transmitter Location: Eveleth
Air Time: Unlimited
Transcription Service ................... Standard
Representative ....................... Orville Lawson
Membership ............................ BAB
President .............................. Carl Bloomquist
General Manager .................... Arthur F. Nelson
Program Director .................... Robert Daniels
Chief Engineer ......................... Joe Cerar

KDHL
FARIBAULT—1948—LBS
Frequency: 920 Kc.  Power: 1000 Watts
Business-Studio Address: 213 Central Ave.
Phone Number ....................... 2312
Transmitter Location ............... Hwy. 65
Air Time .............................. 6 a.m.-M.
News Service ............................ AP
Transcription Service ............. Standard, Capitol
Representative ...................... Pearson, Lawson
General Mgr. .......................... Herbert H. Lee
Commercial Mgr. ..................... Palmer Dragsten
Musical Director .................... Mero Ballis Frydenlund
Sta. Mgr., Chief Engineer ......... John E. Hyde, Jr.

KSUM
FAIRMONT—1949—MBS
Frequency: 1370 Kc.  Power: 1000 Watts d.
Address ......................... 306 North Park St.
Phone Number ...................... 1370
Transmitter Location .......... W. Lair Road
Air Time .............................. 5:30 a.m.-12 M.
News Service ............................ AP
Representative ..................... Walker Co., Lawson
Trans. Serv. .......................... Thesaurus
Membership ........................... NARTB, BAB
President ............................. Leo J. Seifert
General Manager .................. Frank Endersbe
Program Director .................... Everett Ohrt
News Director ....................... Ray Stougaard
Chief Engineer ......................... Lawrence Lawson
Consulting Engineer ............... Chambers & Garrison

KGDE
FERGUS FALLS—1926
MBS-GREAT NORTHERN
Frequency: 1230 Kc.  Power: 250 Watts
Owned-Operated By:  Fergus Radio Corp.
Business-Studio Address:  Fergus Falls
Phone Number ....................... 3986
Transmitter Location  .......... Hwy. 3
Air Time .............................. 6 a.m.-M.
News Service ............................ AP
Representative ...................... Walker
Membership ......................... NARTB
Secy-Treas., Exec. Dir. .............. Harold L. Dell
Station Manager ..................... Don L. Albertson
Asst. Mgr. ............................. Frederic T. Dell
Chief Engineer ......................... Harold E. Allen

KBZY
GRAND RAPIDS—1948—MBS
Frequency: 1490 Kc.  Power: 250 Watts
Owned-Operated By:  Itasca Bdcstg. Co.
Phone Number ....................... 198
Transmitter Location ............ Grand Rapids
Air Time .............................. 6:30 a.m.-11 p.m.
News Service ............................ UP
Pres., General Manager .......... Robert D. Kennedy
Program Director .................... Bul Germ
Chief Engineer ....................... Ross A. Fessenmeyer

WMFG
HIBBING—1935—NBC-ARROWHEAD
Frequency: 1240 Kc.  Power: 250 Watts
Business-Studio Address .......... 5th & Howard
Phone Number ....................... 3-7531
Air Time .............................. 6 a.m.-11:05 p.m.
News Service ............................ UP
Transcription Service .......... World, SESAC
Representative ....................... George P. Hollingbery
Membership ........................... NARTB, BAB
President .............................. Morgan Murphy
General Manager .................. W. C. Bridges
Sta., Commercial Mgr. .............. Oscar H. Peterson
Pgm., Prod., Pub. Dir. ................. Ruth E. Coe
Chief Engineer ......................... Norman Gill

KLTF
LITTLE FALLS—1950
Frequency: 960 Kc.  Power: 500 Watts d.
Owned-Oper. By:  Capital City Bdcstg. Co., Inc.
Address ...................... 105½ Broadway E.
Phone Number ....................... 567
President ............................. Thornton G. Simpson
General Manager .................... Wayne L. King
Program Director .................... Robert J. Hasselman
Promotion Manager ................. Gordon O. Lommen
Chief Engineer ........................ Donald J. Powers

KTOE
MANKATO—1950—ABC
Frequency: 1420 Kc.  Power: 1000 Watts
Phone Number ....................... 4537
News Service ............................ UP
President .............................. H. W. Linder
Station Manager ..................... D. O. Linder
Commercial Manager ............... Willard Smith
Program Director ..................... Wayne Grant
Chief Engineer ......................... Don Ranniger

KYSM
MANKATO—1938
NBC-NORTHWEST
Frequency: 1230 Kc.  Power: 250 Watts
Business-Studio Address .......... 101 N. Second St.
**MINNESOTA**

Phone Number ........................................... 4673
Transmitter ....................... Belgrade Hill, N. Mankato
Air Time ................................ 6 a.m.-1 a.m.
News Service ................................ AP
Transcription Service ... Standard, Thesaurus Representative
Membership ......................................... NARTB, BAB
Gen-Station-Comm. Mgr. ................ John F. Meagher
Sales Promotion Manager .......... George Brook
Prom. Pgm. Dir. .................. Bob Gardner
Musical Director ............................... Chuck Pasek
Publicity Director ...................... Marilyn Mason
News Director ............................ Bob Amick
Chief Engineer ...................... James Houts
Consulting Engineer ............ George C. Davis

**KMH L**

MARSHALL—1946—MBS-ABC

Frequency: 1400 Kc.  Power: 250 Watts
Owned-Operated By .................. Harry W. Linder
Business-Studio Address .......... KMH L Bldg.
Phone Number ................... 2282
Transmitter Location .......... 1/2 Mi. E. of City
Air Time ................................ 6 a.m.-M.
News Service ................................ UP
Representative ..................... John E. Pearson
Owner .................................. Harry W. Linder
General Manager ................. Gilmore F. Frayseth
News Director ..................... Bill Farrell
Chief Engineer .................... Russ Nelson

**KEY D**

MINNEAPOLIS—1948

Frequency: 1440 Kc.  Power: 5000 Watts d.
Owned-Operated By .......... Family Bcstg. Corp.
Business-Studio Address ........ 15 N. Ninth St.
Phone Number ................... Lincoln 8451
Transmitter Location .......... Golden Valley
Air Time ................................ 6 a.m.-Sundown
News Service ................................ AP
Transcription Service .... Standard Representative
Membership ............................... NARTB, BAB
President .......................... Henry Klages
Sta., Gen. Mgr. ..................... Lee L. Whiting
Commercial Manager .......... Ray Tenpenny
Prod., Pgm. Dir. ................. Harry Zimmerman
Chief Engineer .................. Harvey V. Headen
Consulting Engineer .......... Frank H. McIntosh

**WCCO**

MINNEAPOLIS—1924

CBS Radio

Frequency: 830 Kc.  Power: 50,000 Watts
Owned By .......................... Columbia Bcstg. System, Inc.
Operated By ...................... CBS Radio Division
Business-Studio Address ... 625 Second Ave. S.
Phone Number .................. Main 1202
Transmitter Location .......... Anoka
Air Time ................................ 5 a.m.-1 a.m.
News Service ................................ AP, UP, INS
Transcription Service .......... Lang-Worth Representative
Sta., Gen. Mgr. .................... Eugene Wilkey
Commercial Manager .......... Roy W. Hall
Sales Prom., Mgr. ............... C. H. Smith
Program Director ............. Robert F. Sutton
Publicity Director .......... Fred Heywood
News Director .................. Jim Bormann
Chief Engineer ................ J. J. Beloungy

**WDGY**

MINNEAPOLIS—1923—LBS

Frequency: 1130 Kc.  Power: 50,000 Watts d.;
25,000 Watts n.
Business-Studio Address .... Hotel Nicollet
Phone Number .................... Bridgeport 2271
Transmitter Location .......... 103rd & Lyndale Ave. S.
Air Time ................................ 5:30 a.m.-1 a.m.
News Service ................................ AP
Transcription Service .... Standard Representative
Membership ............................... NARTB, BAB
President ....................... James Stuart
Station Mgr. ................. S. Hegeman
Commercial Manager .......... Sydney Rich
Sales Promotion Manager ..... Gerry Cohen
Pgm., Prod., Dir., Asst. Mgr. .... John Leslie
News Director .................. James McGovern
Chief Engineer ................ Charles Winkler
Consulting Engineer .......... John Creutz

**WLOL**

MINNEAPOLIS—1940—MBS

Frequency: 1330 Kc.  Power: 5000 Watts d.
Business-Studio Address ... 1730 Hennepin Ave.
Phone Number .......... Atlantic 0406, Midway 4043
Transmitter Location .......... 1370 Davenport, St. Paul
Air Time ................................ Unlimited
News Service ................................ UP
Representative .................. A. M. Radio Sales
President ....................... Ralph L. Atlass
Gen., Sta. Mgr. ................... C. T. Hagman
Commercial Manager .......... Samuel N. Nemer
Prom., Pgm., Prod., Pub. Dir. .... Jack Swenson
Studio Engineer ................ Gene Brautigam
Transmitter Engineer .......... Merle Bjork
Consulting Engineer .......... E. C. Page

**WPBC**

MINNEAPOLIS—1949

Frequency: 980 Kc.  Power: 500 Watts d.
Address .................. 1133 Stinson Blvd
Phone Number .......... Granville 4356, Prior 3181
Trans. Loca. .................. 1133 Stinson Blvd.
Air Time ................................ Daytime
News Service .......................... UP
Transcription Service ........................ Lang-Worth
Representative ........................ Sears & Ayer, Inc.
Pres., Gen., Sta., Mgr. ........................ W. V. Stewart
Sales Prom. Mgr. ........................ L. Sherman, II
Commercial Manager ........................ Merle Forland
Chief Engineer ........................ Leroy Myri
Consulting Engineer ........................ Gaunteny, Ray & Price

WTCN
MINNEAPOLIS-ST. PAUL—1925
ABC-DAIRYLAND
Frequency: 1280 Kc.  Power: 5000 Watts d.
1000 Watts n.
Owned-Oper. By ........................... Mid Continent Radio-Television, Inc.
Business-Studio Address .................. 50 S. Ninth St.
Phone Number .............................. Lincoln 0552
Transmitter Location ........................ 2235 N. Snelling
News Service .............................. AP, UP
Transcription Service ........................ Associated
Representative ........................ Free & Peters
President ................................. William J. McNally
Vice-Pres., Gen. Mgr. ........................ F. Van Konyenbergh
Commercial Manager ...................... Robert N. Ekstrom
Program Director .......................... Judy Bryson
Director of Radio .......................... C. D. Miller
Promotion Manager .......................... Bob Wold
Chief Engineer ............................ John Sherman

KDMA
MONTEVIDEO—1951—ABC
Frequency: 1450 Kc.  Power: 100 Watts
Owned-Operated By ........................ Midwest Bcast. Corp.
Address ................................. West Hwy. 212
Phone Number .............................. 125
Air Time ................................. Unlimited
Representative ............................ Pearson
Pres., Gen. Mgr. ............................ H. Willard Linder

KVOX
MOORHEAD—1937
MBS-GREAT NORTHERN
Frequency: 1340 Kc.  Power: 250 Watts
Owned-Operated By ........................ KVOX Bcastg. Co.
Business-Studio Address ........................ Fred. Martin Hotel
Phone Number .............................. 3-1522
Transmitter Location .......................... 14th St. & 12th Ave. So.
Air Time ................................. 6:30 a.m.-M.
News Service .............................. UP
Transcription Service ........................ World
Representative ............................ Walker, Lawson
Membership .............................. NARTB, BAB
President ................................. E. J. McKellar
General-Station Manager ...................... M. M. Marget
Comm., Sis. Prom. Mgr. ..................... Robert L. Owens
Program Director .......................... Al Bergquist
Chief Engineer ............................ Don Geiken

KNUJ
NEW ULM—1949
Frequency: 860 Kc.  Power: 1000 Watts d.
Owned-Oper. By .............................. KNUJ, Inc.
Address ................................. 308½ N. Minn. St.
Phone Number .............................. 905
Air Time ................................. Daytime
Transmitter Location ........................ So. Bridge St.
News Service .............................. AP
Transcription Service ........................ Lang-Worth, World, Associated
Membership .............................. NARTB, BAB
President ................................. W. K. Mickelson
Gen. Mgr., Chief Engr. ..................... Jack H. Duncan
Program Manager .......................... Wip Robinson, III
News Director ............................. Robert Arnett

KOBK
OWATONNA—1950
Owned-Operated By ........................ Owatonna Bcastg. Co.
Address ................................. 307 Vesterby
Phone Number .............................. 2359
News Service .............................. UP
Transcription Service ........................ Lang-Worth
Program, News Director ........................ Harry Rand
Chief Engineer ............................ Carl Wilford

KAAA
RED WING—1949
Frequency: 1250 Kc.  Power: 1000 Watts d.
Address ................................. Red Wing
Phone Number .............................. 3512
Trans. Loca. .............................. Hway. 58 So; Red Wing
Air Time ................................. 6 a.m.-Local Sunset
News Service .............................. AP
Transcription Service ........................ World; Capitol
Membership .............................. BAB
President ................................. Fred C. Clarke
Comm., Sta., Gen. Mgr. ........................ Maxine Jacobs
Prod., Pgm. Dir. ............................ Peter Lyman
Publicity Director .......................... D. Nelson
News Director ............................. Marvin Schultz

KLER
ROCHESTER—1948—ABC
Frequency: 970 Kc.  Power: 500 Watts d.
1000 Watts n.
Owned-Operated By ........................ Rochester Bcastg. Co.
Business Address .......................... 229 First Ave. S.W.
Phone Number .............................. 2-2757
Transmitter Location ........................ Orchard Acres
Air Time ................................. 6 a.m.-1 a.m.
News Service .............................. UP
Representative ............................ Pearson
Membership .............................. NARTB
President ................................. Alyce P. Mayo
General Manager .......................... Walter T. Brusek
KSTP Top 'O' Head With Two Firsts

NEW YORK, March 24—For the second successive year KSTP, Minneapolis, garnered top laurels in audience-sales promotion. The station's "planalyzed promotion" was a big winner.

"Planalyzed promotion" is the greatest

KSTP's own, thorough-going method of merchandising and promoting your KSTP radio and TV campaign. First comes the analysis of your particular sales problems in the great market—one of America's Big Ten. Then—and only then—comes the promotion plan. Thus, KSTP's exclusive Planalyzed Promotion!

KSTP-AM, Minneapolis, and its sister stations have been in the forefront of the radio industry for years. KSTP, the 50,000-watt station in the Twin Cities, is the only station in the world that has a daily audience of 50,000. The station's programming is tailored to meet the needs of its audience, and the station has won numerous awards for its programming and audience research.

The station's management is committed to providing the highest quality programming and audience research to its listeners. The station's programming is designed to meet the needs of its audience, and the station has won numerous awards for its programming and audience research.
MINNESOTA

Commercial Manager .......... Robert A. Fick
Program Director .......... Vera Keele
Prod., News Dir., Chiel Anncr. .... Bill Ern
Chief Engineer .......... Ruben Rieck

KROC
ROCHESTER—1935
NBC-NORTHWEST
Frequency: 1340 Kc. .... Power: 250 Watts
Business-Studio Address .... 100 1st Ave. Bldg.
Phone Number .......... 3824
Transmitter Location .......... Cascade Township
Air Time .......... 6 a.m.-12 M.
News Service .......... UP
Transcription Service .......... Thesaurus
Representatives .......... Bulmer & Johnson
Membership .......... NARTB, BAB
President .......... Mrs. G. P. Gentling
General Manager .......... G. David Gentling
Sta. Mgr., Pgm. Dir. .......... Cal Smith
Commercial Manager .......... Jerry Brataas
Chief Announcer .......... Gene Thompson
News Director .......... Ray Thompson
Chief Engineer .......... Bob Cross

KFAM
ST. CLOUD—1937—NBC
Frequency: 1450 Kc. .... Power: 250 Watts
Address .......... Weber Bldg.
Phone Number .......... 3330, 3331
Trans. Loca. .......... Hway. 152, 2 Mi. So. of city
Air Time .......... 6 a.m.-12 M.
News Service .......... AP
Transcription Service .......... Thesaurus
Representative .......... Pearson
Membership .......... NARTB, BAB
Pres., Gen. Mgr. .......... Frederick C. Schilpiln
Commercial Manager .......... John F. Green
Program Director .......... Laurel H. Westrom
Chief Engineer .......... Robert Witschen

WJON
ST. CLOUD—1950—ABC
INDEPENDENT
Frequency: 1240 Kc. .... Power: 250 Watts
Address .......... St. Cloud Hotel
Phone Number .......... 1240
Representative .......... Rambeau
Transcription Service .......... World
News Service .......... UP
President .......... Max H. Lavine
General Manager .......... W. C. Porson
Commercial Manager .......... Paul T. Zaborik
Program Director .......... Wallace MacBriar
Publicity Director .......... Herrn Schneider
Chief Engineer .......... Robert Muchlo
Consulting Engineer .......... Charles Persons

WMIN
ST. PAUL—1936
Frequency: 1400 Kc. .... Power: 250 Watts
Business-Studio Address .......... 538 Hamm Bldg.
Phone Number .......... 1361
Transmitter Location .......... St. Anthony on Frontenac
Air Time .......... Unlimited
News Service .......... AP
Transcription Service .......... Associated
Representative .......... Forjoe
V.P., Gen. Sta. Mgr. .......... Frank M. Devaney
Commercial Manager .......... N. L. Bentzon
Program Director .......... Norman Page
Publicity Director .......... Stuart Lindman
Chief Engineer .......... Warren B. Fritze

KSTP
ST. PAUL-MINNEAPOLIS—1928—NBC
NORTHWEST
Frequency: 1500 Kc. .... Power: 50,000 Watts
Owned By .......... KSTP, Inc.
Bus.-Studio Address .......... 3415 University Ave.
Phone Number .......... 2717
Trans. .......... County Rd. C. & Hway. 61, St. Paul
Air Time .......... 6 a.m.-1 a.m.
News Service .......... AP, UP
Transcription Service .......... Thesaurus, World, Lang-Worth, Cole
Representative .......... Edward Petry
Membership .......... NARTB
President, Gen. Mgr. .......... Stanley E. Hubbard
V.P. chg. Sales .......... Miller C. Robertson
Exec. V.P., Treas. .......... K. M. Hance
Program Director .......... C. Brooks Henderson
News Director .......... Walter C. Miller
Promotion-Publicity Director .......... Joe Cook
Chief Engineer .......... John McMahon

WCOW
SOUTH ST. PAUL—1951
Frequency: 1590 Kc. .... Power: 5000 Watts d.
Address .......... 208 3rd Ave. N.
Phone Number .......... LaSalle 1371
News Service .......... UP
Transcription Service .......... SESAC
Exec. Director .......... Albert Tedesco
General Manager .......... Reinhard Steinley
Commercial Manager .......... Victor Tedesco
Program Director .......... Donald S. Doy
Promotion Manager .......... Paul DeNault
Chief Engineer .......... Robert Muchlo

WSHB
STILLWATER—1949—KBS
Frequency: 1220 Kc. .... Power: 250 Watts
Address .......... 1st Natl. Bank Bldg.
Phone Number .......... Cedar 8919
AP SELLS

For Stations and Sponsors—

For instance . . . KWNO

"KWNO advertisers are pleased with AP sponsorship. Check this record: Kalmes Tire Service, 13 years without interruption. Breitlow Funeral Home, 13 years. Marigold Dairy, 12 years. Merchant's National Bank, 4 years. Winona Motors, 10 years.

"Associated Press newscasts have the highest ratings of all KWNO programs. At 7:30 A.M., before our AP news, KWNO listenership jumps 20%. The same at noon.

"Exactly 96.66% of all AP newscasts are sponsored. The remaining 3.33% is early morning time.

"When it comes to AP newscasts, KWNO salesmen put their feet on the desk. Selling AP news requires little effort. We have a waiting list."

H. ROD HURD
Sales Manager,
KWNO, Winona, Minnesota
KTRF
THIEF RIVER FALLS—1947
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Henry K. Arneson
Address: 1313 North Main Ave.
Phone Number: 13, 14
Air Time: 6 a.m.-12 M.
News Service: UP
Transcription Service: Lang-Worth
Representative: Bulmer & Johnson, Inc.
Membership: NARTB, BAB
General Manager: Henry K. Arneson
Program Director: Alverdo Noel
Pub., News Dir.: Katherine Barzen
Chief Engineer: Henry J. Bohman
Consulting Engineer: May & Bond

WHLB
VIRGINIA—1936—NBC
ARROWHEAD, NORTHWEST
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Head of the Lakes Bcstg.
Address: 17th St., N.
Phone Number: Virginia 2000
Air Time: 6 a.m.-11:05 p.m.
News Service: UP
Transcription Service: World, SESAC
Representative: Hollingbery, Bulmer & Johnson
President: J. Morgan Murphy
General Manager: Walter Bridges
Sta., Comm., Sl., Prom., Mgr.: H. J. Parise
Pgm., Prod., Dir.: Harry Wills
Publicity Director: Alys Mae McBride
Chief Engineer: Norman Gill
Consulting Engineer: C. Persons

KWAD
WADENA—1948—MBS
Frequency: 920 Kc. Power: 1000 Watts
Owned-Oper. By: Associated Bistros, Inc.
Phone Number: 920-1
Transmitter Location: 4 Mi. S. City
Air Time: 6 a.m.-12 M.
News Service: UP

KWLM
WILLMAR—1940—ABC
Frequency: 1340 Kc. Power: 250 Watts
Business-Studio Address: 307 W. 6th St.
Phone Number: 1340
Transmitter Location: Foot Lake
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: Cole
Representative: John E. Pearson
Membership: NARTB, BAB
President, Gen. Mgr.: H. W. Linder
Commercial Manager: Jack Lynch
Program Director: Joe Martinson
Chief Engineer: Wendell Tallaksen

KWNO
WINONA—1938—ABC
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Winona Radio Service
Business-Studio Address: 216 Center St.
Phone Number: 3314
Transmitter Location: Garvin Hts.
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: Standard
Representative: John E. Pearson
Membership: NARTB, BAB
President: M. H. White
General Manager: Ken Marsh
Commercial Manager: H. Rod Hurd
Sales Prom. Mgr.: Dave Moffit
Chief Engineer: Stanley Johnson

KWOA
WORTHINGTON—1947
Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Oper. By: W. H. Olson
Address: Hotel Thompson
Phone Number: 2-7301
Transmitter Location: 4 Mi. W. of City
Air Time: Sunrise-sunset
News Service: UP
Transcription Service: Lang-Worth
Representative: Bulmer & Johnson
Membership: NARTB
President: R. W. Olson
General Manager: R. E. Shepard
Commercial Mgr.: Arne Karhu
Program Director: Ty Mack
Chief Engineer: Clinton W. Knapp
MISSISSIPPI
Pop. April 1, 1952 (Est.) 2,177,000—Total Housing Units 610,249
Families April 1, 1952 (Est.) 576,000—Stations in State 43

WLOX
BILOXI—GULFPORT—1947—MBS
Frequency: 1490 Kc. . . . Power: 250 Watts
Owned-Operated By: WLOX Bcstg. Co.
Bus-Studio-Transmitter Address . . Opp. Buena Vista Hotel
Phone Number: 5581-2
Air Time: 24 hrs.
News Service: UP
Representative: William G. Rameau
Membership: NARTB
President: James S. Love, Jr.
Gen-Station Mgr.: Ray Butterfield
Commercial Manager: Thomas B. Majure
Program Director: Toni Mccorkle
Chief Engineer: T. B. Majure
Consulting Engineer: L. J. du Triel

WVMI
BILOXI—1950
Frequency: 570 Kc. . . . Power: 1000 Watts d.
Owned-Oper. By: Radio Associates
Address: P. O. Box 152
Phone Number: 6861
Representatives: Natl. Time Sales, Dora Clayton
Transcription Service: Thesaurus, Lang-Worth Air Service: UP
Pres., Gen. Mgr.: Odes E. Robinson
Station Manager: Gene Tibbet
Comm. Sales Prom. Mgr.: Jerry Thompson
Pgm., Prod. Dir., Chief Annr.: Robert Campbell
Chief Engineer: Geo. Tillotson

WBIP
BOONEVILLE—1950—LBS-KBS
Frequency: 1400 Kc. . . . Power: 250 Watts
Address: Highway No. 45-S
Phone Number: 678
News Service: UP
President, Gen. Mgr.: E. O. Roden
Commercial Manager: D. E. Vowell
Chief Engineer: L. A. Bryan
Consulting Engineer: Claude Gray

WJMB
BROOKHAVEN—1948
Frequency: 1340 Kc. . . . Power: 250 Watts
Owned-Operated By: Brookhaven Bcstg. Co.
Address: W. Chicksaw St.
Phone Number: 1298
Transmitter Location: Highway 51
News Service: AP
Air Time: 6 a.m.-11 p.m.
Transcription Service: Lang-Worth
Membership: NARTB, BAB

Pres., Sta., Gen. Mgr.: Tullius Brady
Chief Engineer: Robert Bedford

WROX
CLARKSDALE—1943—MBS-KBS
Frequency: 1450 Kc. . . . Power: 250 Watts
Owned-Oper. By: Birney Imes, Jr.
Address: Delta Ave.
Phone Number: 1566-2467
Transmitter Location: City Limits
Air Time: 5:30 a.m.-10:30 p.m.
News Service: AP
Commercial Manager: Helen Sugg
Pgm. Dir., Chief Annr.: Jack Cristil
Station Manager: P. B. Hinman
Chief Engineer: C. D. Graves

WCJD
CLEVELAND—1949—LBS
Frequency: 1490 Kc. . . . Power: 250 Watts
Owned-Operated By: Cleveland Bcstg. Co., Inc.
Address: Highway 61, S.
Phone Number: 990
News Service: AP
Transcription Service: World
Station Representative: McGillvra
President: Lowry Tims
General Manager: Claude D. Raney
Office Manager: Gay Rowse

WCJU
COLUMBIA—1946—KBS-MBS
Frequency: 1450 Kc. . . . Power: 250 Watts
Owned-Oper. By: Lester Williams, WCJU, Inc.
Address: So. Main St.
Phone Number: 735
Transmitter Location: Hiway 24 South
Air Time: 6 a.m.-10:15 p.m.
News Service: AP
Transcription Service: World, Keystone
Pres., Gen., Comm. Mgr.: Lester Williams
Prod. Dir., Chief Annr.: Bill Barrett
News, Musical Dir.: Paul Dantin
Chief Engineer: Ray Tolar

WACR
COLUMBUS—1950—MISS.
Frequency: 1050 Kc. . . . Power: 250 Watts d.
Address: WACR Bldg.
Phone: 768
Transmitter Location: 1800 14th Ave. N.
Air Time: Sunrise-Sunset
Transcription Service: Standard
News Service: UP
Pres., Gen. Mgr.: Withers Gavin

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MISSISSIPPI

**WCBI**
COLUMBUS—1940
MBS—KBS-MID SOUTH
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Birney Imes, Jr.
Business-Studio Address: Columbus
Phone Number: 1430
Transmitter Location: River Bridge
News Service: AP
Representative: McClain
President: Birney Imes, Jr.
Gen., Sales Prom. Mgr.: Bob McRaney
Commercial Manager: James Eatherton
Program Director: Florence Thrower
Chief Engineer: Thomas McFerrin

**WCMA**
CORINTH—1945—MBS-KBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Corinth Bstg. Co., Inc.
Business-Studio Address: Ray Blvd.
Phone Number: 5575
Transmitter Location: Hwy. No. 72 E.
Air Time: 5:30 a.m.-M.
News Service: UP
Transcription Service: World
Representative: Burn-Smith
Membership: NARTB
President: Dr. Frank M. Davis
General Manager: Aaron B. Robinson
Sta., Sales Prom. Mgr.: John E. Beil
Program Director: Tom Weaver
Commercial Manager: Joe P. Van Dyke
Chief Engineer: James D. Anderson
Consulting Engineer: Kear & Kennedy

**WGVM**
GREENVILLE—1948
Frequency: 1260 Kc. Power: 1000 Watts d.
Owned-Operated By: Cotton Belt Broadcasting Co.
Bus.-Studio Address: 1000 So. B'way
Phone Number: 4559
Transmitter Location: Pickett St.
Air Time: 8 a.m.-Sunset
News Service: UP
Transcription Service: Standard
Representative: Devney, Melville
Pres., General Manager: David M. Segal
Comm. Sta., Mgr.: Edward M. Guss
Pgm., Prom., News Director: Wallace D. Hoy
Prod., Pub. Dir., Chief Announcer: Jack Baruth
Chief Engineer: Welton H. Jetton
Consulting Engr.: Lee E. Baker

**WJPR**
GREENVILLE—1939—MBS-KBS
Frequency: 1330 Kc. Power: 1000 Watts d.
500 Watts n.
Owned-Oper. By: Radio Services Co.
Business-Studio Address: 107 So. Poplar St.
Phone Number: 9040-9049
Transmitter Location: Beau Champs Rd.

**WGCM**
GULFPORT—1929—ABC
LBS AND KEYSTONE
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: WGCM Bstg. Co.
MISSISSIPPI

Address ....................... Hewes-Martin Bldg.
Phone Number .................. 1110
Transmitter Location .......... Arlington Heights
Air Time ....................... 6 a.m.-M.
News Service ................... AP
Transcription Service .......... World
Station Representative ........ Scann & Ayer, Inc.
Owner & Gen. Mgr. .......... Hugh O. Jones
Station Manager ............... C. Edwin Vann
Commercial Manager .......... Mrs. O. I. Owens
Publicity Director ............. Thomas Davis Berry
Chief Engineer ................. Charles T. Hook
Consulting Engineer .......... A. D. Ring

WFOR
HATTIESBURG—1925
NBC-RBS-REBEL
Frequency: 1400 Kc. ................ Power: 250 Watts
Owned-Operated By ............. Forrest Bcsdt. Co. Inc.
Address ....................... 302 Hemphill St.
Phone Number .................. 1866
Transmitter Location ........... West 7th St. & 25th Ave.
Air Time ....................... 5:30 a.m.-11:05 p.m.
News Service ................... UP
Transcription Service .......... World
Station Rep. ..................... George P. Hollingbery Co.
Program Director ............... Carl Anderson
Publicity Director .............. Bud Nerval
Chief Engineer ................. B. B. McLemore
Consulting Eng., Broadcast Engineering Service

WHSY
HATTIESBURG—1948—ABC-LBS
Frequency: 1230 Kc. ................ Power: 250 Watts
Owned-Operated By ............. Hub City Bcsdt. Co. Inc.
Address ....................... Highway 11 North
Phone Number .................. 3180
Transmitter Location .......... Highway 11 North
News Service ................... AP
Transcription Service .......... Lang-Worth
Station Rep. ..................... Joseph Hershey McGillvra Inc.
Membership .................... NARTB, BAB
President, Gen., Comm. Mgr. .. Charles W. Holt
Sales Promotion Manager ...... Bob Robinson
Station Manager ............... Connie Holt
Program Director .............. Bill Tracey
Chief Engineer ................. Charles Sharping
Consulting Engineer .......... C. Shelkofsky

WJDX
JACKSON—1929—NBC
Frequency: 1300 Kc. ................ Power: 5000 Watts d.; 1000 Watts n.
Business Address .............. P. O. Box 2171
Phone Number .................. 2-1183
Air Time ....................... Unlimited
News Service ................... UP
Transcription Service .......... Thesaurus, MacGregor
Lang-Worth, Cole, Capitol, World
Representative ................ George P. Hollingbery
Membership .................... NARTB
General Manager ............... Wiley P. Harris
Commercial Manager .......... Frank Gentry
Program Director .............. Howard Langfitt
Chief Engineer ................. Percy G. Root

WJQS
JACKSON—1946—CBS-MISS.
Frequency: 1400 Kc. ................ Power: 250 Watts
Owned-Oper. By ................. Mississippi Bcsdt. Co., Inc.
Business-Studio Address ...... Edwards Hotel
Phone Number .................. 3-9681
Transmitter Location .......... Pleasant Ave.
Air Time ....................... 6 a.m.-M.
News Service ................... UP
Transcription Service .......... Standard
President, General Manager .. Withers Gavin

WJXN
JACKSON—1945
Frequency: 1450 Kc. ................ Power: 250 Watts
Address ....................... Deposit Guarany Bank Bldg.
Phone Number .................. 2-6673
News Service ................... AP
Transmitter Location .......... Fair Grounds
Air Time ....................... 6 a.m.-12 M.
Representative ................. Indie Sales
Pres., Gen. Mgr. ............... James T. Ownby
Sales Prom. Mgr. ............. Hy Davis
Chief Engineer ................. Thomas Patterson

WRBC
JACKSON—1947—MBS
Owned-Operated By ............. Rebel Bcsdt. Co., Inc.
Business-Studio Address ...... 125 So. Lamar
Phone Number .................. 5-1562
Transmitter Location .......... 3 Mi. NE City
Air Time ....................... 5:30 a.m.-M.
News Service ................... AP
Transcription Service .......... Associated
Representative ................. Branhum
Membership .................... NARTB
Gen., Comm. Mgr. .............. J. W. Carlier
Prog. Dir., Farm Editor ...... Forrest Cox
Production Director .......... W. V. Dubard
Chief Engineer ................. G. G. Benson
Consulting Engineer .......... McIntosh & Inghis

WSLI
JACKSON—1938—ABC
Frequency: 930 Kc. ................ Power: 5000 Watts
Business Address .............. P. O. Box 1847
Phone Number .................. 3-2788
Transmitter Location .......... Hwy. 80 N.
Air Time ....................... 5:30 a.m.-12 M.
News Service ................... AP
Transcription Service .......... Standard
Representative ................. Weed

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## Membership
- NARTB, BAB
- BAB

## President
- W. R. Newman
- J. R. Smith

## General-Station Manager
- L. M. Sepaugh
- F. E. Wilkerson, Jr.

## Commercial Manager
- B. K. Smith
- C. A. Perkins

## Program Director
- M. B. Wray
- C. A. Perkins

## Production Director
- M. B. Wray
- C. A. Perkins

## Chief Engineer
- C. A. Perkins
- C. A. Perkins

## Consulting Engr.
- A. D. Ring

### WKOZ
**Kosciusko—1947—LBS-KBS**
- Frequency: 1340 Kc.
- Power: 250 Watts
- Owned-Operated By: Kosciusko Bcstg. Co.
- Business Address: P. O. Box 392
- Phone Number: 782
- Transmitter Location: Golf Course Rd.
- Air Time: 5 a.m.-10 p.m.
- News Service: AP
- Transcription Service: World
- Owner, General Manager: Cy N. Bahakel
- Program Director: Erlene Leach
- Chief Engineer: Wayne A. Oliver

### WAML
**Laurel—1932—NBC-KBS-LBS**
- Frequency: 1340 Kc.
- Power: 250 Watts
- Owned-Operated By: New Laurel Radio Station
- Business-Studio Address: 442 Sixth Ave.
- Phone Number: 5601
- Transmitter Location: Washington Rd.
- News Service: AP
- Transcription Service: World
- Representative: George P. Hollingbery
- President: Harold Matison
- Gen. Prom. Manager: Granville Walters
- Commercial Manager: M. M. Caver
- Program Director: Stanley Walters
- Chief Engineer: Clyne Graves

### WLAV
**Laurel—1946—ABC-MBS**
- Frequency: 1490 Kc.
- Power: 250 Watts
- Owned-Operated By: Southland Bcstg. Co.
- Bus.-Studio Address: 437 N. Magnolia St.
- Phone Number: 7222-7
- Transmitter Location: Meridian Ave.
- Air Time: 5:30 a.m.-11 p.m.
- News Service: UP
- Representative: McGillvra
- Membership: BAB
- President: C. T. McCallum
- Gen., Sta. Mgr.: Norma H. Leggett
- Commercial Manager: T. E. Jones
- Sales Prom. Mgr.: J. L. Collins
- Pgm. Dir., Chief Ann.: David Kane
- Chief Engineer: Jimmie Hilbun

### WMBC
**Macon—1947—MISS.**
- Frequency: 1400 Kc.
- Power: 250 Watts
- Address: WMBC Bldg.
- Phone Number: 310
- Transmitter Location: Old Starkville Rd.
- Air Time: 6 a.m.-M.
- News Service: UP
- President, General Manager: Withers Gavin

### WAPF
**McComb—1948—KBS-LBS**
- Frequency: 1010 Kc.
- Power: 250 Watts d.
- Owned-Operated By: S. W. Bcstg. Co. of Miss.
- Address: Pike Hotel, Box 604
- Phone Number: 1884
- Transmitter Location: Hiway 24 West
- News Service: UP
- Transcription Service: Lang-Worth
- Pres., Gen. Mgr.: Louis Allford
- Commercial Manager: Bill Tyler
- Sales Promotion Manager: Mack Smith
- Program Director: Carl Austin
- Publicity Director: Bonnie Sanders
- Chief Engineer, Sta. Mgr.: Phillip Brady

### WSKB
**McComb—1939**
- Frequency: 1250 Kc.
- Power: 5000 Watts d.
- Owned-Operated By: McComb Bcstg. Corp.
- Address: P. O. Box 111
- Phone Number: 37

### WCOC
**Meridian—1926—CBS-MISS.**
- Frequency: 910 Kc.
- Power: 5000 Watts d.
- Business-Studio Address: Threefoot Bldg.
- Phone Number: 7714
- Transmitter Location: Hiway 45 North
- Air Time: 6 a.m.-12:10 a.m.
- News Service: UP
- Transcription Service: Standard
- President, General Manager: Withers Gavin

### WMOX
**Meridian—1946**
- Frequency: 1240 Kc.
- Power: 250 Watts
- Owned-Operated By: Birney Imes, Jr.
- Address: 9th St. & 23rd Ave.
- News Service: AP
- Representative: Mid-South Network
- President: Birney Imes, Jr.
- General Manager: Bob McRaney
- Station Manager: Joseph W. Carson
- Commercial Mgr.: Eddie Holladay
- Chief Engineer: Al Betmark

### WTOK
**Meridian—1946—ABC**
- Frequency: 1450 Kc.
- Power: 250 Watts
- Owned-Operated By: Meridian Bcstg. Co.
<table>
<thead>
<tr>
<th>Location</th>
<th>Frequency</th>
<th>Power</th>
<th>Owned-Operated By</th>
<th>Business Address</th>
<th>Phone Number</th>
<th>Transmitter Location</th>
<th>News Service</th>
<th>Transcription Service</th>
<th>Station Representative</th>
<th>General Manager</th>
<th>Program Director</th>
<th>Chief Engineer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Natchez</td>
<td>1240 Kc.</td>
<td>250 Watts</td>
<td></td>
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</tr>
<tr>
<td>Picayune</td>
<td>1320 Kc.</td>
<td>1000 Watts</td>
<td>Moseley Bros.</td>
<td>Picayune Bldg.</td>
<td>474</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>W. L. Moseley</td>
<td>Archie Rushing</td>
<td>Floyd Cole</td>
</tr>
<tr>
<td>Starkville</td>
<td>1230 Kc.</td>
<td>250 Watts</td>
<td></td>
<td>WSSO Bldg.</td>
<td>1230</td>
<td></td>
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</tr>
<tr>
<td>Tupelo</td>
<td>1490 Kc.</td>
<td>250 Watts</td>
<td></td>
<td>Tupelo Bldg.</td>
<td>1400</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Travis Palmer</td>
</tr>
<tr>
<td>Vicksburg</td>
<td>1420 Kc.</td>
<td>1000 Watts</td>
<td>NARTB, BAB</td>
<td></td>
<td>312</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>500 Watts</td>
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</tr>
<tr>
<td></td>
<td>1440 Kc.</td>
<td>250 Watts</td>
<td></td>
<td></td>
<td>740</td>
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<td></td>
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</tr>
<tr>
<td></td>
<td>250 Kc.</td>
<td>1000 Watts</td>
<td></td>
<td></td>
<td>474</td>
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</tr>
<tr>
<td></td>
<td>1420 Kc.</td>
<td>250 Watts</td>
<td></td>
<td></td>
<td>740</td>
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</tr>
</tbody>
</table>
**W V I M**

VICKSBURG—1948—LIBERTY

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Radio Miss., Inc.
Business-Studio Address: Box 76
Phone Number: 1920
Transmitter Location: Thompson & Floyd Sts.
President: James T. Ownby
Sta., Comm. Mgr.: Frank Holfield

**W R O B**

WEST POINT—1947

MBS-MID SOUTH-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Bob McRaney, S.
Studio Address: WROB Bldg.
Transmitter Address: Forrest St.
Phone Number: 807
Air Time: 6 a.m.-11 p.m.
Representative: Mid South Network
President: General Mgr.: Bob McRaney, Sr.
Sta., Comm. Mgr.: Hugh Shankle
Chf. Ann. Eng.: George Corken

**W A Z F**

YAZOO CITY—1946—KBS-LBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: WAZF, Inc.
Phone Number: 1300-1
Transmitter Location: 1 Mi. No. of City
Air Time: 5:55 a.m.-10:15 p.m.
News Service: AP
Transcription Service: World
Pres., Gen. Sta. Mgr.: Guy Corley
Prom., Comm. Mgr.: Phil Streit
Prod. Program Director: Fred Rand
Chief Engineer: D. A. Flinspach

---

**K F V S**

CAPE GIRARDEAU—1925—MBS

Business-Studio Address: 324 Broadway
Phone Number: 2104
News Service: UP
Representative: John E. Pearson
President: Oscar C. Hirsch
Gen., Comm. Manager: Ralph L. Hirsch

**K D M O**

CARTHAGE—1947—KBS-LBS

Frequency: 1490 Kc. Power: 250 Watts
Trans. Address: 1201 E. Chestnut
Phone Number: 2848, 2823
Air Time: 6 a.m.-11 p.m.
News Service: AP
Transcription Service: Capitol, Keyes
Representative: Continental
Membership: NARTB, BAB
Station Manager: L. C. McKenney
Commercial Manager: J. I. Daiv
Sales Promotion Manager: Phil Hannum
Program Director: Lee Crocker
News, Publicity Director: Les Kennon
Chief Engineer: George Province

**K C R V**

CARUTHERSVILLE—1950

Frequency: 1370 Kc. Power: 1000 Watts d.
Address: 106 W. 3rd St.
Phone Number: 1065
Transcription Service: Thesaurus, World
News Service: UP
President: J. E. Taylor
Gen., Sta. Mgr.: Robert L. Harrison
Commercial Manager: Raymond Miller
Pgm., Prod. Dir.: Denis McGovern
Pub. Dir., Farm Editor: Harry A. Moreland
News Director: Norman Shainberg

**K C H I**

CHILLICOTHE—1950—KBS-LBS

Owned-Oper. By: Cecil W. Roberts
Address: Box 719
Phone Number: 1920
News Service: UP
Representative: Conwell
General Station Manager: Howard G. Rion
Commercial Mgr., Pgm. Dir.: R. Wayne Cox
Chief Engineer: James L. Preston

**K D K D**

CLINTON—1951

Frequency: 1283 Kc. Power: 1000 Watts d.
Owned-Operated By: Clinton Bstg. Co., Inc.
Address: P. O. Box 113
Phone Number: 233
News Service: UP
Transcription Service: World
Representative: Devney
Pres., Gen. Mgr.: David M. Segal
Commercial Manager: Bill E. Brown
Program Director: Virgil Eugene Stone
Chief Engineer: Marvin Landon
<table>
<thead>
<tr>
<th><strong>KFRU</strong></th>
<th>COLUMBIA—1925—ABC-MSN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 1400 Kc.</td>
<td>Power: 250 Watts</td>
</tr>
<tr>
<td>Owned-Operated By: KFRU, Inc.</td>
<td></td>
</tr>
<tr>
<td>Trans. Business Address: U. S. 40 at U. S. 63</td>
<td></td>
</tr>
<tr>
<td>Phone Number: 4141</td>
<td></td>
</tr>
<tr>
<td>Air Time: 5:30 a.m.-M.</td>
<td></td>
</tr>
<tr>
<td>News Service: AP</td>
<td></td>
</tr>
<tr>
<td>Transcription Service: Lang-Worth, World</td>
<td></td>
</tr>
<tr>
<td>Membership: NARTB, BAB</td>
<td></td>
</tr>
<tr>
<td>President: H. J. Waters, Jr.</td>
<td></td>
</tr>
<tr>
<td>Comm. Sales Prom. Mgr.: F. J. LeGrand</td>
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<tr>
<td>Program Director: Harold Douglas</td>
<td></td>
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<tr>
<td>News Director: Edward Lambert</td>
<td></td>
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<tr>
<td>Musical Director: Paul Robinson</td>
<td></td>
</tr>
<tr>
<td>Chief Engineer: Robert Halgh</td>
<td></td>
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<tr>
<td>Consulting Engr.: John B. Hefcellinger</td>
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</tbody>
</table>

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<thead>
<tr>
<th><strong>KREI</strong></th>
<th>FARMINGTON—1947—LBS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 1350 Kc.</td>
<td>Power: 1000 Watts d.</td>
</tr>
<tr>
<td>Owned-Operated By: Cecil W. Roberts</td>
<td></td>
</tr>
<tr>
<td>Phone Number: 710</td>
<td></td>
</tr>
<tr>
<td>Studio-Transmitter: Burks Rd. &amp; Webster St.</td>
<td></td>
</tr>
<tr>
<td>Air Time: Sunrise-sunset</td>
<td></td>
</tr>
<tr>
<td>News Service: UP</td>
<td></td>
</tr>
<tr>
<td>Pres. Gen. Mgr.: Cecil W. Roberts</td>
<td></td>
</tr>
<tr>
<td>Station Manager: F. P. (Ted) Graves</td>
<td></td>
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<tr>
<td>Chief Engineer: Bill Westbrook</td>
<td></td>
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</tbody>
</table>

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<thead>
<tr>
<th><strong>KFCF</strong></th>
<th>FESTUS—1951</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owned-Operated By: Jefferson County Radio &amp; TV Co.</td>
<td></td>
</tr>
<tr>
<td>News Service: UP</td>
<td></td>
</tr>
<tr>
<td>General Manager: C. M. Poindexter</td>
<td></td>
</tr>
<tr>
<td>Commercial Manager: Donald M. Danze</td>
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</tbody>
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<tr>
<th><strong>KIMO</strong></th>
<th>HANNIBAL—1941—MBS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 1070 Kc.</td>
<td>Power: 5000 Watts d.</td>
</tr>
<tr>
<td>Owned-Oper. By: Courrier-Post Publishing Co.</td>
<td></td>
</tr>
<tr>
<td>Business-Studio Address: 102½ S. Main St.</td>
<td></td>
</tr>
<tr>
<td>Phone Number: 3450</td>
<td></td>
</tr>
<tr>
<td>Transmitter Address: 6 Mi. S. of Hannibal</td>
<td></td>
</tr>
<tr>
<td>Air Time: 5:30 a.m.-12 M.</td>
<td></td>
</tr>
<tr>
<td>News Service: AP</td>
<td></td>
</tr>
<tr>
<td>Transcription Service: RCA Thesaurus</td>
<td></td>
</tr>
<tr>
<td>Representative: John E. Pearson</td>
<td></td>
</tr>
<tr>
<td>Membership: NARTB, BAB</td>
<td></td>
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<tr>
<td>Gen.-Sta.-Sales Prom. Mgr.: Wayne W. Cribb</td>
<td></td>
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<tr>
<td>Commercial Manager: F. H. Cunningham</td>
<td></td>
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<tr>
<td>Pgm., Prod., Pub. Dir.: Gene Hoenes</td>
<td></td>
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<tr>
<td>News Director: George Allen, Jr.</td>
<td></td>
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<tr>
<td>Chief Engineer: Ben Parrish</td>
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<tr>
<td>Consulting Engr.: Commercial Radio</td>
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</tbody>
</table>

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<thead>
<tr>
<th><strong>KWOS</strong></th>
<th>JEFFERSON CITY—1937</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 1510 Kc.</td>
<td>Power: 1000 Watts d.</td>
</tr>
<tr>
<td>Owned-Oper. By: The Blue Valley Co.</td>
<td></td>
</tr>
<tr>
<td>Business-Studio Address: 310 N. Osage</td>
<td></td>
</tr>
<tr>
<td>Phone Number: CL 9815</td>
<td></td>
</tr>
<tr>
<td>Transmitter Location: 28th &amp; Northern Blvd.</td>
<td></td>
</tr>
<tr>
<td>Air Time: Sunrise-sunset</td>
<td></td>
</tr>
<tr>
<td>News Service: AP</td>
<td></td>
</tr>
<tr>
<td>Membership: NARTB</td>
<td></td>
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<tr>
<td>General, Comm. Manager: Craig Siegfried</td>
<td></td>
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<tr>
<td>Chief Announcer: Mark Foster</td>
<td></td>
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<tr>
<td>News Director: Robert Hoyt</td>
<td></td>
</tr>
<tr>
<td>Chief Engineer: Ealon Ryan</td>
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</tbody>
</table>

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<thead>
<tr>
<th><strong>KFAL</strong></th>
<th>FULTON—1950—LBS</th>
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</thead>
<tbody>
<tr>
<td>Frequency: 900 Watts</td>
<td>Power: 250 Watts d.</td>
</tr>
<tr>
<td>Address: 5th and Market</td>
<td></td>
</tr>
<tr>
<td>Phone Number: 1400</td>
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</tr>
<tr>
<td>Transcription Service: Capitol</td>
<td></td>
</tr>
<tr>
<td>News Service: UP</td>
<td></td>
</tr>
<tr>
<td>Membership: NARTB, BAB</td>
<td></td>
</tr>
<tr>
<td>Gen. Mgr., Chief Engr.: Robert W. Nickles</td>
<td></td>
</tr>
<tr>
<td>Sta. Mgr., Pgm. Dir.: Roger P. Fox</td>
<td></td>
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</tbody>
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<thead>
<tr>
<th><strong>KFSB</strong></th>
<th>JOPLIN—1948</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 1310 Kc.</td>
<td>Power: 5000 Watts d.</td>
</tr>
<tr>
<td>Owned-Oper. By: 1000 Watts n.</td>
<td></td>
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</tbody>
</table>

502
**KCMO**

**KANSAS CITY—1936—ABC**

Frequency: 810 Kc.  Power: 50,000 Watts d.; 10,000 Watts n.

Owned-Operated By:  KCMO Bcastg. Co.
Address:  125 E. 31st St.
Phone Number:  Jefferson 6789

President:  Harry Easley
Exec. V.P., Comm., Gen. Mgr.:  W. H. Clark
Program Director:  Ed Johnson
Chief Engineer:  Ralph Meador
Consulting Engr.:  Robert Stillman

**WMBH**

**JOPLIN—1926—MBS**

Frequency: 1450 Kc.  Power: 250 Watts

Owned-Operated By:  Joplin Bcastg. Co.
Business-Studio Address:  Frisco Bldg.
Phone Number:  7260

President:  Tom L. Evans
General Manager:  E. K. Hartenbower
Asst. Manager:  C. E. Breauskal

**KCKN**

**KANSAS CITY—1925**

Frequency: 1340 Kc.  Power: 250 Watts

Owned-Operated By:  KCKN Bcastg. Inc.
Business-Studio Address:  300 Wallowter Blvd.
Phone Number:  Victor 3864

President:  Arthur B. Church
V.P., Managing Dir.:  George J. Higgins
Sales Promotion Manager:  Harold W. Storm
Program Director:  Rod B. Cupp
Production Director:  Fran Heyser
News Director:  John Farmer
Chief Announcer:  Lee Stewart
Musical Director:  P. Hans Flath
Chief Engineer:  Ray Moler
Consulting Engr.:  Jansky & Bailey

**KMBK**

**KANSAS CITY—1921—CBS**

Frequency: 980 Kc.  Power: 5000 Watts

Owned-Operated By:  Midland Bcastg. Co.
Address:  222 W. 11th St.
Phone Number:  Harrison 2650

President:  J. H. Robson
General Manager:  Ben Ludy
Sales Prom. Mgr.:  Joe Story
Program Director:  George Stump
Consulting Engr.:  Jansky & Bailey
President ................. Arthur B. Church
V.P., Managing Director .......... George J. Higgins
Sales Promotion Mgr. .......... Harold W. Storm
Program Director ............... Rod Cupp
Production Director ............. Fran Heyser
Chief Announcer ................ Lee Stewart
News Director .................. John Farmer
Musical Director ................ F. Hans Flath
Chief Engineer .................. Ray Moler
Consulting Engr. ............... Jansky & Bailey

WDAF
KANSAS CITY—1922—NBC
Frequency: 610 Kc. ........ Power: 5000 Watts
Owned-Oper. By ............... The Kansas City Star Co.
Business-Studio Address ...... 1729 Grand Ave.
Phone Number ................ Harrison 1200
Transmitter Location ........... Johnson County, Kans.
Air Time ....................... 6 a.m.-M.
News Service .................. AP
Transcription Service ............ Standard, Thesaurus
Representative ................ H. I. Christia
President ...................... Roy A. Roberts
General Manager ............... J. Dean Fitzer
Station Manager ............... V. S. Bolton
Commercial Mgr ................ E. Manne Russo
Program Director .............. Harry J. Kaufmann
Publicity Director ............. Harold Glazer
News Director .................. Walt Bodine
Chief Engineer ................ J. A. Flaherty
Consulting Engineer .......... G. E. Gaunteny

WHB
KANSAS CITY—1922—MBS
Frequency: 710 Kc. ........ Power: 10,000 Watts d.;
5,000 Watts n.
Owned-Operated By ............. WHB Bstg. Co.
Business-Studio Address ...... Scarritt Bldg.
Phone Number .................. Harrison 1161
Transmitter Location .......... Route 1, Liberty
News Service .................. AP
Transcription Service .......... Associated
Representative ................ John Blair & Co.
Pres., Comm. Mgr ............... Donald Dwight Davis
Gen., Sta. Mgr .................. John T. Schilling
Sales Prom. Mgr ................ Charles Rosenfeldt
News, Program Director ........ Richard Smith
Chief Engineer ................ Henry Goldenberg

KBOA
KENNETT—1947
Frequency: 830 Kc. ........ Power: 1000 Watts d.
Owned-Operated By ............. Kennett Bstg. Corp.
Bus.-Studio-Transmitter Address .... Kennett
Phone Number .................. 8-4616
Air Time ....................... Daytime
News Service .................. AP
Transcription Service .......... Standard, Capitol
Membership .................... BAB
President, General Manager .... Paul C. Jones
Station Manager ............... C. H. Harrison
Commercial Manager ........... Joe Bankhead
Chief Engineer ................ Robert H. Conner

KIRX
KIRKSVILLE—1947—LBS
Frequency: 1450 Kc. ........ Power: 250 Watts
Owned-Operated By ............. North Mo. Bstg. Co.
Bus.-Studio-Transmitter Address .. KIRX Bldg.
Phone Number .................. 5-3781
Air Time ....................... 6 a.m.-11 p.m.
News Service .................. AP
Transcription Service ............ Standard
General, Station Manager ....... Samuel A. Burk
Commercial Manager .......... R. M. Harpster
Program Director .............. Lee Jones
News Director .................. Robert S. Herrin
Chief Engineer ................. Charles Porter

KLWT
LEBANON—1948—MBS
Frequency: 1230 Kc. ........ Power: 250 Watts
Owned-Operated By ............. Lebanon Bstg. Co.
Bus.-Studio Address .......... 221 E. Commercial St.
Phone Number .................. 1-1815
Transmitter Location .......... Buffalo Rd.
Air Time ....................... 6 a.m.-M.
News Service .................. UP
Transcription Service .......... Lang-Worth
President ...................... Robert C. Fields
General Manager ............... O. R. Wright
Commercial Manager .......... Jack A. Sellers
Program Director .............. Thomas H. Miller
Chief Engineer ................ E. L. Hendry

KMMO
MARTHELL—1949—KBS-LBS
Frequency: 1300 Kc. ........ Power: 500 Watts d.
Owned-Operated By ............. KMMO, Inc.
Address ....................... P. O. Box 513
Phone Number .................. 40
Transmitter Location .......... 1 Mi. N.W. of City
Air Time ....................... Daytime
News Service .................. UP
Transcription Service .......... Lang-Worth
Station Manager ............... Harold Gordon
Commercial Manager .......... Roger Gordon
Program Director .............. Betty S. Baldwin
Chief Engineer ................. Bill Williams

KXEO
MEXICO—1948—MBS
Frequency: 1340 Kc. ........ Power: 250 Watts
Owned-Operated By ............. Audrain Bstg. Corp.
Phone Number .................. 2340-1
Studio, Trans. Loc. .......... 1725 E. Liberty
Air Time ....................... 6:00 a.m.-12 M.
News Service .................. AP
Representative ................ John E. Pearson
Membership ..................... NARTB, BAB
President ...................... John Badaracco
Gen., Sta. Mgr ................. W. Earl Dougherty
Sales Promotion Manager ...... Monty Moncrief
News Director ................. Jim Buffington
Chief Engineer ................ Bob Bruner
**KNCM**

**MOBERLY—1950**

Frequency: 1230 Kc.  
Power: 250 Watts  
Phone Number: 1600  
Representative: Conwell  
Transcription Service: Lang-Worth, Thesaurus  
News Service: UP  
Owner, Gen. Mgr.: Jerrell A. Shepherd  
Commercial Manager: John Conwell  
Program Director: James Lipsey  
Chief Engineer: W. D. Sneed  
News Director: Tom Hackward

**KRMO**

**MONETT—1950—LBS**

Frequency: 990 Kc.  
Power: 250 Watts d.  
Phone Number: 858  
Transcription Service: Capitol  
News Service: AP  
Gen. Mgr. (Partner): L. C. McKenney  
Sales Manager (Partner): J. J. Daly  
Commercial Manager: Marion Pilant  
Station Manager: Jim Allwood  
Publicity, News Dir.: Victor Cox  
Chief Engineer: George Province

**KNEM**

**NEVADA—1941—KBS-LBS**

Frequency: 1240 Kc.  
Power: 250 Watts  
Owned-Operated By: Missouri Bestg. Co.  
Address: P. O. Box 15  
Phone Number: 19  
Transmitter Location: 3rd & Smercer  
Air Time: 6:30 a.m.-10 p.m.  
News Service: UP  
Transcription Service: SESAC  
Representative: Conwell Co.  
President: Cecil W. Roberts  
General Manager: Jerrell Henry  
Commercial Manager: Al Meschi  
Program Director: Dorothy Henry  
Chief Engineer: Paul Gregg

**KWOC**

**POPLAR BLUFF—1938—KBS**

Frequency: 1340 Kc.  
Power: 250 Watts  
Transmitter Address: KWOC Bldg.  
Phone Number: 3922  
Air Time: 6:00 a.m.-10 p.m.  
News Service: UP  
Transcription Service: SESAC  
Representative: John E. Pearson  
President, General Manager: A. L. McCarthy  
Station Manager: Byron Kearby, Jr.  
Prog. Prod. Dir.: Jerry J. Higley  
News Director: John A. Thies  
Chief Engineer: Donald M. Lidenton  
Consulting Engineer: F. O. Grimwood

**KTTR**

**ROLLA—1947—KBS-LBS**

Frequency: 1490 Kc.  
Power: 250 Watts  
Address: P. O. Box 567  
Phone Number: 380  
Transmitter Location: Soest Rd., Rolla, Mo.  
Air Time: 5:30 a.m.-M.  
News Service: AP  
Transcription Service: Capitol  
Pres., Gen-Sta.-Comm. Mgr.: Luther W. Martin  
Music Director: Mel Lee  
Chief, Consulting Engr.: Martin W. Mitchum

**KFEQ**

**ST. JOSEPH—1923—MBS**

Frequency: 680 Kc.  
Power: 5000 Watts  
Owned-Operated By: KFEQ, Inc.  
Business-Studio: KFEQ Bldg.  
Phone Number: 4-0813  
Transmitter Location: Hway. No. 71  
Air Time: 5:30 a.m.-12 M.  
News Service: UP, AP  
Transcription Service: World, SESAC  
Representative: Headley-Read  
President, General Manager: Barton Pitts  
Commercial Manager: Glenn G. Griswold  
Program Director: E. C. Schirmer  
Production Director: Walter Johnson  
Chief Engineer: J. Wesley Koch  
Consulting Engr.: George C. Davis

**KRES**

**ST. JOSEPH—1946—LBS**

Frequency: 1550 Kc.  
Power: 5000 Watts  
Owned-Oper. By: Missouri Valley Bestg. Corp.  
Business-Studio Address: 113 S. 7th St.  
Phone Number: 4-6346  
Transmitter Location: Hway. 169  
Air Time: 6 a.m.-12 M.  
News Service: AP  
Transcription Service: Lang-Worth, Thesaurus  
Representative: Forjoe  
Membership: NARTB, BAB  
President: Basil L. Kaufmann  
Exec. V.-P., Gen. Mgr.: William C. Whillock  
Gen. Sta. Mgr.: John L. Bilyeu  
Commercial Manager: C. Warren Stout  
Program Director: Allen Menefee  
Local Sales Manager: Warren Stout  
Publicity Director: Gene Miller  
Chief Engineer: Harry L. Teegarden  
Consulting Engr.: Commercial Radio
You get **MORE** for your money when you buy the

**LARGE ECONOMY SIZE**

KSD

5,865,600 POPULATION
$5,398,986,000 RETAIL SALES

Buy **KSD**

...with the **LARGEST** daytime half-millivolt coverage area of any radio station in **ST. LOUIS**

... 5000 watts on 550 kc day and night!

**KSD**

THE ST. LOUIS POST-DISPATCH RADIO STATION

National Advertising Representative: FREE & PETERS, Inc.

NBC NETWORK • AP NEWS • TELEVISION AFFILIATE: KSD-TV

506
KMOX
ST. LOUIS—1925—CBS-RADIO
Frequency: 1120 Kc. Power: 50,000 Watts
Owned By:...Columbia Bcstg. System, Inc.
Operated By:...CBS Radio Division
Business-Studio Address: 401 S. 12th St.
Phone Number:...Central 8240
Transmitter Location:...Stallings
Air Time:...Unlimited
News Service:...AP, UP
Transcription Service:...Associated Representative
Membership:...CBS Radio Spot Sales

Chief Engineer:...Harry Harvey

KSDK
ST. LOUIS—1922—NBC
Frequency: 550 Kc. Power: 5000 Watts
Owned-Oper. By:...The Pulitzer Publishing Co.
Business-Studio Address: 1111 Olive St.
Phone Number:...Main 1111
Transmitter Location:...Hway. 66, E. St. Louis, Ill.
News Service:...AP
Transcription Service:...World, Thesaurus Representative
Membership:...Free & Peters

General Manager:...Joseph Pulitzer
President:...George M. Burbach
Sales Manager:...Arthur J. Casey
Program Director:...Harold Grams
Commercial Manager:...Edward W. Hamlin
Promotion Manager:...David Pasternak
Chief Engineer:...J. E. Risk

KSTL
ST. LOUIS—1948
Frequency: 690 Kc. Power: 1000 Watts d.
Owned-Operated By:...Radio St. Louis, Inc.
Address:...St. Louis I
Phone Number:...Main 0600
Transmitter Location:...East St. Louis, Ill.
Air Time:...Sunrise-sunset
News Service:...UP
Transcription Service:...Capitol Representative
Membership:...NARTB, BAB

President:...Elsey Roberts
General Manager:...C. L. Thomas
Asst. to Gen. Mgr.:...Bruce Barrington
Commercial Manager:...V. N. Springgate
Sales Promotion Manager:...Foster H. Brown
Production Director:...Elmer Muschany
Publicity Director:...Mary Williamson
Chief Engineer:...Arthur F. Rekart
Consulting Engineer:...Jansky & Bailey

KWK
ST. LOUIS—1927—MBS
Frequency: 1380 Kc. Power: 5000 Watts
Owned-Operated By:...KWK, Inc.
Bus.-Studio Address: 1215 Cole St.
Phone Number:...Main 9100
Transmitter Location:...S. Logan St., Baden
Air Time:...5:30 a.m.-M.
News Service:...AP
Representative:...Kitz
President, General Mgr.:...Robert T. Convey
Station Director:...Ray E. Dady
Commercial Director:...V. E. Carmichael
Program Director:...John W. Tinnea
Production Mgr.:...John Traxler
Publicity Director:...Fred J. Mueller
Chief Engineer:...N. J. Zehr
Consulting Engineer:...McIntosh & Inglis

KXLW
ST. LOUIS—1947
Frequency: 1320 Kc. Power: 1000 Watts d.
Owned-Oper. By:...St. Louis County Bcstg. Co.
Bus.-Studio Address: 8135 Forsythe Blvd.
Phone Number:...Delmar 1320
Transmitter Location:...Brentwood
News Service:...UP
Transcription Service:...Lang-Worth Representative
Membership:...NARTB, BAB
Pres., Gen. Mgr.:...S. E. Sloan
Station Manager:...Les Ware
Chief Engineer:...Wallace E. St. Vrain

KXOK
ST. LOUIS—1938—ABC
Frequency: 630 Kc. Power: 5000 Watts
Owned-Oper. By:...KXOK, Inc.
Business-Studio Address:...12th & Delmar
Phone Number:...GBethnut 6000
Transmitter Location:...Madison, Ill.
News Service:...AP, UP
Transcription Service:...Associated, Standard Representative
Membership:...NARTB, BAB
President:...Elsey Roberts
General Manager:...C. L. Thomas
Asst. to Gen. Mgr.:...Bruce Barrington
Commercial Manager:...V. N. Springgate
Sales Promotion Manager:...Foster H. Brown
Production Director:...Elmer Muschany
Publicity Director:...Mary Williamson
Chief Engineer:...Arthur F. Rekart
Consulting Engineer:...Jansky & Bailey

WEW
ST. LOUIS—1921
Frequency: 770 Kc. Power: 1000 Watts d.
Owned-Oper. By:...The St. Louis University

507
### WII

**ST. LOUIS—1922—LBS**

<table>
<thead>
<tr>
<th>Frequency: 1430 Kc.</th>
<th>Power: 500 Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owned-Operated By:</td>
<td>Missouri Bcastg. Corp.</td>
</tr>
<tr>
<td>Business-Studio Address:</td>
<td>Hotel Chase</td>
</tr>
<tr>
<td>Phone Number: 580</td>
<td>LBS 250</td>
</tr>
<tr>
<td>Time: 6 a.m.-10 p.m.</td>
<td>1260 Bcstg., Kickapoo</td>
</tr>
<tr>
<td>President: John Carr</td>
<td>Chief Engineer: Wells Chapin</td>
</tr>
</tbody>
</table>

### KS GM

**STE. GENEVIEVE—1947—KBS**

<table>
<thead>
<tr>
<th>Frequency: 980 Kc.</th>
<th>Power: 500 Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owned-Oper. By:</td>
<td>Donze Enterprises, nc.</td>
</tr>
<tr>
<td>Bus-Studio Address:</td>
<td>245 Merchant St.</td>
</tr>
<tr>
<td>Phone Number: 580</td>
<td>1340 Bcstg.</td>
</tr>
<tr>
<td>Time: 6 a.m.-10 p.m.</td>
<td>1490 Watts</td>
</tr>
<tr>
<td>President: Elmer L. Donze</td>
<td>Chief Announcer: Harry Stonom</td>
</tr>
<tr>
<td>Chief Engineer: Murel L. Rose</td>
<td>Consulting Engineer: Grimwood</td>
</tr>
</tbody>
</table>

### K DRO

**SEDALIA—1939—MBS-KBS**

<table>
<thead>
<tr>
<th>Frequency: 1490 Kc.</th>
<th>Power: 250 Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owned-Oper. By:</td>
<td>Milton J. Hinlein</td>
</tr>
<tr>
<td>Bus-Studio Address:</td>
<td>2100 W. Broadway</td>
</tr>
<tr>
<td>Phone Number: 4004</td>
<td>2500 Watts</td>
</tr>
<tr>
<td>Time: 10 a.m.-10 p.m.</td>
<td>1340 Bcstg.</td>
</tr>
<tr>
<td>President: Milton J. Hinlein</td>
<td>General Manager: Herbert W. Brandes</td>
</tr>
<tr>
<td>Commercial Manager:</td>
<td>James F. Glenn</td>
</tr>
<tr>
<td>Chief Engineer:</td>
<td>Leman E. Jones</td>
</tr>
</tbody>
</table>

### KS IM

**SIKESTON—1948**

<table>
<thead>
<tr>
<th>Frequency: 1400 Kc.</th>
<th>Power: 250 Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bus-Studio-Transmitter Address:</td>
<td>Highway, 60 W</td>
</tr>
<tr>
<td>Phone Number: 2100</td>
<td>1490 Watts</td>
</tr>
<tr>
<td>Time: 10 a.m.-10 p.m.</td>
<td>1340 Bcstg.</td>
</tr>
<tr>
<td>President: Milton J. Hinlein</td>
<td>General Manager: Paul Pearson</td>
</tr>
<tr>
<td>Commercial Manager:</td>
<td>Bob Watts</td>
</tr>
<tr>
<td>Chief Engineer:</td>
<td>Leroy E. Jones</td>
</tr>
</tbody>
</table>

### K GBX

**SPRINGFIELD—1926—NBC**

<table>
<thead>
<tr>
<th>Frequency: 1280 Kc.</th>
<th>Power: 5000 Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owned-Operated By:</td>
<td>Springfield Bcastg. Co.</td>
</tr>
<tr>
<td>Bus-Studio Address:</td>
<td>605 Boonville Ave.</td>
</tr>
<tr>
<td>Phone Number: 4-2822</td>
<td>6 a.m-M.</td>
</tr>
<tr>
<td>Time: 6 a.m.-10 p.m.</td>
<td>1260 Bcstg., Kickapoo</td>
</tr>
<tr>
<td>President: Tams Bixby, Jr.</td>
<td>General Manager: J. Gordon Wardell</td>
</tr>
<tr>
<td>Program Director:</td>
<td>Carl Fox</td>
</tr>
<tr>
<td>News Director:</td>
<td>Paul Adams</td>
</tr>
<tr>
<td>Chief Engineer:</td>
<td>E. Dennis White</td>
</tr>
</tbody>
</table>

### K IC K

**SPRINGFIELD—1949—MBS**

<table>
<thead>
<tr>
<th>Frequency: 1340 Kc.</th>
<th>Power: 250 Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bus-Studio Address:</td>
<td>610 College St.</td>
</tr>
<tr>
<td>Phone Number: 4-1561</td>
<td>500 Watts</td>
</tr>
<tr>
<td>Time: 6 a.m-M.</td>
<td>1260 Bcstg., Kickapoo</td>
</tr>
<tr>
<td>President: Floyd W. Jones</td>
<td>General Manager: Miles N. Walker</td>
</tr>
<tr>
<td>Commercial Manager:</td>
<td>Richard Bradley</td>
</tr>
<tr>
<td>Program Director:</td>
<td>Welcome Stanton</td>
</tr>
<tr>
<td>Publicity Director:</td>
<td>Richard Heifline</td>
</tr>
<tr>
<td>Chief Engineer:</td>
<td>Charley Grayston</td>
</tr>
</tbody>
</table>

### KT TS

**SPRINGFIELD—1941—CBS**

<table>
<thead>
<tr>
<th>Frequency: 1400 Kc.</th>
<th>Power: 250 Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bus-Studio Address:</td>
<td>Chamber of Commerce Bldg.</td>
</tr>
<tr>
<td>Phone Number: 2-7474</td>
<td>250 Watts</td>
</tr>
<tr>
<td>Time: 10 a.m.-10 p.m.</td>
<td>1340 Bcstg.</td>
</tr>
<tr>
<td>Commercial Manager:</td>
<td>Bob Burke</td>
</tr>
<tr>
<td>Program Director:</td>
<td>Wendel Smith</td>
</tr>
<tr>
<td>News Director:</td>
<td>Bill Bowers</td>
</tr>
<tr>
<td>Chief Engineer:</td>
<td>William F. Curry</td>
</tr>
<tr>
<td>Consulting Engineer:</td>
<td>James C. McNary</td>
</tr>
</tbody>
</table>
KWTO
SPRINGFIELD—1933—ABC
Frequency: 560 Kc. Power: 5000 Watts
Owned-Operated By: Ozarks Best Co.
Business-Studio Address: 606 E. St. Louis St.
Phone Number: 2-4422
Transmitter Location: So. Fremont Rd.
Air Time: 5 a.m.-M.
News Service: UP
Transcription Service: Lang-Worth
Representative: John E. Pearson
Membership: NARTB, BAB
Pres., Gen. Mgr.: Ralph D. Foster
Asst. Gen. Mgr.: Leslie L. Kenyon
Program, Prod. Director: Lou Black
Chief Announcer: Joe Staltery
Promotion Director: Bill Bailey
News Director: Floyd M. Sullivan
Chief Engineer: Fritz Bauer
Consulting Engineer: A. D. Ring

KWRE
WARRENTON—1949
Frequency: 730 Kc. Power: 500 Watts d.
Owned-Operated By: W. T. Zimmerman

KANAPA
ANACONDA—1946
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Mosby’s, Inc.
Business Address: Box 1470, Missoula
Phone Number: 7668
Studio-Transmitter Location: 1 Mi. E. of City
News Service: UP
Transcription Service: Lang-Worth
President: A. J. Mosby
Station Manager: Helen M. Ryan
Commercial Manager: F. Gilbert Lieser
Sales Promotion Mgr.: John B. Hogam
Chief Engineer: W. J. Derzay

KBMY
BILLINGS—1946—KBS
MBS-INTERMOUNTAIN
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Billings Bnstg. Co.
Business Address: Box 2124
Phone Number: 3838
Transmitter Location: W. of City
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: Capitol, Associated
Representative: Avery-Knodel

KWPM
WEST PLAINS—1947—KBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Robert F. Neatherly
Trans. Address: E. Abe Taylor Blvd.
Phone Number: 700
News Service: AP
Transcription Service: Standard
General Manager: Robert F. Neatherly
Commercial Manager: Fritz Williams Dixon
Program Director: John Billingsley
Consulting Engineer: Fred Grimwood

KGHL
BILLINGS—1928—NBC
Frequency: 790 Kc. Power: 5000 Watts
Owned-Oper. By: Northwestern Auto Supply Co.
Business-S’ud’o Address: 5th & N. B’way
Phone Number: 2-2222
News Service: UP
Representative: Katz
President: C. O. Campbell
Program Director: V. Braunberger
Chief Engineer: Jeff A. Kiihli

KOOK
BILLINGS—1950—CBS
Frequency: 970 Kc. Power: 5000 Watts
Owned-Oper. By: The Montana Network
Address: P. O. Box 1712
Phone Number: 9-5970
News Service: AP
Transcription Service: Thesaurus
Hollingbery
Lewis Ernest
5375

KBMN
BOZEMAN—1950
Frequency: 1230 Kc. Power: 250 Watts
Address: Box 681
Phone Number: 2104
Transcription Service: Associated
News Service: UP
Membership: NARTB
Pres., Gen. Mgr.: G. Norman Penwell
Comm., Sls., Prom. Mgr.: C. J. Chucovich
Pgm., Prod. Dir.: Dan Snyder
Pub., News Dir.: Ralph Evans
Chief Engineer: Ed Kolman
Consulting Engineer: Wrathall & McNary

KXLQ
BOZEMAN—1939—NBC
Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By: KRBM Bcsters, Inc.
Business Address: Bozeman
Phone Number: 1420
Transmitter Location: 2½ Mi. E. of City
Representative: Walker
Pres., General Mgr.: Ernest A. Neath
Commercial Manager: J. Ray Bridges
Program Director: Wally Reid
Publicity Director: Chuck Dawson
Chief Engineer: Larry Friesner

KBOW
BUTTE—1947—CBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Copper City Radio Co.
Address: 720 Yale Ave.
Phone Number: 7429
News Service: UP
Representative: Frank Reardon

KOPR
BUTTE—1948—ABC-MBS
INTERMOUNTAIN
Frequency: 550 Kc. Power: 1000 Watts
Owned-Oper. By: Copper Bcstg. Co.
Business-Studio Address: Hotel Finlen
Phone Number: 6546
Transmitter Location: Little Basin Creek
Air Time: 6 a.m.-11:30 p.m.
News Service: AP
Transcription Service: World
Representative: Avery-Knodel
President: Frank C. Carman
General Manager: Ed Cooney
Commercial Manager: G. W. Chance
Program Director: Jim Harroid
Publicity Director: H. F. Burgman
Chief Engineer: Jim Foster

KXLF
BUTTE—1929—NBC
Frequency: 1370 Kc. Power: 5000 Watts
Owned-Operated By: KGIR, Inc.
Phone Number: 2-2344
Transmitter Location: W. of Butte
News Service: UP
Transcription Service: MacGregor
Representative: Walker; Pacific No. West
Pres., Gen. Mgr.: E. B. Crane
Station, Comm. Mgr.: Arne E. Anzlon
Promotion Manager: Frank Field
Publicity Director: Vern Totten
Chief Engineer: W. J. Provis

KXGN
GLENDALE—1948
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Lewis Wiles Moore
Address: 314 McDougall
Phone Number: 5375
Transmitter Location: S. Pearson Ave.
News Service: AP
Transcription Service: Capitol
Owner: Lewis Wiles Moore
General Manager: Daniel C. Penwit
Commercial Manager: M. M. Schlanser
Chief Engineer: Don Powers

KFBB
GREAT FALLS—1922—CBS
Frequency: 1310 Kc. Power: 5000 Watts
Owned-Oper. By: Butte Bcstg., Inc.
Bus.-Studio Address: 807 First Natl. Bank Bldg.
News Service: AP
Transcription Service: World
Representative: Weed
Membership: NARTB, BAB
President: Fred Birch
General Manager: J. P. Wilkins
Chief Engineer: Wilbur L. Myhre

KMON
GREAT FALLS—1948—MBS
ABC-INTERMOUNTAIN
Frequency: 560 Kc. Power: 5000 Watts
Business Address: Tribune Bldg.
Phone Number: 4382
Transmitter Location: 5 Mi. S. of City
Air Time: Unlimited
News Service: AP
Transcription Service: Lang-Worth
Representative: Avery-Knodel
President: Lester Cole
General Manager: Robert H. Warner
Commercial Manager: Frank W. Kaul
**KXLK**
GREAT FALLS—1947—NBC-Z NET
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Great Falls Bcstg. Co.
Business-Studio-Transmitter Address: Park Hotel
Phone Number: 2-2453
Transmitter Location: Park Hotel
Representative: Walker Manager: Paul Hatton
Eastern Sales Manager: Wytie Walker
Western Sales Manager: Tracy Moore

**KOJM**
HAVRE—1947—MBS
Frequency: 610 Kc. Power: 1000 Watts d.
Business-Studio Address: Box 70, Liberty Hotel Bldg.
Phone Number: 1096-7
Transmitter Location: 3.5 Mi. N.E. of Havre
Air Time: 8 a.m.-M.
News Service: Capitol Representative: Donald Cooke, Inc.
President: O. R. Rubie
General, Sta. Mgr.: Charlotte H. Brader
Prog. Dir., Chf. Ann.: James R. Saenger
Production Director: Stanley G. Stephens
Chief Engineer: George H. Bauer

**KCAP**
HELENA—1949—MBS
Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: Lewis & Clark Bcstg. Corp.
Address: 1705 Jerome Pl.
Phone Number: 4030
News Service: UP
Transcription Service: Associated
President: James Flinn
Gen., Comm. Mgr.: Robert Fleming
Program Director: D. M. Leving
Promotion Manager: H. J. Rueggs
Co-Chief Engr., Farm Dir.: Dean Mack
Co-Chief Engineer: Lee Dobler
News Director: Allen Nowatny

**KXLJ**
HELENA—1937—NBC-Z BAR
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Peoples Forum of the Air
Address: P. O. Box 737
Phone Number: 1240
Transmitter Location: Helena
News Service: UP
President: A. T. Hibbard
General Manager: Barclay Craighead
Commercial Manager: Carl Argabrite
Program Director: Gene Hogan
Chief Engineer: Ralph Gassler

**KGEZ**
KALISPELL—1927
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Donald C. Treloar
Business-Studio Address: 7 Main St.
Phone Number: 331-2
Transmitter: 2½ Mi. S. on Hwy. 93
Air Time: Unlimited
News Service: UP
Transcription Service: World, SESAC, Standard Membership
Pres., Gen. Sta. Mgr.: Donald C. Treloar
Sales Prom. Mgr.: Robert Bennett
Prog. Prod. Dir.: Norm Fisher
Chief Engineer: Paul Johnston
Consulting Engineer: Al Sparling

**KXLO**
LEWISTON—1947—MBS
INTERMTN. NET
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: W. G. Kelley
Bus.-Studio-Transmitter Address: E. Main St.
Phone Number: 1210
News Service: AP
Transcription Service: World
President: William G. Kelly
Comm., Gen. Mgr.: Martin T. Obie
Chief Engineer: David Sather

**KLCB**
LIBBY—1950
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Lincoln County Bcstrs. Inc.
Address: P. O. Box 565
General Manager: O. G. Coburn

**KPRK**
LIVINGSTON—1947—MBS
INTERMTN.
Frequency: 1340 Kc. Power: 250 Watts
Business Address: Box 691
Phone Number: 1000
Transmitter-Studio Address: E. Park St.
News Service: UP
Transcription Service: World
Pres., Gen. Mgr.: Paul B. McAdam
Commercial Manager: Jack Hinman
News, Prog. Dir.: Gerald Tyo
Chief Engineer: Edwin Wood

**KRJF**
MILES CITY—1941—KBS
MBS-INTERMOUNTAIN
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Star Printing Co.
Transmitter-Studio Location: 13 N. 6th
Business Address: Box 1015, Miles City
K G V O
MISSOULA—1931—CBS

Frequency: 1290 Kc.  Power: 5000 Watts
Owned-Operated By. Mosby’s, Inc.
Business-Studio Address. 127 E. Main
Phone Number. 2155
Transmitter Location. 5 Mi. S. of City
Air Time. 6 a.m.-11:30 p.m.
News Service. UP
Transcription Service. Lang-Worth
Representative. Gil-Penra-Keith
Membership. NARTB, BAB
Commercial Manager. F. G. Lieser
Prog., Prod., Pub. Dir. Marion E. Dixon
Chief Engineer. Clifford Baker

K X L L
MISSOULA—1948—NBC-Z NET-PNB

Frequency: 1450 Kc.  Power: 250 Watts
Owned-Oper. By. Western Montana Assoc.
Business Address. Box 1503
Phone Number. 4114
Studio-Transmitter Location. Orchard Homes
Air Time. 6 a.m.-M.
NEBRASKA

KCN
BROKEN BOW—1949—LBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Custer County Bstg. Co.
Address: Broken Bow
Air Time: Unlimited
Mgr., Chief Engr.: Bud Crawford
Commercial Manager: Georgia A. Crawford

KJSK
COLUMBUS—1948—KBS
Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Oper. By: George Basil Anderson
Business Address: Box 460
Phone Number: 5154
Studio-Transmitter Location: Columbus
Air Time: Sunrise-sunset
News Service: AP
Representative: Biddick, Continental
Transcription Service: World, SESAC, Thesaurus
Pres., Gen. Sta. Mgr.: George Basil Anderson
Commercial Manager: Milo Kincaid
Program Director: Florence L. Anderson
Chief Anncr., Farm Editor: Gene Jones
News, Musical Dir.: Carl Rafferty
Chief Engineer: Harold Hardy

KFGT
FREMONT—1939—MBS
Frequency: 1340 Kc. Power: 100 Watts
Owned-Oper. By: Walker Newspapers, Inc.
Business-Studio Address: 118 E. 5 St.
Phone Number: 1060
Transmitter Location: E. 16th St.
Air Time: 7 a.m.-10:30 p.m.
News Service: AP
Transcription Service: Capitol
Membership: NARTB, BAB
Pres., Gen. Mgr.: Lester A. Walker

KMMJ
GRAND ISLAND—1925—ABC
Frequency: 750 Kc. Power: 1000 Watts d.
Owned-Operated By: KMMJ, Inc.
Business-Studio Address: Division at Cedar
Phone Number: 703-4
Transmitter Location: Phillips
Air Time: Daytime
News Service: UP
Transcription Service: World, SESAC
Representative: Headley-Reed
President: Don Searle
V.P. & General Manager: Bill Martin
Sales Promotion Manager: Quintin McCredie
Chief Engineer: V. L. Lynch

Khas
HASTINGS—1940—MBS-KBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Nebraska Bstg. Co.

KFW
KEARNEY—1930—MBS-KBS
Frequency: 1340 Kc. Power: 250 Watts
Business-Studio Address: Federal Annex Bldg.
Phone Number: Business, 2-3541
Transmitter Location: Lakeside
News Service: UP
Transcription Service: World
President, General Manager: Lloyd C. Thomas
Commercial Manager: John W. Yeager, Jr.
Program Director: Elen Selah
Chief Engineer: Jack Lewis
News Director: Don Sherrill

KRN
LEXINGTON—1950—LBS
Frequency: 1010 Kc. Power: 25,000 Watts d.
Owned-Oper. By: Nebraska Rural Radio
Address: 104 W. 8th St.
Phone Number: 716
Representative: Taylor
Transcription Service: Standard
News Service: AP
Membership: NARTB, BAB
President: Jay A. Person
General Manager: Max Brown
Commercial Manager: Dan Bellus
Program Director: Gary Schroeder
Traffic Manager: Patricia Doyle
Chief Engineer: Tom Copeland

KFOR
LINCOLN—1924—ABC
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper-By: Cornbelt Bstg. Corp.
Business-Studio Address: Sixth Fl. Stuart Bldg.
Phone Number: 2-5965
Transmitter Location: 48th & Vine Sts.
Air Time: Unlimited
News Service: AP
Transcription Service: Capitol, Standard
Representative: Edward Petry
Membership: NARTB, BAB
President: James Stuart
Gen. Sta. Mgr.: George X. Smith
Pub., Sales Promotion: Lydia Nebuda
Prod., Program Director: Ken Greenwood
Chief Announcer: Avrum Bondarzin
Chief Engineer: Charles W. Winkler
KLMS
LINCOLN—1949
Frequency: 1480 Kc. Power: 1000 Watts
Owned-Operated By: Lincoln Bcstg. Corp.
Address: 130 N. 16th St.
Phone Number: 2-7579
Transcription Service: Associated Representative
President: Howard A. Shuman
General Manager: J. Russell Joynt

KOLN
LINCOLN—1947—MBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Inland Bcstg. Co.
Business-Studio Address: 212 Federal Securities Bldg.
Phone Number: 2-7218
Transmitter Location: 40th & W Sts.
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: World Representative
President: Paul R. Foy
General Manager: Harold E. Anderson
Commercial Manager: W. B. Waugh
Prod. Prog. Director: William L. Lucas
Publicity Director: Twila Walker
Chief Engineer: M. J. Korniek

KBRL
McCook—1947—MBS-KBS
Frequency: 1450 Kc. Power: 250 Watts
Bus.-Studio-Transmitter Address: Hway. 83 & "T" St.
Phone Number: 1-450
Air Time: 6:30 a.m.-10:30 p.m.
News Service: AP
Transcription Service: Standard Representative
McGillvra
Membership: NARTB, BAB
Pres., Gen. Mgr.: LeRoy W. Lenwell
Prog. Dir., Chf. Ann.: Gilbert Mitchell
Consulting Engineer: Fred O. Grimwood

KJAG
NORFOLK—1922
Frequency: 780 Kc. Power: 1000 Watts d.
Bus.-Studio Address: 527 Norfolk Ave.
Phone Number: 432
Transmitter Location: 3½ Mi. W. of Norfolk
Air Time: Daytime
News Service: AP
Transcription Service: Standard Representative
Walker
Membership: NARTB, BAB

KODY
NORTH PLATTE—1930—NBC-KBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Radio Station KODY
Bus.-Studio-Transmitter Address: 1521 W. 12th
Phone Number: 382
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: Lang-Worth, World Representative
Membership: NARTB, BAB
President: John Alexander
Office Manager: Jerry Wing
Commercial Manager: Joe di Natale
Chief Engineer: Jay Blakeley

KBON
OMAHA—1942—MBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Inland Bcstg. Co.
Business-Studio Add.: 878 World Ins. Bldg.
Phone Number: 1-2822
Transmitter Location: 2807 So. 38th St.
Air Time: 6:30 a.m.-12 M.
News Service: AP
Transcription Service: Associated Representative
Pearson
Membership: NARTB, BAB
Pres., Gen. Mgr.: Paul R. Fry
Station Manager: Richard E. Welna
Commercial Manager: Paul R. Fry
Program Director: Richard F. Low
Chief Engineer: Richard E. Welna
Consulting Engineer: E. L. Dillard

KIAM
OMAHA—1924—CBS
Frequency: 1110 Kc. Power: 50.000 Watts
 Owned-Operated By: KIAM Bcstg. Co.
Business-Studio Address: 520 Farnam Bldg.
Phone Number: 1-3420
Transmitter Location: 10 Mi. S. of Omaha
Air Time: 24 Hrs.
News Service: AP
Transcription Service: Lang-Worth, SESAC Representative
Free & Peters
Membership: NARTB, BMB
President: Fred S. Sidles
Gen. Sta. Mgr: Harry Burke
Commercial Mgr.: Harold Soderlund
Sales Promotion Mgr.: Don Shoemaker

514
News Director: Carl Uhlarik
Musical Director: Alene McKinney
Transmitter Engineer: Art Stewart
Farm Editor: W. E. Macdonald
Consulting Engineer: George Davis

**K O I L**
OMAHA—1925—ABC

Frequency: 1290 Kc. Power: 5000 Watts
Business-Studio Address: 211 So. 17th St.
Phone Number: Jackson 7628
Transmitter Location: Council Bluffs, Ia.
Air Time: Unlimited
News Service: AP, INS
Transcription Service: Capital, Standard
Representative: Edward Petr
Membership: NARTB, BAB
President: James Stuart
Sales Promotion Manager: Charles Frandsen
Commercial Manager: Arden Swisher
Program Director: Virgil Sharpe
News Director: Harry Hatcher
Musical Director: Betty Baker
Chief Engineer: Charles W. Winkler

**K O W H**
OMAHA—1922

Owned-Oper. By: Mid-Continent Bcast. Co.
Business-Studio Address: 15th & Farnam
Phone Number: Atlantic 2238
Transmitter Location: Stil & Redmon
News Service: AP, UP
Transcription Service: Lang-Worth
Representative: Bolling
President: Robert H. Storz
Sta. Gen. Manager: Todd Storz
Sales Promotion: Jack Sandler
Program Director: Gaylord Avery
Production Director: Don Loughnane
Publicity Director: G. W. Armstrong
Chief Announcer: Jim O'Neill
News Director: Walt Kavanagh
Musical Director: Peg E. McGrath
Studio Supervisor: Dale Muddy
Consulting Engr.: C. Cavens, Lohnes & Culver

**W O W**
OMAHA—1923—NBC

Frequency: 590 Kc. Power: 5000 Watts
Owned-Operated By: Radio Station WOW, Inc.
Business-Studio Address: 280 Insurance Bldg.
Phone Number: Webster 3400
Transmitter Location: 5500 Kansas Ave.
Air Time: Unlimited
News Service: AP, UP
Transcription Service: Standard, World, SESAC
Representative: John Blair
Membership: NARTB, BAB
President: E. T. Meredith, Jr.
General Manager: Frank P. Fogarty
Nat. Sales Mgr.: Bob Dooley
Sales Promotion Manager: Bill Wiseman
Program Director: Ray Olson
Chief Announcer: Merrill Workhoven
Musical Director: Morton Wells
Chief Engineer: William J. Kotera
Farm Editor: Mal Hansen

**K N E B**
SCOTTSBLUFF—1948—MBS

Owned-Oper. By: Platte Valley Bcast. Corp.
Business-Studio Address: Golden Rule Bldg.
Phone Number: 1620
Transmitter Location: 11/2 Mi. S.E. of City
Air Time: 5:30 a.m.-12:30 a.m.
News Service: AP
Transcription Service: Capitol, Long-Worth
Representative: Hal Holman
Membership: NARTB, BAB
President: John R. Jirdon
General-Station Mgr.: Russ M. Stewart
Commercial Manager: Byron Joachim
Program Director: Keith Opper
Chief Announcer: Arthur Taylor
News Director: Richard Rayman
Sales Prom. Mgr.: Bob Wilber
Prod., Pub. Dir.: Perry Gerstein
Chief Engineer: Leslie A. Proctor
Consulting Engineer: Gautney & Roy

**K O L T**
SCOTTSBLUFF—1930—CBS

Owned-Operated By: The Hilliard Co.
Address: 1517 1/2 Bway
Phone Number: 856
Transmitter Location: 2 Mi. W. of City
Air Time: 6 a.m.-12 M.
News Service: UP
Transcription Service: Standard
Representative: McGilvra
Membership: NARTB, BAB
Pres., Gen.-Sta. Mgr.: L. L. Hilliard
Commercial Manager: Louis Hunter
Sales Promotion Manager: Red Davis
Program Director: W. G. Walter
Production Director: Bob Horstman
Chief Announcer: Hap Ellis
News Director: W. J. Brennan
Musical Director: Gretchen Wimmer
Chief Engineer: Harland A. Morrison
Farm Editor: R. C. Ingwerson
Consult. Eng.: Commercial Radio
NEVADA

Pop. April 1, 1952 (Est.) 170,000—Total Housing Units 57,457
Families April 1, 1952 (Est.) 51,000—Stations in State 11

KELK
ELKO—1948
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Elko Bcstg. Co.
Address: P. O. Box 790
Phone Number: 260
Air Time: 6:30 a.m.-10 p.m.
News Service: UP
Transcription Service: Standard
President: Chris Sheerin
General Manager: John J. Gammick
Chief Engineer: Lee Peer

KELY
ELY—1950
Frequency: 1230 Kc. Power: 250 Watts
Address: Hotel Nevada
Phone Number: 2077
Transcription Service: Capitol
News Service: INS
Co-Mgr., Chief Engr.: D. I. Hansen
Co-Manager: D. V. Bradley
Comm. Mgr., Pgm., News Dir.: J. D. Steward

KENO
LAS VEGAS—1940—ABC
Frequency: 1460 Kc. Power: 1000 Watts
Owned-Operated By: Nevada Bcstg. Co.
Business Address: Box 1310
Phone Number: 1400
Studio-Transmitter Location: "The Strip"
Air Time: 5 a.m.-1:30 a.m.
News Service: INS
Representative: W. S. Grant
Pres., Gen-Sta. Manager: Maxwell Kelch
Commercial Mgr.: Thompson Magowan
News Director: Ed Oncken
Chief Engineer: R. O. Dow
Consulting Engineer: J. Tap

KLS
LAS VEGAS—1948—CBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Las Vegas Bcstg. Inc.
Address: Desert Inn, P. O. Box 1510
Phone Number: 4646
Transmitter Location: East Charleston Blvd.
Air Time: 6 a.m.-12 M.
Representative: Fred Stoye
Pres., Gen. Mgr.: Maxine Lunt
Sales Promotion Manager: John Ryken
Program, News Director: Gregg Gelhart

KORk
LAS VEGAS—1951—NBC
Frequency: 1340 Kc. Power: 250 Watts
Address: Hotel Thunderbird
Phone Number: 6500
News Service: UP
President: David McKay
Station Manager: Jack Kehoe
Program Director: George Corneal
Chief Engineer: Bill Binford

KRAM
LAS VEGAS—1946—MBS-LBS-KBS
INTERMOUNTAIN
Frequency: 920 Kc. Power: 1000 Watts
Address: P. O. Box 1712
Phone Number: 920
Air Time: 6 a.m.-2 a.m.
News Service: UP
Station Representative: Avery Knodel
President: Edward J. Jansen
Gen., Comm. Mgr.: Truman H. Hinkle
Program Director: Drew Rogne
Publicity Director: Paula Clark
Chief Engineer: Fred Young

KATO
RENO—1946—MBS
Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: Sierra Bcstg. Co.
Business-Studio Address: Box 2231, Mapes Hotel
Phone Number: 2-4501
Transmitter Location: 6th & Cassinelli Rds.
Air Time: 7 a.m.-1 a.m.
Representative: John E. Pearson, Western
Transcription Service: MacGregor
Membership: NARTB, BAB
Pres., Chief Engr.: R. K. Wittenberg
Gen., Comm. Manager: Robert L. Stoddard

KOH
RENO—1928—NBC
Frequency: 630 Kc. Power: 5000 Watts
Owner: McClatchy Bcstg. Co.
Business-Studio Address: 143 Stevenson St.
Phone Number: 3-5106
Transmitter Location: Sparks
Air Time: 6 a.m.-12 M.
News Service: UP
Transcription Service: Capitol
Representative: Paul H. Rayner
Membership: NARTB, BAB
President: Eleanor McClatchy
Station Manager: Hewitt Kees
NEVADA—NEW HAMPSHIRE

Commercial Manager ..............Merle Snider
Sales Promotion Mgr..............Tom Cafferty
Pgm. Dir., Chief Annr. .........Bruce Branson
News Director ..................George Umbehnaur
Chief Engineer ..................Wesley Craig
Consulting Engineer ............George C. Davis

KOLO
RENO—1946—CBS

Frequency: 920 Kc. ..........Power: 1000 Watts
Owned-Operated By .........Reno Bcstg. Co.
Business-Studio Address ...33 Sierra St.
Phone Number ................2-4516
Transmitter Location .........Sparks
Air Time ......................6 a.m.—M.

News Service..................George P. Hollingbery
Representative ...............NARTB, BAB
President .....................Dave McKay
General-Station Manager .......H. G. Wells
Sales Prom. Mgr. ..........Bob Tower
Prod., Program Director .......William Ruff
Publicity Director .............Martha Breaker
Music Director ...............Jere Laird
Chief Engineer ...............Merle Peterson

KWIK
RENO—1946—ABC-MBS

Frequency: 1440 Kc. ..........Power: 1000 Watts
Owned-Operated By .............Eastern Id. Bcstg. & TV Co.

KWRN
RENO—1947—ABC-LBS

Frequency: 1490 Kc. ..........Power: 250 Watts
Owned-Operated By ......Nevada Radio-TV Inc.
Business-Studio Address ...Riverside Hotel
Phone Number ................38156
Transmitter Location ........Kietzke Lane
Air Time ......................7 a.m.—11 p.m.

News Service ....................UP
Representative .................Grant
President ......................Kenyon Brown
General Manager ...............Frank McLaurin
Commercial Manager ..........Jack Stodelle
Sales Prom. Mgr. ...............Jim Luce
Chief Announcer ...............Alvin Thomas
News Director ..................Gene Elyot
Music Director ...............Walt Rees
Chief Engineer .................W. C. Comer
Consulting Engineer ..........Earl Cullum

NEW HAMPSHIRE

Pop. April 1, 1952 (Est.) 559,000—Total Housing Units 192,031
Families April 1, 1952 (Est.) 157,000—Stations in State 12

WMOU
BERLIN—1946—KBS

Frequency: 1230 Kc. ..........Power: 250 Watts
Address .................40 Main Street
Phone Number .................1797-8
Transmitter Location .........Hutchins St.
Air Time ......................Unlimited

News Service .................AP
Transcription Service ........Lang-Worth
Representative ..............Kettell-Carter, Radio Reps.
Membership ................NARTB, BAB
President .....................John W. Guider
General Manager .............Wendell C. MacKenzie
Sales Manager ...............A. F. Hickey
Chief Engineer ...............Herschel M. Howe

WTSV
CLAREMONT—1948—GRANITE

Frequency: 1230 Kc. ..........Power: 250 Watts
Trans. Address .........155 Front St., Manchester
Phone Number .................4-4075
News Service .................UP
Representative ..............Bolling
President .....................William J. Barkley
General Manager .............W. J. Rust, Jr.
Comm. Sta. Mgr. ...............Fred Sterns
Program Director ..........Dick Hill
Chief Engineer ................A. Davis

WKXL
CONCORD—1946—CBS

Frequency: 1450 Kc. ..........Power: 250 Watts
Owned-Operated By ......Capitol Bcstg. Co.
Business-Studio Address ...Eagle Hotel
Phone Number .................4180
Transmitter Location .........Redington Rd.
Air Time ......................6:30 a.m.—11:15 p.m.
News Service ....................AP
NEW HAMPSHIRE

Transcription Service ................. World
Representative .................. Adam Young
Asst. Comm., Prom. Mgr. . . . . Thomas S. Pingree
Station Manager .................. Tom Frank
Chief Announcer ................. Win Blake
News Director .................. Donn Tibbetts
Chief Engineer .................. Robert Wright

WTSL
HANOVER-LEBANON—1950
GRANITE
Frequency: 1400 Kc .... Power: 250 Watts
Address .................. 155 Front St.
Phone Number ............... 4-4075
Representative ............... Bolling
News Service ................. UP
President .................. William J. Barkley
General Manager ............. William J. Rust, Jr.
Commercial Manager ........... Henry Lewis
Chief Engineer ............... William Heiser

WKNE
KEENE—1926—CBS
Frequency: 1290 Kc .... Power: 5000 Watts
Owned-Oper. By ............ WKNE Corp.
Address .................. 17 Dunbar St.
Phone Number ............... 2080
Transmitter Location ........ Stanhope Ave.
News Service ................. UP
Transcription Service ....... World
Representative ............... Meeker, Kettell-Carter
Membership .................. NARTB, BAB
Pres., Gen-Sta. Mgr. ......... Joseph K. Close
Commercial Manager ........... Frank B. Estes
Sales Prom. Mgr., Pub. Dir. . . Ted B. Sawyer
Prod. News Director .......... Howard E. Wheelock
Chief Engineer ............... Ernest F. Batchelder, Jr.
Consulting Engr. ............ Craven, Lohnes & Culver

WLNH
LACONIA—1922—MBS
Frequency: 1340 Kc .... Power: 250 Watts
Owned-Oper. By ............ Northern Bcstg., Corp.
Business-Studio Address ....... 835 Main St.
Phone Number ............... 2-300
Transmitter Location ......... Sanornton
Air Time .................. Unlimited
News Service ................ AP
Representative ............... Kettell-Carter, Grant
President .................. Genevieve Wingate
Gen., Sta. Mgr. ................ Arthur Rothafel
Commercial Manager ........... Sydney Clark
Chief Engineer ............... Walter Avery

WFMA
MANCHESTER—1932—CBS
Frequency: 1370 Kc .... Power: 5000 Watts
Owned-Operated By ........... N. H. Bcstg., Inc.
Phone Number ............... 5-5401
Transmitter Location ......... Merrimack
Air Time .................. 6 a.m.-11:15 p.m.
News Service ................. AP
Transcription Service ....... Lang-Worth
Representative ............... Adam J. Young, Jr.
Kettell-Carter
President .................. Morris Silver
Commercial Manager ........... Saul Gross
Chief Announcer ............. Gerald Kearney
Chief Engineer ............... Reginald Schow

WKRR
MANCHESTER—1946
GRANITE STATE
Frequency: 1240 Kc .... Power: 250 Watts
Owned-Oper. By ............ Granite State Bcstg., Inc.
Trans. Address .............. 155 Front St.
Phone Number ............... 4-4075
Air Time .................. 6 a.m.-11:30 p.m.
News Service ................. UP
Representative ............... Borgatti, Bolling
President .................. W. J. Barkley
General Manager ............. W. F. Rust, Jr.
Commercial Manager ........... Ralph Gottlieb
Program Director ............. William Carlisle
Chief Engineer ............... Royston Phillips

AP SELLSS
For Stations and Sponsors —

For instance ... WMou

“Our AP news programs are among the greatest audience-pullers, as sales of newscasts show! AP more than pays for itself!”

JOCK MacKENZIE,
General Manager,
WMOU, Berlin, New Hampshire
WMUR
MANCHESTER—1941—ABC
Frequency: 610 Kc.  Power: 5000 Watts d.
1000 Watts n.
Owned-Operated By: The Radio Voice of New Hampshire, Inc.
Business-Studio Address: 1819 Elm St.
Phone Number: 5-5788
Transmitter Location: Front St.
News Service: UP
Air Time: 6 a.m.-11:15 p.m.
Transmission Service: World
Representative: Weed
Membership: NARTB, BAB
President: Hon. Francis P. Murphy
Sta. Comm., Gen. Mgr.: Hervey Carrier
Production Dir.: Bernie Mack
News Director: Tom Power
Chief Engineer: Vincent Chandler
Consulting Engr.: Tansky & Bailey

WHEB
PORTSMOUTH—1932—MBS
Frequency: 750 Kc.  Power: 1000 Watts d.
Owned-Operated By: WHEB, Inc.
Bus.-Studio-Transmitter Address: Lafayette Rd.
Phone Number: 4080
Air Time: Daytime
News Service: AP
Transmission Service: World
Representative: Kettel-Carter, Walker
Pres., Gen. Mgr.: Charles M. Dale
Commercial Manager: Jack Kane
Sales Promotion: Walt Emery
Program Dir.: Lucien Dumont
Chief Engineer: Anthony Vaccaro

WWNH
ROCHESTER—1948
GRANITE STATE
Frequency: 930 Kc.  Power: 1000 Watts d.
Owned-Operated By: Stratford Bstg. Corp.
Address: Rochester Hill Rd.
Phone Number: 1400-1
Air Time: Sunrise-Sunset
News Service: UP
Representative: Bolling, Bannan
Membership: NAB
Pres., Gen. Mgr.: A. J. K. Malin
Commercial Mgr.: M. C. Ball
Program Dir.: George Michael
Sta. Mgr., Production Dir.: H. Martin
Publicity Dir.: Mary Verrette
Chief Engineer: Thomas E. McLaughlin, Jr.

W J L K
ASBURY PARK—1926
Frequency: 1310 Kc.  Power: 250 Watts
Owned-Operated By: Asbury Park Press, Inc.
Address: Press Plaza
Phone Number: Asbury Park 2-3000
Transmitter Location: Neptune, N. J.
Air Time: 6:30 a.m.-11:30 p.m.
News Service: AP
Transmission Service: Associated
Representative: Jos. McGillivr, Inc.
Membership: NARTB, BAB
President: Wayne D. McMurray
General Manager: Ernest W. Lass
Station Manager: Thomas B. Tighe

Commercial Manager: Margaret Curtis
Program Director: Everett Rudloff
Chief Engineer: Frank Huber

WMID
ATLANTIC CITY—1947—ABC-MBS
Frequency: 1340 Kc.  Power: 250 Watts
Owned-Operated By: Mid-Atlantic Bstg. Co., Inc.
Business-Studio Address: Senator Hotel
Phone Number: 4-1340
Transmitter Location: Absecon Blvd.
Air Time: 7 a.m.-2 a.m.
News Service: AP
Transmission Service: Associated
Representative: Forjoe
President: Richard Endicott

NEW JERSEY

Pop. April 1, 1952 (Est.) 5,037,000—Total Housing Units 1,509,402
Families April 1, 1952 (Est.) 1,385,000—Stations in State 19

519
NEW JERSEY

Program Director .......... Jack Shefrin
Chief Engineer .......... Earl Godfrey

W F P G
ATLANTIC CITY—1940—CBS
Frequency: 1450 Kc. . Power: 250 Watts
Owned-Operated By: Neptune Bcastg. Corp.
Business Address .......... Steel Pier
Phone Number .......... 5-2188
Transmitter Location .......... Absecon Blvd.
News Service .......... UP
Transcription Service .......... MGM
Representative .......... John E. Pearson
Membership .......... BAB
President .......... Fred Weber
Commercial Mgr. .......... R. E. Truex
Sales Prom. Mgr. .......... George Lewis
Program Dir. .......... Ed Davis
Production Dir. .......... Fred Haggerty
Chief Engineer .......... Blair K. Thron

W S N J
BRIDGETON—1937
Frequency: 1240 Kc. .. Power: 250 Watts
Address .......... Carll’s Corner
Phone Number .......... 2930
Transmitter Location .......... Old Burlington Rd.

W F P G
CBS RADIO NETWORK FOR NEW JERSEY
Atlantic City, N. J.
Serving the 107th Market of the Nation
with
More Network Programs
More Public Service
More Baseball
More News
from its
408 FOOT TOWER
(Tallest structure in New Jersey, south of Newark)

WSTV
Steubenville
WHEE
Boston
WPIT
Pittsburgh
WFPG
Atlantic City

News Service .......... UP
Transcription Service .......... Thesaurus
Representative .......... Thomas Clark
President .......... Russell S. Henderson
Vice-Pres., Gen. Mgr. .......... Paul Alger
Commercial Manager .......... Jerry Alden
News Director .......... Don Hart
Chief Engineer .......... Francis Fekel

W C A M
CAMDEN—1926
Frequency: 1310 Kc. .. Power: 250 Watts
Owned-Operated By: City of Camden, Inc.
Business-Studio Address .......... City Hall
Phone Number .......... Emerson 5-5600
Air Time .......... 6 a.m.-M.
News Service .......... UP
Transcription Service .......... Standard
Membership .......... NARTB, BAB
Director .......... Willard C. Schriver
News Director .......... Frank Sheridan
Chief Engineer .......... John Zander
Consulting Engineer .......... H. L. Wilson

W K D N
CAMDEN—1948
Frequency: 800 Kc. .. Power: 1000 Watts d.
Business Address .......... Radio Park
Phone Number .......... EM 5-7200
Air Time .......... Daytime
News Service .......... AP
Transcription Service .......... Associated, SESAC
Station Manager .......... Gordon Giffen
Commercial Manager .......... William Sherry
Sales Prom. Manager .......... Susan Rollins
Program Director .......... Jerry Williams
News Director .......... Bob Ross
Chief Engineer .......... Frederick Chassey

W M T R
MORRISTOWN—1948
Frequency: 1250 Kc. .. Power: 1000 Watts d.
Owned-Operated By: Morristown Bcastg. Co.
Address .......... P. O. Box 345
Phone Number .......... MO 4-5700
News Service .......... AP
Transcription Service .......... Associated
Membership .......... NARTB
President .......... George S. Croy
Station Mgr. .......... Kenneth A. Croy
Commercial Mgr. .......... Henry Behre
Program Director .......... Bob Vesel
Chief Engineer .......... Rudolph C. Prow
Consulting Engineer .......... McIntosh & Inglis

W A A T
NEWARK—1921
Frequency: 970 Kc. .. Power: 5000 d., 1000 n.
Owned-Operated By: Bremer Bcastg. Corp.
NEW JERSEY

Business-Studio Address...Television Center
Phone...Mitchell 2-6400: Barclay 7-8216 (N. Y.)
Air Time...7 a.m. - 1 a.m.
News Service .................. AP
Transcription Service ......... Associated
Representative ................. Weed
Membership ................... NARTB
President, Gen. Mgr. ... Irving R. Rosenhaus
V.P., National Sales ......... E. S. Lennon
Program Director .......... George Green
Public Relations Director... Roland Trenchard
V.P., Engineering ......... Frank V. Bremer

W V N J
NEWARK—1948
Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By... Newark Bestg. Corp.
Business-Studio Address... 45 Central Ave.
Phone Number ... Mitchell 3-7600
Transmitter Location .. Livingston
News Service ................ UP
Transcription Service ..... World
V.P., Gen.-Comm Mgr. ... Ivon B. Newman
Station Manager ......... Helen Sutton
Chief Engineer ............. Bernard Kellom

W V N J
NEWARK—1948
Frequency: 1430 Kc. Power: 5000 Watts
Owned-Operated By... North Jersey Radio, Inc.
Business-Studio Address... 91 Halsey St.
Phone Number ... Market 3-2700
Transmitter Location ... Union
Air Time .............. 7 a.m.-M.
News Service ............... UP
Transcription Service .... Standard
President ................. Edward W. Scudder, Jr.
Gen., Sta., Comm. Mgr. .. Harry D. Goodwin
Pub. Dir., Sales Prom. Mgr... Arnold Snyder

WNJR
NEWARK—1947
Frequency: 1280 Kc. Power: 1000 Watts
Owned-Operated By... May Radio Bestg. Corp.
Business-Studio Address... 100 Shipman St.
Phone Number .......... Mitchell 2-7354
Transmitter Location ... 155 Washington St.
Air Time .................. Unlimited
Pres., Gen. Mgr. ............. James L. Shearer
Vice-Prs. & Prg. Dir. ... William Masi
Chief Engineer .......... Herman Foster

custom-tailored
for the 3,833,000 Consumers
in the rich
Northern New Jersey Market
the exclusive North Jersey
radio dollars
station

WNJR
RADIO STATION OF NEWARK NEWS
5,000 WATTS FULL TIME
91 Halsey St., Newark 2, N. J.
Market 3-2700
Cortlandt 7-8070

620 on your dial
The most for your
dollar in the
metropolitan area
NEWARK, N. J.
NEW JERSEY

Program Director..................Steven Van Gluck
News Director.......................Tom Costigan
Chief Engineer......................Peter Testan
Farm Editor.........................Will Peigelbeck
Consulting Engr....................Paul Godley

WCTC
NEW BRUNSWICK—1946
Frequency: 1450 Kc........Power: 250 Watts
Owned-Operated By........Chanticleer Bcast. Co.
Business-Studio Address.....385 George St.
Phone Number......................Charter 7-1450
Transmitter Location.........Highland Park
Air Time.........................7 a.m.-11 p.m.
News Service......................AP
Transcription Service.........World
Membership.........................NARTB, BAB
President.........................James L. Howe
General Manager.................Robert Williams
Commercial Manager.............Kenneth Leslie

WPAT
PATERSON—1941
Frequency: 930 Kc............Power: 5000 Watts
Owned-Operator.............North Jersey Bcast. Co., Inc.
Business-Studio Address.....66 Hamilton St.
Phones.........................Armory 4-3400, PE. 6-2945 (N. Y.)
Transmitter......................Broad at Hepburn Rd. Clifton
Air Time.........................24 Hrs.

WOND
PLEASANTVILLE—1950
Frequency: 1400 Kc........Power: 250 Watts
Owned-Oper. By........Pioneer Bcastrs., Inc.
Address.........................Old Turnpike
Phone Number......................3971
Transcription Service.........Standard
News Service......................AP
Representative...............Martin Scheuer
President.........................Charles Rupp
General Manager...............John Struckell

WBUD
TRENTON—1947
Frequency: 1260 Kc........Power: 1000 Watts
Owned-Operated By........Morrisville Bcast. Co.

RESULTS
for advertisers
PROVE
conclusively that
WPAT
is the outstanding buy
in the important
New York—New Jersey market

5000 watts Paterson, N. J. 930 KC

**Address**: 108 N. Broad St.
**Phone Number**: 4-7191
**News Service**: AP
**Transcription Service**: World

**President**: Verna S. Hardin
**General Manager**: Richard M. Hardin
**Chief Engineer**: William A. Brewer

**WTNJ**
**TRENTON—1928**
**Frequency**: 1300 Kc. **Power**: 250 Watts d.
**Owned-Operated By**: WOAX, Inc.
**Address**: 416 Bellevue Ave.
**Phone Number**: 8149
**Transmitter Location**: Morrisville, Pa.
**Transcription Service**: Sesac
**Program Director**: Frank Brooks

**WTTM**
**TRENTON—1942—NBC**
**Frequency**: 920 Kc. **Power**: 1000 Watts
**Owned-Operated By**: Trent Best. Corp.
**Business-Studio Address**: 541 E. State St.
**Phone Number**: 5-8515-6-7-8
**Transmitter Location**: Yardley, Pa.
**Air Time**: 7 a.m.-12:05 a.m.
**News Service**: AP
**Representative**: For Joe

**U. P. 2/7/52**
(VINELAND) — THE BOROUGH OF VINELAND WILL BECOME A CITY OF 30-THOUSAND RESIDENTS JULY FIRST — AND LANDIS TOWNSHIP WILL CEASE TO EXIST. RESIDENTS OF THE TWO CUMBERLAND COUNTY COMMUNITIES VOTED TO MERGE YESTERDAY. THE COMMUNITY WILL BE LARGEST CITY IN SIZE IN NEW JERSEY.

Sell ALL of southern New Jersey with

**WWBZ**
For details on this wealthy industrial and agricultural market call:
**Gill-Keefe & Perna** New York
Templeton 8-4740
**Mal Kennedy** Philadelphia
Rittenhouse 6-8546

**WWBZ** 1000 Watts - Vineland, N. J.

**WWBZ**
**VINELAND—1946**
**Frequency**: 1360 Kc. **Power**: 1000 Watts
**Owner**: Community Bestg. Serv.
**Address**: 633 Wood St.
**Phone Number**: Vineland 7-1360
**Transmitter Location**: Brotmanville, N. J.
**Air Time**: 6 a.m.-12 M.
**News Service**: UP
**Representative**: Kennedy
**President**: Joseph M. Bullock
**Gen., Sta., Prom. Mgr.**: Fred M. Wood
**Commercial Manager**: John S. Serra
**Program Director**: Dorothy H. Carlson
**Chief Engineer**: Rudolph Macak
**Consulting Engineer**: John Creutz

**WWBZ**
**WILDWOOD—1951**
**Frequency**: 1230 Kc. **Power**: 100 Watts
**Owner**: Francis J. Matrangola
**Address**: 3300 Pacific Ave.

**AP SELLS**
For Stations and Sponsors —

For instance ... WCTC

“Associated Press news is the foundation of our operation. Sponsors are waiting in line for our key 15-minute AP newscasts. The New Brunswick Savings Institution announced the opening of Christmas Club accounts with one line following AP newscasts. THAT VERY DAY 100 accounts were opened.”

ROBERT L. WILLIAMS,
Station Manager,
WCTC, New Brunswick, N. J.
KALG
ALAMOGARDO—1950
Frequency: 1230 Kc. . Power: 250 Watts
Owned-Oper. By . William Wayne Phelps
Address. . Cuba at Canyon Rd.
Phone Number . 311
Air Time . 6 a.m.-10:15 p.m.
News Service . UP
Representative . Avery Knodel
Membership . NARTB, BAB
Chief Engineer . Peter Paulos
Consulting Engineer . Louis Goemelz

KGGM
ALBUQUERQUE—1927—CBS
Frequency: 610 Kc. . Power: 5000 Watts
Business Address . P. O. Box 1294
Phone Number . 3-4543
Transmitter Location . So. 2nd St.
Air Time . 5:30 a.m.-12 M.
News Service . UP, AP
Transcription Service . World
Representative . Weed & Co.
Chief Engineer . Leonard F. Dodds
Consulting Eng. . A. Earl Cullum, Jr.

KOAT
ALBUQUERQUE—1946—ABC
Frequency: 1240 Kc. . Power: 250 Watts
Business-Studio Address . 122 S. Tulane
Phone Number . 5-7501
Transmitter . 2020 W. Indian School Rd.
Air Time . 19½ hrs.
News Service . UP
Transcription Service . Capitol Langworth
Representative . Adam J. Young
President . Herbert W. Wimerly
General Manager . A. M. Caldwell
Chief Engineer . William Carman

KOB
ALBUQUERQUE—1921—NBC
Frequency: 770 Kc. . Power: 50,000 Watts d.; 25,000 Watts n.
Owned-Oper. By . Time, Inc.
Bus-Studio Address . Fifth & Silver
Phone Number . 3-4411
Transmitter Location . Alameda
News, Service . AP, INS
Transcription Service . Standard
Representative . Branham
President . Wayne Coy

General Manager . J. I. Myerson
Program Director . Rolf Nielson
Promotion Manager . Mary Moses
Chief Engineer . George S. Johnson

KVER
ALBUQUERQUE—1947—MBS
INTERMOUNTAIN
Frequency: 1340 Kc. . Power: 250 Watts
Address . 317 N. Broadway, Box 1388
Phone Number . 3-1744
Transmitter Location . Old Albuquerque
News Service . AP
Representative . Avery Knodel
Membership . NARTB, BAB
Vice-President . Bert Arnold
Station Manager . Keith Type
Program Director . Jack Lynn
Publicity Director . Violet Shine
Chief Engineer . Wilfred Smith
Consulting Engineer . Commercial Radio

KSVP
ARTESIA—1946—KBS-MBS
INTERMOUNTAIN
Frequency: 1450 Kc. . Power: 250 Watts
Owned-Operated By . Artesia Bcstag. Corp.
Business-Studio Address . Box 36
Phone Number . 650
Transmitter Location . South Roselawn
Air Time . 5:30 a.m.-10 p.m.
News Service . UP
Transcription Service . Standard
Representative . Avery Knodel
Membership . NARTB, BAB
President . Martin Yates III
Commercial Manager . David Adams
Chief Engineer . Pat Kettleson

KAVE
CARLSBAD—1936—CBS-SWN
Frequency: 1240 Kc. . Power: 250 Watts
Owned-Operated By . Carlsbad Bcstag. Corp.
Business-Studio Address . 601 No. Canal St.
Phone Number . 244
Transmitter Location . 3 mi. SW City
Air Time . 6 a.m-M.
News Service . AP
Representative . Taylor Co.
President . Val Lawrence
General-Station Mgr. . Norman R. Loose
Commercial Manager . Vernon Spidahl
Program Director . Alexander Piccaithley
Chief Engineer . Harland Nifong
KPBM
CARLSBAD—1950—LBS
Frequency: 740 Kc........Power: 1000 Watts d.
Owned-Operated By........Coronada Bcastg. Co.
Address..................313 W. Mermod
Phone Number..............5-3970
Transcription Service........Lang-Worth
News Service................AP
Pres., Gen. Mgr..............Maurice F. McEvoy
Commercial Manager..........Darrell A. Swayze
Program Director............Wayne F. Scott
Chief Engineer................Luther S. Pully, Jr.

KLTX
CLAYTON—1949
Frequency: 1450 Kc........Power: 250 Watts
Owned-Oper By............Ari-Ne-Mix Bcastg.
Address..................Box 7, Fair Grounds
Phone Number..............616
Transcription Service........Capital
News Service................UP
President...................Arthur Jernigan
Gen., Sta. Mgr., Pgm. Dir.....Frank Vale
Commercial Manager..........James Morris
Chief Engineer................Robert Waters

KICA
CLOVIS—1931—MBS
INTERMOUNTAIN
Frequency: 980 Kc........Power: 1000 Watts
Owned-Operated By........Hugh DeWitt Landis &
R. B. McAlister
Address..................520 Pile St.
Phone Number..............5511
Transmitter Location........1 mile East of Clovis
Air Time..................5 a.m.-11 p.m.
News Service................UP
Transcription Service.........Associated, Lang-Worth
Station Representative.......Avery-Knodel
Membership...................NARTB, BAB
Gen., Sta., Comm. Mgr........DeWitt Landis
Prod., Prof. Director.........Harold Cook
Chief Engineer................Vernon Hughes
Consulting Engineer..........Fred O. Grimwood

KVBC
FARMINGTON—1951
Frequency: 1240 Kc........Power: 250 Watts
Owned-Operated By........Valley Bcastg. Co.
Address..................Box 1117
Phone Number..............307W
Transcription Service.........Lang-Worth
Commercial Manager..........Maxcyne Parker
Program Director............Marilu Marshall

KGAK
GALLUP—1946—LBS
Frequency: 1230 Kc........Power: 250 Watts
Address-Transmitter........P. O. Box 1150
Phone Number................1177
News Service................UP
Transcription Service.........Capital, Lang-Worth
Station Representative.......McGillvra
Pres., Gen. Mgr., Pgm. Dir...Merle H. Tucker
Chief Engineer................Robert Adamson

KWED
HOBBS—1938
MBS-KBS-SOUTHWEST
Frequency: 1490 Kc........Power: 250 Watts
Owned-Operated By.........KWED, Inc.
Business-Studio Address.....116 E. Dunnan
Phone Number..............3-3137
News Service................UP
Transcription Service........MacGregor, Lang-Worth
Representative..............Taylor
President...................Mrs. Theresa Whitmore
General Manager.............Harry McAdams
Commercial Manager..........Phil McGeely
Chief Engineer...............Roy Evans

KOBE
LAS CRUCES—1947—MBS
Frequency: 1450 Kc........Power: 250 Watts
Bus.-Studio Address........902 N. Main St.
Phone Number..............1121
Transmitter Location........W. Amador Ave.
News Service................UP
President...................C. L. Knight
General Manager.............L. S. Sleppy
Chief Engineer...............Howard L. Maudlin

KFUN
LAS VEGAS—1941—MBS
Frequency: 1230 Kc........Power: 250 Watts
Owned-Operated By........Southwest Bcasters, Inc.
Business Address............Box 710
Phone Number..............12
Transmitter Location........½ mi. E. City
Air Time..................6 a.m.-11 p.m.
News Service................UP
Transcription Service.........Standard
Representative...............Hil F. Best
Pres., Gen.-Station Mgr......Ernest N. Thwaites
Chief Engineer...............A. F. Schultz
**KRSN**  
LOS ALAMOS—1949—ABC  
Frequency: 1490 Kc.  
Power: 250 Watts  
Address: Community Center  
Phone Number: 2-4422  
Representative: Adam J. Young  
Transcription Service: Capitol  
News Service: UP  
President: H. W. Wimberly  
General Manager: A. M. Cadwell  
Station Manager: Bob Porton  
Publicity Director: John F. McCormick  
Chief Engineer: John L. Lockhart  
Consulting Engineer: William Carman  

**KENM**  
PORTALES—1950—LBS  
Frequency: 1450 Kc.  
Power: 250 Watts  
Owned-Operated By: Plains Bestg. Co.  
Address: Box 1019, Roswell  
Phone Number: 600  
News Service: UP  
Transcription Service: Lang-Worth, MacGregor  
Representative: Taylor  
President: Theresa Whitmore  
General Manager: G. F. Roberts  
Commercial Manager: Clarence Garner  
Chief Engineer: William McCreary  

**KRTN**  
RATON—1948—MBS  
Frequency: 1490 Kc.  
Power: 250 Watts  
Owned-Operated By: Southwest Besters, Inc.  
Business Address: Box 710, Las Vegas  
Phone Number: 875  
Studio-Transmitter Address: 1128 State St.  
Air Time: 7 a.m.-11 p.m.  
News Service: UP  
Transcription Service: Standard  
Representative: W. H. Hil F. Best  
Pres., Gen. Manager: Ernest N. Thwaites  
Station Manager: Stanley K. Brown  
Chief Engineer: A. F. Schultz  

**KGFL**  
ROSWELL—1927—MBS-KBS  
Frequency: 1400 Kc.  
Power: 250 Watts  
Owned-Operated By: KGFL, Inc.  
Business-Studio Address: Box 1019  
Phone Number: 2-2000  
Transmitter Location: 511 W. 16th St.  
Air Time: 6 a.m.-11 p.m.  
News Service: UP  
Transcription Service: Lang-Worth, World, MacGregor  
Representative: Taylor Co.  
Membership: NARTB  
President: Mrs. Theresa Whitmore  
General Manager: W. E. Whitmore  
Station Manager: G. F. Roberts  
Sales Prom. Mgr.: Paul Larson  
Chief Engineer: Leo J. McNemee  

**KSWS**  
ROSWELL—1947—ABC  
Frequency: 1230 Kc.  
Power: 250 Watts  
Bus.-Studio Address: 401 N. Richardson  
Phone Number: 2400  
Transmitter Location: 19th & Railroad Sts.  
News Service: AP  
Transcription Service: Associated  
Representative: McGillvra  
President: Paul B. McEvoy  
General Manager: John A. McBoyle  
Commercial Manager: Jack Scholer  
Chief Engineer: Ray R. Summersgill  

**KTRC**  
SANTA FE—1946—ABC-LBS  
Frequency: 1400 Kc.  
Power: 250 Watts  
Owned-Operated By: Alvarado Broad. Co., Inc.  
Address: 208 E. Marcy St.  
Phone Number: 3-6335  
Transmitter Location: 208 East Marcy St.  
News Service: UP  
Transcription Service: Capital  
President: Herbert W. Wimberly  
General Manager: A. M. Cadwell  
Sales Promotion Manager: Al Paul Theil  
Comm., Sta. Mgr., Pgm. Dir.: Hugh M. Gray  
Chief Engineer: Acton Tillery  

**KVSF**  
SANTA FE—1935—CBS  
Frequency: 1260 Kc.  
Power: 1000 Watts  
Business-Studio Address: 759 Cerrillos Rd.  
Phone Number: 3-7319  
Transmitter Location: Lower Alameda St.  
News Service: AP, UP  
Transcription Service: World  
Representative: Weed  
President: A. R. Hebenstreit  
Gen., Comm. Mgr.: Ivan R. Head  
Program Director: Arleen Davy  
Chief Engineer: E. J. Vanderwood  

**KSIL**  
SILVER CITY—1946—CBS  
Frequency: 1340 Kc.  
Power: 250 Watts  
Owned-Operated By: S. W. N. Mex Bestg.  
Bus.-Studio-Transmitter Address: 17th & Cactus  
Air Time: 6 a.m.-11:15 p.m.  
News Service: AP  
Representative: Taylor  
Pres., Gen., Comm. Mgr.: A. Carl Dunbar  
Sta., Prom. Mgr., Dir.: James H. Duncan  
Chief Announcer: Jim Doyle  
Chief Engineer: Edward C. Orris
KCHS
TRUTH OR CONSEQUENCES—1946
KBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Sierra Bcstg., Co., Inc.
Business-Studio Address: 401 Broadway
Phone Number: 161
Transmitter Location: Yucca Heights
News Service: UP
Transcription Service: Capitol
Representative: Continental Radio Sales
President: Leonard R. Trainer
General Manager: Russell A. Walz
Commercial Manager: H. B. Gardey
Chief Engineer: Sam Bradley

KTNM
TUCUMCARI—1941—MBS-KBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Quay County Bcstg. Co.
Business Address: Box 668
Phone Number: 100
Transmitter Location: Outside city limits
Air Time: 6 a.m.-10:30 p.m.
News Service: UP
Gen. Sta. Mgr.: Lloyd Hawkins
Comm., Prom. Mgr.: Richard S. Fox
Program Director: Richard Dale Wood

NEW YORK
Pop. April 1, 1952 (Est.) 15,571,000—Total Housing Units 4,651,857
Families April 1, 1952 (Est.) 4,332,000—Stations in State 97

WABY
ALBANY—1933—LBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Eastern N. Y. Bcstg., Corp.
Business-Studio: 80 Braintree St.
Phone Number: 2-3353
Transmitter Location: Braintree St., Colonie
Air Time: 7 a.m.-11:30 p.m.
News Service: UP
Representative: Rambeau
President: David Kyle
General Manager: Edward L. Trudeau
Commercial Manager: Paul Dennis
Program Director: Toni Brady
Chief Engineer: Tom Stappleton

WOKO
ALBANY—1925—UBS
Frequency: 1460 Kc. Power: 5000 Watts
Business-Studio Address: 136 State St.
Phone Number: 3-6638
Transmitter Location: Kenwood Ave., Elamere
Air Time: 6 a.m.-1 a.m.
News Service: AP
Transcription Service: Standard
Representative: McGillora
President, General Mgr.: James T. Healey
Station Manager: A. Kellert
Program Director: Frank Panny
Chief Engineer: Al Sardi

WPTR
ALBANY—1948
Frequency: 1540 Kc. Power: 50,000 Watts
Address: Hotel Ten Eyck
Phone Number: 5-3345

WKKX
ALBANY—1948—ABC
Frequency: 850 Kc. Power: 10,000 Watts
Owned-Oper. By: Champlain Valley Bcstg.
Business-Studio Address: 444 Broadway
Phone Number: 6-7676
Transmitter Location: Up

527
Air Time..............................6:00 a.m.-12:05 a.m.
News Service .............................UP
Transcription Service ..................Capitol
Representative ..........................Katz
President, Gen. Mgr. ..................Stephen R. Rintoul
Station Manager .......................George Wetmore
Commercial Manager .................Eugene Fitzpatrick
Chief Engineer .......................Paul Krutz
Consulting Engr. ......................Robert M. Silliman

**WCSS**

AMSTERDAM—1948—LBS
Frequency: 1490 Kc.  Power: 250 Watts
Owned-Oper. By ......................Community Service Bcast. Corp.
Bus.-Studio-Transmitter Address ..........................Upper Locust
Phone Number .................................................4000
Air Time ..................................................Unlimited
News Service .................................UP
Transcription Service ..................World
Program-Production Dir. ..............Ray Cheney
Publicity Director ......................Joan MacGregor
Chief Engineer ...............................Guy Rauer

**WMBO**

AUBURN—1926—MBS
Frequency: 1340 Kc.  Power: 250 Watts
Owned-Operated By .....................WMBO, Inc.
Business-Studio Address ..................141 Genesee St.
Phone Number ..............................................2-3511
Transmitter Location ..................York & Division Sts.
Air Time ..................................................Unlimited
News Service .................................AP
Transcription Service ..................World, SESAC, KBS
Representative .............................Thomas F. Clark
Membership .........................NARTB, BAB
President .........................William O. Dopping
General Manager .....................Frederick L. Keesee
Commercial Manager ..................Robert B. Morgan
Chief Engineer ...............................Herbert House

**WBTA**

BATAVIA—1941—MBS
Frequency: 1490 Kc.  Power: 250 Watts
 Owned-Operated By .....................Batavia Bcastg. Corp.
Business-Studio Address ..................90 Main St.
Phone Number ..............................................715
Transmitter Location ..................Creek Rd.
Air Time ...........................................6:30 a.m.-M.
News Service .................................AP
Transcription Service ..................Lang-Worth
Pres., Gen-Station Mgr. .................Edmund R. Gamble
Commercial Manager ..................Robert E. Newstead
Program-Production Dir. ..............J. Gordon Bridge
Pub. Dir., Farm Editor ..................James Gerverly
Chief Engineer ...............................Fred Callendar

**WINR**

BINGHAMTON—1946—NBC
Owned-Oper. By ....................Southern Tier Radio Service
Business-Studio Address .............Court House Square
Phone Number ..............................................4-4318
Transmitter Location ..................Windy Hill
Air Time ........................................6 a.m.-12:05 a.m.
News Service .................................UP
Transcription Service ..................Lang-Worth
Representative .............................George P. Hollingbery
Membership .........................NARTB
President .................................Donald Kramer
General Manager ......................George J. O'Connor
Station Executive ......................E. R. Vadeboncoeur
Commercial Manager ..................H. R. Nicholson
Program Director .....................Charles Bishara
Publicity, News Director ..............George O'Connor
Chief Engineer ..............................A. A. Kelley
Consulting Engr. ............................Craven, Lohnes & Culver

**WKOP**

BINGHAMTON—1947—MBS
Owned-Oper. By ......................The Binghamton Bcastrs. Inc.
Business-Studio Address ..................34 Chenango St.
Phone Number ..............................................2-3437
Transmitter Location ..................Morgan Rd.
Air Time ........................................5:30 a.m.-1 a.m.
News Service .................................AP
Transcription Service ..................World
Representative .............................Burn-Smith
Membership .................................NARTB, BAB
Pres., Gen. Sta. Mgr. ..................Andrew Jarema
Prom.-Comm. Manager .................Samuel Handshaw
Prod.-Prog. Dir., Farm Ed. ..........Wally Buman
Chief Engineer ..............................Charles Hallinan
Consulting Engineer ....................E. Dillard

**WNBF**

BINGHAMTON—1927—CBS
Frequency: 1290 Kc.  Power: 5000 Watts
Owned-Operated By .....................Clark Associates, Inc.
Business Address .........................P. O. Box 48
Phone Number ..............................Binghamton 2-3461
Transmitter Location ..................Ingram Hill
News Service .................................UP
Transcription Service ..................Thesaurus
Representative .............................Bolling
Membership .................................NARTB, BAB
President .................................John C. Clark
General Manager ......................Cecil D. Maslin
Treasurer .................................I. L. Rogers
Commercial Manager ..................S. N. Heslop
Prog.-Prog. Dir., Chief Announcer ..E. M. Scala
Chief Engineer ..............................L. H. Stantz
Consulting Engineers ..................Jansky & Bailey

**WENE**

BINGHAMTON—ENDICOTT—1947
ABC
Frequency: 1430 Kc.  Power 5000 Watts
Owned-Oper. By ....................Empire Newspapers-Radio
Business-Studio Address ..................905 E. Main
Phone Number ..............................................5-3351

528
NEW YORK

Transmitter Location........Pierce Hill, Vestal
Air Time..................6 a.m.-12:05 a.m.
News Service...............AP
Transcription Service......Associated
Transcription Service......Associated, Capitol
Representative.............Radio Reps. Inc.
Membership................NARTB, BAB
President..................James H. Ottaway
Managing Director..........F. H. Brinkley
Sta. Comm., Sales Prom. Mgr..S. W. Ryder
Pgm., Prod. Dir. ..........Harold E. Graves
Publicity Dir..............James A. McKeanie
Chief Engineer...........Sheldon W. Weyland
Consulting Engr. ..........Chambers & Garrison

WBEN
BUFFALO—1930—NBC
Frequency: 930 Kc........Power: 5000 Watts
Owned-Operated By........WBEN, Inc.
Address....................Hotel Statler
Phone Number...............Mohawk 0930
Transmitter Location......Grand Island
Air Time...................5:30 a.m.-1 a.m.
News Service...............AP, INS, UP
Transcription Service.....Thesaurus, Lang-Worth
Representative............Edward Petry
Membership................NARTB, BAB
President..................Edward H. Butler
Vice-President............A. H. Kirchhofer
General Manager..........C. Robert Thompson
Station Manager..........Frank W. Kelly
Local Sales Mgr...........C. E. Daly
Asst, Radio Sales Mgr.....Robert J. Conway
Program Director.........William R. Rich
Promotion Manager........Joseph A. Haefner
Chief Engineer............Ralph J. Kingsley
Commercial Engineer......A. Earl Cullum

WBNY
BUFFALO—1935
Frequency: 1400 Kc........Power: 250 Watts
 Owned-Operated By........Roy L. Albertson
Business-Studio Address.....485 Main St.
Phone Number...............Mohawk 1400
Transmitter Location......154 E. Eagle St.
News Service...............AP, UP
Representative.............Adam J. Young, Jr.
Membership................FMA
President..................Roy L. Albertson
General Manager..........James M. DeMunn
Sales Director...........Howard Schellenberg
Chief Engineer............Thomas L. Vines

WEBR
BUFFALO—1924—MBS
Frequency: 970 Kc........Power: 5000 Watts
 Owned-Operated By........WEBR, Inc.
Business-Studio Address.....23 North St.
Phone Number...............Lincoln 7133

WGR
BUFFALO—1922—CBS
Frequency: 550 Kc........Power: 5000 Watts
 Owned-Operated By........WGR Bstg. Corp.
Business-Studio Address.....Rand Bldg.
Phone Number...............Washington 3100
Transmitter Location......Hamburg
Air Time...................5:50 a.m.-1:05 a.m.
News Service...............UP
Representative...............Free & Peters
Membership................NARTB
Chairman of Board..........Leo J. Fitzpatrick
Pres., Gen. Mgr............I. R. Lounsbury
Comm. Mgr. (National spot)...F. R. Greene
Commercial Manager (Local)...Nat Cohen
Sales Promotion Manager......R. McPherson
Program Director........Robert Strigl
Production Director........Ray F. Wander, Jr.
Chief Announcer...........Allan Lewis
News Director..............David Getman
Musical Director..........David Cheskin
Chief Engineer............K. B. Hoffman
Consulting Engineer........George C. Davis

WWOL
BUFFALO—1947
Frequency: 1120 Kc........Power: 1000 Watts d.
 Owned-Operated By........Greater Erie Broad. Co.
Address....................315 Main St.
Phone Number...............MO 1200
Trans. Location.Dorance St., W. Seneca, N. Y.
News Service...............INS, UP
Representative...............Forjoe
Owner.......................Leon Wyszatycki
Sta. Gen. Mgr...........Ted Wyszatycki
Commercial Manager........James C. McKinney
Sales Promotion Manager.....Cass Casey
Program Director........Joe A. Rico
Production Director........Fred Klestine
News Director.............Frank Frederick
Musical Director.........Trudy Peeples
Chief Engineer............Frank Saj

529
if you want
Cash Register Results
then you need

WKBW
BEST BUY in the BUFFALO MARKET

- If you want to sell merchandise in the rich Buffalo and 7-county Western New York market, WKBW should be your first choice...

first in...

POWER WKBW is 10 times more powerful than any other Buffalo station.

COVERAGE WKBW serves the rich seven-county Western New York market in which live 1,316,834 people, who work for and spend hundreds of millions of dollars a year, practically under the WKBW transmitter towers.

PROGRAMS WKBW’s strong line-up of local and basic ABC programs is tailored for the listener and the sponsor.

MERCHANDISING WKBW maintains an alert merchandising department that—day in and day out—promotes the station, its programs, its advertisers and its advertisers’ products.

50,000 WATTS
BUFFALO’S MOST POWERFUL STATION

BASIC ABC
CLINTON H. CHURCHILL
Founder, President and Manager
WKBW
BUFFALO—1925—ABC
Frequency: 1520 Kc. Power: 50,000 Watts
Owned-Operated By: WKBW, Inc.
Business Address: Radio Center, 1430 Main St.
Phone Number: 5101
Transmitter Location: Big Three Rd., Hamburg
Air Time: 5:30 a.m.-2 a.m.
News Service: UP
Transcription Service: World
Representative: Avery-Knodel
President. General Mgr.: Clinton H. Churchill
Asst. to Pres.: Roger M. Baker
Sales Promotion: Alfred E. Anscombe
Program Director: Irving Haag
Musical Director: Jerry Davidson
News Director: Hugh Shannon
Chief Engineer: Leroy Fiedler
Farm Editor: Wally Waggoner

WXRA
BUFFALO—KENMORE—1948
Frequency: 1080 Kc. Power: 1000 Watts
Trans. Loc.: 1515 Niagara Falls Blvd., Amherst
Phone Number: 1160
News Service: AP
Transcription Service: Associated
Station Representative: Wm. G. Rambeau
General Manager: Thaddeus Podbielski
Commercial Manager: Robert Bartemus
Sales Prom. Mgr.: Burton W. Flanders
Program Director: James J. Freiling
Chief Engineer: Roger W. Fleming
Consulting Engr.: Edwin R. Sanders

WCBA
CORNING—1949
Frequency: 1350 Kc. Power: 1000 Watts
Address: English-Keenan Bldg.
Phone Number: 2608
Transmitter Location: Caton Rd.
News Service: Up
Transcription Service: Lang-Worth, Capital
Representative: McGillvra, Inc.
Pres., Gen. Mgr.: Paul E. Carpenter
Station Manager: Paul E. Carpenter
Program Director: Harry Lee

WCLI
CORNING—1950—ABC
Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By: Elmira-Corning Bcstg.
Address: 114 Walnut St.
Phone Number: 5-4651
Representative: Meeker
Transcription Service: Associated

WKRT
CORTLAND—1947
Frequency: 920 Kc. Power: 1000 Watts
 Owned-Oper. By: Radio Cortland, Inc.
Business Studio Address: 27 N. Main St.
Phone Number: 2990
Transmitter Location: Cortlandville-Virgil
Air Time: 6 a.m.-11:15 p.m.
News Service: UP
Transcription Service: Lang-Worth, Standard
President: Leighton A. Hope
Commercial Manager: Keith W. Horton
Program Dir.: William J. Griffiths
Chief Engineer: William Barron

WFCB
DUNKIRK—1949
Frequency: 1410 Kc. Power: 500 Watts
Owned-Operated By: Dunkirk Broad. Corp.
Address: 316 Main St.
Phone Number: 7756-7-8
Transmitter Location: Willow Rd.
Air Time: 6:00 a.m.-1:00 a.m.
News Service: AP
Transcription Service: Standard, Lang-Worth, World
Membership: NARTB, BAB
Commercial Manager: Paul Vinehardt
Program Director: Robert Gilford
Chief Engineer: George Smith
Consulting Engr.: Russell-May

WELM
ELMIRA—1947—CBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Corning Leader, Inc.
Business Studio Address: 222 E. Market St.
Phone Number: Elmira 2-1400
Transmitter Location: Grand Central Ave.
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: Standard
Representative: Walker
Membership: NARTB, BAB
President: W. Allen Underhill
Sta. Gen. Manager: Walter Valeri
Comm.-Sales Prom. Mgr.: Claude R. Snyder, Jr.
Prog.-Prod. Dir.: Kenneth C. Powell
Chief Engineer: Allen Bell
Consulting Engineer: Commercial Radio
BEST BUY

for Long Island's Major Market!

BIGGEST AUDIENCE

WHLI is the Number 1 station daytime in Long Island's Nassau County — where 672,765 people spend $722,640,000 a year in retail sales — $214,136,000 in food store sales.

LOWEST COST

No other station — network or even combination of independents — delivers as many listeners during the day in this fabulous market, and at such low cost per thousand actually listening, as does WHLI.

STRONG LOCAL PROGRAMMING

No other station caters to Long Island the way WHLI does through an out-and-out local programming job. Our programs earn cherished national awards for “responsibility to the community”.

Data Sources:—
Market: U. S. Census, 1950
Sales Management, 1951
Ratings: Conlan — 1951

REPRESENTED BY RAMBEAU

WHLI
AM 1100
FM 98.3
HEMPSTEAD
LONG ISLAND, N. Y.
PAUL GODOFSKY
President and General Mgr.
<table>
<thead>
<tr>
<th>Station</th>
<th>Owner</th>
<th>Frequency</th>
<th>Power</th>
<th>Address</th>
<th>Phone Number</th>
<th>Time</th>
<th>Service</th>
<th>Transmitter</th>
<th>Station Representative</th>
<th>President</th>
<th>General Manager</th>
<th>Program Director</th>
<th>Chief Engineer</th>
<th>Notes</th>
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</thead>
<tbody>
<tr>
<td>WENY</td>
<td>Elmira Star-Gazette, Inc.</td>
<td>1230 Kc.</td>
<td>250 Watts</td>
<td>Mark Twain Hotel</td>
<td>5181</td>
<td>6:30 a.m.-12 a.m.</td>
<td>AP</td>
<td>News Service</td>
<td></td>
<td>Ray / Transcription Service</td>
<td>M. R. Forman</td>
<td>Thomas L. Brown</td>
<td>Alex Lamutis</td>
<td>R. Carleton Greene</td>
</tr>
<tr>
<td>WGGB</td>
<td>Freeport</td>
<td>1240 Kc.</td>
<td>100 Watts</td>
<td>Freeport 9-1400</td>
<td></td>
<td>7 a.m.-12 m.</td>
<td>AP</td>
<td>News Service</td>
<td></td>
<td>Harry H. Carman</td>
<td>Ray</td>
<td>Dorothy Cameron</td>
<td>Theodore J. Austin</td>
<td>Thurlow A. Greene</td>
</tr>
<tr>
<td>WOSC</td>
<td>Fulton</td>
<td>1300 Kc.</td>
<td>1000 Watts</td>
<td>Cassill Radio Corp.</td>
<td>118 Oneida St.</td>
<td>Sunrise to Sunset only</td>
<td>UP</td>
<td>News Service</td>
<td></td>
<td>Cassill</td>
<td>Ray</td>
<td>Ray Evans</td>
<td>Theodore J. Austin</td>
<td>Robert Milos</td>
</tr>
<tr>
<td>WLEA</td>
<td>Hornell</td>
<td>1480 Kc.</td>
<td>1000 Watts</td>
<td>Hornell Bcastg. Corp.</td>
<td>P. O. Box 60</td>
<td>1420</td>
<td>UP</td>
<td>Transmission Service</td>
<td></td>
<td>Ray</td>
<td>Ray</td>
<td>Ray Evans</td>
<td>Maxwell V. McCarthy</td>
<td>Richard Cook</td>
</tr>
</tbody>
</table>
NEW YORK

WHG
HORNELL—1946
Frequency: 1320 Kc. Power: 1000 Watts
Owned-Operated By: W. H. Greenhow Co.
Address: 85 Canisteo St.
Transmitter Location: Hornellsville
News Service: AP
Transcription Service: World, Associated
Representative: McGillvra
General Manager: Louis G. Buisch
Station Manager: Donald J. Curran
Commercial Manager: Sheffield Davis
Production Director: Eddie Spoo
News Director: Edward Murphy
Chief Engineer: James Gram

WGSM
HUNTINGTON—1951
Address: 237 Main St.
Phone Number: 46740
News Service: UP
Transcription Service: Thesaurus
President: Byron T. Sammis
Gen., Comm. Mgr.: Edward J. Fitzgerald
Pgm., Farm Director: James L. McGrath
Promotion Manager: Don MacLachlan
Chief Engineer: Perley Tribou

WHUC
HUDSON—1947—KBS
Frequency: 1230 Kc. Power: 250 Watts
Trans. Address: Union Turnpike
News Service: UP
Transcription Service: World
Representative: G. J. Kramer
Membership: BAB
Gen. Station Manager: John Kearney
Comm., Prom. Manager: Robert Strakos
Prog., Prod. Director: James F. McDonough

WHCU
ITHACA—1921—CBS
Frequency: 870 Kc. Power: 1000 Watts d.
Owned-Operated By: Cornell University
Business-Studio Address: Savings Bank Bldg.
Phone Number: Ithaca 4-6301
Transmitter Location: R. D. No. 2, Freeville
Air Time: Sunrise-sunset

300,000
SUFFOLK BUYERS
NOT COVERED OR CLAIMED
BY ANY OTHER ADVERTISING MEDIUM

PLUS + NASSAU POPULATION 701,600
PLUS + WESTCHESTER POPULATION 624,200
PLUS + FAIRFIELD, CONN. POPULATION 505,300
PLUS + NEW HAVEN CONN. POPULATION 543,600

WGSM reaches the 3 billion dollar World’s Greatest Suburban Market

AND ONLY

WGSM REACHES THEM
1000 WATTS
at the best spot on the dial
HUNTINGTON, NEW YORK

534
News Service .................................. UP
Transcription Service .................. Standard, Associated
Membership .................................. NARTB
General Manager .......................... Michael R. Hanna
Commercial Manager ...................... Earl S. Cobey
Ass't Mgr. Chg. Prod. ...................... Joseph A. Short
Chief Engineer .............................. Norman R. Hoffman
Consulting Engr. ............................ McLean, Smith, Credle

**WJOC**

**JAMESTOWN—1947—MBS**

Owned-Operated By ...................... Air Waves, Inc.
Trans.-Bus.-Studio Address .......... 415 W. Fourth St.
Phone Number ......................... 5-108
Air Time ................................. 5:55 a.m.-12 M.
News Service ............................. AP
Representative ........................... McGilvra
Pres.-Gen., Chf. Engr. .................... Harry E. Layman
Commercial Manager .................... Harold P. Kane
Program Director ........................ Jerry Lawson

**WJTN**

**JAMESTOWN—1924—ABC**

Frequency: 1240 Kc.  Power: 250 Watts
Owned-Operated By ...................... James Bstq. Co., Inc.
Bus.-Studio Address ..................... Hotel Jamestown
Phone Number ............................ 7-151
Transmitter Location ................... Jones & Gifford Aves.
Air Time ................................. 6 a.m.-M.
News Service ............................. UP
Transcription Service .................. Associated, McGregor
Representative ............................ William G. Rambeau
Membership ................................ BAB
President ................................. Jay E. Mason
Gen-Sta.-Comm. ......................... Simon Goldman
Publicity Dir. ............................. Jess Price
Music, Pgm. Dir. ........................... George Pfeeger
Production Director ..................... Jim Gardner
Chief Engineer ............................ Harold J. Kratzert
Chief Engineer ............................ Jacky & Bailey

**WENT**

**JOHNSTOWN—GLOVERSVILLE**

1944—CBS

Frequency: 1340 Kc.  Power: 250 Watts
Owned-Oper. By ......................... Saucanda Bstq. Corp.
Business-Studio Address .......... 8 W. Fulton St.
Phone Number ............................ 4-7175
Transmitter Location .................... Harrison St.
Air Time ................................. 6:30 a.m.-12:05 a.m.
News Service ............................ UP
Transcription Service .................. Thesaurus
President ................................. George Bissell
Sta., Gen. Mgr. ............................ Kolin Hager
Commercial Manager .................... Jack Charles
Pgm. Dir., Chief Annr. ................. Clem Cooper
Chief Engineer ............................ Richard Stewart

**WKNY**

**KINGSTON—1939—MBS**

Frequency: 1490 Kc.  Power: 250 Watts
Business-Studio Address .......... 561 Broadway
Phone Number ......................... 4-500
Transmitter ............................. Plainfield St., Ulster Township
Air Time ................................. 6:45 a.m.-11:30 p.m.
News Service ............................ UP
Transcription Service .................. World
Representative ........................... Meeker
President ................................. Joseph K. Close
General-Station Mgr. .................... Robert M. Peebles
Program Director ........................ Edward R. Eckert
Chief Engineer ........................... Joseph McNelis

**WVOS**

**LIBERTY—1947—LBS**

Frequency: 1240 Kc.  Power: 250 Watts
Business Address ......................... F. O. Box 156
Phone Number ............................ 1680-1. Monticello 969
Air Time ................................. 6:50 a.m.-12 M.
News Service ............................ UP
Pres., Gen. Sta. Mgr. ..................... S. D. Lubin
Commercial Manager .................... H. G. Borwick
Program Director ........................ Al Turk
Chief Announcer .......................... B. Orr
News Director ............................ P. Bergin
Chief Engineer ............................ Vincent Gabriele

**WUSJ**

**LOCKPORT—1948**

Frequency: 1340 Kc.  Power: 250 Watts
Owned-Oper. By ......................... Union-Sun & Journal, Inc.
Trans.-Address ......................... 320 Michigan St.
Phone Number ............................ 3-5944
Air Time ................................. 7 a.m.-11 p.m.
News Service ............................ AP
Transcription Service ................. World
Representative ........................... Joseph H. McGilvra, Inc.
Membership ................................ BAB
President ................................. Egbert D. Corson
Station Manager ......................... Jack Geizer
Publicity Director ....................... Carolyne Corson
Chief Engineer ........................... Solomon A. Azar

**WICY**

**MALONE—1946—MBS-KBS**

Frequency: 1490 Kc.  Power: 250 Watts
Trans.-Address ......................... 65 Woodward St.
Phone Number ............................ 187
Air Time ................................. 7 a.m.-11:15 p.m.
News Service ............................ UP
Commercial Manager .................... Alice M. Tackley
Program Director ........................ Donald J. Paye
Chief Announcer .......................... John Flynn
News Director ............................ John Flynn
Chief Engineer ............................ Adolf F. Stromer
Only 9 cents a thousand WHOM reaches Italian homes in the greater New York area . . . the lowest cost of any station broadcasting to the Italian audience . . . according to Advertest Research which reached this conclusion after making an elaborate survey of listening habits in Italian homes . . . Result-getting economical buys in Polish, Spanish, Jewish, Italian, for pennies per thousand WHOM captures the vast New York Negro population.

For only 9 cents a thousand WHOM reaches Italian homes in the greater New York area . . . the lowest cost of any station broadcasting to the Italian radio audience.

. . . according to ADVERTES TEST RESEARCH which reached this conclusion after making an elaborate survey of listening habits in Italian homes . . .

Result-getting economical buys in Polish, Spanish, Jewish, German. For pennies per thousand WHOM captures the vast New York Negro population.

MILLIONS
of impressions at a few cents a thousand

For only 9 cents a thousand WHOM reaches Italian homes in the greater New York area . . . the lowest cost of any station broadcasting to the Italian radio audience.

. . . according to ADVERTES T RESEARCH which reached this conclusion after making an elaborate survey of listening habits in Italian homes . . .

WHOM 1480 on your dial • 5000 watts
A M • F M The N Progresso Station
136 W. 52 ST. N. Y. 19 • Cl rcle 6-3900
WINS

50,000 watts in the world's richest market, New York

crosley broadcasting corporation
WEVD
NEW YORK—1927
Frequency: 1330 Kc.  . . . .  Power: 5000 Watts
Owned-Oper. By: . Debs Memorial Radio Fund
Business-Studio Address: . . . 117 W. 46th St.
Phone Number: . . . .  Plaza 7-0800
Transmitter Location: . . .  Lodi, N. J.
Air Time: . . . . . 6 a.m.-3 a.m.
News Service: . . . .  Associated
President: . . . .  Adolph Held
Chief Announcer: . . .  David Niles
Musical Director: . . .  Nicholas Saslowsky
Chief Engineer: . . .  Charles Brown
Consulting Engineer: . Raymond N. Wilmotte

WMCA
NEW YORK—1925
Frequency: 570 Kc.  . . . .  Power: 5000 Watts
Owned-Operated By: WMCA, Inc.
Business-Studio Address: . . . 1657 Broadway
Phone Number: . . . . Circle 6-2200
Transmitter Location: . . . Kearnny, N. J.
Air Time: . . . . . 6 a.m.-3 a.m.
News Service: . . . .  Associated
President: . . . .  Nathan Straus
V.P. & Gen. Mgr.: . M. M. Fleischl
V.P. & Program Director: . Leon Goldstein
Sales Mgr.: . . . .  John J. McSweeney
Chief Announcer: . . .  Alun Williams
Musical Director: . . .  Lou Wacks
Chief Engineer: . . .  James McCafferty
Consulting Engineer: . E. C. Page

WINS
NEW YORK—1931
Frequency: 1010 Kc.  . . . .  Power: 50,000 Watts d.
10,000 Watts n.
Bus.-Studio Address: . . . . Crosley Sq., Cincinnati
Transmitter Location: . . . Lyndhurst, N. J.
Air Time: . . . . . 6 a.m.-3 a.m.
News Service: . . . .  Associated
Rep. Manager: . . . . .  Tracy Moore
Transcription Service: . . . . Associated
Membership: . . . .  NARTB
President: . . . .  Robert E. Dunville
Business Manager: . . .  Harry G. Kirwan
Sales Manager: . . .  Roy Holmes
General-Station Manager: . Harry Folts
Publicity Director: . . .  Dick Winters
News Director: . . .  Charles Hall
Chief Engineer: . . .  Paul von Kunitz
Consulting Engineer: . . Weldon & Carr

WMGM
NEW YORK—1922—LBS
Frequency: 1050 Kc.  . . . .  Power: 50,000 Watts
Business-Studio Address: . 711 Fifth Ave.
Phone Number: . . . . Murray Hill 8-1000
Transmitter Location: . . . E. Rutherford, N. J.
Air Time: . . . . . 6 a.m.-4 a.m.

5000 WATTS
1330 K.C.

WEVD
ENGLISH JEWISH
WILLIAM J. ZSOLNAY
NEW YORK—1921—ABC
Frequency: 770 Kc.  . . . .  Power: 50,000 Watts
Business Address: . . . . 30 Rockefeller Plaza
Phone Number: . . . . SU 7-5000
Transmitter Location: . . . Lodi, N. J.
Air Time: . . . . . .24 hours
Representative: . . . . . ABC Spot Sales
President: . . . .  Robert E. Kintner
General Manager: . . . William M. Maternie
Commercial Manager: . . Earl Salmon
Sales Promotion Manager: . . Phillip Bernstein
Art Director: . . . .  Ray Diaz
Publicity Director: . . . Arthur Donegan
News Director: . . . . Thomas Velotta
Chief Engineer: . . . . William Trevarthen
Farm Editor: . . . . Philip Alampi

Send for a Copy of "WHO'S WHO ON WEVD"
WEVD Henry Greenfield
Managing Director
117-119 West 46th Street, New York 19
The Only Station Serving New York's One Million Negroes and 2,500,000 English-Speaking Jewish-Americans

With studios in Harlem's famed Hotel Theresa

Listened to by greatest number of Negro families

Inaugurating Anglo-Jewish programs (in English)

Broadcasting to biggest specialty audience in U. S.

WRITE: Copy 1952 Survey of Metropolitan New York Negro Market

WLIR 207 East 30th Street

HARRY NOVIK, General Manager

New York 16, N. Y.

Tel.: ORegon 9-2720
NEW YORK

News Service .................. AP, UP
Representative ................ Radio Reps.
Director ..................... Bertram Lebhar, Jr.
General Manager ............. Frank Roehrenbeck
Sales Manager ............... Arthur M. Tolchin
Program Director ............ Raymond Katz
Publicity Director ........... Jo Ranson
Supvr. of Ann. ................ Ted Schneider
Musical Director ............. Joel Herron
Chief Engineer .............. Paul Fuelling

WNBC
NEW YORK—1922—NBC
Frequency: 660 Kc. Power: 50,000 Watts
Bus.-Studio Address ...... 30 Rockefeller Plaza
Phone Number ............... Circle 7-8300
News Service ............... AP, INS, UP
Transcription Service ...... Associated
Representative ............. NBC Spot Sales
President .................... Joseph H. McConnell
General Manager ........... Ted Cott
Sales Mgr. ................... William Rich
Promotion Manager ........ Jay Smolin
Adv. & Prom. Mgr. ......... Wini Schaefer
Program Director .......... John Grogan
Publicity Director .......... Phil Grogan
Chief Engineer ............. O. B. Hanson

WLIR
NEW YORK—1942
Frequency: 1190 Kc. Power: 1000 Watts d.
Owned-Operated By .... New Bcastg. Co., Inc.
Business-Studio Address .. 207 E. 30th St.
Phone Number ............... Oregon 9-2720
Transmitter Location ...... 180 Morgan Ave., Bklyn.
Air Time .................... Sunrise-sunset
News Service ............... Associated
Transcription Service ...... AP
President .................... Morris S. Novik
General Manager ........... Harry Novik
Program Director .......... Jack Kuney
Publicity Director .......... Mike Jablons
Chief Engineer .............. John J. Bubbers

The Red Cross Needs
Your Unstinting Assistance
GIVE!
GREATER NEW YORK'S FAVORITE STATION FOR MUSIC AND NEWS

WNEW

1130 on your dial

ON THE AIR 24 HOURS A DAY

Early in '52 — 50,000 watts!
NEW YORK — 1934

WNEW
Frequency: 1130 Kc. Power: 10,000 Watts
Entered-Operated By: WNEW, Inc.
Business-Studio Address: 565 Fifth Ave.
Phone Number: Plaza 3-3300
Transmitter Location: Kearny, N. J.
Air Time: 24 Hours
News Service: AP
Transcription Service: Lang-Worth
Representative: John Blair
President: William S. Cherry, Jr.
Exec. V.P., Gen. Mgr.: Bernice Judis
V.P., Sales Director: Ira Herbert
Promotion Manager: Kenneth Klein
Production Manager: Milton Slater
Program Dir.: William Kaland
Publicity Director: Alan E. Brandt
Chief Annz., News Dir.: John Jaeger
Musical Director: Roy Ross
Chief Engineer: Max Weimer

NEW YORK — 1922 — MBS

WOR
Frequency: 710 Kc. Power: 50,000 Watts
Owned-Oper. By: General Teleradio, Inc.
Business-Studio Address: 1440 Broadway
Phone Number: Longacre 4-8000
Transmitter Location: Carteret, N. J.
Air Time: 23 Hours
News Service: AP, UP
Transcription Service: Associated
Representative: Keenan & Eickelberg.
Kettell & Carter
Membership: NARTB, BAB
President: Theodore C. Streibert
V.P. in Chg. of Sales: R. C. Maddux
V.P. in Chg. of Sales: Julius F. Seeback, Jr.
V.P. Chg. of Engr.: J. R. Poppele
Sales Prom. Mgr.: Joseph Creamer
Publicity Director: Robert Blake
Dir. of News: Dave Driscoll
Musical Director: Sylvan Levin

(See Page 301)

AP SELLS
For Stations and Sponsors—

For instance . . . WSNY

"We used to be a music, news and sports station. When everybody got into that act, we got a new one. Concentrated on Associated Press news with music. Result . . . a 64% increase in share of audience and an 82% increase in listening homes in the past 2½ years . . . all in the face of strong competition."

WINSLOW LEIGHTON,
President,
WSNY, Schenectady, New York
THESE SIGNS* ARE NORMAL IN NEW YORK

Italian traffic signs* are a realistic recognition of the fact that the Italian language is more commonplace on the streets of New York than any other except English. More than 2,000,000 Americans of Italian origin live in the New York area.

By showmanship, service, facilities and tradition, WOV long ago became the unrivalled first choice of the New York area Italian audience. So much so, that 90% of all expenditure for Italian-language radio advertising in New York is on WOV. Put it on all your New York schedules!

* The sign says “Pedestrian Crossing”

730 Fifth Ave., New York 19

Rome Studios: Via di Porta Pinciana 4

544
WOV
NEW YORK—1926

Frequency: 1280 Kc.  Power: 5000 Watts
Owned-Operated By: Wedam Corp.
Business-Studio Address: 730 Fifth Ave.
Phone Number: Circle 5-7979
Transmitter Location: Carlstadt, N. J.
Air Time: 21 hrs.
News Service: AP

Transcription Service Standard: MacGregor
Representative: Pearson
General Manager: Ralph N. Weil
Sales Manager: Herbert Schorr
Sales Promotion Mgr.: C. Carroll Forbes
Program Director: Arnold Hartley
Publicity Director: Ruth Thompson
Production Director: Giorgio Padovani
Musical Director: Dick Dia
Chief Engineer: Emile Hill

See pages 100-101 for
LISTING of NEW YORK PHONE NUMBERS

NETWORKS
PUBLICATIONS
ORGANIZATIONS
TALENT AGENCIES
FM RADIO STATIONS
AM RADIO STATIONS
NEWS ASSOCIATIONS
TELEVISION STATIONS
PROGRAM PRODUCERS
RECORDING COMPANIES
ADVERTISING AGENCIES
TRANSCRIPTION COMPANIES
STATION REPRESENTATIVES

545
THERE IS NO SUBSTITUTE FOR THE GOOD MUSIC OF WQXR

The Radio Station of The New York Times, Times Square, New York 16, N. Y.
Represented nationally by Paul H. Raymer Co.
WHDL
NIAGARA FALLS—1940—RRN
Frequency: 1270 Kc. . . . . . Power: 46000 Watts d.
Owned-Oper. By: The Niagara Falls Gazette
Publishing Co.
Business-Studio Address: Hotel Niagara
Phone Number: 8421
Transmitter Location: Grand Island
Air Time: Daytime
News Service: UP
Transcription Service: World, Standard, Associated
Representative: Headley-Reed
V.P., Gen.-Station Mgr.: Earl C. Hull
Commercial Manager: Richard G. Robbins
Program Director: Tony Allen
Chief Engineer: Robert Wilson
Consulting Engr.: Russell May

WJLL
NIAGARA FALLS—1947
Frequency: 1440 Kc. . . . . . Power: 1000 Watts d.
Owned-Oper. By: John J. Laux
Phone Number: 5266
Transmitter Location: New Rd.
Air Time: 6 a.m.-local sunset
News Service: UP
Transcription Service: S&SAAC
Representative: Grant
Owner: John J. Laux
Prom. Sta. Mgr.: Tom W. Ebert
Commercial Manager: Terry Milan
Program Director: Louise Hamrick
Chief Engineer: Gustav Czaplok
Consulting Engineer: George Davis
HOW MUCH CLOSER TO 100% CAN YOU GET!

NEW YORK
PENNSYLVANIA

LISTENER PREFERENCE ON ONE STATION

PULSE has just completed its first audience measurement of 17 Western New York counties
... Among 24 radio stations reported, (including six Rochester stations) here's what PULSE found:

Out of 432 quarter-hours per week:
WHAM is FIRST in 429
WHAM is TIED for FIRST in 2
WHAM is SECOND in 1

Is this dominance? Yes, indeed! WHAM's power and prestige permit you to buy one station in this rich area and get FIRST preference with listeners 99.3% of the time!

Ask your HOLLINGBERY man for complete details

WHAM

The Stromberg-Carlson Station

Basic NBC — 50,000 watts — clear channel — 1180 kc
WALK
PATCHOGUE—1952
Frequency: 1370 Kc. Power: 500 Watts d.
Owned-Oper. By Suffolk Bestg. Corp.
Address: 24 E. Main St.
Phone Number: 408
General Manager: Nils E. Segerdahl
Commercial Manager: Walter S. Bates
Program Director: Jack Ellsworth
Chief Engineer: Walter Luce

WPAC
PATCHOGUE—1951

WLNA
PEEKSKILL—1948
Frequency: 1420 Kc. Power: 500 Watts d.
Owned-Oper. By Highland Bestg. Corp.
Trans. Address: Radio Terrace
Phone Number: 7-2454
Air Time: 6:45 a.m.-6:45 p.m.
News Service: UP
Transcription Service: World
Membership: NARTB
Pres., Chief Engineer: Peter C. Housekeeper
Gen., Sta. Mgr.: Irving E. Cottrell
Sales Promotion Mgr.: Francis Lough
Consulting Engineer: Paul Godley

WEAV
PLATTSBURG—1934—ABC-LBS
Frequency: 960 Kc. Power: 1000 Watts d.
Studio Address: 153 Margaret St.
Phone Number: 1600
Transmitter Location: Lake Shore Rd.
Air Time: 6:30 a.m.-11:30 p.m.
News Service: UP
Transcription Service: Langworth
Representative: Gill-Keefe & Perna
Membership: NARTB, BAB
President, Sta. Mgr.: George F. Bissell
Ass't, Sta. Comm. Mgr.: Jan King
Program Director: Frank Allen
Production Director: Glenda Huffman
Publicity Director: Claire Norris
Chief Engineer: Larry Lapanne

WIRY
PLATTSBURG—1950—MBS-KBS
Frequency: 1340 Kc. Power: 250 Watts
Trans. Loca. Address: 301-03 Cornelia St.
Phone Number: 2800
Air Time: 6:30 a.m.-12:05 a.m.
News Service: AP
Transcription Service: Standard
Representative: W. S. Grant Co., Inc.
Membership: NARTB, BAB
Sales Prom. Mgr., News Dir.: Martin D. Mannix
Chief Engineer: John M. Nazak

WEOK
POUGHKEEPSIE—1948
Frequency: 1390 Kc. Power: 1000 Watts, d.
Owned-Operated By Mid-Hudson Bdsts. Inc.
Business-Studio Address: 385 Main St.
Phone Number: 8300
Transmitter Location: Pendell Road
News Service: UP
Transcription Service: World
Representative: Devney & Co.
Program Director: Harold Kennig
Chief Engineer: John P. Burke

WKIP
POUGHKEEPSIE—1940—ABC
Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Dutchess County
Broadcasting Corp.
Business-Studio Address: Nelson House
Phone Number: 6800
Transmitter Location: Nelson House
Air Time: 6:30 a.m.-11:45 p.m.
News Service: AP
Transcription Service: Associated
Membership: NARTB, BAB
President: George W. Bingham
Sec.-Treas.: Mabel Shroyer Meurer
V.P. of Sales: Richard A. Dwelley
V.P. of Pgm.: John Kuhn
V.P. of Engr.: Marvin S. Selmes

WHAM
ROCHESTER—1922—NBC
Frequency: 1180 Kc. Power: 50,000 Watts
Owned-Operated By Stromberg-Carlson Co.
Business Address: 201 Humboldt St.
Phone Number: 7240
Transmitter Location: Chili
Air Time: 5:15 a.m.-12:30 a.m.
News Service: UP
Transcription Service: World
Representative: George P. Hollingbery
Membership: NARTB, BAB
V.P., Gen. Mgr.: William Fay
Commercial Manager: John W. Kennedy, Jr.

549
30 Years of Leadership

WGY's Pearl Anniversary

- Serves a daily audience three times greater than that of any other station in the Capital District of New York State. (Albany, Troy and Schenectady)
- Over 1/3 greater than the combined audience of the area's next ten top-rated stations.
- WGY is the only NBC station in the area and the WGY audience rating for NBC programs is impressively larger than the national average.
- THE CAPITAL OF THE 17TH STATE: Only WGY covers all 54 counties in eastern New York and western New England—a substantial market area including 22 cities where more people live than in 32 other states and where more goods are purchased than in 34 other states.

REPRESENTED NATIONALLY BY NBC SPOT SALES
A GENERAL ELECTRIC STATION SCHENECTADY, N. Y.

WGY
50,000 Watts
**W S A Y**
ROCHESTER—1936

Frequency: 1370 Kc.  Power: 1000 Watts
Owned-Oper. By...Federal Bscdg. System, Inc.
Business-Studio Address...328 Main St. E.
Phone Number...Baker 4870
Transmitter Location...French Rd., Brighton
Air Time...Unlimited
News Service...INS Representative
Pres., Gen. Mgr....Gordon P. Brown
Station Director...John Hill
Commercial Manager...Russell K. Schmidt

**W V E T**
ROCHESTER—1947—MBS

Frequency: 1280 Kc.  Power: 5000 Watts
Owned-Oper. By...Veterans Bdcsg. Inc.
Address...17 Clinton Ave So.
Phone Number...HAmilton 4820
Transmitter Location...Westfall Rd.
Air Time...Unlimited
News Service...UP Representative
Transcription Service...Associated Representative
Commercial Manager...Elmer J. Walz
Sales Prom. Manager...Arthur Murrellwright
Program Director...Paul C. Louther
Production Director...F. Chase Taylor
Chief Announcer...Bob Trebor
News Director...David Roberts
Musical Director...Patricia Perkins
Consulting Engineer...John Creutz

**W K A L**
ROME—1946—MBS

Frequency: 1450 Kc.  Power: 250 Watts
Owned-Oper. By...Copper City Bscdg. Corp.
Business-Studio Address...Capitol Theatre Bldg.
Phone Number...3616-7
Transmitter Location...Muck Rd. & Jay St.,
Air Time...6:30 a.m.-12 M.
News Service...UP Representative
Transcription Service...Lang-Worth Representative
President...Myron J. Kallet
General Manager...Charles King
Commercial Manager...Joseph Trella
Program Director...Louis Barile
Sales Prom. Mgr....George Bolton
Production Director...Rick Morgan
Chief Engineer...James Delaney
Consulting Engineer...George Adair

**W N B Z**
SARANAC LAKE—1927—ABC-KBS

Frequency: 1450 Kc.  Power: 250 Watts
Owned-Oper. By...Upstate Bscdg. Corp.
Business-Studio Address...88 Main St.
Phone Number .................................. 1320
Transmitter Location ............................. Merrill St.
Air Time .......................................................... 7:30 a.m.-11:15 p.m.
News Service ....................................................... AP
Transcription Service ................................. Langworth
Representative ...................................................... Thomas F. Clark
Membership .......................................................... NARTB
Pres., Gen. Mgr. ........................................ Jacques DeMattos
Program Dir. Chief Ann. ......................... Ray Turner
Chief Engineer .................................................... H. Berwind Williams

WG Y
SCHENECTADY—1922—NBC
Frequency: 810 Kc.  Power: 50,000 Watts
Owned-Oper. By .............. General Electric Co.
Business-Studio Address ......... 1 River Rd.
Phone Number ............................ 7-2261
Transmitter Location ................. R. D. No. 5
Air Time .............................................................. Unlimited
News Service ....................................................... AP, UP
Transcription Service ............................. Thesaurus, World
Representative ...................................................... NBC Spot Sales
Membership ......................................................... NARTB, BAB
V.P., Pub. Rel. ................................. Chester H. Lang
Asst. Mgr. of Bcstg. ......................... B. J. Rowan
Station Manager ................................. R. E. Hanna
Asst. Station Mgr. ...................... R. W. Welpott
Supervisor of Sales ......................... Robert F. Reid
Supervisor of Prod. ....................... Earle Pudney
Spvr. of News ..................................................... W. T. Meenam
Spvr. of Music ............................... A. O. Coggeshall
Spvr. of Programs ......................... Caleb Paine
Chief Engineer ................................. W. J. Purcell
Supervisor of Farm Bcstg. ........... Merl L. Galusha

(See Page 530)

WSNY
SCHENECTADY—1942
Frequency: 1240 Kc.  Power: 250 Watts
Owned-Oper. By .............. Western Gateway Bcstg.
Business-Studio Address ......... 619 State St.
Phone Number ............................ 3-3622
Transmitter Location .......... Campbell Rd.
Air Time .............................................................. Unlimited
News Service ....................................................... AP
Transcription Service ................. Lang-Worth
Representative ...................................................... Young
Membership ......................................................... BAB
President, Gen. Mgr. ....................... Winslow Leighton
Comm., Sis. Prom. Mgr. ................. Thomas Seeley
Chief Anncr., News Dir. ............... Robert Wallace
Chief Engineer ................................. Irving F. Beck

WAGE
Syracuse—1941—ABC
1000 Watts n.
Owned-Operated By ......................... WAGE, Inc.
Business-Studio Address ......... Loew Bldg.
Phone Number ............................ 2-0277
Transmitter Location ................. 626 Liverpool Rd.
Air Time .............................................................. Unlimited

News Service ....................................................... AP
Transcription Service ................. Standard
Representative ...................................................... O. L. Taylor
Membership ......................................................... NARTB, BAB
President ......................................................... Frank G. Revoir
General Station Manager .............. Doug Johnson
Commercial Manager ...................... F. L. Geiger
Sales Prom. Mgr. ........................ Ed. O'Connor
Program Director ......................... George Drisko
News Director ................................. Joe Cummiskey
Chief Engineer ................................. Donald F. Langham
Consulting Engineer ..................... A. Earl Cullum

WFBL
SYRACUSE—1922—CBS
Frequency: 1390 Kc.  Power: 5000 Watts
Phone Number ............................ 2-1147
Transmitter Location .......... Collamer
Air Time .............................................................. 5 a.m.-M.
News Service ....................................................... UP
Transcription Service ..................... Cole
Representative ...................................................... Free & Peters
Membership ......................................................... NARTB, BAB
President ......................................................... Oscar F. Soule
General Manager ......................... Samuel Woodworth
Commercial Mgr. ........................ Charles Phillips
Pgm., Prod. Mgr. ....................... Raymond Gantter
News Director ................................. Raymond Krise
Chief Engineer ................................. James Kelly
Consulting Engineer ..................... Jansky & Bailey

WNDR
SYRACUSE—1947—MBS-LBS
Frequency: 1260 Kc.  Power: 5000 Watts
Owned-Oper. By .............. Syracuse Bcstg. Corp.
Address ............................... 306 So. Salina St.
Phone Number ............................ 2-6101
Transmitter Location .......... Dewitt
News Service ....................................................... AP
Transcription Service .......... World, SESAC
Representative ...................................................... Rambeau
General Manager ......................... Arthur C. Kyle, Jr.
Assistant Treasurer ....................... Neldon L. Kidd
V.P., Comm. Mgr. ....................... Franklin H. Small
Program Director ......................... Eric Fields
Chief Engineer ................................. Robert Dye

WOLF
SYRACUSE—1940
Frequency: 1490 Kc.  Power: 250 Watts
Owned-Operated By .............. Civic Bcstg. Corp.
Business-Studio Address .......... Onondaga Hotel
Phone Number ............................ 2-7211
Transmitter Location .......... Kirpatrick & Van Renselaer Sts.
Air Time .............................................................. 6 a.m.-2 a.m.
News Service ....................................................... AP
WSYR
SYRACUSE—1922—NBC
Frequency: 570 Kc. , Power: 5000 Watts
Owned-Operated By ............... Central N. Y. Bcstg.
Business-Studio Address ........... Kemper Bldg.
Phone Number ...................... 3-7111
Transmitter Location ............... Valley Dr.
Air Time .................... 5 a.m.-M.
News Service ...................... UP
Transcription Service ............... Long-Worth
Representative .................... Headley-Reed
Membership ....................... NARTB, BAB
President ......................... Harry C. Wilder
V.P. & Gen. Mgr. ................... E. R. Vadeboncoeur
Commercial Manager ............... W. R. Allord, Jr.
Sales Prom. Mgr. ................. Caley Augustine
Program Director ................. Bill Rothrum
Chief Announcer ................. Elliott Gove
News Director .................... Fred Hillegas
Chief Engineer ................... A. G. Belle Isle
Consulting Engineer .............. Craven, Lohnes & Culver

WTRY
TROY—1940—CBS
Frequency: 980 Kc. , Power: 5000 Watts
Owned-Oper. By ................. Troy Bcstg. Co., Inc.
Business-Studio Address .......... 92 Fourth St.
Phone No. 4-2500, Ashley 4-1100
Transmitter Location ......... Niskayuna
Air Time ........... 6 a.m.-1 a.m.
News Service ................. UP
Transcription Service ......... Long-Worth
Representative ................. Headley-Reed
Membership ............... NARTB, BAB
President ..................... H. C. Wilder
General Manager ............... W. W. Carter
Commercial Manager ........... J. W. Sulphen
Program-Musical Dir. .......... Randolph English
News Director ................. John J. Givney
Chief Engineer ............... A. H. Chismark
Consulting Engr. .............. Craven, Lohnes & Culver

WGAT
UTICA—1947—LBS
Frequency: 1310 Kc. , Power: 1000 Watts d.
500 Watts n.
Owned-Operated By ............ Central Bcstg. Co.
Phone Number .................. 2-9231
Bus-Studio Add., Trans. Loc. .......... Kellogg Rd.,
New Hartford
Air Time ..................... 7 a.m.-11:30 p.m.
News Service ................. AP
Representative ............... Meeker

WIBX
UTICA—1925—CBS
Frequency: 950 Kc. , Power: 5000 Watts
Owned-Oper. By ................. WIBX, Inc.
Address ...................... First Bank Bldg.
Phone Number .................. 2-2101
Transmitter Location ......... Whitestone
Air Time ...................... Unlimited
News Service ................. UP
Transcription Service .............. World
Reps. ........................ Colton, Bannan, Biddick
Membership ...................... NARTB, BAB
Pres., Gen. Mgr. .............. Mrs. Margaret B. Stevens
V.P., Sta. Mgr., Pgm. Dir. ...... Elliott Stewart
Production Director .......... Betty Cushing Griffin
Publicity Director ............. Nathan W. Cook
V.P., Secretary ................ Gladys P. Moore
Chief Engineer ............... John T. Dowdell

WRUN
UTICA—1947—ABC
Frequency: 1150 Kc. , Power: 5000 Watts d.
1000 Watts n.
Owned-Oper. By ............... The Rome Sentinel Co.
Business-Studio Address .......... 258 Genesee St.
Phone Number .................. 2-5111
Transmitter Location .............. Oriskany
Air Time .............. 6:30 a.m.-12:05 a.m.
News Service ................. AP
Transcription Service .............. Associated
Representative ............... Avery-Knodell
President ..................... Bradley C. Barnard
General Manager ............... Fritz S. Updike
Station Manager ............... Richard A. Clark
Sales Prom. Mgr. .......... Margaret Barnard
Transmitter Supervisor ...... George S. Woods

WDLA
WALTON—1951—KBS
Frequency: 1270 Kc. , Power: 1000 Watts d.
1270 Watts n.
Owned-Oper. By .............. Delaware County Bcstg. Corp.
Address ...................... Route 206
Phone Number .................. 1270
News Service ................. UP
President ..................... E. Ogden Bush
Chief Engineer ................ Gene Robinson

WATN
WATERTOWN—1941—MBS
Frequency: 1240 Kc. , Power: 250 Watts

553
WWNY
WATERTOWN—1941—CBS
Frequency: 790 Kc. ....... Power: 1000 Watts
Owned-Operated By ........ The Brockway Co.
Business-Studio Address ........ Public Square
Phone Number ............. 4120
Transmitter Location .......... Ives St. Rd.
News Service ................ UP
Transcription Service .......... Associated
Representative ............... Weed
Membership .................. NARTB, BAB
President .................... John B. Johnson

WFAS
WHITE PLAINS—1932
Frequency: 1230 Kc. ....... Power: 250 Watts

OUR 21st YEAR ...

Serving Westchester . . . a retail market of nearly $3/4 billion!

And year by year, the WFAS share-
of-audience keeps climbing.

Ask for current surveys.
They're really interesting!

WFAS and WFAS-FM
8 Church Street
White Plains, N. Y.

Represented by
Headley-Reed Company
New York, N. Y.

WWRL
WOODSIDE—1926
Frequency: 1600 Kc. ....... Power: 5000 Watts
Owned-Oper. By ........ Long Island Bestg. Corp.
Bus.-Studio-Transmitter Address .. 41-30 58th St.
Phone Number ............. Newyork 9-3300
Transmitter Location .......... Secaucus, N. J.
News Service ................ AP
Transcription Service .......... Associated
President .................... W. H. Reuman
Station Manager .............. Edith Dick
Sales Prom. Mgr. .............. Selvin Donneson
Prom., News Dir. .............. Fred Barr
Chief Engineer ............... Benton R. Bartlett

WWRL
New York
5,000 WATTS
Powerfully Selling America's Greatest Market at the Lowest Cost

Tops in New York for
Spanish — German
Czechoslovakian and the
Negro Market

1600 Kc NEWtowner 9-3300
**WRC S**

AHOSKIE—1948

Frequency: 970 Kc...
Power: 1000 Watts d.
Owned-Oper. By... Roanoke-Chowan Bstg. Co., Inc.
Business Address... Ahoskie
Phone Number... 333
Studio-Transmitter Location... Ahoskie-Aulander Hwy. (N.C. 350)
News Service...
Transcription Service...
President... Charles H. Jenkins
Gen., Comm. Mgr... P. G. Sewell
Program Director... Johnny Palmer
News Director... Burt Derman
Chief Engineer... John M. Sherwood

**WABZ**

ALBEMARLE—1947—KBS-LBS

Frequency: 1010 Kc...
Power: 1000 Watts d.
Owned-Oper. By... Radio Station WABZ, Inc.
Business-Studio Address... Hotel Albemarle
Phone Number... 1100
Transmitter Address... 3 Mi. N. City, Hiway 52
News Service... UP
Representative... Devney, Dodson
President... M. M. Palmer
General Manager... W. J. Page
Commercial Mgr... C. H. Shankle
Program Dir... J. T. Newman
Chief Engineer... J. D. Brooks

**WGWR**

ASHEBORO—1947

Frequency: 1260 Kc...
Power: 1000 Watts d.
Owned-Oper. By... Asheboro Bstg. Co., Inc.
Business-Studio Address... 303 E. Salisbury St.
Phone Number... 2187
Transmitter Location... Oakie M.
Air Time... 5 a.m.-sunset
News Service... UP
Transcription Service... Associated
President... Roy Cox
Gen., Sta. Mgr... J. R. Marlowe
Comm., Sls. Prom. Mgr... R. N. Neely
Pgm., Pub. Dir., Farm Editor... A. B. Brown
Production Director... C. V. Smith
Musical Dir... Nelson J. Harrill
Chief Engineer... Clyde C. Penny

**WISE**

ASHEVILLE—1939—NBC

Frequency: 1310 Kc...
Power: 5000 W. d.
Owned-Oper. By... Radio Station WISE, Inc.
Address... 100 College St.
Phone Number... 3-3381

Air Time... Unlimited
News Service... AP
Representative... Devney
Membership... NARTB
Pres., Gen. Sta. Mgr... Harold H. Thomas
Commercial Mgr... Loyd B. Leonard
Sales Prom. Manager... Floye Bowers
Program Director... Harold Moon
Publicity Dir... Skeeter Moore
Chief Engineer... John Randolph
Consulting Engineer... Wm. E. Benhs, Jr.

**WLOS**

ASHEVILLE—1947—ABC

Frequency: 1380 Kc...
Power: 5000 Watts d.
1000 Watts n.
Owned-Oper. By... Skyway Bstg. Corp.
Business-Studio Address... Battery Park Hotel
Phone Number... 2-2431
Transmitter Location... Emma
Air Time... 6:00 a.m.-12 M.
News Service... UP
Transcription Service...
Representative... Taylor Co.
V.P., General Manager... Charles B. Brit
Station Manager... Kenneth Beachboard
Comm., Prom. Mgr... George Roesler
Program Director... William L. Robertson
Musical Director... Fred Osborne
News Director... R. F. Brown, Jr.
Farm Editor... "Bing" Bennett
Chief Engineer... William M. Chambers
Consulting Engineer... John Creutz

**WSKY**

ASHEVILLE—1946—LBS

Frequency: 1230 Kc...
Power: 250 Watts
Owned-Oper. By... Radio Asheville, Inc.
Business-Studio Address... 12 Church St.
Phone Number... 3-4451
Transmitter Location... Campbell Woods
Air Time... 6:30 a.m.-12 M.
News Service... AP
Transcription Service... Long-Worth
Representative... Rambeau
President... Carl R. Bamford
Gen.-Sta. Mgr... Zeb Lee
Commercial Manager... Cliff Bowers
Program Director... Frank Messer
Chief Engineer... Bill Clemments
Consulting Engineer... A. D. Ring

**WWNC**

ASHEVILLE—1927—CBS-MBS

Frequency: 570 Kc...
Power: 5000 Watts
Owned-Oper. By... Asheville Citizen-Times Co.
Business-Studio Address... 14 O'Henry Ave.
Phone Number... 5611
Transmitter Location... Emma
Air Time .......... 5:30 a.m.-12:05 a.m.
News Service .......... AP, UP
Transcription Service .......... Associated
Representative .......... Headley-Read
Membership .......... NARTB, BAB
President .......... Don S. Elias
Gen., Sta. Manager .......... Cecil B. Hoskins
Commercial Manager .......... James A. Hagan
Program, News Director .......... William F. Meliz
Chief Engineer .......... William H. Hambrick
Consulting Engineer .......... A. D. Ring Co.

CAROLINA
745
Power: NARTB.
Power: Walter Unlimited
Charles Power
3-7173
Dorothea Depot
Wilder J.
NARTB...
...M.
Phil
John
John
George
Ed
Unlimited
Power: Dave
A,
467
Bill
NARTB,
Power: AP,
NARTB
Doris.
B.
5:30
Associated
Harry
Jack
AP
CBS.
AP
6-6376
World
6
E.
Don
Berry
AP,
AP
Dorothy
NARTB
John
M.
Daytime
Ted
Consulting
Chief Consulting Engineer .......... John Creutz
Commercial Engineer .......... Headley-Read
News, Sales, Dir. .......... AP
Sales Prom., News Dir. .......... AP
News Prom., Sales Dir. .......... AP
News Prom. Dir. .......... AP
Production Prom. .......... AP
News Prom. Dir. .......... AP
Production Dir. .......... AP
Chief Engineer .......... AP
Consulting Engineer .......... AP
Transcription Representative .......... AP
Music Licensor .......... AP
Sales Manager .......... AP
Prom. Manager .......... AP
News Manager .......... AP
Production Manager .......... AP
President .......... AP
Gen. Manager .......... AP
Program Director .......... AP
General Manager .......... AP
Commercial Manager .......... AP
Chief Engineer .......... AP
President .......... AP
Gen. Manager .......... AP
Chief Engineer .......... AP
Consulting Engineer .......... AP

WFNS
BURLINGTON—1946—LBS
TOBACCO NET
Frequency: 1150 .......... Power: 1000 Watts d.
Owned-Oper. By Burlington-Graham Bdcstg Co.
Phone Number .......... 4261
Transmitter Location .......... Burch Bridge Rd.
Air Time .......... 6 a.m.-Sunset
News Service .......... UP
Transcription Service .......... World
Representatives .......... Sears & Ayer
Membership .......... NARTB, BAB
General Manager .......... John C. Hanner
Commercial Manager .......... Alan Friedrich
Chief Engineer .......... Charles D. Chandler
Consulting Engineer .......... George Davis

WAYS
CHARLOTTE—1942—ABC-N.C.
Frequency: 610 Kc. .......... Power: 5000 Watts d.
1000 Watts n.
 Owned-Oper. By .......... Inter-City Advertising Co.
Business-Studio Address .......... 120 E. Third St.
Phone Number .......... 3-7173
Transmitter Location .......... Oakdale Section
Air Time .......... Unlimited
News Service .......... UP
Transcription Service .......... Lang-Worth, SESAC
Representative .......... Avery Knodel
Membership .......... NARTB
President .......... George W. Dowdy
Program Director .......... Harry Barfield
Chief Engineer .......... B. C. Stewart

WBBB
BURLINGTON—1941—MBS-KBS
Frequency: 920 Kc. .......... Power: 1000 Watts d.
Business-Studio Address .......... 318 S. Main St.
Phone Number .......... 6-6376
Transmitter Location .......... W. Front St. Ext.
Air Time .......... Daytime
News Service .......... AP
Transcription Service .......... Associated, Capitol
Representative .......... Joseph Hershay McGivney
Membership .......... NARTB
Gen., Sta. Mgr. .......... E. Z. Jones
Commercial Manager .......... Phil Eakin
News, Pgm. Dir. .......... Ed Brooks
Sales Prom. Mgr. .......... Ted Hanker
Production Director .......... Robert Thompson
Chief Engineer .......... Berry Tyson
Consulting Engineer .......... John Creutz
WGIV
CHARLOTTE—1947

WIST
CHARLOTTE—1951—MBS

WSOC
CHARLOTTE—1933—NBC

WRRZ
CLINTON—1947—ABC

WEGO
CONCORD—1943

WCKB
DUNN—1946—LBS-KBS

WDNC
DURHAM—1934—CBS-LBS
WSSB
DURHAM—1948—MBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Public Information Corp.
Address: P. O. Box 1168
Phone Number: 6819-6910
Transmitter Location: Cole Rd.
Air Time: 6 a.m.—11 p.m.
News Service: AP
Transcription Service: World
President, News Dir.: Herbert Peele
Gen., Sta. Mgr.: C. Alden Baker
Consulting Engineer: E. C. Page
Phone Number: 4371-2
Transmitter Location: Newland Road
Air Time: 6 a.m.—11 p.m.
News Service: AP
Transcription Service: World
President, News Dir.: Herbert Peele
Gen., Sta. Mgr.: C. Alden Baker
Consulting Engineer: E. C. Page

WIFM
ELKIN—1951—LBS
Phone Number: 739
News Service: UP
Transcription Service: Capitol
Representative: Continental
Owner, Mgr., Chief Engr.: John A. Hinshaw
Commercial Manager: Johnny Miller

WFAI
FAYETTEVILLE—1951
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Rollins Bcstg., Inc.
Bus.-Studio Add.: Huske Bldg.
Phone Number: 8131
Air Time: 6 a.m.—1:05 a.m.
News Service: AP
Transcription Service: RCA Thesaurus
President: John W. Rollins
General Manager: James H. Mayes, Jr.
Commercial Manager: Tom Harrell
Program Director: Ray Woodard
Publicity Director: Les Coleman
Chief Engineer: Frank Delle

WFLB
FAYETTEVILLE—1948—ABC-LBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Fayetteville Bcstrs., Inc.
Phone Number: 7136
Studio-Transmitter Location: Bragg Blvd.
Air Time: 5:30 a.m.—M.
News Service: AP
Representative: Burn-Smith
President: Harry B. Stein
Gen., Sta. Mgr.: L. W. Allen
Commercial Manager: C. M. Gaylord
Chief Announcer: Gail Thompson
Chief Engineer: W. D. Bailey

WFNC
FAYETTEVILLE—1940
MBS—TOBACCO NET
Frequency: 1390 Kc. Power: 5000 W. d.—
1000 W. n.
Owned-Oper. By: Cape Fear Bcstg. Co.
Business-Studio Address: 114 Anderson St.
Phone Number: 4848
Transmitter Location: Bragg Blvd.

WCNC
ELIZABETH CITY—1939
Frequency: 1240 Kc. Power: 250 Watts
Address: 205½ W. Main St.
Phone Number: 4370
Representative: Burn-Smith
News Service: SESAC
President: Joseph A. Gill
Gen., Comm., Mgr., News Dir.: George W. Haskell
Program Director: Maud McClelland
Chief Engineer: Benjamin Shannon

WGAI
ELIZABETH CITY—1947—LBS—TN
Frequency: 560 Kc. Power: 1000 Watts d.—
500 Watts n.
Owned-Operated By: WGAI Radio Co., Inc.
Business-Studio Address: Kramer Bldg.
Phone Number: 4371-2
Transmitter Location: Newland Road
Air Time: 6 a.m.—11 p.m.
News Service: AP
Transcription Service: World
President, News Dir.: Herbert Peele
Gen., Sta. Mgr.: C. Alden Baker
Consulting Engineer: E. C. Page

WTK
DURHAM—1946—ABC-TOBACCO
Frequency: 1310 Kc. Power: 1000 Watts d.—
500 Watts n.
Owned-Oper. By: Durham Bcstg Enter., Inc.
Address: 205½ W. Main St.
Phone Number: 6-101
Transmitter Location: 8 E. St. off Glendale
News Service: AP
Transcription Service: World, Capitol
Representative: Pearson
General Manager: Floyd Fletcher
Commercial Manager: Harmon L. Duncan
Pgm., Prom. Dir.: Ken Corbitt
Chief Engineer: Roy E. Fullen, Arlis White

WFLB
FAYETTEVILLE—1948—ABC-LBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Fayetteville Bcstg., Inc.
Phone Number: 7136
Studio-Transmitter Location: Bragg Blvd.
Air Time: 5:30 a.m.—M.
News Service: AP
Representative: Burn-Smith
President: Harry B. Stein
Gen., Sta. Mgr.: L. W. Allen
Commercial Manager: C. M. Gaylord
Chief Announcer: Gail Thompson
Chief Engineer: W. D. Bailey

WFNC
FAYETTEVILLE—1940
MBS—TOBACCO NET
Frequency: 1390 Kc. Power: 5000 W. d.—
1000 W. n.
Owned-Oper. By: Cape Fear Bcstg. Co.
Business-Studio Address: 114 Anderson St.
Phone Number: 4848
Transmitter Location: Bragg Blvd.
WBBO
FOREST CITY—1947—LBS
Frequency: 780 Kc. Power: 1000 Watts d.
Owned-Oper. By: Rutherford County Radio Co., Inc.
Bus-Studio-Transmitter Address: Forest City
Phone Number: 3205
News Service: AP
Transcription Service: Lang-Worth
Pres., Gen. Mgr.: Ed M. Anderson
Sales Prom. Mgr., Prog. Dir.: Jane Smith
News Dir., Farm Editor: Charles Melton
Chief Engineer: Merton Iwerks

WFVG
FUQUAY SPRINGS—1949
Frequency: 1460 Kc. Power: 1000 Watts d.
Phone Number: 333
News Service: AP
Pres.: J. M. Stephenson
Commercial Manager: Auburn C. Hayes
Program Director: William P. Weathers
News Director: Walter Pearson
Chief Engineer: Walter Johnson

WGNC
GASTONIA—1939—ABC
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Catherine T. McSwain
Bus-Studio Address: P. O. Box 737
Phone Number: 5-0821
Transmitter Location: Dallas Rd.
Air Time: 6 a.m.-11:30 p.m.
News Service: UP
Transcription Service: Lang-Worth
Representative: Continental Radio Sales
Owner: Catherine T. McSwain
General Manager: Pat McSwain
Commercial Manager: F. C. Abernathy
Program Director: Fred Gray
Chief Engineer: W. C. Groves, Jr.

WLTC
GASTONIA—1948—LBS
Frequency: 1370 Kc. Power: 1000 Watts d.
Owned-Oper. By: Gastonia Bcstg. Serv., Inc.
Address: P. O. Box 1010
Phone Number: 5-1079
News Service: UP
Transcription Service: World
Representative: Francis S. Clark
Pres., Gen. Mgr.: James B. Petty
Commercial Manager: Boyce C. Morrow
Prom., News Pgm. Dir.: R. St. Lawrence
Chief Engr., Farm Editor: Don C. Voligt

WFMC
GOLDSBORO—1951
Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Oper. By: Southern Radio & TV Corp.
Address: Goldsboro
Phone Number: 263
News Service: AP
Transcription Service: World, SESAC
Pres.: Hayden Stuart
Program., Prom. Dir.: Charles S. Carter
Chief Engineer: William W. Bridges

WGBR
GOLDSBORO—1939—ABC
Frequency: 1150 Kc. Power: 1000 Watts d.
Address: P. O. Box 1024
Phone Number: Main-Studio-550
News Service: AP
Transcription Service: Associated
Pres.: A. T. Hawkins
General Manager: V. Gerald Balkcum
Chief Engineer: Daniel B. Trueblood
Comm., Sales Prom. Mgr.: Nat Royster
Program Director: Vassie Balkcum

WCOG
GREENSBORO—1948—ABC
Frequency: 1320 Kc. Power: 1000 Watts d.
Owned-Oper. By: Inter-City Adv., Co., Inc.
Business-Studio Address: 314 S. Greene St.
Phone Number: 3-6925
Transmitter Location: Muiits Chapel Rd.
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: Lang-Worth
Representative: Avery-Knodel
Membership: NARTB, BAB
Pres.: George W. Dowdy
General Manager: Henry E. Sullivan
Commercial Mgr.: George Barber
Program Director: W. E. Jackson, Jr.
Publicity Director: Sandra Sisk
Chief Engineer: Ernest Pate, Jr.
Consulting Engineer: W. H. Malone
WBIG
GREENSBORO—1926—CBS
Frequency: 1470 Kc. Power: 5000 Watts
Phone Number: 6125
Studio Address: O. Henry Hotel Bldg.
Transmitter Location: Battleground Blvd.
News Service: AP
Transcription Service: Thesaurus, World
Representative: George P. Hollingbery
Pres., Gen. Mgr.: Gilbert M. Hutchison
Commercial Mgr.: William P. Mitchell
Sales Prom. Mgr.: Aileen Gilmore
Program Director: Alfred J. Rice
News Director: Charles Mitchell
Chief Engineer: Earl F. Allison

W G B G
GREENSBORO—1942—MBS
Frequency: 1400 Kc. Power: 250 Wats
Business-Studio Address: P. O. Box 2280
Phone Number: 3-3631
Transmitter Location: off Retreat St.
Air Time: 6 a.m.-12:30 a.m.
News Service: UP
Transcription Service: Lang-Worth

ONE OF AMERICA'S FIRST STATIONS!

WBIG
MARKET DATA
16 Counties

1950 Radio Homes* .......... 198,187
1950 Retail Sales† .......... $651,567,000
1950 Total Farm Income* ... $90,234,756
* SOURCE: 1951 Broadcasting Marketbook
† SOURCE: 1951 Sales Management

"The Prestige Station of the Carolinas" represented by Hollingbery
Chief Announcer .............................. Charles Whedbee  
Chief Engineer ............................... Hank Tribley  
Consulting Engineer ........................ Dixie B. McKee

WHNC
HENDERSON—1945—MBS
Frequency: 890 Kc.  Power: 1000 Watts d.  
Owned-Oper. By: Henderson Radio Corp.  
Bus-Studio Address: Norlina Road  
Phone Number: 736  
Transmitter Location: Norlina Rd., U. S. I  
Air Time: Daytime  
News Service: AP  
Transcription Service: Thesaurus, Cole, Lang-Worth, Keystone  
President: S. S. Stevenson  
V.P. & Gen. Mgr.: Nathan Frank  
Station Manager: Harry Trotman  
Program Director: Bob Leach  
Production Director: Bob Harrison  
Chief Engineer: Lewis Hiland  
Consulting Engineer: George C. Davis

WHKP
HENDERSONVILLE—1946—MBS-KBS
Frequency: 1450 Kc.  Power: 250 Watts  
Owned-Oper. By: Radio Hendersonville, Inc.  
Phone Number: 9062  
Transmitter Location: Chimney Rock Rd.  
Air Time: 5:45 a.m.-M.  
News Service: AP  
Transcription Service: McGregor  
Representative: Donald Cooke  
President: Beverly Middleston  
Station Manager: Kermit Edney  
Commercial Manager: Robert Smith  
Chief Engineer: Charles Renfrow  
Consulting Engineer: Elol Lovett

WHKY
HICKORY—1939—ABC
Frequency: 1290 Kc.  Power: 5000 Watts d.  
1000 Watts n.  
Address: Radio Bldg.  
Phone Number: 2294  
Representative: Walker  
Transcription Service: World, SESAC  
News Service: UP  
President: Carl V. Cline  
Gen. Sta. Mgr.: Edmund S. Long  
Commercial Manager: James K. Willis  
Program Director: Jack Starnes  
Chief Engineer: Thomas E. Long

WIRC
HICKORY—1948
Frequency: 630 Kc.  Power: 1000 Watts d.  
Owned-Oper. By: Foothills Bdstg., Inc.  
Address: 329 1st Ave.  
Phone Number: 2124  
Trans. Loca. 2 Mi. SE of Hickory

Air Time: 6 a.m.-Local Sunset  
News Service: AP  
Transcription Service: Lang-Worth  
Representative: McGillvra  
Membership: NARTB, BAB  
Pres., Pub., News Dir.: Margaret A. Smith  
Commercial Manager: Lee Douglas  
Program Director: Mattie I. Padgett  
Chief Announcer: Richard H. Benson  
Chief Engineer: Elmer H. Troutman  
Consulting Engineer: John Creutz

WHPE
HIGH POINT—1947—KBS-LBS
Frequency: 1070 Kc.  Power: 1000 Watts d.  
Owned-Oper. By: High Point Enterprise, Inc.  
Business-Studio Address: .307 N. Main St.  
Phone Number: 3466  
Transmitter Location: Old Thomasville Rd.  
Air Time: Local sunrise-sunset  
News Service: AP  
Transcription Service: Associated, Standard  
Membership: NARTB, BAB  
Co-Owner: R. B. Terry  
Co-Owner: D. A. Rawley  
Sta., Comm. Mgr.: Walter Hester  
Program Director: Nick Lawrence  
Chief Engineer: Yancy Cecil  
Consulting Engineer: Dillard

WMFR
HIGH POINT—1935—ABC
Frequency: 1230 Kc.  Power: 250 Watts  
Owned-Oper. By: Radio Station WMFR, Inc.  
Bus.-Studio-Transmitter Address: 164 S. Main  
Phone Number: 4593  
Air Time: 6 a.m.-M.  
News Service: UP  
Transcription Service: Lang-Worth, Capitol  
Representative: Burn-Smith  
Membership: NARTB, BAB  
Pres., Gen.-Station Mgr.: Frank S. Lambeth  
Commercial Manager: Frank Smith  
Sales Prom. Mgr.: Gerald D. Sullivan  
Program, News Dir.: Gary Davis  
Mus. Dir., Farm Editor: Wayne Morgan  
Chief Engineer: Robert Moore  
Consulting Engineer: George Davis

WJNC
JACKSONVILLE—1945
MBS-TOBACCO
Frequency: 1240 Kc.  Power: 250 Watts  
Owned-Oper. By: Lester L. Gould  
Address: Box "E"  
Phone Number: 707-708  
Trans. Location: New Bridge St.  
Air Time: 6 a.m.-11:30 p.m.  
News Service: UP
W G T L  
KANNAPOLIS—1946
Frequency: 870 Kc. Power: 1000 Watts d.
Owned-Oper. By...........Fred H. Whiteley, Inc.
Address .................Box 997, Cannon Blvd., Hwy 29
Phone .................Kannapolis 870, Concord 27076
Air Time .................Sunrise-sunset
News Service ..........UP
Transcription Service ....Lang-Worth, World
Membership ...............NARTB
Pres., Gen. Mgr............Fred H. Whiteley
Chief Engineer............John Foy

W E L S  
KINSTON—1950—MBS
Frequency: 1010 Kc. Power: 1000 Watts d.
Address .................1400 W. Vernon St.
Phone Number ..........5151
Air Time .................Daytime
News Service ..........UP
Transcription Service ....Capitol
Representative ..........Devney
President .................E. L. Scott
Gen. Comm. Mgr...........Jack P. Hanks
Program Director ........Ed Sheppard
Chief Engineer............Kenneth Read

W F T C  
KINSTON—1937—ABC-CBS-NBC
TOBACCO NET
Frequency: 1230 Kc. Power: 250 Watts
Address .................204 East King St.
Phone Number ..........4111
Air Time .................6 a.m.-M.
News Service ..........UP
Transcription Service ...Lang-Worth
Representative ..........Burn-Smith
Pres., Gen., Sta. Mgr......William S. Page
Commercial Mgr...........J. Harold Vester
Program Dir..............S. Bruce Petteway
News Director.............Herman B. Craddock
Prom. Mgr., Farm Editor..Carl B. Caudill, Jr.
Chief Engineer...........David E. Hardison

W E W O  
LAURINBURG—1947—LBS-KBS
Frequency: 1080 Kc. Power: 1000 Watts d.

W L O E  
LEAKSVILLE—1946—MBS-KBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By...........Douglas L. Craddock
Address-Trans. Loc...Blvd. & Pine
Phone Number ..........701-2
Air Time .................6 a.m-M.
News Service ..........AP
Transcription Service ...World, Keystone
Membership ...............NARTB
Chief Engineer............Eldred Winn
Consulting Engr...........George C. Davis

W J R I  
LENOIR—1946—MBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By...........John P. Rabb
Address .................440 West Ave.
Phone Number ..........761 & 899
Transmitter Location ...Morganton Rd.
Air Time .................6 a.m-12 M.
News Service ..........UP
Transcription Service ...Lang-Worth, Keystone
Pres., Gen. Mgr...........John P. Rabb
Commercial Manager ....F. Kent Atwater
Program Director ........K. Rabb
Chief Announcer..........John A. Dellinger
Musical Director..........George Kirstin
Chief Engineer............Harvey C. Atchisson
Consulting Engineer.....Janskey & Bailey

W B U Y  
LEXINGTON—1946—LBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By...........Davidson County Bstg. Co.
Business Address .........P. O. Box 359
Phone Number ..........2716
Studio-Transmitter Location........Route 29
Air Time .................6 a.m.-10 p.m.
News Service ..........AP
Transcription Service ...Lang-Worth
Representative..........Continental Radio Sales
Membership ...............NARTB, BAB
Partners .................Greely N. & Omar G. Hilton
North Carolina

Station Manager .................................. C. Robert Ray
Commercial Mgr. .......................... . Robert Raker
Chief Engineer .............................. E. P. Mallard
Consulting Engr. .............................. William Bennis

WTSB
LUMBERTON—1946—MBS-KBS
Frequency: 1340 Kc.  Power: 250 Watts
Owned-Operated By ................................. Robeson Bcastg. Corp.
Business-Studio Address ................. 112 W. Fifth St.
Phone Number .................................. 1080
Transmitter Location ...................... Charlotte Rd.
News Service .................................. AP
Transcription Service ..................... Standard
Representative .................................. Continental Radio Sales
General Manager ............................. James MacNeil

WBRM
MARION—1949—LBS
Frequency: 1250 Kc.  Power: 1000 Watts d.
Owned-Operated By ................................. Lake City Bcastg. Corp.
Address ........................................ 13½ W. Court St.
Phone Number .................................. 7221
News Service .................................. UP
Pres., Gen. Mgr. .............................. W. P. Erwin
Commercial Mgr. .............................. J. C. Pleasant
Vice-Pres., Pgm. Dir. ....................... J. L. Reynolds, Jr.
Chief Engineer ................................. Hubert C. Martin

WMAP
MONROE—1947—KBS-LBS
Owned-Operated By ................................. Union Bcastg. Corp.
Business Address .............................. P. O. Box 382
Phone Number .................................. 1060
Studio-Transmitter Location .............. Camp Sutton
News Service .................................. UP
Transcription Service ..................... World
President .................................. Dick Marable
Commercial Mgr. .............................. Z. Bright Tucker
Gen., Prom. Mgr., Farm Dir. ............... J. Archie Laney
Chief Engineer ................................. Robert L. Smith

WHIP
MOORESVILLE—1950—KBS
Frequency: 1350 Kc.  Power: 1000 Watts
Owned-Operated By ................................. Wayne M. Nelson
Trans.-Address .............................. Mooresville, N. C.
Phone Number .................................. 500
Air Time .................................. Daytime
News Service .................................. UP
Transcription Service ..................... KBS, Capitol
Pres., Gen. Manager ........................ Wayne M. Nelson
Chief Engineer ................................. E. M. Stanton, Jr.
Consulting Engineer ........................ George C. Davis

WMBL
MOREHEAD CITY—1947—LBS
Owned-Oper. By ................................. Carteret Bcastg., Co., Inc.

WMNC
MORGANTON—1947—NBC
Frequency: 1490 Kc.  Power: 250 Watts
Owned-Oper. By ................................. Nathan J. Cooper
Transmitter—Address Hway 181. P. O. Box 698
Phone Number .................................. 1100
Air Time .................................. 6 a.m.-E.
News Service .................................. AP
Transcription Service .......................... Capital
Publicity Dir. .................................. Madelyn Patton
Production Director .......................... Mozelle Buff
Chief Engineer ................................. Frank Ballew

WPAQ
MT. AIRY—1948—CAROLINA SPTS.
Owned-Oper. By ................................. Ralph D. Epperson
Bus.-Studio-Transmitter .............. Springs Rd., R 5
Phone Number .................................. 882
Air Time .................................. Daytime
News Service .................................. AP
Transcription Service ..................... Standard
Representative .................................. Thomas Clark
Pres., Gen.-Sta. Mgr. .......................... Ralph D. Epperson
News Dir., Chf. Ann. ........................ Johnny Joyce
Chief Engineer ................................. Arnold Bruce Fleming
Consulting Engr. ............................ John J. Keel

WSYD
MOUNT AIRY—1951—MBS
Frequency: 1240 Kc.  Power: 250 Watts
Owned-Oper. By ................................. Mount Airy Bcastrs., Inc.
Address .......................................... P. O. Box 53
Phone Number .................................. 581
Pres., Gen. Mgr. ............................... Robert H. Epperson
Assistant Manager ............................ Tom Stewart
Commercial Manager ......................... Erastus F. Poore
Pgm., Prom. Dir. ............................. Jim Harrelson

WHIT
NEW BERN—1942—MBS-TOBACCO
Frequency: 1450 Kc.  Power: 250 Watts
Owned-Oper. By ................................. Radio Station WHIT
NORTH CAROLINA

Address .............................................. US Hwy 17 So.
Phone Number ..................................... 4450-4024
Air Time ............................................. 6 a.m.-11:30 p.m.
News Service ....................................... AP
Transcription Service ................ Lang-Worth
Representative ................................. John E. Pearson
President ........................................ Harmon L. Duncan
Pgm., Prod., News Dir. ..................... Stuart Hall
Chief Engineer ............................... Billy Haire

WNCC
NEWTON—1948—MBS
Frequency: 1230 Kc.  Power: 250 Watts
Business Address ................................ West A St.
Phone Number ..................................... 830
Studio-Transmitter Location ........... West A St., Ext.
News Service ..................................... UP
President ......................................... Charles Turner
Gen. Mgr., News Dir. ..................... Earl Holder
Commercial Manager ...................... Eugene Henry
Chief Engineer .............................. Dennis Long

WKBC
NORTH WILKESBORO—1947
Frequency: 810 Kc.  Power: 1000 Watts d.
Business-Studio Address ................. Radio Bldg.
Phone Number ..................................... 633
Transmitter Location ....................... Wilkes County
Air Time ........................................... Sunrise-sunset
News Service ...................................... AP
Transcription Service ...................... World
Pres., Gen. Mgr. ................................. Doris B. Brown
Comm.-Sales Prom. Mgr. ................. Roland B. Potter
Program Director ............................. C. E. Litchfield
Prods., News Dir. ............................. Ben Talbot
Chief Engineer ............................... Walter Harrold
Consulting Engineer ..................... John Creutz

WOXF
OXFORD—1949
Frequency: 1340 Kc.  Power: 250 Watts
Address ........................................... Oxford Bcstg. Corp.
Phone Number ..................................... 4167
Transcription Service ...................... Capitol
News Service ....................................... AP
President ......................................... Frank W. Hancock
General Manager ............................. James F. Flanagan
Commercial Manager ...................... Bill Bidloch
Promotion Manager ......................... Bob Smith
Chief Engineer ............................... Archie Hawkins

WNAO
RALEIGH—1948—ABC
Frequency: 850 Kc.  Power: 10,000 Watts d.
5000 Watts n.
Address ............................................ 219 So. McDowell St.
Phone Number ..................................... 2-0321
Transmitter Location .................... Cary
Air Time ........................................... 24 Hrs.
News Service ..................................... UP
Transcription Service ........................ Standard & Associated
Representative ............................... W. G. Talbot
President ......................................... Josephus Daniels, Jr.
General Manager ............................. Frank Daniels
Station Manager ............................... G. F. Albright
Comm. Mgr., Pgm. Dir. ..................... David A. Brown
Chief Announcer .............................. Wally Ausley
Pub., News Director ......................... Scott Summers
Chief Engineer ............................... E. J. Reopelles
Consulting Engr. ............................. A. D. Ring & Co.

WPTF
RALEIGH—1924—NBC
Frequency: 680 Kc.  Power: 50,000 Watts
Owned-Oper. By ................................ WPTF Radio Co.
Business-Studio Address ................. Insurance Bldg.
Phone Number ..................................... 8311
Transmitter Location ...................... Cary
Air Time ........................................... 5:30 a.m.-12:05 a.m.
News Service ..................................... AP, UP
Transcription Service ...................... Lang-Worth
Representative .................................. Free & Peters
Membership ..................................... NARTB, BAB
V.P., Gen. Sta. Mgr. ...................... Richard H. Mason
Sales Manager ................................. R. W. Youngsteadt
Program Manager .............................. Graham B. Poyner
Dir. of Adv. & Promotion .................... Henry T. Vaden
News Director ................................. J. Edgar Kirk
Production Dir. .............................. Warren Barfield
Chief Engineer ............................... Henry Hulick, Jr.
Consulting Engineer ..................... James C. McNary

WRAL
RALEIGH—1939—MBS-TOBACCO
Frequency: 1240 Kc.  Power: 250 Watts
Owned-Operated By ........................ Capitol Bcstg., Co., Inc.
Bus.-Studio Address ......................... 130 S. Salisbury St.
Phone Number ..................................... 6411
Transmitter Location ...................... Bart St.
Air Time ........................................... 6 a.m.-11:15 p.m.
News Service ..................................... AP
Representative .................................. Pearson
Membership ..................................... NARTB, BAB
President ......................................... A. J. Fletcher
Gen., Sta. Mgr. ................................. Fred Fletcher
Pgm., News Director ......................... Jesse Helms
Chief Engineer ............................... Virgil D. Duncan

WFRC
REIDSVILLE—1947—KBS
Frequency: 1600 Kc.  Power: 1000 Watts
Owned-Oper. By ................................ Piedmont Carolina Bcstg.
Business-Studio Address ................. Box 980, Gilmer St.
Phone Number ..................................... 4361-2
Transmitter Location ...................... Wentworth Rd.
Air Time ........................................... 6 a.m.-11 p.m.
News Service ..................................... AP
Transcription Service ...................... Thesaurus
Membership ..................................... NARTB
President ......................................... H. T. Williams
Gen., Sta. Mgr. ................................. Stephen F. Woodson

564
Commercial Manager .................. Forrest Bedell
Sales Prom. Mgr .................. Costin Lindsey
Production Director .................. James B. Mead
Publicity Director .................. Tiny Turner
Chief Engineer .................. Sam E. Sexton
Consulting Engineer .................. Phil Hedrick

WREV
ROCKINGHAM—1946—WCBT
Frequency: 1220 Kc .......... Power: 250 Watts d.
Address .................. 114½ N. Scales St.
Phone Number .................. 7051
Transcription Library .................. Standard
News Service ......... UP
Representative .................. Devney
Station Manager .................. Mrs. Katye Price
Program Director .................. Frank Elliott
Chief Engineer .................. W. T. Martin

WCBT
ROANOKE RAPIDS—1948—KBS
Frequency: 1230 Kc .......... Power: 250 Watts
Address .................. 251 Roanoke Ave.
Phone Number .................. 7-8551
Transmitter Location ............... E. 10th St.
News Service .............. UP
Transcription Service .......... Lang-Worth, SESAC
Pres. Mgr .................. J. Winfield
Program Director .................. Donald O. Collins
Assistant Manager ............... Jerry Elliott
Chief Engineer .................. C. Meares

WAYN
ROCKINGHAM—1946
Address .................. Rockingham
Phone Number .................. 4041
Air Time .................. Daytime
News Service ......... UP
Transcription Service .......... Capitol
Res. Sta. Mgr .................. Matt P. Gettings
Chief Engineer ............... William Henley
Consulting Engineer .............. Geo. C. Davis

WCEC
ROCKY MOUNT—1947—LBS
Frequency: 810 Kc .......... Power: 1000 Watts d.
Address .................. E. Caro. Elec.
Phone Number .................. 115 N. Church St.
Phone Number .................. 23109
Transmitter Location ............... Hwy. 95
Air Time .................. Daytime
News Service .............. AP
Transcription Service .......... Associated

NORTH CAROLINA

Membership .................. NARTB
President .................. Josh L. Horne
General Manager .................. Mel Warner
Commercial Manager .............. Ray Thompson
Program Director .................. Ray Wilkinson
Chief Engineer .................. Grover Taylor

WREXO
ROXBORO—1949—LBS
Frequency: 1430 ....... Power: 1000 Watts d.
Address .................. Box 130
Phone Number .................. 5013
Air Time .................. Daytime
News Service .............. UP
Transcription Service .......... World
President .................. H. W. Winstead, Jr.
Gen. Sta. Prom. Mgr .............. H. S. Taylor
Chief Engineer .......... Lloyd Peakeins
Consulting Engineers .......... Brown, Duncan & Porter

WSAT
SALISBURY—1947—ABC
Frequency: 1280 Kc .......... Power: 1000 Watts d.
Address .................. Mid-Carolina Bstg. Co.
Phone Number .................. 276
Air Time .................. Daytime
News Service .............. UP
Transcription Service .......... World
Membership .................. NARTB, BAB
President .................. Charles H. Wentz
General Manager .............. John E. Smith
Commercial Manager .............. R. M. Hunt
Program Director .............. W. F. Fleming
Chief Engineer .............. Elbert She-man

WSTP
SALISBURY—1939—CBS
Frequency: 1430 Kc .......... Power: 250 Watts
Address .................. Piedmont Bstg. Corp.
Phone Number .................. 22109
Air Time .................. Daytime
News Service .............. AP
W W G P
SANFORD—1946

Frequency: 1050 Kc. Power: 1000 Watts d.
Address: 137 So. Steele, Box 651
Phone Number: 860
Transmitter Location: Tramway
Air Time: Sunrise-sunset
News Service: UP
Transcription Service: World
Representative: Continental
President: J. C. McBride
Gen. Sta. Mgr.: Earl L. Boyles
Commercial Manager: James Ward
Pgm. Prod. Dir.: Cat. Dir.: Del Carthy
Publicity Director: W. E. Horner
Chief Engr.: Edward O. Kopriva

W O H S
SHELBY—1946—MBS

Owne-oper. By: Western Carolina Radio
Address: Box 1401, Shelby
Phone Number: 6313
Studio-Transmitter Location: Hway. No. 74, W.
Air Time: Daytime
News Service: Membership
Transcription Service: NARTB, BAB
President: Lee B. Weathers
Commercial Mgr.: Max P. Butler
Program Director: Hugh Dover

W M P M
SMITHFIELD—1950

Frequency: 1270 Kc. Power: 1000 Watts d.
Address: Box 177
Phone Number: 2434
News Service: UP
Transcription Service: Capitol
Co-op. Gen. Mgr.: John S. Townsend
Co-Owner: J. Fred Horton
Comm. Mgr., Pgm. Dir.: Joe Foster
News Director: Robert L. Dupree

W E E B
SOUTHERN PINES—1947—MBS

Frequency: 980 Kc. Power: 1000 Watts d.
Owne-oper. By: The Sandhill Community Bcstrs., Inc.
Address: Box 1189
Phone Number: 9078
Transmitter Location: Radio Rd.
Air Time: 6 a.m.-12 M.
News Service: Membership
Transcription Service:大陆
Representative: NARTB, BAB
President: Dr. James W. Snowdon
News Director: Bill Brown
Chief Engineer: T. K. Abernathy
Consulting Engr.: J. R. and Kennedy

W S I C
STATESVILLE—1947—CSN-MBS

Address: Box 1189
Phone Number: 9078
Transmitter Location: Radio Rd.
Air Time: 6 a.m.-12 M.
News Service: Membership
Transcription Service: NARTB, BAB
President: Dr. James W. Snowdon
News Director: Bill Brown
Chief Engineer: T. K. Abernathy
Consulting Engr.: J. R. and Kennedy

W C P S
TARBORO—1946—TOB. SPORTS

Frequency: 760 Kc. Power: 1000 Watts d.
Bus-Studio Address: Edgecombe Bank Bldg.
Phone Number: 2191-2
Transmitter: Rocky Mt. & Tarboro Hway.
Air Time: Daytime
News Service: Membership
Transcription Service: World
Representative: Dora-Clayton
President: V. E. Fountain
Sales Prom. Mgr.: J. Porter MacNeil
Production Director: Alfred Vickers
Publicity Director: Grace Satterthwaite
Chief Engineer: G. Lee Hodges

W T N C
THOMASVILLE—1947

Frequency: 790 Kc. Power: 1000 Watts d.
Phone Number ........................................ 902
Studio-Transmitter Location ........................ Salem St., Ext.
News Service ........................................ AP
Transcription Service ................................ World
President .............................................. George W. Lyles, Sr.
Gen., Comm. Mgr. .................................... Harold Harrison
Chief Engineer ....................................... James McAden

WADE
WADESBORO—1947—KBS
Frequency: 1210 Kc.  Power: 1000 Watts d.
Bus-Studio Address ................................ Radio Bldg.
Phone Number ...................................... 620
Transmitter Location ................................ Highway 52
Air Time ............................................. Daytime
News Service ........................................ AP
Transcription Service ................................. Capitol
Representative ....................................... Continental
President ............................................. R. P. Lyon
Gen., Sta. Manager ................................. Walter V. Mitchell
Comm., Sls. Prom. Mgr. ............................ J. A. Ballard
Program Director ................................... Willard Billingsley
Chief Engineer ...................................... Cecil Sills
Consulting Engineer ................................. Wm. E. Bens, Jr.

WHED
WASHINGTON—1948—LBS-KBS
Frequency: 1340 Kc.  Power: 250 Watts
Owned-Oper. By ..................................... Beaufort Bcstg. Co.
Bus-Studio Address ................................ Guaranty Bank Bldg.
Phone Number ...................................... 278
Transmitter Location ................................ Rt. 17, S.
Air Time ............................................. 17 3/4 Hrs.
News Service ........................................ UP
Transcription Service ................................. Lang-Worth
Representative ....................................... Continental
Membership ........................................... NARTB
President ............................................. Lee B. Wynne
Gen., Sta. Manager ................................. F. K. Ward
Comm., Prom. Mgr. ................................. G. Earl Broome
Pgm., Prod. Director ................................. Harry Shriver
Chief Engineer ...................................... John Wiltoy
Consulting Engineer ................................. Wm. H. Malone

WR RF
WASHINGTON—1942—ABC
Frequency: 930 Kc.  Power: 5000 Watts d.
1000 Watts n.
Owned-Oper. By ..................................... Tar Heel Bcstg. System, Inc.
Bus-Studio Add. ...................................... Bank of Washington Bldg.
Phone Number ...................................... 403
Transmitter Location ................................ 1 Mi. S., Hway. 17
Air Time ............................................. 6 a.m.-11:15 p.m.
News Service ........................................ AP
Transcription Service ................................. World
Representative ....................................... Walker
Membership .......................................... NARTB, BAB
President ............................................. W. R. Robertson, Jr.
Gen. Sta. Manager ................................. T. H. Patterson
Comm., Sales Prom. Mgr. .......................... Merrill Daniels
Program Director ................................... Don Pierce

Chief Engineer ...................................... I. G. Murphey
Consulting Engineer ................................. Geo. C. Davis

WHCC
WAYNESVILLE—1947—MBS
Frequency: 1400 Kc.  Power: 250 Watts
Owned-Operated By ................................. WHCC, Inc.
Business-Studio Address ............................. Main St.
Phone Number ...................................... 680
Transmitter Location ................................ Howell Mill Rd.
Gen., Prom. Mgr. .................................... James B. Childress
Commercial Manager ............................... Vestal Jones
Chief Engineer ...................................... Frank Wilbur

WENC
WHITEVILLE—1946—MBS
Frequency: 1240 Kc.  Power: 250 Watts
Owned-Oper. By ..................................... Whiteville Bcstg. Co., Inc.
Business-Studio Address ............................. Whiteville
Phone Number ...................................... 120
Transmitter Location ................................ 1 Mi. from Bus. District
Representative ....................................... Clark
President ............................................. Josiah Maulsby
General Manager ................................. Ward A. Coleman
Commercial Manager ............................... Jerry Honeycutt
Chief Engineer ...................................... Auburn Dutton

WIAM
WILLIAMSTON—1951
Frequency: 900 Kc.  Power: 1000 Watts d.
Owned-Oper. By ..................................... Martin Co. Bcstg.
Address ............................................... 110 S. Smithwick St.
Phone Number ...................................... 2478
News Service ........................................ UP
Co-owner ............................................. James Gray, Sr.
Co-owner ............................................. Charles Gray
Sales Prom. Mgr. .................................... Dolores Baeird
Prod., Pub. Dir. ..................................... Carl B. Armstrong
Chief Engineer ...................................... James E. Kitchings, Jr.

WGNI
WILMINGTON—1946—MBS
TOBACCO
Frequency: 1340 Kc.  Power: 250 Watts
Owned-Oper. By ..................................... New Hanover Bcstg. Corp.
Business Address ................................... P. O. Box 869
Phone Number ...................................... 2-2493
Phone Number ...................................... 2-2493
Studio-Transmitter Location ........................ Eagle Island
Air Time ............................................. 6:30 a.m.-12 M.
News Service ........................................ UP
Representative ....................................... J. E. Pearson
President ............................................. J. S. Brody
Station Manager ..................................... Allen B. Jones
Commercial Mgr. ..................................... Tommy Thompson
Program Director ................................. Paul Parker
Chief Engineer ...................................... Arthur L. Madeley

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WMFD
WILMINGTON—1935—ABC
Frequency: 630 Kc. . . . . . Power: 1000 Watts
Owned-Operated By . . . . . R. A. Dunlea
Phone Number .................. 4840
Transmitter Location .......... Brunswick County
Air Time ........................ Unlimited
News Service .................. UP
Representative ................. Burn-Smith
Memberhip .................. NARTB
Comm.-Sales Prom. Mgr. ..... C. O'Shields
Program Director ............ Bruce Buchanan
Chief Engineer ............... E. I. Herring, Jr.
Consulting Engineer .......... A. D. Ring

WGTM
WILSON—1937—CBS
Frequency: 590 Kc. . . . . . Power: 5000 Watts
Owned-Oper. By . . . . . . . Watson Industries, Inc.
Bus.-Studio Address ........... Herring Ave. Ext.
Phone Number ......... 2188-9
Transmitter Location .......... Rock Ridge
Air Time .................. 5:30 a.m.-12 M.
News Service .................. UP
Transcription Service ....... Thesaurus
Representative ................. Walker
Membership .................. NARTB
President ........................ Penn Thomas Watson
Gen.-Sta.-Prom. Mgr. ........ Allen Wannamaker
Commercial Mgr. ............... R. R. Brunson
Pgm. Dir., Chief Annr. ......... Bill Gordon
Production Director .......... Clint Faris
Chief Engineer ............... W. H. Malone

WVOT
WILSON—1948—MBS
Frequency: 1420 Kc. . . . . . Power: 1000 Watts d.
Address .................. Wilson
Phone Number .................. 5157
News Service .................. AP
Representative ................. Pearson
President .................. H. W. Anderson
General Manager ............. Harry Severance
Commercial Mgr. .............. P. O. Barnes
Sales Prom. Mgr. ............. Lynda Thomas
Program Director ............... Joel Lawhon
News Director ................ Callie Wood
Chief Engineer ................ Dan Williams

WAIR
WINSTON-SALEM—1937—ABC
Frequency: 1340 Kc. . . . . . Power: 250 Watts
Owned-Operated By . . . . . WAIR Bcstg. Co.
Business-Studio Address . . Peper Bldg.
Phone Number ............... 3-1139
Transmitter Location ........ S. Stratford Rd.
Air Time .................. 6 a.m.-12:15 p.m.
News Service .................. AP
Transcription Service ....... World, Capitol
Representative ................. Walker
Membership .................. NARTB, BAB
Pres., Gen., Sta. Mgr. .. . . . . . . George D. Walker
Comm., Prom. Mgr. . . . . . . . . . . . . . . . . . . . . . Pat Taylor
Pub. Dir., Chief Annr. ....... Lawrence Patrick
Program Director ........... Bernice Morris
Chief Engineer ............... Lee King
Consulting Engr. ............. George Davis

WSJS
WINSTON-SALEM—1930—NBC
Frequency: 600 Kc. . . . . . Power: 5000 Watts
Bus.-Studio Address ........... 419-21 N. Spruce St.
Phone Number ............... 3-2111
Transmitter Location ....... R.F.D. No. 1, Old Town
Air Time .................. Unlimited
News Service .................. UP
Transcription Service ....... Associated, Standard
Representative ................. Headley-Reed
Membership .................. NARTB, BAB
President .................. Gordon Gray
V.P., Managing Dir. ........... Harold Essex
Sales Manager ................ Harry C. Shaw
Program Manager ............. Robert Estes
Production Director ........... John Comas
Publicity Director ............ Jack Burney
Chief Engineer ............... Phil Hedrick
Consulting Engineer .......... Craven, Lohnes & Culver

WTOB
WINSTON-SALEM—1947-MBS-CBS
Frequency: 1380 Kc. . . . . . Power: 1000 Watts
Address .................. P. O. Box 2798
Phone Number ............... 34353
Transmitter Location ........ Polo View Rd.
Air Time .................. 5:30 a.m.-1 a.m.
News Service .................. AP
Transcription Service ....... Thesaurus
Representative ................. The Taylor Co.
President .................. James W. Coan
Gen.-Comm. Manager ...... John G. Johnson
Sales Prom. Manager .......... Charles Bruntr
Program Director ............. Owen Spann
Publicity Director ............. Jack Wiggins
Chief Engineer ............... Ben Vogler
K F Y R
BISMARK—1925—NBC
Frequency: 550 Kc. . . . . . . . Power: 5000 Watts
Owned-Operated By: Meyer Bcastg. Co.
Bus-Studio Address: 402 1/2 Fourth St.
Phone Number: 468
Transmitter Location: Menoken
News Service: AP, UP
Transcription Service: Thesaurus
Representative: John Blair
Membership: NARTB, BAB
President, General Manager: P. J. Meyer
Station Manager: F. E. Fitzsimonds
Comm.-Sales Prom. Mgr.: R. W. MacLeod
Pgm., Prod. Dir.: Cal Culver
Chief Engineer: Ivar Nelson

K D L R
DEVILS LAKE—1925
MBS-GREAT NORTHERN—KBS
Frequency: 1240 Kc. . . . . . . . Power: 250 Watts
Owned-Operated By: KDLR, Inc.
Business-Studio Address: 1025 3rd St.
Phone Number: 1090
Transmitter Location: . . . E. end Fourth St.
Air Time: Unlimited
News Service: UP
Transcription Service: World, SESAC
Representative: Lawson
President, General Manager: Bert Wick
Program Director: Wilbur Clemenson
Chief Engineer: Richard Moritz

K D I X
DICKINSON—1947—KBS
Frequency: 1230 Kc. . . . . . . . Power: 250 Watts
Owned-Operated By: Dickinson Radio Assn.
Bus-Studio Address: 119 2d Ave. W.
Phone Number: 4113
Transmitter Location: 1 Mi. N. of Dickinson
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: Standard, SESAC
Representative: Orville F. Lawson
Membership: NARTB, BAB
President: Dr. P. J. Weir
Commercial Manager: E. A. Spear
Sales Prom. Manager: William C. Mason
Chief Engineer: Clark Franklin

K F G O
FARGO—1948—ABC
Frequency: 790 Kc. . . . . . . . Water: 5000 Watts
Owned-Operated By: Northern States Bcastg. Co.
Business-Studio Address: KFGO Bldg.
Phone Number: Fargo 2-3291
Transmitter Location: Wild Rice
News Service: AP
Transcription Service: Standard
Representative: Bolling
President: W. R. Haqqart
Gen., Sta., Comm. Mgr.: Charles G. Burke
Pgm., Prod. Dir.: David B. Henley
Chief Engineer: Olaf Gabrielson

W D A Y
FARGO—1922—NBC
Frequency: 970 Kc. . . . . . . . Power: 5000 Watts
Owned-Operated By: WDAY, Inc.
Business-Studio Address: Black Bldg.
Phone Number: 5357
Air Time: 6 a.m.-12
News Service: AP, UP
Transcription Service: Thesaurus
Representative: Free & Peters
Membership: NARTB, BAB
President, Gen. Mgr.: E. C. Reinke
Station Manager: Jack Dunn
Sales Manager: Tom Barnes
Sales Promotion Manager: Roy Pedersen
Program Director: Ken Kennedy
Chief Engineer: Juline Savold
Technical Director: Julius Helland
Consulting Engineer: Glen D. Gillett

K I L O
GRAND FORKS—1941—CBS
Frequency 1440 Kc. . . . . . . . Power: 1000 d.; 500w.
Owned-Oper. By: Grand Forks Herald, Inc.
Bus-Studio Address: First Natl. Bank Bldg.
Phone Number: 4-5321
Transmitter Location: Univ. of N. Dak. Campus
Air Time: Unlimited
News Service: UP
Representative: Avery-Knodel
Membership: NARTB
President: M. M. Oppegard
General Manager: J. Warren McClure
Comm. Manager: Herman Livingston
Program Director: M. C. Gorham
News Director: Rikk Riley
Chief Engineer: A. F. Petrich
Program Dir.: Jeff Gorham
Consulting Engineer: Walter F. Kean

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KNOX
GRAND FORKS—1947—MBS
KBS—GREAT NORTHERN
Frequency: 1400 Kc.  Power: 250 Watts
Owned By: Community Radio Corp.
Address: Grand Forks
Phone Number: 4-6511
Transmitter Location: State Mill Rd.
News Service: UP
Transcription Service: World
Representative: Carroll E. Day
General Manager: Elmer Hanson
Sales Prom. Mgr.: Robert Whyte
Program Director: Jack French
Chief Engineer: Clifford Thomfords

KSJB
JAMESTOWN—1937—CBS
Frequency: 600 Kc.  Power: 5000 Watts
Address: 429 S.W. 2d St., Jamestown, N. D.
271½ Bway., Fargo, N. D.
Phone Number: 1600
Transmitter Location: Hwy 218. 6 Mil. So. of City

KGCU
MANDAN—1925—MBS
Owned-Oper. By: Mandan Radio Assn., Inc.
Bus-Studio Address: Mandan
Phone Number: 561, 582
Transmitter Location: 2 Mil. SE of Mandan on Hwy. 10
Air Time: 6 a.m.-12 p.m.
News Service: AP
Transcription Service: Lang-Worth
Representative: Walker
Membership: NARTB, BAB
Station Comm. Mgr.: Paul C. Gussner
Program Director: Merritt Bushee
Chief Engineer: Ray Barnett

KSJB
JAMESTOWN, NORTH DAKOTA
COVERING THE GREAT NORTHWEST

REPRESENTED NATIONALLY BY WEED & CO.
KWBM
WILLISTON—1948

Frequency: 1450 Kc. . . . . . . Power: 250 Watts
Owned-Oper. By . . . . . . . . . . . . . KWBM Bstg. Co.
Address . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . Box 198, Williston
Phone Number . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . boilers...
WCUE
AKRON—1950
Frequency: 1150 Kc. Power: 1000 Watts d.
Owned-Op. By: A. D. Ring
Address: Palace Theatre Arcade
Phone Number: Fr. 7114
Representative: Forjoe
News Service: UP
President: Tim Elliot
General Manager: George K. Stroupe
Commercial Manager: Jack Maurer
Consulting Engineer: W. L. Smith

WHKK
AKRON—1944—MBS
Frequency: 640 Kc. Power: 1000 Watts
Business-Studio Address: 51 W. State St.
Phone Number: Bl. 7101
Transmitter Location: Akron Peninsula Rd.
Air Time: 6 a.m.-sunset
News Service: AP
Transcription Service: The Quorum
Representative: Meeker Assoc.
President: S. E. Graham
General-Station Mgr.: R. W. Richmond
Comm.-Sales Manager: Cecil Green
Program-Production Dir.: B. R. Blake
Publicity Director: Don O'Neil
Chief Engineer: B. V. Berg
Consulting Eng.: Carl E. Smith

WATG
ASHLAND—1947
Frequency: 1340 Kc. Power: 250 Watts
Owned-Op. By: Beer & Koehl
Phone Number: 1875-1
Transmission Service: Lang-Worth, The Quorum
News Service: AP
Co-Owners: Robert Beer, Edgar Koehl
General Manager: Richard Topper
Comm. Sales Prom. Mgr.: Richard Mathes
Sta. Mgr., Pgm. Dir.: Richard Leidy
Production Director: Wayne Byers
Chief Engineer: Richard Mathes
Consulting Engineer: Glenn Gillett

WICA
ASHTABULA—1937—LBS
Frequency: 970 Kc. Power: 5000 Watts d.
1000 n.
Business-Studio Address: 221 Center St.
Phone Number: 26-221, 27-181
Transmitter Location: Ashtabula-Jefferson Rd.
Air Time: 7 a.m.-11:15 p.m.
News Service: UP
Transcription Service: World
Representative: McGillivra
President: R. B. Rowley

General Manager: D. C. Rowley
Station Manager: W. W. Walrath
Commercial Manager: D. W. Fassett
Program Director: John C. Strasen
News Director: H. James Sharp
Musical Director: Joe Hart
Chief Engineer: F. N. Bernato
Consulting Engr.: Gautney & Ray

WATH
ATHENS—1950
Frequency: 1540 Kc. Power: 1000 Watts d.
Owned-Op. By: Andrew Kovlan & James Sinyard
Address: P. O. Box 502
News Service: AP
Partners: Andrew H. Kovlan
James D. Sinyard
Gen. Mgr., Chief Engr.: Andrew Kovlan
Commercial Manager: J. D. Sinyard
Program Director: Joe Klarke
Publicity Director: Joe Salley
Consulting Engineer: Lynne C. Smeeby

WTRF
Bellaire—1947—MBS
Frequency: 1290 Kc. Power: 1000 Watts d.
Bus.-Studio-Transmitter Address: The Skyline
Phone Number: 1515
News Service: AP
Transcription Service: Associated, World
Representative: Walker
Membership: NABTS, BAB
V.P., Gen. Manager: Robert W. Ferguson
Sales Prom. Mgr.: Albert T. Fisher
Program Director: Frank Curtis
Publicity Director: Helen Gaynor
Chief Engineer: George Owen
Consulting Engineer: William Foss

WILE
CAMBRIDGE—1948—KBS
Frequency: 1270 Kc. Power: 1000 Watts d.
Business-Studio Address: 917 Beauty Ave.
Phone Number: 4-5605
Transmitter Location: R. D. No. 1, College Hill
Air Time: 6:30 a.m.-local sunset
News Service: AP
Transcription Service: World
President: H. D. McClelland
V.P., Gen. Mgr.: Howard A. Donahoe
Program Director: David C. Lorimer
Chief Engineer: A. G. Engle
Consulting Engineer: Frank McIntosh

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**WAND**
CANTON—1947
Frequency: 900 Kc.
Power: 500 Watts d.
Owned-Operated By: P. C. Wilson
Address: 106 High Ave, N.W.
Phone Number: 68396
Transmitter Location: 20th St. & Whipple Rd., N.W.

**WCMW**
CANTON—1946
Frequency: 1060 Kc.
Power: 1000 Watts d.
Owned-Operated By: Stark Bostig. Corp.
Bus.-Studio Address: Hills & Dales Rd.
Phone Number: 5-9475
Transmitter Location: Hills & Dales Rd.
Air Time: Daytime
News Service: AP
Transcription Service: Thesaurus. Capitol.
World Representative: Sears & Ayer
Membership: BAB
Pres., Gen. Mgr.: S. L. Huffman
Station Manager: Clark L. Dozer
Commercial Manager: Ronald Stranathan
Pgm., Prod. Director: Robert Valliquette
Chief Engineer: Robert Leedham
Consulting Engineer: Herbert Wilson

**WHBC**
CANTON—1925—ABC
Frequency: 1480 Kc.
Power: 5000 Watts
Owned-Operated By: Ohio Bostig. Co.
Business-Studio Address: 550 S. Market St.
Phone Number: 6-7166
Transmitter Location: Richville
Air Time: 6 a.m.-1 a.m.
News Service: AP
Transcription Service: Associated
Representative: Taylor Co.
Membership: NARTB. BAB
President: Roy D. Moore
General Manager: Joseph K. Vodrey
Station Manager: Robert C. Fehlman
Commercial Manager: Paul E. Gilmor
Sales Prom. Mgr., Pub. Dir.: Marian Zwallen
Program Director: James Roberts
News Director: Al Frances
Musical Director: Charles Pickens
Chief Engineer: Kenneth L. Silker
Farm Editor: John Baker
Consulting Engr.: Ring & Clark

**WKRC**
CHILlicothe—1947—ABC
Frequency: 1490 Kc.
Power: 250 Watts
Owned-Operated By: Shawnee Bostig. Co.
Business-Studio Address: 27 E. Second St.
Phone Number: 2244
Transmitter Location: Carlisle Hill
Air Time: 6 a.m.-11 p.m.
News Service: AP
Transcription Service: World
Representative: W. S. Grant
Membership: NARTB. BAB
General Manager: Truman Morris
Sta., Sales Prom. Mgr.: William R. Mlch
Program Director: Donald Dick
Pub. Dir., Chief Anncr.: Dave Achor
News Director: Ron Johnson
Chief Engineer: Harold Counts

**WCKY**
CINCINNATI—1929
Frequency: 1530 Kc.
Power: 50,000 Watts
Owned-Operated By: L. B. Wilson, Inc.
Bus.-Studio Address: Hotel Gibson, 5th & Walnut Sts.
Phone Number: 6-6912
Transmitter Location: near Crescent Springs, Ky.
Air Time: 24 Hrs.
News Service: INS
Transcription Service: Standard. Associated
Representative: Thomas Welstead
Membership: NARTB. BAB
President, General Manager: L. B. Wilson
Sta.-Comm. Manager, Chief Engineer: C. H. Topmiller
News Director: John Murphy
Record Librarian: Essie Rupp
Farm Editor: Frank Sommerkamp
Consulting Engr.: Andrew Ring

**WCPO**
CINCINNATI—1937—MBS
Frequency: 1230 Kc.
Power: 250 Watts
Owned-Oper. By: Scripps-Howard Radio, Inc.
Phone Number: Capitol 0777
Studio Address: 2345 Symmes St.
Transmitter Location: 658 E. 6th St.
Air Time: 6 a.m.-1 a.m.
News Service: UP
Transcription Service: Lang-Worth
Representative: Branhamb
President: Jack R. Howard
General Manager: M. C. Waiters
Station Dir.: Glenn Clark Miller
Pgm., Prod. Dir.: Earl Cobett
Publicity Director: Jack Sebastian
News Director: Robert Otto
Chief Engneer: Paul Adams

**WBEX**
CINCINNATI—1922—CBS
Frequency: 550 Kc.
Power: 5000 Watts d.
1000 Watts n.
Owned-Oper. By: Radio Cincinnati, Inc.
Address-Trans.: Hotel Alms
Phone Number: Woodburn 0550
News Service: AP
Transcription Service: Lang-Worth
**Ohio**

Representative..................................Katz
Membership......................................NARTB
Exec. Vice-Prese................................H. E. Fast
General Manager..................................W. B. Hines
Promotion Manager.................................Joel W. Stovell
Local Sales Mgr.....................................Kenneth W. Church
Program Director.................................Paul Shumate
Production Director...............................Byron Taqgart
Chief Engineer.................................George Wilson

**WLW**

CINCINNATI—1922—NBC-MBS

Frequency: 700 Kc........Power: 50,000 Watts
Owned-Oper. By............Crosley Bstg. Corp.
Address......Crosley Sq., 140 W. Ninth St.
Phone Number........Cherry 1822
Transmitter Location...........Mason
Air Time........24 Hrs.
News Service................INS, UP
Transcription Service.............Thesaurus
Membership..........................NARTB, BAB
Chairman of Board..................James D. Shouse
Pres., General Mgr.............R. E. Dunville
Commercial Manager..............Harry Mason Smith
Dir. of Sales Prom.............Edward G. Feinthal
Program Director...............William P. Robinson
Prod. Dir., Chief Annr..........Chester A. Herman
Publicity Director................Gilbert Kingsbury
News Director................Dallas DeWeese
Gen. Mgr. of Music..............Milton Weiner
V.P. in Chrg. of Engineering...R. J. Rockwell
Dir. of Farm Prog. Dept........Roy Battles

(See Page 258)

**WSAI**

CINCINNATI—1923—ABC

Frequency: 1380 Kc........Power: 5000 Watts
Bus.-Studio Address........115 E. Fourth St.
Phone Number........Main 1068
Transmitter Location.......Mt. Healthy
Air Time........6 a.m.-M.
News Service................INS, UP
Transcription Service.........Capitol, Lang-Worth
Representative................Avery-Knodel
President..................George B. Storer
General Manager.............J. Robert Kerns
Commercial Mgr.............Robert H. Boulware
Program Director............Charles Black
Chief Engineer...............William Symons

**WDOK**

CLEVELAND—1950—LBS

Frequency: 1260 Kc........Power: 5000 Watts
Owned-Operated By........Civic Bstgs. Inc.
Address.......1515 Euclid Ave.
Phone Number........Main 1-3370
Trans. Location........Rockside Rd., 7 Hills Village
Air Time...............24 hrs.
News Service................INS, UP
Transcription Service........SESAC
Pres., Gen. Mgr................R. Morris Pierce
Asst. to Pres..................Frederick C. Wolf
Program Director............Charles Hoover
Chief Engineer...............William Pettitpiece

**WERE**

CLEVELAND—1948

Frequency: 1300 Kc........Power: 5000 Watts d.
5000 Watts n.
Owned-Operated By...........Cleveland Bstg. Inc.
Address..........................1501 Euclid Ave.
Phone Number................Superior 1-6000
Transmitter Location........Ridge Rd., N. Royton
Air Time................5:30 a.m.-1:00 a.m.
News Service................INS, AP, INS
Transcription Service........Lang-Worth, World
Membership........................NARTB
President..................Ray T. Miller
Gen. Sta. Mgr................Bob Neal
Commercial Manager.............O. Keith Baldwin
Publicity Director...............Ed Stevens
Sales Promotion Manager........Ed Paul
Pogram Director.................John Kurtz
Production Director...............John Wellman
Chief Engineer...............M. L. Snedeker
Consulting Engineer..............George Adair

**WGAR**

CLEVELAND—1930—CBS

Frequency: 1220 Kc........Power: 50,000 Watts
Owned-Operated By...........WGAR Bstg. Co.
Address..........................Hotel Statler
Phone Number................Prospect 1-0200
Transmitter Location........Broadview & Akins Rd.
Broadview Hts.
Air Time................5:30 a.m.-1:05 a.m.
News Service................INS, UP
Transcription Service........World
Station Representative........Petry
Membership........................NARTB
President.....................John F. Patt
General Manager..............Carl E. George
Commercial Manager............John Garfield
Sales Promotion Manager........Julius Glass
Program Director...............Reg Merridew
Production Director...............Stanley Gee
Publicity Director...............Robert Smith
Chief Announcer................Charles Roberts
News Director..................Charles Day
Musical Director...............Henry Pildner
Chief Engineer...............Bob Fox

**WHK**

CLEVELAND—1921—MBS

Frequency: 1420 Kc........Power: 5000 Watts
Owned-Operated By........United Bstg. Co.
### WJMO

**CLEVELAND—1947**

- **Frequency:** 1540 Kc.
- **Power:** 1000 Watts d.
- **Owned-Operated By:** WJMO Bcstg. Co.
- **Address:** 2157 Euclid Ave.
- **Phone Number:** Superior 1-3424
- **Air Time:** Local sunrise-local sunset
- **Transcription Service:** UP

### WJSR

**CLEVELAND—1947**

- **Frequency:** 1490 Kc.
- **Power:** 250 Watts
- **Owned-Operated By:** WSRS, Inc.

### WJW

**CLEVELAND—1932—ABC**

- **Frequency:** 850 Kc.
- **Power:** 5000 Watts
- **Owned-Operated By:** WJW, Inc.
- **Business-Studio Address:** 1375 Euclid Ave.
- **Phone Number:** Superior 1-0101
- **Air Time:** 6 a.m.-1 a.m.
- **Transcription Service:** Associated

### WJMO

**CLEVELAND—1947**

- **Frequency:** 1540 Kc.
- **Power:** 1000 Watts d.
- **Owned-Operated By:** WJMO Bcstg. Co.
- **Address:** 2157 Euclid Ave.
- **Phone Number:** Superior 1-3424
- **Air Time:** Local sunrise-local sunset
- **Transcription Service:** UP

### WJMO

**WJMO OUTPRODUCED THE THREE CLEVELAND DAILY NEWSPAPERS!**

We took the guesswork out of WJMO's sales effectiveness! We compared the results of WJMO produced customers with those produced by Cleveland's three daily newspapers.

Last in the maze of research mumbo-jumbo with which radio has been burdened during the past few years, we reverted to the old-fashioned idea that a client is mainly interested in how many sales his advertising creates per dollar spent. Therefore, we went to the advertiser's place of business (automobile agency) and interviewed every customer who entered his establishment for two weeks. No share of audience, no comparative ratings, no colored marbles, no "if come" phrases and no research double talk. We just counted the customers and . . .

DOLLAR FOR DOLLAR WJMO OUTPRODUCED THE THREE CLEVELAND DAILY NEWSPAPERS!

### Ratio of Results

<table>
<thead>
<tr>
<th>Prospects Produced</th>
<th>WJMO</th>
<th>Newspapers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awareness of Medium</td>
<td>19.1</td>
<td>6.8</td>
</tr>
<tr>
<td>Impact of Advertising</td>
<td>14.0</td>
<td>3.9</td>
</tr>
<tr>
<td>Sales</td>
<td>5.0</td>
<td>3.3</td>
</tr>
</tbody>
</table>

Adam J. Young, Jr., Inc. National Representatives

1000 WATTS in CLEVELAND

576
Bus.-Studio-Transmitter Address. 2156 Lee Rd.
Phone Number..........................Erieview 1-2005
Air Time ........................................6 a.m.-1 a.m.
News Service .................................AP
Transcription Service .........................Lang-Worth
Representative ..............................Forjoe & Co.
Membership ....................................NARTB, BAB
Commercial Mgr. ............................Jack D. Kelly
Sales Promotion Manager .................Will Dougherty
Production Director .........................Stan Dale
Musical Dir. ....................................Lenabelle Guerin
News Director .................................Bob Engel
Chief Engineer ...............................Ben Whittaker

WT AM
CLEVELAND—1923—NBC
Frequency: 1100 Kc.  Power: 50,000 Watts
Bus.-Studio Address ..............30 Rockefeller Plaza, N. Y.
Phone Number .........................Chevy 1-0942
Transmitter Location ...............Brecksville
Air Time .................................5:30 a.m.-1 p.m.
News Service ...............................AP, UP
Transcription Service  ..............Thesaurus, Associated
Representative .............................NBC Spot Sales

Membership .................................NARTB
President (NBC) .......................Joseph H. McConnell
General Manager .......................John McCormick
Pgm., Prod. Dir. .........................Joseph Bova
Sales Manager ............................Eugene Myers
Pub. & Prom. Director .................Clement G. Scerback
Dir. Pub. Affairs .........................J. E. Hines
News Director ..............................Edward Wallace
Engineer-in-Charge ......................S. E. Leonard
Consulting Engr. .........................NBC Engineers

WBNS
COLUMBUS—1924—CBS
Frequency: 1460 Kc.  Power: 5000 Watts d.;
1000 Watts n.
Owned-Operated By .......................Radiohio, Inc.
Business-Studio Address ..............33 N. High St.
Phone Number .............................Ad. 9265
Transmitter Location .................1037 Barnett Rd.
Air Time ......................................6 a.m.-1 a.m.
News Service ................................AP
Transcription Service .................Associated
Representative .............................John Blair
Membership ....................................NARTB, BAB
General Manager .........................Richard A. Borel
Commercial Manager .....................W. I. Orr

"BEST BY TEST!!"-

IN THE CLEVELAND MARKET

WSRS
The Family Station!!

CLEVELAND'S ONLY NEWS STATION
ON THE AIR . . . 24 HOURS DAILY
'ROUND THE CLOCK

LOCAL NEWS EVERY SIXTY
MINUTES ON THE HALF
HOUR 'ROUND THE CLOCK

ASK FOR JOE FOR THE COMPLETE SUCCESS STORY!!
W T N S
COSHOCTON—1947
Frequency: 1580 Kc. Power: 1000 Watts d.
Business-Studio Address ....... 114 N. 5th St.
Phone Number .......... 1560; 2140
Transmitter Location ......... Roscoe
Air Time .......... Sunrise-sunset
News Service .......... AP
Transcription Service ......... Thesaurus
Membership .......... NARTB, BAB
Pres., Gen. Mgr. ........ Bruce Wallace
Commercial Manager ........ James Sigman
Pgm., News Director .......... Michael Joseph
Production Director .......... Mark Lucas
Publicity Director .......... Lynn Burkholder
Promotion Dir. ............. William Kirk
Chief Engineer .......... Eugene Wiggins
Consulting Engr. .......... Jansky & Bailey

W H I O
DAYTON—1935—CBS
Frequency: 1290 Kc. Power: 5000 Watts
Business-Studio Address ....... 45 S. Ludlow St.
Phone Number .......... Adams 2261
Transmitter Location .......... Hempstead Rd., R.R. 2
News Service .......... AP, INS, UP
Transcription Service .......... Standard, Associated
Representative .......... Bolling
President .......... James M. Cox, Jr.
General Manager .......... Robert H. Moody
Commercial Manager .......... Harvey R. Young, Jr.
Program Director .......... Wade H. Alley
Chief Engineer .......... Ernest L. Adams

W I N G
DAYTON—1924—ABC
Frequency: 1410 Kc. Power: 5000 Watts
Business-Studio Address ....... 121 N. Main St.
Phone Number .......... Adams 3288
Transmitter Location .......... E. David Rd.
Air Time .......... 6 a.m.-1:30 a.m.
News Service .......... AP
Transcription Service .......... AP
Representative .......... H. R. Representative, Inc.
President .......... Charles Sawyer
Exec. V.P. ........ John Patterson Williams
General Manager .......... Adna Karns
Program Director .......... Arthur L. Martin
Prod.-Musical Dir. .......... Charles G. Reeder
Publicity Director .......... Jean Broome
Chief Engineer .......... H. Lloyd House
Consulting Engr. .......... George C. Davis

W O N E
DAYTON—1949—MBS
Frequency: 880 Kc. Power: 5000 Watts
WONW
DEFIANCE—1949

Frequency: 1280 Kc. Power: 500 Watts d.
Address: U. S. Route 24
Phone Number: 32226
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: Associated
President: Richard W. Crowell
Program Director: Walter Weaver
Consulting Engineer: Harold B. Rothrack

WEOL
ELYRIA-LORAIN—1948

Frequency: 930 Kc. Power: 1000 Watts
Address: Elyria Savings and Trust Bldg.
Phone Number: 2255
Transmitter Location: Grafton
Air Time: 6 a.m.-12 M.
News Service: UP
Transcription Service: World, Capitol
Membership: BAB
President: Roy W. Ammel
Gen.-Sta., Comm. Mgr.: Maurice J. Condon
Sales Prom. Manager: Douglas Lillico
Pgm. Dir., Chief Ann.: Viets Collister
Production Director: Bill Reid
Publicity Director: Jack O'Brien
News Director: Don Kirk
Chief Engineer: Gerald McCasland
Consulting Engr.: Weldon & Carr

WFRO
FREMONT—1949

Address: 905 W. State St.
Phone Number: 3401
Transcription Service: Thesaurus, World
News Service: INS, UP
President: Robert F. Wolle
General Manager. .......... R. C. Force
Comm., Prom. Mgr. .......... J. Waddell Kerr
Pgm. Farm Director .......... Frank Swartz
Chief Engineer .......... Allen Kauble

WJEH
GALLIPOLIS—1950
Frequency: 591 Kc. .......... Power: 250 Watts
Address ................. Box 244
Phone Number .......... 1160
News Service .......... UP
Transcription Service .......... Capitol
Representative .......... Grant
President .......... John E. Halliday
General Manager .......... Truman A. Morris
Promotion Manager .......... Mrs. Phyllis W. Sheets
News Director .......... Mrs. Leanna S. Haskins
Chief Engineer .......... Paul Franzel

WMOH
HAMILTON—1944—MBS-KBS
Frequency: 1450 Kc. .......... Power: 250 Watts
Phone Number .......... 4-6543
Transmitter Location .......... Middletown Pike
Air Time .......... 6:30 a.m.-11 p.m.
News Service .......... UP
Transcription Service .......... Lang-Worth
President .......... Robert J. Bridie
Program Director .......... Robert F. Spina
News Dir., Chief Ann .......... Joseph Weckerle
Chief Engineer .......... Joseph Briggs

WIRO
IRONTON—1951—NBC-KBS
Frequency: 1230 Kc. .......... Power: 250 Watts
Owner .......... Iron City Bstg. Co.
Address .......... Radio Plaza
Phone Number .......... 360
Air Time .......... 6-30-M.
Representative .......... McMillan
Membership .......... NARTB
Station Manager .......... Robert Edge
Commercial Manager .......... Dempsey McFann
Program Director .......... Edward Paulin
Production Director .......... Donna Mae Selcist
Chief Engineer .......... Chester Christensen
Consulting Engineer .......... Beryl Snyder

WHOK
LANCASTER—1948
Frequency: 1320 Kc. .......... Power: 500 Watts
Address.Trans. Loc .......... Memorial Dr.
Phone Number .......... 4500
News Service .......... AP, UP
Transcription Service .......... Thesaurus
Representative .......... McGillvra
President .......... Walson Emery
Gen., Comm. Manager .......... J. E. Brown
Program Director .......... Benny Bee
News Director .......... Donald W. White
Chief Engineer .......... Charles R. Houston

WIMA
LIMA—1948—ABC
Frequency: 1150 Kc. .......... Power: 1000 Watts
Business-Studio Address .......... 223 N. Main St.
Phone Number .......... 6-3841
Transmitter Location .......... 2500 McClain Rd.
News Service .......... AP
Representative .......... Weed
Membership .......... NARTB, BAB
President .......... G. E. Hamilton
General Sta. Mgr .......... R. W. Mack
Commercial Mgr .......... C. B. Heller
News Director .......... Don Sherwood
Program Dir .......... Ester Straker
Chief Engineer .......... A. J. F. Smith
Consulting Engr .......... George Davis

WLOK
LIMA—1936—NBC
Frequency: 1240 Kc. .......... Power: 250 Watts
Owned-Oper. By .......... WLOK, Inc.
Business Address .......... Natl Bank Bldg.
Phone Number .......... 6-3411
Transmitter Location .......... Rice Ave.
News Service .......... UP
Representative .......... H.R. Reps., Inc.
President .......... L. A. Pixley
Gen., Sta. Mgr .......... Robert C. Runnerstrom
Program Dir .......... Dave Lee
News Director .......... Lyle Lee
Chief Engineer .......... Darrel Hunter

WMAN
MANSFIELD—1939—ABC
Frequency: 1400 Kc. .......... Power: 250 Watts
Owned-Operated By .......... Richland, Inc.
Business-Studio Address .......... 144½ Park Ave, W.
Phone Number .......... 4235-6
Transmitter Location .......... Longview Ave.
Air Time .......... 6:30 a.m.-M.
News Service .......... UP
Transcription Service .......... Lang-Worth
Representative .......... The Taylor Co.
Membership .......... NARTB, BAB
Sales Prom. Manager .......... Carl Kindt
Chief Engineer .......... William Morrison
**WMOA**

**MARIETTA—1946—MBS**

Frequency: 1490 Kc.  
Power: 250 Watts  
Owned-Operated By: Marietta Bcstg. Co.  
Business Address: P. O. Box 201  
Phone Number: 1690  
Studio-Transmitter Location: 409 Oakwood Ave., Williamstown, W. Va.  
News Service: UP  
Transcription Service: Lang-Worth  
Representative: William G. Wells  
President: Charles E. Clark  
General Manager: R. Sanford Guyer  
Chief Engineer: Charles E. Clark  

**WMRN**

**MARION—1940—ABC**

Frequency: 1490 Kc.  
Power: 250 Watts  
Business Address: P. O. Box 518  
Phone Number: 2-6666-7  
Transmitter Location: ¼ Mi. N. of city limits  
Air Time: 7 a.m.-M.  
News Service: UP  
Transcription Service: Thesaurus  
Representative: Robert T. Mason  
President: Robert T. Mason, Jr.  
News Director: Joe Ionne  
Musical Director: Richard Stadler  
Chief Engineer: Francis J. Peters  

**WPFB**

**MIDDLETOWN—1947**

Frequency: 910 Kc.  
Power 1000 Watts  
Owned-Operated By: Paul F. Braden  
Address-Trans. Loc.: Lebanon-Coles Rd.  
Phone Number: 2-3625  
Air Time: 5:30 a.m.-1 a.m.  
News Service: AP  
Transcription Service: Lang-Worth, Sesac  
Pres., Gen., Sta. Mgr.: Robert F. Braden  
Commercial Manager: Robert M. Sprouse  
News Director: Joe Ionne  
Musical Director: Richard Stadler  
Chief Engineer: Francis J. Peters  

**WCLT**

**NEWARK—1946**

Frequency: 1430 Kc.  
Power: 500 Watts  
Owned-Operated By: Advocate Printing Co.  
Address: Newark, Ohio  
Air Time: 6:45 a.m.-Sunset  
News Service: AP  
Transcription Service: Thesaurus  
Representative: Meeker Associates  
Membership: NARTB  
President: Frank W. Spencer  
General Manager: Thomas A. Rogers  
Commercial Mgr.: Robert Pricer  
Program Director: Lewis Greenough  
Chief Engineer: Benjamin Windle  

**WPTW**

**PIQUA—1947—OSN**

Frequency: 1570 Kc.  
Power: 250 Watts  
Owned-Oper.: Miami County Bcstg. Co., Inc.  
Address-Trans.: 1625 W. Covington Ave.  
Phone Number: 1420-1  
Air Time: Sunrise-sunset  
News Service: AP  
Transcription Service: World  
Pub.-Pgm.-Production Dir.: Robert Bubp  
Musical Director: Anne Steenrod  
Chief Announcer: Kenny Rench  
News Director: Bill Fox  
Chief Engineer: Bob Blaney  
Consulting Engr.: Odes E. Robinson  

WPFB

Middletown-Dayton-Hamilton

Serving 2 million people
1 million of which are in rural areas & small communities

Daily news broadcasts from newspaper offices in

- Miami-burg
- Oxford
- Lebanon
- Eaton
- Leesburg
- Germantown

910 Kc  
1000 Watts

Middletown, Ohio
**WNXT**  
**PORTSMOUTH—1951—ABC**  
Frequency: 1260 Kc.  
Power: 1000 Watts  
Owned-Operated By: Portsmouth Bcast. Co.  
Address: Masonic Temple Bldg.  
Phone Number: 2-1961  
Transmitter Location: 6 1/2 Mi. N. of Portsmouth  
Air Time: Unlimited  
News Service: AP  
Transcription Service: World  
President: Charles Sawyer  
Exec. V.P.: J. P. Williams  
Station Manager: Arthur L. Martin  
Program Director: Robert Christol  
Promotion Manager: John McEnaney  
Chief Engineer: Victor L. Bushong  
Trans.-Address: 117 W. High St.  
Phone Number: 3-4955  
News Service: AP  
Transcription Service: World  
Representative: H. R. Representative, Inc.  
Member: Ohio Network  
**WPAY**  
**PORTSMOUTH—1935—CBS**  
Frequency: 1400 Kc.  
Power: 250 Watts  
Bus.-Studio-Trans. Address: 1009 Gallica St.  
Phone Number: 3-2111  
Air Time: 6 a.m.-12 M.  
News Service: AP  
Transcription Service: Associated  
Representative: The Taylor Co.  
Membership: NARTB, BAB  
President: Roy D. Moore  
Director of Radio: Eugene Carr  
Station Comm. Mgr.: Gerald F. Boyd  
Production Director: Mary Berolini  
Program Director: E. G. Sheridan  
News Editor: E. L. Kaufman  
Chief Engineer: Maurice L. Myers  
**WLEC**  
**SANDUSKY—1947—MBS**  
Frequency: 1450 Kc.  
Power: 250 Watts  
Owned-Operated By: Lake Erie Bcast. Co.  
Address: 1640 Cleveland Rd.  
Phone Number: 5170  
Air Time: 6 a.m.-M.  
News Service: AP  
Transcription Service: World, Lang-Worth. Associated  
Membership: NARTB, BAB  
Pres., General-Station Mgr.: Albert E. Helser  
Commercial Manager: Ralph S. Silver, Jr.  
Program Director: Ray Sherman  
News Director: Irwin Hunt  
Chief Engineer: Jay Leibach  
Consulting Engr.: George Davies  
**WIZE**  
**SPRINGFIELD—1940—ABC**  
Frequency: 1340 Kc.  
Power: 250 Watts  
Owned-Oper. By: Radio Voice of Springfield  
Phone Number: 3-4955  
News Service: AP  
Transcription Service: World  
Representative: H. R. Representative, Inc.  
President: Charles Sawyer  
Exec. V.P.: J. P. Williams  
Station Manager: Arthur L. Martin  
Program Director: Robert Christol  
Promotion Manager: John McEnaney  
Chief Engineer: Victor L. Bushong  
Trans.-Address: 117 W. High St.  
Phone Number: 3-4955  
News Service: AP  
Transcription Service: World  
Representative: H. R. Representative, Inc.  
Member: Ohio Network  
**WJEL**  
**SPRINGFIELD—1947**  
Frequency: 1600 Kc.  
Power: 500 Watts d.  
Owned-Oper. By: Champion City Bcast. Co.  
Business Address: Guardian Bank Bldg.  
Phone Number: 3-4676  
Transmitter Location: 801 Bechtle Ave.  
News Service: AP  
Representative: McGilivra  
President, Gen. Mgr.: Chester R. Hinkle  
Commercial Manager: R. D. Chew  
Program Director: Paul Miller  
News Director: Bill Morgan  
Chief Engineer: Fred Eckardt  
**WWSO**  
**SPRINGFIELD—1947—LBS-KBS**  
Frequency: 1210 Kc.  
Power: 250 Watts d.  
Owned-Oper. By: Radio Springfield, Inc.  
Address: Spring & High  
Phone Number: 3-8488  
Transmitter Location: Arthur Rd.  
Air Time: 6 a.m.-1 p.m.  
News Service: AP  
Transcription Service: World  
President: Bradley Kincaid  
Commercial Mgr.: E. Parnelle  
Program Director: Ford Rush, Jr.  
Chief Engineer: Ed Stuepak  
**WSTV**  
**STEUBENVILLE—1940—MBS—OHIO NET**  
Frequency: 1340 Kc.  
Power: 250 Watts  
Owned-Oper. By: WSTV, Inc.  
Bus.-Studio Address: Exchange Realty Bldg.  
Phone Number: 2-6265-8-7  
Transmitter Location: Allamont Hghts.  
Air Time: 6 a.m.-1 a.m.  
News Service: AP  
Transcription Service: World  
Representative: Pearson  
President: Jack N. Berkman  
Gen.-Comm.-Sta. Mgr.: John J. Laux  
News Director: Scott McMurray  
Chief Engineer: Charles S. Shepherd  
Consulting Engr.: George C. Davis
OHIO

WSPD
TOLEDO—1921—NBC
Frequency: 1370 Kc. Power: 5000 Watts
Owned-Oper. By: The Fort Industry Co.
Bus-Studio Address: 199 Pierce St., Birmingham
Phone Number: Midwest 4-7700
Transmitter Location: R.F.D. Oregon Rd.
News Service: INS, UP
Transcription Service: World, Lang-Worth
Representative: Katz
President: George B. Storer
Managing Director: Allen L. Haid
Local Comm. Mgr.: Westford F. Shannon
Program Director: Robert Evans
Promotion Manager: Richard Gourley
News Director: James Uebelhart
Chief Engineer: William M. Stringfellow

WTOD
TOLEDO—1946—LBS
Frequency: 1560 Kc. Power: 1000 Watts d.
Owned-Operated By: Unity Corp.
Business-Studio Address: 515 Madison Ave.
Phone Number: Garfield 5551
Transmitter Location: Byrne & Arlington Rds.
Air Time: 6 a.m.-sunset
News Service: AP
Transcription Service: Lang-Worth.
Representative: Headley-Reed
President: Edward Lamb
Gen., Sta., Comm. Mgr.: Sunne Miller
News, Program Director: Doug Tabner
Sales Promotion Mgr.: John Koerber
Production Director: Richard Rice
Musical Director: Larry Owens
Chief Engineer: Robert Sowers
Consulting Engr.: George Adair

WTOL
TOLEDO—1938—ABC
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Community Bcastg. Co.
Trans.-Address: Bell Bldg.
Phone Number: Adams 3291
Air Time: 19 hrs.
News Service: AP, UP
Transcription Service: Standard
Representative: Paul H. Raymer
Membership: NARTB
President: Frazier Reams
Gen.-Station Mgr.: Thomas S. Bretherton
Commercial Manager: Morton Neipp
Sales Prom. Mgr., Pgm.-Pub.: Bob Krieghoff
Prod. Dir.: Bob Krieghoff
Chief Ann., News Dir.: Charles Baxter
Musical Director: Lee Leali
Chief Engineer: Harold Holmes
Consulting Engr.: Andy Ring

WRFD COVERS OHIO
• Primary coverage area includes 4,866,698 people with nearly $5 billion of buying power.
• Reaches 199,359 farm families who have more than a billion dollars in spendable income.
• Listened to by 57% of the farm people in Ohio.

Write today for complete Market Data on WRFD prepared by A. C. Neilson Jr.

5000 WATTS
880 KC
Worthington Ohio
Represented nationally by O. L. Taylor Company
W H H
WARREN—1941—MBS
Frequency: 1440 Kc. Power: 5000 Watts
Owned-Oper. By Warren Tribune Radio Station, Inc.
Business-Studio Address 108 Main St.
Phone Number 2212-9
Transmitter Location Lords Cornet Center
Air Time 6:45 a.m.-M.
News Service Associated SESAC
Transcription Service Joseph Harsley McGillyva
President Helen Hart Hurbert
General Manager H. R. Farrall
News Director Bill Loftus
Chief Engineer Robert E. Hardy

W W S T
WOOSTER—1947
Frequency: 960 Kc. Power: 1000 Watts d.
Phone Number 760
Transmitter Location 1.8 M. E. of City, Rte. 30
News Service AP
Transcription Service Capitol World
General Manager E. B. Evans
Commercial Manager K. S. Gordon
Program Director R. C. Heeter
Chief Engineer Willis Sherman

W R F D
WORTHINGTON—1947—LBS
Frequency: 880 Kc. Power: 5000 Watts d.
Owned-Oper. By Peoples Bscg. Corp.
Phone Number FR 2-5342
Transmitter Location Powell Rd. & Rte. 23
News Service AP INS
Transcription Service Thesaurus
Representative O. L. Taylor Co
President M. D. Lincoln
Vice-Pres., Gen. Mgr. Herbert E. Evans
Comm. Station Manager J. D. Bradshaw
Program Director Robert C. Miller
News Director Winfred C. Arthur
Production Manager Bob Geis
Chief Engineer Harold Schaeaf
Farm Editor Robert C. Miller, Clyde Keathly
(See Page 583)

W B B W
YOUNGSTOWN—1949
Frequency: 1240 Kc. Power 250 Watts d.
Owner Mahoning Valley Bscg. Corp.
Address Warner Theatre Bldg.
Phone Number 44421
Transmitter Location 418 Knox St.
Air Time 5:30 a.m.-105 a.m.
News Service AP INS
Trans. Serv. Associated, Lang-Worth
Station Representative Forgie & Co.
President John Chepck, Jr.
Program Director Tony Ross
Publicity Director Dorothy Park
Chief Engineer John Chepck, Jr.

W F M J
YOUNGSTOWN—1939—ABC-NBC
Frequency: 1390 Kc. Power: 5000 Watts
Owned-Operated By WFMJ Bscg. Co.
Business-Studio Address 101 W. Boardman
Phone Number 3-4121
Transmitter Location Boardman-Poland Rd.
Air Time 6 a.m.-1:05 a.m.
News Service AP, UP
Transcription Service Thesaurus, Standard
Representative Headley-Reed
Membership NARTB, BAB
Program Director Ronald W. Richards
Chief Engineer Frank A. Dieringer

W K B N
YOUNGSTOWN—1926—CBS
Frequency: 570 Kc. Power: 5000 Watts
Owned-Oper. By WKBN Bscg. Corp.
Bus.-Studio Address 2830 Sunset Blvd.
Phone Number 2-1145
Transmitter Location 3930 Sunset Blvd.
News Service UP, AP
Transcription Service World Lang-Worth
McGregor
Representative Paul H. Raymer
Membership NARTB, BAB
Station Dir. J. Lothair Bowden
Promotion Mgr. Howard Remps
Prog., Prod. Dir. Don Bruce
Chief Engineer B. T. Wilkins

W H I Z
ZANESVILLE—1924—NBC
Frequency: 1240 Kc. Power: 250 Watts
Owner Southeast Ohio Bscg. System, Inc.
Business-Studio Address Lind Arcade Bldg.
Phone Number 2-5431
Transmitter Location Newark Rd.
News Service AP, UP
Transcription Service World
Representative John E. Pearson
Membership NARTB, BAB
President Clay Littick
Gen., Station Manager Vernon A. Nolte
Commercial Manager Nate Milder
Chief Engineer William A. Hunt
OKLAHOMA

Pop. April 1, 1952 (Est.) 2,231,000—Total Housing Units 715,418
Families April 1, 1952 (Est.) 623,000—Stations in State 43

KADA
ADA—1934—ABC-KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: KADA Bcstg. Inc.
Business Address: Box 642
Phone Number: 12-3
Studio-Transmitter Address: No. Broadway
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: Standard
Representative: The Taylor Co.
Membership: NARTB, BAB
President: Dr. C. C. Morris
General Manager: Billy T. Hoover
Station Manager: Brown Morris
Prod. Music Dir.: Zelma Dean Woods
Publicity Director: Nadine Mullinax
Pgm. Dir.: Chf. Anncr.: Monte C. Bell
News Director: Charles Seybert
Chief Engineer: George Miller
Consulting Engineer: Weldon & Carr

KWON
BARTLESVILLE—1941—MBS

Frequency: 1400 Kc. Power: 250 Watts
Bus. Studio Address: Union Nat'l Bank Bldg.
Phone Number: 1400
Transmitter Location: 9 Mi. NE on U. S. 75
President, Manager: J. Fred Case

KWCO
CHICKASHA—1946—MBS-KBS

Frequency: 1560 Kc. Power: 250 Watts
Address: KWCO Bldg.
Phone Number: 2899
Transmitter Location: 4th & Grand
Air Time: 8 a.m.-local sunset
News Service: AP
President: P. D. Jackson
Program Director: Lorine Null
Chief Engineer: Neal M. Allen

KWJE
CLINTON—1949—LBS

Frequency: 1320 Kc. Power: 1000 Watts d.
Address: Box 706
Phone Number: 617
Transmitter Location: Neptune Park
News Service: UP
Transcription Service: SESAC
Station Representative: Dr. F. Best
General Manager: V. M. Preston
Chief Engineer: Hugh Gaston
Consulting Engr.: Colton & Foss

KVSO
ARDMORE—1935—ABC OKLA. NET

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: John F. Fosley
Bus. Studio Address: 112 N. Washington
Phone Number: 3030
News Service: AP
Transcription Service: World, SESAC
Representative: The Taylor Co.
Membership: NARTB
General Manager: Albert Bloom
Sta. Comm. Mgr.: J. E. Bloom
Program Director: Dolly Dutton
Publicity Director: Gayley Varnell
Chief Announcer: Heywood Vaughn
Chief Engineer: William E. Kolb

KRHD
DUNCAN—1947—MBS

100 n.
Owned-Operated By: Duncan Bcstg. Co.
Address: Hwy. 81 at Pine St.
Phone Number: 1350
Air Time: Unlimited
News Service: UP
Transcription Service: World
Membership: NARTB
President: R. H. Drury
Sta. Comm. Mgr.: Leo Morris
Sales Prom. Mgr.: Joe Fisher
Chief Engineer: William D. Buford
KSEO
DURANT—1947—KBS
Frequency: 750 Kc. ... Power: 250 Watts d.
Owned-Operated By: ... Democrat Printing Co.
Address ... Box 511
Phone Number ... 2200
News Service ... AP
Transcription Service ... Standard
Partners ... R. F. Story, Bennett Story
General Manager ... Leroy Moses
Chief Engineer ... Curtis Parish

KASA
ELK CITY—1932—MBS
Frequency: 1240 Kc. ... Power: 250 Watts
Owned-Oper. By ... Southwest Bcastg. Co.
Business-Studio Address ... 150 North Randall
Phone Number ... 731
Transmitter Location ... No. Randall
Manager ... Lonnie J. Preston

KCRC
ENID—1931—ABC-OKLA. NET
Frequency: 1390 Kc. ... Power: 1000 Watts
Owned-Oper. By ... Enid Radiophone Co.
Bus.-Studio Address ... Broadway Tower
Phone Number ... 447
Transmitter Location ... 318 E. Willow
Air Time ... 6 a.m.-m.
News Service ... AP
Transcription Service ... Lang-Worth
Representative ... O. L. Taylor Co.
Membership ... NARTB, BAB
President ... Milton B. Garber
General Manager ... Guy B. Farnsworth
Commercial Mgr. ... H. P. Hale
Publicity, News Dir. ... Cecil E. Hill
Chief Engineer ... Murray D. Coleman

KGWA
ENID—1949—MBS
Frequency: 960 Kc. ... Power: 1000 Watts d.
Owned-Oper. By ... Public Bcastg. Service, Inc.
Address ... 115½ E. Broadway
Phone Number ... 4230
News Service ... AP
Transcription Service ... Capitol, Standard
Representative ... Rambeau
President ... George Hutchison
General Manager ... H. J. Godschalk
Commercial Manager ... Hi Roberts
Program Director ... Tom Belcher
Chief Engineer ... William Teitzel Jr.

KTAT
FREDERICK—1948—KBS-LBS
Frequency: 1570 Kc. ... Power: 250 Watts d.
Owned-Operated By ... Frederick Bcastg. Co.
Address ... 1010
Phone Number ... 1010
Transmitter Loc. ... 1 Mi. W. of City Hwy.
Air Time ... Sunrise-sunset
News Service ... AP
Transcription Service ... SESAC
President ... George Malone
Gen.-Comm. Manager ... Jim Hendrix
Program Director ... Dan Bridges
Promotion Manager ... Mrs. Billie Van Hoose
Chief Engineer ... Dalton E. Jones

KGYN
GUYMON—1948
Frequency: 1220 Kc. ... Power: 1000 Watts d.
Owned-Operated By ... Plains Bcastg. Co.
Business-Studio Address ... Box 77
Phone Number ... 888
News Service ... AP
Transcription Service ... World
Representative ... Hil F. Best
President, Gen. Mgr. ... T. M. Raburn, Jr.
Commercial Manager ... Ed Slater
Chief Engineer ... Herbert L. Noyes

KTJS
HOBART—1947—KBS
Frequency: 1420 Kc. ... Power: 250 Watts d.
Owned-Operated By ... T. J. Shriver
Transmitter Location ... 315 E. 11th St.
Phone Number ... 1870
Air Time ... Sunrise-sunset
News Service ... AP
President, Gen.-Sta. Mgr. ... T. J. Shriver
Commercial Manager ... M. J. Shriver
Prom. Manager ... A. C. Ferguson, Jr.
Pgm.-Prod.-Pub. Dir. ... Jack Wickizer
Chief Announcer ... Herb Carnahan
Musical Director ... Barbara Evans
Chief Engineer ... Ted Shriver

KIHN
HUGO—1948
Frequency: 1340 Kc. ... Power: 250 Watts
Owned-Oper. By ... Little Dixie Bcastg. Co.
Phone Number ... 1140
News Service ... AP
Transcription Service ... SESAC
President ... George Malone
Gen.-Comm. Manager ... Jim Hendrix
Program Director ... Dan Bridges
Promotion Manager ... Mrs. Billie Van Hoose
Chief Engineer ... Dalton E. Jones

KSWO
LAWTON—1941
ABC-OKLA. NET
Frequency: 1380 Kc. ... Power: 1000 Watts
Bus.-Studio Address ... 406½ D Ave.
Phone Number ... 1380
OKLAHOMA

Transmitter Location...1½ Mi. E. of Lawton
Air Time .................. Unlimited
News Service .................. UP
Transcription Service ....... Long-Worth
Representative ............. The Taylor Co.
Membership .................. NARTB, BAB
President ..................... R. H. Drewry
General Manager .......... Allan Page
Commercial Mgr. .......... Neil Ashlock
Sales Prom. Mgr. .......... Peggy Snell
Chf. Ann., Prog. Dir. ...... Morgan Roberts
Production Director ...... Bill Wheatley
Chief Engineer .............. Bill Buford

K N E D
McALESTER—1950
Frequency: 1150 Kc. Power: 1000 Watts d.
Owned-Operated By: Pittsburg Bcstg. Co., Inc.
Address ..................... McAlester
Phone Number ............. 1460
News Service ................. UP
Transcription Service ...... Capitol
Pres., Gen. Mgr. ............. Ray Van Hooser
Commercial Manager ...... Phil Reed
Program Director .......... Mildred Martin
Chief Engineer .............. Ben Strotman

K T M C
McALESTER—1946—ABC-KBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: McAlester Bcstg. Co.
Business-Studio Address .... Municipal Bldg.
Phone Number ............. 2411
Transmitter Location ...... A & Grisler Sts.
News Service ................ AP
Transcription Service ...... Standard
Representative ............. The Taylor Co.
President ..................... William Young
Commercial Manager ...... Lee Hopper
Chief Engineer .............. Robert Schilb
Farm Editor .................... Bill Gibbons

K G L C
MIAMI—1948—KBS-LBS
WESTERN
Frequency: 910 Kc. Power: 1000 Watts
Owned-Operated By: Miami Bcstg. Co.
Address ..................... Box 511
Phone Number ............. 3303
Transmitter Location ...... 5 Mi. E. Miami
Air Time ..................... 6 a.m.-M.
News Service ................ AP
Transcription Service ...... Standard
Representative ............. Sam Bennet
Membership .................. NARTB, BAB
President ..................... M. K. Hufts
General Manager .......... Charles L. Unger, Jr.
Exec. Vice-Pres. .......... Kenyon Brown
Program Director .......... Bill York
Chief Engineer .......... Louis Stone
Consulting Engr. ............ A. Earl Cullum

K B I X
MUSKOGEE—1936—ABC-OKLA.
Frequency: 1490 Kc. Power: 250 Watts
Address ..................... 214/216 Wall St.
Phone Number ............. 303
Air Time ..................... 6 a.m.-12 M.
Transmitter Location ...... 9th floor, Barnes Bldg.
News Service ................ UP
Transcription Service ...... Thesaurus
Representative ............. The Taylor Co.
President, Gen. Mgr. ...... Tams Bixby, Jr.
Program Director .......... Martin Thomas
Chf. Ann., News Dir. ...... Bob Carmack
Chief Engineer .............. Eugene Edwards

K M U S
MUSKOGEE—1948—MBS
Business-Studio Address .... 412½ Court St.
Phone Number ............. 656-7
News Service ................. UP
Representative ............. Pearson
President ..................... R. M. Mountcastle
Gen., Station Mgr. .......... Jimmie Barry
Program Dir. ............... George Overton
Chief Engineer .............. James Keitel

K N O R
NORMAN—1949
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By .......... Cleveland County Bcstg. Co.
Address ..................... P. O. Box 542
Phone Number ............. 474
Transmitter .................. 1½ mile E. of city Hgy. 9
News Service ................ UP
Transcription Service ...... Standard World
Partner ....................... William S. Morgan
President, Comm. Mgr. ...... Tol Dickenson
Program Director .......... Gene Stanberry
Chief Engineer .............. Don Daniel

K B Y E
OKLAHOMA CITY—1946—LBS
Frequency: 890 Kc. Power: 1000 Watts d.
Bus.-Studio Address ......... 9th & Broadway
Phone Number ............. 3-2323-4-5
Transmitter Location ...... 55th & N. Eastern
Representative ............. Radio Reps
General Mgr. ............ Frank J. Lynch

K L P R
OKLAHOMA CITY—1947
Frequency: 1140 Kc. Power: 1000 Watts d.
Owned-Operated By .......... Byrne Ross

587
Business Address: 128½ W. Commerce St.
Phone Number: 3-6358
Studio-Transmitter Address: 300 Block, SE 73rd St. & Shields Blvd.
Air Time: Sunrise-sunset
News Service: AP
Membership: NARTB, BAB
Owner, Pres., Gen. Mgr.: Byrne Ross
Prom. Comm. Mgr.: Fred Farha
Music Program Dir.: Mrs. Kathleen Burkett
Production Dir.: Monty Wells
Publicity Director: Byrne Ross
Chief Annr.: Grant Ladd
News Director: Jack Reynolds
Chief Engineer: Jay Davis
Consulting Engineer: Commercial Radio

KOCY
OKLAHOMA CITY—1922
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Plaza Court Bcast. Co.
Business-Studio Address: Plaza Court Bldg.
Phone Number: 3-4333
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: Standard
Representative: Walker
Membership: NARTB
Pres., Gen. Mgr.: M. H. Knebake
Sta., Comm Manager: George Collison
Program Director: David E. Loye
Chief Engineer: Howard Hollars
Consulting Engineer: Dillard

KOMA
OKLAHOMA CITY—1927—CBS
Frequency: 1520 Kc. Power: 50,000 Watts
Owned-Operated By: KOMA, Inc.
Business-Studio Address: Billmore Hotel
Phone Number: 2-3291
Transmitter Location: Moore
Air Time: 5 a.m.-12 M.
News Service: UP
Transcription Service: Standard, Lang-Worth
Representative: Avery-Knodel
Membership: NARTB
President: John Toole Griffin
General-Station Mgr.: J. J. Bernard
Sales Prom. Mgr., News Dir.: Ben H. Holmes
Commercial Manager: Carroll Loos
Program Director: Robert M. Eastman
Production Director: Martin Fuller
Musical Director: Clarence Reynolds
Chief Engineer: M. W. Thomas
Consulting Engineer: Paul Godley

KTOK
OKLAHOMA CITY—1927—ABC
Frequency: 1000 Kc. Power: 5000 Watts d.
1000 n.
Owned-Operated By: KTOK, Inc.

K T O W
OKLAHOMA CITY—1948
Frequency: 800 Kc. Power: 250 Watts d.
Owned-Operated By: Sooner Bcast. Co.
Business-Studio Address: Liberty Bank Bldg.
Phone Number: 2-6367
Transmitter Location: Reno & Eastern
Air Time: Sunrise-sunset
News Service: UP
Representative: Forjoe
Membership: NARTB
President: Ralph Ball
Commercial Mgr.: Ross Baker
Chief Engineer: John Witt

WKY
OKLAHOMA CITY—1920—NBC
Frequency: 930 Kc. Power: 5000 Watts
Owned-Oper. By: WKY Radiophone Co.
Bus.-Studio Address: 500 E. Britton Rd.
Phone Number: Britton 2161
Air Time: Unlimited
News Service: AP, UP
Transcription Service: Associated, Standard
Representative: Katz
Membership: NARTB
Pres., Gen. Mgr.: E. K. Gaylord
V.P. & Station Manager: P. A. Sugg
Asst. Station Mgr.: Hoyt Andres
Commercial Manager: Robert E. Chapman
Administrative Asst.: Eugene E. Dodson
Program Manager: Dr. Paul Brawner
News Supvr.: Ewing Canaday
Public Rel. Mgr.: Ray Scales
Chief Announcer: Wakefield Holley
Chief Engineer: H. J. Lovell
Consulting Engineer: A. D. Ring

KHBG
OKMULGEE—1937—MBS
Frequency: 1240 Kc. Power: 250 Watts
Business Address: Box 1350
Phone Number: 3646
Transcription Location: 20th St.
News Service: AP
Representative: Pearson
President .............................................. Don Reynolds
Gen. Mgr., News Dir. ................................ Dan Kenan
Program Director .................................. Bill Davis
Chief Engineer ..................................... John Brenerman

KVLH
PAULS VALLEY—1947—KBS—LBS
Owned-Operated By: KVLH Bestg, Co.
Business Trans. Address ..................... P. O. Box 610
Phone Number ............................... 1470
Air Time ....................................... Local sunrise-sunset
News Service ........................................ UP
Transcription Service ......................... World, Capitol
President ........................................... James T. Jackson
General Manager .............................. Phil Cronshaw
Program Director ............................. Mort Halpern
Chief Engineer ................................... George Rountree

WBBZ
PONCA CITY—1928—MBS-KBS
Frequency: 1230 Kc.  Power: 250 Watts
Address ........................................ 3rd & Cleveland
Phone Number ............................... 3311
Air Time ....................................... 6 a.m.-11 p.m.
Transmitter Location ..................... 615 W. Grand St.
News Service ........................................ AP
Transcription Service ......................... Standard
Membership ....................................... NARTB, BAB
President ........................................ Clyde E. Muchmore
Sta., Gen. Mgr. ................................. Cy Casper
Commercial Mgr. ............................. M. E. Sheid
Pgm., Prod. Dir. .................. William C. Maugans
News Director ................................... Gareth Muchmore
Chief Engineer ................................... Carrol Blewster

KOLS
PRYOR—1950
Owned-Oper. By .......................... Lakes Area Bestg, Co.
Address ......................................... 3rd & S. Mill Sts.
Phone Number ............................... 1263
Transcription Service ......................... Standard
News Service ........................................ AP
Owner-General Manager ................. L. L. Gaffen
Commercial Manager ..................... Mrs. L. L. Gaffen
Chief Engineers ............................... Jack Merrill,
Nathan Parsons, Jr.

KGFf
SHAWNEE—1930—LBS
Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By ............ KGFf Bestg, Co. Inc.
Address ......................................... Federal Natl. Bldg.
Phone Number ............................... 4930
Transmitter Location ........ Shawnee County Club
Air Time ...................................... Unlimited
News Service ........................................ AP
Transcription Service ......................... World
Representative ............................... Taylor Co.
President ........................................... Oscar S. Stauffer

General Manager ............................. Wilford C. Dickson
Commercial Manager .................. Bill Weaver
Program Director .................. Geral Ziegler
Chief Engineer .............................. Robert Martin

KSPI
STILLWATER—1947—MBS
Owned-Oper. By .................. Public Radio Corp.
Bus.-Studio Address ............... 412 E. Fifth St.
Phone Number ............................... 4240
Transmitter Location ............... 21st & Yale Sts.
News Service ........................................ AP
Transcription Service ......................... Lang-Worth
Representative ................................. Walker
Presidnt-Treas. .......................... S. E. Avey
V.P., General Manager ................. James L. Neal
Sales Promotion Manager .......... Rusty Kirk
Program Director ................. John B. Wheeler
Chief Engineer .............................. M. M. Donley

KFMJ
TULSA—1946
Frequency: 1050 Kc.  Power: 1000 Watts d.
Owned-Oper. By ........................ Fred Jones Bestg, Co.
Business-Studio Address ........... 13th & Boston
Phone Number ............................... 5555
Transmitter Location ............... 21st & Yale
Air Time ...................................... Daytime
News Service ........................................ UP
Representative ................................. Indie Sales
Membership ....................................... NARTB, BAB
President ......................................... Fred Jones
General Manager ..................... Lawson Taylor

KOME
TULSA—1938—MBS
Owned-Oper. By ........................ Oil Capital Sales Corp.
Business-Studio Address ........... Kome Bldg.
Phone Number ............................... 3-4121
Transmitter Location .............. 86th & S. Harvard
News Service ........................................ AP
Transcription Service ......................... World
Representative ................................. Pearson

OKLAHOMA
**KRMG**

**TULSA—1949—ABC**

Frequency: 740 Kc. Power: 50,000 Watts d., 25,000 n.

Owned-Operated By: All Oklahoma Bcstg. Co.
Business-Studio Address: 311 So. Denver Ave.
Phone Number: 5-3291
Transmitter Location: Keystone, Okla.
Transcription Service: Capitol, Standard, World
Air Time: 5:30 a.m.-M.
Representative: John Blair, AP
News Service: NARTB, BABC
Membership: Robert S. Kerr, Robert B. Jones, Jr.
Commercial Manager: Frank S. Lane
Program Director: David E. Wilson
News Director: Glenn Condon
Publicity Director: Dale L. Bethke
Chief Engineer: Alden F. Wooster
Consulting Engr.: McIntosh & Inglis

**KTUL**

**TULSA—1934—CBS**

Frequency: 1430 Kc. Power: 5000 Watts

Owned-Operated By: Tulsa Bcstg. Co.
Business Address: Boulder-on-the-Park
Phone Number: 2-3191
Transmitter Location: Tulsa, Okla.
Air Time: 5:30 a.m.-M.
News Service: UP
Transcription Service: Lang-Worth, NARTB, BABC
Representative: John T. Griffin, John Lose
Membership: L. A. Blust, Jr., George Ketcham
Chief Announcer: Ed Neibling
Program Director: Karl Jansen
Production Director: Harry Abbott
News Director: Jack Morris
Musical Director: Glenn Hardman
Chief Engineer: Robert Snider
Farm Editor: Al Clauser
Consulting Engr.: Paul F. Godley

**KVCO**

**TULSA—1925—NBC**

Frequency: 1170 Kc. Power: 50,000 Watts

Owned-Oper. By: Southwestern Sales Corp.

Bus.-Studio Address: 2104 Philtower Bldg.
Phone Number: 3281-2
Transmitter Location: 11 Mi. E. of Tulsa Hwy. 66
Air Time: Unlimited
News Service: UP, INS
Transcription Service: Standard, World
Representative: Edward Petry
President: P. O. Proctor
Sta., Gen. Mgr.: William B. Way
Commercial Manager: Gustav K. Brandborg
Sales Prom. Mgr.: N. T. McClarin
Program Director: Tom DeVore
Production Director: John Henry
News Director: Ken Miller
Musical Director: Joe O'Neill
Chief Engineer: Watt Stinson
Farm Editor: Sam Schneider

**KWSH**

**WEWA—1951—MBS**

Frequency: 1260 Kc. Power: 500 Watts

Owned-Operated By: KADA Bcstg. Inc.
Address: Box 1260
Phone Number: 1260-1261
Transmitter: 2 Mi. W. Wewoka, Okla.
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: Standard
Representative: Taylor
Membership: NARTB, BABC
President: Dr. C. C. Morris
General Manager: Bill Hoover
Station Manager: Pat Murphy
Commercial Manager: John Landreth
Chief Ann., Pgm., News Dir.: Don Owen
Publicity Director: Romane Rowland
Musical Director: Betty Hughes
Chief Engineer: Warren W. Abbott
Consulting Engineer: Weldon & Carr

**KSIW**

**WOODWARD—1947—MBS-KBS**

Frequency: 1450 Kc. Power: 250 Watts

Address: Trans. Loc.: 22 & Cedar Sts.
Phone Number: 1450
Air Time: 6 a.m.-10:15 p.m.
News Service: AP
Transcription Service: Lang-Worth
Representative: Continental
Pres., Gen. Mgr.: Edward A. Ryan
Program Director: Lenora W. Ryan
Chief Engineer: George Archer
Chief Announcer: Mark Gaston
KWIL  
ALBANY—1941—MBS  
Frequency: 1240 Kc.  Power: 250 Watts  
Owned-Oper. By: Central Willamette Bcast.  
Bus.-Studio-Trans. Loc.: Queen Ave. & Elm  
Phone Number: 1234  
Air Time: 8 a.m.-M.  
News Service: UP  
Transcription Service: World  
Representative: John Keating  
Membership: NARTB, BAB  
President: R. R. Cronise  
General Manager: Chester Wheeler  
Pgm., News, Pub. Dir.: Ken McCoy  
Commercial Manager: Johnny Birel  
Station Manager: Warren Stoffer  
Sales Prom. Mgr.: Mal Wallman  
Publicity Director: C. Copenhagen  
Chief Engineer, Farm Editor: Herbert Davidson

KVAS  
ASTORIA—1950—LBS  
Frequency: 1230 Kc.  Power: 250 Watts  
Owned-Oper. By: Clatsop Video Bcastrs.  
Address: 612 Commercial St.  
Phone Number: 41  
Representative: Coxcomb Hill  
Transcription Service: World  
News Service: UP  
Membership: NARTB  
Gen. Mgr., Chief Engr.: L. E. Parsons  
Comm., Prom. Manager: J. W. Spencer  
Pgm., Prod. Dir.: E. W. Littlehales

KBRK  
BAKER—1939—LBS  
Frequency: 1490 Kc.  Power: 250 Watts  
Owned-Oper. By: Inland Radio, Inc.  
Bus.-Studio Address: 2030 Auburn Sts.  
Phone Number: 140  
Transmitter Location: H. Street  
News Service: UP  
Transcription Service: World  
Membership: NARTB  
President: Lee W. Jacobs  
Gen. Station Mgr.: Kenneth B. Lockwood  
Commercial Mgr.: Milton L. Levy  
Program Dir.: Kenneth Holden  
Chief Engineer: Walt Bobisud  
Consulting Engineer: Harold Singleton

KBND  
BEND—1938—MBS  
Frequency: 1110 Kc.  Power: 1000 Watts  
Bus.-Studio Address: Coble Bldg.  
Phone Number: 848  
Air Time: 6 a.m.-11 p.m.  
Transmitter Address: Butler Market Rd.  
News Service: UP  
Transcription Service: Standard  
Representative: W. S. Grant  
Membership: NARTB  
Gen., Sta. Mgr.: Frank H. Loggan  
Comm. Mgr.: W. H. Barton  
Pgm. Dir., Chl. Ann.: Kessler Cannon  
Publicity Director: Jack Thornton  
Chief Engineer: Robert Dickinson

KOS  
COOS BAY—1928—MBS  
Frequency: 1230 Kc.  Power: 250 Watts  
Owned-Oper. By: KOOS, Inc.  
Bus.-Studio-Trans. Address: 505 Hall Bldg.  
Phone Number: 4321-4331
Air Time .......................... Unlimited
News Service ........................ UP
Reps. .............................. Keating, Forjoe, O'Connell
President ............................ Sheldon F. Sackett
Vice-President ...................... Fred F. Chitty
Station Manager .................... Phil Waters
Asst. Comm. Manager ............... Jack Irvine
Program Director ................... Brad Cole
Chief Engineer ..................... Nate Olson
Consulting Engineer ............... Paul Leake

KWRO
COQUILLE—1948—KBS
Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By ............... KWRO Bcast.
Address ............................ P. O. Box 396
Phone Numbers ..................... 396-1-3971
News Service ........................ AP
Transcription Service ............ Associated, Cole, Capitol
Representative ..................... Gene Grant
Pres., Gen. Mgr. .................... Walter L. Read
Station Manager .................... William Cook
News Director ...................... Jim Hodges
Chief Engineer ..................... Phillip Linn
Program Director ................... Patsy Barkwell
Consulting Engineer ................ Grant Feikert

KRUL
CORVALLIS—1947
LBS—VIKING—KBS
Frequency: 1340 Kc.  Power: 250 Watts
Owned-Oper. By ................. Pacific States Radio Co.
Address Trans., Lot .............. 1221 So. 15th St.
Phone Number ..................... 3-3322
Air Time ............................ 6:30 a.m.-12:05 p.m.
News Service ....................... AP
Transcription Service .......... Capitol
Representative ..................... Keating
President ............................ J. C. Haley
Gen., Sta. Mgr. ..................... C. W. Peck
Commercial Manager .............. Doris Peck
Chief Announcer ................. Wayne Loerke
News Director ..................... Ted Carlson
Program Director ................ Pat McHugh
Chief Engineer .................... Steve Evans
Consulting Engr .................. Grant Feikert

KODL
THE DALLES—1900—KBS-LBS
Owned-Oper. By ............... Western Radio Corp.
Trans. Address .................. Scenic Dr. nr. Sorosis Pk.
Phone Number ..................... 2300
Air Time ............................ 6:40 a.m.-10:30 p.m.
News Service ....................... UP
Transcription Service .......... MacGregor
Pres., General Manager .......... V. B. Kenworthy
Station Manager ................. Paul E. Walden

KASH
EUGENE—1947—KBS
Frequency: 1800 Kc.  Power: 1000 Watts
Owned-Oper. By .................... Radio Air Ways, Inc.
Business Address Trans. .......... Day Island Rd.
Phone Number ..................... 5-3357
Air Time ............................ 6 a.m.-M.
News Service ....................... UP
Transcription Service .......... Capitol, SESAC
Representative ..................... Donald Cooke
Pres., Gen. Mgr. .................... E. L. Kincaid
Commercial Manager .............. Paul N. Plank
Program Director ................ Laura Nidever
Asst. Mgr., Pub. Dir. ............. Clare Mattingly
Chief Engineer .................... Norville M. Packard

KERV
EUGENE—1949—LBS—CBS
Frequency: 1280 Kc.  Power: 1000 Watts
Address ............................ P. O. Box 506
Phone Number ..................... 5-4304
Transmitter Location .......... Route 2
Air Time ............................ 6 a.m.-M.
News Service ....................... AP
Transcription Service .......... Standard
Representative ..................... W. S. Grant
Membership ......................... NARTB, BAB
President ......................... Alphon F. Baker
Gen., Sta. Mgr. ..................... L. W. Trottman
Commercial Manager .......... L. Herb Michael
Pgm., Prod. Dir. ................. Reg Rose
Chief Engineer .................... Calvert Applegate

KORE
EUGENE—1927—LBS—DON LEE
Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By .............. Lane Bstg. Co.
Business Address ................. P. O. Box 1032
Phone Number ..................... 4-4214
Studio-Trans. Location .......... S. Willamette St.
Air Time ............................ 6 a.m.-M.
News Service ....................... UP
Transcription Service .......... World
Representative ..................... Everett-McKinney
Membership ......................... NARTB
Director ......................... Glenn McCormick
General Mgr. ....................... Leo Bishop
Commercial Mgr. ................. Bob Hillyer
Program-Production Dir. ...... Robert Eubanks
Publicity Dir. ..................... Virgil Parker
Chief Engineer .................... Floyd Vikes

KUGN
EUGENE—1946—ABC
Frequency: 580 Kc.  Power: 1000 Watts
Owned-Operated By .......... KUGN, Inc.
Business Address ................. P. O. Box 590
Phone Number ..................... 4-8216
Studio-Transmitter Location ... Coburg Rd.
Air Time ............................ 6 a.m.-M.
News Service ....................... AP
Transcription Service .......... Lang-Worth
Representative ..................... McHugh, Meeker
### KMCN
**McMinnville—1949—KBS**
- **Frequency:** 1260 Kc.  
- **Power:** 1000 Watts  
- **Owned-Oper. By:** Yamhill B. Strs.  
- **Address:** P. O. Box 207  
- **Phone Number:** 3811  
- **Transcription Service:** Lang-Worth  
- **News Service:** AP  
- **President:** Jack B. Blaline  
- **General Manager:** Louis F. Gillette  
- **Commercial Manager:** Glasco Branson  
- **Chief Engineer:** Milt Muir

### KFIR
**North Bend—1951—LBS**
- **Frequency:** 1340 Kc.  
- **Power:** 250 Watts  
- **Owned-Operated By:** Bay Bstrs. Co.  
- **Address:** 1937 Union Ave.  
- **Phone Number:** 5-7351  
- **News Service:** AP  
- **Transcription Service:** Standard  
- **President:** Mrs. Josephine Bjarnson  
- **Gen., Comm. Mgr., Chf. Engr.:** Roger Spaugh  
- **Prom., Pgm. Dir.:** Sara Spaugh

### KMED
**Medford—1922—NBC**
- **Frequency:** 1440 Kc.  
- **Power:** 5000 Watts d.  
- **1000 Watts n.**  
- **Owned-Operated By:** Radio Medford, Inc.  
- **Address:** P. O. Box 1306  
- **Phone Number:** 2-4000  
- **Transmitter Location:** Ross Lane  
- **News Service:** UP  
- **Transcription Service:** Thesaurus, MacGregor  
- **Station Representative:** Meeker Assoc.  
- **President:** Vern Robinson  
- **General Manager:** Jennings Pierce  
- **Commercial Manager:** Bill Hansen  
- **Chief Engineer:** Ray Johnson

### KYJC
**Medford—1947—ABC**
- **Frequency:** 1230 Kc.  
- **Power:** 250 Watts  
- **Owned-Oper. By:** Medford Printing Co.  
- **Trans. Address:** Barnett Rd.  
- **Phone Number:** 2-5277  
- **Air Time:** 6 a.m.-12 M.  
- **News Service:** UP  
- **Transcription Service:** Lang-Worth  
- **Representative:** Grant, McHugh  
- **President:** Robert W. Ruhl  
- **Gen., Sta. Mgr.:** Jimmy Dunlevy  
- **Comm. Mgr.:** Douglas Gaines  
- **Pgm., Prod. Dir.:** John Ahern  
- **Chief Engineer:** Dick Woods  
- **Consulting Engineer:** Grant S. Felker

### KNS
**Newport—1948—LBS**
- **Frequency:** 1310 Kc.  
- **Power:** 1000 Watts  
- **Owned-Oper. By:** Yaquina Radio, Inc.  
- **Business Address:** Box 276  
- **Phone Number:** 560  
- **Studio-Transmitter Address:** Newport  
- **News Service:** AP  
- **Transcription Service:** World  
- **President, General Manager:** Tom R. Becker  
- **Commercial Manager:** Dan Kirch  
- **Program Director:** Ed Warmoth  
- **Chief Engineer:** Tom Bracanovich

### KGON
**Oregon City—1947—LBS**
- **Frequency:** 1230 Kc.  
- **Power:** 250 Watts  
- **Owned-Oper. By:** Inland Radio, Inc.  
- **Address:** Box 540  
- **Phone Number:** 212  
- **Transmitter Location:** Hiway 30  
- **Air Time:** 6 a.m.-M.  
- **News Service:** UP  
- **Representative:** Oregon Trail  
- **Transcription Service:** World  
- **Representative:** Lee W. Jacobs  
- **V.P., Gen. Mgr.:** Gordon L. Capps  
- **Commercial Manager:** John W. Powell  
- **Program Director:** Ned Leibman  
- **Chief Engineer:** Charles E. Harland  
- **Consulting Engr.:** Harold Singleton

### KWRC
**Pendleton—1941—LBS**
- **Frequency:** 1240 Kc.  
- **Power:** 250 Watts  
- **Owned-Oper. By:** West-San Radio Corp.  
- **Business Address:** P. O. Box 178  
- **Phone Number:** 1425  
- **Studio-Transmitter Location:** End of S.W. Sixth  
- **News Service:** UP  
- **Pres., Gen. Mgr.:** V. B. Kenworthy  
- **Station Manager:** Ted A. Smith  
- **Program Director:** Denman Dayton  
- **Chief Engineer:** Robert E. Fay
OREGON

KBKO
PORTLAND—1948
Frequency: 1290 Kc. Power: 1000 Watts d.
Bus.-Studio Address: 3908 N.E. Sandy Blvd.
Phone Number: MUrdoch 1280
Transmitter Location: Oaks Park
Representative: Forjoe
News Service: Forjoe
V.P., Chief Engr.: Harold Krieger

KEX
PORTLAND—1926—ABC
Frequency: 1190 Kc. Power: 50,000 Watts
Owned-Operated By: Westinghouse Radio
Address: 1230 SW Main St.
Phone Number: CApital 1881
Transmitter Location: Clackamas
Air Time: 5:30 a.m.-1 a.m.
News Service: Forjoe
Transcription Service: Associated
Station Representative: Free & Peters Inc.
Station Manager: J. B. Conley
Commercial Manager: Robert H. Prigmore
Sales Promotion Manager: Charles L. Burrow
Program Director: Mel Bailey
Production Director: Jesse Leonard
News Director: Robert L. Thomas

KOIN
PORTLAND—1925—CBS
Frequency: 970 Kc. Power: 5000 Watts
Owned-Operated By: KOIN, Inc.
Business Address: P. O. Box 1031
Phone Number: ATrwater 3333
Transmitter Location: Rt. 5, Box 1025
Air Time: 6 a.m.-1 a.m.
News Service: AP, INS, UP
Transcription Service: Associated
Thesaurus Representative: Avery-Knodel
Membership: NARTB, BAB
President: Marshall Field
Gen.-Sta. Mgr.: Harry H. Buckendahl
Promotion Director: George Wann
Program Manager: Ted W. Cooke
Production Director: Willard Mears
Chief Announcer: Duncan Macleod
News Director: Lester Halpin
Musical Director: Owen Dunnag
Dir. of Engineering: Louis S. Bookwalter
Farm Editor: Luke L. Roberts

KPAM
PORTLAND—1951
Frequency: 1410 Kc. Power: 1000 Watts d.
Owned-Operated By: Bests. Oregon Ltd.
Address: P. O. Box 1230

AP SELLS
For Stations and Sponsors

For instance... KGAL

“All our 66 AP news programs are sponsored. KGAL derives 20% of its income from newscasts sold to year-round sponsors. Of our audience, 75% prefers news over all other programs. When I saw the percentage of gross gained from news, I took one salesman off... made him News and Public Relations Director. We have no trouble at all selling AP news.”

GORDON ALLEN,
President,
KGAL, Lebanon, Oregon

595
THE SKY’S THE LIMIT
IN THE KGW MARKET!

MORE PEOPLE
WITH MORE TO SPEND
ALL SET TO GIVE ADVERTISERS
A ROUSING WESTERN WELCOME

Yes, sir! The fastest growing, biggest-spending market in the Oregon country can be covered most effectively on KGW.

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KGW
PORTLAND, OREGON

AFFILIATED WITH NBC
REPRESENTED NATIONALLY BY EDWARD PETRY & CO., Inc.
<table>
<thead>
<tr>
<th><strong>KGW</strong></th>
<th><strong>PORTLAND—1922—NBC</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>N.W. TRIANGLE</strong></td>
<td><strong>Frequency:</strong> 620 Kc. <strong>Power:</strong> 5000 Watts <strong>Owned-Oper.</strong></td>
</tr>
<tr>
<td><strong>Bus-Studio Address:</strong> 1320 S.W. Broadway</td>
<td><strong>Phone Number:</strong> BEacon 6364</td>
</tr>
<tr>
<td><strong>Transmitter Location:</strong> No. Portland</td>
<td><strong>Air Time:</strong> 6 a.m.-12 M.</td>
</tr>
<tr>
<td><strong>News Service:</strong> AP, INS <strong>Transcription Service:</strong> Long-Worth, World</td>
<td><strong>Representative:</strong> Edward Petry</td>
</tr>
<tr>
<td><strong>Membership:</strong> NARTB, BAB <strong>President:</strong> Mrs. S. I. Newhouse</td>
<td></td>
</tr>
<tr>
<td><strong>Station Manager:</strong> H. Quentin Cox <strong>Commercial Manager:</strong> J. N. Wassan</td>
<td></td>
</tr>
<tr>
<td><strong>Program Manager:</strong> Donald Whitman <strong>Chief Announcer:</strong> Bob Franklin</td>
<td></td>
</tr>
<tr>
<td><strong>News Directors:</strong> Don Kneass, Chuck Foster</td>
<td><strong>Musical Director:</strong> Abe Bercovitz</td>
</tr>
<tr>
<td><strong>Chief Engineer:</strong> Harold C. Singleton <strong>Farm Editor:</strong> Don Kneass</td>
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</tbody>
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<thead>
<tr>
<th><strong>KPDQ</strong></th>
<th><strong>PORTLAND—1947</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Frequency:</strong> 800 Kc. <strong>Power:</strong> 1000 Watts <strong>Owned-Operated By:</strong></td>
<td><strong>John W. Davis</strong></td>
</tr>
<tr>
<td><strong>Bus-Studio-Trans. Address:</strong> 1008 S.W. 6th Ave. <strong>Phone Number:</strong> CA 9205</td>
<td><strong>Oaks Park</strong></td>
</tr>
<tr>
<td><strong>Transmitter Location:</strong></td>
<td><strong>AP</strong></td>
</tr>
<tr>
<td><strong>News Service:</strong> AP <strong>Transcription Service:</strong> Associated</td>
<td><strong>Pres., Gen. Mgr.: John W. Davis</strong></td>
</tr>
<tr>
<td><strong>Pgm., News Dir.: Dave Jack</strong></td>
<td><strong>Chief Engineer:</strong> Fred Haskins</td>
</tr>
<tr>
<td><strong>Chief Engineer:</strong> Chuck Moore</td>
<td></td>
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</tbody>
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<thead>
<tr>
<th><strong>KPOJ</strong></th>
<th><strong>PORTLAND—1932—MBS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Frequency:</strong> 1330 Kc. <strong>Power:</strong> 5000 Watts <strong>Owned-Oper. By:</strong></td>
<td><strong>KPOJ, Inc., Portland Oregon Journal</strong></td>
</tr>
<tr>
<td><strong>Phone Number:</strong> Broadway 3484</td>
<td><strong>Studio Address:</strong> 1012 S.W. 10th</td>
</tr>
<tr>
<td><strong>Transmitter Location:</strong> P. O. Address R. 1, Box 2433</td>
<td><strong>Air Time:</strong> 6 a.m.-M.</td>
</tr>
<tr>
<td><strong>News Service:</strong> AP <strong>Transcription Service:</strong> Thesaurus</td>
<td><strong>Representative:</strong> John Blair</td>
</tr>
<tr>
<td><strong>Membership:</strong> NARTB, BAB <strong>President:</strong> P. L. Jackson</td>
<td><strong>General-Station Manager:</strong> R. M. Brown</td>
</tr>
<tr>
<td><strong>Commercial Manager:</strong> Harry C. McLain</td>
<td><strong>Sales Prom., Mgr., Publ. Dir.: Isabell Hoyt</strong></td>
</tr>
<tr>
<td><strong>Program Director:</strong> Joseph T. Hallock</td>
<td><strong>Chief Engineer:</strong> John Kneass</td>
</tr>
</tbody>
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<tr>
<th><strong>KWJJ</strong></th>
<th><strong>PORTLAND—1927</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Frequency:</strong> 1080 Kc. <strong>Power:</strong> 10,000 Watts <strong>Owned-Oper. By:</strong></td>
<td><strong>KWJJ Bcast. Co. Inc.</strong></td>
</tr>
<tr>
<td><strong>Bus-Studio Address:</strong> 1011 S.W. 6th Ave.</td>
<td><strong>Phone Number:</strong> Atwater 4393</td>
</tr>
<tr>
<td><strong>Transmitter Location:</strong> 4350 N. Suttle Rd.</td>
<td><strong>Air Time:</strong> 6 a.m.-M.</td>
</tr>
<tr>
<td><strong>News Service:</strong> UP <strong>Transcription Service:</strong> Lang-Worth</td>
<td><strong>Representative:</strong> Burn-Smith</td>
</tr>
<tr>
<td><strong>Pres., Gen., Sta. Mgr.: Wilbur J. Jerman</strong></td>
<td><strong>Prog., Dir., Comm. Mgr.: Jerry Speersstra</strong></td>
</tr>
<tr>
<td><strong>Prom., Mgr., Pub. Dir.: Ben Crosby</strong></td>
<td><strong>Chief Ann.: Art Morey</strong></td>
</tr>
<tr>
<td><strong>Musical Director:</strong> John Emmel</td>
<td><strong>Chief Engineer:</strong> Dwight Loomis</td>
</tr>
</tbody>
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<thead>
<tr>
<th><strong>KXL</strong></th>
<th><strong>PORTLAND—1926</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Frequency:</strong> 750 Kc. <strong>Power:</strong> 10,000 Watts <strong>Owned-Operated By:</strong></td>
<td><strong>KXL Bcast.</strong></td>
</tr>
<tr>
<td><strong>Business-Studio Address:</strong> Orpheum Bldg.</td>
<td><strong>Phone Number:</strong> BR. 6451</td>
</tr>
<tr>
<td><strong>Transmitter Location:</strong> Harmony Twp.</td>
<td><strong>News Service:</strong> UP</td>
</tr>
<tr>
<td><strong>News Service:</strong> UP <strong>Transcription Service:</strong> Standard</td>
<td><strong>Representative:</strong> Walker</td>
</tr>
<tr>
<td><strong>Pres., Gen., Comm. Mgr.: H. S. Jacobson</strong></td>
<td><strong>Manager, Prom. Manager:</strong> Jackson Fleming</td>
</tr>
<tr>
<td><strong>Program Director:</strong> Ralph Wiegand</td>
<td><strong>Chief Engineer:</strong> Ralph Millin</td>
</tr>
</tbody>
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<thead>
<tr>
<th><strong>KRCO</strong></th>
<th><strong>PRINEVILLE—1950</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Frequency:</strong> 680 Kc. <strong>Power:</strong> 1000 Watts d. <strong>Owned-Oper. By:</strong></td>
<td><strong>Radio Central Oregon</strong></td>
</tr>
<tr>
<td><strong>Phone Number:</strong> 8-239</td>
<td><strong>Representative:</strong> Gene Grant</td>
</tr>
<tr>
<td><strong>Transcription Service:</strong> Thesaurus</td>
<td><strong>News Service:</strong> UP</td>
</tr>
<tr>
<td><strong>Pres., Gen., Sta. Mgr.: Norbert A. Miksche</strong></td>
<td><strong>Sales Promotion Manager:</strong> Richard Burger</td>
</tr>
<tr>
<td><strong>Program Director:</strong> Les McKay</td>
<td><strong>Chief Engineer:</strong> Curtis Burnside</td>
</tr>
<tr>
<td><strong>Consulting Engineer:</strong> Grant Feikert</td>
<td><strong>Chief Engineer:</strong> Grant Feikert</td>
</tr>
</tbody>
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<tr>
<th><strong>KRNR</strong></th>
<th><strong>ROSEBURG—1935—DON LEE</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Frequency:</strong> 1490 Kc. <strong>Power:</strong> 250 Watts <strong>Owned-Oper. By:</strong></td>
<td><strong>News Review Co.</strong></td>
</tr>
<tr>
<td><strong>Address:</strong> 211 N. Main St., 134 N. Jackson St.</td>
<td><strong>Phone Number:</strong> 3-5551</td>
</tr>
</tbody>
</table>
Air Time: 6 a.m.-11:30 p.m.
News Service: AP
Transcription Service: Standard
Representatives: John Keating
Membership: NARTB, BAB
President: Frank Jenkins
Station Manager: Leroy Hiatt
Commercial Mgr: Warren Ward
Program Director: Lyle Fenner
Chief Engineer: Max Dick

Address: Trans. Loca... 1426 Edgewater St.
Phone Number: 3-3108

KRXL
ROSEBURG—1950—LBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Umpqua Bcsts., Inc.
Address: P. O. Box 847
Phone Number: 3-4464
Transcription Service: Lang-Worth, Capitol, World
News Service: UP
President: Donn Radabaugh
Gen. Sta. Manager: Iris Rice Holtwell
Commercial Manager: Lon D. Hunt
Chief Engineer: Ralph E. Smith

KGAE
SALEM—1951
Frequency: 1430 Kc. Power: 1000 Watts d.
Owned-Operated By: Allen, Truhan & Clark
Address: Marion Hotel
News Service: AP
Pres., Gen. Mgr.: W. Gordon Allen
Program Director: Del Olney
Chief Engineer: Gordon Allen

KOCO
SALEM—1947—LBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Loring Schmidt

KSLM
SALEM—1934—MBS
Frequency: 1390 Kc. Power: 1000 Watts
Owned-Operated By: Oregon Radio, Inc.
Business Address: P. O. Box 631
Phone Number: 3-4831
Transmitter Location: Kingwood Hghts.
Representative: McKinney, Everett
Air Time: 8 a.m.-M.
News Service: UP
Transcription Service: World, Lang-Worth
Membership: NARTB, BAB
President: Glenn McCormick
Gen., Comm. Mgr.: Earl Headrick
Sales Prom. Mgr., Pgm. Dir.: Dave Hass
News Director: Jim Danielson
Chief Engineer: Clyde Carlson
Consulting Engr.: Grant Fiekert

KTL
TILLAMOOK—1947
Frequency: 1580 Kc. Power: 250 Watts
Owned-Oper. By... Tillamook Bcstg. Co., Inc.
Business Address: Star Route W.
Phone Number: 1122
Representative: John Keating
Manager: Tom Hoover
Sales Manager:... Jim Kelly Jr.

WAEB
ALLENTOWN—1949—ABC
QUAKER
Frequency: 790 Kc. Power: 1000 Watts
Owned-Oper. By:... WAEB, Inc.
Address: Center Square
Phone Number: 4-9364
Transmitter Location: Mickley
Air Time: 8 a.m.-1 a.m.
News Service: UP

Representative: George P. Hollingbery Co.
President: Howard Wasserman
General Manager: Milton Laughlin
Program Director: Thomas A. Earley
Chief Engineer: William Gottshull
Consulting Engineer: MacIntosh & Inglis

WHOL
ALLENTOWN—1948—CBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By... Allentown Bcstg. Corp.

Pennsylvania
Pop. April 1, 1952 (Est.) 10,928,000—Total Housing Units 3,044,785
Families April 1, 1952 (Est.) 2,853,000—Stations in State 113
Add. Trans. Loca. 1125 Colorado St.
Phone Number 44801
Air Time 7 a.m.-M.
News Service Thesaurus
Transcription Representative Robert Meeker
President Henry K. Bauman
Musical Dir. Sydney Paul
Chief Engineer Gerald B. West
Consulting Engineer Lynne Smey

**WKAP**
**ALLENTOWN—1947**
Frequency: 1320 Kc. Power: 1000 Watts
Operated By WKAP, Inc.
Bus.-Studio Address  P. O. Box 689, No. 7th St., Pike
Phone Number 3-3166
Transmitter Location No. 7th St., Pike
Air Time 6 a.m.-1 a.m.
News Service AP
Transcription Service Associated Representative
President N. Joe Rahall
Sta. Gen. Mgr. O. R. Davies
Program Director Marshall Cleaver
Chief Engineer C. Frank Cordaro
Consulting Engineer E. C. Page

**WSAN**
**ALLENTOWN—1923—NBC**
Frequency: 1470 Kc. Power: 5000 Watts
Owned-Oper. By Lehigh Valley Bcstg. Co.
Bus.-Studio Address 39-41 N. Tenth St.
Phone Number 4-9511
Transmitter Location Route 1
Air Time 6:30 a.m.-12:05 a.m.
News Service AP
Transcription Service World Representative
Headley Reed
General Manager B. Bryan Musselman
Comm. Mgr. Olivia F. Musselman
Dir. of Programs George Y. Snyder
Chief Engineer Reuel H. Musselman
Consulting Engineer Gauney & Ray

**WFBG**
**ALLETOONA—1924—NBC-QUAKER**
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Gable Bcstg. Co.
Phone Number 6487
Transmitter Location Atop Gable Store
Air Time 6 a.m.-1 a.m.
News Service AP
Transcription Service World Representative
H.R. Reps., Inc.
Membership NARTB BAB
President George P. Gable
General Manager John M. Snyder
Chief Ann., Pgm. Dir. James Gates

**WJSW**
**ALLENTOWN—1947—MBS**
Owned-Operated By Altoona Bcstg. Co.
Bus.-Studio Address 1413 11th Ave.
Phone Number 9301
Transmitter Location Goods Lane, Logan Township
Air Time 6 a.m.-1 a.m.
News Service UP
Transcription Service Standard Representative Burn-Smith
Membership BAB
President Herbert T. Wolf
General Mgr. Thomas W. Metzger
Station-Comm. Mgr. James E. Moreen
Sales Prom. Mgr. D. Guy Chappie
Publicity Dir. Charles Flynn
Chief Engineer C. Irvin Metzger
Consulting Engineer George C. Davis

**WRTA**
**ALLENTOWN—1947—ABC**
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Thompson Bcstg. Co.
Address 1421 12th Ave.
Phone Number 6646
Air Time 6:30 a.m.-12:05 a.m.
News Service UP
Transcription Service Associated Representative Robert Meeker
Membership NARTB
Sales Prom. Mgr. William Clear
Program Director Dorothy M. Thompson
Musical Director Robert Michaels
Publicity Dir. S. Carlton Ayers
Chief Engineer George R. Burgoon

**WVAM**
**ALLENTOWN—1948—CBS**
Frequency: 1430 Kc. Power: 1000 Watts
Owned-Oper. By General Bcstg. Corp.
Address Trans. Loca. 2801 Edgewood Dr.
Phone Number 8127
News Service UP
Transcription Service Lang-Worth Representative
Weed & Co.
President Emanuel S. Leopold
General Manager Robert G. Walter
Comm. Prom. Mgr. Will Union
Program Director Robert G. Walter
News Director John Riley
Chief Engineer William R. Butterbaugh
WAVL
APOLLO—1947
Bus.-Studio Address Trans. Loca. No. 4th
Phone Number 72-3921
Air Time Daytime
News Service UP
Transcription Service SESAC, Cole, Thesaurus
General Manager Cecil F. Clifton
Sales Prom. Manager A. J. West
Chief Engineer H. E. Smith

WNCC
BARNSBORO—1950—KBS
Frequency 950 Kc. Power: 500 Watts d.
Phone Number 1010
Transmission Service Thesaurus, Standard
News Service UP
Pres., Prom. Mgr. Harris G. Breth
General Manager W. J. Thomas
Chief Engineer Dyle Miller

WBVP
BEAVER FALLS—1948
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: WBVP, Inc.
Business-Studio Address 1216 Seventh Ave.
Phone Number 4100
Transmitter Location New Brighton
Air Time Unlimited
News Service UP, AP
Transmission Service Standard, World
Membership NARTB, BAB
Prom., Comm. Mgr. Thomas B. Price
Program Director Charles H. Wilson
Production Director Jean E. Biggard
Chief Announcer J. George Allen
Chief Engineer Gerald Cushina

WGPA
BETHLEHEM—1946
Owned-Oper. By: The Bethlehems’ Globe
Bus.-Studio Address 426 Brodhead Ave.
Phone Number 6-8074-5
Transmitter Location Eighth Ave. & Dell St.
Air Time Sunrise-sunset
News Service UP
Transmission Service Capitol, Thesaurus
Membership NARTB, BAB
General Manager Ellis Service
Station Manager Arthur C. McCracken
Comm. Sales Prom. Mgr. Frank Collie
Prod., Pgm. Dir. Stefan George
Chief Engineer Edwin L. Rybak

W CNR
BLOOMSBURG—1946
Frequency: 930 Kc. Power: 1000 Watts d.
Bus.-Studio Address 38 W. Main St.
Phone Number 1700
Transmitter Location Bloomsburg RFD
Air Time Daytime
News Service AP
Transmission Service Associated
Membership NARTB
President Robert R. Eyerly
Gen. Mgr. Ed Darlington
Chief Engineer Robert Fulton

WHLM
BLOOMSBURG—1951—LBS
Frequency: 690 Kc. Power: 1000 Watts d.
Owned-Operated By: Bloom Radio
Address Hotel Magee
Phone Number 1800-1
Transmitter Location Scott Magee
Air Time Sunrise-Sunset
News Service UP
Transmission Service Lang-Worth
Membership NARTB, BAB
President Harry Magee
Manager Robert R. Williams
Chief Engineer Anthony Hogg

W LOA
BRADDOCK—1947
Frequency: 1550 Kc. Power: 1000 Watts d.
Owned-Operated By: Matta Bcstg. Co.
Business-Studio Address 1233 Braddock Ave.
Phone Number Electric 1-1100
Transmitter Location N. Braddock Hilltop
News Service UP
President, Gen. Mgr. William G. Matta
Commercial Manager George Matta
Program Director George Bozic
Chief Engineer Richard G. Noullet

WESB
BRADFORD—1947—MBS
Owned-Oper. By: WESB
Business Address 43 Main St.
Phone Number 3173
Studio-Transmitter Location High St. Ext.
Air Time 7 a.m.-12 M. (9 a.m.-12 M-Sun.)
News Service AP
Transmission Service World
Membership NARTB, BAB
Commercial Manager James Ponder
Chief Engineer Joseph Sudock
### W BUT
**BUTLER—1948—LBS**
- **Frequency:** 1580 Kc... Power: 500 Watts d.
- **Owned-Oper. By:** Eagle Printing Co.
- **Phone Number:** .75-778
- **Transcription Service:** Thesaurus
- **News Service:** AP
- **President:** John L. Wise
- **Sta. Comm. Mgr.:** Philip B. Hirsch
- **Sales Prom. Mgr.:** Vernon L. Wise, Jr.
- **Program Director:** Joseph Laconi
- **Chief Engineer:** Gerald L. Coleman

### WIS R
**BUTLER—1941—TRI-STATE-KBS**
- **Frequency:** 680 Kc... Power: 250 Watts d.
- **Owned-Oper. By:** The Butler Bstg Co., Inc.
- **Business-Studio Address:** 357 N. Main St.
- **Phone Number:** 4701-2
- **Transmitter Location:** McKinley Ave, Ext.
- **Air Time:** 6:30 a.m.-Sunset
- **News Service:** AP
- **Membership:** NARTB, BAB
- **Chief Engineer:** Paul Rex
- **Consulting Engineer:** George C. Davis

### WCDL
**CARBONDALE—1950—KBS**
- **Frequency:** 1230 Kc... Power: 250 Watts d.
- **Owned-Oper. By:** Carbondale Bstg Co., Inc.
- **Address:** 127 Salem Rd., Carbondale; 849
- **Main St., Honesdale, Pa.**
- **Phone Number:** Carbon, 1230, Hones, 1230
- **Trans. Loca.:** 116 Salem Rd., Carbondale Twp.
- **Air Time:** 6 a.m.-12 M.
- **News Service:** AP
- **Transcription Service:** SESAC, World Representative
- **President:** William H. Ware
- **Honesdale Studio Manager:** Tut Perry
- **Comm., Prom. Mgr.:** William Fletcher
- **Program Director:** Norah B. Carlson
- **Production Director:** John Krieger
- **Publicity Director:** Jean Lanydy
- **Chief Engineer:** Robert G. Adams
- **Farm Editor:** Honesdale Studios
- **Consulting Engineer:** J. Gordon Keyworth

### WLXW
**CARLISLE—1948—KBS**
- **Frequency:** 1380 Kc... Power: 1000 Watts d.
- **Owned-Operated By:** Philip Mathews
- **Business Address:** Holly Pike
- **Phone Number:** Carlisle 1785
- **Studio-Transmitter Location:** Mt. Holly Pike
- **News Service:** AP
- **President:** Philip Mathews
- **Chief Exec.:** Florence Good
- **Chief Engineer:** Henry Palmer

### WCHA
**CHAMBERSBURG**
- **Frequency:** 800 Kc... Power: 1000 Watts d.
- **Owned-Oper. By:** Chambersburg Bstg Co.
- **Bus.-Studio Address:** Craft Press Bldg.
- **Phone Number:** 1110
- **Transmitter Location:** Route No. 6, Warm Spring Rd.
- **Air Time:** Sunrise-sunset
- **News Service:** AP
- **Transcription Service:** Capitol, Associated Representative
- **Membership:** NARTB
- **Pres., Gen. Manager:** John S. Booth
- **Commercial Manager:** Earl P. Strine
- **Program Director:** Allen Saunders
- **Chief Engineer:** James McCurdy
- **Consulting Engineer:** Ker & Kennedy

### WESA
**CHARLOI—1947—KBS**
- **Frequency:** 940 Kc... Power: 250 Watts d.
- **Owned-Oper. By:** Monongahela Valley Bstg
- **Business-Studio Address:** 357 N. Main St.
- **Phone Number:** 3-6551
- **Air Time:** Local sunrise-local sunset
- **News Service:** AP
- **Transcription Service:** Thesaurus
- **President:** Dr. A. S. Sickman
- **Gen., Comm. Mgr.:** C. R. Duvall
- **Chief Engineer:** Mel Wigand
- **News Director:** Bill Richards

### WPWA
**CHESTER—1947**
- **Frequency:** 1590 Kc... Power: 1000 Watts
- **Owned-Operated By:** Lou Poller
- **Business Address:** Box 30, Chester
- **Phone Number:** 3-1641
- **Trans. Loca.:** Brookhaven, Middletown Rd.
- **Air Time:** 6 a.m.-1 a.m.
- **News Service:** AP
- **Transcription Service:** Standard Representative
- **Pres., Gen. Mgr.:** Lou Poller
- **Station Manager:** Harry Simmington
- **Comm., Sales Prom. Mgr.:** Burton Levin
- **Pgm., Prod. Dir.:** Melvin Levine
- **Chief Announcer:** Paul Warren
- **Publ. News Director:** Mort Rosenberg
- **Chief Engineer:** Harry Simmington
- **Consulting Engineer:** Russell P. May
W V C H
CHESTER—1948
Owned-Operated By: James M. Tisdale
Bus.-Studio Address: Wolt Bldg., Market Sq.
Phone Number: Chester 2-6881
Transmitter Location: Bridgewater Rd., RD 1
Air Time: Sunrise-sunset
News Service: UP
Program Director: Robert A. Hibbon, Jr.
Chief Engineer: James M. Tisdale
Consulting Engineer: John Creutz

W C P A
CLEARFIELD—1947
Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Oper. By: Clearfield Bldgs., Inc.
Address: 215 Church St.
Phone Number: 5-5541
Transmitter Location: R. D. Clearfield
Air Time: Sunrise-Sunset
News Service: UP
Transcription Service: Thesaurus, Associated
Membership: NARTB, BAB
President: W. K. Ulicich
Commercial Manager: W. C. Flummer
Production Director: Miss Margaret Nemeth
Musical Director: Joseph Milspom
Chief Engineer: Llewellyn Dunk
Consulting Engr.: John Mullaney

W C O J
COATESVILLE—1949—QUAKER
Frequency: 1420 Kc. Power: 1000 Watts d.
Address: 703 E. Chestnut St.
Phone Number: 2100
Transcription Service: SESAC
News Service: UP
Pres., Gen. Mgr.: William S. Haipern
Vice-President: Richard Scully, Jr.
Pgm., News Dir.: Ellis Shock
Promotion Manager: Donald Kimes
Secy., Chief Engr.: Louis N. Seltzer

W C V I
CONNELLSVILLE—1947
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Connelsville Bcstgs, Inc.
Bus.-Studio Address: 124 W. Crawford Ave.
Phone Number: Connelsville 2700
Transmitter Location: Limestone Hill
Air Time: 7 a.m.-12 M.
News Service: UP
Transcription Service: SESAC, World
Membership: NARTB, BAB
President: Raymond Gallardi
Gen., Sta. Mgr.: Jack Craddock

Commercial Manager: Howard McMeekin
Program Director: Fran Roberts
Chief Announcer: Dick Jessen
Chief Engineer: Paul Queer

W B U X
DOYLESTOWN—1948
Owned-Operated By: Charles M. Meredith
Business-Studio Address: The Hart Bldg.
Phone Number: 220
Transmitter Location: Doylestown Township
News Service: AP
General Manager: William A. Lynch

W C E D
DUBOIS—1941—CBS-LBS
Frequency: 1230 Kc. Power: 250 Watts
Bus.-Studio-Transmitter Address: 50 N. Park Pl.
Phone Number: 1700
News Service: UP
Transcription Service: SESAC
Representative: McGilvra
President: Harold Gray
Commercial Manager: George Williams
Pgm., News Dir.: Ed Paul Finger
Promotion Manager: Ken Johnston
Chief Engineer: Bernard Gurewich

W E S T
EASTON—1936—NBC-MBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Associated Bcstgs, Inc.
Bus.-Studio Address: 510 Chestnut St.
Phone Number: 6131
Transmitter Location: Williams Township
Air Time: 6:30 a.m.-1 a.m.
News Service: UP
Transcription Service: World
Representative: Robert Meeker
Membership: NARTB
Station Executive: E. R. McCollough
Station Manager: Elwood C. Anderson
Nat. Sales Manager: J. Robert Gallick
Program Director: Eugene Bethman
Technical Director: J. E. Mathiot

W E R C
ERIE—1941—NBC
Frequency: 1260 Kc. Power: 5000 Watts
Bus.-Studio Address: 121 W. 10 St.
Phone Number: 46367
Transmitter Location: Robinson Rd.
Air Time: 6 a.m.-2 a.m.
News Service: UP
Transcription Service: Capitol, Lang-Worth
Representative: Avery-Knodel
President: Jacob A. Young

602
General Manager ................ Charles E. Denny
Commercial Manager ............ Art Ingram
Program Director ................ Virginia Donachy
Chief Engineer .................. Ken Hestor
Consulting Engineer ............ Kear & Kennedy

W I K K
ERIE—1948—ABC

Frequency: 1330 Kc. ......... Power: 5000 Watts
Bus-Studio Address ............. 1021 State St.
Phone Number .................. 2-3248, 2-240
Transmitter Location .......... Waterford
Air Time ....................... 6 a.m.-M.
News Service ................... UP
Transcription Service .......... Standard
Representative .................. H. R. Reps.
President ....................... Keith Kiggins
Program Director ............... C. E. McElroy
Chief Engineer .................. Clarence Baker
Consulting Engineer ............ George Adair

W J E T
ERIE—1951

Frequency: 1570 Kc. ........ Power: 250 Watts d.
Owned-Operated By: Jet Bstg. Co.
Address .......................... 1635 Ash St.
Phone Number .................. 4-6013
News Service ................... AP
Transcription Service .......... SESAC
Pres. Gen. Mgr. ................. Myron Jones
Commercial Manager .......... Paul C. Rinehardt
Chief Engineer ................ William Fleckenstein

W L E U
ERIE—1933

MBS-QUAKER—PENN—ATL. NET

Frequency: 1450 Kc. .......... Power: 250 Watts
Phone Number .................. 23-327, 22-129
Air Time ....................... Unlimited
News Service ................... AP
Transcription Service .......... World
President ....................... Leo J. Omelian
V. P., Comm. Gen. Mgr. . V. Hamilton Weir
Secretary ...................... Catherine Donatelli
Musical Director ............... Anthony Conti
Consulting Engineer ........... McNary & Wrathall

W G E T
GETTYSBURG—1950—KBS-LBS

Frequency: 1450 Kc. .......... Power: 250 Watts
Address ........................ Harrisburg Rd.
Phone Number .................. 850
Air Time ....................... 6 a.m. 12:05 a.m.
News Service ................... AP
Transcription Service .......... Thesaurus
Membership ..................... NARTB, BAB
Sales Promotion Manager .... Sebastian Hafer
Program Director ............... Maurice Nelson
Publicity Director ............. Edwin Shoop, Jr.
Chief Announcer ............... Owen Voigt
Chief Engineer .................. Lester Blair
Consulting Engineer ............ Howard S. Frazier

W H J B
GREENSBURG—1934

Owned-Oper. By: Pittsburgh Radio Supply House
Business-Studio Address .... 128 N. Penn Ave.
Phone Number ................. Greensburg 3740
Transmitter Location ........ 3 Mi. E. Rt. 30
Air Time ....................... 7 a.m.-12:30 a.m.
News Service ................... UP
Transcription Service .......... Lang-Worth
Representative ................. Donald Cooke
Membership ..................... NARTB
President ....................... H. Kenneth Brennen
General-Comm. Mgr. ........... G. J. Podeyn
Program Director .............. Glen Grayson
Chief Engineer .................. L. L. Allen

W H V R
HANOVER—1948—MBS

Frequency: 1280 Kc. .......... Power: 1000 Watts d.
Owned-Operated By: Radio Hanover, Inc.
Address .......................... Hanover Trust Bldg.
Phone Number .................. 3831
Transmitter Location ......... 1/2 Mi. No. of City
Air Time ....................... 6 a.m.-12 M.
News Service ................... UP
Transcription Service .......... World
Comm. Mgr. .................... H. Vernon Ferster
Pgm. Dir. ........................ Mack Edwards
Chief Engineer ................. Philip Rohrbough
Consulting Engineer .......... A. D. Ring Co.

W H G B
HARRISBURG—1945—ABC

Frequency: 1400 Kc. .......... Power: 250 Watts
Bus-Studio-Trans. Address .... 112 Market St.
Phone Number .................. 2-3455
Air Time ....................... 6 a.m.-1 a.m.
News Service ................... AP
Representative ................. Weed
Pres., Gen., Comm. Mgr. .... Herbert Kendrick
Station Manager ............... Jack Hooper
Music, Publ. Dir. .............. Red McCarthy
News Director .................. Lewis Doolittle
PULLS HIGHEST HOOPERS WITH CBS AND STELLAR LOCAL PROGRAMMING

These are the most valuable kinds of friends... the long-time friends gathered during a quarter century. WHP gives these folks the local programming that gets to the heart of the community. And that sterling CBS stuff.

Result? When Mr. 580 talks, people listen—by more thousands now than ever before since WHP has 5000 busy watts on 580. Hooper says so... more listeners who listen more.

These citizens are solid and solvent. Harrisburg leads all major Pennsylvania markets in income per family ($6,135), income per capita ($1,916) and Quality of Market Index (148).

The home towners tote up 7 out of a possible 9 "Superior Points" in Sales Management's recent city rankings study. They're second in the nation in drug sales, sixth in general merchandise and fourth in retail sales.

Want the thriftiest buy in South Central Pennsylvania? Want York and Lancaster and Lebanon, too? Bolling knows Mr. 580 intimately. So can you.

HARRISBURG, PA.

COVERS PENNSYLVANIA'S TOP-QUALITY MARKET

HARRISBURG, PA.
KEY STATION OF THE KEYSTONE STATE

WINS FRIENDS AND INFLUENCES PEOPLE BY THE THOUSANDS

5000 W 580KC
REPRESENTED BY BOLLING
Chief Announcer...Tony Bekas
Chief Engineer...William Kuntz

WH P
HARRISBURG—1924—CBS
Frequency: 580 Kc.  Power: 5000 Watts
Owned-Operated By...WHP, Inc.
Business-Studio Address...216 Locust St.
Phone Number...4-3211
Transmitter Location...1½ Mi. W. Summerdale
Air Time...Unlimited
News Service...AP, UP
Transcription Service...Standard Associated Representative
Mem. NARTB
Gen. Sta.-Comm. Mgr...A. K. Redmond
Sales Prom. Mgr...Beatrice Potteiger
Program Director...Dick Redmond
Production Director...Harry Hinkley
News, Pub. Dir...John Price
Musical Director...David Shoop
Chief Engineer...E. Daniel Leibensperger
Farm Editor...George Wirt

WKBO
HARRISBURG—1922—NBC-MBS
Frequency: 1230 Kc.  Power: 250 Watts
Owned-Operated By...Keystone Bstg. Corp.
Bus.-Studio Address...31 N. Second St.
Phone Number...4-0191
Transmitter Location...E. Berner Ave.
Air Time...Unlimited
News Service...AP
Transcription Service...World Representative
Mem. NARTB, BAB
Pres., Gen. Mgr...Victor C. Diehm
Commercial Mgr...Thomas Tito
Program Director...Don Murray
Asst. to Gen. Mgr...Kathryn Kahler
Chief Engineer...E. Daniel Leibensperger
Farm Editor...George Wirt

WAZL
1490 Kc.
HAZLETON, PENNA.
ESTABLISHED 1932

FOR BEST RESULTS

• 7 Out of Every 10 Listeners Tune to WAZL
• Average Per Family Income Is $6,576.00
• Metropolitan Buying Population — 117,000
• Retail Sales for Hazleton — $45,619,000

National Representatives:
Robert Meeker Associates
521 Fifth Avenue
New York City, N. Y.
WHOD
HOMESTEAD—1948
Frequency: 850 Kc........ Power: 250 Watts d.
Owned-Operated By........ Steel City Bcstg. Corp.
Bus.-Studio Address........ 105 E. Seventh Ave.
Phone Number.................. HO 1-0172
Transmitter Location........ W. Mifflin Borough
Air Time .................. Sunrise-sunset
News Service ............... UP
Representative ............. Interstate
President ................ Anthony S. Ortale
General-Comm. Mgr. ........ Roy Ferree
Chief Engineer .............. James Herbert

WHUN
HUNTINGDON—1946—MBS-KBS
Frequency: 1400 Kc........ Power: 250 Watts
Bus.-Studio Address........ 400 Washington St.
Phone Number.................. 1291
Transmitter Location....... 27th & Murray Aves.
News Service ............... UP
Transcription Service ....... SESAC, World
President ................ John H. Biddle
General Manager ............ William E. Germann
Chief Engineer .............. Ernest A. Craig

W DAD
INDIANA—1945—CBS-KBS
Frequency: 1450 Kc........ Power: 250 Watts
Owned-Oper. By........ Indiana Broadcast Inc.
Address ................. Indiana Theatre Bldg.
Phone Number.............. 5-5511
Transmitter Location ....... East Pike
Air Time .................. 6:30 a.m.-12:05 a.m.
News Service ............... AP, UP
Representative ............ McGilvra
Pres., Gen. Mgr. ............ T. K. Cassel
Sales Prom. Manager ......... Bob Seifick
Comm. Mgr. .................. Tony Rand
Sta. Mgr., News Dir. ......... James E. Pattison
Chief Engineer .............. Robert Ramsay

WARD
JOHNSTOWN—1946—CBS
Frequency: 1490 Kc........ Power: 250 Watts
Owned-Oper. By........ Central Bcstg. Co., Inc.
Business-Studio Address ... Porch Bldg.
Phone Number.............. 81-216
Transmitter Location ....... Prospect Hill
Air Time .................. 6 a.m.-2 a.m.
News Service ............... UP
Transcription Service ...... World
Representative ............. Weed
Membership ................. NARTB
President ................ Paul Short
General Manager ......... George D. Garland
Station Manager ........... Robert R. Nelson
Commercial Mgr. .......... John C. Gilmore

Chief Announcer .......... Bill Santoro
News Director .............. Frank C. Jordan
Chief Engineer ............. Millard C. Coleman

WCRO
JOHNSTOWN—1947—ABC-MBS
Frequency: 1230 Kc........ Power: 250 Watts
Owned-Oper. By........ Century Bcstg. Corp.
Bus.-Studio Address ........ Fort Stanwix Hotel
Phone Number............... 9-8539
Transmitter Location ....... Ihmsen Rd.
Air Time .................. 6 a.m.-1 a.m.
News Service ............... AP
Representative ............. Roy Ferree
President ................ John J. Keel
General Manager ............ Stewart W. Phillips
Comm., Sta. Mgr. .......... Dennis Gerken
Chief Engineer .............. Robert Stillwagon

WJAC
JOHNSTOWN—1925—NBC-LBS
Frequency: 1400 Kc........ Power: 250 Watts
Owned-Oper. By........ WJAC, Inc.
Bus.-Studio Address ........ 329 Main St.
Phone Number............... 4-1267
Transmitter Location ....... Tribune Bldg.
News Service ............... AP
Transcription Service ...... Lang-Worth
Representative ............. Young
President ................ W. W. Krebs
Station Manager ............ John P. Foster
Chief Engineer .............. Theodore E. Campbell

WACB
KITANNING—1948—LBS
Frequency: 1380 Kc........ Power: 500 Watts d.
Owned-Oper. By........ The Armstrong County
Bcstg. Corp.
Bus.-Studio Address ........ 329 Market St.
Phone Number............... 43-1381
Transmitter Location ....... Bunker Hill
Air Time .................. Sunrise-Sunset
News Service ............... AP
Transcription Service ...... Thesaurus
Membership ................. NARTB
President ................ J. B. Moore
General Manager .......... Edward J. Hirshberg
Station Manager ........... W. Marshall Fatkin
Commercial Manager ......... John Albert Dame
Chief Engineer ............. Joseph Pelletier

WGAL
LANCASTER—1922—NBC-MBS
Frequency: 1490 Kc........ Power: 250 Watts
Owned-Oper. By........ WGAL, Inc.
Business-Studio Address ... 8 W. King St.
<table>
<thead>
<tr>
<th>Station</th>
<th>Frequency</th>
<th>Power</th>
<th>Owner</th>
<th>Address</th>
<th>Phone Number</th>
<th>Air Time</th>
<th>News Service</th>
<th>Transcription Service</th>
<th>Membership</th>
<th>President</th>
<th>General Manager</th>
</tr>
</thead>
<tbody>
<tr>
<td>WLAN</td>
<td>1390 Kc</td>
<td>1000 W</td>
<td>AP</td>
<td>The Peoples Bstg. Co.</td>
<td>252 N. Queen St.</td>
<td>6:00-12:35 a.m.</td>
<td>AP</td>
<td>Thesaurus</td>
<td>NARTB &amp; BAB</td>
<td>W. K. Ulenick</td>
<td>W. J. Thomas</td>
</tr>
<tr>
<td>WLBR</td>
<td>1270 Kc</td>
<td>1000 W</td>
<td>The Peoples Bstg. Co.</td>
<td>252 N. Queen St.</td>
<td>6:00-12:35 a.m.</td>
<td>AP</td>
<td>Thesaurus</td>
<td>NARTB &amp; BAB</td>
<td>W. K. Ulenick</td>
<td>W. J. Thomas</td>
<td></td>
</tr>
<tr>
<td>WAKU</td>
<td>1570 Kc</td>
<td>250 W</td>
<td>The Peoples Bstg. Co.</td>
<td>252 N. Queen St.</td>
<td>6:00-12:35 a.m.</td>
<td>AP</td>
<td>Thesaurus</td>
<td>NARTB &amp; BAB</td>
<td>W. K. Ulenick</td>
<td>W. J. Thomas</td>
<td></td>
</tr>
</tbody>
</table>

**Get ALL of HARRISBURG**

Make sure you get ALL of Harrisburg...

... not just the “City of Harrisburg”.

Perhaps you’re missing MOST of your selling potential?? Consider this:

- More than 200,000 of Metropolitan Harrisburg’s population live OUTSIDE THE CITY OF HARRISBURG!
- More than 65% of Harrisburg Stores’ Credit Applications come from OUTSIDE THE CITY OF HARRISBURG!

So, to really sell the complete Harrisburg Market...

... ALL OF IT ... you need

**WCMB**

the BIG BUY

... per dollar, per listener!

5000 WATTs FULL TIME

---

Represented by Donald Cooke Inc., New York
**WKVA**

LEWISTOWN—1949

Address: 7 N. Wayne St.
Phone Number: 6771
Air Time: Daylight
News Service: UP
Transcription Service: World
President: Mrs. Paul J. Newton
Sta. Gen. Mgr.: Robert L. Wilson
Prom. Mgr.: Don Raffensberger
Farm Ed., Pgm. Dir.: Lynn Bloom
Publicity Director: Read Gray
Chief Engineer: Robert Stelter
Musical Director: Allam Ich
Consulting Engineer: A. D. Ring

**WMRF**

LEWISTOWN—1941—NBC

Frequency: 1450 Kc.   Power: 250 Watts
Owned-Operated By: Lewistown Bcstg. Co.
Business-Studio Address: Monument Square
Phone Number: 6759
Transmitter Location: Lewiston
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: Standard
Representative: J. Burn-Smith
Member: NARTB, BAB
President: J. S. Woods
General Manager: T. W. Metzger
Commercial Manager: Ralph Parker
Pgm. & Publ. Director: James Keyes
Chief Engineer: Bernard H. Bopp
Consulting Engr.: George Davis

**WBPZ**

LOCK HAVEN—1946—MBS-KBS

Frequency: 1250 Kc.   Power: 250 Watts
Bus. Studio Address: 132½ E. Main St.
Phone Number: 4038
Transmitter Location: Allison Township
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: Associated, World, SESAC
Representative: Joseph Hershey McGillvra
Member: NARTB, BAB
President: Donald C. Welch
General Station Manager: Harris Lipez
Prom. Mgr., News, Pgm. Dir.: Dave King
Production Director: Richard Kidney
Chief Engineer: Kenneth C. Caum
Consulting Engineer: George Davis

**WEDO**

McKEESPORT—1946

Frequency: 810 Kc.   Power: 1000 Watts d.
Owned-Operated By: Tri-City Bcstg. Co.
Business-Studio Address: Box 810
Phone Number: McKeesport 47167,
Homestead 1-3113
Transmitter Location: Foster Rd.
Air Time: Local sunrise-local sunset
News Service: AP
Trans. Service: Thersaurus
Pres., Gen. Mgr.: Edward J. Hirshberg
Sta. Mgr.: Robert E. Badger
Chief Engineer: Wilkes E. Hurley
Consulting Engr.: Ben Parkas

**WMCK**

McKEESPORT—1947—KBS

Frequency: 1360 Kc.   Power: 1000 Watts
Business-Studio Address: 516 Market St.
Phone Number: 88888
Transmitter Location: Lincoln Twp.
Air Time: 7 a.m.-12 M.
News Service: UP
Representative: Rambeau
Transcription Service: Lang-Worthy
President: Robert M. Cox
Pgm. Dir.: Pat Haley
Pub. Dir.: Sam Vidovic
Chief Engineer: Charles White
News Director: Steve Chantos

**WMGW**

MEADVILLE—1947

Frequency: 1490 Kc.   Power: 250 Watts
Owned-Oper. By: Meadville Bcstg. Serv., Inc.
Address: 1st National Bank Bldg.
Phone Number: 46-723
Transmitter Location: Kerstown
Air Time: 6:30 a.m.-12 M.
News Service: UP
Trans. Serv.: Lang-Worthy, World
Member: NARTB, BAB
President: H. C. Winslow
Station Manager: Robert Trace
Commercial Manager: Fran Richmond
Program Director: Zane Knauss
News Director: Mark N. Funk, Jr.
Chief Engineer: Hoyt H. Stout
WBUD
MORRISVILLE—1947
Frequency: 1490 Kc. Power: 250 Watts
Business Address: 108 N. Broad St.
Phone Number: 47191
Transmitter Location: Morrisville
Air Time: 7 a.m.-12 M.
News Service: AP
Transcription Service: World
President: Verna S. Hardin
General Manager: Richard M. Hardin
Commercial Manager: William Garry
Program Director: William F. Hildenbrand
Promotion Manager: Fred Walker
Chief Announcer: John Schneider
News Director: Harry Alleeva
Chief Engineer: William A. Brewer
Consulting Engineer: Wm. E. Bems, Jr.

WHWL
NANTICOKE—1946
Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Oper. By: Radio Anthracite, Inc.
Business-Studio Address: 38 E. Main St.
Phone Number: Nanticoke 1332
Transmitter: Avondale Plymouth Twp.
News Service: UP, AP
Transcription: Standard, Capitol SESAC
Representative: Forjoe
President: Henry W. Lark
General Manager: Jones Evans

WKST
NEW CASTLE—1938—MBS-QUAKER
Frequency: 1280 Kc. Power: 1000 Watts
Owned-Oper. By: WKST, Inc.
Bus-Studio Address: Cathedral Bldg.
Phone Number: 5050
Trans. Loca: 31/2 Mi. SE of City
Air Time: 6:30 a.m.-12 M.
News Service: UP
Transcription Service: World
Representative: Meeker
President, General Mgr.: S. W. Townsend
Production Director: Shirely Kerr
Chief Engineer: Robert Emch

WKPA
NEW KENSINGTON—1940—PBS
Business-Studio Address: 810 Fifth Ave.
Phone Number: 3534
Transmitter Location: E. Deer Township
News Service: UP
Transcription Serv. Lang-Worth, MacGregor, SESAC, M. M. Cole
Representative: Continental Radio Sales
President: C. R. Cooper
Chief Announcer: Michael Felack
Chief Engineer: W. W. Neely

WNAR
NORRISTOWN—1946
Frequency: 1110 Kc. Power: 500 Watts d.
Owned-Operated By: Norristown Bstg. Co.
Bus-Studio Address: 115 W. Main St.
Phone Number: Norristown 8-7600
Transmitter Location: E. Noriton
Air Time: Sunrise-Sunset
News Service: AP
Transcription Service: SESAC
Representative: Walker
Membership: NARTB, BAB
President: Farris E. Rahall
General Manager: Joseph A. Pace
Program Director: Buddy Brode
News Director: James N. Nellany
Chief Engineer: Sam Gelise
Consulting Engineer: E. C. Page

WKRF
OIL CITY—1946—MBS-LBS-KBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: WKRF, Inc.
Business-Studio Address: 201 Fair Bldg.
Phone Number: 4-1269
Transmitter: Rich Hill, Cranberry Township
News Service: UP
Transcription Service: World
Pres., Gen. Mgr.: Kenneth E. Rennekamp
Commercial Manager: Joseph Connor
Promotion Manager: Roland B. Phillips
News, Pgm. Dir.: Richard Thompson
Chief Engineer: Gerald Cushing

KYW
PHILADELPHIA—1921—NBC
Frequency: 1060 Kc. Power: 50,000 Watts
 Owned-Oper. By: Westinghouse Radio Stations, Inc.
Business-Studio Address: 1619 Walnut St.
Phone Number: LOCust 4-3700
Transmitter Location: Whitemarsh
Air Time: 5 a.m.-2 a.m.
News Service: INS, UP
Transcription Service: Associated
Representative: Free & Peters
President: Walter Evans
Station Manager: L. R. Rawlins
Sales Manager: R. H. Teter
Promotion Manager: Paul J. Woodland
Program Director: Gordon Davis
Chief Engineer: I. N. Eney
Philadelphia is proud of WCAU, too

WCAU
50,000 Watts
CBS Radio Network Affiliate
Represented by CBS Radio Spot Sales

WCAU-TV
Channel 10
CBS-TV Network Affiliate
Represented by CBS TV Spot Sales

THE PHILADELPHIA BULLETIN STATIONS 610
**WCAU**

PHILADELPHIA—1923—CBS

Frequency: 1210 Kc.  Power: 50,000 Watts  
Owned-Oper. By: The Philadelphia Bulletin  
Address: Filbert & Juniper Sts.  
Phone Number: LOCust 7-7700  
Transmitter Location: Moorestown, N. J.  
Air Time: Unlimited  
News Service: UP, AP  
Transcription Service: Lang-Worth  
Representative: CBS Radio Spot Sales  
Pres., Gen. Mgr.: Charles Jos. Dunham  
V.P., Asst. Gen. Mgr.: Jos. L. Tinney  
Commercial Manager: John S. DeRussy  
Program Director: Jos. T. Connolly  
Prom., Pub. Dir.: Robert N. Prior  
News Director: Alfred T. Ringer  
Musical Director: David Stephens  
V.P., Director of Engt.: John G. Leitch  
Farm Editor: Amos Kirby

**WDAS**

PHILADELPHIA—1922

Frequency: 1400 Kc.  Power: 250 Watts  
Owned-Oper. By: Max M. Leon, Inc.  
Business-Studio Address: 1211 Chestnut St.  
Phone Number: LOCust 7-7400  
Transmitter Location: Philadelphia  
News Service: AP  
Representative: Forjoe  
President: Max M. Leon  
Gen., Comm. Mgr.: Robert A. Klein  
Program Director: Richard H. Booth  
Chief Engineer: Frank W. Unterberger

**WHAT**

PHILADELPHIA—1929

Frequency: 1340 Kc.  Power: 250 Watts  
Business-Studio Address: 1505 Walnut St.  
Phone Number: Filbert & Juniper Sts.  
Transmitter Location: Penn Sheraton Hotel  
Air Time: 7 a.m.-1:30 a.m.  
News Service: AP  
Pres., Gen., Comm. Mgr.: William A. Banks  
Prom., Sta. Mgr.: Dolly Banks  
Pgm., Pub. Dir.: Annette Oromoner  
Music, Prod. Dir.: Len Stevens  
News Dir., Chief Annct.: Jerry Gaines  
Chief Engineer: Arnold Goldman  
Consulting Engineer: A. D. Ring Co.

**WJMJ**

PHILADELPHIA—1948

Frequency: 1540 Kc.  Power: 1000 Watts d.  
Owned-Operated By: Patrick J. Stanton  
Business-Studio Address: St. James Hotel  
13 & Walnut Sts.  
Phone Number: Kingsley 5-7000  
Transmitter Location: Pennsauken, N. J.  
Air Time: Daytime  
News Service: AP  
Transcription Service: SESAC  
Representative: McGilvra, Viola  
Pres., Gen., Sta. Mgr.: Patrick J. Stanton  
Comm., Prom. Manager: Charles Stahl  
Publicity Director: Doug Henson  
Prog. Dir., Chief Announcer: Michael Deegan  
News Director: Bob Gallagher  
Chief Engineer: Alec Felton  
Iles Consulting Engineer: Charles W. Burton

**WPEN**

PHILADELPHIA—1929—LBS

Frequency: 850 Kc.  Power: 5000 Watts  
Business-Studio Address: 2212 Walnut St.  
Phone Number: LOCust 4-4383  
Transmitter Location: Brookhaven Rd. & 77th St.  
Air Time: 24 hrs.  
News Service: AP, UP  
Representative: William G. Rambeau  
President: William Sykl  
Gen., Sta., Comm. Mgr.: William B. Caskey  
Program Director: Jules Rind  
Prom. Mgr., Prod., Publ. Dir.: Sam Elber  
Chief Engineer: Charles W. Burton

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**AP SELLS**

For Stations and Sponsors —

For instance . . . WFBG

"AP service is tops for good programming and easy sales. It always gives us top ratings."

JOHN M. SNYDER,  
Managing Director,  
WFBG, Altoona, Pennsylvania
In WFIL-adelphia
WFIL PROMOTION leads the way to POINT OF SALE

- AIR ANNOUNCEMENTS
- NEWSPAPER ADVERTISING
- DIRECT MAIL
- POSTER DISPLAY
- TRANSPORTATION CARDS
- BILLBOARDS
- STUDIO DISPLAY
- MAGAZINE ADVERTISING
- WINDOW STREAMERS
- PUBLICITY SERVICE

And Now... ACTUAL PRODUCT DISPLAYS IN 35 FOOD FAIR SUPERMARKETS serving a half-million customers a week in 17 WFIL-covered cities

And EXCLUSIVE MERCHANDISING COOPERATION OF PHILADELPHIA ASS'N OF RETAIL DRUGGISTS and Affiliated Groups representing more than 1800 drug stores

Promotion - Merchandising - Impact to shorten the line between your RADIO ADVERTISING and your SALES schedule

WFIL The Philadelphia Inquirer Station
Represented by THE KATZ AGENCY
ABC AFFILIATE
HOW
WHY,
WHERE

DO YOU SELL
PHILADELPHIA?
WITH PENNSYLVANIA'S
MOST POWERFUL INDEPENDENT

10,000 WATTS OF SPORTS
NEWS AND MUSIC MEAN SALES

WIBG-FM SERVES STORCASTING

How why, where

W I B G
PHILADELPHIA—1925
Frequency: 990 Kc. Power: 10,000 Watts
Business-Studio Address: 1425 Walnut St.
Phone Number: Rittenhouse 6-2300
Transmitter Location: Conshohocken RDF
Air Time: 5:30 a.m.-2 a.m.
News Service: UP
Transcription Service: Lang-Worth
Representative: Radio Reps.
President: Paul F. Harron
Vice-Pres.: Joseph Lang
Gen.-Sta.-Comm. Mgr.: Edward D. Clery
Sales Prom.-Prod. Mgr.: Paul Godley

Program Director: Doug Arthur
Technical Director: John H. Henninger
Chief Engineer: George Hooper
Consulting Engineer: Paul Godley

W I B G
PHILADELPHIA—1922—MBS
Frequency: 610 Kc. Power: 5000 Watts
Business-Studio Address: 35 S. 9th St.
Phone Number: WAlnut 2-6800
Transmitter Location: Bellmawr, N. J.
Where It Pays
to advertise in.. Philadelphia

35 South 9th Street
Philadelphia 7, Pa.
WAlnut 2-6800

Represented Nationally by
Edward Petry & Co., Inc.

5000 Watts... Philadelphia's Pioneer Voice ... 610 on the dial

*Courtesy National Cash Register Company
Air Time ........................................ Unlimited
News Service ................................. AP, UP
Transcription Service ....................... World
Representative .............................. Edward Petry
Dir. of Sales ................................. Ralph Brent
Program Director ............................ Murray Arnold
Production Director ........................ Howard J. Burnett
Prom. Mgr., Pub. Dir. ....................... Edward Wallis
News Director ............................... Samuel Ettinger
Technical Director ......................... Clifford C. Harris

W T E L
PHILADELPHIA—1925
Frequency: 860 Kc.  Power: 250 Watts
Owned-Oper. By ................................ Foulkrod Radio Engineering Co.
Business-Studio Address .................. 4312 N. Broad St.
Phone Number ................................ GLadstone 5-1310
Transmitter Location ....................... Rowlandville
Pres., Pgm. Dir. .............................. E. Douglass Hibbs
General Manager ............................ Henry N. Cocker
Chief Engineer .............................. John Field

K D K A
PITTSBURGH—1920—NBC
Frequency: 1020 Kc.  Power: 50,000 Watts
Owned-Oper. By .............................. Westinghouse Radio Stations, Inc.
Business-Studio Address .................. Grant Bldg.
Phone Number ............................... Grant 1-4200
Transmitter Location ....................... Allison Pk.
Air Time ..................................... Unlimited
News Service ................................. AP, UP
Transcription Service ....................... Thesaurus
Representative .............................. Free & Peters
President .................................. Walter Evans
Gen. Mgr. ................................... Joseph E. Baudino
Station Manager ............................ Robert G. Duffield
Commercial Manager ...................... George D. Tons
Promotion Manager ........................ David N. Lewis
Program Manager ........................... Robert E. White
Production Director ...................... Edward P. Young
Publicity Manager .......................... Lee Curran
Chief Engineer .............................. Theodore C. Kenney

K Q V
PITTSBURGH—1919—MBS
Frequency: 1410 Kc.  Power: 5000 Watts
Bus.-Studio Address ....................... 800 Chamber of Commerce Bldg.
Phone Number .............................. Atlantic 1-9100
Transmitter ................................. Babcock Blvd., Oak Glenn Rd.
Air Time ..................................... Unlimited
News Service ................................. UP
Transcription Service ....................... World
Representative .............................. Weed
President ................................. Earl F. Reed
Gen., Comm., Prom., Sta. Mgr. ........ J. F. Murray
Pgm., Publ. Director ....................... Ed Trageser
News Director .............................. Bill Burns
Chief Engineer .............................. James J. Schultz
Consulting Engr. ........................... Craven, Lohnes & Culver

W C A E
PITTSBURGH—1922—ABC
Frequency: 1250 Kc.  Power: 5000 Watts
Owned-Operated By ......................... WCAE, Inc.
Bus.-Studio Address ....................... Carlton House
Phone Number .............................. Atlantic 1-6900
Transmitter Location ....................... Baldwin Township
Air Time ..................................... 5:45 a.m.-1 a.m.
News Service ............................... AP, INS
Transcription Service ....................... World
Representative .............................. Katz
Membership ................................. NARTB, BAB
Pres., General Manager .................... Leonard Kapner
Sta. Mgr., Prog. Dir. ....................... R. Clifton Daniel
Commercial Manager ...................... Carl M. Dozer
Production Director ........................ John Leban
Chief Engineer .............................. James Greenwood
Consulting Engineer ....................... A. Earl Cullum, Jr.

W J A S
PITTSBURGH—1921—CBS
Frequency: 1320 Kc.  Power: 5000 Watts
Owned-Oper. By .............................. Pittsburgh Radio Supply House, Inc.
Bus.-Studio Address ....................... 1406 Chamber of Commerce Bldg.
Phone Number .............................. Grant 1-4860
Transmitter Location ....................... 1459 Crane Rd., Greentree
Air Time ..................................... 6 a.m.-12:30 a.m.
News Service ............................... Transradio, UP
Transcription Service ....................... Lang-Worth
Representative .............................. Hollingsberry
Pres., Gen. Mgr. ............................. H. K. Brennen
Comm.-Sales Prom. Mgr. ................ John H. Buchhelt
Program Director ........................... James M. Hughes
Production Director ...................... Fred R. Davy
Publicity Director .......................... Cal T. Mara
News Director .............................. Henry Dabecco
Musical Director ........................... Lee Kelton
Chief Engineer .............................. Walter W. McCoy
Consulting Engineer ....................... Garrison

W P G H
PITTSBURGH—1947
Frequency: 1080 Kc.  Power: 1000 Watts d.
Owned-Operated By ........................ Pittsburgh Bstg. Co.
Bus.-Studio Address ....................... 220 N. Highland Ave.
Phone Number .............................. Emerson 1-5000
Transmitter Location ....................... 2500 E. Lane
Air Time ..................................... Sunrise-sunset
News Service ................................. AP
Transcription Service ....................... Lang-Worth
President ................................. George M. Harton
General Manager ........................... Howard Lazurus
Chief Engineer .............................. Ralph L. Ketterer
**WPIT**  
**PITTSBURGH—1947**

**Frequency:** 730 Kc. **Power:** 1000 Watts d.
**Owned-Operated By:** WPIT, Inc.
**Bus.-Studio Address:** 211 Smithfield St.  
**Phone Number:** Atlantic 1-1900
**Transmitter Location:** Mt. Troy Rd.  
**Air Time:** Sunrise-sunset
**News Service:** UP  
**Representative:** Forjoe
**President:** John J. Laux  
**V.P., Commercial Manager:** Don Isset
**Pgm., Prod., News Dir.:** George Varnum  
**Chief Engineer:** Mike Komichiak
**Consulting Engr.:** George Davis

**WWSW**  
**PITTSBURGH—1931**

**Frequency:** 970 Kc. **Power:** 5000 Watts
**Owned-Oper. By:** WWSW, Inc.
**Bus.-Studio Address:** Sheraton Hotel  
**Phone Number:** Grant 1-5200
**Transmitter Location:** Cemetery Lane, Ross Township  
**Air Time:** Unlimited
**News Service:** UP  
**Representative:** John Blair
**Membership:** NARTB, BAB
**President, Gen. Manager:** O. M. Schloss
**Station-Comm. Mgr.:** Ben W. Muras
**Sales Prom. Mgr.:** Harold J. Goldstein
**Chief Engineer:** Henry R. Kaiser
**Consulting Engineer:** Glenn D. Gillett

**WPAZ**  
**POTTSTOWN—1951**

**Frequency:** 1370 Kc. **Power:** 1000 Watts d.
**Owned-Operated By:** Pottstown Bstg. Co.
**Address:** 247 High St.  
**Phone Number:** 5000
**News Service:** UP  
**Transcription Service:** Thesaurus  
**Representative:** Rambeau  
**General Manager:** Herbert Scott
**Sales Manager:** Clifford M. Chafey
**Chief Engineer:** Ralph E. P. Mellon

**WPAM**  
**POTTSTOWN—1947—MBS QUAKER**

**Frequency:** 1450 Kc. **Power:** 250 Watts
**Owned-Oper. By:** Miners Bstg. Serv., Inc.
**Bus.-Studio Address:** 106 S. Centre St.  
**Phone Number:** Pottsville 5050
**Transmitter Location:** Lowton’s Hill  
**Air Time:** 6:30 a.m.-M.
**News Service:** UP  
**Transcription Service:** Associated  
**Representative:** Everett-McKinney

**WPPA**  
**POTTSTOWN—1946—LBS**

**Frequency:** 1360 Kc. **Power:** 1000 Watts d.; 500 Watts n.
**Owned-Oper. By:** Pottsville Bstg. Co.
**Bus.-Studio Address:** 8 So. Second St.  
**Phone Number:** Pottsville 1744
**Transmitter Location:** Bull’s Head  
**Air Time:** 6:15 a.m.-12 M.
**News Service:** UP  
**Transcription Service:** Associated  
**Representative:** Healey-Reed  
**Membership:** NARTB, BAB
**President:** Hawley Quier  
**Gen., Sta. Mgr.:** Thomas Martin
**Commercial Manager:** K. Richard Creitz
**Prom. Mgr.:** Nan Heckman
**Farm Edt., Prod., Pgm. Dir.:** George Carroll
**Chief Engineer:** Harold Scheerer
**Consulting Engineer:** Everett Dillard

**WEEU**  
**READING—1932**  
**ABC—QUAKER**

**Frequency:** 850 Kc. **Power:** 1000 Watts
**Owned By:** Reading Eagle Co.
**Business-Studio Address:** 431 Penn St.  
**Phone Number:** 7335
**Transmitter Township:** Spring Township
**Air Time:** 6:15 a.m.-12 M.
**News Service:** UP  
**Transcription Service:** Associated  
**Representative:** Healey-Reed  
**Membership:** NARTB, BAB
**President:** Hawley Quier  
**Gen., Sta. Mgr.:** Thomas Martin
**Commercial Manager:** K. Richard Creitz
**Prom. Mgr.:** Nan Heckman
**Farm Edt., Prod., Pgm. Dir.:** George Carroll
**Chief Engineer:** Harold Scheerer
**Consulting Engineer:** Everett Dillard

**WHUM**  
**READING—1946—CBS**

**Frequency:** 1240 Kc. **Power:** 250 Watts
**Owned-Oper. By:** Eastern Radio Corp.
**Business-Studio Address:** Berkshire Hotel  
**Phone Number:** Reading 4-4805
**Transmitter Location:** Old Wyomissing Rd.
**Air Time:** 6 a.m.-12 M.
**News Service:** AP  
**Representative:** H.R. Rept's
**Pres., Gen., Sta. Mgr.:** Humboldt J. Greg
**Commercial Manager:** Richard G. Fichthorn
**Production Director:** Arthur W. Heim
**Program Director:** Alan Lane
Chief Engineer..............Joseph McCormack
Consulting Engineer..........A. Earl Cullum, Jr.

W R A W
READING—1922—NBC-MBS
Frequency: 1340 Kc........Power: 250 Watts
Owned-Oper. By..............Reading Bcstg. Co., Inc.
Business-Studio Address.....19 N. Fifth St.
Phone Number.................7173
Transmitter Location........6th & Penn Sts.
Air Time.....................6:30 a.m.-1 a.m.
News Service..................UP
Transcription Service...........Robert Meeker
Station Executive.............Clay R. McCollough
Station Manager...............Raymond A. Gaul
Natl. Sales Mgr..............J. Robert Gulick
Program Director.............Frank Voss
Technical Director...........J. E. Mathiot

W G C B
RED LION—1950
Frequency: 1440 Kc........Power: 1000 Watts d.
Owned-Oper. By..............Rev. John M. Norris
Address......................Delta Rd.
Transcription Service........SESAC
News Service..................UP
President......................Rev. John M. Norris
Station Manager..............John H. Norris
Commercial Manager..........Vincent A. Freeman
Program Director............Stanley D. Deppen
Chief Engineer..............M. F. McDowell
Traffic Manager.............Sarah E. Kitchen

W R Y O
ROCHESTER—1949
Frequency: 1050 Kc........Power: 250 Watts d.
Owned-Oper. By..............Beaver Valley Radio, Inc.
Address Trans. Loca.............Cleveland Ave.
Phone Number..............Roch. 4660
Air Time......................Sunrise-Sunset
News Service..................UP
Transcription Service........Thesaurus
Membership....................NARTB
President......................Michael Baker, Jr.
Chief Engineer..............Philip R. Hurlbut
Consulting Engineer..........E. E. McCoeh

W K B I
ST. MARYS—1950—MBS
Frequency: 1400 Kc........Power: 250 Watts
Address......................41 Erie Ave.
Phone Number.................2321
Transcription Service........Standard
News Service..................AP
Co-Partners.................K. E. Rennekamp, C. H. Simpson

General Manager..............C. H. Simpson
Commercial Manager..........George A. Clark
Program Director............John A. Fay
Promotion Manager..........R. H. Knouse
Chief Engineer..............Galen D. Castlebury
News Director...............Gautney & Ray

W A T S
SAYRE—1950—KBS
Frequency: 1470 Kc........Power: 1000 Watts d.
Owned-Oper. By..............Thompson K. Cassel
Address......................110 N. Elmer Ave.
Phone.........................Tally 0961
Transcription Service........Thesaurus. World
News Service..................UP
Owner.........................T. K. Cassel
Station Manager..............Shawn F. Murphy
Program Director............Richard Buzzerd
Prom. Mgr., News Dir........Stan Hinden
Chief Engineer..............Benjamin A. Franklin

W A R M
SCRANTON—1940—ABC
Frequency: 590 Kc........Power: 5000 Watts
Owned-Oper. By..............Union Bcst. Co.
Address......................Bowman Bldg.
Phone Number.................4-1148
Transmitter Location........Falls Twp.
Air Time......................6 a.m.-1 a.m.
News Service..................UP
Representative..............Hollingbery Co.
Transcription Service........Thesaurus
President......................Martin F. Memolo
Gen. Sta. Manager.............William M. Dawson
Sales Prom. Mgr., Publ. Dir.............Mary Lynott
Program Director............Joseph H. Salzburg
Chief Announcer.............Arthur Bolin
Chief Engineer..............Roswell J. Parker

W G B I
SCRANTON—1925—CBS
Frequency: 910 Kc........Power: 1000 Watts d.;
500 Watts n.
Owned-Oper. By..............Scranton Bcstrs., Inc.
Business-Studio Address.....1000 Wyoming Ave.
Phone Number................2-0296
Transmitter Location........223 Davis St.
Air Time......................6 a.m.-1:05 a.m.
News Service..................AP
Transcription Service........World
Representative..............John Blair
Membership....................NARTB
President......................Mrs. M. E. Magargue
Vice-President..............Mrs. Douglas Holcomb
Gen., Comm., Sales Prom. Mgr.............George D. Coleman
Station Manager..............Robert E. McDowell
Program Director............Frank Monaghan
Chief Engineer..............Kenneth R. Cooke

617
**WQAN**

SCRAMON—1923

Frequency: 630 Kc. Power: 500 Watts d.

Owned-Oper. By: The Scranton Times

Address Trans. Loca.: 149 Penn Ave.

Phone Number: 5151

Air Time: Sunrise-Sunset

News Service: UP, AP

Trans. Serv.: Standard, Associated, SESAC

Representative: The Rolling Co.

Membership: NARTB, BAB

 Owners: Eliz. R. Lynett & Edward J. Lynett

Gen., Sta., Comm. Mgr.: Cecil Woodland

Program Director: Robert R. Flanagan

News Director: William Cullen, Jr.

Chief Engineer: John P. McGoldrick

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**WSC**

SCRAMON—1947—NBC

Frequency: 1320 Kc. Power: 1000 Watts d.


Business-Studio Address: 116 Adams Ave.

Phone Number: 5242

Transmitter Location: Keyser Ave.

Air Time: 6:30 a.m.-1 a.m.

News Service: AP

Transcription Service: Lang-Worth

Representative: Walker

Pres., Gen., Comm. Mgr.: David M. Baltimore

Program Director: Barry Sherman

Chief Announcer: Mike Woloson

News Director: Bob McHale

Chief Engineer: Willard Shimski

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**WISL**

SHAMOKIN—1948—MBS

**QUAKER**

Frequency: 1480 Kc. Power: 1000 Watts

Owned-Oper. By: Radio Anthracite, Inc.

Bus.-Studio Address: Rock & Sunbury Sts.

Phone Number: 2850

Transmitter Location: Coal Township

Air Time: 8 a.m.-M.

News Service: AP

Transcription Service: Thesaurus

Representative: Forgie

Membership: NARTB, BAB

President: Henry W. Lark

General Manager: Charles R. Petrie

Program Director: Dick Owen

Chief Engineer: Bernard Marshall

Consulting Engineer: Weldon & Carr

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**WPO**

STROUDSBURG—1947

Frequency: 840 Kc. Power: 250 Watts &

Owned-Oper. By: Pocono Bcstg., Inc.

Business-Studio Address: 578 Main St.

Phone Number: 1102

Transmitter Location: Godfrey's Ridge

Air Time: Sunrise-Sunset

News Service: UP

Transcription Service: Associated

Representative: Radio Reps.

President: James H. Ottaway

General Manager: Merle C. Ostrom

Station Manager: Eloin Hall

Managing Director: Francis H. Brinkley

Program Director: Joseph Webster

Chief Engineer: Ernest Transue

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**WKOK**

SUNBURY—1933—ABC

**QUAKER**

Frequency: 1240 Kc. Power: 250 Watts

Owned-Oper. By: Sunbury Bcstg. Corp.

Bus.-Studio-Transmitter: 1150 N. Front St.
W M B S
UNIONTOWN—1937
CBS—QUAKER
Frequency: 590 Kc.  Power: 1000 Watts
Address: F. T. & T. Bldg.
Phone Number: 8-3900, 8-3909
Transmitter Location: Burgess Field
Air Time: 7 a.m.-12:05 a.m.
News Service: UP
Transcription Service: SESAC
Representative: Meeker Asso., Inc.
Pres., Gen. Mgr.: J. C. Burwell
Sta., Comm. Mgr.: H. C. Burwell
Sales Promotion Manager: Ed Hamlyn
Prod., Pub. Dir.: Ed Hamlyn
News Director: James Gismondi
Chief Engineer: Thomas Kikta
Farm Editor: Rex Carter
Consulting Engineer: George C. Davis

W N A E
WARREN—1946—MBS
Frequency: 1310 Kc.  Power: 1000 Watts
Address: Second Avenue
Phone Number: 3033
Transmitter Location: Warren-Kinzua Rd.
Air Time: Sunrise-Sunset
News Service: AP
Transcription Service: Thesaurus
Membership: NARTB, BAB
Commercial Manager: James W. Potter
Program Director: W. LeRoy Schneck
Chief Engineer: Homer M. Haines
News Director: Charles Tranter

W J P A
WASHINGTON—1942—MBS
Frequency: 1450 Kc.  Power: 250 Watts
Bus. Address: George Washington Hotel
Phone Number: 4870
News Service: UP
Transcription Service: World
Representative: Joseph Hershey McGillvra
President: William S. Yard
General Manager: A. Boyd Siegel
Commercial Mgr.: Peter Stanton
Chief Engineer: H. E. Cooper

W B A X
WILKES-BARRE—1922—MBS
Frequency: 1240 Kc.  Power: 250 Watts
Owned-Oper. By: John H. Stenger, Jr.
Business-Studio Address: 65 W. Union St.
Phone Number: 3-0196
Transmitter Location: Route 11, Edwardsville Borough
Air Time: 6:45 a.m.-M.
News Service: AP
Transcription Service: Associated Representative
President: John H. Stenger, Jr.
General Manager: John H. Stenger, Ill
Program Director: Ed Kuzma
Chief Announcer: John Foster
Chief Engineer: John H. Stenger, Jr.
Asst. Chief Engr.: Milan J. Krupa
Farm Editor: Jim Hutchison

W B R E
WILKES-BARRE—1924—NBC
Frequency: 1340 Kc.  Power: 250 Watts
Owned-Oper. By: Louis G. Baltimore
Bus.-Studio Address: 62 S. Franklin St.
Phone Number: 3-3101
Transmitter Location: Kingston
Air Time: 6:30 a.m.-1 a.m.
News Service: AP
Transcription Service: World
Membership: NARTB, BAB
President: Louis G. Baltimore
Prom., Gen. Mgr.: David M. Baltimore
Commercial Mgr.: A. C. Baltimore
Program Director: Franklin D. Coslett
Musical Director: Louis Savitt
Chief Engineer: Charles Sakoski, Sr.
Consulting Engineer: Millard Garrison

W I L K
WILKES-BARRE—1946
ABC-QUAKER
Frequency: 980 Kc.  Power: 5000 Watts d.
1000 Watts n.
Bus.-Studio Address: 88 No. Franklin St.
Phone Number: 4-4666
Transmitter Location: Breslaw, Hanover Twp.
Air Time: 6 a.m.-1:05 a.m.
News Service: AP
Transcription Service: Lang-Worth, Thesaurus
Representative: Avery-Knodel
President: Dr. L. C. Morgan
General Manager: Roy E. Morgan
Station Mgr.: Thomas P. Shelburne
Commercial Manager: Jerry Butler
Program Director: Hal Berg
Chief Announcer: Charles Whittier
Chief Engineer: Theodore French
Consulting Engineer: John Creutz
IN NORTH CENTRAL PENNA.

The right combination for a REAL selling campaign in the Williamsport market.

NATIONAL REPRESENTATIVE
EVERETT-McKINNEY, INC.
NEW YORK • CHICAGO

Since 1930, The Pioneer Broadcasters in Williamsport
W NOW
YORK—1948—LBS
Frequency: 1250 Kc....Power: 1000 Watts d.
Owned-Operated By....Helm Coal Co.
Business-Studio Address...25 S. Duke St.
Phone Number..............8-2911-8-2952
Transmitter Location......R. D. 5
Air Time..................6 a.m.-local sunset
News Service...............AP
Transcription Service.....Associated Membership...NARTB, BAB
General Manager..........Lowell W. Williams
Commercial Manager......John O. Border
News Director.............Albert Gladding
Program Director..........H. E. Daugherty
Sales Promotion Manager..Edwin L. Fay
Chief Engineer............Willis N. Weaver
Consulting Engineer.......John Mullaney

WORK
YORK—1932—NBC-MBS
Frequency: 1350 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By....York Bcstg. Co.
Business-Studio Address...13 S. Beaver St.
Phone Number...............6629
News Service................UP
Transcription Service......Thesaurus
Representative.............Robert Meeker
Station Executive........Claire R. McCollough
General Manager........Leroy K. Strine
Natl. Sales Mgr...........J. Robert Gulick
Program Director..........James R. Wilson
Technical Director.........J. E. Mathlot

WSBA
YORK—1942—ABC—QUAKER
Frequency: 910 Kc........Power: 1000 Watts
 Owned-Oper. By...Susquehanna Bdcstg. Co.
Address....................R. D. 5
Phone Number..............82676-81308
Transmitter Location.....York, R. D. 5
Air Time..................5:55 a.m.-12:30 a.m.
News Service...............AP
Transcription Service.....World Representative Radio Reps. Inc.
Membership................NARTB, BAB
President...................Louis J. Appell
General Manager..........Walter J. Rothensies
Comm., Sales From. Mgr....Philip K. Eberly
Program Director..........Otis B. Morse
Chief Engineer............Llewellyn Jones
Consulting Engr...............George Davis

AP Sells
For Stations and Sponsors —

For instance . . . WEDO

"AP news is the most saleable item we have. Sustaining newscasts on WEDO are non-existent."

EDWARD J. HIRSHBERG,
President,
WEDO, McKeesport, Pa.
COVERAGE
5000 watts (full time) on 630 kc, blanketing New England's Second Largest Market, and also covering the rich Fall River-New Bedford, Mass., marketing area with a signal greater than 2 mv.

AUDIENCE
An active audience, loyal to a BALANCED schedule of TOP-RATED CBS and local programs—programs designed for PRIMARY listening attention. Important because—listeners who really LISTEN, are buyers who really BUY!

more
New Englanders
listen to WPRO
than any other
Rhode Island
station.

to reach the
most buyers,

BUY BASIC... WPRO AM & FM
PROVIDENCE - 630 KC - 5000 W

REPRESENTED BY RAYMER
WRJM
NEWPORT—1948
Frequency: 1540 Kc. . . . . . . . Power: 1000 Watts d.
Owned-Oper. By . . . . . . . . The Aquidneck Bcstg. Corp.
Business-Studio Address ........ 172 Thames St.
Phone Number ............... 4673
Transmitter Location . . . . . . . . . . . . . . . . Middletown
Air Time .................. 7:15 a.m.-Sunset
News Service ................. AP
Transcription Service ........ Associated, World
Representative ................ Deveny & Co.
President ................. Columbus O'Donnell
Warren G. Clement

WPAW
PAWTUCKET—1949—KBS
Frequency: 1380 Kc. . . . . . . . Power: 500 Watts d.
Address ............... 34 N. Union St.
Phone Number ............... 5-8000
Transcription Service ........ MacGregor
News Service ................. UP
Manager .................. Dominick Hysko
Gen., Comm. Mgr. ............. Allen Jones
Program Director ............ Paul Garnett
Publicity Director .......... Henrietta Braseau
Chief Engineer ............... John Costa
Consulting Engineer .......... Jim Bonney

WDEM
PROVIDENCE—1947
Frequency: 1290 Kc. . . . . . . . Power: 500 Watts d.
Owned-Oper. By . . . . . . . . Narragansett Bay B. Co.
Address ............... 1111 N. Main St.
Phone Number ............... 1-6565
Trans. Loca. ............... Bold Pt. E. Providence
Air Time .................. Sunrise-Sunset
News Service ................. UP
Sta. Mgr., Pgm. Dir. ......... John C. Martin
Publicity Director .......... George Patrick Duffy
Chief Engineer ................ George Arabak

WEAN
PROVIDENCE—1922—MBS-YANKEE
Frequency: 790 Kc. . . . . . . . Power: 5000 Watts d.
Owned-Oper. By . . . . . . . . Yankee Network, Div. of
Thomas S. Lee Entr., Inc.
Business-Studio Address ........ Crown Hotel
Phone Number ............... Temple 1-0800
Transmitter Location ........ E. Providence
Air Time .................. 5:30 a.m.-1 a.m. (8 a.m.-M. Sun.)
News Service ................. AP
Transcription Service .......... Associated
Representative ................ H.R. Reps.
President ................... William O'Neil
Prog.-Prod.-Pub. Dir. .......... Donald Morton
Chief Engineer ................ Henry Tilley

WHIM
PROVIDENCE—1947
Frequency: 1110 Kc. . . . . . . . Power: 1000 Watts d.
Business-Studio Address .. 144 Westminster St.
Phone Number ............... Union 1-4211
Transmitter Location ........ Eastern Ave., E. Providence
Air Time .................. 6 a.m.-6 p.m.
News Service ................. AP
Representative ................ Headley-Reed
President, Gen.-Sta. Mgr. ... Robert T. Engles
Program Director ............ George Taylor
News, Prod., Dir., Chief Annc.
Bruce Williamson
Chief Engineer ............... Carroll Philbrook

WPJB
PROVIDENCE—1941—ABC
Frequency: 1420 Kc. . . . . . . . Power: 5000 Watts
Owned. . . . . . Providence Journal Co.
Address ............... 75 Fountain St.
Phone Number ............... 1-0600
Transmitter Location ........ Lincoln
Air Time .................. 6 a.m.-M.
News Service ................. AP, UP
Transcription Service .......... World, Standard
Station Representative ........ Avery-Knodel
Membership .................. NARTB, BAB
President .................. George P. Metcalf
General Manager ............. H. William Koster
Sales Promotion Manager . . . . . Arthur E. Lathrop
Program Director ............ Harmon H. Hyde
Publicity Director .......... Clifford A. Shaw
News Director ............... Harry V. McKenna
Chief Engineer ............... George W. Sharpe
Consulting Engineer .......... Jansky & Bailey

WPRO
PROVIDENCE—1924—CBS-NEMMG
Frequency: 630 Kc. . . . . . . . Power: 5000 Watts d.
Bus-Stud. Add. . . . . . . . . . . . . 24 Mason St., WPRO Bldg.
Phone Number ............... Plantations 1-9776
Transmitter Location ........ E. Providence
Air Time .................. 5:30 a.m.-12:05 a.m.
News Service ................. AP, UP
Transcription Service .......... Thesaurus. Lang-Worth
Representative: Paul H. Raymer
Membership: NARTB, BAB
President: William S. Cherry, Jr.
General-Comm Mgr.: Arnold F. Schoen, Jr.
Program Director: John A. Owen
Chief Engineer: John V. Ferri
Consulting Engineer: James V. McNary

**WJAR**
**PROVIDENCE—1922—NBC**
Frequency: 920 Kc. Power: 5000 Watts
Owned-Operated By: The Outlet Co.
Business-Studio Address: 176 Weybosset St.
Phone Number: Gaspee 1-8521
Transmitter Location: Wampanoag Trail.
E. Providence
Air Time: 6 a.m.-12:05 a.m.
Transcription Service: World
News Service: AP
Representative: Weed
Membership: NARTB
Vice Pres., Treas.: George O. Griffith
General Mgr.: John J. Boyle
Sales, Program Director: Sothern Abbott
News Director: Ben Boyden
Chief Engineer: Thomas C. J. Prior

**WERI**
**WESTERLY—1949—KBS**
Frequency: 1230 Kc. Power: 250 Watts
Owned Oper. By: Radio Westerly, Inc.
Address: 34 Main St.
Phone Number: 2263
Transmitter Location: Margin St.
Air Time: 14½ hrs.
News Service: UP
Transcription Service: Lang-Worth
Representative: Colten, Bannon
President: Richard G. Moore
General Manager: Warren M. Greenwood
Program Director: Brud Warren
Chief Engineer: Stanley Brown

**WWON**
**WOONSOCKET—1946—MBS**
Frequency: 1240 Kc. Power: 250 Watts
Business-Studio Address: 89 Main St.
Phone Number: 1240
Transmitter Location: Getchell Ave.
News Service: AP
Transcription Service: World
President: Millicent S. Palmer
Station Manager: Mitchell F. Stanley

**SOUTH CAROLINA**
**Pop. April 1, 1952 (Est.) 2,180,000—Total Housing Units 559,203**
Families April 1, 1952 (Est.) 522,000—Stations in State 46

**WAKN**
**AIKEN—1951**
Frequency: 990 Kc. Power: 1000 Watts
News Service: AP
President: B. T. Whitmire
Vice-Pres.: Jack Yoyns
Vice-Pres.: J. P. Williamson
Secy-Treas., Managing Dir.: John Mare
Chief Engineer: W. W. Prim

**WAIM**
**ANDERSON—1935—CBS**
PALMETTO NET
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Wilton E. Hall
Address-Trans. Loca: 1 Martin St.
News Service: Associated
Transcription Service: Forjoe
President: Frank Rao
General Manager: Nicholas Ruggieri
Pgm. Dir., Chief Annr.: Don Rogers
Chief Engineer: Richard Buckley

**WANS**
**ANDERSON—1949—MBS**
Frequency: 1280 Kc. Power: 1000 Watts
Owned-Operated By: Carolina Bstgs.
Address: Box 211
News Service: UP

Phone Number: 3800-1-2
Air Time: 5:30 a.m.-12:05 a.m.
News Service: INS
Transcription Service: World
Representative: Burn-Smith, Dora—Clayton
President: Wilton E. Hall
General Manager: Glenn P. Warnock
Prom., Comm. Mgr.: G. P. Brown
Program Director: Ray Barath
Chief Engineer: H. B. Greene
Consulting Engr.: George C. Davis

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Pres., Gen., Sta. Mgr.............C. R. Johnson  
Commercial Manager............Richard Warner  
Sales Promotion Manager.......Robert Fant  
Pgm., Prod. Director............Carroll Lee  
Publicity Director..............Paula J. Wright  
Chief Engineer.................Alfred W. Pratt  
Consulting Engineer............Robert Stillman

**WBSC**  
BENNETTSVILLE—1947—MBS  
Frequency: 1550 Kc. Power: 10,000 Watts  
5,000 Watts n.  
Business-Studio Address........Box 639  
Phone Number..................1080  
Transmitter Location...........Hamlet Hwy. 38  
News Service...................AP  
Representative................Joseph Hershey McGillvra  
President.......................John W. Orvin  
Gen., Sta. Mgr..................Malcolm A. Young  
Program Director...............Ervin Melton  
Chief Engineer..................John Gronert  
Consulting Engr................William E. Benns

**WACA**  
CAMDEN—1948  
Frequency: 1590 Kc. Power: 1000 Watts  
Owned-Operated By.............Camden Bcstg. Co.  
Address.........................Camden  
Phone Number...................80  
Transmitter.....................4 Mi. E. of City  
News Service....................UP  
Transcription Service..........Capitol  
President.......................Haygood S. Bowden  
News, Farm, Pgm. Dir...........Chuck Ballard  
Chief Engineer..................Frank Richardson

**WCSC**  
CHARLESTON—1930—CBS  
Frequency: 1390 Kc. Power: 5000 Watts  
Owned-Oper. By...............WCSC, Inc.  
Address.........................Francis Marion Hotel  
Phone Number..................7611  
Transmitter Location.........Eagles Nest  
Air Time.......................6 a.m.-12:05 a.m.  
News Service....................UP  
Transcription Service..........World  
Representative...............Free & Peters  
Membership.....................NARTB, BAB  
Pres., Gen., Sta. Mgr.........John M. Rivers  
Commercial Manager...........Roland Weeks  
Pgm., Pub. Dir..................Russell Long  
Publicity Director.............Alma D. Davis  
Copy Chief.......................Alma D. Davis  
News Director..................Robert Truere  
Musical Director..............Bob Tamblyn  
Chief Engr., Cons. Engr........Wilbur Albee  
Traffic Manager..............Annie Laurie Quarterman

**WHAN**  
CHARLESTON—1947—ABC  
Frequency: 1340 Kc. Power: 250 Watts  
Business Address...............Box 183  
Phone Number..................3-1643  
Transmitter Location.........St. Andrew’s Parish  
News Service....................UP  
Transmission Service..........Lang-Worth  
Representative................Burn-Smith  
President.......................S. Lewis Johnson  
Acting Manager...............Traynor Ferillo  
Program Director.............Traynor Ferillo  
Chief Engineer...............William P. Birchfield

**WPAL**  
CHARLESTON—1947  
Frequency: 730 Kc. Power: 1000 Watts  
Owned-Oper. By...............George G. Weiss  
Business-Studio Address........149 Wentworth St.  
Phone Number...............3-6428-9  
Transmitter Location.........Windemere  
News Service....................UP  
Transcription Service..........Thesaurus  
Representative...............Clayton, Pearson  
Gen., Sta. Mgr...............Laurens P. Moore  
Commercial Manager...........Robert T. Christie

**WTMA**  
CHARLESTON—1939—NBC  
Frequency: 1250 Kc. Power: 5000 d. 1000 n.  
Owned-Oper. By...............Atlantic Coast Bcstg. Co.  
Business Address............133 Church St.  
Phone Number................2-2961  
Transmitter Location.........St. Andrew’s Parish  
Air Time.......................6:00 a.m.-12:30 a.m.  
News Service....................UP  
Transcription Service..........Associated  
Representative...............John Blair  
Membership.....................NARTB, BAB  
President.......................Edward Manigault  
Gen., Sta. Mgr...............Douglas M. Bradham  
Comm. Mgr......................Grange S. Cuthbert, Jr.  
Publicity Director.............Kay Martin  
Pgm., Prod. Director...........Vernon M. Bushong  
News Dir., Chief Ann...........Garry Morrison  
Chief Engineer................Gordon Knight

**WUSN**  
CHARLESTON—1946—MBS  
Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By..............Southern Bcstg. Co.  
Bus., Studio-Trans. Address........42 Tenth St.  
Phone Number................2-2652  
News Service....................UP  
Air Time.......................6 a.m-m.  
Representative...............Radio Reps.  
Promotion Manager...........Ben Hutto  
Program Director...............Henry Hoppe
Chief Announcer .................. Bill Ward
News Director .................. Charles Allen
Chief Engineer ............... Walter Nelson
Consulting Engineer ........ Gautney & Ray

WGCD
CHESTER—1948—MBS—KBS
Frequency: 1490 Kc. Power: 250 Watts
Address ....................... 128 Main St., Press-Radio Bldg.
Phone Number .................. 1171 & LD995
Transmitter Location ........ Harris Street
Air Time ...................... 6 a.m.-11:30 p.m.
News Service ....................... AP
President ......................... A. B. Craig
General Mgr. ...................... M. J. Craig
Prod., Pub. Dir. ............. James Kennedy
Chief Engineer ................. Vernon Cameron
Consulting Engineer .......... M. I. Craig

WCOS
COLUMBIA—1939—ABC-LBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By .............. Radio Columbia
Business-Studio Address ........ 1202 Main St.
Phone Number .................. 2-5601
Trans. Location .................. 2806 Edgewood Rd.
Air Time ...................... 6 a.m.-12:30 a.m. (Mon-Sat.)
News Service ....................... AP
Transcription Service ........ Headley-Reed
Representative .................. World
President ......................... E. D. Black
General-Station Manager ........ James W. Hicks
Commercial Manager .......... Law Epps
Chief Engineer .................. Robert D. Lambert, Jr.
Consulting Engr. ............... George C. Davis

WIS
COLUMBIA—1930—NBC
Frequency: 560 Kc. Power: 5000 Watts
Owned-Oper. By .............. Bcsstg. Co. of the South
Business-Studio Address .......... 1111 Bull St.
Phone Number .................. 3-6431
Transmitter Location ........ Bluff Rd.
Air Time ...................... 6 a.m.-12 M.
News Service ....................... UP
Transcription Service ........ Standard, Thesaurus
Representative .................. Free & Peters
Membership ...................... NARTB, BAB
President ......................... B. Calhoun Hipp
General Manager ............ G. Richard Shafto
Station Manager ............. J. Dudley Saumenig
Local Sales Mgr. ............... W. Miller Montgomery
Prom-Pub. Manager .......... Steve Libby
Program Director .............. Frank Harden
Chief Engineer ............... Herbert G. Edson, Jr.
Consulting Engr. ............. Jansky & Bailey

WMSC
COLUMBIA—1945—CBS
Frequency: 1320 Kc. Power: 1000 Watts
Owned-Oper. By .............. Marseco Bcsstg. Corp.
Business-Studio Address .......... 1127 Lady St.
Phone Number .................. 2-3659
Transmitter Location ........ Lexington County
News Service ....................... UP
Transcription Service .......... Lang-Worth, Associated
Representative ................... H.R. Representatives
Membership ...................... NARTB, BAB
Pres., Gen., Sta., Comm., Mgr. ........ C. Wallace Martin
Chief Announcer ............. Tom Burgess
Chief Engineer ............... John C. Cosby
Consulting Engr. ............ Millard M. Garrison

WNOK
COLUMBIA—1947—MBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By .............. Palmetto Radio Corp.
Address ....................... Hotel Jefferson, Box 5307
Phone Number .................. 38401
News Service ....................... AP
Representative .................. Walker
Membership ...................... BAB
General Manager ............ H. Moody McElveen
Commercial Manager .......... W. C. Bochman
Chief Engineer ............... Don Willoughby
Consulting Engineer .......... Kear & Kennedy

WLAT
CONWAY—1945—MBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By .............. Coastal Bcsstg. Co.
Business-Studio Address .......... P. O. Box 487
Phone Number .................. 340
Transmitter Location ........ U. S. Hwy, 701. 1 1/2
Mi. N.W. Center of City
Representative .............. Joseph Hershey McGillvra

WDSC
DILLON—1946
Frequency: 800 Kc. Power: 1000 Watts d.
Business-Studio Address .......... 3. Mi. S. of Dillon
Phone Number .................. 470-1
Transmitter Location ........ U. S. Hwy, 301. 3 1/2
Mi. S. of Dillon
Air Time ...................... Sunrise-Sunset
News Service ....................... UP
Transcription Service ........ Thesaurus
Membership ...................... NARTB, BAB
President ......................... L. B. Hyman
Gen. Sta., Sales Prom. Mgr. ........ Joseph Martin
Commercial Manager .......... Adelaide C. Monroe
Pgm., Prod. Dir. ............... J. E. Murff, Jr.
Chief Engineer ............... Chris. Stromberg
Consulting Engr. ............ McNary & Wrathall

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SOUTH CAROLINA

WELP
EASLEY—1951—KBS
Frequency: 1360 Kc. Power: 1000 Watts d.
Owned-Operated By... Pickens County Bcstg. Co.
Address.............................................. Box 522
Phone Number........................................... 9388
Transcription Service............................ Capital
News Service........................................... AP
President............................................. J. Lake Williams
Vice-Prs.................................................. Joel N. Hinton
General Manager................................. Robert O. Moran
Commercial Manager......................... Cleatus Brazzell
Program Director............................... William D. Grove
Chief Engineer................................. Ben A. Jones Jr.
Gen. Mgr., News Dir..................... Morton E. Green
Commercial Manager................. Velva Wilder
Program Director......................... E. Parrott
Prom. Manager................................. V. Geritz
Chief Engineer.............................. Albert Kataol

WJMX
FLORENCE—1947—ABC
Frequency: 970 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Oper. By... Atlantic Bcstg. Co., Inc.
Business Address.......................... P. O. Box 1211
Phone Number................................. 6351
Studio-Transmitter Location... Darlington Hwy.
Air Time.......................................... Full Time
News Service....................................... AP
Transcription Service.................... World, Capital
Representative................................. Walker
President................................. Eugene E. Stone
Gen., Sta. Mgr.............................. Paul H. Benson, Jr.
Program Director......................... Sam I. Latimer
Chief Engineer.............................. Frank Jenne
Consulting Engineer Craven, Lohnes & Culver

WOLS
FLORENCE—1937—KBS—LBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By... Florence Bcstg. Co., Inc.
Business-Studio Address... 151 S. Dargan St.
Phone Number............................... 2371-2
Transmitter Location... 1 Mi, NE City
Air Time........................................ 6 a.m.-6 p.m.
News Service.................................. UP
Transcription Service................ Lang-Worth
Representative................................. Joseph Hershey McGillivray
Membership................................. NARTB
Pres., Gen-Station Mgr.............. Melvin Purvis
Comm., Sales Prom. Mgr......... A. P. Skinner
Chief Engineer.......................... W. A. Pritchett
Consulting Engr, ... Comm. Rad. & Equip. Co.

WGTY
GEORGETOWN—1949—MBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By... Georgetown Bcstg. Co.
Address, Trans. Loc........................... 216 Fraser St.
Phone Number................................. 621
President................................. Dr. John T. Assey, Jr.
General Manager......................... J. B. Delzell

WAKE
GREENVILLE—CBS-MBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By... Piedmont Bcstg. Co., Inc.
Address............................................. 400 Mayberry St.
Phone Number............................... 57406
News Service....................................... INS
President................................. V. D. Ramsaur
General Manager.......................... J. S. Ayers
Chief Engineer............................... H. A. Morris
Consulting Engr.............................. Palmer Greer

WESC
GREENVILLE—1947—LBS
Owned-Operated By... Greenville Bcstg. Co.
Business-Studio Address.............. 1 College St.
Phone Number............................... 28241
Transmitter Location... Farrs Bridge Rd.
Air Time.......................................... Sunrise-sunset
News Service....................................... AP
Transcription Service.............. Lang-Worth
Representative................................. Walker, Keller
President............................. (Mrs.) Scott Russell
Commercial Manager...... Gordon Anderson
Gen., Sta. Manager.................. W. Ennis Bray
Program Director................... David Moss
Chief Engineer........................... F. B. Bailey
Consulting Engr.............................. George C. Davis

WFBC
GREENVILLE—1933—NBC
Frequency: 1330 Kc. Power: 5000 Watts
Owned-Oper. By... Greenville News Piedmont Co.
Business-Studio Address.............. Poinsett Hotel
Phone Number............................... 27616-7
Transmitter Location... Gantt
Air Time........................................ 5:30 a.m.-1 a.m.
News Service...................................... UP
Transcription Service........... Thesaurus
Representative................................. Avery Knodel
President............................. B. H. Peace, Jr.
General Manager.................... B. T. Whitmire
Commercial Mgr......................... R. Q. Glass, Jr.
WMRC  
GREENVILLE—1940—ABC
Frequency: 1440 Kc. Power: 5000 Watts
Owned-Operated By: Textile Bcast. Co.
Bus-Studio Address: Box 1499, Prevost Bldg.
Phone Number: 3-2751
Transmitter Location: White Horse Rd.
Air Time: Unlimited
News Service: AP
Transcription Service: World
Representative: Weeden & Co.
Membership: NARTB, BAB
Prom., Comm. Mgr.: Kenneth C. Willson
Prod., Pgm. Dir.: William T. Arrington
Chief Announcer: James D. Simpson, Jr.
News Director: Claude E. Freeman
Chief Engineer: George D. Tate
Consulting Engr.: Robert M. Stillman

WMUU  
GREENVILLE—1949
Frequency: 1260 Kc. Power: 1000 Watts d.
Owned-Oper. By: Bob Jones Univ.
Address: Greenville
Phone Number: 2-6711
Transmitter Location: Piney Mt.
Air Time: 5 a.m.-Local Sunset
News Service: Ins
Transcription Service: SESAC, Associated
Membership: NARTB, BAB
President: Dr. Bob Jones, Jr.
General Manager: R. K. Johnson
Sta. Mgr., Pgm. Dir.: Jim Ryerson
Commercial Manager: Marvin R. Steffins
Sales Promotion Manager: Robert J. Vrul
Production Director: Ben Cummings
Pub., News Director: Elmer Rumminger
Chief Announcer: Dave Yearick
Musical Director: Mrs. Elmer Rumminger
Chief Engineer: Don C. Smith

WCRS  
GREENWOOD—1941—NBC
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Grenco, Inc.
Phone Number: 4300
Studio-Transmitter Location: Williston St.
News Service: AP
Transcription Service: Standard, Lang-Worth
President: Douglas Featherstone
General Manager: Dan Crossland

WEAB  
GREER—1949
Frequency: 800 Kc. Power: 250 Watts d.
Address: Jones Rd.
Phone Number: 1057-8
Air Time: Daylight
News Service: AP
Transcription Service: Lang-Worth
Pres., Gen. Mgr.: E. A. Burch
Comm., Sales Prom. Mgr.: Chester Munson
Program Director: Vernon Fox
Chief Engineer: Joe Cole
Consulting Engineer: Palmer E. Greer

WHSC  
HARTSVILLE—1946—MBS-LBS
Frequency: 1450 Kc. Power: 250 Watts
Business-Studio Address: 1306 College Ave.
Phone Number: 1450
Transmitter Location: 1 Mi. S. of Hartsville on Hwy. 15-A
Air Time: 6:55 a.m.-11:15 p.m.
News Service: AP
Representative: McGillvary
Transcription Service: Capitol
President: Charles H. Campbell
Gen. Mgr., News Dir.: Raymond Caddell
Commercial Manager: Gerald Quick
Farm Ed., Pgm. Dir.: Ernest Stokes
Publicity Director: Eleanor F. Williamson
Chief Engineer: Donald A. Brienen
Musical Director: David Rogers

WDKD  
KINGSTREE—1949
Frequency: 1300 Kc. Power: 1000 Watts d.
Owned-Operated By: Palmetto Bcast. Co.
Address: Kingstree
Phone Number: 6761
Transmitter Location: Hwy. 52
News Service: AP
Transcription Service: Lang-Worth
Chief Engineer: D. H. I. Owens

WLGM  
LANCASTER—1951
Frequency: 1360 Kc. Power: 1000 Watts d.
Owned-Operated By: Arthur Wilson Davis
Address: 103 S. Catawba St.

WLBG  
LAURENS—1948—KBS
Owned-Operated By: WLBG, Inc.
SOUTH CAROLINA

WJAY
MULLINS—1949—LBS-KBS

Frequency: 1280 Kc. Power: 1000 Watts d.
Phone Number: 390 (Marion, 3901 (Mullins)
Transmitter Location: Highway 76 bet. Mullins and Marion
Air Time: Daytime
News Service: UP
Transcription Service: Langworth
President: W. G. Smith
Gen., Sta., Comm. Mgr.: James F. Ramsey
Pgm. Prod. Dir.: Robert A. Allen
Musical Director: Kenneth Gasque
Chief Engineer: George Magera
Consulting Engnr.: Robert Lambert

WMRA
MYRTLE BEACH—1948

Owned-Oper. By: Myrtle Beach Bcstg. Serv.
Address: Ocean Forest Hotel
Phone Number: 5081
Transmitter Location: 26th & Oak
Air Time: 7:30 a.m.-10:15 p.m.
Pres., Gen., Sta., Mgr.: Elizabeth Evans
Comm., Sales Prom. Mgr.: S. W. Monroe
Pgm., Prod., News Dir., Chief Ann.: Gaines Gough
Chief Engineer: W. C. Evans
Consulting Engineer: John Keel

WKDK
NEWBURY—1946—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
Address, Trans.: 11 Radio Dr., Box 211
Phone Number: 143
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: World, Thesaurus
President: John F. Clarkson
Gen., Sta. Mgr.: James F. Coogins
Comm., Sales Prom. Mgr.: Emory Bedenbaugh
Publ. Dir.: Marcia Coogins
Chief Engineer: Roy Gilliam
News Dir., Farm Editor: Charles E. Bowers

WRNO
ORANGEBURG—1946—MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By: WRNO, Inc.
Phone Number: 1420
Air Time: Unlimited
News Service: AP
President: Charles S. Henery
Gen. Sta., Mgr.: Frank B. Best, Jr.
Commercial Mgr.: Norman M. Mathews
Chief Engineer: Gus Browning
Consulting Engnr.: Gautney & Ray

WTND
ORANGEBURG—1948—LBS

Frequency: 1270 Kc. Power: 1000 Watts d.
Owned-Oper. By: WTND, Inc.
Phone Number: 1600
Transmitter Location: 2 Mi. N.W. City
Air Time: Daytime
News Service: INS
Transcription Service: World, Associated Representative
President: Thos. F. Clark
Gen., Sta., Mgr., Pres.: J. I. Sims
Program Director: Richard R. Rhame
Chief Engineers: Larry W. Styles,
Perry Herrington

WRHI
ROCK HILL—1944—MBS

Frequency: 1340 Kc. Power: 250 Watts
Address: Rock Hill Nat. Bk. Bldg.,
Phone No.: 2085, 2077 (Studio): 5767 (Trans.)
Transmitter Location: E. Main St. Ext.
News Service: AP
Transcription Service: World
Membership: NARTB
Sta. Mgr., Prog. Dir.: Wm. C. Beatty
Commecl. Manager: Harper S. Gault
Consulting Engnr.: James C. McNary

WTC
ROCK HILL—1948—LBS

Frequency: 1150 Kc. Power: 1000 Watts d.
Bus.-Studio Address: Robert Marshall Hotel
Phone Number: 3175
Transmitter: Hway. 21 near Charlotte Hwy.
Air Time: Daytime
Transcription Service: Capitol
Representative: Continental Radio Sales
President: W. G. Reid
Gen., Sta., Mgr.: G. P. Cobb
Commercial Manager: C. L. Stevens
Chief Engineer: Tom L. Byrd
WSNW
SENeca—1949—KBS-LBS
Frequency: 1150 Kc.  Power: 1000 Watts d.
Address ........................................ Seneca
Phone Number .................................. 8234
News Service .................................... UP
Transcription Service  ... Lang-Worth, SESAC
Pres., Gen. Mgr. .................. J. A. Gallimore
Program Director .................. Virginia F. Gallimore

WORD
SPARTANBURG—1940—ABC
Frequency: 910 Kc.  Power: 1000 Watts
Business-Studio Address ............. 291 E. Main St.
Phone Number ............................... 3-2711
Transmitter Location ............ White Ave.
Air Time ............................... 5:30 a.m.-12:05 a.m.
News Service .................................. AP
Transcription Service ................ Thesaurus
Representative .................. Hollingberry
Membership .............................. NARTB
President ............................... Walter J. Brown
General Manager .................. John W. Kirkpatrick
News Director .................. James Hobby
Chief Engineer .................. Clyde J. Burdette

WSPA
SPARTANBURG—1929—CBS
Frequency: 950 Kc.  Power: 5000 Watts
Owned-Operated By. Bcasting. Co. of the So.
Business-Studio Address ............. 224 E. Main St.
Phone Number ............................... 33621
Transmitter Location .......... Route 7
News Service .................................... UP
Air Time ........................................ 19 hrs., 5 min.
Transcription Service ............ Standard
Representative .................. John Blair
Membership .............................. NARTB, BAB
Station Manager .................. Roger A. Shaffer
Commercial Manager .............. Guy Vaughan, Jr.
Prom. Mgr., News Dir. ............ Thomas J. Fleming
Program Director .................. Ed McGrath
Chief Engineer .................. H. R. Beckholt

WFIG
SUMTER—1940—MBS-KBS
Frequency: 1340 Kc.  Power: 250 Watts
Owned-Oper. By. Radio Station WFIG, Inc.
Business-Studio Address  ... Radio Center Bldg.
Phone Number ............................... 1340
Transmitter ................................... 1 Mi. E. of Sumter on Hway. 76
News Service .................................... UP
Transcription Service ............. World
Representative .................. Joseph Hershay McGilliver
President ............................... Fulton B. Creech
Gen., Sta. Mgr. .................. T. Doug Youngblood
Commercial Mgr. .................. William H. Moore, Jr.
News, Pgm. Dir. ................. Paul Reidy
Production Director .......... John Sherman
Chief Engineer .................. James L. Williams
Farm Editor .................. T. O. Bowen

WBCU
UNION—1949—MBS
Frequency: 1460 Kc.  Power: 1000 Watts
Address .......................... 210 East Main St.
Phone Number ............................... 1200
Transmitter Location .......... 3 Mi. N.W. of Union
Air Time ............................... 6:00 a.m. to 12:00 M.
Transcription Service .......... Thesaurus
Station Repr. .............................. Continental
Prog., Prod. Dir. .......... Marilyn F. Scruggs
Sales Prom., Mgr., Chief Ann., C. P. Stirling
News, Pub. Dir. .................. Harry Doggiette
Chief Engineer .................. T. W. Weathers

WALD
WALTERBORO—1947—MBS
Frequency: 1490 Kc.  Power: 250 Watts
Transmitter Address ................ Ft. Benson St.
Studio-Address .................. Box 12
Phone Number ............................... 3861
News Service .................................... AP
President ............................... R. M. Jeffries
General Manager .................. Louis M. Neale Jr.
Program Director .................. Louis Long
News Dir., Chf. Engr. .......... Ralph Keogh

SOUTH DAKOTA
Pop. April 1, 1952 (Est.) 665,000—Total Housing Units 195,079
Families April 1, 1952 (Est.) 177,000—Stations in State 12

KSDN
ABERDEEN—1948—MBS
Frequency: 930 Kc.  Power: 1000 Watts
Phone Number ............................... 4573
Air Time ........................................ 6 a.m.-12 M.
News Service .................................... AP
Transcription Service ............. World
Representative .................. Weed
President ............................... Henry J. Schmitt
Sta., Gen. Manager ............. Byron McElligott
Commercial Manager ............. Russa Osborne
Pgm., Prod. Director ............ E. C. Pieplow
Chief Engineer .................. George Crocker
SOUTH DAKOTA

KDSJ
DEADWOOD—1947—KBS-MBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By: John, Eli & Harry Daniels
Address ........................................ P. O. Box 462
Phone Number .................................. 186
Transcription Service .................. World
News Service .............................. UP
Gen. Mgr., Chief Engr. .................... Eli Daniels
Commercial Manager .................... Harry Daniels
Program Director ......................... Bill Plunkett
Chief Announcer ......................... Bill Lynn

KIJV
HURON—1947
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: James Valley Bcastg. Co., Inc.
Bus.-Studio Address ...................... 32 Second St. S.E.
Phone Number ................................ 765
Transmitter Location .................... 18th St. & Idaho
Representative ......................... Lawson
Transcription Service ............. Thesaurus
Manager ................................. Max F. Staley
Commercial Manager .................. Dwight Coursey

KORN
MITCHELL—1947—MBS
GOLDEN PHEasant
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Michell Bcastg. Assn.
Bus.-Studio Address ..................... 217-219 N. Main
Phone Number ................................ 621
Transmitter Location....................... ½ Mi. E. of city on Hwy, U. S. 16
Air Time .................................... 6 a.m.-M.
News Service .............................. UP
Transcription Service ............. Lang-Worth
Membership .......................... NARTB, BAB
Pres., Gen., Sta., Mgr. ............. Raymond V. Eppel
Comm. Sales Prom. Mgr. ............ B. Harland Ohde
Pgm., Prod. Director ................. Raymond Eppel
Chief Engineer ....................... Frances Kelly

KGFX
PIERRE—1916—KBS
Owned-Oper. By: Estate of Dana McNeill
Bus.-Studio-Transmitter Address ......... 203 W. Summit Ave.
Air Time .................................... 9:30 a.m.-Sunset
Phone Number ................................ 2351
Air Time .................................... 9:30 a.m.-Sunset
News Service .............................. UP
Representative ......................... Continental
President ................................. Ida A. McNeil
Chief Engineer ....................... Selwyn Ronning

KOTA
RAPID CITY—1936—CBS
Frequency: 1380 Kc. Power: 5000 Watts
Owned-Oper. By: Black Hills Bcastg. Co. of Rapid City

Business Address ...................... 1819 W. St. Joe St.
Phone Number .............................. 2000
Transmitter Location ................. Hway. 79, E. of Rapid City
Air Time ..................................... 5:30 a.m.-M.
News Service .............................. UP
Representative ......................... Headley-Reed
Transcription Service ............. Standard, Associated, Capitol
Membership .......................... NARTB, BAB
President ......................... Robert J. Dean
Gen., Sta., Comm. Mgr. .................. Abner H. George
Pgm. Dir., Chief Ann. ................... Harley Hanson
Chief Engineer ....................... A. E. Griffiths
Consulting Engr. .................... Everett L. Dillard

AP SELLS
For Stations and Sponsors —

For instance . . . KSDN

“AP news is a great service to KSDN’s vast rural audience. AP news programs are top money-getters on this station.”

B. J. McELLIGOTT, General Manager, KSDN, Aberdeen, South Dakota
Commercial, Station Manager......Evans Nord
Sales Prom. Mgr., Pub. Dir.......Darlene Nesby
Pgm., Prod. Dir..................Jim Burt
News Dir., Chf. Ann..............Dean Montgomery
Chief Engineer...................Lester Froke
Consulting Engr..................Andy Ring & Co.

K I H O
SIOUX FALLS—1948
Frequency: 1270 Kc................Power: 1000 Watts
Address..................218 South Main Ave.
Phone Number...............912
Transm. Location.....5 miles s.w. of City
News Service...........UP
Transcription Service......Paul H. Raymer Co.
Station Representative......H. World
General Manager........David J. Kempkes
Commercial Manager........Richard C. Morenus
Program Director.........Fred W. Schweikker

K I S D
SIOUX FALLS—1948—LBS
Frequency: 1230 Kc...........Power: 250 Watts
Owned-Operated By........KISD, Inc.
Bus-Studio Address.........311 S. Phillips Ave.
Phone Number..............4-5571
Transmitter Location.....W. 12th St.
News Service...............AP
Transcription Service......Lang-Worth
President..................H. R. Alton
Gen. Mgr., Prog. Dir........Verl Thomson
Commercial Manager........Jack Ramsell

K S O O
SIOUX FALLS—1927
Frequency: 1140 Kc........Power: 10,000 Watts d.; 5,000 Watts n.
Owned-Oper. By........Sioux Falls Bscstg. Asso., Inc.
Address..................317½ S. Phillips Ave.
Phone Number................4-7545
Transm. Location......Springdale Township
Air Time..................5:30 a.m.-1:00 a.m.
News Service..............AP
Transcr. Service.........RCA, Thesaurus
Station Representative.....Avery-Knodel, Inc.
Membership..............NARTB
President..................Morton Henkin
General Manager..........George R. Hahn
Station Manager..........George “Bill” Rohr
Commercial Manager.....Rolle L. Williams
Production Director......Ray Lofesness
Program Director.........Murray Stewart
News Director...............Orin Melton
Musical Director........Bob Helgeson
Chief Engineer..............Max Pierce
Farm Editor...............E. C. “Red” Stangland
Consulting Engineer.....George C. Davis

K W A T
WATERTOWN—1926—KBS-LBS
Frequency: 950 Kc................Power: 1000 Watts
Address..................Watertown
Phone Number...............777
Air Time..................6 a.m.-11 p.m.
News Service..............UP
Transcr. Service.........Standard
Representative........Orville Lawson, Walker
Membership..............NARTB, BAB
President..................John Ehrstrom
Gen. Mgr., Publ. Dir........Ross E. Case
Commercial Manager......Morris Wisott
Sales Prom. Mgr........Bernard Kinney
Prog. Prod. News Dir ..........Doug Marlow
Publicity Dir........Bob Keller (N. Y.)
Chief Announcer........John Birdsall
Chief Engineer............Francis Alwin
Consulting Engr........Commercial Radio

W N A X
YANKTON—1926—CBS
Frequency: 570 Kc........Power: 5000 Watts
Owned-Operated By........Cowles Bscstg. Co.
Bus-Studio Address.........WNAS Bldg.
Phone Number...............442
Transmitter Location.....5 mi. e. of Yankton
Air Time..................5:30 a.m.-M.
News Service..............AP, UP
Transcription Service......Capitol
Representative..............Katz
Membership..............NARTB, BAB
General Manager..........Robert R. Tincher
Commercial Manager........Donald D. Sullivan
Promotion Mgr............Richard T. Harris
Program Director..........Herb Howard
News Director...............Arthur J. Smith
Musical Director........Rex Hays
Chief Engineer.............Clifton M. Todd
Consulting Engr.............Craven, Lohnes & Culver
TENNESSEE
Pop. April 1, 1952 (Est.) 3,365,000—Total Housing Units 925,143
Families April 1, 1952 (Est.) 851,000—Stations in State 61

WLAR
ATHENS—1946—KBS
Frequency: 1450 Kc............Power: 250 Watts
Owned-Operated By............Athens Bcstg. Co.
Business-Studio Address........N. Jackson St.
Phone Number..................1450
Transmitter Location..........Decatur Hwv.
Air Time.....................Unlimited
News Service..................UP
Transcription Service.........Capitol
President.....................Lowell F. Arterburn
General Manager..............Buell J. Charles
Program Director...............John Redwine
Commercial Manager............Leonard Dawson
Chief Engineer...............J. W. Turner
Consulting Engr..............Claude Gray

WAPO
CHATTANOOGA—1936—NBC
Frequency: 1150 Kc............Power: 5000 Watts d.,
1000 Watts n.
Owned-Oper. By...............WAPO Bcstg. Service
Business-Studio Address........Read House
Phone Number..................6-6141
Transmitter Location..........Pineville Rd.
Air Time.....................5:00 a.m.-12M.
News Service..................AP
Transcription Service.........Thesaurus
Representative...............Headley-Reed
Membership....................NARTE, BAB
General Manager...............R. G. Patterson
Program Director..............Frances Harley
Chief Engineer................B. B. Barnes
Consulting Engr...............Gautney & Ray

WOPI
BRISTOL—1929—NBC
Frequency: 1490 Kc............Power: 250 Watts
Owned-Oper. By..............Radiophone Bcstg. Station, WOPI, Inc.
Business-Studio Address........310 State St.
Phone Number..................8730
Transmitter Location..........Old Abingdon Pike
Air Time.....................5:30 a.m.-12:05 a.m.
News Service..................AP
Transcription Service........Langworth, Capitol
Representative...............Burn-Smith
Membership....................BAB
Pres., Gen., Sta. Mgr........W. A. Wilson
Comm. Mgr.....................James C. Wilson
Sales Prom. Mgr..............Sam Davis
Prod., News Dir...............Mike Cady
Publicity Director...........Walsa McQueen
Chief Engineer...............George Guerin

WDEF
CHATTANOOGA—1941—ABC
Frequency: 1370 Kc............Power: 5000 Watts d.,
1000 n.
Bus. Studio Address...........420 Volunteer Bldg.
Phone Number..................6-5664
Transmitter Location..........Moccasin Bend
Air Time.....................5:30 a.m.-12M.
News Service..................UP
Transcription Service.........Capitol
Representative...............Branham
President.....................Carter M. Parham
Gen., Sta., Comm. Mgr........Ken Flenniken
Program Director...............Morrie Quave
News Dir.....................Paul Wann
Chief Announcer...............Luther Masingill
Chief Engineer...............B. C. Baker
Consulting Engr...............Russell P. May

WAGC
CHATTANOOGA—1945—MBS
Frequency: 1450 Kc............Power: 250 Watts
Address......................Hotel Patten
Phone Number..................7-1128
Transmitter Location.........Rossville Blvd.
Air Time.....................5:55 a.m. to 12 M.
News Service..................AP
Transcription Service.......Langworth
Station Repr....................Rambeau
General Manager..............Vann Campbell
Program Director...............Roy Morris
Chief Engineer...............George McMurtrie
Consulting Engineer.........Gautney

WDOD
CHATTANOOGA—1925—CBS
Frequency: 1310 Kc............Power: 5000 Watts
Owned-Oper. By...............WDOD Bcstg. Corp.
Address......................Hamilton Nail. Bank Bldg.
Phone Number..................6-5117
Transmitter Location.........Baylor Rd.
Air Time.....................5:30 a.m.-12:30 a.m.
News Service..................UP
Transcription Service.........Standard, World
Representative...............Paul H. Raymer
Pres., Gen., Sta. Mgr........Earl W. Winger
Commercial Manager...............B. J. Bush
Pgm., Prod. Director........Charley Gullickson
Chief Engineer...............W. Roy Owens
Consulting Engr...............George C. Davis

633
**TENNESSEE**

**WDXB**

**CHATTANOOGA—1948**

<table>
<thead>
<tr>
<th>Frequency: 1490 Kc</th>
<th>Power: 250 Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owned-Oper. By:</td>
<td>WDXB, Inc.</td>
</tr>
<tr>
<td>Address:</td>
<td>539 Vine St.</td>
</tr>
<tr>
<td>Phone Number:</td>
<td>6-1114</td>
</tr>
<tr>
<td>Representative:</td>
<td>Forio</td>
</tr>
<tr>
<td>Transcription Service:</td>
<td>SESAC</td>
</tr>
<tr>
<td>News Service:</td>
<td></td>
</tr>
<tr>
<td>President:</td>
<td>Joseph Bloom</td>
</tr>
<tr>
<td>Vice-President:</td>
<td>David E. Cohen</td>
</tr>
<tr>
<td>General Manager:</td>
<td>Charles W. Tripe</td>
</tr>
<tr>
<td>Chief Engineer:</td>
<td>Byron E. Fincher</td>
</tr>
</tbody>
</table>

**WMFS**

**CHATTANOOGA—1951**

<table>
<thead>
<tr>
<th>Frequency: 1260 Kc</th>
<th>Power: 1000 Watts d.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owned-Operated By</td>
<td>Lookout Bestg. Co.</td>
</tr>
<tr>
<td>Address:</td>
<td>215 W. Ninth St.</td>
</tr>
<tr>
<td>Phone Number:</td>
<td>53127</td>
</tr>
<tr>
<td>Representative:</td>
<td>McGilvra</td>
</tr>
<tr>
<td>Managing Ptnr., Gen. Mgr.: William F. Stone</td>
<td></td>
</tr>
<tr>
<td>Commercial Manager:</td>
<td>D. Wert Campbell</td>
</tr>
<tr>
<td>Program Director:</td>
<td>Larry McKinley</td>
</tr>
<tr>
<td>Chief Engineer:</td>
<td>Glenn Channells</td>
</tr>
</tbody>
</table>

**WJZM**

**CLARKSVILLE—1941—MBS-KBS**

<table>
<thead>
<tr>
<th>Frequency: 1400 Kc</th>
<th>Power: 250 Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owned By:</td>
<td>Campbell &amp; Sheftall</td>
</tr>
<tr>
<td>Operated By:</td>
<td>E. T. Campbell</td>
</tr>
<tr>
<td>Business-Studio Address:</td>
<td>411 Madison St.</td>
</tr>
<tr>
<td>Phone Number:</td>
<td>6414</td>
</tr>
<tr>
<td>Transmitter Location:</td>
<td>Martin St.</td>
</tr>
<tr>
<td>News Service:</td>
<td></td>
</tr>
<tr>
<td>Transcription Service:</td>
<td>Capitol</td>
</tr>
<tr>
<td>Membership:</td>
<td>NARTB, BAB</td>
</tr>
<tr>
<td>Pres., Gen.-Sta. Mgr.:</td>
<td>E. T. Campbell</td>
</tr>
<tr>
<td>Commercial Manager:</td>
<td>Parry Sheftall</td>
</tr>
<tr>
<td>Prom. Mgr., Pgm. Dir.:</td>
<td>Clay Cline, Jr.</td>
</tr>
<tr>
<td>Chief Engineer:</td>
<td>John Bailey</td>
</tr>
<tr>
<td>Consulting Engr.</td>
<td></td>
</tr>
</tbody>
</table>

**WBAC**

**CLEVELAND—1945—MBS**

<table>
<thead>
<tr>
<th>Frequency: 1340 Kc</th>
<th>Power: 250 Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owned-Oper. By:</td>
<td>Robert W. Rounsaville</td>
</tr>
<tr>
<td>Business-Studio Address:</td>
<td>Central Ave.</td>
</tr>
<tr>
<td>Phone Number:</td>
<td>82</td>
</tr>
<tr>
<td>Transmitter Location:</td>
<td>Chattanooga Hwy.</td>
</tr>
<tr>
<td>Air Time:</td>
<td>6:00 a.m.-10:30 p.m.</td>
</tr>
<tr>
<td>News Service:</td>
<td></td>
</tr>
<tr>
<td>Gen. Mgr.:</td>
<td>R. W. Rounsaville</td>
</tr>
<tr>
<td>Comm., Sta. Manager:</td>
<td>Thad F. Fitch</td>
</tr>
<tr>
<td>Program Director:</td>
<td>Bill Stone</td>
</tr>
<tr>
<td>Chief Engineer:</td>
<td>William D. Stuart</td>
</tr>
<tr>
<td>Technical Director:</td>
<td>Paul Cram</td>
</tr>
</tbody>
</table>

**WKRM**

**COLUMBIA—1946—MBS-KBS**

<table>
<thead>
<tr>
<th>Frequency: 1340 Kc</th>
<th>Power: 250 Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bus.-Studio-Transmitter Address:</td>
<td>P. O. Box 71</td>
</tr>
<tr>
<td>Phone Number:</td>
<td>1340</td>
</tr>
<tr>
<td>Air Time:</td>
<td>5 a.m.-M.</td>
</tr>
<tr>
<td>News Service:</td>
<td>AP</td>
</tr>
<tr>
<td>Transcription Service:</td>
<td>Capitol</td>
</tr>
<tr>
<td>Membership:</td>
<td>NARTB, BAB</td>
</tr>
<tr>
<td>Sales Prom. Mgr.:</td>
<td>Mel Dugger</td>
</tr>
<tr>
<td>Chief Engineer:</td>
<td>Cameron McKay</td>
</tr>
<tr>
<td>Consulting Engineer:</td>
<td>Ring &amp; Co.</td>
</tr>
</tbody>
</table>

**WHUB**

**COOKEVILLE—1940—CBS-KBS**

<table>
<thead>
<tr>
<th>Frequency: 1400 Kc</th>
<th>Power: 250 Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owned-Operated By</td>
<td>WHUB, Inc.</td>
</tr>
<tr>
<td>Bus-Studio Address:</td>
<td>315 E. Spring St.</td>
</tr>
<tr>
<td>Phone Number:</td>
<td>789</td>
</tr>
<tr>
<td>Transmitter Location:</td>
<td>807 Hickory St.</td>
</tr>
<tr>
<td>News Service:</td>
<td></td>
</tr>
<tr>
<td>Representative:</td>
<td>Continental Radio Sales</td>
</tr>
<tr>
<td>Membership:</td>
<td>NARTB, BAB</td>
</tr>
<tr>
<td>General Manager:</td>
<td>M. L. Medley</td>
</tr>
<tr>
<td>Station Director:</td>
<td>Joe C. Medley</td>
</tr>
</tbody>
</table>

**WDSS**

**DYERSBURG—1946—MBS-KBS-MID-SOUTH**

<table>
<thead>
<tr>
<th>Frequency: 1450 Kc</th>
<th>Power: 250 Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address:</td>
<td>Box 58</td>
</tr>
<tr>
<td>Phone Number:</td>
<td>77</td>
</tr>
<tr>
<td>Air Time:</td>
<td>6 a.m.-11 p.m.</td>
</tr>
<tr>
<td>News Service:</td>
<td></td>
</tr>
<tr>
<td>President:</td>
<td>Russell M. D. Bruce</td>
</tr>
<tr>
<td>General Manager:</td>
<td>Frank Armstrong</td>
</tr>
<tr>
<td>Commercial Manager:</td>
<td>O. P. Luten</td>
</tr>
<tr>
<td>Prod. Pgm. Director:</td>
<td>Robert Ward</td>
</tr>
<tr>
<td>Chief Engineer:</td>
<td>Dave Ross</td>
</tr>
</tbody>
</table>

**WBEJ**

**ELIZABETHTON—1946—MBS**

<table>
<thead>
<tr>
<th>Frequency: 1240 Kc</th>
<th>Power: 250 Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owned-Oper. By:</td>
<td>Robert Rounsaville &amp; George Clark</td>
</tr>
<tr>
<td>Business-Studio Address:</td>
<td>Elk Ave.</td>
</tr>
<tr>
<td>Phone Number:</td>
<td>2-1241</td>
</tr>
<tr>
<td>Transmitter Location:</td>
<td>State Line Rd.</td>
</tr>
<tr>
<td>News Service:</td>
<td></td>
</tr>
<tr>
<td>Senior Partner &amp; Mgr.:</td>
<td>R. W. Rounsaville</td>
</tr>
<tr>
<td>Comm., Sta. Manager:</td>
<td>Frazier Cochran</td>
</tr>
<tr>
<td>Comptroller:</td>
<td>S. A. Wade</td>
</tr>
<tr>
<td>Pgm., Prod. Dir.:</td>
<td>Art Selley</td>
</tr>
<tr>
<td>Chief Engineer:</td>
<td>Condon Bowers, Jr.</td>
</tr>
<tr>
<td>Technical Director:</td>
<td>Paul Cram</td>
</tr>
<tr>
<td>Consulting Engr.</td>
<td>John Mullaney</td>
</tr>
</tbody>
</table>

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634
WEKR
FAYETTEVILLE—1948—MBS-KBS
Frequency: 1240 Kc. Power: 250 Watts
Business-Studio Address: Box 825
Phone Number: 1240
Transmitter Location: Old Boonshill Rd.
News Service: UP
President: John R. Crowder
General Manager: Porter Clark
Sta. Mgr.: Jim Tate
Comm. Mgr.: Teddy Barnes
Pgm. Dir.: Glen Slayton
Chief Engineer: Ernest Tucker
Consulting Engr.: John H. Mullaney

WHIN
GALLATIN—1948
Frequency: 1010 Kc. Power: 1000 Watts d.
Owned-Oper. By: Sumner County Bcastg. Co.
Address: Gallatin
Phone Number: 1010
Transmitter Location: Highway 109
News Service: UP
Transcription Service: Capitol
Membership: NARTB, BAB
President: A. B. Perkins
Gen. Sta. Mgr.: J. B. Thomas
Commercial Manager: Charles Brewer
Chief Engineer: Robert Boyd
Consulting Engineer: Dave Binns

WGRV
GREENEVILLE—1946—MBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Radio Greeneville, Inc.
Address: Radio Bldg.
Phone Number: 797
News Service: UP
Pres., Gen. Mgr.: Paul Metcalfe
Commercial Manager: Hugh Pickel
Program Director: Tom Lyons
Chief Engineer: Laili Hampton

WHBT
HARRIMAN—1947—MBS-KBS
Frequency: 1230 Kc. Power: 250 Watts
Bus.-Studio Address: Harriman
Phone Number: 661
Transmitter Location: Margrave St.
Air Time: 6:15 a.m.-11:15 p.m.
News Service: UP
Transcription Service: SESAC
Representative: Continental
Owner, Gen. Mgr.: F. L. Crowder
Comm., Sales Prom. Mgr.: Hugh Patton
Pgm. Dir., Chief Ann.: Carl Williams
Chief Engineer: Gene Davidson
Consulting Engineer: Claude Gray

WIRJ
HUMBOLDT—1949—MID-SOUTH
KBS
Address: 210 N. 22nd Ave.
Phone Number: 740
Air Time: Daytime
News Service: UP
Transcription Service: Lang-Worth
President: J. F. Warmath
Commercial Manager: Thomas S. Armistead
Gen., Sta. Manager: Howard E. Byrum
Chief Engineer: Irie Brown

WDXI
JACKSON—1948—MBS-KBS
Owned-Operated By: Dixie Bcastg. Co.
Business-Studio Address: Williams Bldg.
Phone Number: 7-9611
Transmitter Location: 3 Mi. N. Hiway 45
Air Time: Unlimited
News Service: UP
Transcription Service: Capitol
Representative: Burn-Smith
Pres., Gen. Mgr.: Aaron B. Robinson
Comm., Sta. Manager: Bill Winsett
Sales Prom. Mgr.: Jack Murphy
Program Director: James W. Hoppers
Production Director: Lawrence Dunne
Chief Engineer: James S. Thomas
Consulting Engr.: Bear & Kennedy

WPLI
JACKSON—1949—LBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: George Arthur Smith
Address: First Natl. Bank Bldg.
Transmitter Location: Old Bolivar Road
Phone Number: 7-8541
Air Time: 16 hrs.
News Service: UP
Transcription Service: Capitol
Representative: McGillivra
President: George Arthur Smith
General Manager: Charles J. Wingate
Commercial Manager: Leonard Fielding
Pgm., Mus. Dir.: Charles McMillan
Chief Engineer: Dave Jordan

WTJS
JACKSON—1931—ABC-MID-SOUTH
Frequency: 1390 Kc. Power: 1000 Watts
Owned-Oper. By: The Sun Publishing Co.
**WKPT**

KINGSPORT—1940—NBC

Frequency: 1400 Kc.  Power: 250 Watts
Owned-Oper. By: Kingsport Bcstg. Co., Inc.
Business-Studio Address: 222 Commerce St.
Phone Number: 2870
News Service: AP
Transcription Service: World
Representative: Donald Cooke
President: C. P. Edwards, Jr.
Gen. Sta. Manager: Paul L. Overbay
Commercial Mgr.: Phil Weaver
Mus., News, Pgm. Dir.: Martin Karant
Chief Engineer: Thomas Phillips

**WBIR**

KNOXVILLE—1941—ABC

Frequency: 1240 Kc.  Power: 250 Watts
Owned-Oper. By: Radio Station WBIR, Inc.
Business-Studio Address: 618 S. Gay St.
Phone Number: 4-3321
Transmitter Location: Painter & Concord Sts.
Air Time: 5:30 a.m.-M.
News Service: AP
Transcription Service: Thesaurus
Representative: Bolling
Membership: NARTB, BAB
President: Gilmore N. Nunn
Gen-Sta. Mgr., Pgm. Dir.: John P. Hart
Commercial Manager: James A. Dick
Chief Engineer: J. Rex Horton

**WIBK**

KNOXVILLE—1947—KBS

Frequency: 800 Kc.  Power: 1000 Watts d.
Business-Studio Address: 406 W. Church St.
Phone Number: 4-9866
Transmitter Location: Rouse Hill
Air Time: Sunrise-sunset
News Service: AP
Membership: NARTB
President: J. Harold Smith
Sta. Gen. Mgr.: Marvin I. Thompson
Program Director: Bob Johnson
Promotion Manager: Margaret C. Peltier
Chief Engineer: John D. Caylor
News Director: Lorene Ball

**WKGN**

KNOXVILLE—1947—MBS-LBS

Frequency: 1340 Kc.  Power: 250 Watts
Owned-Operated By: WKGN Bcstg. Co.
Bus-Studio Address: Atop the Park Natl. Bank Bldg.
Phone Number: 4-0766
Air Time: 8 a.m.-M.
News Service: AP
Transcription Service: Lang-Worth
Representative: Forjoe

**WJHL**

JOHNSON CITY—1938—ABC

Owned-Operated By: WHL Inc.
Business-Studio Address: 145 W. Main St.
Phone Number: 2780
Transmitter: Bristol-Kingsport Hwy.
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: Lang-Worth
Representative: John E. Pearson
Membership: NARTB
Pres., Gen. Mgr.: W. H. Lancaster
Sales From. Mgr., Pub. Dir.: Ken Matthews
Pgm. Prod., News Dir.: Robert Walker
Chief Announcer: Ed Cowell
Chief Engineer: O. K. Garland

**WETB**

JOHNSON CITY—1947—LIBERTY

Frequency: 790 Kc.  Power: 1000 Watts d.
Business Address: Press Bldg.
Phone Number: 2993
Studio-Transmitter Location: Irwin Hwy.
Air Time: 6 a.m.-sunset
News Service: AP
Representative: McGillvra
Transcription Service: World
Membership: NARTB, BAB
President: Carl A. Jones, Jr.
Station Manager: Cliff Goodman
Commercial Manager: Bud Kelsey
Program Director: Berney Burleson
Chief Engineer: E. B. Jones

**WGIN**

KINGSPORT—1951

Frequency: 1320 Kc.  Power: 1000 Watts d.
Owned-Operated By: Cy N. Bahakel
Address: Kingsport
Owner: Cy N. Bahakel
TENNESSEE

W N O X
KNOXVILLE—1921—CBS
Frequency: 990 Kc. Power: 10,000 Watts
Owned-Oper. By... Scripps-Howard Radio, Inc.
Business-Studio Address: 110-112 S. Gay St.
Phone Number: 3-3171
Transmitter Location: Anderson Rd. nr. Beverly
Air Time: 5 a.m.-10 a.m.
News Service: UP
Transcription Service: Standard
Representative: Brumham
President: Jack R. Howard
Gen.-Station Mgr.: R. E. Westergaard
Comm.-Sales Prom. Mgr.: O. L. Smith
Program-Production Dir.: C. A. McMahon
Publicity Director: Walter Corning
Chief Announcer: Lowell Blanchard
Musical Director: Jerry Collins
Chief Engineer: Ray Evans

W R O L
KNOXVILLE—1927—NBC
Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By... Mountcastle Bstg. Co.
Business-Studio Address: 612 Gay St.
Phone Number: 2-7111
Transmitter Location: Holston Hills
Air Time: 20 hrs.
News Service: UP
Transcription Service: World, Capitol
Representative: Avery-Knodel
President: Paul Mountcastle, Sr.
Gen., Sta. Mgr.: W. H. Linebaugh
Commercial Manager: J. T. McCurdy
Prog. Dir.: J. H. Reese
Publicity Director: Wayne Hudson
Chief Engineer: Fred Andrews
Consulting Engr.: Glenn D. Gillett

W D X E
LAWRENCEBURG—1951—MBS
Frequency: 1370 Kc. Power: 590 Watts d.
Owned-Oper. By... Lawrenceburg Bstg. Co.
Address: Locke Bldg.
Phone Number: 4462
News Service: UP
Transcription Service: Capitol, SESAC
Representative: Burn-Smith
President: Aaron R. Robinson
General Manager: George Ebanks
Commercial Manager: N. E. Smith
Program Director: Ken Marston
Promotion Manager: Eud Sawyer
Chief Engineer: James S. Thomas

W C O R
LEBANON—1949
Owned-Operated By... Lebanon Bstg. Co., Inc.
Address: Cumberland Ave.
Phone Number: 1540
News Service: UP
Transcription Service: Lang-Worth
General Manager: Theo. F. Ezell Jr.
Program Director: Jack Hendrickson
News Director: Walt Dillard
Chief Engineer: William Johnston

W L I L
LENOIR CITY—1950
Frequency: 730 Kc. Power: 500 Watts d.
Owner: Arthur Wilkerson Lumber Co.
Address: Bway at Grand
Phone Number: 1095
Transcription Service: SESAC
News Service: UP
Owner, Gen. Mgr.: Arthur Wilkerson
Commercial Manager: Otis Parker
Program Director: Fred Pelli
Chief Engineer: P. C. Melone

W J J M
LEWISBURG—1947—MBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By... Estate of James J. Murray
Address: East Hill
Phone Number: 780
News Service: AP
General Manager: Louis D. Lingner
Chief Engineer: J. E. Sowell

W G A P
MARYVILLE—1947—LBS
Frequency: 1400 Kc. Power: 250 Watts
Owned By... Aluminum Cities Bstg. Co.
Address: 503 Blount Natl. Bank Bldg.
Phone Number: 2490-1
Transmitter Location: Louisville Pike
Membership: NARTB
Air Time: 5 a.m.-12 M.
News Service: AP
Transcription Service: Lang-Worth
Co-owners: F. H. Corbett, H. C. Weaver
Gen., Sta. Mgr.: F. H. Corbett
Prod., Prog. Dir.: Joe Wheeler
Chief Engineer: Curtis Lamarr
Commercial Manager: Walter Moore

W M M T
McMINNVILLE—1947—MBS
KEYSTONE
Frequency: 1230 Kc. Power: 250 Watts d.
Owned-Oper. By... McMinville Bldg. Co., Inc.
Address: McMinville
Phone Number: 401

637
MEMPHIS—1923—NBC
SOUTHCENTRAL QUALITY

Frequency: 790 Kc. Power: 5000 Watts
Owned-Oper. By... Memphis Publishing Co.
Bus.-Studio Address. Goodwyn Institute Bldg.
Phone Number 8-7464
Transmitter Location. Thomas Rd.
Air Time. Unlimited
News Service. AP, UP
Transcription Service. Thesaurus, Lang-Worth
Representative. Branham
Membership. NARTB
President. Enoch Brown
Gen., Sta. Mgr. H. W. Slavick
Commercial Mgr. Earl Moreland
Program Director. Wilson Mount
Production Director. Ott Roush
Publicity Director. Walter E. Frase
Chief Announcer. Charles B. Sullivan
News Dir. Bob Pigue
Chief Engineer. E. C. Frase, Jr.

WREC
MEMPHIS—1922—CBS

Frequency: 600 Kc. Power: 5000 Watts
Owned-Oper. By... WREC Bcstg. Service
Business-Studio Address. Hotel Peabody
Phone Number 5-1313
News Service. UP
Transcription. World, Lang-Worth, SESAC
Representative. Katz
Owner. General Manager. Hoyt B. Wooten
Commercial Manager. Hollis R. Wooten
Program Director. Roy Wooten
Chief Engineer. J. E. Deaderick

WHBQ
MEMPHIS—1925—MBS

Frequency: 560 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Oper. By... Harding College.
Searcy, Ark.
Bus.-Studio Address. Hotel Gayoso
Phone Number 8-6868
Transmitter Location. Circle Rd.
Air Time. Full Time
News Service. AP
Representative. Weed & Co.
Membership. NARTB, BAB
Gen., Sta. Mgr. John Cleghorn
Comm. Mgr. Bill Grumbles
Pgm., Dir. Gordon Lawhead
Music. Dir. Dick Covington
Prod. Dir. L. ee McEachern
Chief Engineer. Welton Roy
Consulting Engr. McIntosh & Enlis

WHHM
MEMPHIS—1946—LIBERTY

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By... Mid-South Bcstg. Corp.
Business-Studio Address. Stierick Bldg.
Phone Number 37-4422
Air Time 8 a.m.-12 M.
News Service. AP, UP
Transcription Service. Lang-Worth, Capital
Representative. Forjoe
Membership. NARTB

WDIA
MEMPHIS—1947

Owned By... Bluff City Bcstg. Co.
Operated By... John Pepper, Bert Ferguson
Business-Studio Address. 2074 Union Ave.
Phone Number 36-2703
Transmitter Location. 1125 University
Air Time. Daytime
News Service. AP, UP
Representative. John E. Pearson
Membership. NARTB, BAB
Gen., Sta. Mgr. Bert Ferguson
Commercial Manager. Harold F. Walker
Program Director. Christine Spindel
Production Director. David James
News Dir. Marie Wathen
TENNESSEE

WCRK
MORRISTOWN—1947—MBS
Frequency: 1450 Kc.    Power: 250 Watts
Phone Number    . 1450
News Service    .    AP
Transcription Service    .    Lang-Worth
Representative    .    Hal Holman
President    .    Herbert S. Walters
Program Director    .    John Frank McCravy
Chief Engineer    .    James R. Redden

WGNS
MURFREESBORO—1947—LBS
Frequency: 1450 Kc.    Power: 250 Watts
Owned-Oper. By    .    WGNS, Inc.
Address    . P. O. Box 456
Phone Number    . 1450
Representative    .    Halman
Transcription Service    .    Lang-Worth, World
News Service    .    UP
Vice-President    .    Mrs. Cecil Eirod, Sr.
Seyc-Treas.    .    Cecil Eirod, Sr.
Commercial Manager    .    Robertson C. Scott
Promotion Manager    .    John D. Hood
Chief Engineer    .    Will Dunn

WKDA
NASHVILLE—1947
Frequency: 1240 Kc.    Power: 250 Watts
Phone Number    . 4-0511
Transmitter Location    . 2nd Ave. & Peabody St.
Air Time    . 5 a.m.-1 a.m.
News Service    .    AP
Transcription Service    .    Lang-Worth
Representative    .    Bolling
Membership    .    NARTB
(Partners) Owners    .    T. B. Baker, Jr. & A. G. Beaman
General Manager    .    T. B. Baker, Jr.
Sports Director    .    L. H. Munson
Program Director    .    Alfred G. Kengott, Jr.
Chief Engineer    .    Oscar C. Griffin, Jr.
Consulting Engr.    .    A. D. Ring Co.

WLAC
NASHVILLE—1926—CBS
Frequency: 1510 Kc.    Power: 50,000 Watts
Owned-Oper. By    .    WLAC Bestg. Service
Phone Number    . 6-0161
Transmitter Location    .  Old Hickory Blvd.
Air Time    . 5 a.m.-1 a.m.

News Service    .    UP
Transcription Service    .    Thesaurus
Representative    .    Paul H. Raymer
Membership    .    NARTB, BAB
Owner    .    J. T. Ward
Gen. Mgr.    .    F. C. Sowell
Commercial Manager    .    E. G. Blackman
Sales Manager    .    Frank Gonzales
Program Director    .    Paul Oliphant
Chief Engineer    .    F. D. Binns

WMAK
NASHVILLE—1948—MBS
Frequency: 1300 Kc.    Power: 5000 Watts
Address    . 1450 Maxwell House
Phone Number    . 4-9411
Transmitter Location    .  Hydes Ferry Rd.
Air Time    .  5 a.m.-12 M.
News Service    .    UP
President    .    Frank W. Mayborn
Gen. Sta. Mgr.    .    George B. Faulder
Sales Prom. Mgr.    .    Clarence L. Waggoner
News Director    .    Robert L. Chaudoin
Chief Engineer    .    Charles W. Stokely
Consulting Engineer    .    McIntosh & Inglis

WNH
NASHVILLE—1949—KBS-LBS
Frequency: 1360 Kc.    Power: 1000 Watts d.
Address    . James Robertson Hotel
Phone Number    . 4-7611
Transcription Service    .    Standard
Program Director    .    Donn C. McInturff
Chief Engineer    .    Harold Motlow

Woke
NASHVILLE—1951—LBS
Frequency: 1430 Kc.    Power: 1000 Watts d.
Owned-Oper. By    .    Air Mart Corp.
Address    . P. O. Box 391, Grove Center
Phone Number    . 5-1333
News Service    .    AP
Transcription Service    .    Thesaurus
Pres., Gen. Mgr.    .    Harry C. Weaver
Commercial Manager    .    Richard S. Quinn
Production Manager    .    William S. Sorrell
Chief Engineer    .    Curtis LaMarr

WSIX
NASHVILLE—1927—ABC-LBS
Frequency: 980 Kc.    Power: 5000 Watts d.
Owned-Oper. By    .    Jack and Louis R. Draughon
Address    . Nashville Trust Building
Phone Number    . 5-5431
Transmitter Location    .  McGavock Road
Air Time    .  6:00 a.m. to 12:00 M.
| **WSM**  
NASHVILLE—1925—NBC |
|----------------------|
| Frequency: 650 Kc.  
Power: 50,000 Watts |
| Owned By: Natl. Life & Accident Ins. Co. |
| Bus.-Studio Address: 301 7th Ave. N. |
| Phone Number: 6-7181 |
| Transmitter Location: 12 Mi. in the country |
| News Service: AP, INS |
| Transcription Service: Thesaurus |
| Representative: Edward Petry |
| President: John H. DeWitt, Jr. |
| Commercial Manager: Irving C. Waugh |
| Program Director: Jack Slapp |
| News Director: Harold Baker |
| Chief Engineer: George A. Reynolds |

| **WSOK**  
NASHVILLE—1951 |
|----------------|
| Frequency: 1470 Kc.  
Power: 1000 Watts d. |
| Owned-Operated By: Nashville Bcstg. Co. |
| Address: 1703 Hillmont Drive |

| **WATO**  
OAK RIDGE—1948—MBS |
|---------------------|
| Frequency: 1480 Kc.  
Power: 250 Watts |
| Owned-Operated By: WATO, Inc. |
| Address: Municipal Market Bldg. |
| Phone Number: 1700 Oak Ridge 5-3535 |
| Air Time: Unlimited |
| News Service: UP |
| Representative: Burn-Smith |
| Program Director: Arthur J. Metzler |
| Chief Engineer: Marvin L. Paul |

| **WTPR**  
PARIS—1947—KBS |
|----------------|
| Frequency: 710 Kc.  
Power: 250 Watts d. |
| Bus.-Studio Address: Davis Bldg. |
| Phone Number: 1700 |
| Transmitter Location: Clifty Rd. |
| News Service: AP |
| Transcription Service: Lang-Worth |
| General Manager: Virgil L. Lindner Jr. |
| Commercial Manager: B. C. Kilgore |
| Chief Engineer: Don Somerville |

| **WKSR**  
PULASKI—1947—LBS |
|------------------|
| Frequency: 730 Kc.  
Power: 250 Watts d. |

| **WHAL**  
SHELBYVILLE—1946—MBS |
|----------------------|
| Frequency: 1400 Kc.  
Power: 250 Watts |
| Address: 1400 |
| Phone Number: 1287 |
| Transcription Service: World |
| News Service: UP |
| President: R. A. Duke |
| Gen., Comm. Mgr.: Charles Christian |
| Program Director: Kenneth Early |
| Chief Engineer: Anna A. Duke |

| **WDBL**  
SPRINGFIELD—1950—KBS |
|----------------------|
| Frequency: 1430 Kc.  
Power: 1000 Watts d. |
| Address: Springfield |
| Phone Number: 2607-8 |
| Transcription Service: World |
| News Service: UP |
| Program Director: Kenneth Early |
| Chief Engineer: Anna A. Duke |

| **WJIG**  
TULLAHOMA—1948—LBS |
|----------------------|
| Frequency: 740 Kc.  
Power: 250 Watts d. |
| Owned-Oper. By: Raymond L. Prescott, Jr. |
| Business Address: Old Winchester Hwy. |
| Phone Number: 2607-8 |
| Studio-Trans. Location: Old Winchester Hwy. |
| Air Time: Sunrise-sunset |
| News Service: UP |
| Transcription Service: World |
| Station Manager: James Walkup |
| Chief Engineer: William C. Spraggins |
| Consulting Engr.: Claude Gray |

| **Wenk**  
UNION CITY—1946—MBS—KBS |
|--------------------------|
| Frequency: 1240 Kc.  
Power: 250 Watts |
| Owned-Operated By: Union City Bcstg. Co. |
| Phone Number: 1240-1 |
| Transmitter Location: Fulton Hwy. |
| Air Time: 5 a.m.-11 p.m. |
TENNESSEE—TEXAS

WCDT
WINCHESTER—1948—MBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Arthur D. Smith, Jr.
Address: Box 1103
Phone Number: 2201
Transmitter Location: Cowan Hwy.
News Service: UP
Commercial Manager: H. W. Sullivan
Pgm., News Dir.: Russell Bradley
Chief Engineer: Frank Bradley

Texas
Pop. April 1, 1952 (Est.) 8,046,000—Total Housing Units 2,398,125
Families April 1, 1952 (Est.) 2,151,000—Stations in State 185

KRBC
ABILENE—1936—ABC—TEXAS
Frequency: 1470 Kc. Power: 5000 Watts d.
1000 Watts n.
Business Address: Windsor Hotel
Phone Number: 4-6255
Transmitter Location: Old Anson Rd.
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: Capitol Associated Representative: John E. Pearson
President: Mrs. Eva M. Hanks
Gen. Sta. Mgr.: Howard Barrett
Comm. Mgrs.: John Mingus (Local); Forest Lane (National)
Sales Prom. Manager: Forest Lane
Chief Engineer: J. B. Casey
Consulting Engr.: Commercial Radio

KWKC
ABILENE—1948—MBS
Frequency: 1340 Kc. Power: 250 Watts
Business Address: 25th & Butternut Sts.
Phone Number: 4-7286
Air Time: 18 hrs.
News Service: AP, UP
Transcription Service: World
Representative: Taylor
President: W. P. Wright
Gen. Prom. Mgr.: A. C. Etter
Commercial Manager: Tyler Stewart
News, Pgm. Dir.: Leonard Johnson
Chief Engineer: Forest Tipton

KBI
ALICE—1947—MBS
Frequency: 1070 Kc. Power: 1000 Watts
Owned-Operated By: Alice Bcastg. Co.
Business Address: Box 731
Phone Number: 2070
Transmitter Location: No. on Hiway 281
Air Time: 6 a.m.-12 M.
News Service: AP
Pgm., News Dir.: J. Allen Frye
Chief Announcer: Joe Melody
News Director: Bill Scofield
Chief Engineer: S. L. Spencer

KVLF
ALPINE—1947—MBS
LBS—KBS—CACTUS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Big Bend Bcastrs.
Business Address: P. O. Box 779
Phone Number: 37
Studio-Transmitter: Kokernot Field
News Service: UP
Representative: H. F. Best
Membership: NARTB
President: Barney H. Hubbs
Gen. Manager: Jack Hawkins
Station Manager: Gene Hendryx
Program Director: Cathrine Conner
Chief Announcer: Randy White
News Director: John Newell
Chief Engineer: Earl McCall
Consulting Engr.: Harry Banemum

KAMQ
AMARILLO—1947—MBS
Frequency: 1010 Kc. Power: 1000 Watts d.
500 Watts n.
Address: 1301 Polk St.
KFDA
AMARILLO—ABC—LBS
Frequency: 1440 Kc. Power: 5000 Watts d.
1000 Watts n.
Business-Studio Address: 109 E. 5th St.
Phone Number: 5343
Transmitter Location: Belaire Pk.
News Service: UP
Transcription Service: World
Representative: Branchan Co.
Membership: NARTB, BAB
President: Gilmore Nunn
General Manager: John G. Ballard
Pgm. Dir.: Tom Priest
News Director: Kelly West
Chief Engineer: Kenneth Bean
Farm Editor: Kelly West

KGNC
AMARILLO—1922
NBC-LONE STAR
Frequency: 710 Kc. Power: 10,000 Watts d.
Address: Radio Building
Phone Number: 3-4242
Transmitter Location: Fritch Hwy.
Air Time: 5:30 a.m.-12 M.
News Service: UP, AP
Transcription Service: Lang-Worth, M. M. Cole
Representative: Taylor Co.
Membership: NARTB, BAB
President: Gene A. Howe
Gen., Sta. Mgr.: Tom Kritzer
Sales Promotion Manager: Peggy Williamson
Pgm., Prod. Dir.: Bob Watson
News Director: Wesley S. Izzard
Chief Engineer: W. H. Torrey
Consulting Engr.: A. Earl Cullum, Jr.

KLYN
AMARILLO—1949—CBS
WESTERN NET
Frequency: 940 Kc. Power: 1000 Watts d.
1000 Watts n.
Address: 1014 West Seventh
Phone Number: 2-6773
Trans. Loca.: 7 Mi. SE of City
Air Time: 6 a.m.-12 M.
News Service: UP

Transcription Service: Standard
Representative: John Blair & Co.
Membership: NARTB & Co.
President: R. G. Hughes
General Manager: Kenyon Brown
Station Manager: Howard Roberson
Chief Engineer: Gene Fennimore

KBUD
ATHENS—1948
Business Address: Box 309
Phone Number: 2277
Transmitter Location: Highway 19
Air Time: Daytime
News Service: UP
Sta., Gen. Mgr.: J. B. McNutt, Jr.
Consulting Engr.: Merl Saxon

KALT
ATLANTA—1950
Frequency: 900 Kc. Power: 1000 Watts d.
Phone Number: 681
Transcription Service: Capitol
News Service: UP
President: Herman H. Wommack, Jr.
Gen., Sta. Mgr.: David A. Wommack
Commercial Manager: Robert Bieloh
Program Director: Norm Baie
Chief Engr.: James L. Waites

KNOW
AUSTIN—1926—ABC-TSN
Frequency: 1490 Kc. Power: 250 Watts
Bus.-Studio Address: 820 Capital Ntl, Bank Bldg.
Phone Number: 2-6213
Transmitter Location: First & Tillery Sts.
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: Standard
Representative: Pearson
Membership: NARTB
President: Wendell W. Mayes
Station Manager: Louis R. Cook
Program Director: Warren M. Beamman
Chief Engineer: James E. Lewis

KTBC
AUSTIN—1939—CBS-LONE STAR
Frequency: 980 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Oper. By: Texas Bcstg. Corp.
Bus.-Studio Address: Brown Bldg.
(P. O. Box 717)
Phone Number: 2-2424
Transmitter Location: Manchaca Rd.
Air Time: 6 a.m.-12 M.
News Service .................................. UP
Transcription Service ......................... World
Representatives ................................. Taylor Co.
President ..................................... Claudia T. Johnson
General Manager ............................. J. C. Kellam
Sales Manager ................................. Sam Plyler
Program Director ............................. Richard S. Pryor
Publicity Director ............................ Bevis Taylor
News Director ................................. Paul Bolton
Chief Engineer ................................. A. B. Hearn

KTXN
AUSTIN
Frequency 1370 Kc. . .Power: 1000 Watts d.,
Address ........................................ P. O. Box 1102
Phone Number ................................ 74476
Transmitter Location .......................... Bee Cave Rd.
Air Time ...................................... Sunrise-Sunset
President ..................................... Ed C. James
General Manager ............................. Frank Stewart
Commercial Manager .......................... Joseph K. Harry
Sales Promotion Manager .................... Frank Foster
Program Director ............................. Mrs. Lilia Guzman
Chief Engineer ................................. Paul Lindhorn

KVET
AUSTIN—1946—MBS-LIBERTY
Frequency: 1300 Kc. . .Power: 1000 Watts
Business-Studio Address ........................ P. O. Box 1116
Phone Number ................................ 8-8521
Transmitter Location .......................... Bull Creek Rd.
News Service .................................. UP
Transcription Service ........................ Lang-Worth
Representative ................................. Forjo
President ..................................... John E. Connally
General Manager ............................. Willard Deason
Commercial Manager .......................... Charles Howell
Pub., Pgm., Prod. Dir. ......................... Dave Smith
Chief Engineer ................................. Alred W. Sarchar

KRUN
BALLINGER—1947—KBS
Frequency: 1400 Kc. . .Power: 250 Watts
Address ........................................ Zappa Bldg.
Phone Number ................................. 3151-3161
Air Time ...................................... 6 a.m.-10:15 p.m.
News Service .................................. UP
Transcription Service ......................... Standard, SESAC
President, General Mgr. ...................... R. E. Bruce
Comm., Sales Prom. Mgr. ..................... R. F. McGarvey
Chief Engineer ................................. W. C. Kelley

KIOX
BAY CITY—1947—MBS-KBS
Frequency: 1270 Kc. . .Power: 1000 Watts
KPBX
BEAUMONT—1947—LBS
Frequency: 1380 Kc. ... Power: 1000 Watts d.
Address ...................................................... P. O. Box 1432
Phone Number .............................................. 2-0201
Representative ............................................. Forjoe
Transcription Service .................................. Standard
President, General Manager ......................... J. M. Gilliam
Program Manager ........................................ Lynn Toney
Advertising Manager ................................... C. P. Ward

KRIC
BEAUMONT—1938
Frequency: 1450 Kc. ... Power: 250 Watts
Owned-Oper. By .............................................. The Enterprise Co.
Bus.-Studio-Trans. Address: 3130 Blanchette St.
Phone Number .............................................. 4-8421
Air Time ...................................................... 6 a.m.-M.
News Service .............................................. AP
Transcription Service .................................. Thesaurus
Representative ............................................. Branham
President ...................................................... O. Eugene Davis
Vice-Pres., Gen. Mgr. ................................. E. C. Davis
Station Manager ............................................. Les Ryder
Commercial Manager .................. John Edwin Henry
Program Director ............................................ Mrs. Virginia Ryde
Chief Engineer ............................................ Marvin J. Easterwood
Consulting Engr ........................................ Glenn D. Gillett

KTRM
BEAUMONT—1947
Frequency: 980 Kc. ... Power: 1000 Watts
Owned-Oper. By .............................................. KTRM, Inc.
Business-Studio Address: 230 Orleans St.
Phone Number .............................................. 2-8478
Transmitter Location ............................... Crow & Odom Rds.
Air Time ...................................................... 5 a.m.-12:30 a.m.
News Service .............................................. INS
Transcription Service .................................. World
Representative ............................................. Adam Young
Pres., Gen.-Sta. Mgr. ................................. Jack Neil
Commercial Manager .................. Bill McNeil
Pgm. Prod. Dir. .......................................... Roy Dixon
News Director ............................................. Jack Neil
Chief Engineer ............................................ Ben F. Hughes
Consulting Engr ........................................ Gautney & Ray

KIBL
BEEVILLE—1949
Frequency: 1490 Kc. ... Power: 250 Watts d.,
250 Watts n.
Address ...................................................... P. O. Box 650
Phone Number .............................................. 1490
Air Time ...................................................... 6:30 a.m.-10:30 p.m.
News Service .............................................. AP
Transcription Service .................................. Thesaurus
General Manager ........................................ John D. Rosi

Chief Annr. .............................................. Louis B. Shaw
News Director ............................................. Bob Frank Nance
Pgm. Dir., Chief Engr. .............................. Harry W. Wardell
Consulting Engr ........................................ Glenn D. Gillett & Asso.

K BST
BIG SPRING—1936—ABC
TEXAS STATE
Frequency: 1490 Kc. ... Power: 250 Watts
Owned-Oper. By .............................................. Big Spring Bcstg. Co.
Bus.-Studio Address .................................. 702 Johnson St.
Phone Number .............................................. 1500
Transmitter Location ............................. 1½ Mi. N.E. of city
Air Time ...................................................... 17 hrs.
News Service .............................................. AP
Representative ............................................. John E. Pearson
Pres., Gen., Sta. Mgr. ................................. William J. Wallace
Sales Prom. Mgr., Pgm. Dir. ................. J. N. Young, Jr.
Publicity Director ....................................... Jack Wallace
Chief Engineer ............................................ Andrew M. Jones
Consulting Engineer .................................. Commercial Radio

K TXC
BONHAM—1948
Frequency: 1400 Kc. ... Power: 100 Watts
Owned-Oper. By .............................................. Big S'ate Bcstg. Co.
Address ...................................................... Big Spring City Park
Phone Number .............................................. 3300
Trans. Loca. .......................................... City Park
Air Time ...................................................... 6:30 a.m.-11 p.m.
News Service .............................................. UP
Pres., Gen. Mgr. .......................................... V. T. Anderson
Sta. Mgr., News Dir. ................................. Woodie Groves
Commercial Manager ...................... James O. Taylor
Prog. Dir. ............................................. Miss Ernest Dean Rodman
Chief Announcer ....................................... Fred Mathews
Chief Engineer ............................................ Billie Austin
Farm Ed. ..................................................... Bruce Frazier

KFYN
BORGER—1947—MBS
Frequency: 1420 Kc. ... Power: 250 Watts d.
Owned-Operated By .................................. Frank Svoboda
Bus.-Studio-Transmitter Address: 903 E. 4th St.
Phone Number .............................................. 1600
Transmitter Location: 1431 Clayton St.
Air Time ...................................................... 6:30 a.m.-11 p.m.
News Service .............................................. UP
Trans. Serv. ............................................. World. SESAC
Membership ............................................... NARTB
President ..................................................... R. G. Hughes
General Manager ......................... Jack Roberts
Commercial Manager ...................... Louis Roberts

KHUZ
BONHAM—1948
Frequency: 1490 Kc. ... Power: 250 Watts
Owned-Oper. By .............................................. KHUZ, Inc.
Business Address ....................................... Box 110
Phone Number .............................................. 1600
Studio-Transmitter Location: 1431 Clayton St.
Air Time ...................................................... 6:30 a.m.-11 p.m.
News Service .............................................. UP
Trans. Serv. ............................................. World. SESAC
Membership ............................................... NARTB
President ..................................................... R. G. Hughes
General Manager ......................... Jack Roberts
Commercial Manager ...................... Louis Roberts
News Director.................. Jake Shubinski
Musical Director.................. Bob Jackson
Chief Engineer.................. Herman Kreiger

**K N E L**
**BRADY—1935—KBS**
Frequency: 1490 Kc. . Power: 250 Watts
Owned-Oper. By.................. G. L. Burns
Business-Studio Address........ Miller Bldg.
Phone Number.................. 1430
Transmitter Location........... 1 ½ Mi. W. of city
Air Time.................. 8 a.m.-10 p.m.
News Service.................. AP
Representative.................. Hil F. Best
Gen-Station Manager............. G. L. Burns
Comm., Sales Prom. Mgr. ........ J. S. Sloane
Prog. Dir., Chief Announcer.... Gene Burns
Chief Engineer.................. Cecil Nell

**K S T B**
**BRECKENRIDGE—1947—LBS**
Frequency: 1430 Kc. . Power: 1000 Watts d.
Business-Studio Address......... Miller Bldg.
Phone Number.................. 108 ¼ Main St.
Transmitter Location........... 2 Mi. N. on Hwy. 36
Air Time.................. 6 a.m.-6 p.m.
News Service.................. UP
Transcription Service.......... Lang-Worth, SESAC
Commercial Manager............. Sidney Foster
Program Director................ T. Drake
Chief Engineer.................. R. L. Smith

**K W H I**
**BRENHAM—1947**
Frequency: 1280 Kc. . Power: 1000 Watts d.
Owned-Oper. By.................. Tom S. Whitehead
Business Address............... 108 ¼ Main St.
Phone Number.................. 655
Transmitter Location........... 2 Mi. N. on Hwy. 36
Air Time.................. 6 a.m.-6 p.m.
News Service.................. UP
Transcription Service.......... Lang-Worth, SESAC
Pres., Gen. Mgr.................. R. S. Price
Commercial Manager............. J. C. Glass
Chief Engineer.................. A. D. Elders

**K T F Y**
**BROWNFIELD—1949—KBS**
Frequency: 1300 Kc. . Power: 1000 Watts d.
Owned-Oper. By.................. Terry City Bcstg. Co.
Address.................. 1000
Transmitter Location........... Tahoka Hwy.
Air Time.................. 5:30 a.m.-Sunset
News Service.................. UP
Transcription Service.......... Capitol
Membership.................. NARTB, BAB
Gen. Comm. Mgr................ David R. Worley
Sales Prom. Mgr., Publ. Dir... Sid McIntosh
Program Director............... Nathan Daniel
Chief Announcer................ Don Opheim
Chief Engineer.................. Hardin L. Smith

**K B O R**
**BROWNSVILLE—1949—LBS**
Frequency: 1500 Kc. . Power: 1000 Watts d.
Address.................. 1934 Central Blvd.
Phone Number.................. 2-5877
Transmitter Location.......... 1934 Central Blvd.
Air Time.................. 6 a.m.-12
News Service.................. AP
Trans. Service................. World, Thesaurus
Representative................ Best
Chief Announcer................ Tom Martin
Pres., Gen., Sta. Mgr........... M. J. Wilson
Commercial Manager............. Vance C. Wilson
Chief Engineer.................. Willis A. Wilson
Consulting Engr................ George E. Gauthney

**K V A L**
**BROWNSVILLE—ABC TEX. QUAL. NET**
Frequency: 1450 Kc. . Power: 250 Watts
Owned-Operated By.............. T. Frank Smith
Address.................. P. O. Box 1792
Phone Number.................. 2-6452
Transmitter Location.......... Hwy. 77
Air Time.................. 6 a.m.-12
News Service.................. AP
Transcription Service......... Standard
Representative................ Free & Peters
Membership.................. BAB
President, Gen. Mgr............. T. Frank Smith
Chief Engineer................ Don Morris
Consulting Engr................ George C. Davis

**K B W D**
**BROWNWOOD—1941—MBS**
Frequency: 1380 Kc. . Power: 1000 Watts d.
500 Watts n.
Owned-Oper. By................. Brown County Bcstg. Co.
Business-Studio Address........ 800 Hawkins St.
Phone Number.................. 2401
Transmitter Location......... Williams Ranch Rd.
Air Time.................. 6 a.m.-11 p.m.
News Service.................. UP
Representative................ Walker
Commercial Manager............. Joe B. Foster
Sales Prom. Mgr............... Bill Jamar
Chief Engineer................ A. W. Stewart
Consulting Engr................ Everett Dillard

**K O R A**
**BRYAN—1947—MBS**
Frequency: 1240 Kc. . Power: 250 Watts
Bus.-Studio Address............ 604 Varisco Bldg.
Phone Number.................. 3-1240
Transmitter Location......... Villa Maria Rd.
KDET
CENTER—1949
Frequency: 930 Kc...Power: 1000 Watts d.
Owned-Oper. By...Center Bcstg. Co., Inc.
Address:...205 Austin St.
Phone Number:...1199
Location:...Center
Air Time...Daytime
News Service...UP
Transcription Service...Associated
Representative...Hil F. Best
Pres., Pgm. Dir...Talbert E. Foster
Gen., Comm. Mgr...Tom E. Foster
News Dir., Chief Ann...Jack Bell
Chief Engineer...Harlan Riley

KCTX
CHILDRESS—1947—MBS
Frequency: 1510 Kc...Power: 250 Watts d.
Owned-Oper. By...Golden West Bcstg. Co., Inc.
Bus.-Studio. Address...217½ N. Main
Phone Number...1085-6
Transmitter Location...1 Mi. W. of Childress
Air Time...Local sunrise-sunset
News Service...AP
Representative...P. W. Seward
President...R. Malone Haqan
Gen., Sta. Manager...George D. Cowan
Program Director...LeRoy Carter
Publicity Director...Nelle Carter
Chief Announcer...Bob Pace
Chief Engineer...William V. Queen

KCLE
CLEBURNE—1947
Frequency: 1120 Kc...Power: 250 Watts d.
Owned-Oper. By...Martl. Inc.
Address...919 N. Main
Phone Number...1025
Transmitter Location...Route 3
Air Time...Sunrise to Sunset only
News Service...AP
Representative...Hil F. Best
Pres., Gen., Comm. Mgr...George W. Marti

KSTA
COLEMAN—1947
Frequency: 1000 Kc...Power: 250 Watts d.
Owned-Oper. By...Coleman County Bcstg. Co., Inc.
Business Address...Box 432
Phone Number:...8406
Studio-Transmitter Address...Abilene Hwy.
Air Time...Daytime
News Service...UP

WTAW
COLLEGE STATION—1922
Frequency: 1150 Kc...Power: 1000 Watts d.
Owned-Oper. By...The Agricultural &
Mechanical College of Texas
Bus.-Studio Address...College Station
Phone Number...66724
Transmitter Location...College Station
Air Time...6 a.m.-local sunset
News Service...AP
Sta. Mgr...Richard L. Webb
Commercial Manager...Helen McLendon
Pgm. Dir., Chief Ann...John Scogin
Chief Engineer...Richard L. Webb
Farm Editor...Dick Hickerson
Consulting Engr...H. C. Dillingham

KVMC
COLORADO CITY—1950—KBS
Frequency: 1320 Kc...Power: 500 Watts d.
Owned-Oper. By...Colorado City Bcstg. Co.
Address...1.3 Mi. W. of Colorado City
Phone Number...64
News Service...AP
Manager...Clint Formby
Comm. Mgr., Pgm. Dir...Walter Grubbs
Chief Engineer...Paul Brown

KMCO
CONROE—1951
Frequency: 900 Kc...Power: 500 Watts d.
Owned-Oper. By...Montgomery County
Bcstg. Co.
Address...324 N. Main
Phone Number...1190
News Service...UP
Transcription Service...Standard
President...Reagan Smith
Station Manager...James C. Dorrell
Sales Manager...David L. Oglesby
Pgm., News Dir...Hal H. Coley
Chief Engineer...John W. Neathery

KEYS
CORPUS CHRISTI—1941
Frequency: 1440 Ks...Power: 1000 Watts d;
500 Watts n.
Owned-Operated By...Nueces Bcstg. Co.
Phone Number...2-7411
Address...P. O. Box 1460
Transmitter Location...Shell Rd.
General Manager.........................Aubrey Jackson
Manager.................................Kelly Wolford
Program Director......................Robert Cutting

**K R I S**
CORPUS CHRISTI—1937—NBC-TQN
Frequency: 1360 Kc. . Power: 1000 Watts
Address.................................P. O. Box 840
Phone Number.........................4-6354
Air Time..............................6 a.m.-M.
News Service.........................AP
Transcription Service..............Standard
Representative.......................Free & Peters
Pres., Gen. Mgr......................T. Frank Smith
Commercial Manager..........William Elker
Pgm. Dir., Prom. Mgr............Charles Nethery
Chief Engineer...................Busier Harvey

**K S I X**
CORPUS CHRISTI—1947—ABC-LBS
Frequency: 1230 Kc...........Power: 250 Watts
Owned-Oper. By Corpus Christi Bdstg. Co., Inc.
Address..............................Show Room Bldg.
Phone Number.........................2-9242
Transmitter Location..............Whelan Dr.
Air Time..............................5:45 a.m.-1 a.m.
Transcription Service..........RCA Thesaurus
Representative.....................Forloe & Co.
Pres., Gen. Mgr.......................Vann M. Kennedy
Commercial Manager......Charles R. Manning
Program Director........Henry Schwartz
Publicity Director........Carol Ann Burg
Chief Engineer................W. K. Bridges
Consulting Engr................James H. Burney

**K U N O**
CORPUS CHRISTI—LBS—MBS
Frequency: 1400 Kc...........Power: 250 Watts
Owned-Oper. By.................KUNO, Inc.
Address-Trans. Loca........19th & Agnes Sts.
Phone.................................4-5203
Air Time..............................Unlimited
Transcription Service...........Capital, Associated
Membership.........................NARTB, BAB
President...........................Leslie C. Smith
Gen. Mgr.........................J. H. Mayberry
Station Manager...........Ben F. Blockman
Commercial Manager...........Peggy Lindsay
Asst. Manager................Herbert N. Garrett

**K W B U**
CORPUS CHRISTI—1944
Frequency: 1030 Kc...........Power: 50,000 Watts d.
Owned-Oper. By.................Texas Baptist Convention
Representative.....................Bramham
News Service.......................AP
General Manager..................Carr P. Collins
Sta., Sales Prom., Comm. Mgr..Harry H. Hayes
Prod., Mus. Director..............George Wilcox
Chief Engineer.....................Nestor Cuesta
Consulting Engineer...........Earl Cullum & Nestor Cuesta

**K A N D**
CORSICANA—1937
Frequency: 1340 Kc...........Power: 250 Watts
Owned-Operated By................Alto, Inc.
Bus.-Studio Address............State Natl. Bank Bldg.
Phone Number.........................2486
Transmitter Location..............No. Hwy., 75
News Service.........................UP
Transcription Service..............World
Representative.....................Bramham
President............................J. C. West
General Manager...........Luther A. Johnson, Jr.

**K I V Y**
CROCKETT—1949
Frequency: 1570 Kc...........Power: 250 Watts d.
Owned-Operated By.............Hamilton H. Callen & James H. Gibbs
Address..............................P. O. Box 478
Phone Number.........................222
Transcription Service..........Lang-Worth
News Service.........................UP
Ptnr., Gen. Mgr., Chief Engr...Hamilton H. Callen
Ptnr., Prom. Mgr., Pgm. News Dir...James H. Gibbs
Farm Editor.........................Don Gatz

**K C F H**
CUERO—1949—LBS
Frequency: 1600 Kc...........Power: 500 Watts d.
Owned-Oper. By.....................A. M. Responddek
Phone Number.........................700
Air Time..............................Daytime
News Service.........................UP
Transcription Service..............World
Representative.....................Best, Biddick
Pres., Gen. Mgr., Chief Engr..A. M. Respondkek
Commercial Manager........Edson Foster
Program Director...............Charlie Dietze

**K X I T**
DALHART—1948—LBS-KBS
Frequency: 1410 Kc...........Power: 500 Watts d.
Owned-Operated By..............Dalrad Associates
Address..............................P. O. Box 1550
Phone Number.........................740
News Service.........................UP
Representative.....................Best
Transcription Service..........Lang-Worth
Co-owner, Gen. Mgr.............Ken Bishop
Chief Engineer...............Bill Smith
<table>
<thead>
<tr>
<th><strong>KXIL</strong></th>
<th>DALLAS—1947</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 1340 Kc.</td>
<td>Power: 1000 Watts d.</td>
</tr>
<tr>
<td>Owned-Operated By: Variety Bcastg. Co., Inc.</td>
<td></td>
</tr>
<tr>
<td>Business-Studio Address: 1401 S. Akard St.</td>
<td></td>
</tr>
<tr>
<td>Phone Number: Riverside 4321</td>
<td></td>
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<tr>
<td>Transmitter Location: 5300 Parkdale Dr.</td>
<td></td>
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<tr>
<td>Air Time: Daytime</td>
<td></td>
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<tr>
<td>News Service: AP</td>
<td></td>
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<tr>
<td>Transcription Service: Standard, World.</td>
<td></td>
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<tr>
<td>Representative: For Joe</td>
<td></td>
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<tr>
<td>President: General Manager: Lee Segall</td>
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<tr>
<td>Commercial Manager: Charles F. Payne</td>
<td></td>
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<tr>
<td>Production Manager: John D. Wilson</td>
<td></td>
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<tr>
<td>Chief Engineer: Bob E. Tripp</td>
<td></td>
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<tr>
<td>Consulting Engineer: George P. Adair</td>
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<thead>
<tr>
<th><strong>KLIF</strong></th>
<th>DALLAS—1948—LIBERTY</th>
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</thead>
<tbody>
<tr>
<td>Frequency: 1190 Kc.</td>
<td>Power: 1000 Watts d.</td>
</tr>
<tr>
<td>1000 Watts n.</td>
<td></td>
</tr>
<tr>
<td>Owned-Oper. By: Trinity Bcastg. Corp.</td>
<td></td>
</tr>
<tr>
<td>Business-Studio Address: 2100 Jackson St.</td>
<td></td>
</tr>
<tr>
<td>Phone Number: RAnDolph 2421</td>
<td></td>
</tr>
<tr>
<td>Transmitter Location: Scyene Rd</td>
<td></td>
</tr>
<tr>
<td>Air Time: 5:30 a.m.-1 a.m.</td>
<td></td>
</tr>
<tr>
<td>News Service: UP</td>
<td></td>
</tr>
<tr>
<td>Representative: John A. Pearson</td>
<td></td>
</tr>
<tr>
<td>Membership: NARTB, BAE</td>
<td></td>
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<tr>
<td>President: Gordon McLendon</td>
<td></td>
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<tr>
<td>General Manager: Ray Lewis</td>
<td></td>
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<tr>
<td>Commercial Manager: Bill Weaver</td>
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<tr>
<td>Program Director: Joe Roddy</td>
<td></td>
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<tr>
<td>Chief Announcer: Art Nelson</td>
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<tr>
<td>Chief Engineer: Glenn Callison</td>
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<thead>
<tr>
<th><strong>KRLD</strong></th>
<th>DALLAS—1926—CBS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 1080 Kc.</td>
<td>Power: 50,000 Watts</td>
</tr>
<tr>
<td>Owned-Operated By: KRLD Radio Corp.</td>
<td></td>
</tr>
<tr>
<td>Address: Herald Square</td>
<td></td>
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<tr>
<td>Phone Number: RA 6811</td>
<td></td>
</tr>
<tr>
<td>Transmitter Location: Garland</td>
<td></td>
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<tr>
<td>Air Time: 5:15 a.m.-12 M.</td>
<td></td>
</tr>
<tr>
<td>News Service: UP, AP, INS</td>
<td></td>
</tr>
<tr>
<td>Transcription Service: Standard, SESAC</td>
<td></td>
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<tr>
<td>Representative: Branham</td>
<td></td>
</tr>
<tr>
<td>Membership: NARTB, BAB</td>
<td></td>
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<tr>
<td>President: John W. Runyon</td>
<td></td>
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<tr>
<td>General Manager: Clyde W. Hembert</td>
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<tr>
<td>Commercial Mgr.: William A. Roberts</td>
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<tr>
<td>Program Director: Roy George</td>
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<tr>
<td>Chief Engineer: Bill B. Honeycutt</td>
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<thead>
<tr>
<th><strong>KSKY</strong></th>
<th>DALLAS—1941</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 660 Kc.</td>
<td>Power: 1000 Watts d.</td>
</tr>
<tr>
<td>Owned-Operated By: SKY Bcastg. Service</td>
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</tbody>
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<table>
<thead>
<tr>
<th><strong>WFAA</strong></th>
<th>DALLAS—1922—NBC-ABC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 820 Kc.</td>
<td>Power: 50,000 Watts</td>
</tr>
<tr>
<td>Frequency: 570 Kc.</td>
<td>Power: 5000 Watts</td>
</tr>
<tr>
<td>Owned-Operated By: Dallas Morning News</td>
<td></td>
</tr>
<tr>
<td>Business-Studio Address: 1122 Jackson St.</td>
<td></td>
</tr>
<tr>
<td>Phone Number: Riverside 9631</td>
<td></td>
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<tr>
<td>Transmitter Location: WFAA-820; WFAA-570, Grapevine</td>
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<tr>
<td>Air Time: Unlimited</td>
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<tr>
<td>News Service: AP, UP</td>
<td></td>
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<tr>
<td>Trans. Serv.: Lang-Worth. Associated</td>
<td></td>
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<tr>
<td>Representative: Edward M. Petry</td>
<td></td>
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<tr>
<td>Membership: NARTB, BAB</td>
<td></td>
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<tr>
<td>President: E. M. Dealey</td>
<td></td>
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<tr>
<td>General Manager: Martin B. Campbell</td>
<td></td>
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<tr>
<td>National Comm. Mgr.: Ralph W. Nimmons</td>
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<tr>
<td>Asst. Manager: Alex Keese</td>
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<tr>
<td>Sales Prom. Mgr.: Mrs. Wyona Portwood</td>
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<tr>
<td>Program Director: Karl Lambertz</td>
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<tr>
<td>Publicity Director: Harry Koenigsberg</td>
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<tr>
<td>Chief Engineer: J. Raymond Collins</td>
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<thead>
<tr>
<th><strong>WRTR</strong></th>
<th>DALLAS—1920—MBS-TEXAS STATE</th>
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</thead>
<tbody>
<tr>
<td>Frequency: 1310 Kc.</td>
<td>Power: 5000 Watts</td>
</tr>
<tr>
<td>Owned-Oper. By: City of Dallas</td>
<td></td>
</tr>
<tr>
<td>Business Address: Municipal Radio Bldg.</td>
<td></td>
</tr>
<tr>
<td>Phone Number: Temison 6101</td>
<td></td>
</tr>
<tr>
<td>Transmitter Location: White Rock Lake</td>
<td></td>
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<tr>
<td>News Service: AP</td>
<td></td>
</tr>
<tr>
<td>Transcription Service: Thesaurus</td>
<td></td>
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<tr>
<td>Representative: John Blair</td>
<td></td>
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<tr>
<td>Membership: NARTB</td>
<td></td>
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<tr>
<td>Chairman: E. O. Cartwright</td>
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<tr>
<td>Sales Prom. Mgr., Pgm. Dir.: Pete Teddie</td>
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<tr>
<td>Publicity Director: Louise Freedman</td>
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<tr>
<td>Consulting Engineer: Commercial Radio</td>
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<thead>
<tr>
<th><strong>KDLK</strong></th>
<th>DEL RIO—1946</th>
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</thead>
<tbody>
<tr>
<td>Frequency: 1230 Kc.</td>
<td>Power: 250 Watts</td>
</tr>
<tr>
<td>Owned-Operated By: Del Rio Bcastg. Co.</td>
<td></td>
</tr>
<tr>
<td>Business Address: P. O. Box 1182</td>
<td></td>
</tr>
<tr>
<td>Phone Number: 1234</td>
<td></td>
</tr>
</tbody>
</table>
Studio-Transmitter Location..............Cypress & E. Second Sts.
News Service .....................UP
Representative .................Howard
President ..................James A. Clements
Gen. Comm. Manager........Don B. Howard

KDSX
DENISON—1948—LIBERTY
Frequency: 1220 Kc. Power: 1000 Watts d.
Address ..................Hotel Denison
Phone Number ...........3-400
Transmitter Location.....2 Mi. N. City, Hwy 75
News Service ...............AP
President ................B. V. Hammond, Jr.
Vice-President ..............L. L. Hendrick
Program Director ..........Allen Hundley
Chief Engineer ..............Franklin Bailey

KDNT
DENTON—1938—LBS—KBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By........Harrell V. Shepard
Address ..................Radio Center
Phone Number ............276
Transmitter Location....Hwy 24
News Service ...............UP
Owner & Manager ..........Harrell V. Shepard

KDDD
DUMAS—1948
Frequency: 800 Kc. Power: 250 Watts d.
Address ..................Box 337
Phone Number ...........2-5000
Air Time ................Sunrise-sunset
News Service ...............AP
Transcription Service ....Standard
Representative .............Hil F. Best
President ................Lucian M. Spencer
Gen., Sta., Comm. Mgr. ....Ken Duke
Prod., Publ. Director ......Al Tremble
News, Pgm. Dir.............Bill Lask
Chief Engineer .............George Pepin
Consulting Engr............Guy Hutcherson

KURV
EDINBURG—1947—LBS
Owned-Operated By..........J. C. Looney
Address ..................Edinburg
Phone Number .............710
Studio-Transmitter Location......211 N. State Hy.
Air Time ................Sunrise-Sunset
News Service ...............UP
Representative ............Forjoe
Membership .................NARTB, FMA
President ................James Cullen Looney
Gen. Mgr. ...................Albert C. Ryan
Program Director ..........Jack Moran
Chief Engineer ..............Warren Chase

KULP
EL CAMPO—1948
Owned-Oper. By........Wharton County Bstg. Co.
Address .................515 E. Jackson St.
Phone Number ..........1390
Air Time ...............6 a.m.-Local Sunset
News Service .............UP
Transcription Service ....Lang-Worth
Membership .................NARTB
President .................Culp Krueger
Manager ..................Melbadean Wells
Commercial Manager ....Horace Wells
Program Director ..........Bob Hathaway
Chief Engineer ...........Joe Miller

KELT
ELECTRA—1949
Frequency: 1050 Kc. Power: 250 Watts d.
Owned-Operated By........Oil City Bstg. Co.
Address ..................Radiol Rd.
Phone Number ...........1051
Transcription Service ....Standard
President ................A. C. Raines, Jr.
Gen., Sta., Comm. Mgr. ....Mrs. L. McCowan
Chapman ..............54, 1948—
Program Director ..........Jean Thompson
Chief Engineer .............Bill Frank Lindsay
Consulting Engineer ....Bill Elkins

KELP
EL PASO—1947—LBS
Frequency: 920 Kc. Power: 1000 Watts
Owned-Oper. By..............Hills Bldg.
Phone Number ...........3-3658
Representative ............Pearson
Transcription Service ....KBS, Capitol
President ................B. R. McLendon
Gen., Sta., Comm. Mgr. ....Dick Weaver
Sales Prom. Mgr. .............Charles Gish
Program Director ..........Walter Peterson
Production Director ......Robert M. Lindley
Chief Ann., News Dir........Bob Lindley
Chief Engineer .............Virgil Cisneros
Consulting Engineer ....Weldon & Carr

KEPO
EL PASO—1948—ABC
Frequency: 890 Kc. Power: 10,000 Watts
Address .................2419 N. Piedras St.
Phone Number ..........5-2731
Trans. Loca. ....Hwy 54, 10 Mi. N.E. of City
Air Time ...............6 a.m.-11:30 p.m.
News Service .............UP
TRANSCRIPTION SERVICE
Standard, Lang-Worth

Membership

Exec. Vice President
Kenyon Brown
General Manager
Willard L. Kline
Commerical Manager
Howard W. Baldwin
Pub., Pgm. Dir., Farm Editor
Cecil Sansbury
Sales Prom. Dir.
Sam H. Bennett
Chief Engineer
E. L. Gemoeus
Consulting Engineer
A. Earl Cullum

**KROD**
EL PASO 1940—CBS

Frequency: 600 Kc.
Power: 5000 Watts
 Owned-Oper. By
Roderick Bcastg. Corp.
Business-Studio Address
2201 Wyoming St.
Phone Number
2-6551
Transmitter Location
3 1/2 M., N., Newman Rd.
News Service
AP
Transcription Service
Capitol Rep.
Representative
Taylor Co.
President
Dorrance D. Roderick
Val Lawrence
Promotion Manager
T. Wisheheart
News, Program Director
Ted Hunt
Chief Engineer
Edward P. Talbut

**KSET**
EL PASO 1949—MBS

Frequency: 1340 Kc.
Power: 250 Watts
 Owned-Oper. By
Address
706 N. Mesa Ave.
Representative
McGillvra
Transcription Service
Capitol
News Service
Fred Harvey
President
AP
General Manager
George R. Thady
Commercial Manager
Don Brooks
Chief Engineer
Frederick Sheehan

**KTSM**
EL PASO 1929—NBC

Frequency: 1380 Kc.
Power: 1000 d., 500 n.
 Owned-Oper. By
Tri-State Bcastg. Co., Inc.
Bus.-Studio Address
801 N. Oregon St.
Phone Number
2-5423
Transmitter Location
First St., Ascarate
Air Time
6 a.m.-11:30 p.m.
News Service
INS
Transcription Service
Thesaurus, World
Representative
George P. Hollingbery
Membership
NARTB, BAB
Karl O. Wyler
V.P.-Sec.
Roy T. Chapman
Program Director
Jack Chapman
Chief Engineer
Kenneth J. Walton
Consulting Engr.
George P. Adair

**KFLD**
FLOYDADA 1951—KBS

Frequency: 800 Kc.
Power: 250 Watts d.
 Owned-Operated By
West Texas Bcastrs. Inc.
Address
Rails Highway
Phone Number
11
News Service
UP
Representative
Continental, Kellar
President
Ed Holmes
Gen., Prom. Mgr.
James E. Stanton
Comm. Mgr., News Dir.
Len Sucher
Program Director
Wayne Robison
Chief Engineer
Pat Jeter

**KCNC**
FORT WORTH 1946—WESTERN

Frequency: 870 Kc.
Power: 250 Watts d.
 Owned-Oper. By
Blue Bonnet Bcastg. Corp.
Bus.-Studio Address
P. O. Box 629
Phone Number
Fortune 7175
Transmitter Location
4000 Lawnwood St.
Air Time
Daytime
News Service
AP
Membership
NARTB
J. H. Speck
Commercial Manager
J. N. Mullan
Program Director
Jim Bradley
Chief Engineer
Chester Grubbs
Consulting Engr.
A. Earl Cullum, Jr.

**KCUL**
FORT WORTH 1946

Frequency: 1540 Kc.
Power: 5000 Watts d.
1000 Watts n.
 Owned-Oper. By
East-West Bcastg. Co.
Address
3607 Camp Bowie Blvd.
Phone Number
Sunset 6555
Transmitter Location
Kenedale
Air Time
5:30 a.m.-1:00 a.m.
News Service
UP
Transcription Service
Thesaurus
Jas. G. Ulmer
Commercial Manager
Homer Hogan
Sales Promotion Manager
W. E. Moore
Program Director
Jerry Hahn
Production Director
Charles Temple
Publicity Director
Maydell Wallace
Chief Engineer
R. L. McAllister
Consulting Engineer
William L. Foss

**KFJZ**
FORT WORTH
MBS-Texas State

Frequency: 1270 Kc.
Power: 5000 Watts
 Owned-Oper. By
Tarrant Bcastg. Co.
Business-Studio Address
1201 W. Lancaster
Phone Number
Ed 3474
Transmitter Location
Birdville
News Service
AP
Transcription Service
World
Representative
John Blair
Membership
NARTB, BAB
Pres., Gen. Mgr. ............... Gene L. Cagle
Comm. Mgr. .................. Clyde D. Pemberton
Qm. Dir. ...................... Hal Thompson
Chief Engineer ............... James T. Peterson
Consulting Engr. ............. Commercial Radio

KWBC
FORT WORTH 1946
Frequency: 970 Kc. .......... Power: 1000 Watts d.
Bus.-Studio Address ........ Box 7116
Phone Number ............... VA 1279
Transmitter Location ........ Kimbo Rd.
Air Time ...................... 5:30 a.m.-12 M.
News Service ................. AP
Representative .............. Rambeau
President ..................... Judge P. W. Seward
General Manager ............ Lewis Love
Commercial Manager ........ Pat McFarthers
Sales Prom. Mgr. ............ Charles Lewis
Program Director ............ Dean McClain
Publicity Director .......... Dorothy Reed Hill
Chief Engineer ............... Melvin Parsons

KXOL
FORT WORTH—1947—LIBERTY
Bus.-Studio Address ......... 1216 Pennsylvania Ave.
Phone Number ............... Edison 1448
Transmitter Location ......... Galloway Rd.
Air Time ...................... 6 a.m.-M.
News Service ................. AP
Representative .............. John E. Pearson
President ..................... F. M. Skinner
Gen. Sta. Mgr. .............. Herman K. Clark
Commercial Mgr. .......... John R. Crouse
Chief Engineer .............. Hewel Jones
Musical Director ............ Gene Baugh
Chief Engineer .............. R. C. Stinson
Farm Editor .................. W. A. Ruhmann
Consulting Engineer ......... A. D. Ring

KNAF
FREDERICKSBURG—1947—MBS
Phone Number ............... 311
Air Time ..................... 6:30 a.m.-10 p.m.
News Service ................. AP
Representative .............. Hil F. Best
President ..................... Walter T. McKay

KGAF
GAINESVILLE—1947—KBS
Address ...................... Box 222
Phone Number ............... 248, 1600
Air Time ..................... Sunrise-Sunset
News Service ................. AP
Transcription Service ......... Standard, Ullman
President ..................... Joe M. Leonard, Sr.
General Manager ............ Joe M. Leonard, Jr.
Comm. Mgr. ................. Earl Leonard
Program Director ............ Jerry Talley
Chief Engineer .............. Cordell Martin

WBAP
FORT WORTH—1922
NBC-ABC-LONE STAR
Frequency: 820 Kc. .......... Power: 50,000 Watts
Frequency: 570 Kc. .......... Power: 5000 Watts
Business Address .......... 3900 Barnett St.
Phone Number ............... Ft. Worth LO-1981
Transmitter Location ......... WBAP-820, Grapevine;
WBAP-570, Grapevine
Air Time ...................... 5:30 a.m.-12 M.
News Service ................. AP
Transcription Service ...... Associated, Cole
Representative .............. Free & Peters
Membership .................. NARTB
President ..................... Amon Carter
Directors .............. Harold Hough, George Cranston
Commercial Manager ......... Roy Bacus
Program Director .......... Ed Lally
Production Director ......... A. M. Woodford
Pub. Dir. .................... Thaine Engle
Chief Announcer ............ Frank Mills
News Director .............. James A. Byron

KGBC
GALVESTON—1947
Frequency: 1540 Kc. .......... Power: 1000 Watts d.
250 n.
Business-Studio Address ... P. O. Box 1138
Phone Number ............... 3-4329
Transmitter Location ... E. end Galveston Island
Air Time ..................... 6:30 a.m.-M.
News Service ................. AP
Gen., Sta. Mgr. .............. James W. Bradner, Jr.
Commercial Manager ......... Orland O. Dodson
Program Directory ......... Tom Dawson
Chief Engineer .............. Jesse Simms

KLUF
GALVESTON—1922—LIBERTY
Business-Studio Address ... 300 Haden Bldg.
Phone Number ............... 5-6876
Air Time ..................... Unlimited
News Service ................. UP
Transcription Service ...... World
Representative .............. William G. Rambeau
President ..................... Orrin Tucker

(See Page 652)
It's WBAP For Top Proven Quality Coverage of the Fort Worth-Dallas and Southwest Market.

WBAP-820 (NBC)—50,000 watts, clear channel; 1949 Daytime BMB: 976,380 families, 291 counties, 8 states; 1949 Nighttime BMB: 1,078,200 families, 511 counties, 16 states.

WBAP-570 (ABC)—5,000 watts. 1949 Daytime BMB: 656,850 families, 193 counties, 2 states; 1949 Nighttime BMB: 581,810 families, 190 counties, 2 states.

WBAP-TV, Channel 5 (NBC and ABC)—500,000 viewers in the South's leading market. October, 1951, Hooper Television Audience Index, Fort Worth-Dallas, Texas.

Share of television audience.

<table>
<thead>
<tr>
<th></th>
<th>WBAP-TV</th>
<th>Sta. B</th>
<th>Sta. C</th>
</tr>
</thead>
<tbody>
<tr>
<td>MONDAY THROUGH FRIDAY 12:00 Noon to 6:00 p. m.</td>
<td>50.3</td>
<td>22.3</td>
<td>27.4</td>
</tr>
<tr>
<td>SUNDAY THROUGH SATURDAY EVE. 6:00 p.m.-11:00 p.m.</td>
<td>44.3</td>
<td>36.6</td>
<td>19.0</td>
</tr>
</tbody>
</table>

FACILITIES! The WBAP AM-FM-TV plant is probably the most complete operation in the United States. Spacious facilities and latest equipment (all under one roof) for all types of commercial film production and radio recording.

MARKET! The Fort Worth-Dallas metropolitan area is one of the fastest growing markets in the country—more than ONE BILLION dollars annual retail sales in Tarrant and Dallas Counties alone!
General Manager: Robert J. Savage
Commercial Manager: Guy H. Popham
Program Director: Braden E. Clough
Chief Engineer: L. D. Clough

KSIJ
GLADEWATER—1949
Frequency: 1430 Kc. Power: 1000 Watts d.
Owned-Oper. By: C. A. Lee
Address: T. W. Apartment Bldg.
Phone Number: 516
Transmitter Location: Kilgore Highway
News Service: UP
Transcription Service: Capitol
Representative: Hil F. Best
Commercial Manager: J. O. Sisk
Sales From Mgr.: Tom E. Perryman
Program Director: Joe Talley
Gen. Mgr., News Dir.: Douglas Rees
Chief Engineer: Lloyd Johnson

KCTI
GONZALES—1947
Frequency: 1450 Kc. Power: 250 Watts
Business Address: 425 St. George St.
Phone Number: 770
Transmitter Location: 2 1/2 Mi. E. City, Hiway
Air Time: 6:30 a.m.-10 p.m.
News Service: SESAC
Transcription Service: Gene Grant, Cooke
Representative: Lawrence M. Walshak
Consulting Engineer: George C. Davis

KSWA
GRAHAM—1948
Frequency: 1330 Kc. Power: 500 Watts
Owned-Oper. By: Southwestern, Inc.
Address: Box 748
Phone Number: 1200
Studio-Transmitter Location: Hiway 24
Transcription Service: SESAC
General Manager: H. V. Newsom
Program Director: Eugene Turner

KGVL
GREENVILLE—1946
MBS-TEXAS STATE-KBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Trueitt Kimzey
Phone Number: 2066
Air Time: 18 hrs.
News Service: AP
Owner, Pres.: Trueitt Kimzey
Gen., Comm., Prom. Mgr.: Leo Hackney
Pgm. Dir., Chief Ann.: James D. Jones
Chief Engineer: Tom Clyce

KCLW
HAMILTON—1948
Bus.-Studio Address: Box 592
Phone Number: 500
Transmitter Location: 2 1/2 Mi. Hway, 36
News Service: UP
Transcription Service: Standard
Membership: NARTB, BAB
President: Clyde Weatherby
Gen. Mgr.: J. H. Smith
Chief Engineer: Carl Knelly

KGBS
HARLINGEN—1941—CBS
Frequency: 1240 Kc. Power: 250 Watts
Phone Number: 2200
Studio-Translator Address: U. S. Hway. 83
Air Time: 5:30 a.m.-M.
News Service: Associated, Standard
Representative: Weed & Co.
President: McHenry Tichenor
General Manager: Troy McDaniel
Commercial Manager: Dave Bennett
Chief Engineer: Al Beck

AP SELLS
For Stations and Sponsors

For instance . . . KRIS
"Listeners have a whole-hearted respect for our AP newscasts. AP is one of our best revenue producers year in and year out. Sponsors call it 'asset' and 'finest investment.'"

T. FRANK SMITH,
President,
KRIS, Corpus Christi, Texas
KSOX
HARLINGEN—1951—MBS
Frequency: 1530 Kc. Power: 50,000 Watts d.
10,000 Watts n.
Owned-Operated By Roy Hotheinz
Address 1519 West Harris
Phone Number 3500
News Service UP
Representative A Very-Knodel
President Roy Hotheinz
General Manager Gould Beech
Assistant Manager Allen Dale
Program Director Joe Keith
Chief Engineer Bob Bush

KATL
HOUSTON—1947—LBS
5000 Watts n.
Owned-Oper. By Texas Bdcsters., Inc.
Address 412 Main St.
Phone Number Preston 3108
Transmitter Location Post Oak Rd.
Air Time 24 Hours
News Service UP
Transcription Service Lang-Worth
Representative IMS
Membership NARTB, BAB
President William H. Talbot
Gen. Sta. Mgr. King H. Robinson
Program Director Johnny Edwards
Chief Engineer Edward Martin
Consulting Engineer Kear & Kennedy

KCOH
HOUSTON—1948
Frequency: 1430 Kc. Power: 1000 Watts d.
Owned-Oper. By Call of Houston, Inc.
Business-Studio Address 1 Main St.
Phone Number Charter 1888
Transmitter Location Kerr St.
Air Time Daytime
News Service UP
Transcription Service World, Associated
Representative John E. Pearson
Pgm., Publ. Dir. Hal Hazelrigg
Chief Announcer, Prod. Dir. John Neely
Chief Engineer Dick Locke

KLEE
HOUSTON—1948
Frequency: 610 Kc. Power: 5000 Watts
Owned-Operated By W. Albert Lee
Business-Studio Address Milby Hotel
Phone Number Preston 1161
Transmitter Location 1 Mi. from intersection N. Sherpherd & Airline
Air Time 24 hrs.
News Service UP
Transcription Service World
Representative Adam J. Young
Membership NARTB
President W. Albert Lee
General Manager Cal Perley
Commercial Manager Bill Edwards
Pgm., Publ. Dir. Noel Pettingell
Chief Engineer Harold Weinzle
Consulting Engineer Andrew Ring

KNUZ
HOUSTON—1948
Frequency: 1230 Kc. Power: 2000 Watts
KPRC
HOUSTON—1925
NIBC—T. Q. N.
Frequency: 950 Kc. Power: 5000 Watts d.
5000 Watts n.
Address Lamar Hotel
Phone Number Fairfax 7101
Transmitter Location Deepwater
News Service AP
Transcription Service Thesaurus
Representative Edw. Petry & Co.
President W. P. Hobby
Vice-Pres., Gen. Mgr. Jack W. Harris
Commercial Manager Jack McGrew
Sales, Promotion Manager Marsh Callaway
Program Director Frances Sullivan
News Director Pat Flaherty
Chief Engr. Harvey T. Wheeler

KTHT
HOUSTON—1944—MBS
Frequency: 790 Kc. Power: 5000 Watts
Owned-Op. By Roy Hofheinz
Bus.-Studio Address 4005 Travis St.
Phone Number... Keystro 5535
Transmitter Location Nr. San Jacinto
Battlegrounds
Air Time 5 a.m.-12 M.
News Service UP
Representative... Avery-Knodel
President Roy N. Hofheinz
Gen., Comm., Prom. Mgr. Bill Bennett
Production Director Ted Nabor
Publicity Director Lauri Schutt
Program Director John Knapp
Chief Engineer O. B. Johnson
Consulting Engineer John Creutz

KTRH
HOUSTON—1930—CBS-TEXAS
Frequency: 740 Kc. Power: 50,000 Watts
Address Rice Hotel
Phone Number Preston 4361
Transmitter Location Baytown
News Service AP, INS
Transcription Service... World
Representative John Blair
President B. F. Orr
Station Manager Roy Herndon
Sales Manager Roy Bright
Program Director Tom Jacobs
Engineers Tom Hiner, Lester Mullan

KXYZ
HOUSTON—1930—ABC
Frequency: 1320 Kc. Power: 5000 Watts
Address Gulf Bldg.
Phone Number Capitol 6151
Transmitter Location Deepwater
Air Time Unlimited
News Service AP, UP
Transcription Service Standard, Lang-Worth
Representative Free & Peters, Inc.
Membership NARTB, ABD, FMA
President Glenn H. McCarthy
V.P., Gen. Mgr. Fred Nahas
Commercial Manager Howard C. Evans
Program Director Ted Hills
Production Director Ken Bagwell

AP SELLS
For Stations and Sponsors

For instance... KTRH

"Many of our biggest national and regional accounts tell us by repeated contract renewals that they have confidence in AP's ability to build a loyal audience of people who BUY."

RAY HERNDON, Manager,
KTRH, Houston, Texas
Publicity Director..................Ednah Forester
Chief Engineer......................Gerald Chinski
Consulting Engr...................Craven, Lohnes & Culver

KSAM
HUNTSVILLE—1938—KBS-MBS
Frequency: 1490 Kc...........Power: 250 Watts
Address....................Highway 75 So.
Phone Number..............666
Air Time....................Unlimited
News Service...............Capitol
Transcription Service.......AP
Membership....................NARTB
General Manager............H. C. Bailes
Asst. Mgr. News Dir........Ted Lott
Comm., Sales Prom. Mgr....Roy Greer
Chief Engineer..............Albert W. Strong
Consulting Engineer........Merl Saxon

KEBE
JACKSONVILLE—1947—KBS
Frequency: 1400 Kc...........Power: 250 Watts
Owned-Operated By........Bill A. Laurie
Bus.-Studio-Transmitter Address........Box 1071
Phone Number...............2211
Air Time....................6:30 a.m.-10 p.m.
News Service...............AP
Transcription Service.......Lang-Worth, SESAC
Gen. Mgr.....................Bill A. Laurie
Station Manager.............Mrs. B. A. Laurie
Commercial Manager.........I. D. Spencer
Chief Engineer................Eugene R. Kintz

KTXJ
JASPER—1948
Frequency: 1240 Kc...........Power: 250 Watts
Address....................Texas Theatre Bldg.
Phone Number...............580
Transcription Service.......Capitol
News Service...............AP
President.....................Joe Fisher
General Manager............Mrs. Joe J. Fisher
Commercial Manager.........L. B. Herring III
Program Director...........Nida A. Marshall
Chief Engineer................Fred Smith

KMBL
JUNCTION—1951
Frequency: 1450 Kc...........Power: 100 Watts
Owned-Operated By........Kimble County Bestg. Co.
General Manager.............James E. Calhoun

KERB
KERMIT—1950
Frequency: 600 Kc...........Power: 1000 Watts d.
Address....................Hway. 302
Phone Number...............3481
Transcription Service.......Lang-Worth
News Service.................UP
President....................George H. Cook
News Director...............Ray Boyd Kilman
Gen., Comm. Manager........Victor King
Program Director............James Boultinghouse
Promotion Manager..........Gene Connors
Chief Engineer..............James Radcliffe

KEVT
KERRVILLE—1948—LIBERTY
Frequency: 1230 Kc...........Power: 250 Watts
Owned-Oper. By..............Kerr County Bestg. Co.
Representative.............Best Manager
.....................Dean Turner

KOCA
KILGORE—1936—KBS
Frequency: 1240 Kc...........Power: 250 Watts
Address....................Radio Bldg.
Phone Number...............2001
Transmitter Location........Martin & Ross Sts.
Air Time....................6 a.m.-11 p.m.
News Service...............AP
Representative..............Hil F. Best
President....................Roy G. Terry
Prog., Prod., News, Mus. Dir......James C. Elamon
Chief Engineer..............Karem O. Soule

KINE
KINGSVILLE—1948—LBS
Frequency: 1330 Kc...........Power: 1000 Watts d.
Address....................205 E. King St.
Phone Number...............1217
Transmitter Location........Bishop
Air Time....................6 a.m.-Local Sunset
News Service...............UP
Representative..............Hil F. Best
Membership.................NARTB, BAB
President....................James H. Clement
General Manager.............Ben A. Glusing
Comm., Sta. Mgr................Eston R. Pace
Chief Engineer...............R. T. Whitaker
Consulting Engr...............C. E. Page

KPET
LAMESA—1946—KBS
Frequency: 690 Kc...........Power: 250 Watts
Operated By..............Lamesa Bestg. Co.
Business Address..........502 S. First
Phone Number...............690
Studio Trans. Location.....2 Mi. S. Lamesa
Air Time....................6 a.m.-11 p.m.
News Service...............AP
Membership....................NARTB, BAB
GEN.-STA. MGR.                    BOB BRADBURY
COMMERCIAL MGR.                   CLAYTON BARKHURST
PROGRAM DIR.                      OLENE BLEWETT
CHIEF ENGINEER                    EUGENE CORNELIUS
CONSULTING ENGR.                  GLENN D. GILLETT

KHIT
LAMPA S A S—1948—LBS—KBS
Frequency: 1450 Kc.               Power: 250 Watts
Address: P. O. Box 228
Phone Number: 721
Representative: Best
Transcription Service: Lang-Worth
News Service: UP
Program Director: Ken Fulton
Chief Engineer: Don Peak

KLVT
LEVEL L A N D—1949
Frequency: 1230 Kc.               Power: 250 Watts
Owned-Oper. By: Forest Weinhold
Address: P. O. Box 866
Phone Number: 1030
Transmitter Loc.: Farm to Market Hiway.
News Service: AP
Transcription Service: Standard
Station Representative: Hil F. Best
General Manager: Gerald H. Sanders
Commercial Manager: Joe Garrison

KVOW
LITTLEFIELD—1947
Frequency: 1490 Kc.               Power: 250 Watts
Owned-Oper. By: Southwestern Bcasts.
Business Address: Box 192
Phone Number: 400
Studio-Transmitter Location: Clovis Hiway.
News Service: AP
Transcription Service: SESAC
President: J. C. Rothwell
General Manager: J. B. McShan
Program Director: Othwell W. Whitson
Chief Engineer: Jack Duemler

KFRO
LONGVIEW—1934
ABC-KBS-TEX. STATE
Frequency: 1370 Kc.               Power: 1000 Watts
Owned-Oper. By: Voice of Longview
Bus.-Studio Address: Curtis Blq., P. O. Box 792
Phone Number: 1370. 411
Transmitter Location: 2118 Marshall Ave
Air Time: Unlimited
News Service: AP
Transcription Service: Lang-Worth
Representative: Donald Cooke
Membership: NARTB, BAB
President: James R. Curtis

KLTI
LONGVIEW—1948—LBS
Frequency: 1280 Kc.               Power: 1000 Watts d.
Owned-Operated By: LeTourneau Radio Corp.
Address: P. O. Box 1866
Phone Number: 4931
News Service: UP
Transcription Service: Associated, Standard
Representative: Pearson
President: R. G. LeTourneau
General Manager: Lloyd Hawkins
Commercial Manager: Art Green
Program Director: Lawrence Birdsong
Chief Engineer: Ken Maxwell

KCBD
LUBBOCK—1946—MBS
Frequency: 1590 Kc.               Power: 1000 Watts
Owned-Operated By: Caprock Bcast. Co.
Business-Studio Address: 1803 Broadway
Phone Number: 5-8248
Transmitter Location: J. S. Hiway, 84
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: World, Associated
Representative: John E. Pearson
Membership: NARTB, BAB
President: General Mgr. Joe H. Bryant
Assistant Manager: Robert L. Snyder
Commercial Manager: George L. Tarter
Chief Engineer: Frank Lee

KFYO
LUBBOCK—1927—ABC-LONE STAR
Frequency: 790 Kc.               Power: 5000 Watts d.
1000 Watts n.
Business-Studio Address: 914 Ave. J
Phone Number: 5-5587
Air Time: 6 a.m.-M.
News Service: AP, UP
Transcription Service: Standard, Capitol
Representative: Taylor Co.
Membership: NARTB, BAB
President: Gene A. Howe
Sta. Mgr.: Gordon Thompson
Sales Prom. Mgr.: Leete Jackson
Program Director: Noel (Bud) Thompson
Chief Engineer: Scott Bledsoe
Consulting Engr.: A. Earl Cullum

KSEL
LUBBOCK—1946—LBS
Frequency: 950 Kc.               Power: 1000 Watts d.
500 Watts n.
Owned-Operated By: Lubbock Bcast. Co.
Business Address: 1916 Ave. Q

657
KRIO
McALLEN—1947—ABC
Frequency: 910 Kc. Power: 1000 Watts
Owned-Oper. By: Frontier Bestg, Co., Inc.
Business Address: P. O. Box 1551
Phone Number: 1700
Transmitter Location: 3 Mi. W. of Edinburg
Air Time: 6 a.m.-11:30 p.m.
News Service: UP
Representative: Weed
President: Gene L. Cagle
Gen. Manager: Stanley Wilson
Comm., Sales Prom. Mgr.: Ingham S. Roberts
Chief Engineer: Wm. Meiners

KMAE
McKINNEY—1947
Frequency: 1600 Kc. Power: 1000 Watts d.
Owned-Oper. By: McKinney Air Enterprises, Inc.
Bus.-Studio Address: 218 E. Virginia St.
Phone Number: 183-4
Transmitter Location: 1 1/2 Mi. W. of McKinney
Air Times: 6:30 a.m.-sunset
News Service: AP
Transcription Service: Lang-Worth
President: Robert Forte
Gen., Sta. Mgr., Pgm. Dir.: Miss Denise Adkins
Comm., Sales Prom. Mgr.: Melvin Belew
Chief Announcer, Engr.: C. W. Rampy
News Director: Wayne Farrar
Consulting Engineer: Guy C. Hutchinson

KCRS
MIDLAND—1935—ABC
TEXAS STATE
Owned-Oper. By: Clarence Scharbauer, Jr., Ruth Scharbauer
Business-Studio Address: Scharbauer Hotel
Phone Number: 2-4393
Transmitter Location: W., Hiway 80
Air Time: 6 a.m.-M.
News Service: UP
Representative: John E. Pearson
Membership: BAB
President: Clarence Scharbauer
General Station Manager: J. M. McDonald
Commercial Manager: G. L. McDonald
Sales Prom. Mgr.: Robert L. Warren
Chief Announcer: Don Bassman
News, Pgm. Dir.: Doyle Elliot
Chief Engineer: Tom Yates
Consulting Engr.: Frank H. McIntosh

KJBC
MIDLAND—1950—KBS
Frequency: 1150 Kc. Power: 1000 Watts d.
Owned-Oper. By: Jack Cecil
**KORC**

MINERAL WELLS—1946—KBS

Frequency: 1140 Kc. Power: 250 Watts

Owned-Oper. By: Raymond River

Address: Box 1658

Phone Number: 4-5152

News Service: UP

Pres., Gen. Mgr., Chief Engr.: Jack Cecil

Commercial Manager: Moreen White

Sales Promotion Manager: Bill Bennington

Pgm., News, Mus. Dir.: Claude Hay

Production Director: Keith Ward

Publicity Director: Dorothy Stafford

**KVKM**

MONAHANS—1947—MBS-LBS-KBS

Frequency: 1340 Kc. Power: 250 Watts

Owned-Oper. By: Monahans Bstrs., Inc.

Address: Radio Center

Phone Number: 438

Transmitter Location: 1½ mi. N. Hiway, 82

News Service: UP

Transcription Service: Lang-Worth

Representative: Hil F. Best

Pres., General Mgr.: Raymond River

Program Director: Glenn Duke

Chief Engineer: Jerry Hickman

**KIMP**

MOUNT PLEASANT—1948—LBS

Frequency: 960 Kc. Power: 1000 Watts


Business Address: Box 990

Phone Number: 915

Studio Trans. Location: W. on Dallas Hiway

News Service: AP

Transcription Service: Lang-Worth

Membership: NARTB, BAB

President, General Mgr.: Winston O. Ward

Program Director: Ruby Stanley

Chief Engineer: Cliff Taylor

**KOSF**

NACOGDOCHES—1947—KBS

Frequency: 1230 Kc. Power: 250 Watts

Owned-Oper. By: Kelly Bell

Address: Box 8

Phone Number: 1230

Transmitter Location: 1½ mi. S. on Hiway 59

News Service: UP

Transcription Service: Lang-Worth

President: Kelly Bell

General Manager: J. C. Stallings

Chief Engineer: Frank Murray

**KSFA**

NACOGDOCHES—1947—LBS

Frequency: 860 Kc. Power: 1000 Watts


Address: 1509 North St.

Phone Number: 860

Transmitter Location: 1.5 Mi. E. Pruitt Hill

Air Time: Daytime

Transcription Service: Capitol

Pres., Gen., Sta., Comm. Mgr.: Wilbur C. Fouts

Sales Promotion Manager: Sara Jane Moon

Pgm., Mus. Dir.: Mary Margaret Marshman

Chief Ann., Prod Dir.: James Kippenbrock

Chief Engineer: Leroy Morgan

Consulting Engineer: Gerald Chensky

**KGNB**

NEW BRAUNFELS—1950

Frequency: 1420 Kc. Power: 1000 Watts


Address: 184 Castell

Phone Number: 659

AP Sells

For Stations and Sponsors —

For instance . . . KPDN

"All our newscasts are sold. In fact, we even have a waiting list for the 15 minute programs. AP gives us complete, conclusive coverage at incredible speed. AP service pays us plenty of dividends."

COY C. PALMER,

Station Manager,

KPDN, Pampa, Texas
KECK
ODESSA—1947

Owned-Operated By: Ector County Bcsta. Co.
Business Address.  120 W. 3rd St.
Phone Number.  6-5791-2
Transmitter Location.  Hway. 80, 3 Mi. W.
Air Time.  Unlimited
News Service.  AP
Transcription Service.  Lang-Worth, Standard, SESAC
Representative.  Forjoe
Prod. Prg. Director.  Roy Elsner
Chief Ann., News Editor.  Tom Rollins
Chief Engineer.  George A. Cerboskas
Consulting Engr.  George C. Davis

KOSA
ODESSA—1947—CBS-SOUTHWEST

Frequency: 1230 Kc.  Power: 250 Watts
Business-Studio Address.  115 W. 6th
Phone Number.  6-4301
Transmitter Location.  Crane Hwy.
Air Time.  Unlimited
News Service.  AP
Transcription Service.  Capitol
Representative.  Taylor Co.
Pres., General Manager.  Carl L. Trigg
Commercial Manager.  Jay Mehaffey
Sales Prom. Mgr.  Ed Costello
Continuity Director.  John Guffey
Program Manager.  John Vacca
Publicity Director.  Charlie King
Chief Engineer.  James Simpson
Consulting Engr.  Ed Talbot

K R I G
ODESSA—1945—MBS-LBS-KBS

Frequency: 1410 Kc.  Power: 1000 Watts
Owned-Oper. By: Oil Center Bcsta. Co., Inc.
Business-Studio Address.  Crane Hwy.
Phone Number.  6-6871-2
Transmitter Location.  Crane Hwy.
Air Time.  6 a.m.-M.
News Service.  UP
Transcription Service.  World
Representative.  Hil F. Best

KECK
Dial "920"

FIRST in Permian Basin
in Coverage
in Listeners-Conlan
survey year in and year out in Local
Sports in Nation's Richest Market
Fastest Growing Market in the U. S. Supply
center for over 25,000 Producing Oil
Wells in Permian Basin
HOME of the World's Largest Carbon Black
Plant
Effective Buying Power—$1,470 per capita
COVERS 18 counties in West Texas,
3 in New Mexico
63610 radio homes in ½ millivolt
area
It costs less than .07 to reach
1,000 homes in KECK's primary area
Auto registry—first 6 months—60,856
Population—234,500
Total Sales—$232,675,000
Total General Food Sales—$49,622,000
Source—Standard Rate and Data 1950-1951
Consumers' Market

1000 Watts-D-Nondirectional
500 Watts-N-Directional

Ben Nedow,
Owner and General Manager
National Representative
FORJOE AND COMPANY, INC.
19 W. 44th Street, New York 18, N. Y.
KOGT
ORANGE—1948—LBS-KBS
Frequency: 1600 Kc. Power: 1000 Watts
Owned-Oper. By: Sabine Area Erstig, Corp.
Address: Lucas Bldg.
Phone Number: 8-4381
Transmitter Location: Hiway. 87 No.
Station Repr.: Hill F. Best
President: M. L. Jacobs
General Manager: Rocky Stone
Commercial Manager: Frank Dusenbury
Program Director: Jerome Oppel
Promotion Manager: Hulan Smith
Chief Engineer: Loyd Vincent

KNET
PALESTINE—1935—KBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Palestine Bstg. Corp.
Business-Studio Address: Hotel O'Neill
Phone Number: 8666
Transmitter Location: Strickland Park
Air Time: 6:00 a.m.-10 p.m.
News Service: UP
President: B. A. Laurie
Station Manager: Don Norton
Prog. Dir.: Marvin Crain
Publicity Director: Mrs. Emo Laurie
Chief Engineer: E. R. Kintz
Consulting Engr.: Guy Hutcheson

KPLT
Pampa—1951—LBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: J. C. Daniels
Address: Pampa
Phone Number: 2511
News Service: UP
Transcription Service: Capitol
Representative: Pearson
President: J. C. Daniels
General Manager: J. W. Crabtree
Commercial Manager: C. B. Snoddy
Program Director: Jim Terrell
Chief Engineer: Edward Murphree

KUN
PECOS—1935—MBS—LBS—KBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Freedom Newspapers Inc.
Address: Box 901
Phone Number: 1100
Trans. Location: U. S. Hwy. 60 E. of Town
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: World
Representative: Sears & Ayer
Membership: NARTB, BAB
Gen., Sta. Manager: Coy Palmer
Pgm., News Dir.: Kay L. Fancher
Chief Engineer: Garth W. Osborn
Consulting Engineer: Stillman & Barclay

KFTV
PARIS—1950—KBS-LBS
Frequency: 1250 Kc. Power: 500 Watts d.
Owned-Operated By: Lamar Bstg. Co., Inc.
Address: First Nat'l Bank Bldg.
Phone Number: 165
News Service: UP
Transcription Service: SESAC
Representative: Best
President: Cecil Hardy
General Manager: Aubrey T. Hardin
Commercial Manager: Harry J. Porter
Pgm., News, Farm Dir.: Norman Butler
Chief Engineer: Stafford E. Davis

KLVL
PASADENA—1950
Frequency: 1480 Kc. Power: 1000 Watts d.
Owned-Oper. By: Felix H. Morales
Address: Pasadena State Bank Bldg.
Phone Number: 2-1361
President, Gen. Mgr.: Felix H. Morales
Commercial Manager: C. B. Rice
Secretary-Treasurer: Mrs. Felix Morales
Program Director: Victor Lara Ortegen
Chief Engineer: Eugene C. McNally

KIUN
PECOS—1935—MBS—LBS—KBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Jack Hawkins, Barney Hubbs
Business-Studio Address: 306 S. Cedar St.
Phone Number: 999-8
Transmitter Location: 1 Mi. N. of Town
Air Time: 6:30 a.m.-10:30 p.m.
**TEXAS**

News Service ......................................... UP
Representative ............................... Hil F. Best
General Manager .................................. Jack Hawkins
Commercial Manager .......................... David Martin
Program Director .............................. Bob Stevens
Publicity Dir. ................................... Barney Hubbs
Consulting Chf. Engr. ........................ Harry W. Boehnemann

**KEYE**

PERRYTOWN—1948—MBS
Frequency: 1400 Kc. Power: 250 Watts
Address ........................................... Box 317
Transmitter Location ..................................... 3/4 mi. SW.
Air Time ............................................. 8 a.m.-10:30 p.m.
Transcription Service ................................ Lang-Worth. Capitol
Membership ........................................ NARTB
President ......................................... Carl Ellis
Gen., Sta., Comm. Mgr. .......................... Irvin R. Buchanan
Sales Prom. Mgr. ................................. Jerry Drennan
Program Director ............................... Zeb Williams
Chief Engineer ..................................... Coy Thompson

**KVOP**

PLAINVIEW—1944—MBS-KBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By ................................ KVOP, Inc.
Business-Studio Address ........................ Veigel Bldg.
Phone Number ..................................... 1400
Transmitter Location ................................ W. of Plainview
News Service ........................................ AP
Membership ......................................... NARTB, BAB
President ......................................... W. J. Harpole
Gen., Sta. Manager ................................. Kermit Ashby
Comm., Sales Prom. Mgr. ........................ Bill Harrell
Program Director .................................. Ralph Thornton
Chief Engineer ..................................... Wayne Hawkins
Consulting Engr. .................................... Comm. Radio

**KBOP**

PLEASANTON—1951—KBS
Frequency: 1380 Kc. Power: 1000 Watts d.
Owned-Operated By ............................. Atascosa Bestg. Co.
Address ........................................... Box 247
Transcription Service ............................... Capitol, SESAC
Representative ....................................... Best
General Manager ................................. Ben L. Parker

**KOLE**

PORT ARTHUR—1947—LIBERTY
Frequency: 1340 Kc. Power: 250 Watts
Business Address ................................ P. O. Box 1126
Phone Number ..................................... 2-9438
Studio Address ..................................... Payne Bldg.
Transmitter ................................... Pt. Arthur-Beaumont Hiway
News Service ....................................... AP
Transcription Service ............................... Lang-Worth
Commercial Manager .............................. Glenn Hewitt
Promotion Manager .............................. Hugh McElroy
Ptnr., Pgm. Dir. ................................ Mary Anne Petru

**KPAC**

PORT ARTHUR—1934—MBS
Frequency: 1250 Kc. Power: 5000 Watts d.
1000 Watts n.
Own. Oper. By ................................. Port Arthur College
Bus.-Studio Address ............................... 1500 Procter St.
Phone Number ..................................... 5-7458
Transmitter Location ............................. Hway. 87
Air Time ............................................. 6 a.m.-12 M.
News Service ........................................ AP
Transcription Service ............................... Standard
Representative ....................................... Pearson
Membership ......................................... NARTB
Sta., Gen. Manager ............................... Marjorie R. Vickers
Sales Prom. Mgr. ................................ George Crouchel, Jr.
Program Director ................................ Corinne Enos
Production Director ............................... Freda Halwe
Publicity Director ................................... Mack Newberry
Chief Engineer ..................................... M. Glenn Boatright

**KOLJ**

QUANAH—1951—KBS
Frequency: 1150 Kc. Power: 500 Watts d.
Owned-Operated By .............................. Orville L. Jenkins
Address ........................................... Box 566
Phone Number ..................................... 654
News Service ........................................ AP
Pres., Gen. Mgr. .................................... Orville L. Jenkins
Commercial Manager ............................ Helen Norris
Program Director ................................... Dick Dormier
Chief Engineer ..................................... Lester Agee

**KFRD**

ROSENBERG—1948
Owned-Operated By ............................. Ford Bend Bestg. Co.
Business Address ................................ P. O. Box 832
Phone Number ..................................... 980
Transmitter Location ............................ Extension of Ave. N.
Air Time ............................................. 6 a.m.-Sunset
News Service ........................................ UP
Transcription Service ............................... Lang-Worth
Gen., Comm., Sales Prom. Mgr. ........................ Jim Haigrove
Local Sales Mgr. ...................................... Audrey Lewis
Pgm. Dir., Chf. Ann. ............................... Charles Harrison
Publ., News Dir., Farm Editor ........................ Jim Haigrove
Chief Engineer ..................................... Frank Wood

**KGKL**

SAN ANGELO—1928—ABC
Frequency: 960 Kc. Power: 5000 Watts d.
1000 Watts n.
Own. Operated By ................................ KGKL, Inc.
KTXL
SAN ANGELO—1947
MBS-LONE STAR

Frequency: 1340 Kc. Power: 250 Watts
Bus.-Studio Address: 1901 W. Beauregard
Phone Number: 7183
Transmitter Location: Robert Lee Rd.
News Service: AP
Representative: Armistead D. Rust
General Manager: Robert McClellan
News Dir., Comm. Mgr.: Walon Foster
Program Director: O. L. Sams
Chief Engineer: Robert Benson

KABC
SAN ANTONIO—ABC

Frequency: 680 Kc. Power: 50,000 Watts d.;
10,000 Watts n.
Business-Studio Address: Milam Bldg.
Phone Number: Fannin 3126
Air Time: 5 a.m.-12 M.
News Service: AP
Transcription Service: World
Representative: John Blair
Membership: NARTB, BAB
President: Gene L. Cagle
Station Manager: Bill Michaels
Asst. Manager: Earle Fletcher
Program Director: Jim Wiggins
Chief Engineer: Joseph B. Haigh

KCOR
SAN ANTONIO—1946

Frequency: 1350 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Operated By: Raoul A. Cortez
Business-Studio Address: KCOR Bldg.
Phone Number: Cathedral 1301
Representatives: Everett McKinney, Oakes
President, Gen. Mgr.: Raoul A. Cortez
Commercial Manager: William P. Smythe
Program Director: Stanton L. Morris

KITE
SAN ANTONIO—1947

Frequency: 930 Kc. Power: 1000 Watts d.
Owned-Operated By: Charles W. Balthrope
Business-Studio Address: 310 Transit Tower
Phone Number: Fannin 0335
Transmitter Location: San Antonio
News Service: AP
Representative: Mrs. Jean Welch
Station Manager: Charles W. Balthrope
Commercial Manager: Alex A. Coe
Program Director: Alec Chesser
Chief Engineer: John Siercovich

KIWW
SAN ANTONIO—1948

Address: 519 W. Houston St.
Phone Number: Fannin 5254
Air Time: Daylight
Representative: McGilvra
President: Joe Olives
Gen., Sta., Sales Prom. Mgr.: L. E. Richards
Commercial Manager: R. E. Johnson
Chief Engineer: L. E. Richards
Consulting Engineer: Guy C. Hutcheson

KMAC
SAN ANTONIO—1926—MBS-LBS

Frequency: 630 Kc. Power: 5,000 Watts
Owned-Oper. By: The Walmac Co.
Address: 222-24 W. Commerce St.
Phone Number: Cathedral 6211
Transmitter Location: Hwy, 87, Martinez and
Converse Road
Pres., Gen., Comm. Mgr.: Howard W. Davis
Sales Promotion Manager: Sam Young
Program Director: A. S. (Tony) Bessan
Chief Engineer: Al Knight

KONO
SAN ANTONIO—1927

Owned-Operated By: Eugene J. Roth
Address: 317 Arden Grove
Phone Number: Fannin 5171
Transmitter Loc.: Gembler Rd.
Air Time: 24 hrs.
News Service: AP
Transcription Service: Capitol
Representative: Forjoe
Membership: NARTB, BAB
Pres., Owner: Eugene J. Roth
General Manager: Jack L. Pink
Station Manager: Bob Roth
Commercial Manager: James M. Brown
Program Director: Robert F. Jenkins
Publicity Director: Jack Roth
Chief Engineer..............George Ing
Consulting Engr...........Lynne Smeby

KTSA
SAN ANTONIO—1922—CBS
Frequency: 550 Kc. Power: 5000 Watts
Owned-Operated By....Sunshine Bestg. Co.
Business-Studio Address....Ave. E. & 3rd St.
Phone Number........Garfield 1251
Transmitter Location.....Eisenhauer Rd.
News Service..............AP, UP
Transcription Service.....Associated, MacGregor
Representative...............Free & Peters
President..................Frank G. Huntress, Jr.
Gen. Comm. Mgr...........Charles D. Lutz
Program Director...........H. H. Carr
Chief Engineer............W. G. Egerton

WOAI
SAN ANTONIO—1922—NBC
Frequency: 1200 Kc; Power: 50,000 Watts d.n.
Owned-Oper. By....Southland Industries. Inc.
Address...............1031 Navarro St.
Phone Number........Garfield 4221
Air Time...................Unlimited
News Service..............AP, INS, UP
Transcription Service.....Standard
Representative...........Edward Petry & Co., Inc.
President...............Hugh A. L. Halfi
Gen., Sta. Manager.....Arden X. Pangborn
Commercial Manager.....Rex Preis
Sales Promotion Manager.....Dallas Wyatt
Prod. Director............Bill Shomette
Publicity Director.......Imogene Stanley
News Directors.........Henry Howell (Day),
Austin Williams (Night)
Musical Director........Melvin Winters
Chief Engineer..........Charles L. Jeffers
News Director.........William C. Reynolds
Consulting Engineer.....A. D. Ring & Co.

KCNY
SAN MARCOS—1948—KBS-LBS
Address........P. O. Box 32
Phone Number.........888
Transmitter Location...1105 Mckie St.
Station Representative.....Hil F. Best
President........Edw. C. James
Gen. Mgr., News Dir....Tom C. Fleet
Commercial Manager.....Ronald C. Ives
Program Director........Ernest Wood
Promotion Manager......Sonny Stewart

KWED
SEGUIS—1948
Frequency: 1580 Kc. Power: 1000 Watts d.
Owned-Oper. By.....W. Lawson, G. Kiel
Business-Studio Address....200 S. Camp St.
Phone Number.............1580
Transmitter........1/2 Mi. N. on McQueeney Rd.
Air Time..................Daytime
News Service..............UP
Transcription Service.....Lang-Worth
Representative...............Hil F. Best
General Manager........Garfield Kiel
Comm., Sta. Mgr........Stan McKenzie
Prog. Dir., Chief Announcer.....Henry Lehnhoff
Chief Engineer...............Louis Sowder
Consulting Engr...........Guy Hutcheson

KSEY
SEYMOUR—1950
Frequency: 1230 Kc. Power: 100 Watts
Owned-Oper. By.....W. C. Moss, Jr.
Address.............Seymour
News Service..............AP
Chief Engineer...............Kenneth L. Skillern
Program Director........Hugh E. Neold
Consulting Engineer.....Guy C. Hutcheson

KEVA
SHAMROCK—1949—KBS-LBS
Address.............P. O. Box 21
Phone Number.........620
Air Time..................Daytime
Transcription Service.....Capitol
President...............James D. Abbott
Comm. Mgr., Chief Engr.....W. H. Treu

KRRV
SHERMAN DENNISON—1936
MBS-TEX STATE
Frequency: 910 Kc. Power: 1000 Watts
Owned-Oper. By.....Red River Valley Bestg. Corp.
Address...............Box 94 (Dennison)
Phone Number.........423 (Dennison); 201 (Sherman)
Representative...............Pearson
Transcription Service.....Associated, World
News Service..............UP
President...............G. H. Wilcox
Gen. Manager........Tom E. Spellman (Sherman)
Chief Engineer........W. E. Wilcox (Dennison)
Comm. Mgr........Van C. Hutto (Sherman)
Program Director........Earl Ellington

KTAN
SHERMAN—1947—KBS
Frequency: 1500 Kc. Power: 250 Watts d.
Owned-Operated By.....Sherman Best. Corp.
Business-Studio Address....KTAN
Phone Number.............2910
Transmitter Location..1/2 Mi. N. of Sherman on
Hwy. 75
Air Time..................Daytime
Representative...............Hil F. Best
President..................Charles Cain
KS NY
Snyder—1949—LBS
Frequency: 1280 Kc. Power: 500 Watts d.
Owned-Oper. By: John Blake
Address: Box 1468
Phone Number: 1280
News Service: UP
Transcription Service: Lang-Worth
Representative: Hil F. Best
Owner: John Blake
Gen. Mgr., Ch. Engr.: Charles R. Wolfe

KD WT
Stamford—1947—MBS-LBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: David W. Ratliff
Phone Number: 1400 or 866
Transmitter Location: Highway 380
Air Time: 7 a.m. to 10 p.m.
Pres., Gen., Sta. Mgr.: David W. Ratliff
Comm., Sales Prom. Mgr.: Paul L. Singer
Program Director: J. Richard Acke
Chief Engineer: O. P. Davis
Consulting Engineer: Guy C. Hutcheson

KSTV
Stephenville—1947
Frequency: 1510 Kc. Power: 250 Watts d.
Owned-Oper. By: Galen O. Gilbert & J. R. Kincaid
Address: P. O. Box 102
Phone Number: 950
Transcription Service: Standard
News Service: UP
Gen., Sta. Mgr., Farm Editor: Galen O. Gilbert
Comm., Sales Prom. Mgr.: Bill George
Program Director: Jack Reeves
Chief Engineer: Clarence Bayer

KSST
Sulphur Springs—1947
MBS-KBS
Frequency: 1230 Kc. Power: 250 Watts
Bus-Studio Address: Radio Rd.
Phone Number: 1230
Transmitter Location: Radio Rd.
Air Time: 6 a.m.-10:15 p.m.
News Service: AP
Representative: Hil Best

KXOX
Sweetwater—1939—MBS-KBS
Frequency: 1240 Kc. Power: 250 Watts
Bus-Studio-Transmitter Address: Box 570, Roby Hwy., 70
Phone Number: 4655-6
Air Time: 6:15 a.m.-11 p.m.
News Service: UP
Transcription Service: Standard
Representative: Elwood Fritch
President: J. S. McBeath
Gen., Sta. Manager: J. Harley Hubbard
Comm., Sales Prom. Mgr.: Al Cobb
Chief Engineer: J. T. Allen

KTAE
Taylor—1948
Frequency: 1260 Kc. Power: 1000 Watts d.
Owned-Oper. By: KTAE Inc.
Business Address: 121 E. Second St.
Phone Number: 1260
Transmitter Location: Hwy., 95
News Service: UP
Transcription Service: World
Pres., Gen. Mgr.: Graham Gilles Conoley
Commercial Manager: John M. Webby
Prod., Pgms., News Dir.: R. S. Heller
Chief Engineer: Gordon W. Rainey
Promotion Manager: Bob Mitchell

KT EM
Temple—1936—MBS-KBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Bell Bcstg. Co., Inc.
Business-Studio Address: 17 S. Third St.
Phone Number: 3-5252
Transmitter Location: ½ Mi. N. of Temple
Air Time: 6 a.m.-11 p.m.
News Service: UP
Transcription Service: Lang-Worth
Membership: NARTB, BAB
President: Frank W. Mayborn
General Manager: Burton Bishop
Chief Engineer: Curtis M. Casey

KTER
Terrell—1949
Address: Terrell
Phone Number .................. 1710
Transcription Service ........... SESAC
News Service ................... UP
Pres., Gen. Mgr. .............. Paul A. Wnorowski

K C M C
TEXARKANA—1932
ABC-TEX. STATE
Frequency: 1230 Kc. .... Power: 250 Watts
Owned-Oper. By : KCMC, Inc.
Business-Studio Address 317 Pine St.
Phone Number .......... 3-9151
Transmitter Location  Summerhill Rd.
Air Time ............... 6 a.m.-M.
News Service .......... UP
Transcription Service  Lang-Worth, Cole, Associated
Representative ............. Taylor
Membership .................. NARTB, BAB
General Manager ............ Frank O. Myers
Program Director ......... Donald Myers
Chief Engineer ............. Harvey Robertson
Consulting Engineer ......... Everett Dillard

K T F S
TEXARKANA—1946
KBS-COTTON BELT
Frequency: 1400 Kc. .... Power: 250 Watts
Bus.-Studio Address 409½ State Line Ave.
Phone Number .......... 3-5123
Transmitter Location S. Robison Rd.
Air Time ............... 6 a.m.-M.
News Service .......... UP
Transcription Service  World
Membership .................. NARTB
General Manager ............ David M. Segal
Commercial Manager ......... Tom Alford
Program Director .......... Les Eugene
Chief Engineer ............. Tom McFaddin
Consulting Engineer ......... Lee E. Baker

K T L W
TEXAS CITY—1948—KBS
Frequency: 920 Kc. ....... Power: 1000 Watts d.
Owned-Oper. By: Texas City Bostg. Service
Business-Studio Address ...Showboat Theater Bldg.
Phone Number .......... 54418
Transmitter Location  Moses Lake
News Service .......... UP
Manager .................. Lynn Pentony

K G K B
TYLER—1930—MBS-KBS
Frequency: 1490 Kc. .... Power: 250 Watts
Owned-Oper. By: Station KGKB
Business-Studio Address ... P. O. Box 548
Phone Number .......... 23875
Transmitter Location N. Church & Carlyle
Air Time ............... 5:30 a.m.-M.
News Service .......... UP
Transcription Service  World
Representative ............. Pearson, Grant
Membership .................. NARTB, BAB
President ................ Lucille Bulford
General Manager ............ Marshall Pengra
Chief Announcer .......... Sam Matthews
Program Director ......... J. Edwin Smith
Chief Engineer .......... Hudson C. Collins

K T B B
TYLER—LIBERTY-LONE STAR—1947
Frequency: 600 Kc. .... Power: 500 Watts d.
1000 Watts n.
Owned-Operated By: Blackstone Bostg. Co.
Business-Studio Address ... Blackstone Hotel
Phone Number .......... 4-7278
Transmitter Location 3 Mi. SE of Tyler
Air Time ............... 6 a.m.-M.
News Service .......... UP
Transcription Service  Lang-Worth
Representative ............. Taylor Co.
Membership .................. NARTB, BAB
President ................ Mrs. Calvin Clyde
Gen., Sta. Mgr. ......... M. E. Danbom
Chief Ann., Pgm. Dir. Don Jackson
Production Director ...... Richard Wheeler
Chief Engineer .......... R. A. Wilkerson
Consulting Engineer ......... A. Earl Cullum

K V O U
VALDE—1947—MBS
Frequency: 1450 Kc. .... Power: 250 Watts
Owned-Oper. By .... E. J. & W. J. Harpole
Address ................. 1450 Batesville Rd.
Phone Number .......... 717
News Service .......... UP
Representative ............. Best
General Manager ......... Edward J. Harpole
Commercial Manager ... Joe Watson, Jr.
Program Manager .......... Burney Jones
Chief Engineer .......... Bob Hicks

K V W C
VERNON—1939—MBS-KBS
Frequency: 1490 Kc. .... Power: 250 Watts
Business-Studio Address ... 1813 Wilbarger
Representative ............. Clark
General Manager .......... W. R. Hixon
Commercial Manager ......... Harold Burdick

K N A L
VICTORIA—1949—LBS
Frequency: 1410 Kc. .... Power: 500 Watts
Owned-Operated By: Victoria Bostg. Co.
Address ................. 20 E. Forrest St.
Phone Number .......... 1410
Transmitter Location So. of town
News Service .......... UP

666
Transcription Service ........................................ Capitol, SESAC
Representative ........................................... Hil F. Best
Pres. ........................................................... Truman Belcher
Gen., Comm., Prom. Mgr. .................................... Robert Thorpe
Program Director .......................................... George Slocum
Chief Engineer ................................................ Douglas Smith

KVIC
VICTORIA—1940—MBS-KBS
Frequency: 1340 Kc.  Power: 250 Watts
Owned-Oper. By ........................................... KVIC Bestg. Co.
Business Address ...................................... Box 725
Phone Number ........................................... 1106-7
Studio-Transmitter Location ........................ Cuero Hwy.
Air Time .................................................... 6 a.m.-M.
News Service ............................................... UP
Transcription Service ...................................... World
President .................................................... J. G. Long
Gen., Sta. Mgr., Pub. Dir. ................................. William C. Burks
Comm. Sales Prom. Manager ............................ Jim Traber
PgM. Dir., Chief Ann. .......................... Dick Lewis
Chief Engineer ............................................. Robert McCown

KW TX
WACO—1945—MBS
Frequency: 1230 Kc.  Power: 250 Watts
Owned-Operated By ...................................... KW TX Bestg. Co.
Business-Studio Address ................................ 1081½ So. 6
Phone Number ............................................. 3-7331
Transmitter Location .............................. S 11th off LaSalle
Air Time ..................................................... 6 a.m.-M.
News Service ............................................... AP
Representative ............................................ Everett McKinney
Membership ............................................... NARTB, BAB
President ................................................... W. W. Callan
General Manager ........................................ M. N. Bostick
Commercial Manager ................................. J. M. Binnegar
Chief Announcer ............................... Byron Lowrey
Chief Engineer ............................................. L. R. Grubbs

WACO
WACO—1922—ABC-TEXAS STATE
Frequency: 1460 Kc.  Power: 1000 Watts
Owned-Operated By ...................................... Frontier Bestg. Co.
Business-Studio Address ................................. Waco
Phone Number ............................................. 2-8571
Transmitter Location .............................. So. 12th St. Rd.
Air Time ..................................................... 6a.m.-M.
News Service ............................................... AP
Representative ............................................ Weed
General Manager ......................................... R. Lee Glasgow

KRGV
WESLACO—1927—NBC-LONE STAR
Frequency: 1290 Kc.  Power: 5000 Watts
Owned-Oper. By ........................................... Taylor Radio & TV Corp.
Bus.-Studio-Transmitter Address .......................... 201 Border St.
Phone Number ............................................. 375
Air Time ..................................................... 5:45 a.m.-12 M.

News Service ............................................... AP, UP
Transcription Service ...................................... Lang-Worth, SESAC
Representative ........................................... Taylor Co.
Membership ............................................... NARTB
President ................................................... O. L. Ted Taylor
General Manager .......................................... Byron W. Ogle
Commercial Manager ................................. Aubrey Jackson
Program Director ......................................... Jim Cook

KF DX
WICHITA FALLS—1947—ABC
Frequency: 990 Kc.  Power: 10,000 Watts d., 1,000 Watts n.
Address ......................................................... City Natl. Bldg.
Phone Number ............................................. 2-8668
Transmitter Location .............................. Iowa Pk. Rd.
Air Time ..................................................... 5:30 a.m. to 12 M.
News Service ............................................... AP
Transcription Service ...................................... World, SESAC
Station Representative .............................. Taylor Co.
Membership ............................................... NARTB, BAB
Pres., Gen. Mgr. ........................................ Darrold A. Cannan
Commercial Manager ................................. Mott M. Johnson
PgM. Dir., Sta. Mgr. ........................................ Howard Lowrey
Chief Engineer ............................................. John Adams
Consulting Engineer ...................................... George Davis

AP SELLS
For Stations and Sponsors —

For instance . . . KTRE

“AP news is the biggest single money maker KTRE has. The service more than pays for itself.”

RICHMAN LEWIN,
General Manager,
KTRE, Lufkin, Texas
KTRN
WICHITA FALLS—1949—MBS
Frequency: 1290 Kc.  Power: 5000 Watts d.;
1000 Watts n.
Owned-Operated By: Texoma Bestg. Co.
Address.............................917½ Scott St.
Phone Number .........................2-5214
Transmitter Location.............. City View Lane
News Service........................AP
Transcription Service..........Capitol
President.............................Houston Harte
General Manager...............Boyd Kelley
Commercial Manager.........Sid Grayson
Program Director...............Bill Edgar
News Director........................Bill Richie
Chief Engineer....................Bob Harmon

KWFT
WICHITA FALLS—1939—CBS
Frequency: 620 Kc.  Power: 5000 Watts
Business-Studio Address........P. O. Box 420
Phone Number .........................4181
Transmitter Location............3½ Mi. W. of town
Air Time.......................5:30 a.m.-11:30 p.m.
News Service.......................UP
Transcription Service.........Standard
Representative......................John Blair
Membership..........................NARTB, BAB
President, General Manager.....Kenyon Brown
Station Manager...............Charles E. Clough
Comm. Sales Prom. Manager.....A. L. Pierce
Program Director.............Blaine Cornwell
Chief Engineer....................Herbert T. Wiley

Pop. April 1, 1952 (Est.) 702,000—Total Housing Units 201,156
Families April 1, 1952 (Est.) 187,000—Stations in State 18

KBUH
BRIGHAM CITY—LBS
Frequency: 800 Kc.  Power: 250 Watts d.
Address..............................948 W. Forest St.
Phone Number.........................948
Air Time............................Sunrise-sunset
Representative..................Continental
News Service......................UP
Pres., Gen., Comm. Mgr........Wade Ebeling
Sta., Sales Prom. Mgr.........Bill Thompson
Chief Engineer....................Samuel Stephens, Jr.

KSUB
CEDAR CITY—1937—CBS
Frequency: 590 Kc.  Power: 1000 Watts
Phone Number.........................398-9
Transmitter Location....7 Mi. W. of Cedar City
Air Time......................6 a.m.-11:15 p.m.
Transcription Service.......World
Membership.........................NARTB, BAB
President.........................Ivor Sharp
General Manager.............Arthur Higbee
Chief Engr.........................George E. Jenson
Program Director...............Beth Talbot

KVNU
LOGAN—1938
MBS-INTERMOUNTAIN-KBS
Frequency: 610 Kc.  Power: 1000 Watts

KMU
MURRAY—1948
Frequency: 1230 Kc.  Power: 250 Watts
Owned-Operated By: Oral J. Wilkinson
Address.............................4646 S. State St.
Phone Number.........................630
Air Time......................6 a.m.-1 a.m.
News Service.......................UP
Transcription Service.....Langworth, Capitol
Membership.........................NARTB, BAB
President.........................Oral J. Wilkinson
Gen., Sta. Mgr...............Bob Davies
Commercial Manager.......Howard Pingree
Chief Ann., Engr.............Fred Weibell

KLO
OGDEN—1924
MBS-INTERMOUNTAIN
Frequency: 1430 Kc.  Power: 5000 Watts
KOPP
OGDEN—1947—KBS
Frequency: 730 Kc....Power: 1000 Watts d.
Owned-Oper. By...KOPP, Inc.
Address.........W. 12th St.
General Manager...G. Stanley Brewer
President.........Edris Glassmann
Sales Prom., Comm. Mgr....Collin W. Lowder
Program Director...Doug Stringfellow
Publicity Di.-ector...Bruce Thornton
Chief Engineer.....Wayne T. Boothe

KVOG
OGDEN—1948
Frequency: 1490 Kc....Power: 250 Watts
Business Address...P. O. Box 325
Phone Number......2-7535
Studio-Transmitter Location...1538 Gibson Ave.
Representative.....Biddick
Transcription Service...Standard
Pres., Gen., Comm. Mgr....Arch G. Webb
Chief Engineer.....Ronald Leavitt
Promotion Manager....David B. Affleck

KOAL
PRICE—1936
MBS-INTERMOUNTAIN—KBS
Frequency: 1230 Kc....Power: 250 Watts
Owned-Oper. By...Central Utah Bcstg. Co.
Address.........P. O. Box 550
Phone Number......2802
Transmitter Location...U. S. Hiway 50
News Service......UP
Representative.....Avery-Knodel
Sls. Prom. Mgr., Pgm. Dir....Carl P. Wolfrom

KCSU
PROVO—1947—ROCKY MT.-ABC
Frequency: 1400 Kc....Power: 250 Watts
Owned-Oper. By...Central Utah Bcstg. Co.
Address.........P. O. Box 550
Phone Number......2802
Representative.....Biddick
News Service......UP
Co-owner, Pres., Gen. Mgr....Frank A. Van Wagenen
Co-owner, V.P., Prom. Mgr....Harold E. Van Wagenen
Chief Engineer.....Dallin H. Oaks

KNEU
PROVO—1949
Frequency: 1450 Kc....Power: 250 Watts
Owned-Oper. By...Mid Utah Bcstg. Co.
Address.........307 So. 17th W.
Phone Number......4060
President.........Lester Taylor
Gen., Sta. Manager...Garn Carter
Program Director....J. D. Jones
Promotion Manager...Larry Steppe
Chief Engineer.....Robert Brock
Consulting Engr.....Howard Johnson

KOVO
PROVO—1939
MBS-INTERMOUNTAIN
Frequency: 960 Kc....Power: 1000 Watts
Owned-Operated By...KOVO Bcstg. Co.
Business-Studio Address...108 W. Center St.
Phone Number......1680
Transmitter Location...651 W. 16th So.
Air Time.........6 a.m.-M.
News Service......UP
Transcription Service...World
Representative.....Avery-Knodel
Membership.......NARTB, BAB
President.........Clifton A. Tolboe
General-Station Mgr....Arch L. Madsen
Commercial Manager...L. H. Curtis
Pgm. Dir........James H. Lawrence
Chief Engineer.....Lovell A. Killpack
Consulting Engineer...Millard F. Garrison

KSVC
RICHFIELD—1947
INTERMOUNTAIN
Frequency: 690 Kc....Power: 1000 Watts d.
Owned-Operated By...Sevier Valley Bcstg. Co.
Business Address...690 Tower Lane
Phone Number......620
Transmitter Location...East on 4th South
Air Time.........Sunrise-Sunset
News Service......UP
Transcription Service...World
Representative.....Avery-Knodel
President.........Homer Bandley
Gen., Sta. Mgr....Frank Peacock
Comm., Sales Prom. Mgr....Art Tucker
Program Director....Jesse Poulson
Chief Engineer.....Ralph Ross
Consulting Engineer...Bill Warner

KALL
SALT LAKE CITY—1945
MBS-INTERMOUNTAIN
Frequency: 910 Kc....Power: 1000 Watts
Owned-Oper. By...Salt Lake City Bcstg. Co.
Business-Studio Address...146 S. Main St.
Phone Numbers......4-3561
Transmitter Location...386 W. Gregson

669
EXPLORING ADVERTISING VALUES?

To get the best possible buy in the soaring Intermountain America market, check these points:

COVERAGE? Check KSL. Because KSL's day-night area includes 55 counties in four states (with annual retail sales of better than $900,000,000). No other Salt Lake City station comes anywhere near matching KSL's coverage.

RATINGS? Check KSL. Hooper shows KSL far above the rest in Salt Lake City, with an average daytime audience larger than that of all other network stations combined, and a nighttime audience 39% greater than its nearest competitor.

And Benson & Benson's Diary Study proves KSL's total-area lead to be even greater.

NETWORK? Check KSL. Its network is CBS Radio.

MERCHANDISING? Check KSL. Its 5-person merchandising staff travels more than 50,000 miles a year, makes calls on more than 3,000 stores. Unmatched in scope and effectiveness anywhere in the Mountain West, KSL's merchandising was cited in Sponsor's Fall Facts Issue as being among the industry's best.

PRESTIGE? Check KSL. Its community standing and position of leadership throughout Intermountain America is unchallenged. Business Week (Sept. 1, 1951) referred to KSL as Salt Lake City's "chief radio station."

MORAL? Check KSL from every angle. You'll find it measures up as the biggest value — your best buy — in Intermountain America.

SALT LAKE CITY
50,000 WATTS
Represented by CBS Radio Spot Sales
KDYL
SALT LAKE CITY—1922
NBC

Frequency: 1320 Kc. Power: 5000 Watts
Business-Studio Address: 143 S. Main
Phone Number: 5-2991
Transmitter Location: 33rd So. & 9th W.
Air Time: Unlimited
News Service: INS, UP
Transcription Service: Associated, Thesaurus
Representative: John Blair
Pres.-General Mgr.: S. S. Fox
National Sales Dir.: Holly Meyer
Exec. Vice-Pres.: Easton Woolley
Program Director: Emerson Smith
Publicity Dir.: Del Leeson
Chief Engineer: John M. Baldwin
Consulting Engr.: George Davis

KNAK
SALT LAKE CITY—1945—LBS

Owned-Operated By: Granite District Radio Bestg. Co.
Business-Studio Address: 1042 So. 6th W.
Phone Number: 4-3685
Representative: Forjoe
President: Howard D. Johnson
Mgr. News Dir.: Thomas M. Irby
Commercial Manager: Richard I. Nichols
Program Director: Eldon Walton
Farm Editor: R. M. Johnson
Chief Engineer: Lyle Wahlquist

KSL
SALT LAKE CITY—1922—CBS

Frequency: 1160 Kc. Power: 50,000 Watts
Owned-Oper. By: Radio Service Corp. of Utah
Bus.-Studio Address: 10 S. Main St.
Phone Number: 5-4841
Transmitter Location: Saltair
Air Time: 6 a.m.-1 a.m.
News Service: AP, UP

Transcription Service: World
Representative: CBS Radio Spot Sales
Membership: NARTB, BAB
Exec. Vice Pres.: Irvor Sharp
General Manager: C. Richard Evans
Station Manager: Eugene M. Halliday
Sales Manager: Alfred Borge
Program Director: Joseph A. Kiar
Promotion Manager: Wayne Keath
Chief Engineer: Curtis Neilson
News Director: Paul Royall
Farm Director: Elvon Orme

KUTA
SALT LAKE CITY—1938—ABC

Frequency: 570 Kc. Power: 5000 Watts
Business-Studio Address: 29 S. State St.
Phone Number: 3-2737
Transmitter Location: No. Salt Lake City
Air Time: 6 a.m.-12 M.
News Service: UP
Transcription Service: Standard
Representative: Hollingsby
Membership: NARTB, BAB
President: General Mgr.: Frank C. Carman
Sta. Mgr., Prog. Dir.: Ray Fadel
Comm., Sales Prom. Manager: John Schile
Pub. Dir.: Al Thomas
Production Director: Harold Collipriest
Chief Announcer: Warren Fletcher
Musical Director: Ed Stoker
News Director: Garnet Marks
Chief Engineer: Wendell Bell
Farm Editor: Rulon Bradley
Consulting Engr.: McNary & Wrathall

KJAM
VERNAL—1947—KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Vintah Bestg. Co.
Address: 120 E. Main St.
Phone Number: 494
News Service: UP
Representative: W. S. Grant
President: James C. Wallentine
Gen. Mgr., News Dir.: Lee Walker
Commercial Manager: Grant E. Parry
Program Director: Buchanan Fulmore
Chief Engineer: Wallace D. Raker

GIVE!
WTSA
BRATTLEBORO—1950—GRANITE
Frequency: 1450 Kc.  Power: 250 Watts
Address:  Putney Rd.
Phone Number: 1700
Representative:  J. C. Bolling
News Service:  UP
President:  W. J. Barkley
General Manager:  W. J. Rust, Jr.
Program Director:  James Simmonds
Chief Engineer:  Joe Rich

WCAX
BURLINGTON—1932—CBS
Frequency: 620 Kc.  Power: 5000 Watts
Owned-Operated By:  WCAX Bcstg. Corp.
Business-Studio Address:  135 Main St.
Phone Number:  Burlington 3-3437
Transmitter Location:  Colchester
Air Time:  Unlimited
News Service:  UP
Transcription Service:  World
Representative:  Weed
Membership:  NARTB, BAB
President:  C. P. Hasbrook
Sta.-Mgr.:  J. D. Swan
Commercial Manager:  T. B. Braine
Prog. Dir.:  Milton Slater
Chief Engineer:  James W. Tierney
Consulting Engr.:  S. T. Murtin

WJOY
BURLINGTON—1946—ABC
Frequency: 1230 Kc.  Power: 250 Watts
Bus-Studio-Transmitter Location:  633 Main St.
Phone Number:  4-5774
Air Time:  6:30 a.m.-11:25 p.m.
Representative:  William G. Rambeau
Membership:  NARTB, BAB
President:  David W. Howe
Sales Promotion Manager:  Richard Burt
Sta. Mgr., Prog. Dir.:  Alfred E. Spokes
Chief Engineer:  John C. Quill
Musical Director:  Frank Balch

WSKI
MONTPELIER-BARRE—1947
Frequency: 1240 Kc.  Power: 250 Watts
Owned By:  Montpelier-Barre Bcstg. Co.
Business Address:  Union Mutual Bldg.
Phone Number:  Montpelier 1740
Transmitter Location:  Montpelier 1740
Air Time:  6 a.m.-11 p.m.
News Service:  AP

Transcription Service:  Lang-Worth
Representatives:  Borgatti, W. S. Grant
Membership:  NARTB, BAB
Program Director:  Robert Bannon
Chief Engineer:  Gerald Marcotte
Consulting Engineer:  J. Gordon Keyworth

WHWB
RUTLAND—1949
Frequency: 1000 Kc.  Power: 1000 Watts
Address:  24½ Center St.
News Service:  AP
Phone Number:  3200
Transcription Service:  Capitol
Pres., Gen., Sta. Mgr.:  Vena M. Bates
Treasurer:  Charles I. Bates
Program Director:  Shirley Neilson
Chief Engineer:  Willard H. Butts
Consulting Engr.:  Herbert L. Wilson

WSYB
RUTLAND—1930—MBS-YANKEE KBS-UNION
Frequency: 1380 Kc.  Power: 1000 Watts
Owned-Oper. By:  Philip Weiss Music Co.
Bus-Studio Address:  35 Washington St.
Phone Number:  1247
Transmitter Location:  Door Dr.
Air Time:  Unlimited
Representative:  Joseph Hershey McGillva
Station Manager:  J. H. Weiss

WWSR
ST. ALBANS—1940—MBS
Frequency: 1420 Kc.  Power: 1000 Watts
Owned-Oper. By:  Vermont Radio Corp.
Business-Studio Address:  75 N. Main St.
Phone Number:  1390
Transmitter Location:  Swanton Rd.
Air Time:  daytime  AP
News Service:  World
Transcription Service:  Walker
Representative:  Lloyd Squier
Sta.-Comm., Sales Prom. Mgr.:  Warren Marsden
Prog.-Prod. Dir.:  C. Stuart Perry
Chief Engineer:  Theodore Boivert

WTWN
ST. JOHNSBURY—1949 KEYSTONE
Frequency: 1340 Kc.  Power: 250 Watts
Owned-Operated By:  Twin State Bcstrs. Inc.
Vermont—Virginia

Address ........................................... Concord Ave.
Phone Number ..................................... 2344
Air Time ........................................... 16½ hrs.
News Service ...................................... UP
Transmission Service ....................... SESAC, Lang-Worth
Representative .................................. E. Dean Finney
Membership ...................................... NARTB
Chief Engineer .................................. John Power

WDEV
WATERBURY—1931—MBS
Frequency: 550 Kc. Power: 1000 Watts
Owned-Oper. By .................................. Lloyd E. Squier

Virginia

Pop. April 1, 1952 (Est.) 3,434,000—Total Housing Units 905,463
Families April 1, 1952 (Est.) 817,000—Stations in State 57

WPIK
ALEXANDRIA—1945
Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Oper. By .................................. Potomac Bcstg. Corp.
Address .................................. Overlook Bldg.
Phone Number .................................. 504 Telegraph Rd.
News Service ....................................... AP
Traffic Manager .................................. Barbara Power
Program Director .............................. Ed Hudson

WARL
ARLINGTON—1947
Frequency: 780 Kc. Power: 1000 Watts d.
Owned-Oper. By .................................. Virginia Bstgrs. Inc.
Bus.-Studio Address ...................... 3102 10th Road No.
Phone Number .................................. Oceans 7800
Transmitter Location .................. Nr. Bailey’s Crossroads
Air Time ........................................... Sunrise-sunset
News Service ...................................... UP
Pres. ...................................................... Lou Poller
Treasurer .......................................... Cy Biemenhal
General Manager ......................... Raymond W. Baker
Commercial Manager ..................... William W. Jeffery
Program Director ......................... Ray Armand
Chief Engineer .................................. Stephen Hart
Consulting Engineer ....................... Russell May

WEAM
ARLINGTON—1947
Frequency: 1390 Kc. Power: 5000 Watts
Owned-Oper. By .................................. WEAM, Inc.
Address ........................................ Radio Bldg.
Phone Number .................................. OW 7100

Business-Studio Address .................. Waterbury
Phone Number .................................. 400-1
Transmitter Location .................. Blush Hill
Air Time ........................................... 6:00 a.m.-12 M.
News Service ...................................... UP
Transmission Service ...................... World
Representative ..................................... Walker
Owner, Gen.-Sta. Mgr. ..................... Lloyd E. Squier
Production Director ....................... Craigie Parker
Chief Announcer ......................... Thomas Dodd
Chief Engineer .................................. Warren Chase

WBHT
BEDFORD—1950—MBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By ....................... Bedford Bcstg. Co.
Address .................................. P. O. Box 406
Phone Number .................................. 8245
News Service ...................................... AP
Transmission Service ...................... Standard
Vice-Pres., News Director ............. J. E. Synan
Prom. Mgr., Farm Dir. ..................... R. A. Owen
Program Director ......................... R. A. Scott, Jr.

WKLV
BLACKSTONE—1947—MBS
Frequency: 1490 Kc. Power: 250 watts
Owned-Oper. By .................................. Nottaway Bcstg. Corp.
Phone Number .................................. 478
Transmitter Location .................. Community Bldg.
Air Time ........................................... 6 a.m.-11 p.m.
News Service ...................................... AP
Pres. ...................................................... Haney Robertson
Gen., Sta. Mgr. .................................. David M. Platt
Commercial Manager ..................... J. L. Manson
Chief Engineer .................................. Theodore Bonn, Jr.
WCYB
BRISTOL—1946
Frequency: 690 Kc. Power: 10,000 Watts d.
Owned-Oper. By: Appalachian Bcastg. Corp.
Address: Front & Cumberland Sts.
Phone Number: North 3560
Transmitter Location: N. E. of Bristol
Air Time: Daytime
News Service: AP, UP
Membership: NARTB, BAB
Vice Pres., Treas., Gen. Mgr.: Robert H. Smith
Pres., Sales Mgr.: J. Fey Rogers

WFHG
BRISTOL—1947—MBS
Frequency: 980 Kc. Power: 1000 Watts
Address: Hotel Bristol
Phone Number: 3620
News Service: UP
Transcription Service: Thesaurus
General Manager: William L. Mininger
Commercial Manager: Jack Martin
Program, News Director: Rex Raney
Chief Engineer: John Hughlett

WCHV
CHARLOTTESVILLE—1933—ABC
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Barham & Barham
Bus., Studio, Transmitter Address: Rose Hill St.
Phone Number: 2-5121
Air Time: 6 a.m.-12:15 a.m.
News Service: AP
Transcription Service: World
Representative: Joseph Hershey McGillvra
Commercial Manager: Robert C. Walker
Promotion Manager: Charles Smith
Chief Engineer: Walter W. Gray
Consulting Engr.: Ring & Co.

WINA
CHARLOTTESVILLE—1949
LIBERTY
Frequency: 1280 Kc. Power: 1000 Watts d.
Owned-Oper. By: Charlottesville Bcastg. Corp.
Address: 4th & Main Sts.
Phone Number: 2-6177
Air Time: Daytime
News Service: UP
Transcription Service: Standard
Pres., Gen. Mgr., Thos. W. Carruthers
Pgm. Dir., Sta. Mgr.: Charles W. Freeman
Chief Engineer: Lawrence Kennedy

WCFV
CLIFTON FORGE—1950—MBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Clifton Forge Bcastg. Corp.
Address: P. O. Box 214
Phone Number: 2147
Transcription Service: Standard, SESAC
News Service: AP
Pres., Gen., Sta. Mgr.: John H. Wilson
Commercial Manager: Walter DePuy
Program Director: Donald J. Tucker
Chief Engineer: John H. Wilson

WKEY
COVINGTON—1941—ABC
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Earl M. Key
Business Address: Main St. at Bridge
Phone Number: 8351
Transmitter Location: Fairlawn
Air Time: 7 a.m.-11:15 p.m.
News Service: UP
Representative: Devney
Transcription Service: Thesaurus
Membership: NARTB
Pres., Gen. Mgr.: Earl M. Key
Commercial Mgr.: Kenneth L. Bryant
Program Director: John Lee Davis
Chief Engineer: Clinton J. Lewis

WSVS
CREWE—1947
Frequency: 800 Kc. Power: 1000 Watts d.
Business Address: 117 Carter St.
Phone Number: Crewe 5000
Transmitter Location: Crewe
Air Time: Sunrise-sunset
News Service: AP
Transcription Service: World
President: Calvin S. Willis
General Manager: John E. Sadler
Commercial Manager: Brown Hoffler
News, Pub. Dir.: Fred Oginz
Prod. Director: Don Greene
Chief Engineer: Everett Wilson

WCVA
CULPEPER—1949—KBS
Frequency: 1490 Kc. Power: 250 Watts
Address: Hendricks Ave.
Phone Number: 8338
Transmitter Location: Hendricks Ave.
Air Time: Unlimited
News Service: UP
Transcription Service: Standard
President: Ira C. Hopkins
Program Director: Woody Powell
Chief Engineer: Robert Delaney
**WBTM**  
DANVILLE—1931—ABC  
Frequency: 1330 Kc.  ...  Power: 5000 Watts d.  
1000 Watts n.  
Owned-Operated By ... Piedmont Bcstg. Corp.  
Bus.-Studio Address  ... Hotel Danville Bldg.  
Phone Number  ... 2350  
Transmitter Location  ... Mt. Cross Rd.  
Air Time  ... 6:25 a.m.-12 M.  
News Service  ... AP  
Transcription Service  ... Lang-Worth  
Representative  ... George P. Hollering  
Membership  ... NARTB  
President  ... L. N. Dibrell  
General Manager  ... Edward G. Gardner  
Comm. Mgr.  ... E. M. Hurd  
Program Director  ... Milford Adams  
Prod., Pub. Dir.  ... John Parker  
Chf. Ann., News Director  ... William Howard  
Musical Director  ... Harry W. Spencer  
Chief Engineer  ... Lyle C. Motley  
Consulting Engr.  ... George Davis

**WFLO**  
FARMVILLE—1947  
Frequency: 870 Kc.  ...  Power: 1000 Watts d.  
Owned-Operated By  ... Colonial Bcstg. Co.  
Business Address  ... 118 W. Third St.  
Phone Number  ... 870  
Transmitter Location  ... Cumberland Rd.  
News Service  ... UP  
Transcription Service  ... Capitol  
Representative  ... Clark  
General Manager  ... Carla E. Keys  
Station Manager  ... Charles R. Maillet  
Program Director  ... John D. Wilson  
Chief Engineer  ... Charles K. Chrismon

**WFVA**  
FREDERICKSBURG—1939—ABC-KBS  
Frequency: 1230 Kc.  ...  Power: 250 Watts  
Owned-Oper. By  ... Fredericksburg Bcstg. Corp.  
Business Address  ... P. O. Box 269  
Phone Number  ... 1261  
Studio-Transmitter Location  ... Kings Hwy.  
Transcription Service  ... Lang-Worth  
Manager  ... Walter F. Harris, Jr.  
Chief Engineer  ... Charles J. Hinkle

**WFTR**  
FRONT ROYAL—1948—MBS  
Owned-Oper. By  ... Sky Park Bcstg. Corp.  
Address  ... P. O. Box 192  
Phone Number  ... 750  
News Service  ... UP  
President  ... Thomas J. Owens  
Gen., Comm. Mgr.  ... Kenneth Gordon  
Program, News Director  ... Tom Gibson  
Chief Engineer  ... Claude F. Jones  
News Director  ... Claude Jones

**WBOB**  
GALAX—1947—MBS-KBS  
Frequency: 1400 Kc.  ...  Power: 250 Watts  
Owned-Oper. By  ... Carroll-Grayson Bcstg. Corp.  
Address  ... Poplar Knob Rd.  
Phone Number  ... 2921  
Air Time  ... 6 a.m.-11:30 p.m.  
News Service  ... AP  
Membership  ... NARTB  
President  ... Robert V. Morris  
Gen., Comm. Manager  ... Joseph P. Crockett  
Program Director  ... Muriel Bell  
Prod. Dir.  ... Jewell Cullop  
Chief Announcer  ... Dick Perry  
Chief Engineer, Farm Editor  ... W. Edward Boyer

**WVEC**  
HAMPION—1948—KBS  
Frequency: 1490 Kc.  ...  Power: 250 Watts d.  
 Owned-Operated By  ... Peninsula Bcstg. Co.
VIRGINIA

WSVA
HARRISONBURG—1935—NBC
Frequency: 550 Kc. Power: 1000 Watts
Owner-Oper.: Shenandoah Valley Bcast. Corp.
Business-Studio Address: Rawley Pike
Phone Numbers: 550, 875
Air Time: 6:00 a.m.-12:05 p.m.
News Service: AP
Transcription Service: Associated
Membership: NARTB, BAB
President: Thomas P. Chisman
Gen., Sta. Mgr.: Harrol A. Brauer, Jr.
Pgm. Prod. Dir.: L. W. Kliwer
Chief Engineer: James E. Swafford
Consulting Engineer: Lynne Smeby

WLVA
LYNCHBURG—1930—ABC
Frequency: 590 Kc. Power: 1000 Watts
Owned-Oper. By: Lynchburg Bcast. Corp.
Address: 925 Church St.
Phone Number: 2-1242
Transmitter Location: Bedford County
Air Time: 6:00 a.m.-12 M.
News Service: AP
Transcription Service: Lang-Worth
Representative: George P. Hollenberg
Membership: NARTB, BAB
President: Edward A. Allen
Gen., Sta. Manager: Philip P. Allen
Commercial Manager: Joseph F. Wright, Jr.
Prog. Publ. Dir.: Warren Utal
Chief Annr., News Dir.: Wayne Tyler
Chief Engineer: John T. Orth
Form Editor: Eric Lund
Consulting Engr.: Craven, Lohne & Culver

WWOD
LYNCHBURG—1947—MBS
Frequency: 1390 Kc. Power: 1000 Watts
Owned-Oper. By: Old Dominion Bcast. Corp.
Address: First Natl. Bank Bldg.
Phone Number: 2-3441
Transmitter Location: Boonsboro Rd.
Air Time: Unlimited
News Service: AP, UP
Transcription Service: World, Thesaurus
Representative: Walker
Membership: NARTB, BAB
President: David Hugh Dillard
V.P.-General Manager: Jack Weldon
Commercial Manager: Norman T. Simpson
Prog-Pub. Director: Don Jarvis
Chief Engineer: Forrest J. Pinkert
Consulting Engr.: Gauney & Ray

WMEV
MARION—1948—LIBERTY
Frequency: 1010 Kc. Power: 1000 Watts d.
Owned-Oper. By: Mountain Empire Bcast. Corp.
Address: Park Boulevard
Phone Number: 9001
Air Time: Daytime
News Service: AP
Transcription Service: World
Representative: Cooke
Membership: NARTB, BAB
President: L. Preston Collins
Gen.-Comm. Mgr.: Robert C. Wollenden
Pgm. Dir.: Mrs. R. C. Wollenden
News Dir.: Chief Annr.: Bob Kent
Chief Engineer: Edward Surface
Consulting Engr.: Phil Hedrick, O. K. Garland

WMVA
MARTINSVILLE—1940—NBC-KBS
Frequency: 1450 Kc. Power: 250 Watts

Business Address: P. O. Box 481
Phone Number: 6332
Studio-Trans. Address: Hampton Ave.
Air Time: 6:00 a.m.-12:05 p.m.
News Service: AP
Transcription Service: Associated
Membership: NARTB, BAB
President: Don Thomas
Gen., Sta. Mgr.: Johnnie B. Jarrett
Comm. Manager: Johnny W. Brinkley
Pgm. Prod. Dir.: Juanita H. Wewer
Chief Engineer: James E. Swafford
Consulting Engineer: Lynne Smeby
WGH

NEWPORT NEWS—1928—ABC

Frequency: 1310 Kc. . Power: 5000 Watts
Bus.-Studio Address: . 500 Portlock Bldg.,
Phone Number . Norfolk-2-7081
Transmitter Location . Military Hiway
News Service . AP
Transcription Service . Associated
Representative . Free & Peters
Membership . NARTB, BAB
President . Raymond B. Bottom
Gen. Sta. Manager . Edward E. Bishop
Prod. Prog. Director . Robert J. McBride
Publicity Director . Bill Rhyne
News Dir . G. Edward Travis
Chief Engineer . Alois Braun

WHYU

NEWPORT NEWS—1947

Frequency: 1270 Kc. . Power: 1000 Watts d.
Owned-Operated By: Eastern Bcastg. Corp.
Business-Studio Address . 114 W. 24th St.
Phone Number . 3-1632
Trans. Loca . Respass Beach, Churchland
Air Time . daytime
News Service . UP
Transcription Service . Capitol
President . John Doley
Sta. Mgr . Frederic F. Clair
Program Dir. . Tom Bradshaw, Jr.
Chief Engineer . Percy C. Magoun

WCAV

NORFOLK—1947

Frequency: 850 Kc. . Power: 1000 Watts
Owned-Operated By: Cavalier Bcastg. Corp.
Bus.-Studio Address . Helena Bldg.
Phone Number . 2-3266
Transmitter Location . W. Norfolk
News Service . UP
Representative . Indie Sales, Inc.
Membership . BAB
President . Joseph Light
General Manager . Graeme W. Zimmer
Commercial Manager . Robert Rodgers
Program Director . Ray Penner
News Director . Bill Neal
Chief Engineer . W. M. Marrov
Consulting Engineer . McIntosh & Inglis

WLOW

NORFOLK—1946—

Frequency: 1400 Kc . Power: 250 Watts
Owned-Oper. By: Commonwealth Bcastg. Corp.
Bus.-Studio Addr . . 21st & Manteo Sts.
Phone Number . 4-5678
Transmitter Location . Columbus Circle, Portsmouth
Air Time . 24 hrs. daily
News Service . UP
Transcription Service . Capitol
Representative . Forjoe
V-P, Gen. Mgr . Robert E. Wasdon
Commercial Manager . Joseph B. Matthews
Program Director . Robert Drepperd
Consulting Engineer . John Creutz

WNOR

NORFOLK—1949

Frequency: 1230 Kc. . Power: 250 Watts
Address . . 1019 Boissevain Ave.
Phone Number . 27071
Air Time . 24 hrs.
News Service . AP
Transcription Service . Lang-Worth
Representative . Walker
President . Louis H. Peterson
Music Dir. . Jack Black
Musical Director . Paul Hennings
News Dir . Chief Engineer . Howard Sheets
Consulting Engr . Craven, Lohnes & Culver

WTAR

NORFOLK—1923—NBC

Frequency: 790 Kc. . Power: 5000 Watts
Owned-Oper. By: WTAR Radio Corp.
Bus.-Studio Address . . 720 Bush St.
Phone Number . 58711
Transmitter Location . Glen Rock
Air Time . 19 hrs.
News Service . AP
Transcription Service . Standard
Representative . Edward Petry
Membership . NARTB, BAB
Pres., Gen. Mgr . Campbell Arnoux
Commercial Manager . Robert M. Lambe
Sales Promotion Director . Fred Lowe
Program Director . Joel Carlson
Chief Announcer . Blair Eubanks
News Director . Gilbert McLeod
Chief Engineer . Dick Lindell
Consulting Engr . Jansky & Bailey

WNVA

NORTON—1946—MBS-KBS

Frequency: 1450 Kc . Power: 250 Watts
Owned-Oper. By: Blanfox Radio Co., Inc.
### WJMA
**ORANGE—1949—MBS**

- **Frequency:** 1340 Kc.
- **Power:** 250 Watts
- **Owned-Oper. By:** James Madison Bcstg. Corp.
- **Address:** Rt. 15, Orange
- **Phone Number:** 7263
- **Air Time:** 5:55 a.m.-10:05 p.m.
- **News Service:** AP
- **Transmission Service:** SESAC
- **President:** W. A. Sherman, Jr.
- **Asst. Manager:** Alfred W. Walthall
- **Chief Engineer:** Joseph Trivelette
- **Consulting Engineer:** Warren Brown

### WSSV
**PETERSBURG—1945—MBS**

- **Frequency:** 1240 Kc.
- **Power:** 250 Watts
- **Owned-Oper. By:** Southside Virginia Bcstg. Corp.
- **Business Studio Address:** 112 W. Tabb St.
- **Phone Number:** 3881-2
- **Transmitter Location:** Lieutenant Run
- **Air Time:** 6:30 a.m.-M.
- **News Service:** AP
- **Transmission Service:** Capitol
- **Membership:** NARTB
- **President:** Louis H. Peterson
- **Station Manager:** Ray L. Moss
- **Commercial Manager:** James H. Smith
- **Program Director:** N. W. Andrews
- **Production Director:** Donald E. Ruggles
- **Chief Engineer:** Edward F. Schwarz

### WSAP
**PORTSMOUTH—1943—MBS**

- **Frequency:** 1350 Kc.
- **Power:** 5000 Watts
- **Owned-Oper. By:** Portsmouth Radio Corp.
- **Bus-Studio Address:** 205 Professional Bldg.
- **Phone Number:** 7-3488
- **Transmitter Location:** Craney Island
- **Air Time:** 6:00 a.m.-1 a.m.
- **News Service:** AP
- **Transmission Service:** Thesaurus
- **Representative:** Burn-Smith
- **President:** Tom E. Gilman
- **Gen.-Sta.-Comm. Mgr.:** Jack Norfleet
- **Pgm.-Prod. Dir.:** David Nelson
- **Chief Engineer:** John Brigham
- **Consulting Engr.:** George Davis

### WPUV
**PULASKI—1946—MBS-KBS**

- **Frequency:** 1230 Kc.
- **Power:** 250 Watts
- **Owned-Oper. By:** Southwest Bcstg. Corp.
- **Address:** Dora Highway
- **Phone Number:** 33931
- **News Service:** AP
- **Transmission Service:** World
- **Representative:** Sears & Ayer
- **Pres., Gen. Mgr.:** Mason C. Deaver
- **Vice-Pres.:** Maruma R. Deaver
- **Program Director:** Richard Parker
- **Chief Engineer:** John A. Columbus

### WRAD
**RADFORD—1950**

- **Frequency:** 1340 Kc.
- **Power:** 250 Watts
- **Owned-Oper. By:** Rollins Bcstg., Inc.
- **Phone Number:** 2461
- **Transmission Service:** Thesaurus
- **News Service:** AP
- **President:** John W. Rollins
- **Gen., Sta., Comm. Mgr.:** Wendell H. Siler
- **Program Director:** Alfred L. Mills
- **Chief Engineer:** Fitzgerald McDaniel

### WRIC
**RICHLANDS—1951**

- **Frequency:** 1050 Kc.
- **Power:** 100 Watts d.
- **Owned-Oper. By:** Clinch Valley Bcstg. Corp.
- **Address:** Box 218
- **Phone Number:** 450
- **Transmission Service:** Thesaurus, SESAC
- **President:** J. Powell Royal, Jr.
- **Seyc.—Teas., Chi. Engr.:** Max M. Blakemore
- **Vice-Pres.:** Jess White
- **Comm., Prom. Mgr.:** Joe J. Webb
- **Pgm., News Director:** Douglas E. Smith

### WANT
**RICHMOND—1951**

- **Frequency:** 990 Kc.
- **Power:** 1000 Watts d.
- **Owned-Oper. By:** United Bcstg. Co. of Virginia
- **Address:** 513 E. Main St.
- **Phone Number:** 38358
- **Transmitter Location:** Belle Isle
- **News Service:** INS
- **President:** Richard Eaton
- **General Manager:** Glen A. Harmon
- **Promotion Manager:** Phyllis Johnson
- **Chief Engineer:** Silas Bell

### WLEE
**RICHMOND—1945—MBS**

- **Frequency:** 1480 Kc.
- **Power:** 5000 Watts
- **Owned-Operated By:** Lee Bcstg. Corp.

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678
In Richmond, Virginia, There's More SELL on WRNL!

Here's your sure-fire selling formula for fifty-two! First, take an outstanding market (Richmond, Va.) — then pour on some good Radio Advertising — be sure to get complete coverage (WRNL, of course.) Yes, WRNL gives you a ready-to-buy audience with the WRNL listening habit!

910 KC 5 KW
ABC AFFILIATE
RICHMOND VIRGINIA

WRNL NATIONAL REPRESENTATIVES
EDWARD PETRY & COMPANY, INC.
<table>
<thead>
<tr>
<th><strong>VIRGINIA</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WXGI</strong></td>
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<tr>
<td><strong>RICHMOND—1947</strong></td>
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<tr>
<td><strong>Frequency:</strong> 950 Kc. <strong>Power:</strong> 1000 Watts d.</td>
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<tr>
<td><strong>Owned-Operated By:</strong> Radio Virginia, Inc.</td>
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<tr>
<td><strong>Address:</strong> 100 W. Franklin St.</td>
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<tr>
<td><strong>Phone Number:</strong> 7-4694</td>
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<tr>
<td><strong>Transmitter Location:</strong> German Town Rd.</td>
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<td><strong>Air Time:</strong> 5:30 a.m.-Sunset</td>
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<tr>
<td><strong>News Service:</strong> AP</td>
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<tr>
<td><strong>President:</strong> Douglas H. Robertson</td>
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<td><strong>General Manager:</strong> John Wilburn</td>
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<td><strong>Program Director:</strong> John Stinson</td>
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<td><strong>Production Manager:</strong> Jack Tucker</td>
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<tr>
<td><strong>Chief Engineer:</strong> Walter Selden</td>
</tr>
</tbody>
</table>

| **WDBJ**  |
| **ROANOKE—1924—CBS** |
| **Frequency:** 980 Kc. **Power:** 5000 Watts |
| **Owned-Operated By:** Times-World Corp. |
| **Address:** 124 W. Kirk Ave. |
| **Phone Number:** 8131 |
| **Transmitter Location:** Colonial Ave. |
| **Air Time:** 6 a.m.-12:05 a.m. |
| **News Service:** AP, UP |
| **Transcription Service:** Thesaurus, Associated |
| **Representative:** Free and Peters, Inc. |
| **Membership:** NARTB, BAB |
| **President:** J. P. Fishburn |
| **General Manager:** Ray P. Jordan |
| **Commercial Manager:** John W. Harkrader |
| **Program Director:** Paul E. Reynolds |
| **Production Director:** Charles A. Ballou |
| **Publicity Director:** Benton B. Boggs |
| **Chief Engineer:** J. Edward Newman |
| **Consulting Engineer:** George Davis |

| **WROV**  |
| **ROANOKE—1946—MBS** |
| **Frequency:** 1240 Kc. **Power:** 250 Watts |
| **Owned-Operated By:** Radio Roanoke, Inc. |
| **Bus.-Studio Address:** 600 Mountain Trust Bldg. |
| **Phone Number:** 3-4444 |
| **Transmitter Location:** Cleveland Ave., S.W. |
| **Air Time:** Unlimited |
| **News Service:** UP |
| **Transcription Service:** Lang-Worth |
| **Representative:** Burn-Smith |
| **Membership:** NAB, BAB |
| **President:** Leo F. Henebry |
| **Gen.-Stat.-Comm. Mgr.:** Frank E. Koehler |
| **Chief Engineer:** Frank A. Hall |

| **WSLS**  |
| **ROANOKE—1940—NBC** |
| **Frequency:** 610 Kc. **Power:** 1000 Watts |
| **Owned-Oper. By:** Roanoke Bstg. Corp. |
| **Business-Studio Address:** Shenandoah Bldg. |
| **Phone Number:** 9227 |
| **Transmitter Location:** 2 Mi. N. of Salem & 6.5 M. N.W. of Roanoke |
| **Air Time:** Unlimited |
| **News Service:** AP |
| **Transcription Service:** Thesaurus, Associated |
| **Representative:** Avery-Knodel |
| **Membership:** NARTB, BAB |
| **President:** Paul C. Bulford |
| **Exec. Vice President:** James H. Moore |
| **Chief Engineer:** J. P. Briggs |
| **Pgm. Dir., Prom. Mgr.:** Bill Ashworth |
| **Consulting Engineer:** George Davis |

| **WHLF**  |
| **SOUTH BOSTON—1947—KBS—ABC** |
| **Frequency:** 1400 Kc. **Power:** 250 Watts |
| **Owned-Operated By:** Halifax Bstg. Co. |
| **Address:** Webster St. |
| **Phone Number:** 2-9888 |
| **News Service:** AP |
| **Transcription Service:** Capitol, World |
| **Pgm., Prod., Publ., Mus. Dir.:** Eila L. Poindexter |
| **Chief Engineer:** David O. Guthrie |

| **WTON**  |
| **STAUNTON—1945—ABC** |
| **Frequency:** 1400 Kc. **Power:** 250 Watts |
| **Owned-Operated By:** Charles P. Blackley |
| **Business-Studio Address:** Morrison Bldg. |
| **Phone Number:** 5-5555 |
| **Transmitter Location:** U. S. Route 250 |
| **Air Time:** 8 a.m.-8 p.m. |
| **News Service:** AP |
| **Transcription Service:** Associated, Thesaurus |
| **Membership:** NARTB |
| **General-Station Mgr.:** Charles F. Blackley |
| **Comm.-Sales Prom. Mgr.:** Charles F. Seebeck |
| **Prog.-Prod. Dir., Chief Ann.:** Fulton A. King |
| **Chief Engineer:** Rex C. Houser |
AP SELLS
For Stations and Sponsors—

For instance ... WBTM

"AP service pays its way for us. We carry 56 Associated Press news shows each week, every one sponsored. Biggest sponsor is the First National Bank with a daily 15 minute AP program. They've had this show for 10 solid years. In surveys it pulls an astounding 72% share of audience. Nearest competition has 22%. No wonder AP news sells itself! Year after year it provides us with a steady source of income. In the past 10 years we calculate AP has been responsible for 15% of our local income."

EDWARD G. GARDNER,
General Manager,
WBTM, Danville, Virginia
WYTHEVILLE—1949—KBS

Frequency: 1280 Kc. Power: 1000 Watts d.

WYTHEVILLE—1949—KBS

Frequency: 1280 Kc. Power: 1000 Watts d.

WASHINGTON

Pop. April 1, 1952 (Est.) 2,497,000—Total Housing Units 814,874
Families April 1, 1952 (Est.) 788,000—Stations in State 53

KBKW

ABERDEEN—1949—LBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By: KBKW, Inc.
Address: 701 E. Heron St., Aberdeen, Wash.
Phone Number: 1015, 1016
Transmitter Location: 701 E. Heron St.
Air Time: 6 a.m.-11 p.m.
News Service: AP
Trans. Serv.: Associated, World
Representative: Art Moore, Joseph McGillivra
Membership: NARTB, BAB
President: Archie Tall, Jr.
Gen. Sta. Mgr.: Don. G. Bennett
Commercial Manager: Ralph Peyton
Sales Prom. Mgr.: Alex Johnson
Program Director: Dorothy Langren
Production Director: Evelyn Rodrigue
Consulting, Chief Engr.: Richard Pooley

KPUG

BELLINGHAM—1948—MBS-KBS

Frequency: 1170 Kc. Power: 1000 Watts
Owned-Oper. By: KPUG, Inc.
Business Address: P. O. Box 655
Telephone: 8200
News Service: UP
Representative: Cooke
President: Jessica L. Longstreet
General Manager: Robert E. Pollack
Comm. Prom. Mgr.: James Hamstreet
Program Director: Verle Jones, Jr.
News Director: John Dimeo
Chief Engineer: Donald R. Pinney

KVOS

BELLINGHAM—1927—ABC

Frequency: 790 Kc. Power: 1000 Watts
Owned-Oper. By: KVOS, Inc.
Bus. Sta. Address: 1321 Commercial St.
Phone Number: Bellingham 780
Transmitter Location: Yew St.
News Service: UP
Transcription Service: MacGregor, World
Representative: Meeker
President: General Mgr.: Roger Jones
Sta., Prom. Dir.: Jack Clarke
Sports Director: Haines Fay
Chief Engineer: Ernest Harper
News Director: Bert Jackson

KBRO

BREMERTON—1947

Frequency: 1480 Kc. Power: 250 Watts
Owned-Oper. By: Bruce Bartley
Address: 205 Washington Ave.
Phone Number: 3-5095
Transmission Location: 205 Washington Ave.
News Service: AP
Transcription Service: World
Representative: John Keating, Bruce Bartley
Pres., Gen., Sta. Mgr.: Bruce Bartley
K G I B
BREMERTON—1950
Frequency: 1540 Kc........ Power: 1000 Watts d.
Owned-Oper. By.... Kitsap G. I. Bestrs., Inc.
Address............ 124 N. Callow St.
Phone Number........... 7-3757
Transcription Service............. Standard
News Service.............. UP
President................. G. A. Weyland
General Manager........ James Munro
Chief Engineer............ Paul Crittenden

K E L A
CENTRALIA-CHEHALIS—1937-MBS
Frequency: 1470 Kc........ Power: 1000 Watts
Owned-Oper. By.... Kitsap G. I. Bestrs., Corp.
Business Address... P. O. Box 720, Centralia:
P. O. Box 827, Chehalis
Phone Numbers............ Centralia 6-3321, Chehalis 8-3321
Studio Address... On Hway. 99 midway bet.
Centralia & Chehalis
Air Time................. 6 a.m.-M.
News Service.............. UP
Transcription Service............. World
Representative........ John Keating, John E. Pearson
Membership............. NARTB, BAB
President................. J. Elroy McCaw
Sec.-Treas................ Mabel A. McGinn
Gen., Sta. Mgr........... Joe Chytill
Comm. Manager........ Hugh J. MacPherson
Production Director....... Wayne Killmer
Publicity Director........ Schuyler C. Hill
Pgm., Mus. Dir............ Del Spencer
Chief Engineer............ John L. Kelley

K C L X
COLFAX—1950—KBS-LBS
Frequency: 1450 Kc........ Power: 250 Watts
Owned-Oper. By..... Interstate Radio, Inc.
Address............ P. O. Box 710
Phone Number............. 780
Representative........ Biddick
Transcription Service............. SESAC
News Service.............. AP
President................. T. R. Farrier
General Manager........ Bert McAllister
Commercial Manager........ Joseph E. Martin
Chief Engineer............ H. D. Young

K X L E
ELLENSBURG—1946—LBS
Frequency: 1240 Kc........ Power: 250 Watts
Owned-Oper. By... Central Washington Bestrs.
Bus. Add. Trans. Loc. Box 600
Phone Number........... 2-1488
Studio-Transmitter Location........... West 10th
Air Time................. 6:30 a.m.-11 p.m.
News Service.............. UP
Transcription Service .... Lang-Worth
Membership............. NARTB, BAB
President................. Goodwin Chase, Jr.
Gen., Sta. Manager........ Joe Kendall
Commercial Manager........ Darrel Burns
Program Director...... Don Bevilacqua
Chief Engineer............ Darrel Burns

K U L E
EPHRATA—1950
Frequency: 730 Kc........ Power: 250 Watts d.
Owned-Oper. By... Columbia Basin Bcstg. Co.
Phone Number............. 730
News Service.............. UP
Pres., Manager............. M. F. Monson
Chief Engineer............ Elwood E. Eby

K R K O
EVERETT—1922—MBS
Frequency: 1380 Kc........ Power: 1000 Watts
Owned-Oper. By.... The Everett Bcstg. Co., Inc.
Bus., Studio-Transmitter Address... KRKO Bldg.
Phone Number............. Cedar 1144
Air Time................. 6 a.m.-M.
News Service.............. UP
Transcription Service............. World, SESAC
Representative........ Joseph Hershey McGillvra
Membership............. NARTB, BAB
Pres., Gen., Sta. Mgr... William R. Taft
Program Director........ Earl Gordon
Production Director....... Warren Johnson
Chief Engineer............ Dave Foley

K F D R
GRAND COULEE—1950
Frequency: 1400 Kc........ Power: 250 Watts
Owned-Oper. By... Carl F. Knerlim
Address............ P. O. Box 1642
Phone Number............ 515
Air Time................. 15 Hrs.
News Service.............. UP
Transcription Service............. C. P. MacGregor
Gen., Sta. Mgr........... Carl F. Knerlim
Program Director........ Patricia A. Westerman
Chief Engineer............ Raymond L. Groff

K E L S
KELSEO—1949—LBS
Frequency: 1490 Kc........ Power: 250 Watts
Owned-Oper. By... N.W. Public Services, Inc.
Address............ P. O. Box 90
News Service.............. UP
Trans. Serv............ Capitol, Standard
President................. Roscoe A. Day, Jr.
General Manager........ Claire O. Banks
Sales Promotion Manager... Martin Welch
Program Director....... Lowell Gibson
Chief Engineer............ John Holmes
**KWIE**
KENNEWICK—1949

Frequency: 610  Power: 1030 Watts
Owned-Oper. By: KWIE, Inc.
Address: 11 S. Cascade St.
Phone Number: 6961
Transmitter Location: Perkins Rd.
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: World, Associated Representative: Art Moore, Robert Meeker
Pres., Gen. Mgr.: Harold A. Clark
Commercial Manager: C. J. McCredie
Program Director: Marvin E. Johnston
Production Director: Ben T. Weaver
Chief Engineer: C. J. McCredie
Farm Editor: Marvin E. Johnston
Consulting Engineer: A. D. Ring

**KRKL**
KIRKLAND—1948

Frequency: 1050 Kc.  Power: 250 Watts d.
Owned-Oper. By: Eastside P&cstq, Co.
Address Trans. Loca: Civic Center
Phone Number: 22-1201
Transcription Service: Capitol
Presidents: L. N. Ostrander, W. A. Chumness
Gen. Mgr., News Dir.: Jerry McCumber
Commercial Manager: Bert Demers
Program Director: Frank Ferry
Chief Engineer: Jack Kerr

**KWLK**
LONGVIEW—1938—MBS

Frequency: 1400 Kc.  Power: 250 Watts
Owned-Oper. By: Twin City B&cstq Corp.
Phone Number: Longview 1500
Transmitter Location: Ocean Beach Hwy.
Air Time: Full Time
News Service: UP
Transcription Service: Associated, World Representative: W. S. Grant, John Keating
Membership: NARTB, BAB, Commercial Manager: J. F. Carlson
Program Director: Bob Moran
Chief Engineer: Ralph Brown
Consulting Engineer: Harold Singleton

**KSEM**
MOSES LAKE—1947—KBS-LBS

Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By: KSEM, Inc.
Address: Box 276
Phone Number: 234
Transmitter Location: Capistrano Park
Air Time: 7 a.m.-10 p.m.

**KBRC**
MOUNT VERNON—1946

Frequency: 1430 Kc.  Power: 500 Watts
Owned-Operated By: Beckley Radio Co.
Bus-Studio Add. Trans. Loca: P.O. box 240
Phone Number: 8995
Air Time: 8 a.m.-10 p.m.
News Service: UP
Transcription Service: World Representative: Don Miller
Pres., Gen. Sta. Mgr.: Leo H. Beckley
Commercial Manager: Jack England
Pgm. Dir., Chief Ann.: Tom Harveman
Chief Engineer: Walter Bierke
Consulting Engineer: J. B. Hatfield

**KGY**
OLYMPIA—1922—MBS

Frequency: 1240 Kc.  Power: 250 Watts
Owned-Oper. By: Tom Olsen
Address Trans. Loca: Rockway Leland Bldg.
Phone Number: 6636
Air Time: 6 a.m.-11 p.m.
News Service: UP
Transcription Service: World, SESAC Representative: Grant
Membership: NARTB, BAB, General Manager: Tom Olsen
Sta., Comm. Mgr.: Elmer J. Holmberg
Sales Promotion Manager: Sam Crawford
Pgm., Prod., Publ. Dir., Chief Ann.: Don Jones
Chief Engineer: Charles A. Roark

**KOMW**
OMAK—1947

Owned-Operated By: KOMW, Inc.
Business-Studio Address: Box 151
Phone Number: 00
Transmitter Location: Omak
Air Time: Daytime
News Service: UP
Transcription Service: Lang-Worth, Capitol Representative: John Keating
Membership: NARTB, BAB, President: R. L. McNatt
General Manager: Dean Nichols
Commercial Manager: Grover D. Allen
Program Director: Nola Malone
Chief Engineer: Kirk W. Springer
**KPKW**
**PASCO—ABC-NBC**
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Western Radio Corp.
Address: Trans. Loca. Pasco
Phone Number: 3337
Air Time: 6 a.m.-12 M.
News Service: Capitol
Transcription Service: Keating
Representative: NARTB
Membership: Wm. John
Pres., Gen. Mgr.: V. B. Kenworthy
Station Manager: Ted Smith
Comm. Sales Prom. Mgr.: Ben Roscoe
Chief Engr., Prod., Pgm. Dir.: Walter Mott
Consulting Engineer: Stan Bennett

**KONP**
**PORT ANGELES—1945—KBS**
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Radio Pacific, Inc.
Bus.-Studio-Transmitter Address: 313 W. First
Phone Number: 4200
Air Time: 6:45 a.m.-10:30 p.m.
News Service: UP
Transcription Service: World
Representative: John Keating
Pres., General Mgr.: C. N. Webster
Station Manager: Keith Patterson
Chief Engineer: Bevin Roth

**KBKH**
**PULLMAN—1950**
Frequency: 1150 Kc. Power: 1000 Watts
Owned-Oper. By: Bayton & Hicks
Address: 318 W. Main
Phone Number: 1-5251
News Service: UP
Partners: J. Ronald Bayton, Maynard Hicks
General Manager: J. Ronald Bayton
Commercial Manager: John Puckett
Pgm. Dir., Farm Editor: Robert Concic
Promotion Manager: B. J. Bayton
Chief Engineer: Glen R. Southworth

**KPUY**
**PUYALLUP—1951**
Frequency: 1450 Kc. Power: 100 Watts
Owned-Operated By: Clarence E. Wilson
Address: 1510 Linden Drive
Phone Number: 5-8502
News Service: UP
Transcription Service: Associated
Owner, Gen., Comm. Mgr., Clarence E. Wilson
Prom. Mgr., Pgm. Dir.: Pete Hansen
Chief Engr., Farm Dir.: Robert E. Vey

**KAPA**
**RAYMOND—1950**
Frequency: 1340 Kc. Power: 250 Watts
Address: P. O. Box 288
Phone Number: 1010
Air Time: 6 a.m.-12 M.
News Service: AP
Station Representative: Pearson, Keating
Membership: NARTB, BAB
President: Joe Chytil
Sta., Comm. Mgr.: Robert C. Finley
Sales Promotion Manager: Dwight Smart
Program Director: Fred W. Hepner
Production Director: Pat Allen

**KXRN**
**RENTON—1947**
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Interlake Bcstg. Corp.
Address: Trans. Loca. N. 7th & Park Ave.
Phone Number: Renton 5-3424
Air Time: 6 a.m.-12 M.
News Service: UP
Transcription Service: Cole
Membership: NARTB, BAB
Pres., Gen. Mgr.: R. S. McCaw
Commercial Manager: Thomas D. Fuller
Pgm. Mus. Dir., Farm Editor: F. J. Jensen
Chief Engr.: F. C. Cook
Consulting Engineer: Wm. Foss

**KALE**
**RICHLAND—1950—LBS**
Frequency: 960 Kc. Power: 1000 Watts
Address: P. O. Box 513
Phone Number: Pasco 3389
Representative: Pearson, Moore, Hall
Transcription Service: Cole
News Service: UP
Pres., Gen. Mgr.: Robert S. McCaw
Station Manager: Arnold G. Sanborn
Commercial Manager: Ralph Nachtmann
Program Director: Robert Parnell
Chief Engineer: Joseph Muench
Consulting Engineer: J. R. Bird, Jr.

**KING**
**SEATTLE—1927**
Frequency: 1090 Kc. Power: 50,000 Watts
Address: Smith Tower
Phone Number: Mutual 1080
Representative: Otto P. Brand
News Service: UP
President: Mrs. A. Scott Bullitt
Exec. Vice-Pres.: Henry B. Owen
General Manager: Otto P. Brandt
Commercial Manager: Robert Kilpatrick
Program Director: Hal Davis
Production Director: Hal Moen
Publicity Director: Mel Anderson
Chief Engineer: Arthur A. Shultz
Consulting Engineer: William Foss
**KIRO**
SEATTLE—1935—CBS

Frequency: 710 Kc. Power: 50,000 Watts
Owned-Oper. By: Queen City Bcastg. Co.
Business-Studio Address: 66 Cobb Bldg.
Phone Number: Seneca 1500
News Service: UP
Transcription Service: Thesaurus
Representative: Free & Peters
President: Saul Haas
Sales Manager: William F. Tucker
Program Director: Kenneth Yeend
Publicity Director: Frankie Goodwin
Chief Engineer: James Hatfield

**KJR**
SEATTLE—1922—ABC

Frequency: 950 Kc. Power: 5000 Watts
Owned-Oper. By: Tolem Bcastrs., Inc.
Business-Studio Address: Skinner Bldg.
Phone Number: Elliot 5890
Transmitter Location: 2600 26th Ave., S.W.
Air Time: Unlimited
News Service: AP
Transcription Service: World
Representative: Avery-Knodel
Membership: NARTB, BAB
President: Marshall Field, III
General-Station Mgr.: J. Archie Morton
Publ. Dir., Sales Mgr.: Mait Jordan
Pgm., Prod. Director: Homer Pope
Chief Engineer: Don M. Anderson
Consulting Engineer: E. C. Page

**KOL**
SEATTLE—1922—LBS

Frequency: 1300 Kc. Power: 5000 Watts
Bus-Studio Address: Northern Life Tower
Phone Number: MA. 2312
Transmitter Location: 1110 W. Florida
Air Time: 6 a.m.-12 M.
News Service: UP
Transcription Service: Capitol, World
Representative: Forjoe
President: Archie Tait
Prom., Comm. Mgr.: Arthur Moore
Pgm., Prod. Publ. Dir.: Robert Harris
Chief Engineer: Perry Lind

**KOMO**
SEATTLE—1926—NBC

Frequency: 1000 Kc. Power: 50,000 Watts
Owned-Oper. By: Fisher's Blend Station, Inc.
Bus-Studio Address: 100 4th Ave., No.
Phone Number: SEneca 6000
Transmitter Location: Vashon Island
Air Time: 18 hrs.
News Service: UP
Transcription Serv. Associated, Lang-Worth
Representative: Edward Petry
Membership: NARTB, BAB
President, General Mgr.: O. W. Fisher
Commercial Manager: Ray Baker
Mgr., Natl. Sales & Sales, Prom. Mgr.: Richard E. Green
Program Manager: W. W. Warren
Publicity Director: Margaret Frey
Production Mgr.: Frederick J. Patterson
Chief Engineer: F. J. Brott
Consulting Engineer: A. D. Ring

**KRSC**
SEATTLE—1926

Frequency: 1150 Kc. Power: 1000 Watts
Owned-Operated By: Radio Bcastg. Corp.
Add., Trans. Loca.: 2939 Fourth Ave. So.
Phone Number: E.Liot 2480
Air Time: 5:30 a.m.-3 a.m.
News Service: AP
Transcription Service: Lang-Worth
Membership: NARTB, BAB
President: J. Elroy McCaw
Gen. Sta. Mgr.: H. E. Riddiells
Commercial Manager: William L. Simpson
News, Pgm. Dir.: Ted Bell
Chief Engineer: Les Cabe

**KTV**
SEATTLE—1920

Frequency: 1250 Kc. Power: 1000 Watts
Owned-Oper. By: The First Presbyterian Church of Seattle, Wash.
Add. Trans. Loca.: 7th Ave. & Spring St.
Phone Number: Mutual 1250
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: Thesaurus
Representative: George F. Hollingbery
Membership: NARTB, BAB
Pres., Gen. Mgr.: Vernice Irwin
Vice President: Laura M. Doenbecher
Comm-Sales Prom. Mgr.: Emil T. Irwin
News, Pgm. Dir., Chief Ann.: Harry Long
Chief Engineer: D. M. McDonough
Consulting Engrs.: Sidor & Hollingsworth
**KXA**
**SEATTLE—1926**

Frequency: 770 Kc.  Power: 1000 Watts d.
Owned-Operated By: KXA, Inc.
Bus-Studio Address: 312 Bigelow Bldg.
Phone Number: Seneca 1000

Transmission Location: 2nd & Union
Air Time: 5 a.m.-Local Sunset
News Service: AP
Representative: Rambeau
Membership: NARTB, BAB
President: Wesley I. Dunn
General Manager: Lincoln W. Miller
Commercial Manager: R. G. McArdle
Chief Engineer: John Dubuque

Pgm. Dir., Sales Prom. Mgr... Robert H. Wesson
Chief Engineer.................... John Walker
Consulting Engineer............... George C. Davis

**KSP0**
**SPOKANE—1922—LBS**

Frequency: 1230 Kc.  Power: 250 Watts
Owned-Oper. By: Louis Wasmur
Address, Trans. Loca.: 526 Riverside Ave.
Phone Number: Riverside 8033

News Service: UP
Transcription Service: Thesaurus, SESAC
Pres., Gen. Mgr.: Louis Wasmur
Commercial Manager: Gene Williams
Pgm. Mgr.: Darrel Holt
Chief Engineer: E. P. Antosyn

**KGA**
**SPOKANE—1926—ABC**

Frequency: 1510 Kc.  Power: 50,000 Watts
Owned-Operated By: Corp. of Gonzaga U.
Bus.-Studio Address: Radio Central Bldg.
Phone Number: MADison 5383

Transmitter Location: Moran Prairie, Rt. 3
Air Time: 6 a.m.-12 M.
News Service: UP
Transcription Service: Standard
Representative: Edward Petry
President: Rev. Francis E. Corkery, S. J.
Gen., Sta., Comm. Mgr.: hòa W. Wylie
Chief Engineer: A. C. Sparling

**KHQ**
**SPOKANE—1922—NBC**

Frequency: 590 Kc.  Power: 5000 Watts
Owned-Operated By: KHQ, Inc.
Bus.-Studio Address: Radio Central Bldg.
Phone Number: MADison 5131

Transmitter Location: 4102 So. Regal
Air Time: 19 hrs.
News Service: AP
Transcription Service: Katz
Representative: World
Membership: NARTB, BAB
Pres., Gen.-Sta. Mgr.: Richard O. Dunning

**KNEW**
**SPOKANE—1947—MBS**

Frequency: 970 Kc.  Power: 1000 Watts
Bus.-Studio Address: 511 Eagle Bldg
Phone Number: MADison 3333

Transmitter Location: 4101 S. Regal St.
News Service: AP
Transcription Service: Associated
Representative: Forjoe & Co.
Pres., Gen., Sta. Mgr.: Cole E. Wylie
Commercial Manager: Robert H. Temple
Program Director: William Stevens
Chief Engineer: William Patterson

**KREM**
**SPOKANE—1947**

Frequency: 920 Kc.  Power: 5,000 Watts
Owned-Operated By: Symons Bstg. Co.
Address: Television Center
Phone Number: MAIN 1218

Transmitter Location: So. Regal St.
Air Time: Unlimited
News Service: UP
Transcription Service: Lang-Worth, MacGregor
Representative: Walker, PNB
President: E. B. Carney
Sta., Gen. Mgr.: Franz Robischon
Commercial Manager: B. E. Woolston
Natl. Sales Mgr., Pgm. Dir.: Martin Boss
Chief Engineer: George Lamford

**KXYL**
**SUNNYSIDE—1950**

Frequency: 1230 Kc.  Power: 250 Watts
Owned-Oper. By: Cole E. Wylie
Address: Outlook Rd.
Phone Number: 7-2277

Transcription Service: Associated
News Service: AP
Representative: Forjoe
President: Cole E. Wylie
Station Manager ...................... C. Nat Harris
Commercial Manager ............... Clifford F. Nelson
Program Director .................. Jean Runyon
Chief Engineer ...................... Richard M. Nicholas

K M O
TACOMA—1922

Frequency: 1360 Kc.  Power: 5000 Watts
Owned-Oper. By ................. Carl E. Haymond
Bus-Studio Address .............. 914½ Broadway
Phone Number ..................... MAin 4144
Transmitter Location .......... Colonial Garden Area
Air Time .......................... 6 a.m.-12 p.m.
News Service ...................... UP
Transcription Service .......... Capitol, Standard
Representative .................. McGillivra, Scott
Membership ...................... NARTB
General Manager ................. Carl E. Haymond
Station Manager ................. Jerry Geenan
Comm.-Sales Prom. Mgr. ......... Ray T. McKenzie
Prog.-Publ. Dir. .................. Ted Knightlinger
Chief Engineer .................... John Boor

K T B I
TACOMA—1941—LBS

Frequency: 810 Kc.  Power: 1000 Watts d.,
500 Watts n.
Owned-Operated By .......... Tacoma Bcstrs., Inc.
Address .......................... 2715 Center St.
Phone Number ..................... BRoadway 2241
Air Time .......................... 18 hrs.
News Service ...................... UP
Transcription Service .......... Cole. World
Representative .................. McGillivra, Moore
Membership ...................... NARTB
President ......................... Harold J. Quilliam
Station Manager ................. T. R. Knightlinger
Commercial Manager ............. Don Hopkins
Chief Engineer .................... R. C. Velo
Consulting Engineer ............. James B. Hatfield

K V A N
VANCOUVER—1939

Frequency: 910 Kc.  Power: 1000 Watts
Owned-Oper. By ................. Vancouver Radio Corp.
Phone ............................ 3-4717, TW 7323
Studio Address .................... 707½ Main St.
Transmitter Location .......... Smith Lake
Air Time .......................... 6 a.m.-M.
News Service ...................... UP
Transcription Service .......... World
Representatives .................. Keating, O'Connell
President ......................... Sheldon F. Sackett
General-Station Mgr. .......... Fred F. Chitty
Sales Prom. Mgr. ................ Al Bauer
Prog., Prod., Pub., News Dir. ... George W. Conner
Chief Engineer ................... Edgar Means
Consulting Engineer ............. Paul Leake

K T E L
WALLA WALLA—1946—ABC

Frequency: 1490 Kc.  Power: 250 Watts
Address .......................... Book Nook Bldg.
Phone Number ..................... 4103
Transmitter Location .......... 2nd & Cordiner
Air Time .......................... Unlimited
News Service ...................... AP
Transcription Service .......... World
Membership ...................... NARTB
Pres., Gen. Mgr. ................. Jack Keating
Sales Promotion Manager ...... Don Harris
Program Director ................. John Keating
Chief Announcer ................. Carl Hebenstreit
News Director ..................... Dan Murphy
Chief Engineer .................... Ty McFadden
Consulting Engineer ............ Harold Singleton

K U J
WALLA WALLA—1928—MBS

Frequency: 1420 Kc.  Power: 5000 Watts
Owned-Operated By .......... KUJ, Inc.
Business-Studio Address ........ 55 E. Main St.
Phone Number ..................... 1230
Transmitter Location .......... U. S. Hway 410 & Sudbury Rd.
Air Time .......................... 6:30 a.m.-11 p.m.

A P S E L L S

For Stations and Sponsors 

For instance ... KJR

"Associated Press news is a major factor in KJR’s 66% gain in net revenue from newscasts for 1951 over 1950."

J. ARCHIE MORTON, General Manager, KJR, Seattle, Washington

688
K P Q
WENATCHEE—1929—ABC
Frequency: 550 Kc. ...... Power: 5000 Watts
Bsns-Studio Address ...... 2nd & Columbia Sts.
Phone Number ............. 2757
Transmitter Location ...... Wenatchee & Columbia
Air Time .................. 6 a.m.-M.
News Service ............. UP
Transcription Service ...... World
Representative ............ Robert Meeker
Membership ............... BAB
President .................. Ragan Jones
Gen., Sta. Mgr. ............ James W. Wallace
Prom. Comm. Mgr. ......... Pat O'Halloran
Pgm., Prod. Director ...... Emerson Elder
Publicity Director ...... Charlotte Tochtermen
Chief Engineer ............ George Frese
Chief Announcer .......... Bill Denton
Consulting Engineer ...... Bill Foss

K W N W
WENATCHEE—1948—MBS
Frequency: 1340 Kc. ...... Power: 250 Watts
Owned-Oper. By ......... Appleland Bcstg. Co., Inc.
Address .................. P. O. Box 1510
Phone Number ............. 2468-2469
Trans. Loca. ............... 1119 No, Wenatchee Ave.
Air Time .................. 6 a.m.-12 M.
Transcription Service ...... Standard
Representative ............ Walter Biddick
President .................. Lawrence Leathy
General Manager .......... Bernard H. Droz
Sales Promotion Manager .. Hanford Choate
Program Director ........ Ron Satterwhite
Chief Engineer ............ Gilbert Reeves
Consulting Engineer ...... James Hattfield

K I M A
YAKIMA—1944—CBS
Frequency: 1460 Kc. ...... Power: 1000 Watts d.,
500 Watts n.
Address ............. Hotel Chinook
Phone Number ............. 8197
Transmitter Location ...... Terrace Hgts. Rd.
Air Time .................. 5 a.m.-12M.
News Service ............. UP
Trans. Serv. ............... AP
Price .................. Lang-Worth, SESSAC, APS
Representative .......... Weed & Co.
President .............. A. W. Talbot
Gen., Sta. Mgr. .......... R. Lee Black
Sta. Oper., Pgm. Dir. .... Tom C. Bostic
Commercial Manager ...... Ted Morrow
Production Director ...... Joe Ryan
Publicity Director ...... Virginia Ann Schofield
Chief Engineer .......... M. D. Lambert

KIT
YAKIMA—1929—ABC—NBC
Frequency: 1280 Kc. ...... Power: 5000 Watts d.,
1000 Watts n.
Owned-Oper. By ......... Valley Bcstg., C. E. Haymond
Business-Studio Address .. 414 E. Yakima Ave.
Phone Number ............. 8115
Transmitter Location ...... Washington Ave.
Air Time .................. 6 a.m.-12 M.
News Service ............. UP
Transcription Service ...... Capitol
Representative ............ Branham
President .................. Carl E. Haymond
Comm., Gen., Sta. Mgr. ...... James A. Murphy
Sales Prom. Mgr., Pub. Dir. .... William Moody
Chief Anncr., Pgm., Prod. Dir. .... Jas. W. Nolan
News Director .......... Pete Wick
Musical Director ...... Harrison A. Miller
Chief Engineer .......... H. B. Murphy
Consulting Engineer ...... Chambers & Garrison

KYAK
YAKIMA—1947—MBS
Address .................. P. O. Box 172
Phone Number .......... 2-7143
Transcription .......... World
News Service ............. UP
President .................. Robert S. McCaw
Station Manager .......... W. W. Boone
Commercial Manager ...... I. N. Prell
Program Director ...... Gerald Webb
Chief Engineer .......... Donald E. Gardner

WHY IS AP THE BEST?
BECAUSE—AP has more news correspondents, more news bureaus, more miles of news wire than any other news service.
WEST VIRGINIA
Pop. April 1, 1952 (Est.) 2,075,000—Total Housing Units 544,477
Families April 1, 1952 (Est.) 494,000—Stations in State 38

W J L S
BECKLEY—1939
CBS-PERSONALITY
Frequency: 560 Kc. Power: 1000 Watts d.
500 Watts n.
Owned-Oper. By...........Joe L. Smith, Jr., Inc.
Bus.-Studio Address........WJLS Bldg., Main & Kanawha St.
Phone Number...............7311
Transmitter Location........Routes 18-21
Air Time...................Unlimited
News Service...............UP
Transcription Service........Col.
Representative...............Weed
Membership..................NARTB, BAB
President....................Joe L. Smith, Jr.
General-Station Mgr........Virginia N. Cooper
Sales Prom. Mgr., Pub. Dir....W. R. Barrett
Pgm., Prod. Dir.............W. S. Jackson
Chief Announcer.............Sid Doherty
Chief Engineer..............Al J. Ginkel
Farm Editor................William R. Barrett
Consulting Engineer.........A. D. Ring

W W N R
BECKLEY—1946—MBS
Frequency: 620 Kc. Power: 1000 Watts d.
500 Watts n.
Owned-Operated By...........Rohall Bestg. Co.
Business-Studio Address.....1585 Harper Rd.
Phone Number...............9309
Transmitter Location........Mount Tabor
Air Time....................18 hrs.
News Service...............AP
Transcription Service........Lang-Worth
Representative...............Walker
President....................N. Joe Rohall
Gen., Sta. Mgr..............Tom Douds
Chief Engineer..............Estil Willis
Traffic Director............Jo Ann Herring
Consulting Engineer..........E. C. Page

W H I S
BLUEFIELD—1928—NBC
Frequency: 1440 Kc. Power: 5000 Watts
Business-Studio Address.....623 Commerce St.
Phone Number...............7114
Transmitter Location.........Harry Heights
Air Time.....................Unlimited
News Service...............AP
Transcription Service........World, Cole
Representative...............Katz
General Manager.............P. T. Flanagan
Pgm., Pub. Dir..............William Hostetler
Prod.-Musical Dir...........Barnes Nash
Chief Engineer..............P. T. Flanagan
Consulting Engineer..........Ring & Co.

W K O Y
BLUEFIELD—1948—MBS
Frequency: 1240 Kc. Power: 500 Watts
 Owned-Oper. By..............WK0Y, Inc.
Address.....................West Virginian Hotel
Phone Number...............7405
Air Time....................6 a.m.-12 M.
News Service...............UP
Representative...............Devney & Co.
Transcription Service........Associated
Pres., Gen., Sta., Comm. Mgr........J. Lindsley Alley
Program Director............Emma Eue Phelps
Chief Engineer..............Roy Yost
Consulting Engineer.........Odes E. Robinson

W C A W
CHARLESTON—1947—LBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By.............Capitol Bcstg. Corp.
Business Address.........P. O. Box 2791
News Service...............UP
Transcription Service........Lang-Worth
Representative...............McGillva
Commercial Manager.........Selma Pierson
Promotion Manager...........Jack Zeilmann
Program Director............Al Walker
Chief Engineer..............William Stone

W C H S
CHARLESTON—1927—CBS
Frequency: 580 Kc. Power: 5000 Watts
Owned-Oper. By..............The Tierney Co.
Address....................1111 Virginia St. E
Phone Number...............2-8131
Transmitter Location........So. Charleston
Air Time....................5:25 a.m.-1:10 a.m.
News Service...............AP, UP
Transcription Service........Associated
Representative...............Brham
Membership..................NARTB, BAB
President....................Lewis C. Tierney
General Manager.............John T. Gelder, Jr.
Promotion Manager...........Harry M. Brawley
Production Director.........Frank Annand
Program Director............Morton S. Cohn
Chief Engineer..............William E. Dixon
Consulting Engineer.........Weldon & Carr

W G K V
CHARLESTON—1939—NBC
Frequency: 1490 Kc. Power: 250 Watts
RK

Address .................................................. 210 Dickinson St.
Phone Number ........................................ 37541
Transmitter Location .................................... Coal Branch Hqts.
Air Time ...................................................... 6 a.m.-3 a.m.
News Service ............................................... AP
Transcription Service ................................... AP
Representative .......................................... Robert Meeker Assocs., Inc.
President ..................................................... R. M. Venable
Gen., Sta. Mgr. .............................................. Henry V. Diefenbach
Musical Director .......................................... Charles Coleman
Program Director ......................................... C. P. Vogel, Jr.
Sales Prom. Mgr., Publ. Dir. : Hugh McPherson
Chief Engineer ............................................ Harry R. Bowen
Consulting Engineer .................................... George C. Davis

WKNA

CHARLESTON—1946—ABC

Frequency: 850 Kc. ........................................ Power: 5000 d., 1000 n.
Owned-Oper. By ............................................ Joe L. Smith, Jr., Inc.
Bus.-Studio Address ..................................... 804 Kanawha Blvd.
Phone Number ............................................. 39-971
Transmitter Location .................................... Tyler Mountain Rd.
Air Time ..................................................... 5:30 a.m.-12 M.
News Service ............................................... AP
Representative ............................................. Weed
Station Manager ........................................... George J. Gray
Chief Engineer ............................................ A. J. Ginkel

WTIP

CHARLESTON—1946—MBS

Frequency: 1240 Kc. ........................................ Power: 250 Watts
Owned-Oper. By .......................................... Chemical City Bcstg. Co.
Bus.-Studio Address ..................................... Capitol & File
Phone Number ............................................. 23-136
Air Time ..................................................... 6 a.m.-12 M.
News Service ............................................... UP
Representative ............................................. ForJoe
Membership ............................................... NARTE, BAB
President ..................................................... Gus Zabalis
Program Director ........................................ Joseph J. Herget
Publicity Director ....................................... Bob Bower
Chief Engineer ............................................ Paul Sullivan

WBLK

CLARKSBURG—1937—NBC

Frequency: 1400 Kc. ........................................ Power: 250 Watts
Owned-Oper. By .......................................... Ohio Valley Bcstg. Corp.
Phone Number ............................................. 47571
Transmitter Location .................................... Pinnickinnick Hill
News Service ............................................... AP
Transcription Service ................................... Lang-Worth
Representative ............................................. Brackham
President ..................................................... Austin Wood
General Manager ........................................ George H. Clinton
Station, Comm., Prom. Mgr. : Fred Zimmerman
Pgm., Prod., Publ. Director ................................ Carl Loose
Chief Engineer ............................................ Harry S. Brown

WHAR

CLARKSBURG—1946—MBS-KBS

ABC

Frequency: 1340 Kc. ........................................ Power: 250 Watts
Address ..................................................... Trans. Loca., Radio Plaza
Phone Number ............................................. 45525-6
News Service ............................................... UP
Representative ............................................. Joseph Hershey McGillvra
Membership ............................................... NARTE
Pres., Gen. Mgr. ............................................ Glacus G. Merrill
Commercial Manager .................................... F. T. Gregg
Program Director ....................................... James Harper
Chief Engineer ............................................ Beryl Snyder
Consulting Engineer .................................... John Creutz

WPDX

CLARKSBURG—1947

Frequency: 750 Kc. ........................................ Power: 1000 Watts d.
Owned-Oper. By .......................................... Clarksburg Bcstg. Corp.
Business-Studio Address ................................ 339 W. Main St.
Phone Number ............................................. 46425
Transmitter Location .................................... 31/2 Mi. S. of Clarksburg on Weston Rd.
News Service ............................................... UP
Transcription Service ................................... World
President ..................................................... O. L. Billingsley
Gen., Sta. Mgr. ............................................. R. C. Warden
Comm., Sales Prom. Mgr. : Joe M. Larosa
Prod. Dir., Farm Editor ................................... Dewitt Wyatt
Prod., Mus. Director ...................................... John Peters
Chief Engineer ............................................ R. D. Hough

WDNE

ELKINS—1948—MBS-KBS

Frequency: 1240 Kc. ........................................ Power: 250 Watts
Address ..................................................... P. O. Box 967, Elkins
Phone Number ............................................. 1300
Trans. Loca. ............................................... Washington & Davis Sts.
Air Time ..................................................... 7 a.m.-11:15 p.m.
News Service ............................................... UP
Transcription Service ................................... World
President ..................................................... Mrs. H. C. Greer
General Manager .......................................... Ford Billings
Station Manager ........................................... Ben Greenhaw
Commercial Manager .................................... Bill Wilson
Chief Engineer ............................................ Al Callisti

WMMN

FAIRMONT—1928—CBS

Frequency: 920 Kc. ........................................ Power: 5000 Watts
Owned-Oper. By .......................................... The Fort Industry Co.
Address ..................................................... 208 Adams Stree
Phone Number ............................................. 3100
Transmitter Location .................................... Monongah
Air Time ..................................................... 5 a.m.-12:05 a.m.
News Service ............................................... UP
Transcription Service ................................... Standard
Representative ............................................. Katz Agency
President ..................................................... George B. Storer
<table>
<thead>
<tr>
<th>Call Letters</th>
<th>City</th>
<th>Year of Operation</th>
<th>Ownership</th>
<th>Frequency</th>
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<th>Address</th>
<th>Phone Number</th>
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<th>Chief Engineer</th>
<th>Membership</th>
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<tr>
<td>WVW</td>
<td>Fairmont</td>
<td>1946-1946</td>
<td>MBS</td>
<td>ABC - SBN - ATLANTIC</td>
<td>1490 Kc.</td>
<td>250 Watts</td>
<td>118 Fairmont Ave.</td>
<td>3-3453</td>
<td>6:45 a.m.-1:15 a.m.</td>
<td>AP</td>
<td>Thesaurus</td>
<td>Lawrence H. Rogers</td>
<td>Fairmont Bstg. Co., Inc.</td>
<td>1112 1/2 Fourth Ave.</td>
<td>3-3453</td>
<td>Overby Rd.</td>
<td>Daytime</td>
</tr>
<tr>
<td>WHTN</td>
<td>Huntington</td>
<td>1947</td>
<td></td>
<td></td>
<td>800 Kc.</td>
<td>1000 Watts d.</td>
<td>1105 Fourth Ave.</td>
<td>3-3421</td>
<td></td>
<td></td>
<td>A. B. Hymon</td>
<td>JOHN S. PHILLIPS</td>
<td>Raymond Anderson</td>
<td>Harold F. Sturm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WPLH</td>
<td>Huntington</td>
<td>1946-1946</td>
<td>MBS</td>
<td></td>
<td>1450 Kc.</td>
<td>250 Watts</td>
<td>1105 Fourth Ave.</td>
<td>3-3421</td>
<td>6 a.m.-12 M</td>
<td>AP</td>
<td>Capitol</td>
<td>Charles T. Snowdon</td>
<td>Huntington Bstg. Corp.</td>
<td>1050 McCoy Road</td>
<td>1-2800</td>
<td>McCoy Road</td>
<td>1941</td>
</tr>
<tr>
<td>WSAZ</td>
<td>Huntington</td>
<td>1923-1923</td>
<td>ABC</td>
<td></td>
<td>930 Kc.</td>
<td>5000 Watts d.</td>
<td>1105 Fourth Ave.</td>
<td>3-3421</td>
<td>6 a.m.-midnight</td>
<td>AP</td>
<td>Capitol</td>
<td>Curtis S. Clark</td>
<td>WSAZ, Inc.</td>
<td>1112 1/2 Third Ave.</td>
<td>3-3421</td>
<td>McCoy Road</td>
<td>1941</td>
</tr>
<tr>
<td>WLOG</td>
<td>Logan</td>
<td>1940</td>
<td></td>
<td></td>
<td>1230 Kc.</td>
<td>250 Watts</td>
<td>800 Watts d.</td>
<td>3-3421</td>
<td>6 a.m.-1 a.m.</td>
<td>AP</td>
<td>Long-Worth</td>
<td>Col. J. H. Long</td>
<td>WLOG, Inc.</td>
<td>1105 Fourth Ave.</td>
<td>3-3421</td>
<td>McCoy Road</td>
<td>1941</td>
</tr>
<tr>
<td>WEMP</td>
<td>Martinsburg</td>
<td>1946-1946</td>
<td>LBS</td>
<td></td>
<td>1340 Kc.</td>
<td>250 Watts</td>
<td>1105 Fourth Ave.</td>
<td>3-3421</td>
<td>6 a.m.-12 M</td>
<td>AP</td>
<td>Capitol</td>
<td>Amos L. Harper</td>
<td>WEMP, Inc.</td>
<td>1105 Fourth Ave.</td>
<td>3-3421</td>
<td>McCoy Road</td>
<td>1941</td>
</tr>
<tr>
<td>WHJC</td>
<td>Matewan</td>
<td>1951</td>
<td></td>
<td></td>
<td>1360 Kc.</td>
<td>1000 Watts d.</td>
<td>1105 Fourth Ave.</td>
<td>3-3421</td>
<td>6 a.m.-12 M</td>
<td>AP</td>
<td>Capitol</td>
<td>Mrs. Joy Edmunds</td>
<td>WHJC, Inc.</td>
<td>1105 Fourth Ave.</td>
<td>3-3421</td>
<td>McCoy Road</td>
<td>1941</td>
</tr>
<tr>
<td>WMON</td>
<td>Montgomery</td>
<td>1946</td>
<td>MBS</td>
<td></td>
<td>1340 Kc.</td>
<td>250 Watts</td>
<td>1105 Fourth Ave.</td>
<td>3-3421</td>
<td>6 a.m.-12 M</td>
<td>AP</td>
<td>Capitol</td>
<td>Arnold M. Vickers</td>
<td>WMON, Inc.</td>
<td>1105 Fourth Ave.</td>
<td>3-3421</td>
<td>McCoy Road</td>
<td>1941</td>
</tr>
</tbody>
</table>
WAJR
MORGANTOWN—1941—MBS
Frequency: 1230 Kc.......Power: 250 Watts
Owned-Oper. By.....West Virginia Radio Corp.
Business-Studio Address.....P. O. Box 867
Phone Number.....9488
Transmitter Location.....100 Charleston Ave.
Air Time.....6:30 a.m.-M.
News Service.....UP
Transcription Service.....World
Membership.....NARTB
President.....Agnes J. Reeves Greer
Gen., Sta. Manager.....Ford Billings
Commercial Manager.....John W. Johns
Program Director.....Bob Johnson
Chief Engineer.....Clarence Rulong

WMOD
MOUNDSVILLE—1950—LBS-KBS
Frequency: 1470 Kc.......Power: 1000 Watts d.
Owned-Oper. By.....James D. Sinyard
Address.....P. O. Box 308
Phone Number.....1730
News Service.....UP
President.....James D. Sinyard
Gen., Prom. Manager.....John T. Taylor
Commercial Manager.....Harry Hechesky
Pgm., News Director.....Hank Bendel
Chief Engineer.....Jerry Boles

WOAY
OAK HILL—1947
Frequency: 860 Kc.......Power: 1000 Watts d.
Business Address.....Oak Hill
Phone Number.....651
News Service.....Capital
Transcription Service.....Thesaurus
Commercial Manager.....Phyllis Stull
Chief Engineer.....James Bucy

WCOM
PARKERSBURG—1947—ABC-LBS
Frequency: 1230 Kc.......Power: 250 Watts
Owned-Operated By.....Parkersburg Bcstg. Co.
Business-Studio Address.....317 Ninth St.
Phone Number.....7-4991-2
Transmitter Location.....New York Ave.
Air Time.....6 a.m.-1 a.m.
News Service.....UP
Transcription Service.....World
Representative.....Joseph Hershey McGillvra

WPAR
PARKERSBURG—1935—CBS
Frequency: 1450 Kc.......Power: 250 Watts
Owned-Oper. By.....Ohio Valley Bcstg. Corp.
Business-Studio Address.....2111½ 5th St.
Phone Number.....75-475
Transmitter Location.....Rosie 2
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Branham
Membership.....NARTB, BAB
President.....Austin V. Wood
Gen., Sta., Comm. Mgr.....George H. Clinton
Sales Prom. Mgr.....Lawrence V. Murphy
News, Pgm. Dir.....Sherman Grimm
Publicity Director.....Hazel N. Mercer
Chief Engineer.....V. G. Brooks

WWYO
PINEVILLE
Frequency: 970 Kc.......Power: 1000 Watts d.
Address.....Pineville
Phone Number.....2711
Air Time.....6 a.m.-Sunset
News Service.....UP
Transcription Service.....Lang-Worth, Cole
Representative.....McGillvra, Inc.
President.....R. D. Bailey
Gen., Sta. Mgr.....Van B. Darby
Comm., Sales Prom. Mgr.....Edward Hawley
Pgm., Publ., News Dir.....Van B. Darby
Production Director.....William J. G. mond
Chief Engineer.....Jack D. Mullens

WLOH
PRINCETON—1947—LBS
Frequency: 1490 Kc.......Power: 250 Watts
Owned-Oper. By.....Mountain Bcstg. Service
Phone Number.....2151
Studio-Trans. Loca.....Lilly Grove
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Lang-Worth
Membership.....NARTB
President.....Harold P. Hunnicutt
Gen., Sta. Mgr.....Melvin F. Barnett
Comm., Sales Prom. Mgr.....James M. Angel
Production Director.....Betty Bailey
Program, News Director.....Al Rich
Chief Engineer.....Earl H. Graham

WRON
RONCEVERTE—1947—NBC-KBS
Frequency: 1400 Kc.......Power: 250 Watts
WHEELING—1949

Frequency: 1600 Kc.  Power: 1000 Watts d.
Owned-Operated By: Wheeling Bestg. Co.
Address: Box 989
Phone Number: 6700
News Service: UP
Transcription Service: Capitol
Pres., Gen. Mgr.: K. H. Forney
Commercial Manager: Paul Miles

WHEELING—1941—ABC

Frequency: 1400 Kc.  Power: 250 Watts
Owned-Oper. By: Community Bestg. Inc.
Phone Number: 5320
News Service: UP
Station Representative: Weed
Pres., Gen. Manager: John B. Reynolds
Commercial Manager: Alfred C. Ilhenfeld
Program Director: Nancy A. Hilmes Vieweg
Promotion Manager: Ray Vingi
Chief Engineer: Fred A. Baker

WHEELING—1926—CBS

Frequency: 1170 Kc.  Power: 50,000 Watts
Owned-Operated By: The Fort Industry Co.
Address: Hawley Bldg.
Phone Number: Wheeling 5883
Transmitter Location: St. Clairsville, Ohio
Air Time: Full time
Transcription Service: Lang-Worth
Representative: John Blair
Membership: NARTB, BAB
President: George B. Storer
General Manager: George B. Storer
Station Manager: Wm., E. Rine
Sales Promotion Mgr.: Howard W. Meagle
Assistant Manager: Paul J. Miller
Program Director: Paul A. Myers
Chief Engineer: Edwin L. Reim
Consulting Engineer: Jansky & Bailey

WICHITA—1939—MBS

Frequency: 1400 Kc.  Power: 250 Watts
Business Address: Williamson
Phone Number: 1241
Studio-Transmitter Location: Williamson
Air Time: Unlimited
News Service: UP
Transcription Service: Thesaurus
Membership: NARTB, BAB
President: Clarence Lovitch
Gen.-Sta.-Comm. Mgr.: Alice Shein
Program Director: John T. Blair, Jr.
Chief Engineer: Robert W. Bullio
Consulting Engineers: McIntosh & Inglis

WELCH—1950

Frequency: 1150 Kc.  Power: 1000 Watts d.
Address: King Coal Bldg.
Phone Number: 1150
Representative: McGillvra
Transcription Service: Capitol
General Manager: Tom Hicks

WENHAM—1948—KBS-MBS

Frequency: 1450 Kc.  Power: 250 Watts
Owned-Oper. By: Lewis Service Corp.
Address: P. O. Box 431
Phone Number: 1555
News Service: UP
Representative: Donald Cooke, Inc.
Pres., Gen. Mgr.: Harold McWhorter
Comm., Prom. Mgr.: Glenn Short
Program Director: Pat Hoffman
Chief Engineer: Roscoe J. Bailey

WEIR—1950

Frequency: 1430 Kc.  Power: 1000 Watts d.
Address: 234 No. 4th St. Steubenville
Phone Number: 818
News Service: AP
President: Thomas E. Millsop
Gen., Sta. Mgr.: Edward J. Hirschberg
Program Director: Harry Birrell
Production Director: Robert Banfield
Publicity Director: Paul Harris
Chief Engineer: Frank W. Schaefer

WBRW—1940—MBS—KBS

Frequency: 1340 Kc.  Power: 250 Watts
Owned-Oper. By: McDowell Service Co.
Address: 10 Riverside Drive
Phone Number: 918
News Service: AP
Transcription Service: Thesaurus
President: J. G. Hunt
Prom., Gen., Comm. Mgr.: Ellis Landreth
Pgm., News Dir.: John J. Villani

WELC—1950

Frequency: 1150 Kc.  Power: 1000 Watts d.
Address: King Coal Bldg.
Phone Number: 1150
Representative: McGillvra
Transcription Service: Capitol
General Manager: Tom Hicks

WHAW—1948—KBS-MBS

Frequency: 1450 Kc.  Power: 250 Watts
Owned-Oper. By: Lewis Service Corp.
Address: P. O. Box 431
Phone Number: 1555
News Service: UP
Representative: Donald Cooke, Inc.
Pres., Gen. Mgr.: Harold McWhorter
Comm., Prom. Mgr.: Glenn Short
Program Director: Pat Hoffman
Chief Engineer: Roscoe J. Bailey

WWVA—1926—CBS

Frequency: 1170 Kc.  Power: 50,000 Watts
Owned-Operated By: The Fort Industry Co.
Address: Hawley Bldg.
Phone Number: Wheeling 5883
Transmitter Location: St. Clairsville, Ohio
Air Time: Full time
Transcription Service: Lang-Worth
Representative: John Blair
Membership: NARTB, BAB
President: George B. Storer
General Manager: George B. Storer
Station Manager: Wm. E. Rine
Sales Promotion Mgr.: Howard W. Meagle
Assistant Manager: Paul J. Miller
Program Director: Paul A. Myers
Chief Engineer: Edwin L. Reim
Consulting Engineer: Jansky & Bailey

WWVA—1926—CBS

Frequency: 1170 Kc.  Power: 50,000 Watts
Owned-Operated By: The Fort Industry Co.
Address: Hawley Bldg.
Phone Number: Wheeling 5883
Transmitter Location: St. Clairsville, Ohio
Air Time: Full time
Transcription Service: Lang-Worth
Representative: John Blair
Membership: NARTB, BAB
President: George B. Storer
General Manager: George B. Storer
Station Manager: Wm. E. Rine
Sales Promotion Mgr.: Howard W. Meagle
Assistant Manager: Paul J. Miller
Program Director: Paul A. Myers
Chief Engineer: Edwin L. Reim
Consulting Engineer: Jansky & Bailey

WBT—1939—MBS

Frequency: 1400 Kc.  Power: 250 Watts
Business Address: Williamson
Phone Number: 1241
Studio-Transmitter Location: Williamson
Air Time: Unlimited
News Service: UP
Transcription Service: Thesaurus
Membership: NARTB, BAB
President: Clarence Lovitch
Gen.-Sta.-Comm. Mgr.: Alice Shein
Program Director: John T. Blair, Jr.
Chief Engineer: Robert W. Bullio
Consulting Engineers: McIntosh & Inglis
WISCONSIN
Pop. April 1, 1952 (Est.) 3,505,000—Total Housing Units 1,063,118
Families April 1, 1952 (Est.) 958,000—Stations in State 59

WATK
ANTIGO—1948
Transmission Service Lang-Worth
President Artemas F. Burner Manager G. McElrone
Commercial Manager Donald Burns Chief Engineer Robert Fowler

WHBY
APPLETON—1924—MBS
WISCONSIN
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By WHBY, Inc. Bus-Studio Address 600 So. Lawe St.
Phone Number 36639
Air Time 6 a.m.-M.
News Service AP
Transmission Service Lang-Worth World Representative Everett McKinney
Sales Promotion Manager Richard Moore
Program Director Robert Petrie
Publicity Director Lewis Process
Chief Announcer William Felton
News Director Ken Mommaerts
Chief Engineer George Merkl

WATW
ASHLAND—1940—MBS
Frequency: 1400 Kc. Power: 250 Watts
Phone Number 1680
Transmitter Location South Ellis Ave.
Air Time 5:55 a.m.-11:55 p.m
Transmission Service World Representative Walter D. R. Walker
Membership NARTB
President William L. Johnson
Sta., Comm., Mgr. Todd Hogan
Sales Prom., Mgr., Prod. Dir. Arnold Peterson
Pgm., Music Dir. Mary Jean Anno
Chief Engineer Otto Link

WB EV
BEAVER DAM—1951
Frequency: 1430 Kc. Power: 1000 Watts d.
Owned-Operated By Beaver Dam Bcstg. Co. Address Radio Park
Phone Number 4443
News Service UP

WBEL
BELOIT—1948
Frequency: 1380 Kc. Power: 1000 Watts d.
Owned-Oper. By Beloit Bcstrs., Inc. Business-Studio Address 335 E. Grand Ave.
Phone Number College 1380
Transmitter Location 901 E. Elmwood Ave.
Air Time 5:30 a.m.-Local Sunset
News Service AP
President Lloyd Burlington
Gen., Sta. Mgr. L. O. Fitzgibbons
Commercial Manager Joe Moen
Program Director Robert LaMere
Chief Engineer Leo Wilson
Consulting Engineer Walter F. Kean

WGEZ
BELOIT—1948—MBS-WISCONSIN
Frequency: 1490 Kc. Power: 100 Watts
Owned-Oper. By Hotel Hilton Business-Studio Address
Phone Number College 6024
Transmitter Location U. S. Hwv. 51
Air Time 6 a.m.-11 p.m.
News Service AP
Transmission Service World Representative William G. Rambeau
President Sidney H. Bliss
Gen., Sta. Mgr. John H. Rhodes
Commercial Manager Gene Steinhorst
Pgm., Prod., News Dir. Phil Kane
Publicity Director Bernice Krueger
Chief Engineer Stanley Holmes

WBIZ
EAU CLAIRE—1947—MBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By WBIZ, Inc. Bus-Studio-Transmitter Address 609 Cameron St.
Phone Number 5111-2
Air Time 6:30 a.m.-12 M.
News Service UP
President General Mgr. James J. Conroy
Station Manager Stan Torgerson
Publ., Prod., Pgm., Dir. Bob Benson
Chief Engineer Russell R. Holmes
Comm., Prom. Manager Curt Hanson

695
WEAU
EAU CLAIRE—1937—NBC
Frequency: 750 Kc.  Power: 5000 Watts
Owned-Operated By...Central Bcstg. Co.
Business-Studio Address...203 S. Barstow St.
Phone Number...6149
News Service...UP
Transcription Service...Lang-Worth, World
Representative...Rollingbery
President...W. C. Bridges
Gen., Comm. Mgr....Harry S. Hyett
Sales Prom. Mgr., Pgm. Dir...Robert E. Nelson
Chief Engineer...T. O. Jorgenson

WRFW
EAU CLAIRE—1948
Frequency: 1050 Kc.  Power: 1000 Watts d.
Owned-Oper. By...Chippewa Valley Radio & Telev. Corp.
Bus.-Studio-Transmitter Address...Rudolph Rd.
Phone Number...2-1629
Air Time...Daytime
News Service...Capital AP
Transcription Service...For Joe
Pres. Exec. News Dir....Thomas K. Werner
Gen. Mgr., News Dir...John E. Kelly
Pgm. Dir., Chief Annr...Robert Froemming
Commercial Manager...Richard Werner
Publicity Director...Lowell Christison
Chief Engineer...Oscar Sielaff
Consulting Engineer...J. J. Beloungy

KFIZ
FOND DU LAC—1922
MBS-WISCONSIN
Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By...KFIZ Bcstg. Co.
Bus.-Studio-Transmitter Address...18 W. First St.
Phone Number...356
Air Time...6:30 a.m.-10 p.m.
News Service...UP
Membership...NARTB
Exec. Vice Pres....Emery W. Martin
General Manager...Lynn N. Fairbanks
Program Director...Lucille Fairbanks
Chief Engineer...Wendell S. Meyers

WBAY
GREEN BAY—1925—CBS
Frequency: 1360 Kc.  Power: 5000 Watts
Owned-Operated By...WHBY, Inc.
Business-Studio Address...Bellin Bldg.
Phone Number...Adams 1
Transmitter Location...W. De Pere
News Service...AP
Representative...Weed
Managing Director...Rev. M. J. Bee ster
General-Station Mgr...Haydn R. Evans
Sales Prom. Manager...Lee Stinson

W D U Z
GREEN BAY—1947—ABC
Frequency: 1400 Kc.  Power: 250 Watts
Owned-Oper. By...Green Bay Bcstg. Co.
Business-Studio Address...Nicolet Bldg.
Phone Number...Howard 6300
Transmitter Location...Cass St., Town of Preble
Air Time...6 a.m.-6 M.
News Service...UP
Transcription Service...Lang-Worth, World
Representative...John E. Pearson
Membership...NARTB, BAB
Pres., Gen. Mgr...Ben A. Laird
Station Manager...Robert G. Nelson
Commercial Manager...Robert A. Vandersteen
Prog.-Prod. Director...Don Arthur
Pub. Dir., Chief Announcer...John R. Kessenich
Consulting Engineer...Nathan Williams

W J P G
GREEN BAY—1947—WISCONSIN
Owned-Oper. By...Green Bay Newspaper Co.
Business Address...P. O. Box 620
Phone Number...Howard 6400
Transmitter Location...Bellevue
Air Time...6 a.m.-12 M.
News Service...AP
Transcription Service...Standard, Thesaurus
Membership...NARTB
Pres., Gen. Mgr...V. I. Minahan
General Manager...A. B. Turnbull
Station Manager...John M. Walter
Commercial Manager...Glen R. Holznecht
Program Director...Les Sturmer
Publicity Director...Mary Ann Wudlick
News Director...James Bartelt
Chief Engineer...Elmo Reed
Consulting Engineer...George Davis

W T K M
HARTFORD—1951
Frequency: 1540 Kc.  Power: 500 Watts d.
Address...Hartford
Phone Number...61
Transcription Service...SESAC
News Service...UP
Gen. Mgr., Chief Engr...Sherman C. Carr
Comm., Prom. Mgr...Walter Zastrow
### WLO
**Janesville—1930**
**MBS-Wisconsin**

- **Frequency:** 1230 Kc.  
- **Power:** 250 Watts  
- **Owned-Oper. By:** Southern Wisconsin Radio, Inc.  
- **Business-Studio Address:** 200 E. Milwaukee St.  
- **Phone Number:** 3316  
- **Transmitter Location:** 1436 So. Oakhill Ave.  
- **Air Time:** 6 a.m.-11 p.m.  
- **News Service:** AP  
- **Transcription Service:** World Representative, William G. Rambeau  
- **Membership:** NARTB  
- **Pres., Gen. Mgr.:** Sidney H. Bliss  
- **Sta. Mgr., News Dir.:** V. W. Williams  
- **Commercial Manager:** Charles W. Bessire  
- **Pgm., Pub. Dir.:** Ralph Schroeder  
- **Chief Engineer:** Wayne Clay  

### WLP
**Kenosha—1947**

- **Frequency:** 1050 Kc.  
- **Power:** 250 Watts  
- **Owned-Operated By:** Kenosha Bcstg. Co.  
- **Bus.-Studio-Transmitter Address:** 625 57th St.  
- **Phone Number:** 6162  
- **Air Time:** Sunrise-Sunset  
- **News Service:** AP  
- **Transcription Service:** World Representative, Everett-McKaney  
- **Membership:** BAB  
- **General Manager:** William L. Lipman  
- **Station Manager:** Hugh Gately  
- **Program Director:** Jerome Golden  
- **Production Director:** Steve Kelley  
- **Chief Engineer:** Casimir Lubinski  
- **Consulting Engineer:** Nathan Williams  

### WKBH
**La Crosse—1923—NBC**

- **Frequency:** 1410 Kc.  
- **Power:** 500 Watts  
- **Owned-Operated By:** WKBH, Inc.  
- **Business-Studio Address:** 409 Main St.  
- **Phone Number:** 2-4678  
- **Transmitter Location:** Gillette St.  
- **Air Time:** 6 a.m.-M.  
- **News Service:** AP  
- **Transcription Service:** World Representative, The Taylor Co.  
- **Membership:** NARTB, BAB  
- **President, Station Mgr.:** Howard Dahl  
- **Program Director:** Berenice Callaway  
- **Production Director:** Leonard G. Anderson  
- **Publicity Director:** Paul Ziemer  
- **Chief Engineer:** Al Leeman  

### WLY
**Lady Smith—1948—KBS-LBS**

- **Frequency:** 1340 Kc.  
- **Power:** 250 Watts  
- **Owned-Operated By:** Flambeau Bcstg. Co.  
- **Bus.-Studio-Transmitter Address:** Lady Smith  
- **Phone Number:** 584  
- **Air Time:** 6 a.m.-12 M.  
- **News Service:** UP  
- **Transcription Service:** World Representative, Thomas Clark  
- **Membership:** NARTB, BAB  
- **President:** O. J. Falge  
- **Pub. Dir.:** Corinne Kopp  
- **Prog., Prod. Dir.:** Joseph Dahlvig  
- **Chief Engr., News Dir.:** Jeff Evans  

### WHA
**Madison—1922—Wisconsin**

- **Frequency:** 970 Kc.  
- **Power:** 5000 Watts  
- ** Owned-Operated By:** Univ. of Wisconsin  
- **Address:** Radio Hall  
- **Phone Number:** 5-2888  
- **News Service:** UP  
- **Director:** H. B. McCarty  
- **Program Director:** William Harley  
- **Production Director:** Raymond J. Stanley  
- **News Director:** Roy Vogelman  
- **Chief Engineer:** John H. Stiehl  

### WIBA
**Madison—1925—NBC**

- **Frequency:** 1310 Kc.  
- **Power:** 5000 Watts  
- **Owned-Operated By:** Badger Bcstg. Co.  
- **Business-Studio Address:** 3800 Regent St.
Phone Number .......................... 3-5311
Transmitter Location ................. Fitchburg
News Service ........................... AP
Transcription Service ................. Thesaurus
Representative ......................... Avery-Knodel
Membership ............................. NARTB, BAB
President ............................... William T. Evjue
General Manager ....................... Kenneth F. Schmitt
Commercial Manager ................. Howard A. Johnson
Program Director ..................... Robert N. Dick
News Director ......................... Jack Newman
Chief Engineer ......................... Norman Hahn

W I S C
MADISON—1948—MBS
ABC-ARROWHEAD

Frequency: 1480 Kc. Power: 1000 Watts
Owned-Oper. By ........Radio Wisconsin, Inc.
Address ....................... Comm. State Bank Bldg.
Phone Number .............. 7-2588
Transmitter Location ..... Seyene Rd., Route 4
Air Time ...................... 6 a.m.-12 M.
News Service ................. World
Transcription Service ...... World
Representative ............... George P. Hollingbery
President ...................... Morgan Murphy
Executive Director .......... W. C. Bridges
General Manager ............. Ralph O'Connor
Program Director .......... Morton Wagner
Prod., Pub. Dir. ............... Beverly White
Chief Engineer ................ W. M. Greely

W K O W
MADISON—1948—CBS

Frequency: 1070 Kc. Power: 10,000 Watts d.
5,000 Watts n.
Address ....................... 215 W. Washington Ave.
Phone Number .............. 7-2261
Transmitter Location ..... MacFarland
Air Time ...................... 5:30 a.m.-12 M.
News Service ................. UP
Transcription Service ...... Capitol
Representative ............... Headley Reed
President ...................... Stewart Watson
Program Director .......... Audrey Johnson
Chief Engineer ................ Vince Vanderheiden

W O M T
MANITOWOC—1926—MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By .......... Francis M. Kadow
Bus.-Studio-Transmitter Address .. Radio Bldg.
Phone Number .............. 6015
Transmitter Location ...... Easy St.
Air Time ...................... 5:45 a.m.-12 M.

W I G M
MADISON—1939—NBC

Frequency: 570 Kc. Power: 250 Watts d.;
100 Watts n.
Bus.-Studio-Transmitter Address .. Radio Park
Phone Number .............. 2-6631
Air Time ...................... Unlimited
News Service ................. UP
Transcription Service ...... Capitol
Representative ............... Hal Holman Co.
Membership ..................... NARTB, BAB
President ...................... William E. Walker
General Manager ............. Joseph D. Mackin
Commercial Manager .......... Howard L. Emich
Program Director .......... Pat Kehoe
News Director ................ Don Metzger
Chief Engineer ................ A. L. Stewart
Consulting Engineer .......... A. D. Ring

W D L B
MASHFIELD—1946—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Dairyland's Bcstg. Serv., Inc.
Add. Trans. Loca. ........... 1710 N. Central Ave.
Phone Number .............. 1450
Air Time ...................... 8:30 a.m.-11 p.m.
News Service ................. UP
Transcription Service ...... Capitol, SESAC
Membership ..................... NARTB, BAB
President ...................... Lloyd L. Felker
Gen., Sta., Mgr., Pub. Dir. .. Robert W. Behling
Commercial Manager .......... Robert K. Hansen
Sales Promotion Manager ...... Roger Thomsen
Production Director .......... Kay Winters
News Director ............... Lowell Chistensen
Chief Engineer ................ Jerry Boos

W I G M
MEDFORD—1941—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By .......... George F. Meyer
Bus.-Studio-Transmitter Address .. Medford
Phone Number .............. 5-147
News Service ................. UP
Transcription Service ...... SESAC
Representative ............... Continental
Pres., Comm., Gen. Mgr. .... George F. Meyer
Program Director .......... Irma Meyer
Chief Engineer ................ Ray Bohnert
WMNE
MENOMONIE—1951
Owned-Operated By: Capitol City Bcastg. Co.
Address: P. O. Box 83
Phone Number: 1156
Transmission Service: Lang-Worth
News Service: UP
Representative: Power-John
President: William F. Johns, Jr.
General Manager: Barry Stewart
Comm. Prom. Mgr.: James Bailey
Pgm., News Director: Douglas Weikley
Chief Engineer: Robert Simondet

WLIN
MERRILL—1948—MBS
Frequency: 550 Kc.  Power: 1,000 Watts
Owned-Operated By: Alvin E. O’Konski
Business Address: Merrill
Phone Number: 1444
Air Time: 6:30 a.m.-12 M.
Transmitter Location: Hwy. 51 and 17
News Service: AP, UP
Membership: NARTB, BAB
Transcription Service: Standard, Capitol, Cole
Representative: Rambeau
President, Gen. Mgr.: Alvin E. O’Konski
Chi. Annr., News Dir.: Jack Larkin
Chief Engineer: Chris Zercher

WEMP
MILWAUKEE—1935
Frequency: 1340 Kc.  Power: 250 Watts
Bus.-Address: 710 N. Plankinton Ave.
Phone Number: MArquette 8-7722
Studio Trans. Location: 5407 W. Martin Dr.
Air Time: 24 Hours
News Service: UP
Representative: Headley Reed
Membership: NARTB, BAB
President: Glenn D. Roberts
Commercial Manager: John C. Gaagliano
Sales Prom. Manager: Ellis Saxton
Pgm. Dir., Chief Announcer: Tom Shanahan
News Director: Don O’Connor
Chief Engineer: Rolland Paske

WFOX
MILWAUKEE—1946
Bus., Studio-Transmitter: 208 E. Wisconsin Ave.
Phone Number: Broadway 2-1272
Air Time: Sunrise-sunset
News Service: John E. Pearson
Rep.: Gen., Sta. Mgr.: Charles J. Lamphier
Program Director: John Van Osch
Prod., Pub. Dir.: Charles LaForce
Chief Engineer: George Dodge
Consulting Engineer: E. C. Page

WISN
MILWAUKEE—1922—CBS
Frequency: 1150 Kc.  Power: 5,000 Watts
Owned-Oper. By: Hearst Radio, Inc.
Address: 540 N. Plankinton Ave.
Phone Number: 2-3000
Transmitter Location: 5001 So. 60th St.
Air Time: 6 a.m.-12 M.
News Service: INS, UP
Transcription Service: World
Representative: The Katz Agency
Membership: NARTB
General Manager: G. W. Grignon
Station Mgr.: Harry D. Peck
Promotion Director: George DeGrace, Jr.
Program Director: Jack Raymond
Chief Engineer: Donald A. Weller
Consulting Engr.: A. Earl Cullum, Jr.

WMAW
MILWAUKEE—1948—ABC
Frequency: 1250 Kc.  Power: 5000 Watts
Owned-Oper. By: Midwest Bcastg. Co.
Business-Studio Address: 723 N. Third St.
Phone Number: DAly 8-2154
Transmitter Location: Hales Corners
Air Time: 18 hrs.
News Service: UP
Representative: Bolling Co.
President: Clifford C. Randall
Gen. Sta. Mgr.: Jack Bundy
Sales Prom. Mgr.: Janet M. Trudel
Program Director: Donald McClellan
Production Director: Hal Walker
Chief Engineer: Raymond Host
Consulting Engineer: Paul Godley

WMIL
MILWAUKEE—1947
Frequency: 1290 Kc.  Power: 1000 Watts d.
Owned-Oper. By: Cream City Bcastg. Co., Inc.
Bus., Studio Address: 2625 W. Wisconsin Ave.
Phone Number: West 3-1290
Transmitter Location: Glendale
Air Time: 6 a.m.-Local sunset
News Service: UP
Transcription Service: SESAC, Cole
Representative: Forjoe
Gen. Mgr.: Jerome Sill
Consulting Engineer: John Creutz

699
Program Director: Bartley Curran
Chief Engineer: Charles Bresette

**W J M C**
RICE LAKE—1938—MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: WJMC, Inc.
Address: 1815 S. Main
Phone Number: 550
News Service: UP
Transcription Service: SESAC
Representative: Bob Topinka
President: W. C. Bridges
Commercial Manager: Russell J. Brown
Prom. Mgr., Pgm., News Dir.: Bob Topinka
Chief Engineer: Robert Kolsky

**W R C O**
RICHLAND CENTER—1949

Frequency: 1450 Kc. Power: 250 Watts
Address: P. O. Box 192
Phone Number: 20
News Service: UP
Trans. Serv.: SESAC, Lang-Worth
President: Arthur Overgaard
Prom. Mgr., Pgm. Dir.: R. J. Bodden
Chief Engineer: Donald Northrop

**W T C H**
SHAWANO—1948

Frequency: 960 Kc. Power: 1,000 Watts d.
Owner: Shawano County Leader Pub. Co.
Business-Studio Address: 107 E. Green Bay St.
Telephone Number: 656
Representative: Schepp-Reiner
News Service: UP
Transcription Service: Capitol
General Manager: Jeanne Heal
Station Manager: D. W. Hodgins

**W H B L**
SHEBOYGAN—1924—ABC-WIS.

Owned-Operated By: WHBL, Inc.
Business-Studio Address: Hway, 141
Phone Number: 4844-5
Transmitter Location: Hway, 141
Air Time: 7 a.m.-11 p.m.
News Service: AP
Representative: Taylor Co.
Membership: NARTB, BAB
President: A. Matt Werner
General-Comm. Mgr.: G. P. Richards
Pgm., News Director: Glen James
Chief Engineer: Herbert J. Mayer

**W K L J**
SPARTA—1951

Owned-Operated By: Victor J. Tedesco
Address: 124 Waterf St.
Phone Number: 3307
Transcription Service: SESAC
News Service: UP
Pres., Gen. Mgr.: Jon F. Locher
Chief Engineer: Marvin Moberly

**W S P T**
STEVENS POINT—1948

Business-Studio Address: 414 Main St.
Phone Number: 2744
News Service: UP
Transcription Service: SESAC
Representative: Hal Holman
Gen., Comm. Mgr.: L. Larry Zurawski
News, Pgm., Dir., Prom. Mgr.: Charles Gossett
Chief Engineer: Donald Zuehlke

**W D O R**
STURGEON BAY—1951

Frequency: 310 Kc. Power: 500 Watts d.
Owned-Oper. By: Door County Bcstg. Co, Inc.
Address: 15th & Utah
Phone Number: 593
Transcription Service: Thesaurus
News Service: AP
Commercial Manager: Jack Baker
Program Director: Dolores Allen
Chief Engineer: L. J. Lorenzen

**W O K W**
STURGEON BAY—1951

Frequency: 1050 Kc. Power: 250 Watts d.
Owned-Operated By: Door County Radio Co.
Address: 250 Beecher St.
Phone Number: 1050
Transcription Service: Capitol
News Service: UP
President: Sumner Harris
General Manager: Herbert H. Graefe
Chief Engineer: Carl Raasch

**W D S M**
SUPERIOR—1939—ABC

Frequency: 710 Kc. Power: 5000 Watts
Owned-Operated By: Ridson, Inc.
Business Address: 321 Tower Ave.
Phone Number: Superior: 4451
News Service: UP
Transcription Service: Standard
Representative: Free & Peters
President: Robert Ridder
General Manager: Rodney A. Quick
Commercial Manager: William Lukoskie
Program Director: Lew Martin
Chief Engineer: Melvin Laskey

701
WTRW
TWO RIVERS—1951
Owned-Operated By: Two Rivers Bcastg. Co.
Address: 1817 Washington
Phone Number: 324
Transcription Service: Capitol
News Service: UP
President: John H. Markel
Gen., Comm. Mgr: Norman C. Haagenson
Program Director: Meredith Greene
Chief Engineer: Elmer Johnson

WTTN
WATERTOWN—1950—KBS
Owned-Oper. By: Watertown Radio, Inc.
Address: 104 W. Main St.
Phone Number: 2215
News Service: UP
Pres., Gen. Mgr: Albert B. Gale
Program Director: Carl V. Kolata
Chief Engineer: Leonard E. Benson

WAUX
WAUKESHA—1947
Frequency: 1510 Kc. Power: 250 Watts d.
Owned-Operated By: Waukesha Bcastg. Co.
Business-Studio Address: 319 W. Main St.
Phone Number: 6619
Transmitter Location: R. 1, Orchard St.
Air Time: Sunrise-sunset
News Service: AP
Transcription Service: Thesaurus
Representative: Meeker
Membership: NARTB, BAB
President: Carl Taylor
Gen. Sta. Mgr: Charles E. Williams
Commercial Manager: Charles E. Williams
Farm Editor, Pgm. Dir: Donald Froehlich
Production Director: Mary Miles
Chief Engineer: Adin Randall

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For Stations and Sponsors—

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"Every AP newscast sold . . . 78 a week! WAUX and WAUX-FM have been literally built on our Associated Press news and features. We now carry news every hour on the hour and there is seldom worry about a renewal. Our biggest sponsor of AP news, the Waukesha State Bank, has had excellent results—experiencing direct and tangible results within one week after its AP newscasts started. Nice going, AP."

MIG FIGI,
General Manager,
WAUX, Waukesha, Wisconsin
WISCONSIN—WYOMING

News Director: Keith Jacobs
Chief Engineer: R. W. Richardt

WBKV WEST BEND—1950
Frequency: 1470 Kc. Power: 500 Watts d.
Address: Decorah Rd. & Indiana Ave.
Transcription Service: Thaurus, Capitol
News Service: UP
Sta., Comm. Mgr.: Paul J. Mueller
Chairman of Board: August C. Berkholz
President: Wendell S. Ciganic
Chief Engineer: Donald J. Ripple
Program Director: Paul J. Ripple

WFHR WISCONSIN RAPIDS—1940 MBS-WIS.
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: William F. Huffman Radio
Business Address: 141 W. Grand Ave.
Phone Number: 1340
Transmitter Location: 1500 Bonow Ave.
Air Time: 6:30 a.m.-10:30 p.m.
News Service: UP
Transcription Service: World
Membership: NARTB, BAB
President: Louise F. Huffman
Commercial Manager: Bruce G. Beichl
Chief Engineer: Gordon Miller

WYOMING
Pop. April 1, 1952 (Est.) 304,000—Total Housing Units 93,242
Families April 1, 1952 (Est.) 86,000—Stations in State 13

KSPR CASPER—1930 MBS—INTERMOUNTAIN—KBS
Frequency: 1470 Kc. Power: 1000 Watts
Owned-Oper. By: Donald L. Hathaway
Business Address: Box 930
Phone Number: 407
Studio-Transmitter Location: 1st & Lennox Sts.
News Service: UP
Transcription Service: World
Representative: Sears & Ayer
Membership: NARTB, BAB
Owner, Pres. Mgr.: Donald L. Hathaway
Commercial Manager: Frederic W. Huffman
Program Director: Marcus R. Nichols
Chief Engineer: Duane W. Simons

KFBC CHEYENNE—1940—ABC
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Frontier Bcstg. Co.
Business-Studio Address: Plains Hotel
Phone Number: 4461
News Service: UP
Representative: McGillivra
President: Tracy S. McCraken
General Manager: William C. Grove
Commercial Manager: Frank Flynn

KODI Cody—1947
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Absaroka Bcstg. Co.
Address: 915 Rumsey Ave.
Phone Number: 750
General Manager: A. J. Richard
Chief Engineer: Phillip H. Barnhart

KVOC CASPER—1946—ABC
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: KVOC Bcstg. Co.
Bus-Studio-Transmitter Address: 1540 So. Wolcott St.
Phone Number: 130
News Service: AP
Transcription Service: Thaurus
President: Jack W. Perry
Prom. Mgr., Pgm. Dir.: Eugene Larrieux
Chief Engineer: John Mursu

KOVE LANDER—1948—KBS—MBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Edward J. Breece
Business Address: 488 P. O. Box 436
Phone Number: 488
Studio-Transmitter Location: N.W. of Lander
Air Time: 6 a.m.-11 p.m.
News Service: UP
Transcription Service: Keystone

703
President ........................................ Edward J. Breece
Comm., Prom. Mgr. ......................... Maurice Fitzgerald
Publicity Director ............................ Marlene Young
Chief Engineer ............................... Gary Fehlaver
Consulting Engineer ....................... Stanley Benson

KWBS  
LARAMIE—1948—MBS  
Own.-Oper. By Snowy Range Bcstg. Co., Inc.
Address ...................................... West Laramie
Phone Number ............................... 4888
Air Time .................................... 6:30 a.m.-11 p.m.
News Service ............................... AP
Transcription Service ....................... Standard
President .................................... F. O. Rice
Gen. Manager ................................ Richard F. Connor
Sta. Mgr., Pgm. Dir. ....................... L. O. Smith
Publ. Dir., Sales Prom. Mgr. ............. J. C. Steele
Consulting Engineer ...................... Warren Mallory

KPOW  
POWELL—1941  
MBS-KBS-INTERMOUNTAIN  
Frequency: 1260 Kc.  Power: 1000 Watts
Phone Number ............................... 222
Air Time .................................... 6 a.m.-10 p.m.
News Service ............................... UP
Transcription Service ....................... Associated, Cole
Rep. .......................................... Avery-Knodel
General Manager ............................ Al Meyer
Prom., Comm. Mgr. ......................... Mel Whitmire
Program Director ........................... Agnes Fields
Consulting Engineer ...................... D’Orr Cozzens

KRAL  
RAWLINS—1947—ABC-KBS  
Frequency: 1240 Kc.  Power: 250 Watts
Own.-Operated By ......................... Rawlins Bcstg. Co.
Address ...................................... Rawlins, Box 385
Phone Number ............................... 1003
Air Time .................................... 7 a.m.-10:30 p.m.
News Service ............................... AP
Membership ................................. NARTB, BAB
President .................................... Tracy S. McCraken
Program Director ......................... Anita Phisterer
Chief Engineer ............................. Gordon E. Clarke

KWRL  
RIVERTON—1948  
Frequency: 1450 Kc.  Power: 250 Watts
Own.-Operated By ......................... Joseph P. Ernst
Phone Number ................................ 789
News Service ............................... AP
General Manager ........................... Joseph P. Ernst

KVRS  
ROCK SPRINGS—1938  
MBS-INTERMOUNTAIN  
Frequency: 1360 Kc.  Power: 1000 Watts d: 
500 Watts n.
Business-Studio Address .................. Rock Springs
Phone Number .............................. 93
Transmitter Location ...................... 2 Mi. N. of City
Air Time .................................... 6:45 a.m.-10:30 p.m.
News Service ............................... AP
Transcription Service ....................... Standard
President .................................... D. G. Richardson
Gen., Sta. Mgr. ............................. Dwight Fisher
Comm., Sales Prom. Mgr. ................. Laurel Moseby
Pgm., Publ. Dir. ............................. Imogene Parr
Chief Engineer ............................. Glade Montgomery
Consulting Engineer ...................... William Grove

KWYO  
SHERIDAN—1934—MBS  
Own.-Operated By ......................... Bighorn Bcstg. Co.
Business-Studio Address .................. 21 N. Main
Phone Number .............................. 601
Transmitter Location ...................... 1 ½ Mi. N.W. of Sheridan
Air Time .................................... 6 a.m.-11 p.m.
News Service ............................... UP
Transcription Service ....................... Lang-Worth
Rep. .......................................... Avery-Knodel
Mem. ......................................... NARTB, BAB
Pres., Gen., Sta. Mgr. ..................... Jim Carroll
Comm.-Sales Prom. Mgr. ................. Don Tannahill
Prod., News, Pgm. Dir. ................... Bob Wilson
Chief Engineer ............................. Bob Crosthwaite

KGOS  
TORRINGTON—1950  
Frequency: 1490 Kc.  Power: 250 Watts
Own.-Oper. By .............................. Joseph P. Ernst
Phone Number ................................ 567
News Service ............................... UP
Owner ........................................ Joseph P. Ernst

KWOR  
WORLAND—1946  
Frequency: 1490 Kc.  Power: 250 Watts
Own.-Operated By ......................... Joseph P. Ernst
Address ...................................... Box 409
Phone Number .............................. 733
Pres. .......................................... Joseph P. Ernst
Gen., Comm. Manager .................... Mildred V. Ernst
Program Director ......................... Celeste Robinson
Chief Engineer ............................. Joe Henry
KBYR
ANCHORAGE—1948
Frequency: 1240 Kc Power: 250 Watts
Owned-Operated By: Aleutian Bcast. Co.
Business-Studio Address: P. O. Box 1960
Phone Number: 3-4433
News Service: UP
Transcription Service: MacGregor, Capitol
Representative: Donald Cooke
Director: Jack Borges
General Manager: Keith Copper

KENI
ANCHORAGE—1948-MBS-ABC-NBC
Frequency: 550 Kc Power: 5000 Watts
Business Address: Box 879
Phone Number: 20301
Transmitter Location: Sunset Drive
Air Time: 6:15 a.m.-12 M.
News Service: AP, UP
Transcription Service: Associated Representative
Sta. Manager: A. G. Hiebetr
Commercial Manager: William Stewart
Publ., Pgm., Prod. Dir: Harold Knutson

KFQD
ANCHORAGE—1924—CBS-LBS
Frequency: 600 Kc Power: 5000 Watts
Owned-Oper. By: W. J. Wagner
Address: 830 Securities Bldg., Seattle
Phone Number: Seneca 6333
Air Time: 6:30 a.m.-12 M.
News Service: AP
Transcription Service: Lang-Worth
Representative: Alaska Radio Sales; Scott Pres., Gen. Mgr.
Commercial Manager: Juanita Underwood
Program Director: Gerald Mathis
Chief Engineer: Chas. Mohler
Consulting Engineer: A. D. Ring

KFAR
FAIRBANKS—1939—MBS-NBC-ABC
Frequency: 660 Kc Power: 10,000 Watts
Owned-Operated By: Midnight Sun Bcastg. Co.
Business-Studio Address: Lathrop Building
Phone Number: 2125
Transmitter Location: Farmers Loop Road
Air Time: 6:30 a.m.-12 M.
News Services: AP and UP
Representative: Fletcher, Wellington
President: Miriam L. Dickey
Station Manager: Alvin O. Bramstedt
Commercial Manager: Arvid Erickson
Program Director: Richard Greusl
Chief Ann.: Prod. Dir: Don McCune
Publicity Director: Val Forth
Chief Engineer: Jorgen Twieten

KFRB
FAIRBANKS—1948—CBS-LBS
Frequency: 1290 Kc Power: 5000 Watts
Owned-Oper. By: W. J. Wagner
Address: 830 Securities Bldg.
Phone Number: Seneca 6333
Transmitter Location: College Loop
Air Time: 6:30 a.m.-12 M.
News Service: AP
Transcription Service: Lang-Worth
Representative: Alaska Radio Sales; Scott Pres., Gen. Mgr.
Commercial Manager: Joel Buffington
Program Director: Graham Kleckner
Chief Engineer: Richard Schoup
Consulting Engineer: A. D. Ring

KINY
JUNEAU—1935—CBS-LBS
Frequency: 1460 Kc Power: 5000 Watts
Owned-Oper. By: W. J. Wagner
Address: 830 Securities Bldg.
Phone Number: Seneca 6333
Transmitter Location: Juneau
Air Time: Unlimited
News Service: AP
Transcription Service ........................ Lang-Worth
Representative ............................ Alaska Radio Sales; Scott
Pres., Gen. Mgr. ............................... Wm. J. Wagner
Station Manager ............................. Richard Peter
Program Director ............................ Norma Weeks
Chief Engineer .............................. Charles Gray
Consulting Engineer .......................... A. D. Ring

K T K N
KETCHIKAN—1935—CBS-LBS
Frequency: 930 Kc.  Power: 1000 Watts
Owned-Oper. By ............................. William J. Wagner
Business-Studio Address .......................... 830 Securities Bldg.,
Seattle 1, Wash.
Phone Number .............................. Seneca 6333
Transmitter Location ........................ Ketchikan
News Service ................................. AP
Air Time ..................................... Unlimited
Transcription Service ........................ Lang-Worth
Representative .............................. Alaska Radio Sales; Scott
Pres., Gen. Mgr. ............................... William J. Wagner
Station Manager ............................. Dorothy Jacobson
Program Director ............................ Ed Mack
Chief Engineer .............................. Charles Gray
Consulting Engineer .......................... A. D. Ring

K I B H
SEWARD—1948—CBS-LBS
Frequency: 1340 Kc.  Power: 250 Watts
Owned-Operated By ........................... William J. Wagner
Phone Number .............................. Seneca 6333
Transmitter Location ........................ Seward
News Service ................................. AP
Air Time ..................................... 5 p.m.-12 M.
Transcription Service ........................ Lang-Worth
Representative .............................. Alaska Radio Sales; Scott
Pres., Gen. Mgr. ............................... William J. Wagner
Pgm. Dir., Sta. Mgr. ........................... Wm. Maynard
Chief Engineer .............................. Charles Gray
Consulting Engineer .......................... A. D. Ring

K H B C
HILO—1936—CBS
Frequency: 970 Kc.  Power: 1000 Watts
Business Address ............................ P. O. Box 1476
Phone Number .............................. 4816
Studio-Transmitter Location ................ Pilhouua
Air Time ..................................... 6 a.m.-11 p.m.
News Service ................................. UP
Transcription Service ........................ World, Standard
Representative .............................. Free & Peters
Pres., Gen. Mgr. .............................. J. Howard Worrall
Station Manager ............................. C. Tracy Thurston
Commercial Manager ........................ Roger H. Coryell
Chief Engineer .............................. Robert W. Moore

K I L A
HILO—1951—MBS
Frequency: 850 Kc.  Power: 1000 Watts
Owned-Operated By ........................... Island Bcstg. Co.
Address ................................. Naniloa Hotel
Phone Number .............................. 5313
News Service ................................. UP
Representative .............................. Hollingbery
Transmitter Location ........................ Seward
Air Time ..................................... 3.30 p.m.-12 M.
News Service ................................. AP
Transcription Service ........................ Lang-Worth
Representative .............................. Alaska Radio Sales; Scott
Pres., Gen. Mgr. ............................... William J. Wagner
Commercial Manager ........................ Lee Norton
Program Director ............................ David Hassinger
Chief Engineer .............................. Chas. Mohler
Consulting Engineer .......................... A. D. Ring

K A L A
SITKA—1950
Frequency: 1400 Kc.  Power: 250 Watts
Owned-Oper. By ............................. Baranof Enterprises, Inc.

K I F W
SITKA—1949—CBS-LBS
Frequency: 1230 Kc.  Power: 250 Watts
Owned-Operated By ........................... William J. Wagner
Bus.-Studio Address .......................... 830 Securities Bldg.,
Seattle, Wash.
Phone Number .............................. Seneca 6333
Transmitter Location ........................ Sitka
News Service ................................. AP
Air Time ..................................... 5 p.m.-12 M.
Transcription Service ........................ Lang-Worth
Representative .............................. Alaska Radio Sales; Scott
Pres., Gen. Mgr. ............................... William J. Wagner
Pgm. Dir., Sta. Mgr. ........................... Wm. Maynard
Chief Engineer .............................. Charles Gray
Consulting Engineer .......................... A. D. Ring

HAWAI I

K I P A
HILO—1947—ALOHA NET
Frequency: 1110 Kc.  Power: 1,000 Watts
Owned-Oper. By ............................. Big Island Bcstg. Co., Ltd.
Business-Studio Address ........................ 140 Ha'il St.
Phone Number .............................. 2177
Representative .............................. Grant
President Manager ............................ A. H. Green

K A H U
HONOLULU—1950
Frequency: 920 Kc.  Power: 1000 Watts
Owned-Oper. By ............................. Rural Bcstg. Co., Ltd.
Address ................................. 1639 Kapiolani Blvd,
Phone Number .............................. 983185
Transcription Service ........................ Capitol
News Service ................................. AP
Commercial Manager ........................ Arthur Sedgwick
Program Director ............................ Ed Marion
Treasurer ................................. Harry En Chu
K G M B
HONOLULU—1929—CBS
Frequency: 590 Kc. Power: 5000 Watts
Bus.-Studio-Transmitter Address: 1534 Kapiolani Blvd.
Phone Number: 9-0914
Air Time: 5:30 a.m.-10:45 p.m.
News Service: UP
Transcription Service: World. Standard
President: E. Fitz Donnell, Jr.
Vice-President: Thomas P. Gannon
General Manager: Lorrin Robert
News Service: AP, INS
Trans. Representative: Robert Costa
Program Director: Clair Weidenaar

K G U
HONOLULU—1922—NBC
Frequency: 760 Kc. Power: 2,500 Watts
Owned-Oper. By: Advertiser Pub. Co., Ltd. Phone Number: 5-2977
Chief Engineer: M. A. Mulroney
Studio-Transmitter Location: South & Kapiolani
Air Time: 6:30 a.m.-11:30 p.m.
News Service: UP
Transcription Service: Thesaurus
Representative: Katz
President: Lorin P. Thurston
Gen. Mgr.: Chief Engr.: M. A. Mulroney
Station Manager: William O. Paine

K H O N
HONOLULU—1946
ALOHA NETWORK
Frequency: 1380 Kc. Power: 5,000 Watts
Business Address: P. O. Box 1380
Phone Number: 85295
Transmitter Location: Kalia, Waikiki
News Service: UP
Trans. Serv.: Capitol. Standard
President: R. M. Fitkin
Chief Engr.: Sta. Mgr.: Ira G. Mercer
Program Director: W. H. Whedbee

K I K I
HONOLULU—1950
Frequency: 860 Kc. Power: 250 Watts
Owned-Oper. By: KIKI, Ltd.
Address: 320 Ward Ave.
Phone Number: 63456
Representative: Western Ward. Sales

K P O A
HONOLULU—1946—LBS—MBS
Frequency: 630 Kc. Power: 5000 Watts
Phone Number: 95236
Transmitter Location: Kapiolani & Date Sts.
News Service: UP
Representative: George P. Howell
Station Manager: Wm. B. Murphy
Gen. Prom., Comm. Mgr.: Fin Hollinger
Chief Announcer: Bob Lang
Prod. Director: Carlos Rivas
Consulting Engineer: R. Bird

K U L A
HONOLULU—1947—ABC
Frequency: 690 Kc. Power: 10,000 Watts
Owned, Oper. By: Pacific Frontier Bcastg., Co., Ltd.
Address: P. O. Box 1479
Transmitter Location: Kalanianiole Hwy.
Air Time: 18 hrs.
News Service: UP
Representative: Adam Young Jr.
Pres., Gen. Mgr.: Jack A. Burnett
Prom., Sta. Manager: Geo. B. Morgan
Commercial Manager: Irving C. Phillips
Program Director: Ted Scott
Production Director: Dan Kawakami
Chief Engineer: C. W. Evans
Consulting Engineer: D'Or Cozzens

K T O H
LIHUE, KAUA'I—1940—ALOHA
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Garden Island Publ., Ltd.
Bus. Studio-Transmitter Location: Lihue, Kauai
Phone Number: Box 1748
Air Time: 5:30 a.m.-10 p.m.
News Service: UP
Transcription Service: Standard
General Manager: Charles J. Fern
Station Manager: Clarence M. Ashman
Commercial Manager: Dwight Mossman
Program Director: Raymond K. Sasaki
Chief Engineer: Katashi Nose
The Puerto Rican population of 2,205,398 is a market as large and important as the seventh largest American market (San Francisco). Puerto Rico is an AMERICAN MARKET. Net United States imports reach $450,000,000... 93% American Brand name products.

Only the Puerto Rican Network is especially designed to give you complete coverage of this important radio-minded market—PUERTO RICO.

Furthermore, each member station is the leader in its community! And that is because of the outstanding network programs, plus local programming “know-how.”

In a short time many advertisers have readily accepted the Puerto Rican Network as their preferred media... and the list continues to grow!

For more information, rates, availabilities:

The Puerto Rican Network, Inc.
Radio Cadena Puerto Rico

Only The Puerto Rican Network Gives Complete Coverage Of The Island

PRN ADVERTISERS

ALKA-SELTZER
BORDEN CO.
BRITISH WEST INDIES AIRWAYS
BUICK
CADILLAC
CAFE RICO
CAMEL
CARIBBEAN ATLANTIC AIRLINES
CHESTERFIELD
CHEVROLET
COLGATE
PALMOLIVE PEET
DOLE PINEAPPLE
DOMECO BRANDY
DON Q RUM
EASTERN AIRLINES
ESSO STANDARD OIL
GENERAL ELECTRIC
HEINZ-57 VARIETIES
HINDS CREAM
HOTPOINT
INDIA BEER
INTERNATIONAL HARVESTER
LEVER BROS.
LIPTON SOUPS
MARTINI ROSSI
VERMOUTH
McCOSYS
NATIONAL BELAS
HESS
PAN AMERICAN WORLD AIRWAYS
PENNZOIL
PILLSBURY MILLS
PROCTOR & GAMBLE
PUERTO RICO CEMENT CORP.
QUAKER OATS
RED SEAL RICE
SCHUTZ
STUDEBAKER
SHELL OIL CO.

PUERTO RICAN NETWORK, INC.
Post Office Box 4563
San Juan, Puerto Rico
Harwood Hull, Jr., General Manager

MELCHOR GUZMAN COMPANY, INC.
45 Rockefeller Plaza
New York 20, New York
Circle 7-0624

Exclusive Advertising Representatives in the United States and Canada
KMVI
WAILUKU-MAUI—1947—ALOHA
Frequency: 550 Kc........Power: 1000 Watts
Address: Trans. Loca................Wailuku-Maui
Phone Number..........................981
Air Time..............................5:30 a.m.-11:15 p.m.

WABA
AQUADILLA—1951
Frequency: 1240 Kc........Power: 250 Watts
Owned-Operated By: Hector Reichard

WCMN
ARECIBO—1947
Frequency: 1280 Kc........Power: 1000 Watts
Owned-Oper. By: Caribbean Bcastg. Corp.
Address: Tottering Tower
Phone Number: (Studios) 589
President...............Aristides Santoni
General Manager........Nabal Barreto
Comm. Mgr...............Francisco Lopez Oronoz
Prog. Dir...............Digna Olivero Barrios
Chief Engineer........José Soler

WENA
BAYAMON—1947
Frequency: 1560 Kc........Power: 250 Watts
Owned-Operated By: Bayamon Bcastg. Co.
Phone Number:...........Bayamon 161
Transmitter Location: Cataño-Bayamon Rd.
Air Time....................Unlimited
President................Dr. A. Diaz Ailles
General Manager........Domingo Díaz Alejandro
Chief Engineer..........Natalio Pabellon

WRIA
CAGUAS—1947
Frequency: 1450 Kc........Power: 250 Watts
Owner:...........Inter-American Radio Corp.
Business Address............Caguas
Phone Number..................678
Gen. Mgr., Chief Engr...........Edwardo Biaocochea
Commercial Manager........Charles Miner
Prom. Mgr., Pgm. Dir...........J. G. Morales

WVJP
CAGUAS—1947
Frequency: 1110 Kc........Power: 250 Watts
Address: ..............P. O. Box 207
Phone Number..................789
Gen., Sta Mgr..............Héctor Pereira Buonomo
Commercial Manager........Jorge Luis Arzuaga
Sales Prom. Mgr..............Federico E. Virella

News Service .........................UP
Transcription Service ............Standard, Cole
Representative....................Grant
President......................J. Walter Cameron
General Manager..............Ezra J. Crane
Sta. Mgr., Prog. Dir..........Richard E. Mawson
Commercial Manager........Frank Kovacic
Consulting Engineers........Lohnes & Culver

Program Director........Ramón Mojica Solá
News Director........William Valentine Rico
Chief Engineer........Pedro Luis Jimenez
Farm Editor...............Freddy Percy

WMDD
FAJARDO—1947
Frequency: 1490 Kc........Power: 250 Watts
Owned-Oper. By: Madrazo & Diaz
Address: ..................P. O. Box 137
Phone Number..................132
General Manager........Augustin R. Camunas

WXRF
GUAYAMA—1948
Frequency: 1590 Kc........Power: 1000 Watts
Owned-Operated By: Rafael Fusier
Business-Studio Address: Calle Hostos No. 42
Phone Number..................243
Transmitter Location........Barrio Santo Domingo
Gen., Sta., Comm. Mgr........Charles L. Cordero
Pgm., Prod. Dir..............José Colon
Chief Engineer.............J. H. Conesa
Consulting Engineer........William N. Greer

WAEL
MAYAGUEZ—1948
Frequency: 1400 Kc........Power: 250 Watts
Owned-Operated By: Mario Acosta
Business Address.............Iglesia No. 12
Phone Number..................799
Owner-Manager..........Mario Acosta

WKJB
MAYAGUEZ—1946
Frequency: 710 Kc........Power: 1000 d; 500 n.
Owned-Operated By: Jose A. Bechara, Jr.
Business Address..............Minerva St. 54
Phone Number..................983
Studio Address...............Minerva St.
Transmitter Location..........Guamáigil Ave.,
Route 37
Air Time.......................6 a.m.-M.
President......................Jose A. Bechara
General Manager..............Arturo Cortes
Commercial Manager........Jaime Sanjurjo
Program Director...........Alberto Basora
Promotion Manager..........Rafael Colon Diaz
Chief Engineer.............Henry Fischback
## WORA
MAYAGUEZ—1947
Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Oper. By: Radio Americas Corp.
 Phone Number: 1150
 Studio Address: 1150 Guanajibo Ave.
 Transmitter Location: 1150 Guanajibo Ave.
 Air Time: 6 a.m.-6 p.m.
 Station Mgr.: Reinaldo Dupont
 Commercial Manager: Maria Alvarez
 Pgm. Dir.: Angel Rivera Graciani
 Chief Engineer: Marcos Vega Pagán
 Consulting Engineer: Jansky & Bailey
 Business Address: Box 430
 Phone Number: 1015, 1752, 1821
 Studio Address: Guadalupe & Salud Sts.
 Transmitter Location: Las Cucharas
 Representative: Guzman, Co., Inc.
 Membership: NARTB
 President: Guillermo A. Marques
 General Manager: Francisco M. Susoni
 Commercial Manager: Antonio Miro
 Program Director: Rogelio Ramos Rivas
 Chief Engineer: José Arzuaga

## WPRA
MAYAGUEZ—1937
Frequency: 990 Kc. Power: 10,000 Watts
 Address: Box 969
 Phone Number: 969
 Pres. Gen. Mgr.: Concepción Céspedes
 Commercial Manager: Virginia DiCristina
 Program Director: Ismael Tortelas
 Prom. Mgr., News Dir.: Esteban Rosado Boe
 Chief Engineer: Aristides Zapata

## WTIL
MAYAGUEZ—1950
Frequency: 1300 Kc. Power: 1000 Watts
 Owned-Oper. By: Mayaguez Radio Corp.
 Address: Box 1346
 Phone Number: 1290
 President: Alberto Sanabria
 Treas., Pgm. Dir.: Gilbert Mamary
 Chief Engineer: Rafael Rodriguez Santiago

## WPAB
PONCE—1939
Frequency: 550 Kc. Power: 5000 Watts:
 1000 Watts n.
 Bus.-Studio Add.: P. O. Box 786, 164 Villa St.
 Phone Number: 783, 1177
 Transmitter Locations: Pampanos Rd.
 News Service: AP
 Representative: Inter-American Pub’l. Inc.
 Membership: NARTB
 Pres. Gen. Mgr.: A. Gimenez Aguayo
 Commercial Manager: Ramon Mayoral
 Program Director: Eliseo Borrero
 Chief Engineer: Pedro E. Conesa

## WPRP
PONCE—1936
Frequency: 910 Kc. Power: 5000 Watts
 Owned-Oper. By: Voice of Puerto Rico, Inc.
puerto rico is rich
in customer-potential...

and

reaches the customers you want...

NOW 740 Kc.
10,000 WATTS
In Canada more people listen regularly* to CFRB Toronto than to any other station...

* The 1950 BBM figures show CFRB's coverage as 619,050 daytime and 653,860 night time — more than one-fifth of the homes in Canada, concentrated in the market which accounts for 40% of the Dominion's retail sales.

CFRB
Representatives
UNITED STATES
Adam J. Young Jr. Incorporated
CANADA
All-Canada Radio Facilities Limited
C A N A D A

C B C

C A B

Alphabetical Index
By Call Letters

Stations

Networks
Every section of Canada is served by the CBC ... not only the big metropolitan centres but also the thousands of smaller communities and the vast rural areas spread across the Dominion.

Two CBC networks—Trans-Canada and Dominion—serve English-speaking Canadians ... while the CBC French Network provides a separate program service designed especially to meet the tastes and interests of French-speaking Canadians.

Used in combination, CBC Networks ... English and French ... make Canada ONE BIG MARKET. They provide the coverage, the penetration and the sales results that make CBC network radio a most attractive advertising buy.

In the development and production of Canadian Talent Programs ... French and English ... the CBC is glad to extend its fullest assistance to advertising agencies and their clients.
CANADIAN BROADCASTING CORP.

OFFICES
Head Office—P. O. Box 806, 140 Wellington St., Ottawa, Ont.
Administration—P. O. Box 6000, Montreal, Que.
Commercial Division—P. O. Box 500, 354 Jarvis St., Toronto 5, Ont.
National Program Office—P. O. Box 500, 354 Jarvis St., Toronto 5, Ont.

EXECUTIVES and STAFF

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M. H. Palmer, Secretary, Ottawa, Ont.
R. E. Keddy, Acting Secretary, Ottawa, Ont.

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G. W. Richardson, Executive Assistant
H. Bramah, Treasurer
S. Schnobb, Assistant to Treasurer
W. R. Mortimer, Supervisor of Expenditures
F. W. Savignac, Executive Assistant-Legal

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RADIO CANADA BUILDING
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M. Carter, Executive Assistant
Dr. Augustin Frigon, Director of Planning
R. P. Landry, Director, Personnel and Administrative Services
C. E. Stiles, Assistant Director, Personnel and Administrative Services
K. M. Kelly, Supervisor of Personnel and Welfare
J. R. Samson, Administrative Officer, Montreal Area
A. D. Monk, Personnel Relations Officer, Montreal Area
A. E. Tetu, Chief of Records
G. W. Olive, Director General of Engineering
W. G. Richardson, Assistant to the Director General of Engineering
J. E. Hayes, Assistant to the Director General of Engineering

N. R. Olding, Operations Engineer
E. C. Stewart, Co-ordinator of Engineering Projects and Services
D. G. McKinstry, Chief Architect
W. A. Nichols, Plant Engineer
Marcel Ouimet, Director of French Network
C. R. Delafield, Supervisor, International Service
A. Sequin, Director of Television

Toronto
NATIONAL PROGRAM OFFICE
E. L. Bushnell, Director General of Programs
Charles Jennings, Assistant Director General of Programs
Ira Dilworth, Director of Program Production
Neil M. Morrison, Supervisor of Talks and Public Affairs
R. S. Lambert, Supervisor of School Broadcasts
D. C. McArthur, Chief News Editor
W. J. Dunlop, Supervisor of International Exchange and Institutional Broadcasts
W. H. Brodie, Supervisor of Broadcast Language
H. J. Boyle, Program Director, Trans-Canada Network
H. G. Walker, Manager, Dominion Network
E. W. Jackson, Traffic Manager

Television
F. Mutrie, Director of Television

Administration
D. Claringbull, Manager of Personnel and Administrative Services

Engineering
H. Hilliard, Supervising Engineer, Toronto Area

Commercial
W. E. Powell, Commercial Manager
W. R. Johnston, Assistant Commercial Manager
Hugh Clark, Sales Representative
T. T. Odell, Sales Representative
A. Barr, Sales and Commercial Traffic
H. F. Chevrier, Coverage Statistics
If you could walk into the living room of every sales prospect and sit down to tell him what your product will do for him — you could do a better selling job than in any other way. But the cost of selling this way is prohibitive — it certainly would be in Canada.

Canada is a vast country, stretching 4,365 miles from St. John's to Victoria, B.C. All in all, it has 3,845,144 square miles of fabulous resources and unlimited potential. The Province of Ontario alone, Canada's second largest, is slightly larger than Texas, New York and Pennsylvania combined.

With an area roughly 1/4 larger than the U. S., the Canadian population is less than 10% that of her neighbor; only 3.57 persons per square mile, compared with 45.1 in the U. S. But Canada's population is somewhat concentrated: 79% live in a narrow strip of land only 200 miles wide hugging the U. S. border.

These figures present a curious problem to anyone marketing a product in Canada. Obviously, it's easy to reach the large population centers. But that leaves a vast market untouched — a market that, in 1949, accounted for over $3,622,465,000 in retail sales — 41.5% of Canada's total. Too often, manufacturers faced with this dilemma have either put all their advertising eggs in one basket or spread themselves too thinly in an attempt to add rural coverage to metropolitan.

The problem is: how to cover both urban and rural markets with a maximum number of sales messages for every advertising dollar expended.

Once you are aware of the problem, once convinced of the solution, then you are on your way towards exploiting this lucrative market.

For Complete Information on your specific merchandising problems, consult

The **CANADIAN ASSOCIATION of BROADCASTERS**

Pat Freeman,
Sales Research Dir.
37 Bloor St., W.,
Toronto

T. J. Allard,
General Manager,
108 Sparks St.
Ottawa
CANADIAN ASSOCIATION OF BROADCASTERS

OFFICES

Head Office—108 Sparks St., Ottawa, Ont.
Phone: 34036

Branch Offices—37 Bloor Street West, Toronto, Ont.
Phone: Pr 3729

Chairman of the Board.............................. D. Malcolm Neill
Vice-Chairman......................................... F. H. Elphicke
Manager................................................... T. J. Allard
Secretary-Treasurer.................................... T. Arthur Evans
Director of Advertising and Station Services........ Patrick Freeman
General Counsel....................................... Joseph Sedgwick, K.C.
Associate Counsel..................................... Guy Roberge

Directors


Functions

The Canadian Association of Broadcasters is a voluntary trade organization of 104 privately owned (independent) broadcasting stations in Canada.
## STATIONS OF CANADA

The following list of stations is arranged in call letter alphabetical order giving page number for complete station data.

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<td>CBE</td>
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<td>CBF</td>
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<td>CBG</td>
<td>Gander, Nfld.</td>
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<td>CBH</td>
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<td>CB1</td>
<td>Sydney, N. S.</td>
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<td>CBJ</td>
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<td>CBK</td>
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<td>CBL</td>
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<td>CBM</td>
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<td>CBT</td>
<td>Grand Falls, Nfld.</td>
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<td>CBV</td>
<td>Quebec City, Que.</td>
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<td>CBW</td>
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<td>CBX</td>
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<td>CBY</td>
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<td>CFAB</td>
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<td>CFAR</td>
<td>Flin Flon, Man.</td>
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<td>CFBC</td>
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<td>CFCC</td>
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<td>CFCH</td>
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<td>CFCN</td>
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<td>CFJC</td>
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<td>CFJR</td>
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<td>CFOR</td>
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<td>CFOS</td>
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<td>CFPA</td>
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<td>CFPL</td>
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<td>CFPR</td>
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<td>CFQC</td>
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<td>CJOY</td>
<td>Kenora, Ont.</td>
<td>730</td>
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<td>CJRW</td>
<td>Summerside, P. E. I.</td>
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<td>CJSO</td>
<td>Sorel, Que.</td>
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<tr>
<td>CJVI</td>
<td>Victoria, B. C.</td>
<td>723</td>
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<tr>
<td>CKAC</td>
<td>Montreal, Que.</td>
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Canada's Selective Radio
Headquarters

The little All-Canada man represents all phases of Canadian broadcasting — both time and talent.

Through the years he has come to symbolize not only the Company he represents, but the medium he champions: Selective Radio.

In a vast country with wide “skip-distances” between major markets, All-Canada offers you the most economical, most effective method of reaching the consumer at home through a select group of key Canadian stations.

Call on the All-Canada man wherever your campaign plans extend into the Canadian market. He'll be ready to discuss times and stations: and All-Canada also offers you selection from the world's largest library of transcribed programs.

ALL-CANADA RADIO FACILITIES
Limited

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL
CFAC
CALGARY—1922—CBC
Frequency: 960 Kc.  Power: 5000 Watts
Owned-Oper. By: Calgary Bcstg. Co., Ltd.
Bus.-Studio Address: 1000 Greyhound Bldg.
Phone Number: 2109 6-1036
Transmitter Location: Midnapore, Alberta
Air Time: 5:55 a.m.-12 M.
News Service: CPN, BUP
Transcription Service: Thesaurus, World.
Associated Representative: All-Canada, Weed
President: H. R. Carson
Station Manager: A. M. Cairns
Commercial Manager: D. H. Hartland
Production Director: D. MacMillan
Promotion Manager: R. J. Tregillus
Chief Engineer: E. C. Conner

CFCN
CALGARY—1922—CBC DOMINION
Frequency: 1060 Kc.  Power: 10,000 Watts
Owned-Oper. By: The Voice of the Prairies, Ltd.
Bus.-Studio Address: Toronto General Trusts Bldg.
Phone Number: 2-1161
Transmitter Location: Midnapole, Alta.
Air Time: 8 a.m.-M.
News Service: BUP
Transcription: Standard, Lang-Worth, Capitol
Representative: Radio Representatives.
Adam J. Young, Jr.
Membership: CAB
President: H. G. Love
Commercial Manager: E. H. McGuire
Pm., Publ. Director: James A. Love
Chief Engineer: Robert Lamb

CKXL
CALGARY—1950
Frequency: 1140 Kc.  Power: 1000 Watts
Owned-Oper. By: CKXL, Ltd.
Address: 210 9th Ave. W.
Phone Number: 63026
Representative: Cooke, Inc.; Natl. Bcstg. Sales
News Service: BUP, PN
President: G. Max Bell
General Manager: Frederick R. Shaw
Commercial Manager: Bruce D. Alloway
Sales Prom. Mgr.: Francis R. Turner
Program Director: Jack Stewart
Chief Engineer: Ross Craig

CBX
EDMONTON—1948—CBC
Frequency: 1010 Kc.  Power: 50,000 Watts
Owned-Oper. By: Canadian Bcstg. Corp.
Bus.-Studio Address: 713 MacDonald Hotel
General Manager: Dr. Augustine Frigon
Commercial Manager: W. E. Powell
Supervising Engr.: R. D. Cahoon

CFRN
EDMONTON—1934
CBC DOMINION
Frequency: 1260 Kc.  Power: 5000 Watts
Owned-Oper. By: Sunwapta Bcstg. Co., Ltd.
Business-Studio Address: 109 CPR Bldg.
Phone Number: 22101
Transmitter Location: Jasper Hw., 2 Mi. W.
News Service: BUP, PN
Transcription Service: Lang-Worth
Representative: Radio Representatives.
Adam J. Young, Jr.
Membership: CAB
Pres., Gen. Mgr.: G. R. A. Rice
Comm. Sales Prom. Mgr.: A. J. Hopps
Program Director: George A. Duffield
Production Director: Jerry Forbes
Publicity Director: Isabel McDonald
Chief Engineer: Frank G. Makepeace

CHFA
EDMONTON—1949
Frequency: 680 Kc.  Power: 5000 Watts
Owned-Operated By: Radio Edmonton, Ltd.
Business Address: 10012 109th St.
Phone Number: 42157
News Service: BUP
President: Dr. L. O. Beauchemin
Station Manager: J. A. Gallant
Commercial Manager: Romain LeClair
Program Director: Leo Remillard
Chief Engineer: Gordon L. Sadler

CJCA
EDMONTON—1922
CBC TRANS-CANADA SUPP
Frequency: 930 Kc.  Power: 5000 Watts
Bus.-Studio Address: 452 Birks Bldg.
Phone Number: 44131
Transmitter Location: Ellerslie
Air Time: 19 hrs.
News Service: PN, BUP
Transcription Service: Thesaurus
Representative: All-Canada, Weed
Membership: CAB, BAB
Station Manager: Jerry Gaetz
Commercial Manager: Joe MacKenzie
Production Director: Dalt Elton
Promotion Manager: Miss Win Sutton
Chief Engineer: Frank Hollingsworth
Consulting Engineer: Keith McKinnon
CFG P
GRAND PRAIRIE—1937—CBC
Frequency: 1050 Kc. . . . . . Power: 1000 Watts
Owned By ... Northern Bcastg. Corp., Ltd.
Bus.-Studio Address ... 8910—99th St.
Phone Number ... 611
Transmitter Location ... Clairmont Hwy.
News Service ... CP
Translation Service ... World, SESAC
Representative ... All-Canada, Weed
Membership ... CAB
President ... J. E. Thomson
General-Station Mgr. ... Arthur J. Balfour
Commercial Manager ... Jack E. Soars
Program Director ... John Wilson
Publicity Director ... Gene Ross
Chief Engineer ... Jim de Roaldes
Consulting Engr. ... Keith McKinnon

C J O C
LETHBRIDGE—1926—CBC
Frequency: 1220 Kc. . . . . . Power: 5000 Watts
Owned-Oper. By ... Lethbridge Bcastg. Ltd.
Address ... 1015 Third Ave. S.
Phone Number ... 3181
Transmitter Location ... Broxburn, Alberta
Air Time ... 5:30 a.m.—1 a.m.
News Service ... PW, BUP
Translation Service ...Assoc., Thesaurus
Representative ... Weed, All-Canada
Membership ... CAB, BBM, WAB
Pres. & Gen. Mgr. ... H. R. Carson
Station Manager ... W. M. Guild
Comm., Prom. Manager ... C. A. Perry
Pgm., Prod. Director ... G. A. Brown
Chief Engineer ... R. A. Reagh
Consulting Engineer ... Keith McKinnon

C H W K
CHILLIWACK—1927
C CBC DOMINION
Frequency: 1270 Kc. . . . . . Power: 1000 Watts
Owned-Oper. By ... Fraser Valley Bcastrs., Ltd.
Business-Studio Address ... 50 Yale Rd. E.
Phone Number ... 1926
Transmitter Location ... Fraser Rd.
Air Time ... 5:30 a.m.—11:15 p.m.
News Service ... BUP
Translation Service ... Cole
Representative ... All-Canada, Weed
Membership ... CAB, BBM, WAB, BCAB
President ... C. Casey Wells
Gen. Mgr., Chief Engr. ... Jack Pilling
Commercial Manager ... W. G. Teetzel

C J D C
DAWSON CREEK—1947—CBC
TRANS-CANADA
Frequency: 1350 Kc. . . . . . Power: 1000 Watts
Owned-Oper. By ... Radio Station CJDC, Ltd.
Business Address ... 2nd Ave. & 9th St.
Phone Number ... 216
News Service ... Press News
Translation Service ... Associated
Representative ... Radio Representatives, Cooke
President ... W. B. Michaud
General Manager ... Lewis R. Roskin
Program Director ... Michael Laverne
Chief Engineer ... William Gordon

C H A T
MEDICINE HAT—1946—CBC
Frequency: 1270 Kc. . . . . . Power: 1000 Watts
Owned-Oper. By ... Monarch Bcastg. Co., Ltd.
Address ... 520 First St.
Phone Number ... 2821
Representative ... Weed, All-Canada
Translation Library ... Standard
President ... J. H. Yuill
Gen., Sta. Mgr. ... R. J. Buss
Promotion Manager ... Eva Biel
Chief Engineer ... Ian Carson

C K R D
RED DEER—1949
C CBC DOMINION SUPP
Frequency: 1230 Kc. . . . . . Power: 250 Watts
Owned-Operated By ... Central Alberta Bcastg. Co., Ltd.
Business Address ... Foster Bldg.
Air Time ... 17½ hrs.
News Service ... BUP
Translation Service ... Capitol
Representative ... Radio Reps., Young
Memberships ... CAB
Pres., Gen. Mgr. ... Gordon S. Henry
Commercial Manager ... Ike Kaila
Pgm., Prod. Dir. ... Ned Corrigall
Chief Engr. ... A. I. Booker
Consulting Engr. ... Canadian Marconi Co.

BRITISH COLUMBIA

C F J C
KAMLOOPS—1926
TRANS-CANADA
Frequency: 910 Kc. . . . . . Power: 1000 Watts
Owned-Oper. By ... Interior Bcastrs.
Business-Studio Address ... 310 St. Paul St.
Phone Number ... 1021
Representative ... All-Canada, Weed
Transcription Service .......................... World
News Service ................................. PN
General Manager ............................ Ian G. Clark
Prom., Comm. Mgr. .......................... R. J. Innes
Chief Engineer ............................... G. G. Henderson

CKOV
KELOWNA—1931—CBC

Frequency: 630 Kc.  Power: 1000 Watts
Owned-Oper. By:  Standard Bcstrs., Ltd.
Business-Studio Address .......................... Box 1481
Phone Number .................................. 1331-2-3
Transmitter Location  ... Okanagan Mission, B. C.
News Service ................................. PN
Transcription Service  ............... World, Thesaurus
Representative  .............. All-Canada, Weed
Membership  ....................... CAB
General Manager  ............... J. H. B. Browne
Chief Engineer  ................. J. Fred Weber

C H U B
NANAIMO—1949

Frequency: 1570 Kc.  Power: 1000 Watts
Owned-Operated By:  Standard Bcstg. Co.
Business Address ........................ Malaspina Hotel
Air Time ................................. 6 a.m.-12 M.
News Service .............................. CP
Transcription Service  ...... World
Representative  ......... Natl. Bcstg. Sales, Hunt, Cooke
President  ................... Donald Cromie
Sta., Prom., Comm. Mgr., Mrs. Mary Sutherland
Chief Engineer  .......... Tom Walsh

CKLN
NELSON—1939—CBC

Frequency: 1240 Kc.  Power: 250 Watts
Owned-Oper. By:  News Publishing Co., Ltd.
Address ..................................... 266 Baker St.
Phone Number ............................... 19
News Service ............................... PN
Representative  ......... Stovin, Young
Membership  ....................... BBM, CAB, WAB, BCAB, BMI
Station Mgr., Chief Engineer  .... A. R. Ramsden

CKNW
NEW WESTMINSTER—1944

Frequency: 1320 Kc.  Power: 1000 Watts
Owned By:  International Bcstrg. Co., Ltd.
Business-Studio Address  ............... 227 Columbia St.
Phone Number .................................. 3000
Transmitter Location  ........ Lulu Island, B. C.
News Service .............................. PN
Transcription  ................. Associated, World, Cole.
Representative  .............. Forjoe, Nat. Bcstg. Sales
Sales Promotion Manager  ........ Phil Baldwin
Pgm., Prod. Manager  .............. Hal Davis
Chief Engineer  .............. Bill Collins

CKOK
PENTICTON—1948

Frequency: 800 Kc.  Power: 1000 Watts d.
500 Watts n.
Owned-Operated By:  CKOK, Ltd.
Business-Studio Address  ............. Nanaimo Ave.
Phone Number ............................. 800
Transmitter Location Address  .... Skaha Lake
Air Time ................................ 6:30 a.m.-M.
News Service ............................... CP
Transcription Service  .......... Standard
Representative  ............... Radio Reps., Cooke
Membership  ...................... BBM, CAB, BCAB, WAB
President  ..................... Maurice P. Finnerty
Sta., Comm. Manager  ............ Roy G. Chapman
Chief Engineer  ................. Jim English

CJAV
PORT ALBERNI—1946

Frequency: 1240 Kc.  Power: 250 Watts
Owned-Operated By:  CJAV, Ltd.
Address .................................... 735 Third Ave. N.
Phone Number ............................. 604
Air Time ................................ 6 a.m.-12 M.
News Service ............................... BUP
Transcription  .......... Lang-Worth, Cole, Capitol
Representative  ......... Radio Representatives
Membership  ....................... CAB
Station Manager  ............ Charles J. Rudd
Commercial Manager  .......... K. Hutcheson
Program-Production Dir.  .... T. Rannie
Chief Engineer  ................. H. Hollway

CKPG
PRINCE GEORGE—1946—CBC

Frequency: 550 Kc.  Power: 250 Watts
 Owned-Oper. By:  Radio Station CKPG, Ltd.
Address ...................................... 434 George St.
Phone Number ............................. 140
Transmitter Location  ........ So. Fort George
Air Time ................................ 16½ hrs.
Representative  ............... All-Canada, Weed
Membership  ...................... CAB, BBM
President  ..................... Frank H. Elphicke
General Manager  .......... Cecil G. Elphicke
Commercial Manager  .......... Charles Cawdell
Station Manager  ............ Jack Carbutt
Chief Engineer  ................. Cliff Steele

CFPR
PRINCE RUPERT—1938—CBC
TRANS-CANADA

Frequency: 1240 Kc.  Power: 250 Watts
 Owned By:  Northwest Bcstg. & Service Co., Ltd.
Studio Address  .............. 336 Second Ave., Box 848
Phone Number ............................. 863
General Manager (CBC)  .... Dr. Augustin Frigon
Station Manager  .............. C. H. Insulander
CJAT
TRAIL—1932—CBC
Frequency: 610 Kc.    Power: 1000 Watts
Owned-Oper. By: Kootenay Bcastg. Co., Ltd.
Business-Studio Address: 815 Victoria St.
Phone Number: 1840
News Service: AP
Representative: Weed
Membership: B.B.M., C.A.B., W.A.B., B.C.A.B.
President: E. W. Hazelwood
Station Manager: John W. Loader
Commercial Manager: Donald G. Marshall
Chief Engineer: John D. Hepburn

CBR
VANCOUVER—1936—CBC
Frequency: 1130 Kc.    Power: 5000 Watts
Owned-Oper. By: Canadian Bcastg. Corp.
Address: 701 Hornby St.
Phone Number: Marine 6121
News Service: BUP, R, CP
General Manager (CBC): Dr. Augustin Frigon
Commercial Mgr. (CBC): Walter E. Powell
Regional Representative: Kenneth Caple
Program Director: Doug Nixon
Publicity Director: W. Gilmour Clark
Chief Announcer: Marce Munro
Senior News Editor: Richard T. Elson
B. C. Regional Engineer: F. B. C. Hilton

CJOR
VANCOUVER—1926
CBC DOMINION
Frequency: 800 Kc.    Power: 5000 Watts
Owned-Operated By: CJOR, Ltd.
Business-Studio Address: 848 Howe St.
Phone Number: Marine 6146
Transmitter Location: R.R. 2 Nelson Rd.
News Service: BUP, UP, PN
Transcription Service: Thesaurus
Representative: Stovin, Young
Membership: C.A.B.
Pres., Gen. Mgr.: George C. Chandler
Commercial Manager: Don Laws
Production Director: Dorwin Baird
Program Director: Ross Mortimer
Publicity Director: Miss K. V. Cronin
News Director: Keith Cutler
Chief Engineer: A. H. Chandler

CKMO
VANCOUVER—1925
Frequency: 1000 Kc.    Power: 1000 Watts
Address: 812 Rokken St.
Phone Number: Marine 1271
Transcription Service: Standard, Associated.
SESAC
Representative: Cooke
President: Mrs. R. J. Sprott
Commercial Manager: M. Stovin.
Managing Director: Mrs. E. M. Willis
Chief Engineer: R. McKenzie

CKWX
VANCOUVER—1923—MBS
Frequency: 980 Kc.    Power: 5000 Watts
Business-Studio Address: 543 Seymour St.
Phone Number: TAtlow 5131
News Service: CP, BUP
Transcription Service: Lang-Worth, World
Representative: All-Canada, Weed
President: Mrs. Arthur Holstead
Vice-Pres., Gen. Mgr.: Frank H. Elphicke
Commercial Manager: John L. Sayers
Program Dir.: Laurie Irving
Sales Promotion Mgr.: Ken Hughes
Chief Engineer: Charles Smith

CJIB
VERNON—1947
DOMINION
Frequency: 940 Kc.    Power: 1000 Watts
 Owned-Operated By: Interior Bcastrs., Ltd.
Business Address: 3330 Barnard Ave.
Phone Number: Garden 2014
Transcription Service: PN
Representative: Radio Representatives, Cooke
Station Manager: Howard Thompson

CJVI
VICTORIA—1940—DOMINION CBC
Frequency: 900 Kc.    Power: 1000 Watts
Owned-Oper. By: Island Bcastg. Co., Ltd.
Business-Studio Address: 520 View St.
Phone Number: Garden 2014
News Service: BUP, UP, PN
Transcription Service: Thesaurus
Representative: Weed, All-Canada
President: W. T. Matson
General Manager: M. V. Chestnut
Commercial Manager: Lee F. Hallberg
Sales Prom. Mgr.: James S. Crawford
Program Director: Richard T. Batey
News Director: Bruce Lowther
Chief Engineer: Joe Sommers

CKDA
VICTORIA—1950
Frequency: 1340 Kc.    Power: 250 Watts
Owned-Oper. By: Capital Bcastg. System
Address: Douglas Hotel
Representative: Radio Reps., Forjoe
Gen., Sta. Mgr.: David M. Armstrong
Chief Engineer: Norman E. Bergquist
MANITOBA

CKX
BRANDON—1928—CBC DOMINION

Frequency: 1150 Kc. . . . . . . . Power: 1000 Watts
Owned-Oper. By . . . . . . Western Manitoba Bcstgs.
Address . . . . . . . . . . 8th St. & Princess Ave.
Phone Number . . . . . . . . . . . . . . 4532
Transcription Service . . . Thesaurus, World
Representative . . . . . . Radio Representatives, Cooke
News Service . . . . . . . . . . . . . PN
Managing Director . . . . . . J. B. Craig
Commercial Manager . . . . . E. D. Holland
Program Director . . . . . . Eric Davies
Sales Prom. Manager . . . . . Archie Olson
Chief Engineer . . . . . . Humphrey Davies

CFAR
FLIN FLON—1937
TRANS-CANADA

Frequency: 580 Kc. . . . . . . . Power: 1000 Watts
Owned-Oper. By . . . . . . Arctic Radio Corp., Ltd.
Address . . . . . . . . . . 75 Hill St.
Phone Number . . . . . . . . . . . . . . 580
News Service . . . . . . . . . . . . . PN
General Manager . . . . . . C. H. Witney
Commercial Manager . . . . . J. Thiele
Program Director . . . . . . T. O. Nelson
Chief Engineer . . . . . . Gordon Woodward

CKSB
ST. BONIFACE—1946

Frequency: 1250 Kc. . . . . . . . Power: 1000 Watts
Owned-Oper. By . . . . . . Radio St. Boniface, Ltd.
Address . . . . . . . . . . 607 Langevin St.
Phone Number . . . . . . . . . . . . . . 204-865
News Service . . . . . . . . . . . . . BUP PN
President . . . . . . . . . . . . . . . Dr. Paul L'Heureux
Pgm., Prod. Dir. . . . . . . Rene Dussault
Farm Ed., Chief Ann. . . . . . Maxime Desaulniers
News Director . . . . . . Norbert Prefontaine
Chief Engineer . . . . . . D. R. Thomson

CBW
WINNIPEG—1948—CBC

Frequency: 980 Kc. . . . . . . . Power: 50,000 Watts
Owned-Operated By . . . . . . Canadian Bcstg. Corp.
Business Address . . . . . . 300 Telephone Bldg.
Phone Number . . . . . . . . . . . . . . 922191
News Service . . . . . . . . . . . . . BUP, PN, Reuters, CP
General Manager . . . . . . Dr. A. Frigon
Regional Representative . . . J. R. Finlay
Station Manager (CBC) Winnipeg . . . . . . J. N. Mogridge
Commercial Manager . . . . . W. E. Powell
Publicity Director . . . . . . C. E. L'Aml
Chief Engineer . . . . . . R. D. Cahoon

CJOB
WINNIPEG—1946

Frequency: 1340 Kc. . . . . . . . Power: 250 Watts
Owned-Operated By . . . . . . Blick Bcstg., Ltd.
Business-Studio Address . . . Lindsay Bldg.
Phone Number . . . . . . . . . . . . . . 926, 374
Transmitter Location . . . . . . St. Boniface
News Service . . . . . . . . . . . . . CP, BUP
Transcription Service . . . World, Thesaurus, Associated, Standard, Lang-Worth
Representative . . . . . . Radio Representatives, Cooke
President, General Manager . . . A. J. Messner
Commercial Manager . . . . . J. O. Blick
Program Director . . . . . . George C. Davies
Chief Engineer . . . . . . R. V. Durie

CKRC
WINNIPEG—1934—CBC DOMINION

Frequency: 630 Kc. . . . . . . . Power: 5000 Watts
Owned-Oper. By . . . . . . Transcanada Communications, Ltd.
Bus.-Studio Address . . . . . . 300 Carlton St.
Phone Number . . . . . . . . . . . . . . 922, 266
Transmitter Location . . . . . . St. Vital
Air Time . . . . . . . . . . . . . . . Unlimited
News Service . . . . . . . . . . . . . BUP, PN
Transcription Service . . . Lang-Worth, Standard
Representative . . . . . . Weed, All-Canada
Membership . . . . . . . . . . . . . . CAB, BBM, CP
President . . . . . . . . . . . . . . . V. Sifton
Gen. Sta., Mgr. . . . . . . . . . . . . William A. Speers
Commercial Manager . . . . . B. M. Pirie
Sales Prom. Mgr. . . . . . . . . . . F. M. Desourdy
Prog. Dir., Prod. Mgr. . . . . . . J. M. Hill
Chief Engineer . . . . . . . . . . . . . Bert Hooper

CKY
WINNIPEG—1949

Frequency: 580 Kc. . . . . . . . Power: 5000 Watts
Owned-Oper. By . . . . . . Station CKY, Ltd.
Business Address . . . . . . 432 Main St.
Phone . . . . . . . . . . . . . . . . 331, 531
Air Time . . . . . . . . . . . . . . 5:50 a.m.-1 a.m.
News Service . . . . . . . . . . . . . BUP, CP
Transcription Service . . Capitol, World, SESAC
Representative . . . . . . Stovin, Cooke
Membership . . . . . . . . . . . . . . CAB, CP
President . . . . . . . . . . . . . . . . . . . . Lloyd E. Maffitt
General Manager . . . . . . A. R. Mackenzie
Production Manager . . . . . . . . . J. M. Ellis
Commercial Manager . . . . . W. E. Collier
Publicity Director . . . . . . W. E. Savage
Chief Engineer . . . . . . Andy
## NEW BRUNSWICK

### CKNB
**Campbellton—1939—CBC**
- Frequency: 950 Kc.  
- Power: 1000 Watts
- Business Address: P. O. Drawer 226
- Phone Number: 3-2421
- Transmitter Location:  
- Maple Green
- Air Time: 7:55 a.m.-12:10 a.m.
- Representative: Hardy, Weed
- Membership: CAB, BBM
- President: J. Wesley MacDonald
- General Manager: Dr. Charles H. Houde
- Station Manager: Stan Chapman
- Sales Prom. Mgr.: Bill Harper
- Program Director: Bob Richards
- Chief Engineer: Phil Paquet

### CJEM
**Edmundston—1944—CBC**
- Frequency: 1380 Kc.  
- Power: 1000 Watts
- Owned-Oper. By: Edmundston Radio, Ltd.
- Business-Studio Address: Edmundston
- Phone Number: 880
- Transmitter Location: Iroquois
- Air Time: 7 a.m.-12 M.
- Transcription Service:  
- World
- Representative: Stovin, Young
- Pres. Gen. Mgr.: Georges Michaud
- Station Manager: Maurice Lacasse
- Comm. Prom. Mgr.: Georges Guerrette
- Pgm. Prod. Dir.: Maurice Lacasse
- Chief Engineer: Yvon Roy

### CFNB
**Fredericton—1923—CBC**
- Frequency: 550 Kc.  
- Power: 5000 Watts
- Owned-Oper. By: James S. Neill & Sons, Ltd.
- Business-Studio Address: Queen St.
- Phone Number: 5501
- Transmitter Location: New Maryland
- Air Time: 6:30 a.m.-12:15 a.m.
- News Service: BUP, RP
- Transcription Service:  
- Thesaurus, Standard
- Representative: All-Canada, Weed
- Membership:  
- CAB
- Gen. Sta. Mgr.: Dr. Malcolm Neill
- Comm. Prom. Manager: H. L. McFee
- Pgm. Prod. Director: J. T. H. Fenety
- News Director: Claude Cain
- Chief Engineer: Glenn D. Love
- Consulting Engineer: Cana Marconi

## CKMR
**Newcastle—1949**
- Frequency: 1240 Kc.  
- Power: 250 Watts
- Business Address: Castle St.
- Phone Number: 5501

## CBA
**Sackville—1933**
- Frequency: 1070 Kc.  
- Power: 50,000 Watts
- Owned-Oper. By: Canadian Bcstg. Corp.
- Bus.-Studio Address: 100 Sackville St.
- Phone Number: 3-6188
- Transmitter Location: Sackville
- News Service: PN, BUP, CP
- General Manager (CBC): Dr. Augustin Frigon
- Regional Representative: W. E. S. Briggs
- Commercial Manager: W. E. Powell
- Regional Engineer: H. M. Smith

## CFB C
**Saint John—1946**
- Frequency: 930 Kc.  
- Power: 5000 Watts
- Owned-Operated By: Fundy Bcstg. Co., Ltd.
- Business-Studio Address: 4 Carleton St.
- Phone Number: 3-2421
- Transmitter Location: Sand Cove Rd.
- Air Time: 6 a.m.-1 a.m.
- News Service: RP, BUP
- Transcription Service:  
- Standard
- Representative: Weed, Alexander
- President: A. M. A. McLean
- Station Manager: Robert T. Bowman
- Commercial Manager: C. F. Beddor
- Production Director: D. H. Armstrong
- Chief Announcer: W. N. Anderson
- Prom. Mgr., Publ. Dir.: R. J. Gallagher
- Chief Engineer: H. M. Stout
NEW BRUNSWICK — NEWFOUNDLAND

CHSJ
SAINT JOHN—1934
CBC TRANS-CANADA

Frequency: 1150 Kc. Power: 5000 Watts
Business-Studio Address: 14 Church St.
Phone Number: 3-3304
Transmitter Location: Coldbrook
Air Time: Unlimited

CBY
CORNER BROOK—1949—CBC
TRANS-CANADA SUPP

Frequency: 790 Kc. Power: 1000 Watts
Owned-Operated By: Canadian Bcstg. Corp.
Address: Corner Brook
News Service: CP, BUP, Reuters
Representative: CBC
Gen. Mgr. (CBC): Dr. Augustin Frigon
Commercial Manager (CBC): E. A. Wier
Regional Rep.: William F. Galgay
Station Manager: C. V. Hierlihy
D. Press & Info. Serv. (CBC): Ron C. Fraser
Dir. Gen. Engrg.: Gordon W. Olive
News Director (CBC): D. C. McArthur
Farm Editor (CBC): A. R. Kemp

CBG
GANDER—1949—CBC
TRANS-CANADA

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Canadian Bcstg. Corp.
Address: Gander
News Service: CP, BUP, Reuters, PN
General Manager (CBC): Dr. Augustin Frigon
Commercial Mgr. (CBC): W. E. Powell
Regional Rep.: William F. Galgay
Station Manager: A. Barrett
D. Press & Inf. Serv. (CBC): Ron C. Fraser

CBT
GRAND FALLS—1949—CBC

Frequency: 1350 Kc. Power: 1000 Watts
Owned-Operated By: Canadian Bcstg. Corp.
Address: Munro Bldg.
Air Time: 16 1/2 hrs.
Phone Number: 382
Gen. Mgr. (CBC): Dr. Augustin Frigon
Commercial Mgr. (CBC): W. E. Powell

News Service: PN
Transcription Service: World, Lang-Worth
Associated
Representative: Stovin, Young
Membership: CAB, BBM
Station Manager: George A. Cromwell
Sales Promotion Manager: Herman Covey
Program Director: Cleve G. Stillwell
Production Director: Earl McCarron
Publicity Director: Christine Fewings
Chief Engineer: J. G. Bishop
Consulting Engineer: T. Reid Dowling

CBN
ST. JOHN'S—1949—CBC

Frequency: 640 Kc. Power: 10,000 Watts
Owned-Operated By: Canadian Bcstg. Corp.
Address: St. John's
Air Time: 16 1/2 hrs.
News Service: CP, PN, BUP, Reuters
Representative: CBC
General Manager (CBC): Dr. Augustin Frigon
Commercial Mgr. (CBC): W. E. Powell
Regional Rep.: William F. Galgay
Pub. Director (CBC): Ron C. Fraser
Chief Engineer: J. A. Ouimet

CJON
ST. JOHN'S—1951

Frequency: 830 Kc. Power: 5000 Watts
Owned-Operated By: Radio Station CJON
President, Manager: Geoff Stirling
Production Manager: Dan Jamieson

VOCM
ST. JOHN'S—1936

Frequency: 590 Kc. Power: 1000 Watts
Owned-Operated By: Colonial Bcstg. System
Business Address: McBride's
Phone: 3148
Transcription Service: Thesaurus, World
Membership: CAB, BBM
Representative: Stovin, Weed
Station Manager: J. L. Butler
Commercial Manager: M. Shulman
Program Director: J. M. Murdoch
Chief Engineer: W. B. Williams
NOVA SCOTIA

CJFX
ANTIGONISH—1943
DOMINION

Frequency: 580 Kc. Power: 5000 Watts
Owned-Operated By: Atlantic Bcstrs., Ltd.
Address: Broadcasting Bldg.
Representative: Young, Natl. Bcst. Sales
News Service: PN
Transcription Service: Lang-Worth
Representative: Natl. Bcst. Sales, Young
General Manager: J. Clyde Nunn
Promotion Manager: James Burroughs

CKBW
BRIDGEWATER—1947—BBC

Frequency: 1000 Kc. Power: 1000 Watts
Address: 399 King St.
Phone Number: 445
Transmitter Location: Hebbville
News Service: PN
Transcription Service: Associated Representative
Representative: Radio Representative Ltd.

CBH
HALIFAX—1944—BBC

Frequency: 1330 Kc. Power: 100 Watts
Owned-Operated By: Canadian Bcstrg. Corp.
Business-Studio Address: 100 Sackville St.
Phone Number: 3-6188
News Service: BUP, PN, Reuters, CP
General Manager: Dr. Augustin Frigon
Station Manager: S. R. Kennedy
Commercial Manager: W. E. Powell
Maritime Reg. Repre.: W. E. S. Briggs
Publicity Director: Ron Fraser

CHNS
HALIFAX—1926—CBC DOMINION

Frequency: 960 Kc. Power: 5000 Watts
Bus. Studio Address: 10 Tobin St.
Phone Number: 3-8318
Transmitter Location: Rockingham
Air Time: 7-12:15 a.m.
News Service: CP, BUP
Transcription Service: Thesaurus, Lang-Worth
Representative: All-Canada, Weed
Membership: CAB, BBM

CJCH
HALIFAX—1944

Frequency: 920 Kc. Power: 5000 Watts
Owned-Operated By: Chronicle Co. Ltd.
Bus. Studio Address: Lord Nelson Hotel
Phone Number: 3-7311
Transmitter Location: St. Margaret's Bay Rd.
Air Time: 24 hrs.
News Service: Standard, Associated Representative
Transcription Service: Mulvihill, Tapp, Young
Managing Director: Mrs. B. P. McCurdy
Station Manager: E. Finlay MacDonald
Sales Manager: C. L. Chambers
Promotion Manager: Maurice L. Foisy
Chief Engineer: A. Reginald MacWilliams

CKEN
KENTVILLE—1948

Frequency: 1490 Kc. Power: 250 Watts
Business-Studio Address: Radio Center
Phone Number: 5000
Transmitter Location: Upper Dyke
Air Time: 7 a.m.-10:15 p.m.
News Service: UP, PN
Transcription Service: McGregor
Representative: Alexander
Membership: CAB, BBM
President: Chief Engr.: Avard M. Bishop
General Manager: J. A. C. Lewis

CBI
SYDNEY—1948—CBC

Frequency: 1570 Kc. Power: 1000 Watts
Owned-Operated By: Canadian Bcstrg. Corp.
Business-Studio Address: 247 Charlotte St.
News Service: BUP, Reuters, CP, PN
General Manager: Dr. Augustin Frigon
Station Manager: Barry MacDonald
Commercial Manager: W. E. Powell
Regional Representative: W. E. S. Briggs
Publicity Director: Ron Fraser

CJCB
SYDNEY—1929—CBC DOMINION

Owned-Operated By: Cape Breton Bcstrs., Ltd.
BUSINESS-Studio Address..................Radio Bldg.
Phone Number..................5596-7
Transmitter Location............So. Barr, Cape Breton
Air Time..................7 a.m.-12M.
News Service..................PN
Transcription Service, Thesaurus, Lang-Worth
Representative..................All-Canada, Weed
General Manager..................J. Marven Nathanson
Station Manager..................C. J. McDougall
Commercial Manager.............R. M. Burchill
Chief Engineer..................A. E. Vernon

CKCL
TRURO—1947
Frequency: 1400 Kc............Power: 250 Watts
Owned-Operated By...............Colchester Bcstg. Co. Ltd.
Business Address.................7 Pleasant St.
Phone Number..................491
Transmitter Location............Onslow
Air Time..................7 a.m.-11 p.m.
News Service..................BUP, Radio Press
Transcription Service.............Associated
Representative..................Omer Renaud
Membership..................CAB, BBM
President, General Mgr..............................J. Arthur Manning
Sta., Comm. Manager...............Alex Thomson
Chief Engineer..................Sidney Bernasconi
Consulting Engineer..................No, Electric Co., Ltd.

CFAB
WINDSOR—1946
Frequency: 1450 Kc............Power: 250 Watts

CKBB
BARRIE—1949
Frequency: 1230 Kc............Power: 250 Watts
Owned-Oper. By...............Barrie Bcstg. Co. Ltd.
Address..................26 Elizabeth St.
Phone Number..................5585
Representative..................Young, Mulvihill
News Service..................PN
Pres., Gen. Mgr.................Ralph T. Snelgrove
Program Director...............Richard Mungham
Chief Engineer..................Jack Mattenley
Sta. Mgr., News Dir..................H. J. Snelgrove

CJBQ
BELLEVILLE—1946—CBC
Frequency: 1230 Kc............Power: 250 Watts
Owned-Oper. By...............Quinte Bcstg. Co. Ltd.
Business-Studio Address........11 Victoria Ave.
Phone Number..................3200
Transmitter Location............Foxboro Hwy.

CJLS
YARMOUTH—1934—CBC
DOMINION
Frequency: 1340 Kc............Power: 250 Watts
Address..................222 Main St.
Phone Number..................500
Transmitter Location.............Brooklyn, Yarmouth Co.
Air Time..................7:45 a.m.-12:10 a.m.
News Service..................CP
Transcription Service.............All-Canada
Representative..................All-Canada, Weed
Membership..................BBM
Pres., Gen., Sta., Comm. Mgr...............Donald L. Smith
Program Director...............Denny J. Comeau
Publicity Director...............William Singer
Chief Announcer..................Gene Alton
Chief Engineer..................Donald L. Smith

CKPC
BRANTFORD—1923—CBC
Frequency: 1380 Kc............Power: 1000 Watts
Owned-Oper. By...............Telephone City Bcst., Ltd.
Address..................525 Colborne St.
Phone Number..................3-2664
Transcription Service..............World
News Service..................BUP
Representative..................J. L. Alexander
Pres., Gen. Mgr..................Mrs. E. M. Buchanan
Commercial Manager...............Hugh Bremner
Farm Director: Michael Warren
News Director: Frank Kovacs
Chief Engineer: Jack Church

**CFJR**
BROCKVILLE—1943—CBC
Frequency: 1450 Kc.  Power: 250 Watts
Owned By: Eastern Ontario Bestg. Co., Ltd.
Business-Studio Address: King St. West
Phone Number: 4628
Transmitter Location: Perth Road
Air Time: 6:30 a.m.-11:30 p.m.
News Service: BUP
Representative: Stovin, Young
Membership: CAB, BBM
Program Director: Al Hunter
Prod., Publ. Manager: Tom Statham
Chief Engineer: John G. Brasford

**CFCO**
CHATHAM—1926—CBC
Frequency: 630 Kc.  Power: 1000 Watts
Owned-Operated By: John Beardall
Business address: 42 King St. W.
Phone Number: 2626
News Service: BUP
Transcription Service: Cole, Capitol
Pres.: Gen. Manager: John Beardall
Commercial Manager: Peter Kirkey
Program Director: Lee Shellus
Chief Engineer: Gordon Brooks

**CKSF**
CORNWALL—1945—CBC
Frequency: 1230 Kc.  Power: 250 Watts
Owned-Operated By: Standard-Freeholder, Ltd.
Business-Studio Address: 36 Pitt St.
Phone Number: 4000-01
Transmission Location: Toll Gate Rd.
Air Time: 6:45 a.m.-11:45 p.m.
News Service: CP
Transcription Service: Thesaurus
Representative: Stovin, McGillivra
Membership: CAB, BBM
President: Howard Fleming
General Manager: Phil Robertson
Station Manager: Fred H. Pemberton
Production Director: Carl Fisher
Publicity Director: Alma Larocque
Chief Engineer: Mahlon Clark

**CKFI**
FORT FRANCES—1944—CBC-KBS
Frequency: 800 Kc.  Power: 1000 Watts d.
500 Watts n.
Owned By: Radio Station CKFI
Business-Studio Address: Fort Francis
Phone Number: Ft. Frances 200
Transmitter Location: King’s Hwy.
Air Time: 6:55 a.m.-11 p.m.
News Service: PN
Transcription Service: Keystone
Representative: Alexander, Bstg. Reps. Ltd.
Pres., Publ., News Dir.: J. G. McLaren
Chief Engineer: Dick Endseth
Consulting Engineer: McKinnon

**CKPR**
FORT WILLIAM—1931—CBC
Frequency: 580 Kc.  Power: 1000 Watts
Owned-Oper. By: H. F. Dou gall Co., Ltd.
Bus.-Studio Address: 414½ Victoria Ave.
Phone Number: 33477
Transmitter Location: Memorial Ave.
Air Time: 7 a.m.-11:45 p.m.
News Service: CP
Transcription Service: Thesaurus, United
Representative: Stovin, Radio Representatives
Young, All-Canada
Membership: BBM, CAB
Pres., Gen. Mgr.: H. F. Dougall
Commercial Manager: George Jeffrey
Program Director: J. P. Friesen
Chief Engineer: W. T. Ross

**CJOY**
GUELPH—1948
Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By: CJOY, Ltd.
Business Address: Bond Bldg.
Phone Number: 555
Transmitter Location: R.R. 7
Air Time: 6:30 a.m.-12:30 a.m.
News Service: PN
Transcription Service: Lang-Worth, Associated
Representative: Radio Reps., Cooke
Pres., Gen. Sta. Mgr.: Wallace Slatter
Commercial Mgr.: Frederick T. McIcalf
Program Director: Don LeBlanc
Chief Engineer: D. A. Page
Consulting Engineer: McCurdy

**CHML**
HAMILTON—1926
CBC DOMINION SUPP
Frequency: 900 Kc.  Power: 5000 Watts
Owned-Oper. By: Maple Leaf Bestg. Co., Ltd.
Business-Studio Address: 848 Main St. E.
Phone Number: 92411
Transmitter Location: Vinemount
Air Time: 5:25 a.m.-2 a.m.
News Service: PN
Representative: Natl. Best, Sales, Young
Transcription Service: Standard, Associated
Membership: BBM
President: Kenneth D. Soble
General Manager: Tom Darling
**CKOC**

**HAMILTON—1922**

**CBC—TRANS-CANADA**

Frequency: 1150 Kc.  Power: 5000 Watts

**Owned-Oper. By:** Wentworth Radio Bstg. Co., Ltd.

**Bus.-Studio address:** 32 John St.

**Phone Number:** 7-4483

**Transmitter Location:** Elfride

**Air Time:** 5:45 a.m.-1:05 a.m.

**News Service:** BUP, PN

**Transcription Service:** Thesaurus, World

**Representative:** All-Canada, Weed

**Membership:** CAB, BBM

**Manager:** W. T. Cranston

**Commercial Manager:** L. A. Westmoreland

**Sales, Prom. Mgr.:** W. H. Edge

**Chief Engineer:** Leslie Horton

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**CJRL**

**KENORA—1938—CBC DOMINION**

Frequency: 1220 Kc.  Power: 1000 Watts

**Owned-Oper. By:** C. W. Johnson

**Address:** Johnson Block

**Phone Number:** 6212

**Transmitter Location:** Jaffray Township

**Air Time:** 17 hrs.

**News Service:** CF

**Transcription Service:** Thesaurus

**Representative:** Stovin, Cooke

**Membership:** CAB, BBM, WAB

**President:** C. W. Johnson

**Sta. Prom., Comm. Mgr.:** G. A. McLean

**Program Director:** T. E. Lavers

**Chief Engineer:** J. Edwards

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**CKWS**

**KINGSTON—1942—CBC**

Frequency: 960 Kc.  Power: 5000 Watts

**Owned-Operated By:** Brookland Co., Ltd.

**Address:** King St.

**Phone Number:** 4405

**Transmitter Location:** Wolfe Island

**Air Time:** 16 hrs.

**News Service:** PN

**Transcription Service:** Lang-Worth, World

**Representative:** Natl. Bst. Sales, Cooke

**Membership:** CAB

**President:** Senator W. R. Davies

**General Manager:** Jack Davidson

**Station Manager:** Roy W. Hofstetter

**Commercial Manager:** El Jones

**Chief Announcer:** W. Luxton

**Chief Engineer:** Burt Cobb

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**CJYL**

**KIRKLAND LAKE—1934—CBC**

Frequency: 560 Kc.  Power: 5000 Watts

**Owned-Oper. By:** Roy H. Thompson

**Address:** Govt. Rd.

**Phone Number:** 27

**News Service:** PN

**Transcription Service:** Thesaurus, Lang-Worth

**Representative:** Natl. Bst. Sales, Cooke

**Membership:** CAB

**President:** Roy H. Thomson

**General Manager:** J. M. Davidson

**Station Manager:** D. R. Lawrie

**Commercial Manager:** Doug Scanlan

**Program Director:** Don Nairn

**News Director:** Al Brooks

**Chief Engineer:** Les Oliver

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**CKCR**

**KITCHENER—1930—CBC**

Frequency: 1490 Kc.  Power: 250 Watts

**Owned-Opr. By:** K-W, Bstg. Co., Ltd.

**Business-Studio Address:** 125 King St. W.

**Phone Number:** 3-3628

**Transmitter Location:** R.R. 3

**Air Time:** 17 hrs.

**News Service:** PN

**Transcription Service:** Associated

**Representative:** Renae Young

**Pres., Gen., Sta. Mgr.:** G. Liddle

**Publ. Dir., Comm. Mgr.:** James C. Mitchell

**Program Director:** Don Marts

**Chief Engineer:** Bill Marchand

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**CFPL**

**LONDON—1922—CBC**

Frequency: 980 Kc.  Power: 5000 Watts

**Owned-Oper. By:** London Free Press Printing Co.

**Address:** 442 Richmond St.

**Phone Number:** 4-2121

**Transmitter Location:** R.R. 1

**Air Time:** 6:05 a.m.-12:05 a.m.

**News Service:** PN

**Transcription:** Standard, Lang-Worth

**Representative:** Weed, All-Canada

**Membership:** CAB, BBM

**President:** Walter J. Blackburn

**General Manager:** Murray T. Brown

**Commercial Manager:** Keith Chase

**Sales Promotion Manager:** Douglas C. Trowell

**Program Director:** Robert A. Reinhart

**Production Director:** Jack N. Illman

**Chief Engineer:** Glen A. Robitaille

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**CHVC**

**NIAGARA FALLS—1947**


**Owned-Oper. By:** Radio Station CHVC, Ltd.

**Business Address:** Rainbow Bridge
ONTARIO

CBO
OTTAWA—1924—CBC
Frequency: 910 Kc.
Power: 1000 Watts
Owned-Oper. By: Canadian Best. Corp.
Bus.-Studio Address: Chateau Laurier Hotel
Phone Number: 2-1151
Transmitter Location: Hawthrone
Station Manager: Charles P. Wright
Chief Engineer: Maxted Gilbert

CFRA
OTTAWA—1947
Frequency: 560 Kc.
Power: 1000 Watts
Owned-Operated By: Radio Station CFRA
Business Address: Catherine St.
Phone Number: 3-6241
Transcription Service: Standard, Lang-Worth, Cole, Capitol
Representative: All-Canada, Weed
President, General Mgr.: Frank Ryan
Commercial Manager: George M. Gowing

CKOY
OTTAWA—1949—CBC DOMINION
Frequency: 1310 Kc.
Power: 5000 Watts d.
1000 Watts n.
Owned-Operated By: CKOY, Ltd.
Address: 272 Somerset St., W.
Phone Number: 2-2641
News Service: BUP, AP
Transcription Service: Capitol, Thesaurus
Representative: Cooke, Natl. Best, Sales
President: Duncan K. MacTavish
General Manager: Don V. Carr
Commercial Manager: Jack Thompson
Program Director: Keith Sterling
Chief Engineer: Jack Pond
Consulting Engineer: McKinnon

CFOS
OWEN SOUND—1940
CBC DOMINION SUPP
Frequency: 1470 Kc.
Power: 1000 Watts
Address: 270 9th St. E.
Phone Number: 2-3415
Air Time: 7 a.m.-11:15 p.m.
News Service: AP
Transcription Service: World
Representative: Stovin, Young
President: Howard Fleming
Station Manager: William N. Hawkins
Commercial Manager: D. Ferry
Sales Prom. Mgr.: R. Tomlinson
Pgm., Music Dir.: E. Smith
Production Director: William Fulton
Publicity Director: J. McAsh
Chief Engineer: R. Turnpenny

C F C H
NORTH BAY—1931—CBC
TRANS-CANADA
Frequency: 600 Kc.
Power: 1000 Watts
Owned-Oper. By: Northern Bestg. Co., Ltd.
Address: Fraser St.
Phone Number: 2400
News Service: PN
Transcription Service: Standard, Lang-Worth
Representative: Natl. Best. Sales
President: Roy H. Thomson
General Manager: Jack M. Davidson
Station Manager: Keith Packer
Commercial Manager: G. Burnett
Program Director: Phil Clayton
Chief Engineer: Jack Barnaby

CFOR
ORILLIA—1945—CBC
Frequency: 1570 Kc.
Power: 1000 Watts
Owned-Oper. By: Gordon E. Smith
Bus.-Studio Address: 101 Mississaga St., E.
Phone Number: 3511
Transmitter Location: Atherly
News Service: BUP
Representative: Stovin
Membership: CAB
President, General Mgr.: Gordon E. Smith
Program Director: James McGarvey
Commercial Manager: Alex Gilmour
Promotion Manager: Russ Waters
Chief Engineer: George Slinn

CKLB
OSHAWA—1950
Frequency: 1240 Kc.
Power: 250 Watts
Business-Studio Address: 16 Centre St.
Phone Number: 2-3415
Air Time: 6 a.m.-1:05 a.m.
News Service: AP
Transcription Service: World
Representative: Alexander, McGillivra
Pres., Gen. Mgr.: Alfred H. Collins
Pgm., Prod. Director: L. Solway
Chief Engineer: D. Ockenden
Comm., Prom. Manager: Gordon C. Wilson

731
CHOV
PEMBROKE—1942—CBC
Frequency: 1350 Kc. Power: 1000 Watts
Owned-Oper. By... Ottawa Valley Bcstg. Co.
Address....... 197 Albert St.
Phone Number.................. 1350
News Service............. BUP
Transcription Service... Thesaurus, SESAC
Representative...... Stovin, Young
Program Director......... Bill Kutshke
Comm., Prom. Manager... Ramsay F. Garrow
Chief Engineer............ W. E. Schmidt

CHEX
PETERBOROUGH—1942—CBC
Frequency: 1430 Kc. Power: 1000 Watts
Owned-Oper. By... Brookland Co. Ltd.
Bus.-Studio Address... Hunter & Water Sts.
Phone Number............ 2-0451
Air Time.................. 6 a.m.-12 M.
News Service............. PN
Transcription Service... Standard, Lang-Worth
Representative.... Natl. Bcstg. Sales, Cooke
President............ W. R. Davies
Vice President.......... Roy H. Thomson
General Manager....... J. Davidson
Commercial Manager... G. Grady
Program Director....... Doug Burrows
Chief Engineer........ A. E. Crump

CFPA
PORT ARTHUR—1944—CBC
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By... Ralph H. Parker
Bus.-Studio Address... Public Utilities Bldg.
Phone Number......... 5-7651
Air Time.................. Unlimited
Transcription Service... Standard
Representative... Broadcast Representatives,
Alexander, Weed
Sta., Gen. Mgr.......... Ralph H. Parker
Commercial Manager.... R. F. MacGowan
Program Director..... Al Davidson

CKTB
ST. CATHARINES—1933
CBC DOMINION SUPP
Frequency: 620 Kc. Power: 1000 Watts
Owned-Oper. By... The Niagara District Bcstg.
Co., Ltd.
Business-Studio Address... 12 Yates St.
Phone Number............ 5-7351
Air Time.................. 5:45 a.m.-12:10 a.m.
News Service............. PN-CP
Transcription Service... Thesaurus
Representative........ Radio Time Sales,
J. H. McGillvra, P. Mulvihill
Membership............. CAB, BBM, CCBA
President............... W. B. C. Burgayne
Commercial Manager... V. A. Lococo

CHLO
ST. THOMAS—1948
CBC TRANS-CANADA SUPP
Frequency: 680 Kc. Power: 1000 Watts
Owner............ Station CHLO, Ltd.
Business-Studio Address... 133 Curtis St.
Phone Number............ 3698
Air Time.................. 6 a.m.-12 M.
News Service............. CP, PN
Transcription Service... Lang-Worth, Associated
Representative........ Radio Reps.
President............. Clarence Nichols
Pgm., Prod. Dir.......... L. C. Evans
Gen., Sta. Mgr........... I. C. Evans
Chief Engineer........ William Onn

CHOK
SARNIA—1946
CBC TRANS-CANADA SUPP
Frequency: 1070 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By... Sarnia Bcstg. Co., Ltd.
Address........... 148½ Front St. N.
Phone Number............ Digby 1121
Air Time.................. Unlimited
Transcription Service... Standard, Lang-Worth
Representative.... Natl. Bcstg. Sales, Cooke,
Mulvihill
President........... Claude R. Irvine
Station Manager....... Karl E. Monk
Commercial Manager... Arthur H. J. O'Hagan
Sales Promotion Manager... Mrs. Ev. Wallace
Program Director....... Frank P. Stalley
Chief Engineer........ Robert F. Cooke

CJIC
SAULT STE. MARIE—1934—CBC
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By... J. G. Hyland
Address........ P. O. Box 218
Phone Number........ Algoma 31121
News Service............. PN
Transcription Service... World
Representative........ J. L. Alexander, McGillivra
Commercial Manager.... E. Vance
Chief Engineer........ D. N. Irwin

CJCS
STRATFORD—1927—CBC
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By... Central Bcstg. Co.
Address........ 125 Ontario St.
Phone Number............ 1675
News Service............. BUP
Transcription Service... World

732
Representative..........................All Canada, Weed
Sta. Gen. Manager..................Frank M. Squires
Chief Engineer.............................John Grieg

CHNO
SUDBURY—1947—CBC

Frequency: 1440 Kc. Power: 1000 Watts
Business Address..................166 Elm St., W.
Phone Number....................6-6418
Transmitter Location..............Burwash Rd.
Air Time......................6:30 a.m.-1 a.m.
News Service......................PN
Transcription Service............Associated Representative
Representative...............Renaud, Hunt, Young
President, General Mgr........F. B. Ricard
Station Commercial Manager.....R. Riel
Pgm., Prod. Director.............Wilf Davidson
Chief Engineer....................Wallace Roberts

CKSO
SUDBURY—1935—CBC

Frequency: 790 Kc. Power: 5000 Watts
Owned-Operated By..............CKSO, Radio, Ltd.
Business-Studio Address.......21 Elgin St., N.
Phone Number....................77-505
Transmitter Location..............7 Mi. from Sudbury
at McFarlane Lake
Air Time......................6:30 a.m.-1:10 a.m.
News Service......................PN
Transcription Service...........Thesaurus
Representative...............All-Canada, Weed
President.........................G. M. Miller, K.C.
General Manager.................G. W. J. Woodil
Commercial Manager...............W. K. Dobson
Chief Engineer.....................J. McRae

C K G B
TIMMINS—1933—CBC

Frequency: 680 Kc. Power: 5000 Watts
Owned-Oper. By................Northern Bcstg. Co., Ltd.
Bus. Studio Address...............Thompson Bldg.
Phone Number....................1-500
Transmitter Location..............Mountjoy Township
Air Time......................7 a.m.-12:10 a.m.
News Service......................PN
Transcription Service...........Lang-Worth, Standard
Representative...............Natl. Bcst. Sales, Cooke
President.........................R. H. Thomson
General Manager...............J. M. Davidson
Station Manager................H. C. Freeman
Commercial Manager.............Douglas Manning
Program Director...............Jesse French
Chief Engineer....................Ernie Mott

C B L
TORONTO—1927—CBC

Frequency: 740 Kc. Power: 50,000 Watts
Owned-Oper. By.............Canadian Bcstg. Corp.
Business-Studio Address........354 Jarvis St.
Phone Number....................Mildwar 5481
Transmitter Location..............Hornby
News Service................BUP, Reuters, PN, CP, AP
Representative.....................CBC
General Manager..............Dr. Augustin Frigon
Commercial Manager (CBC)......W. E. Powell
Chief Engineer.....................J. A. Ouimet

C F R B
TORONTO—1927—CBS

Frequency: 1010 Kc. Power: 50,000 Watts
Business-Studio Address.......37 Bloor St., W.
Phone Number....................Princess 5711
Air Time......................5:45 a.m.-1:05 a.m.
News Service......................PN
Transcription Service...........Thesaurus, World
Representative...............Young, All-Canada
Pres., Gen. Mgr..................Harry Sedgwick
Station Manager...............Lloyd Moore
Promotion Manager...............Ken Marsden
Commercial Manager.............Waldo Holden
News, Pgm. Dir..................Wes McKnight
Publicity Director..............Ken Marsden
Chief Engineer...................Clive Eastwood
Farm Editor......................Rex Frost

C H U M
TORONTO—1945

Frequency: 1050 Kc. Power: 1000 Watts d.
Owned-Oper. By..............York Bcstras., Ltd.
Address.........................225 Mutual St.
Phone Number....................EM 4-4271
Transmitter Location..............Lawrence Ave. East
Air Time......................Sunrise-sunset
News Service......................BUP
Transcription Service...........Lang-Worth, Capitol
Representative...............McGillvra, Alexander
President.........................John H. Q. Pat
General-Comm. Mgr..............Robert L. Lee
Pgm., Prod. Dir..................Leigh Stubbs
Publicity Director..............Phil Stone
Chief Engineer...................Aurele Boisvert

C J B C
TORONTO—1936—CBC

Frequency: 860 Kc. Power: 50,000 Watts
Owned-Oper. By..............Canadian Bcstg. Corp.
Business-Studio Address........354 Jarvis St.
Phone Number....................Midway 5481
News Service................CP, BUP, Reuters, PN
General Manager (CBC)........Dr. Augustin Frigon
Program Director...............H. G. Walker
Commercial Manager.............W. E. Powell
Chief Engineer.....................J. A. Ouimet
ONTARIO — PRINCE EDWARD ISLAND

CKEY
TORONTO—1944
Frequency: 580 Kc........ Power: 5000 Watts d.
1000 Watts n.
Owned By..................Toronto Bcstg. Co., Ltd.
Bus. Studio Address.......444 University Ave.
Phone Number.............W Averly 3861
Transmitter Location.....Scarboro
Air Time..................24 hrs. daily
News Service..............CP, BUP
Transcription Service.....World, Lang-Worth.
Standard, Associated
Representative............Natl. Bcst. Sales. Cooke
President, General Mgr...Jack K. Cooke
Station Manager..........Hal Cooke
Commercial Manager.......Jack Turrall
Program Director.........Don Inley
Publicity Director........Jack Ross
Chief Engineer............Allan Taylor

CKLW
WINDSOR CBC TRANS-CANADA
DOMINION SUPP
(See U. S. Listing, Detroit, Mich.)

CKNX
WINDHAM—1926
DOMINION SUPP
Frequency: 920 Kc........ Power: 1000 Watts
Owned-Oper. By..........Radio Station CKNX, Ltd.
Business-Studio Address.....Josephine St.
Phone Number.............158
Transmitter Location.....Belgrave
Air Time..................6:30 a.m.-11:15 p.m.
News Service..............BUP
Transcription Service.....Lang-Worth, World.
Standard, Cole
Representative............Alexander, Young
President, General Mgr...W. T. Cruickshank
Station Manager..........J. J. Cruickshank
Promotion Manager.......V. Dittmer
Program Director.........J. F. Brent
Chief Announcer..........Tom Rafferty
Publicity Director........R. Clark
Chief Engineer............S. C. Reid

CKFH
TORONTO—1951
Frequency: 1400 Kc........ Power: 250 Watts
Owned-Oper. By............Foster Hewitt
Address...................1 Greenville St.
President..................Foster Hewitt
Station Manager..........Howard C. Caine
Commercial Manager.......W. L. Smith
Sales Promotion Manager...Frank Somerville
Program Director.........D. Robert Pugh
Chief Engineer............William D. McGregor

CBE
WINDSOR—1950—CBC
Frequency: 1550 Kc........ Power: 10,000 Watts d.
Owned-Oper. By............Canadian Bcstg. Corp.
Address...................1 Greenville St.
News Library...............CP, BUP, R, PN
General Mgr. (CBC)........Dr. Augustin Frigon
Promotion Manager.........Ron C. Fraser
Commercial Manager (CBC)....W. E. Powell
Station Manager..........M. L. Poole
Chief Engineer............J. A. Ouimet

CFCY
CHARLOTTETOWN—1924
CBC DOMINION-MARITIME
Frequency: 630 Kc........ Power: 5000 Watts
Business-Studio Address.....85 Kent St.
Phone Number.............741
Transmitter Location.....North River
Air Time..................7 a.m.-12:10 a.m.
News Service..............PN
Transcription Service.....Associated
Representative............All-Canada, Weed
Membership.................CAB
Pres., Managing Dir.......Li, Col. K. S. Rogers
Station Manager..........R. F. Large
Promotion Manager.......C. E. Cooper
Traffic Supervisor........W. A. MacMillan
Technical Spvr.............A. L. Finley

PRINCE EDWARD ISLAND
C J R W  
SUMMERSIDE—1948  
Frequency: 1240 Kc. Power: 250 Watts  
Business-Studio Address: 218 Water St.  
Phone Number: 2201-2  
Transmitter Location: Read’s Corner, 2 Ml. E. of Summerside  

QUEBEC  

C H A D  
AMOS—1942  
Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By: Northern Radio Inc.  
Business Address: Rouyn  

C B J  
CHICOUTIMI—1933—CBC  
Frequency: 1580 Kc. Power: 10,000 Watts  
Owned-Oper. By: Canadian Bstg. Corp.  
Business-Studio Address: 286a Racine St.  
Phone Number: 155  
News Service: CP, BUP, R, PN  
Representative: CBC  
General Manager: Dr. Augustin Frigon  
Station Manager: V. Fortin  
Commercial Manager: M. Valiquette  
Director: J. Saint-Georges  
Prom. Manager: J. A. Ouimet  
Chief Engineer: Huard  

C H E F  
GRANBY—1945  
Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By: Granby Bstg. Co., Ltd.  
Address: 7 Johnson St.  
Phone Numbers: 353  

C K H  
HULL—1933—CBC FRENCH SUPP  
Frequency: 970 Kc. Power: 1000 Watts  
Owned-Oper. By: Syndicats d’Oeuvres Sociales Liee.  
Business Studio Address: 121 Notre-Dame St.  
Phone Number: 77-2771  
Transmitter Location: Deschenes  
Air Time: Unlimited  
News Service: BUP  
Representative: Reneaud, McGillivra  
Membership: CAB, BBM  
Station Manager: J. P. Lemire  
Sales Promotion Manager: Henry Allard  
Publicity Director: George Huard  
Chief Ann., Pgm. Dir.: Henri Bergeron  
Chief Engineer: Max Gebhardt  
Consulting Engineer: Canadian Marconi, Ltd.  

C K R S  
JONQUIERE—1947  
Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By: Radio Saguenay, Ltd.  
Address: 359 St. Dominique St.  
Phone Number: 720  
News Service: BUP  
Transcription Service: World  
Representative: Trans-Quebec, Hardy, Young  
President: Henry Lepage  
Sta., Comm. Manager: Tom Burham  
Pgm. Dir., Prom. Mgr.: Paul Bouchard  
Chief Engineer: Jean Senecal  

C K L S  
LA SARRE—1950  
Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By: Radio La Sarre, Inc.  
Representative: Renaud  
Station Manager: Jean Senecal  

C K B L  
MATANE—1948  
Frequency: 1250 Kc. Power: 1000 Watts  
Owned-Oper. By: La Cie de Radiodiffusion de Matane Ltee.  
Address: 144 Ave. St. Jerome  
Phone Number: 355  
Transmitter Location: Poncheville  
Air Time: 7 a.m.-12M.  
News Service: BUP  
Transcription Service: Associated  
Representative: Jos. A. Hardy & Co., Ltd.  
Membership: BBM, BMI, CAB  
Comm., Prom. Manager: Octave Lapointe  
Pgm., Prod. Dir.: Marcel Houle  
Chief Engineer: Louis-Philippe Gosselin  

C B F  
MONTREAL—1936  
Frequency: 690 Kc. Power: 50,000 Watts  
Owned-Oper. By: Canadian Bstg. Corp.  
Bus.-Studio Address: Radio Canada Bldg., 1425 Dorchester St., W.  
Phone Number: UN 6-2571
QUEBEC

CBM
MONTREAL—1937—CBC
Frequency: 940 Kc. Power: 50,000 Watts
Owned-Oper. By: Canadian Broadcasting Corp.
Bus. Studio Address: Radio Canada Bldg.
Phone Number: University 62571
News Service: CP, BUP, R, PN
Representative: CBC
Gen. Mgr. (CBC): Dr. Augustin Frigon
Commercial Manager: M. Valiquette
Prod. Director: Roger Daveluy
Publicity Director: J. Saint-Georges
Chief Engineer: H. Audet

C FM
MONTREAL—1919—ABC-CBC
Frequency: 600 Kc. Power: 5000 Watts
Owned-Oper. By: Canadian Marconi Co.
Bus. Studio Address: 1231 St. Catherine St. W.
Phone Number: Plateau 2575
Transmitter Location: St. Genevieve
Air Time: 6 a.m.-12:20 a.m.
News Service: BUP
Transcription Service: Standard
Representative: Weed, All-Canada
Membership: CAB, BBM
Bcstg. Manager: W. Victor George
Station Manager: J. Allan Hammond
Commercial Manager: T. J. Quigley
Publicity Director: Sheldon O'Connell
Production Director: J. Howlett
Chief Engineer: John Gettenby

CHLP
MONTREAL—1933
Frequency: 1410 Kc. Power: 1000 Watts
Owned-Oper. By: La Patrie Publishing Co. Ltd.
Address: Sun Life Bldg.
Phone Number: University 6-6811
Transmitter Location: Laprairie
Air Time: 12 hrs.
News Service: BUP
Transcription Service: Alexander, McGillvra, Hunt
Representative: Associated
Sales; Comm. Mgr.: Flavioius M. Daniel
Chief Ann., Prod. Dir.: Pierre Gavreau

CJAD
MONTREAL—1945—CBS
Frequency: 800 Kc. Power: 5000 Watts
Owned-Oper. By: CJAD, Ltd.
Business Studio Address: 1191 Mountain St.
Phone Number: University 6-6821
Transmitter Location: MacKayville
Air Time: 6:05 a.m.-12:05 a.m.
News Service: BUP, CN
Transmission Service: Lang-Worth
World: Associated
Representative: Young, Radio Time
Membership: CAB, BBM
Commercial Manager: R. L. Laurion
Program Director: C. W. McGibbon
Chief Announcer: H. T. McMurtry
News Director: Hamilton Grant
Chief Engineer: Maurice Rousseau

CKAC
MONTREAL—1922—CBS
TRANS-QUEBEC
Frequency: 730 Kc. Power: 10,000 Watts
Phone Number: University 6-7301
Studio Address: 980 Sts. Catherine St. W.
Transmitter Location: St. Hyacinthe
Air Time: 19 hrs.
News Service: BUP, CP, FN
Transmission Service: Associated, Lang-Worth
Representative: Young, Renaud
President: Sen. P. R. Du Tremblay
Gen., Sta. Manager: Phil Lalonde
Commercial Manager: Georges Bourassa
Program Director: J. Tremblay
Chief Announcer: Louis Belanger
News Director: Gabriel LaSalle
Chief Engineer: Leonard Spencer

CKVL
VERDUN—1946
Frequency: 990 Kc. Power: 1000 Watts
Owned-Oper. By: J. Tietolman
Business Studio Address: 211 Gordon Ave.
Phone Number: Trenmore 2525
Transmitter Location: Laprairie, Que.
Air Time: 24 hrs.
Representative: Cooke, Radio & TV Sales Inc.
President: J. Tietolman
Gen., Sta. Manager: Corey Thomson
Commercial Manager: Judah Tietolman
Production Director: Omer Duranceau
Chief Engineer: Hal Stubbs (English)
QUEBEC

CHNC  
NEW CARLISLE—1933—CBC  
TRANS-QUEBEC
Frequency: 610 Kc.  Power: 5000 Watts  
Business-Studio Address:  New Carlisle  
Phone Number:  84  
Representative:  Hardy, Young  
Membership:  BUP  
President:  Dr. Charles E. Dumont  
General Mgr.:  Dr. Charles Houde  
Commercial Manager:  Viateur Bernard  
Chief Engineer:  Gordon S. Coleman

CBV  
QUEBEC CITY—1939—CBC  
Frequency: 980 Kc.  Power: 1000 Watts  
Owned-Oper. By:  Canadian Bstg. Corp.  
Business Studio Address:  Palais Montcalm  
Phone Number:  5-8155  
Transmitter Location:  Charlesbourg  
Air Time:  7:30 a.m.-M.  
Station Manager:  Guy Dumais  
Chief Engineer:  Rene Frenette

CHRC  
QUEBEC CITY—1926  
Frequency: 800 Kc.  Power: 5000 Watts  
Owned-Operated By:  CHRC, Limitée  
Business-Studio Address:  39 St. Jean  
Phone Number:  2-8177  
Transmitter Location:  St. Romuald  
Air Time:  8 a.m.-12:30 a.m.  
News Service:  AP, UP  
Transcription Service:  Lang-Worth, Thesaurus  
Representative:  Young  
Membership:  CAB, BBM  
President:  Herve Baribeau  
General Station Manager:  Henri Lapage  
Commercial Manager:  Aurele Pellitter  
Chief Engineer:  Arsene Nadeau

CJNT  
QUEBEC CITY—1949  
Frequency: 1340 Kc.  Power: 250 Watts  
Owned-Oper. By:  The Goodwill Bstrs. of Quebec, Inc.  
Address:  405 Hamel Blvd.  
Phone Number:  5-6119  
Transmitter Location:  405 Hamel Blvd.

CKCV  
QUEBEC CITY—1926  
CBC DOMINION SUPP
Frequency: 1280 Kc.  Power: 1000 Watts  
Owned-Operated By:  CKCV, Ltd.  
Business-Studio Address:  142 St. John St.  
Phone Number:  2-1585  
Air Time:  6:30 a.m.-1 a.m.  
News Service:  PN  
Transcription Service:  World, McGregor  
Representative:  Renaud, Weed  
Membership:  CAB  
President:  Gaston Fratte  
Sales Promotion Manager:  Marie Paul Vachon  
Publicity Director:  Normand Maltais  
Chief Engineer:  Albert Duberger  
Consulting Engineer:  Keith MacKinnon

CJBR  
RIMOUSKI—1937  
CBC FRENCH SUPP
Frequency: 900 Kc.  Power: 5000 Watts  
Owned-Oper. By:  The Central Public Service Corp., Ltd.  
Address:  1 St. John St.  
Phone Number:  2217  
News Service:  PN  
Transcription Service:  McGregor, Standard  
News Service:  PN  
Representative:  Stovin, Young  
President:  Hon. J. A. Br  
Gen., Sta. Manager:  Andre Lecomte  
Commercial Manager:  Rosario Levesque  
Program Director:  Guy Ross  
Chief Engineer:  Cecil Dook  
Consulting Engineer:  Marcel Vales

CJFP  
RIVIERE-DU-LOUP—1947  
CANADIAN BROADCASTING CORP.
Frequency: 1400 Kc.  Power: 250 Watts  
Owned-Oper. By:  Radio-Temiscouata Ltee  
Address:  322 rue Lafontaine  
Phone Number:  2727  
Transmitter Location:  La Pointe  
Air Time:  7 a.m.-12M.  
Representative:  Young, Renaud  
Pres., Gen. Mgr.:  Armand Belle  
Commercial Manager:  Yves Marchand  
Sales Prom. Mgr.:  Luc Simard  
Pgm. Dir., Chief Ann.:  Raoul Savard  
Production Director:  Rene Viel  
Chief Engineer:  Raymond Lavoie  
Consulting Engineer:  Rene Viel
CHRL
ROBERVAL—1949
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Radio Roberval Inc.
Address: Hotel Maison Blanche
News Service: BUP
Representative: Georges Gagnon
President: Fernand Levesque
Chief Engineer: L. Morin

CKRN
ROUYN—1939—CBC FRENCH SUPP
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Northern Radio, Inc.
Bus-Studio Address: Reilly Block Bldg.
Transmitter Location: Rouyn
News Service: UN
Transcription Service: Associated, World
Representative: CBC, Renaud
President, General Manager: David A. Gourd
Chief Engineer: Jean Senecal

CHGB
STE. ANNE DE LA POCATIERE—1938
Frequency: 570 Kc. Power: 1000 Watts
Owned-Oper. By: G. Thomas Desjardins
Address: Main St.
Phone Number: 101

CKSM
SHAWINIGAN FALLS—1951—CBC
Frequency: 1220 Kc. Power: 1000 Watts
Owned-Operated By: Shawinigan Falls Broadcasting Co.
Address: City Hall Bldg.
Phone Number: 4494
Transcription Service: Thesaurus
News Service: BUP
Representative: Cooke, Renaud
Gen., Comm., Prom. Mgr.: Allen Rogerson
Program Director: Gaston Tessier
News Director: Phil Fiset
Chief Engineer: Ernest Brunelle

CHLT
SHERBROOKE—1937
CBC FRENCH SUPP
Frequency: 900 Kc. Power: 1000 Watts
Owned-Operated By: La Tribune, Ltd.
Business-Studio Address: 3 Marquette St.
Phone Number: 3-2525
Transmitter Location: 2 miles from city
Air Time: 8 a.m.-M.

CKTS
SHERBROOKE—1946
CBC DOMINION
Frequency: 1240 Kc. Power: 250 Watts
Business-Studio Address: 3 Marquette St.
Phone Number: 2071
Transcription Service: Thesaurus, World
Representative: CBC, Renaud
President: C. B. Howard
General Manager: A. Gauthier
Prom. Mgr., Pgm. Dir.: J. L. Gauthier
Commercial Manager: Gordon Beerworth

CJSO
SOREL—1945—FRA
Frequency: 1320 Kc. Power: 1000 Watts
Owned-Oper. By: Radio Richelieu, Ltee
Business Studio Address: 72 Rue Du Roi
Phone Number: 3318
Trans. Location: Montreal-Sorel Nat'l Hwy.
Air Time: 7 a.m.-11 p.m.
News Service: BUP
Representative: Radio & TV Sales
Pres., Elec. Engr.: J. Arthur Villeneuve
General Manager: Henri Olivier
Station Manager: Maurice Bouliaume
Production Director: Lorenzo Brouillard
Chief Announcer: Marcel Villemaire
Chief Technician: Joseph Cadin

CHLN
THREERIVERS—1937
Frequency: 550 Kc. Power: 1000 Watts
Owned-Oper. By: Le Nouvelliste, Ltee
Bus-Studio Address: Chateau de Blois Hotel
Phone Number: 4500

CKVD
VAL D'OR—1939
Frequency: 1230 Kc. Power: 100 Watts
Owned-Oper. By: Northern Radio, Inc.
Address: 437 St. James St.
Phone Number: 4302
SASKATCHEWAN

CHAB
MOOSE JAW—1926
CBC DOMINION

Frequency: 800 Kc. Power: 5000 Watts
Owned-Operated By: CHAB, Ltd.
Bus. Studio Address: 127 Main N.
Phone Number: 6464
Transmitter Location: Boharm
Air Time: 6:30 a.m.-12 M.
News Service: BUP
Representative: Stovin, Weed
Membership: CAB
President: J. E. Slaight
General Manager: J. S. Boyle
Commercial Manager: N. Skingle
Chief Engineer: M. Pickford

CJNB
NORTH BATTLEFORD—1946

Frequency: 1460 Kc. Power: 1000 Watts
Business Address: Box 484
Phone Number: 2373
Transmitter Location: N. Battleford
Air Time: 7 a.m.-12 M.
News Service: BUP
Transcription Service: Associated
Representative: Stovin
Membership: CAB, WAB, BBM
General, Station Manager: Hume A. Lethbridge
Commercial Manager: Allen H. Klassen

CJGX
YORKTON—1927—CBC DOMINION

Frequency: 840 Kc. Power: 1000 Watts
Owned-Oper. By: Yorkton Bcstg. Co. Ltd.
Bus. Studio Address: Smith-McKay Bldg.
Phone Number: 258
Transmitter Location: Yorkton
Air Time: 6:30 a.m.-11:30 p.m.
News Service: CP
Transcription Service: Lang-Worth
Representative: Stovin
Membership: CAB
President: Dawson Richardson
General Manager: Arthur Mills
Station Manager: J. M. Shortreed
Chief Engineer: Dave Glass

CJBG
REGINA—1922
CBC TRANS-CANADA SPP

Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By: Leader-Post Ltd.
Bus. Studio Address: 1853 Hamilton St.
Phone Number: 8525
Transmitter Location: Rowatt
Air Time: 6 a.m.-12 M.
News Service: BUP, PN
Transcription Service: World
Representative: All-Canada, Weed

CKRM
REGINA—1926—CBC DOMINION

Frequency: 880 Kc. Power: 5000 Watts
Owned-Oper By: Western Communications, Ltd.
Bus. Studio Address: Fidelity Life Bldg.
Phone Number: 7631
Transmitter Location: Rowatt
Air Time: Unlimited
News Service: CP, BUP
Transcription Service: Lang-Worth
Representative: Radio Reps., Young
Membership: CAB, BBM
Station Manager: N. Botterill
Commercial Manager: Don Oaks
Chief Engineer: William MacDonald

CKBI
PRINCE ALBERT—1927
CBC DOMINION

Frequency: 900 Kc. Power: 5000 Watts
Owned-Oper. By: Central Bcstg. Co. Ltd.
Bus. Studio Address: Sanderson Bldg.
Phone Number: 2621
Transmitter Location: 7 Mi. S. of Prince Albert
Air Time: 19 hrs.
News Service: PN
Transcription Service: Thesaurus
Representative: All-Canada, Weed
Membership: CAB
General Manager: E. A. Rawlinson
Commercial Manager: Gerald Prost
Chief Engineer: Tom Van Nes

CFQC
SASKATOON—1923—CBC

Frequency: 800 Kc. Power: 5000 Watts
Owned-Oper. By: A. A. Murphy & Sons, Ltd.
Bus. Studio Address: 216 1st Ave., N.
Phone Number: 7917
Representative: Radio Reps., Young
President: A. A. Murphy
General Manager: Vernon Dallin
Commercial Manager: W. E. Powell
Publicity Director: E. L'Ami
Chief Engineer: R. D. Cahoon

CBK
WATROUS—1939—CBC

Frequency: 540 Kc. Power: 50,000 Watts
Owned-Oper. By: Canadian Bcstg. Corp.
Bus. Studio: 300 Manitoba Telephone Bldg.
News Service: PN, BUP, CP, R
General Manager (CBC): Dr. Augustin Frigon
Station Manager: J. N. Mogridge
Commercial Manager (CBC): W. E. Powell
Publicity Director: C. E. L'Ami
Chief Engineer: R. D. Cahoon

739
ASCAP MUSIC

KEEPS THEM LISTENING
TO YOUR STATION

What keeps radio and TV listeners tuned to your station? The answer is simple—Music. What kind of music do people like? The answer is simple, too. ASCAP music rates as the best-liked music—week after week, year in, year out.

Program directors can always find in the ASCAP repertory, music for every program and every sponsor: current hits, show music, motion picture music, music for dancing. The best works of America’s finest composers are yours to boost your listening audience.

Station operators have discovered ASCAP music to be their most effective station builder — with the strongest listener and sponsor appeal. An ASCAP license gives you a blanket clearance for the entire vast and constantly increasing ASCAP repertory . . . at a nominal package cost.

ASCAP—THE MUSIC OF AMERICA

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

575 MADISON AVENUE • NEW YORK 22, NEW YORK
RADIO & TELEVISION

Performing Rights Societies

- ASCAP
- BMI
- AMP
- SESAC

Lists of Publisher Members
A BLANKET AGREEMENT with The American Society of Composers, Authors and Publishers gives a client the right to use any or all of the hundreds of thousands of songs and other musical works whose public performing rights are registered with the Society. This includes most of the world’s important compositions of the past fifty-seven years, plus the present and future works of America’s and Europe’s best authors and composers.

Therefore, ASCAP becomes a vast clearing house through which creators can do business with users. It relieves both creator and user of all contractual and legal details and all bookkeeping relating to collections and distributions. To make its vast repertory easily available to licensees, ASCAP spends more than two million dollars yearly. Thus the great costs of music clearance that otherwise would accrue to the user are borne by ASCAP, whose members similarly are relieved of the otherwise onerous—in fact, impossible—task of supervising their musical properties.

Like Radio, ASCAP is truly cosmopolitan. Members of the Society hail from every state. Foreign-born Americans from more than forty countries are included in its membership. All speak the international language of music.

ASCAP’s activity in music copyright has benefitted all creative talent, going far beyond its own membership. Through the years it has built up a great body of legal precedent establishing the integrity of the music performing right. At the same time, ASCAP has become a leader in many movements having for their aim the promotion and development of American musical culture.

I am happy to extend to the vast radio industry and its young partner of the air waves, the amazing television industry, the greetings of ASCAP.

ASCAP maintains headquarters in the RCA Building, Radio City, with 25 branches throughout the country. Officers as of Jan. 1, 1952, are:

Otto A. Harbach..........................President
Saul H. Bourne..........................Vice President
Oscar Hammerstein, II..................Vice President
Paul Cunningham........................Secretary
Louis Bernstein........................Treasurer
A. Walter Kramer.........................Assistant Secretary
Frank H. Connor.........................Assistant Treasurer

The Board of Directors comprises 12 writer- and 12 publisher-members, eight of whom are elected annually by the membership for three year terms.
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<td>Campbell-Connelly, Inc.</td>
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THE past year was undoubtedly one of the most fruitful in BMI's 12 years of existence. In the realm of popular music, its record was and is fairly amazing. One the hefts of the biggest hit in a quarter of a century in point of sales of sheet music, phonograph records and performances, BMI-licensed popular songs further contributed and have been the backbone of "Your Hit Parade" for many, many months. Last fall it was songs No. 1, 2 and 3 in a row in terms of nationwide popularity. Currently it is songs No. 1 to 5 in that order, five out of seven—a great achievement for any organization. But this is not BMI's raison de être much less its sole objective in life. These hits have been taken in stride and are to some extent co-incidental—to major obligations.

BMI continues to consolidate its position on all fronts, at home and abroad. During the past year, it has held 35 Program Clinics in various states and Canada, mainly in cooperation with the State Associations of Broadcasters. For this year 43 such Program Clinics have been set from Coast-to-Coast, all within a short period, plus a one-week seminar at the University of Denver in mid-summer.

The Young Composers Radio Awards, a joint project of BMI and the Committee of Presidents of State Broadcasters Associations, is well under way throughout the country.

More Concert Music Use by Broadcasters is another BMI sponsored project which is bearing fruit on more than 1000 stations. BMI has also been instrumental in making available at cost the Benny Goodman Music Festival, a concert music commentary and program series.

Teen-Ager Book Reviews, a series gratis to broadcasters launched recently is a must on hundreds of stations, programmed in cooperation with local civic organizations and public libraries.

Thus from Canada to Puerto Rico, BMI has not spared its efforts to serve the broadcaster in every conceivable manner. For the coming year, BMI again dedicates itself to such service.

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Plamor Music Company
Plumb, Neely Publishing Co.
Pond, Frank, Music Company
Porgie Music Corporation
Portland Music Company, The
Prelude Music Co. (E. B. Marks)
Premier Music Publishing
Prestige Music
Preview Music Co., Inc.
Pre-View Publications
Princess Publications
Pritchett Publications
Professional Music, Inc.
Progressive Music Publishing Co., Inc.
Pro Musica Publishing Co.
Propoggio, R. N.
Prosser Music Publishing Co.
Proven Publications
Putman Publications
Quaker Music Company
Quality Music Company, Inc.
Quincy Music Publishers
R. R. Publishers
R. S. Rose Publishing Co.
Radio & Video Music Publishing Company
Radio Music Company
Radio Music Publishers
Radio-Recording Songs, Inc.
Rainbow Melodies Music Co.
Rainbow Music Corporation
Rainbow Music Publishers
Rainier Music Publishers
Raleigh Music Publishing Co.
Rancho Music
Randolph, Al, Publications
Ray Music Publishing Company
Raybert Music Company
Raymond Music Corp.
Raymond, William
Raymor-McCollister Music Publishers
Rayven Music Co., Inc.
Real Music Company
Record Music Publishing Company
Recordo Music Publishers
Red River Songs
Redskin Publishing Co.
Redwood Music Co., Inc.
Reeny Rhythms
Rees, H. E., Music Publishers
Reeves, John Frank
Regal Music Company
Regal Music Company, Ltd.
Regent Music Corp.
Reid & Singer Music Publishing Co.
Remarque Music Publishing Co.
Remington Music
Renown Music, Inc.
Republic Music Corporation
Ritter, Louis, Music Company
Revell, Thomas H.
Revelle Music Co.
Rex Music Publishers
Rhodes, David W.
Rhythm Publishing Company
Rhythms Of The West
Ricordi, G. & Co.
Ridgeway Music
Rinehart, Marion W., Music Enterprise
Ringwald Publications
Rinker, Charles, Music Pub.
Rion, Johnny
Riverdale Music Co.
Riverdale Music, Inc.
Roberts, Virgil, Publishing Co., Inc.
Rod Jon Music Company
Rodenberg, Edward L.
Romance Music Publications
Romant Music Publications
Romany Music, Inc.
Roque, Julio
Rork, Ernest A., & Son
Rosemart Music Co.
Rosett, Joseph
Roslyn Music Company
Ross & Howard
Rossi, Edward
Rossi, Edward and Louis
Roth, Howard H., & Co., Inc.
Rousseau Publishing Co.
Roxy Music Corp.
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Royal Gorge Music Publishing
Royal Music Corporation
Royalty Music Company
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Rujanart Music Publications
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Rush Music Co.
Russell, Willard
Russian-American Music Publishers, Inc.
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S. B. G. Music Publishers
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San Juan Music Publishing Co.
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Sapphire Music Publisher
Savoy Music Company
Sawaya Publications, Inc., The
Saxonette Music Company
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Scheuerle Bros, Music Publishers
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Schirmer, E. C., Music Co.
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Seattle Music Publishing Co.
Siedel, Emil, Music Pub'g Co.
Sentinel Music Publications
Serac Publishing Co.
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Shavers, Herman
Shaw, Charlie, Publications
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Sheldon Music, Inc.
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Shields Music Corporation
Shopa Music Publications
Show-Biz Music Co.
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Signet Music Co.
Simon House, Inc.
Singer, Murray, Music Pub.
Singmore Music Publishers
Skrivanek Music
Skylark Songs
Skyline Music Publications
Slate Enterprises, Inc.
Smart Songs Publishing Co.
Smith, Bob
Smith, Jerry, Publications
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Publishers
Snell, Ethel, Publishing Co.
Snyder, Fenton Publications
Sobeck, Rosina
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Soergel, Oscar
Sommers, Henry J.
Sonette Publishing Co.
Song-Ranch Publications
Song Shop, The
Song-Tex Music Company
Song Writers' Cooperative, Inc.
Sonorous Music Co., Inc.
Sophisticate Music, Inc.
Sorority Fraternity Record Co.
Spanish Music Center
Spartan Music Publishers
Spin Music
Spitzer Songs, Inc.
Spotlight Music Company
Spry Music Publishing Co.
Staff Music
Staff Music Corporation
Stan-Host Melodies
Standard Publications
Stark Music Printing Company
Starlight Music Company
Stavin Milt, Music Company
Steele, Ted, Publishing Co.
Stein, Rose Yvonne
Stern, Jos. W., & Co., (E. B. Marks)
Stern Music Publishing Co.
Steven, Arthur Publications
Stevens Music Company
Stevens Music Corporation
Stevens, Thomas A.
Stone, Irving
Stone Jack & Associates
Stover Music Company
Strand Press Music Publishers
Stratton, A. D., Music Co.
Stuart Music, Inc.
Stuart Hambleu Music Co.
Sudlik & Siegel
Sultan Associates
Sundial Songs
Sunnyside Music Publications
Sunrise Music Company
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Sutton Music Company
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Sweet Music Publications
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Swing & Tempo Music Co.
Swing Music Publishers
Symbolic Music Publishing Co.
Synkopation Songs
Syndicate Music Publishers, Inc.
Szathmary, Irving
Tannen Music, Inc.
Taps Agency
Tara Music Company
Tennessee Music Corp.
Terry Tune Studios
Televise Music Company
Thomas Cole Publishing Co.
Tic-Toc Publishing Company
Tiffany Music Company
Tiffany Productions, Inc.
Timberland Publishing Co.
Time Music Company
Times Squar Music Publishing
Tinger Music, Inc.
Tinker, Bill
Toby Music Publishers
Tomenlin, Lysi
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Tomkins, Clarence & Cuff, Paul
Tono Record Co.
Toppik Tunes
Tourjee, Leo Eben
Tracy Music Company, Inc.
Trans-American Music Pub.
Transatlantic Music Company
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Trend Music
Triad Music Company
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Trios Music Company
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Victory Music Company
Village Music Co.
Vogue Music Corporation
Volunteer Music Sales Co.
Von Hallberg Music Company
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Walden, Orville C.
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Wallace Publishing Company
Ward, Allan W., Music Pub.
Warner Studio
Warren Publications
Washburn, Rozella T.
Washington Music Bazaar
Waterstreet Publishing Co.
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Watson, W. A.
Wayne, D., Music Publishing
Weaver, Jesse E.
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Weddington Music, Inc.
Weeks, Publisher
Weiss & Barry, Inc.
Wemar Music Corporation
Wentworth, Martha
West Music Corp.
West Coast Music Publishers
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White Mountain Music
White Way Music Company
Whitney, F. E., Publications
Wilcox Music Publishing Co.
Willard Herring, Ltd.
Williams, Albert
Wilson Publishing Co.
Winchester Music Inc.
Winfield Music, Inc.
Wing Music Corp.
Winner Music
Winters, Leo, Inc.
Winthrop, G. & Company
Wise Music Publications
Witro Music Publishing Co.
Wizell, Murray, Music Co.
Wolfe, Hugh J.
Wood Song and Record Co.
Woodward, Harry, Music Pub.
Woodland Music Company
Woods Music Co.
Worldwide Music Publishers
Wright Publishing Company
Wrightman, Neale Publishers
Wyner Music Publishers

NOTE: BMI publishers of Religious Music, special releases of individual compositions and the scores and songs of colleges and universities, are not included in this listing.

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CONDITIONS in our industry change but the substance of life remains the same. As long as there are people, there will be music lovers, eager to receive the bounty of melody flowing from the present and past. SESAC and its busy affiliates continue serving them, the largest unchanging audience on earth, people of all ages and tastes. Our repertory is now replete with the works contained in over 230 fundamental publisher’s catalogs. In the past year, we have welcomed to our roster 24 of these, listing some of the important works of Stravinsky, Milhaud, Dello Joio, Poulenc, Thomson, Arnett, Bush, and many other first-ranking modern composers. A SESAC Performance License gives music users everywhere simple and economical access to one of the basic parts of this country’s musical output.

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    Braun Organization, The
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Editions Pro Arte (See "P.W.P.")
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including:
Morris-Henson Music Co.
Southern Music Plate Co.
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Holtbrooke, Josef (See Modern Music Library)
Hymntime Publishers, Box 44, Fort Worth, Texas
including:
Ira Stanphill
Idzikowski, Leon, Warsaw, Poland
Idzikowski, M.
"IPA," Israel Publishers Agency, Tel Aviv, Israel
including:
"Iscam," Israel Society of Composers, Authors and Music Publishers, Tel Aviv, Israel
Edition Hazemer, Tel Aviv, Israel
Edition "Pizmon," Tel Aviv, Israel
Edition Gil-ron, Tel Aviv, Israel
Wilensky, Moshe, Tel Aviv, Israel
Wohl, Yehuda, Tel Aviv, Israel
"Iscam," Israel Society of Composers, Authors and Music Publishers (See "IPA," Israel Publishers Agency)
Jastrzab (See Rudnicki Walery)
Jeffress Music Company, Crossett, Ark.
Jewell, Fred, Music Co., Worthington, Ind.
Kanner Music Publishing Co. (See Top Music Publishers, Inc.)
Keene, Hank, Inc., South Coventry, Conn.
Kelman Music Corp., New York
Keyboard Publishing Co. (See Century Music Publishing Co.)
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Bass Co., The, Music Publishers
Kjos, Neil A., Music Co., Chicago
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Markiewicz, Adam (See “P.W.P.”)
McLaughlin & Reilly Co., Boston
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  John Singenberger
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  Weaner-Levant Publications
  Weaner, Maxwell
including:
  Josef Holbrooke
  Music Press, Tuskegee Institute, Ala.
  Dawson, William L.
Music Press, Inc. (See Mercury Music Corp.)

National Music Company, Fort Worth, Texas
including:
  Ferrill, J. W.
  Quartet Music Company
  Thomas, Alvis O.
  Thomas, J. E.
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  Bendix Publishing Corp.
  Broadcast Music Publishers
  Capitol Music Co.
  Fairbanks, H. W., Company
  Future Music
  Hanson, Eddy (Publications as per list issued)
  Hart’s Music Company
  Popular Music Publications
  Select Music Company
  Standard Music Company
  Standard Songs
  Windsor Music Company

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Nazarene Publishing House, Kansas City, Mo.
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Network Music Publishers (See Top Music Publishers, Inc.)
Northwestern Press, The, Minneapolis, Minn.
Nova Scena, Warsaw, Poland
Oak Ridge Quartet Music Company, Nashville, Tenn.
Pagani, O., & Bro., New York

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  Music Products Corp.
  Babwin Publications
  Quineke, Walter A. (Compositions as per list issued)
Panella, Frank A., Pittsburgh, Pa.
Paragon Music Publishers, New York
Parks, J. A., Company, The, Chicago
Perry, F. Clark, Co. (See Tennessee Music and Printing Co.)
Perry’s Sons, A. W., Sedalia, Mo.
Pioneer Music Press, Salt Lake City, Utah
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Podgorski, L., Philadelphia
Polonia Publishing Co. (See Zalewski, B. L.)
Polskie Towarzystwo Muzyki Wspolczesnej, Warsaw, Poland (See “P.W.P.”)
Popular Music Publications (See National Music Company, Inc.)
Pro Arte Publications, New York
Pro Arte (See Editions Pro Arte)
“P.W.M.,” Polskie Wydawnictwo Muzyczne, Krakow, Poland
“P.W.P.” Przedstawicielstwo Wydawnictw Polskich (Association of Polish Publishers), Warsaw, Poland

Affiliates:
  Adamus, A.
  Adamus, Zenobiusz
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  Czytanik
  Edition Olympia
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  Kutusie E.
  Maciejowski, Zb.
  Markiewicz, Adam
  Polskie Wydawnictwo Muzyki Wspolczesnej
  Poltawski, Aleksander
  Pomaranski, Zygmunt
  “P.W.M.” Polskie Wydawnictwo Muzyczne
  Ryczak, J.
  Rzepecki, J.
  Seyfarth, G.
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  Towarzystwo Wydawnicze Muzyki Polskiej
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Zak, Czeslaw
Zurembo, Alojzy

Radio City Guitar Studio, New York
Ramola Music, Box 5262, Dallas, Texas

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Edition “Jastrzab” “WJR”
Sacred Music Foundation, The, Los An-
geles, Calif.
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Craig, Ivy E.
Sajewski, W. H., Music Publishing Co.,
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Stamps Quartet Music Company, Inc.,
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Parris, O. A.
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Sebren, George W., Music Co.
Showalter, A. J., Co., The
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Network Music Publishers
Tovey, Herbert G. (See Sacred Music
Foundation, The)
Towarzystwo Wydawnicze Muzyki Pol-
skiej, Warsaw, Poland (See
“P.W.P.”)
Treasure Chest Publications, Inc., New
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Triangle Music Co., Clinton, Tenn.
Trio Music Co. (See Firm Foundation
Publishing House)
Tuskegee Institute (See Music Press—
William L. Dawson)
Vaughan, James D., Music Publishers,
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Vitak-Elsnic Co., 4815 S. Ashland Ave.,
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Volpe Music Co., New York
Wells, Kenneth H., Whitefish, Mont.
Western Accordion Music Company (See
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Wheelwright, Lorin F. (See Pioneer
Music Press)
Whitney Blake Music Publishers, New
York
Windsor Music Company (See National
Music Company)
Winsett, R. E., Dayton, Tenn.
Wydawnictwo Muzyczne Areta, Nowy
Swiat 35, Warsaw
“Zaiks” Zwiazek Autorow, Kompozyto-
row I Wydawcow, Warsaw, Poland
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posers and Publishers) (See
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Zalewski, B. J., Chicago
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Moniuszko Publishing Co.
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RADIO EXECUTIVES CLUB—1951-52

By I. E. SHOWERMAN, President, Radio Executives Club of New York

BACK in 1940, its 20th Anniversary on the air, Westinghouse Radio Station KDKA built a new tower just outside Pittsburgh. By way of celebrating the anniversary and promoting its new facilities, Westinghouse invited a group of agency and advertiser representatives from the East and Middle West to visit Pittsburgh as the guests of KDKA. A hundred or so of these people closed their desks and went to Pittsburgh.

The trip was pleasant and the Westinghouse hospitality traditionally high. The best evidence of this was the fact that the visitors from New York took steps later to recognize and continue their common interests in a series of luncheon meetings under the remarkable appellation of "Broadcasters’ Bull Sessions."

Thus was started a group shortly to be known as the Radio Executives Club of New York. Perhaps the group might still function under the original name or one as descriptive had it not been for the offended sense of delicacy of the nominee for the presidency a year or so later. He agreed to run provided the club’s name be changed. At that moment, the Radio Executive Clubs of New York came into being.

The club's by-laws adopted at that time are: “1. To promote and encourage the intelligent use of radio broadcasting as a medium of advertising; 2. To create a lasting fraternity of persons engaged in radio broadcasting and its allied fields; 3. To provide a common meeting place for all members of the Club and their guests; 4. To promote a better understanding among members of the problems confronting the radio industry; 5. To promote the proper dissemination of information pertaining to radio which may be of mutual interest and value to Club members.”

By-law No. 2, above, provides for the creation of a lasting fraternity of persons engaged in radio broadcasting and its allied fields. This, by lack of preclusion, more or less adequately provides eligibility of men and women with varying degrees of interest in television. The club’s roster includes many with such interests. Indeed there has been expressed a considerable interest in a change in the name of the club better to represent its membership. It is possible that the change may be effected this year.

The Radio Executives Club has two major classifications of members—those whose operations are located in the New York area and those located in other cities. The majority of the latter group are associated with radio stations, networks, and advertising agencies.

The local group represents a good section of the broadcast industry. Approximately 25 per cent of this membership comes from the networks, largely sales, program, and administrative. The second largest group in the local membership comes from advertising agencies and represents about 17 per cent of the total membership. Station representative organizations furnish about 12 per cent, local New York stations 10 per cent, and program and talent another 10 per cent. The remaining membership comes from equipment manufacturers, trade publications, trade associations, research organizations, etc.

From the start, the Radio Executives Club’s luncheon meetings have served as a forum for its members and guests. These bi-weekly luncheon meetings have presented speakers from several fields, the vast majority of them from broadcasting.

Infrequently, national and international figures have been the club’s guests and attendance has been high. However, important as they were, their appearances were not in keeping with the original purpose of the club. A recent survey demonstrated that members of the club preferred speakers on subjects more directly allied with broadcasting. The plans for the rest of the 1950-1951 season, therefore, include speakers whose interests are essentially the members’ interests.

The present season has brought two anniversaries of note—the 25th Anniversary of NBC and the 50th Anniversary of transoceanic wireless. The first was observed in the meeting of November 15th and brought the season’s largest turnout.
NUMBER ONE
promotion medium
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ADVERTISING AGE is the BIG medium with the BIG selling power—with the BIG circulation where it counts among general national advertisers and their agencies. And it offers you the Big value for your promotion dollar.

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That's why, in the general advertising press—the publications which are dominant in power to influence national advertising and agency executives—ADVERTISING AGE carries the big load of broadcast promotion beamed to important national advertisers and influential agency executives...that's why it can and should carry the major weight of your promotion as well.

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MORE SPOT TIME On
YOUR AM Station

★ Every TIME-BUYER and every buyer of SPOT and NETWORK time (Adv. Mgrs.) reads The ADVERTISER Magazine, and MARKETS of AMERICA.

★ More than 13,000 interested buyers — far more than you can call on — are readers of your advertising message in the pages of The ADVERTISER (monthly) and MARKETS of AMERICA (annually).

• You reach them every month at lowest cost, when you place your schedule in our pages. Page rate $340. This drops down to $280 per page on a 12-time contract. Smaller space rates are in line: — (12-time rates) ½ pg. $150 — 1/3 pg. $105 — ¼ pg. $92. Page in MARKETS of AMERICA (1952) $340. 12-t. rate: $280.

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Publishers of MARKETS of AMERICA
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Manager.....................Ralph W. Harker

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You’re on the verge of a decision, and a problem.

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52 Vanderbilt Ave. New York 17, N. Y.
IT'S THE SHOWMANSHIP THAT COUNTS

By FREDERIC W. ZIV, President, Frederic W. Ziv Company

THE transcribed “open end” radio business is no different, in one major aspect, than “live” radio: It’s the showmanship that counts.

Today the entire transcribed picture is totally different than it was five years ago. Transcription techniques have advanced to the point where it is no longer possible for even trained ears to distinguish whether the program is “live” or on wax. Thus, we have recently seen many articles in the various trade publications urging the FCC to do away with the necessity of identifying a program as “transcribed.”

I believe that the entire radio industry is today agreed on the point that there are so many advantages to transcribing all except a very few categories of programming that eventually as much as 90-95% of all shows on the air will have been pre-transcribed.

The only real thing that matters today, insofar as the listener is concerned, is the show itself. While it is true that radio is a business, it is also true that it is SHOW business. The show is the thing, and that holds true whether the show is “live” or transcribed.

I believe that the big story in the radio industry during the past few years has been the fact that producers of transcribed “open end” programming have come up with top shows from a showmanship point of view.

Ten and twelve years ago we in the “open end” industry were using as our selling arguments the fact that there were certain “plus” advantages to “open end” programming for advertisers to take into consideration.

None of those “plus” advantages have disappeared. It is still true that with an “open end” show can an advertiser exercise complete freedom of selection of markets to buy. Only with an “open end” show can he select the exact day, time, and station to buy.

The flexibility is still there. However, in addition the buyer of “open end” programming today can take his pick of top-quality shows, featuring top names, top direction, top scripting—in short, top showmanship values.

These extra added attractions to the advertiser did not happen overnight. They happened because of the fact that over a period of many years the “open end” industry advanced to the point where it was able to obtain the services of a Dana Andrews, a Humphrey Bogart, a Lauren Bacall, an Irene Dunne, a Fred MacMurray, a Guy Lombardo, and other names of very top stature.

These are stars jealous of their reputation, and before we could sign them, we in the industry had to prove to everyone’s satisfaction that we were trodding the right path. Today’s trade paper headlines attest to the fact that we have been successful in meeting the one test that matters—the test of public approval.

Figures do not lie. The huge listening audiences to “open end” shows such as “I Was A Communist For The FBI,” “Bright Star,” “Bold Venture,” “Boston Blackie,” and “Guy Lombardo Show” do not exist merely because the advertisers have been able to obtain the best available air time for them. They are listened to because they are first rate shows.

In the case of “I Was A Communist For The FBI” the very timeliness of it coming at a time when the communist menace is headline news, coupled with the top grade of its production demonstrates that there is no limit to how far you can go in radio today with real showmanship.

“Bright Star,” “Bold Venture” and “I Was A Communist For The FBI” together form the story of radio during the past year. They are transcribed shows. They are “open end” shows. They are first rate shows. They are successful shows.
Radio and Television

Program Producers

Transcription Companies

Recording Companies
"THREE HEADS ARE BETTER THAN TWO!"

The Three Johns

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Sponsored by HUDSON PULP & PAPER COMPANY

"THE CONTINENTAL" — TV
CBS-TV—Tuesdays and Thursdays at 11:15 P.M., E.S.T.
Sponsored by BURLINGTON MILLS

"LIVE LIKE A MILLIONAIRE" — TV
CBS-TV—Fridays at 10:00 P.M., E.S.T.
Sponsored by GENERAL MILLS and GROVE LABORATORIES

"LIVE LIKE A MILLIONAIRE" — RADIO
NBC—Mondays through Fridays at 2:30 P.M., E.S.T.
Sponsored by GENERAL MILLS

MASTERTON,
REDDY
AND
NELSON

745 Fifth Avenue
New York, N. Y.
ADVANCE TELEVISION PICTURE SERVICE, INC.
729 Seventh Ave., New York 19, N. Y.
Phone: Circle 5-6873
President ................. Charles A. Alicante
Exec. Vice-Pres. & Secy. ... William E. Wild
Services Offered: Producers and distributors of films, features, shorts and package films for TV, Stock Shots Film, Private Projection Theaters, Cutting and Editing.

ADVERTISERS RECORDING SERVICE, INC.
113 W. 57th St., New York 19, N. Y.
Phone: Circle 6-0141-2
President ................. James A. Miller
Secretary ................. E. B. McCutcheon
Services Offered: Program production, Millertape editing, wax and instantaneous recording, studio rental, phonograph records.

AFFILIATED PROGRAM SERVICE INC.
535 Fifth Ave., New York 17, N. Y.
Phone: Murray Hill 7-1881
President ................. Paul F. Adler
Services Offered: Live programs plus syndicated films. Animated spots.

NICHOLAS T. AGNeta
RKO Bldg., New York 19, N. Y.
Phone: Columbus 5-0232
Manager ................. Nicholas T. Agneta
Services Offered: Recording, Production, Scripts, Talent.

AIR FEATURES, INC.
347 Madison Ave., New York, N. Y.
Phone: MU 9-5900
Managing Director ............ Maurice Scopp
Services Offered: Radio-TV production, live, transcribed and film.

ALTON ALEXANDER RADIO-TELEVISION PRODUCTIONS
825 W. 187th St., New York 33, N. Y.
Phone L'Orraine 8-3100
Manager ..................... Lottie Ritter
Services Offered: Recording, Scripts, Package Programs, Production.

AMERICAN-JEWISH BROADCASTING CO., INC.
150 Broadway, New York 7, N. Y.
Phone: Worth 2-3322
President ................. Herman Younglieb
Services Offered: Program production, script and transcription library. All foreign languages; specializing in American-Jewish field.

AMERICAN NATIONAL VIDEO PRODUCTIONS, INC.
17 N. Wabash Ave., Chicago 2, Ill.
Phone: Financial 6-2255
Asso. Producer ............. Jean Gendon
Asso. Producer ............. Phyllis F. O'Brien
Asst. Producer ............. Wendell Anderson
Admin. Asst. ............... Alli Allen
Services Offered: Live film shows, film commercials.

ANIMATION HOUSE, INC.
(For complete listing see TV Film Producers)

PETER ARNELL PRODUCTIONS, INC.
215 E. 51st St., New York
Phone: Plaza 5-2145

ASSOCIATED BROADCAST ADVERTISING CO.
8109½ Melrose Place, Los Angeles 46, Calif.
Phone: DUnkirk 8-2972
Partner, Adv. Mgr. & Publicity
Dir. ......................... Irwin T. Porter
Partner, Program Mgr. & Dir. Research
Dept. ....................... Gertrude T. Porter
Script Dept. ................ Jean Norab
Services Offered: Scripts created, for any business, ranging from miniature 5-minute programs to full 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
Asst. General Manager .... Oliver Gramling
Services Offered: Daily specialized tele-scripts.
Stanley J. Wolf Productions

Complete Radio and Television Packages

Transcriptions
Recording Facilities and Studios
Television and Film Commercials

Rockhill Radio, Inc.

18 East 50th
PLaza 9-7979
ANN BARBINEL
54 Riverside Dr., New York 24, N. Y.
Phone: ENdicott 24351
President ..........................Ann Barbinel
Services Offered: Creating-producing-directing custom built package shows for radio and TV.

BARRY & ENRIGHT PRODUCTIONS, INC.
104 E. 40th St., New York 16, N. Y.
Phone: ODegon 9-3118
President .......................Jack Barry
Vice-President ..........................Dan Enright
Executive Producer ......................Myron Oppenheimer
Producers .......................Ann Lawton, Alta Bassett
Services Offered: Package producers of live and transcribed radio shows and live and filmed TV shows.

BASCH RADIO & TELEVISION PRODUCTIONS
17 E. 45 St., New York 17, N. Y.
Phone: Murray Hill 2-3877
Sales Manager ..........Charles J. Basch, Jr.
Services Offered: Complete program building service; ideas, scripts, talent and production on live and transcribed programs; custom and syndicated recordings; TV programs and commercial spots, live and film.

ZACH BAYM FILMS
13 E. 37 St., New York 16, N. Y.
Phone: Murray Hill 9-4175
Director ..........Zach Baym
Services Offered: Production and distribution of TV shows on film. One hour features and westerns; half-hour travelogues and documentaries; quarter-hour sports, cartoons, contract bridge programs. Audition films sent upon request.

IRENE BEASLEY RADIO PRODUCTION SERVICE
501 Madison Ave., New York 22, N. Y.
Phone: PL aza 3-8940
Owner ..........................Irene Beasley
Head of Sales ...........................Victor Sack
Manager Prizes .....................Andrew Hirsch
Supervisor Display .............Mary H. Lincoln
Supervisor Mail ...................Rita Burke
Services Offered: Program production; live radio and TV shows and spot campaigns.

BECK STUDIOS, INC.
Lyceum Theatre, Minneapolis 3, Minn.
Phone: LI 4708
Executive Director ....................Joseph H. Beck
Technical Supervisor ..............William E. Cage
Sales Promotion .....................Mel Jass
Services Offered: TV package program service. Live productions and films, features and commercials. Full studio and camera facilities, staff of nine TV-experienced program directors and seven TV engineers. Prior TV rights to Lyceum Theater, Upper Midwest's leading legit playhouse.

V. S. BECKER PRODUCTIONS
562 Fifth Ave., New York 19, N. Y.
Phone: LUXemburg 2-1040
Owner ..........................Viola S. Becker
Services Offered: Production of package shows and spots for Radio, Television programs, live and film. Representatives of Talent. Writers and original ideas for Radio, Television, Motion Pictures and Sales Promotion.

GEORGE R. BENTEL & ASSOCIATES
6606 Sunset Blvd., Hollywood 28, Calif.
Phone: Granite 8608
President ..........................George R. Bentel
Vice-President ..........................Scott Perkin
Services Offered: Radio & TV Packages, Complete Literary Library to Supply both markets. Representing World Famous authors and their works. TV shows on film.

WALTER BIDDICK CO.
(Radio Programs Div.)
Manager ..........................Guy Riddick
Asst. Mgr. ..........................Mildred Biddick
Traveling Rep. .....................Burt Zool
Services Offered: Preparing and recording commercial announcements for your own individual requirements. Packaged 1/2-min. transcribed announcements already prepared for various type businesses. Packaged quarter-hour transcribed radio programs. Transcribed sacred music libraries sold outright.

ALBERT BLACK TELEVISION PRODUCTS
1270 Sixth Ave., New York 20, N. Y.
Phone: COlumbus 5-5883-6
President ..........................Albert Black
Services Offered: Live and film package shows for television.

FORD BOND RADIO PRODUCTIONS, INC.
810 RCA Bldg., W., New York 20, N. Y.
Phone: Circle 7-2326
President ..........................Ford Bond
Assistant ..........................John P. Foster
Services Offered: Specializing in open-end transcribed programs. Development of program ideas and advice on radio production. Counselor on radio and TV presentation.

THE BORIES ORGANIZATION
509 Madison Ave., New York 22, N. Y.
Phone: Murray Hill 8-4900
President ..........................Bob Bories
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THE MOST FAMOUS MOUNTY OF THEM ALL

THE SILVER EAGLE

FOR

THE MOST FAMOUS CEREAL OF THEM ALL

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BREAKFAST OF CHAMPIONS

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AMERICAN BROADCASTING CO.
A COPYRIGHTED FEATURE

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RADIO AND TELEVISION PRODUCTIONS
OF
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185 N. WABASH AVE.
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540 N. Michigan Ave., Chicago 11, Ill.
Phone: Whitehall 4-5543

President ..................... Richard Bradley
Secretary-Treasurer ............ B. J. Tunick
Prog. Exec. & Dir. of Radio
Sales .......................... Richard Bradley
Office Manager ............... Leo Rabens

Services Offered: General advertising services, specializing in radio advertising, TV accounts, etc.

BROADCASTING PROGRAM SERVICE
341 Madison Ave., New York 7, N. Y.
Phone: Murray Hill 3-5381

President ..................... Herbert Rosen
Services Offered: Transcription service, musical programs on tape, sound effects records, TV programs on films.

BYRON PRODUCTIONS
730 Fifth Ave., New York 19, N. Y.
Phone: Circle 6-2677

President ..................... Edward A. Byron
Services Offered: Package programs.

GARRY J. CARTER OF CANADA LTD.
59 Avenue Rd., Toronto, Canada
Phone: PR. 3505

President ..................... Garry J. Carter
Asst. to the President .......... Bob Howe
Production Manager ............ Eva Rogers
Time Buyer ..................... Isabel Philip
Copy Chief ..................... Stanton Edwards
Public Relations ................ D. Peters

Services Offered: General advertising in all media, creative and art.

THE BRUCE CHAPMAN CO.
55 W. 42nd St., New York 18, N. Y.
Phone: Wisconsin 7-9244

President ..................... Bruce Chapman
Vice- PRES.-Treasurer ......... Edna Chapman
Sales Manager ................. Quentin Gulliver
Program Manager ............... Allen Robinson
Production Manager .......... Stanley Whitman
Paris: Manager ............... Dan Morley
Paris: Associate Manager ... Mary Hutcheson
London Manager ............... Frank Byers
Hollywood Manager .......... Joseph Mansfield
Berita Manager ............... Rolf Bradl
Vienna Manager .............. Victor Reingruber

CHESHIRE & ASSOCIATES
Phone: Hollywood 9-4580

General Manager .............. Bob Reichenbach
Productions Director ...... Harry V. Cheshire

Services Offered: Transcribed program and spot announcements producers and distributors. Open-end and custom features.

CINEFFECTS, INC.
(For complete listing see TV Film Producers)

LESLEY CLUCAS
Phone: Hillside 7-5911

Owner ......................... Lesley Clucas

Services Offered: Production of live packaged musical and dramatic shows, which include writing, production, musicians, conductor and arrangements, actors, announcer, and all other talent.

TED COLLINS CORP.
1819 Broadway, New York 23, N. Y.
Phone: Circle 7-4094

Manager ...................... Ted Collins

Services Offered: Talent, Production.

COMMODORE PRODUCTIONS & ARTISTS, INC.
1350 N. Highland Ave., Hollywood 28, Calif.
Phone: Hollywood 9-8229

Vice-Pres., Secy. & Treas. . Shirley Thomas
Prod. Supervisor .............. E. R. Woodworth
Coordinator .................. Eleanor Payne

Services Offered: Create, write & produce “live” and transcribed radio programs also live and filmed TV programs.

COMMONWEALTH FILM & TELEVISION, INC.
(For complete listing see TV Film Producers)

COMPAGNIE FRANCAISE DE FILMS
73 Champs Elysees, Paris
Phone: Elysees 2-340

President ..................... A. Tichiot
Executive Producer .......... Jean Masson
Secretary ..................... Jean Arcey
TV Advisor .................... Val Williams

Services Offered: Production and packaging of TV shows made in France for agencies and stations.

FRANK COOPER ASSOCIATES
AGENCY
7225 Hollywood Blvd., Los Angeles, Calif.
Phone: 6-361-2

President ..................... Frank Cooper

Services Offered: Personal management of talent and writers as well as the production of radio and television shows.

JACK L. COOPER RADIO
ADVERTISING SERVICE
1331 W. 111th Place, Chicago 43, Ill.
Phone: Beverly 8-2056

Manager ...................... Jack L. Cooper
Sales Manager ................ J. B. Roberts
Religious Pgm. Dir ............. I. Leon Roberts
Musical Director .............. Ethel R. Cooper

Services Offered: Recorded programs: popular, religious, organ: Live talent; religious, drama, etc.
STUART M. NATHANSON — RONALD L. STANTON

MAJOR-MINOR PRODUCTIONS

PRESENTS

THE WEST COAST'S OUTSTANDING JUVENILE TV SHOWS

CURRENTLY: "ADVENTURES IN IMAGINATION"—KTTV
"MICKEY O'DAY SHOW"—KECA-TV
"SATURDAY SURPRISES"—KHJ-TV

Telephone: Hillside 5168
LOUIS G. COWAN, INC.
485 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-3700
President ................ Louis G. Cowan
Exec. Vice-President ...... Alfred L. Hollender
Vice-President ............ Harry Fleischman
Treasurer ................ J. Kyle Faber
8 S. Michigan Ave., Chicago 3, Ill.
Phone: RANDolph 6-2022
Vice-Pres.-in-Charge ...... John Lewellen
Vice-Pres.-in-Chg. Sta., Rel.... R. D. Michels
Services Offered: AM-TV-Productions-Network Programs (Package); Production-Transcription Programs; Program Consultants.

DAMON RECORDING STUDIOS, INC.
1221 Baltimore Ave., Kansas City 6, Mo.
Phone: Victor 2585
President ................ Vic Damon
V. P. & Treasurer ...... Alice Damon
Secretary ............... Harry A. Morris
Engineer ................ Roger Webb
Services Offered: Commercial, personal and audition recordings on tape, discs at all speeds. Radio-TV shows, spots TV film sound track, air checks; masters, portable recordings. Public address installations, sales-rental service.

FREDERIC DAMRAU, M. D.
247 Park Ave., New York 17, N. Y.
Phone: PLaza 5-3638
Director ................ Frederic Damrau, M. D.
AFRA 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: Unusual 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.

GORDON M. DAY PRODUCTIONS
108 E. 30th St., New York 16, N. Y.
Phone: ORegon 9-3393
Writer, Composer .......... Gordon M. Day
Producer-Director ......... Carol Bulkley
Services Offered: Package programs, radio-TV department service to advertising agencies, creating and producing custom-built musical jingles and spots of all kind.

ROY DE GROOT CONSULTANTS, INC.
551 Fifth Ave., New York 17, N. Y.
Phone: Murray Hill 7-9135
President ................ Roy de Groot
Vice-President .......... Katherine Hynes
Chief, TV Dept.......... Margot Murphy
Chief, Music Dept....... I. Rabinowitz
Chief, Art Dept.......... Ed Winslow
Services Offered: Counseling in mass communications through radio, TV and motion picture. Planning and development of single programs or entire campaigns. Complete service for script, costume and stage design, animation, tape or disc recording, live or film.

THE DEMBY COMPANY
34 E. 51 St., New York 22, N. Y.
Phone: PLaza 9-2495
President ................... Emanuel Demby
V.P. & Gen. Mgr. .......... Myron Broun
Program Supervisor ...... Alexander Marshack
Script Editor .......... Allen Swift
Women & Fashions Editor Mildred Demby
Publicity .................. Jack Becker
Services Offered: Produce live and film TV shows and commercials as well as radio. Public Relations films. Representation in Asia and Latin America. Exploitation and public relations for programs.

JERRY DEVINE PRODUCTIONS
Phone: HU 2-1228
Owner ...................... Jerry Devine
Casting Director .......... Peg Pillion
Services Offered: Packaged radio programs.

ALFRED DIXON PRODUCTIONS
109 E. 39th St., New York, N. Y.
Phone: Murray Hill 5-6415
President-Owner .......... Alfred Dixon
Casting and production .. Lynn Masters
Asst. Dir. and Coaching .. Norma Burton
Services Offered: Radio, stage, film, TV productions.

HARRY S. DUBE
10 Rockefeller Plaza, New York 20, N. Y.
Phone: COLUMbus 5-7035
Owner ..................... Harry S. Dube
Manager .................... J. Knight
Services Offered: Live Talent, package shows and transcriptions.

DYNAMIC FILMS INC.
112 W. 59th St., New York 24, N. Y.
Phone: TRafalgar 3-6221
President .................. Henry Morley
Treasurer ................... Nathan Zucker
Services Offered: Film producer—open end films and commercials made specifically for
TV; amusement and dramatic shorts; educational and industrial shorts; marionette shorts; spot news and special event coverage; video transcriptions; complete sound recording and sound stage facilities; film consultants.

W. M. ELLSWORTH
75 E. Wacker Drive, Chicago 1, Ill.
Phone: CCentral 6-0942
Owner: W. M. Ellsworth
Services Offered: Talent, programs, production.

EMPIRE BROADCASTING CORP.
420 Lexington Ave., New York 17, N. Y.
President-Treasurer: Helen D. Kellcher
Vice-President: Fred de Jaager
Secretary: Arthur Lubo
Services Offered: All types of recording namely: tape-disc, studios, air-line checks, AM-FM-TV portable jobs, film synchronization.

BERNARD ESTES
6 Peter Cooper Rd., New York, N. Y.
Phone: SPring 7-5766
President: Bernard Estes
Secretary-Treasurer: Hazel Estes
Services Offered: Live and transcribed package shows produced. Specializing in news and feature programs designed for public relations impact, AM, FM, Video and Shortwave to and from the U. S., Latin America and Europe.

FADIMAN ASSOCIATES, LTD.
1501 Broadway, New York 18, N. Y.
Phone: LAckawanna 4-3544
Manager: Edwin Fadiman
Services Offered: Production, Package Shows.

JERRY FAIRBANKS, INC.
6052 Sunset Blvd., Hollywood 28, Calif.
Phone: Hudson 2-2110 1
Pres. & Exec. Prod.: Jerry Fairbanks
V. P. Chg. Studio Operations: Sid Rogel
V. P. & Gen. Sales Mgr.: Ralph Cattell
In Chg. Eastern Production: Robert Lawrence
Midwestern Sales Director: B. N. Darling
Production Manager: Raoul Pagel
Dir. Scenario Dept.: Lou Lilly
Dir. Music Dept.: Edward Paul
Dir. Publicity Dept.: Reavis Winckler
Dir. Casting Dept.: Kan Dyson
Dir. Sound Dept.: Lawrence Aicholtz
Dir. Animation Dept.: Manny Gould
Services Offered—Producers and distributors of film made especially for TV. Producers of commercial and theatrical motion pictures. Producers of video film spots; package programs for networks, agencies and for stations for local sponsors.

FENTON PRODUCTIONS, INC.
40 E. 49th St., New York 17, N. Y.
Phone: PLaza 9-8266
Owner: Mildred Fenton
Director: Blanche Gaines
Writers’ Repr.: Peggy A. Mayl
Services Offered: Radio and Television Package Producer. Also functions as radio and television counsel for advertising agencies.

FILM ASSOCIATES, INC.
440 E. Schantz Ave., Dayton 9, O.
Phone: WALnut 2164
President-Treasurer: E. Raymond Arn, Jr.
Vice-President: Mildred C. Arn
Secretary: Clement V. Jacobs
Chief Engineer: Robert Duke
Editorial Director: Del Gay
Office Manager: Peggy A. Mayl

FISHER PRODUCTIONS
1501 Broadway, New York, N. Y.
Phone: PEmma 6-9557
Owner: Maggy Fisher
Assistant: Catherine Sundmark
Services Offered: Packaging, writing, directing TV and radio shows.

WALT FRAMER ASSOCIATES
501 Madison Ave., New York 22, N. Y.
Phone: PLaza 3-2000
Services Offered: Specializing audience participation and quiz shows. Packages, production, question research, contestant screening.

ALLEN A. FUNT RADIO PRODUCTIONS
100 Central Park South, Room 11-C, New York 19, N. Y.
Phone: JUdson 6-5227
President: Allen A. Funt
Production: Dick Christian, Al Slep
Camera: Arthur Florman
Sound Technician: Ralph Friedman, Howard Warren
Editorial: Stanley Kotis, Bert Shapiro
Secretary: Susie Lampman
Services Offered: Network, live, transcribed and syndicated programs.

GAINSBOROUGH ASSOCIATES
1440 Broadway, New York 18, N. Y.
Phone: CH 4-0626-0627
President: Mike Jablons
Vice President & Gen. Mgr.: Shirley Graf
Vice President in Chge. Radio
Arlene Shelley Gaines
Vice President in Chge. TV. Martin Seligson
Treasurer .........................Shirley Graf
Casting Director ................Josephine Savoca
Publicity Director ................Jane Meeal
Director Hollywood office. Eli Lloyd Hoffman
1607 N. Gower St., Hollywood 28, Calif.

GALE, INC.
48 W. 48 St., New York 19, N. Y.
Phone: Plaza 7-7100
President .........................Moe Gale
Services Offered: Talent.

HAROLD R. GINGRICH,
PRODUCTIONS
333 N. Michigan Ave., Chicago 1, Ill.
Phone: F Ranklin 2-1022
Director .........................Harold R. Gingrich
Musical Director ..................Jack Wonnell
Research Director ................Jessica Petrie
Services Offered: Transcriptions and films, package program and counsellor service.

GENERAL ARTISTS CORP.
1270 Sixth Ave., New York 20, N. Y.
Phone: Circle 7-7543
President .........................Thomas G. Rockwell
Chge. Radio-.. TV Dept., John J. Mulvihill
Radio-TV Dept. ..................George Burke
Radio-TV Dept. ..................Nino Bruno
Services Offered: Program production, package shows, artists' representatives.

GENERAL ENTERTAINMENT CORP.
128 E. 50th St., New York 23, N. Y.
Phone: Eldorado 5-3520
President & Treasurer ...........Howard G. Barnes
V-P, & Secretary ..................A. Edward Masters
General Manager ..................Hugh Brooks
Executive Assistant ...............Eleanor Simon
Services Offered: Producers and distributors open-end transcriptions and live programs, spot announcements and jingles. Film features and spot films for TV.

WILLIAM GERNANNT
180 Central Park South, New York 19, N. Y.
Services Offered: Radio and television programming.

JOHN E. GIBBS & CO., INC.
30 Rockefeller Plaza, New York 20, N. Y.
Phone: Plaza 7-5893
President .........................John Gibbs
Writers Department ...............Francis Head
Talent Department ...............Bob Ferris
Services Offered: Radio and TV production. Talent representation.

GRACE GIBSON RADIO
PRODUCTIONS
Phone: Granite 5543
General Manager ..................Bob Reichenbach
Executive Producer ...............Grace Gibson
Services Offered: Production and distribution of transcribed dramatic programs, especially tales of mystery, adventure, romance and authentic documentary series.

HARRY S. GOODMAN
PRODUCTIONS
19 E. 53rd St., New York 22, N. Y.
Phone: Plaza 5-6131
President-Gen. Mgr.............Harry S. Goodman
Vice-Pre-Charge Sales, Everett F. Goodman
Vice-Pre-Charge TV .............Daniel R. Goodman
Secretary .........................H. D. Knuth
Services Offered: Producer of syndicated transcribed shows, live radio shows, syndicated TV availabilities and live TV shows. Also Custom Built AM and TV spots.

GOODSON-TODMAN PRODUCTIONS
49 E. 52nd St., New York 22, N. Y.
Phone: Plaza 5-9100
Partner .........................William S. Todman
Partner .........................Mark Goodson
Business Manager ...............Howard F. Todman
Script Editor .....................Vincent Mcconnor
Director of Sales ...............Angus D. Mackintosh
Director .........................Jerome S. Schur
Production Manager ..........Jean Holland
Services Offered: Producing and packaging live and transcribed radio and TV programs. Directorial and supervising service.

GOTHAM RECORDING CORP.
2 W. 46th St., New York 19, N. Y.
Phone: Judson 6-5577
President .........................Herbert M. Moss
Services Offered: Recording (tape and disc), program production and packages. Syndicated transcriptions.

GREEN ASSOCIATES
520 N. Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 4-6818
General Manager ..................Lewis G. Green
Services Offered: Production Spots, TV shows, film.

JOHN GUDEL RADIO
PRODUCTIONS
Room 600 Taft Bldg., Hollywood 28, Calif.
Phone: HEmstead 5186
Vice-Pre. & Exec. Producer ....John Guedel
Services Offered: Radio and television packaging and producing.
LAURENCE HAMMOND PRODUCTIONS, INC.  
455 E. 51st St., New York 22, N. Y.  
Phone: PLaza 9-2210  
President ..............Laurence Hammond  
Vice-Pres..................Merikay Howard  
Musical Supervisor ..............Lloyd Shaffer  
Services Offered: Packaging radio and TV programs, live, transcribed and filmed. Also consultant work in directing, writing, producing and complete public relations facilities.

SUE HASTINGS MARIONETTES, INC.  
112 W. 89th St., New York 24, N. Y.  
Phone: EN-2-2602  
President ................Linnea Roberts  
Program Director........Donald B. Somers  
Art Director................Adelaide Davis  
Marionette Technician.....Howard Spielman  
Services Offered: Marionette productions for children and adults especially adapted for TV (live or film). Custom-built shows with original scripts and music. Special puppets made for commercials.

ARTHUR HENLEY PRODUCTIONS  
73-37 Austin St., Forest Hills, N. Y.  
Phone: BOulevard 3-0136  
Writer-Producer ...........Arthur Henley  
Executive Secretary ..........Janet Radskin  
Services Offered: Creators of radio and TV program production, writing, merchandising services. Additional services: program consultation.

WILLIAM F. HOLLAND PRODUCTIONS  
“Holland House,” Auburn Ave. & Taft Rd., Cincinnati 19, O.  
Phone: CApitol 1252-3  
President ..............William F. Holland  
Services Offered: Custom built spots and programs for TV & radio. Transcription recording studios and film production facilities.

WEST HOOKER, INC.  
30 Rockefeller Plaza, New York 20, N. Y.  
Phone JUdson 2-3026  
President ..................West Hooker  
Services Offered: Program production and programs, Talent, Artists’ Representative.

HOWARD RADIO-TV PRODUCTIONS  
123 W. Chestnut St., Chicago 40, Ill.  
Phone: Michigan 2-0128  
Owner ..................Bernard Howard  
Services Offered: All creative phases of Radio-TV—ideas, writing, production—in-
eluding commercials; Consultant for agencies without their own Radio-TV departments; package producer; free-lance writing and production.

HUDES & LIND
550 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-8321
Producer .....................Ted Hudes
Asst. Producer ..................Bert Lind
Services Offered: Producers of transcribed and live public service radio and television programs.

INTER-CALIFORNIA
BROADCASTING SYSTEM
253 S. Broadway, Los Angeles 12, Calif.
Phone: MUtual 2759
General Manager...........Gustavo Faist Moran
Sales Manager................M. L. Moran
Office Manager..............Margarita Lamar
National Reps..............Forjoe & Co., Inc.
Services Offered: Specialists in Spanish language advertising. Production of Spanish language programs. Representatives of radio station XEGM (located in Tijuana, Lower California) and XECL (Mexicali).

INTERNATIONAL
16mm CORP.
165 W. 46th St., New York 19, N. Y.
Phone: PLaza 7-2265
President-Treasurer........Patrick E. Shanahan
Secretary .....................Patrick E. Shanahan
Board of Directors:........Patrick E. Shanahan, George Blake, Julia Cooke.
Services Offered: Producers and distributors of motion pictures; prints in both 16mm. and 35mm. subjects. Classical music with Symphonic Orchestras.

THE JAFFE AGENCY, INC.
38 E. 57th St., New York, N. Y.
Phone: PLaza 9-6693
Chief Executive (N. Y.).....Paul Radin
Chief Executive (Calif.)......Don A. Davis
Services Offered: Representation for sale of radio and television packages; creation of packages, represent personalities, writers, directors, etc.

JEWELL RADIO AND TELEVISION PRODUCTIONS
185 N. Wabash Ave., Chicago 1, Illinois
President .....................James E. Jewell
Vice President .............W. Ralph Jewell
Manager ......................Charles P. Flynn
Secretary .....................Jane Cohan
Services Offered: A complete radio and television production service. Scripts, Copy, Music, Direction, Transcribed Package Shows, Spots.
ROBERT JOSEPH TELEVISION PRODUCTIONS
Phone: SUNset 11331
President ....................Robert Joseph
Vice-President ................George Crossen
Program Director .............Ken Charles
Sales Manager .................Walter Klinger
Pub. & Pro...................John Strauss-Chip Cleary
Services Offered: Packaging and production of live and film TV, production of commercial and industrial shorts and documentaries; 15 minute films for TV.

KAGRAN CORP.
4 W. 58th St., New York 19, N. Y.
Phone: MU. 8-0585
Gen. Mgr., Prod. .............Martin Stone
Pub., Prom. Mgr. .............Lela Hadley
Asst. to Prod. ...............Harriet Halsband
Mds. Directors ................Inez Pierson, Allan Stone
Writer ......................Eddie Ken
Services Offered: Merchandising and TV package producers of "Howdy Doody," "Author Meets The Critics" and "Gabby Hayes Show."

KASPER-GORDON INC.
140 Boylston St., Boston 16, Mass.
Phone: DEvonshire 8-7357
President-Prod. Mgr. ..........Edwin H. Kasper
Treasurer-Commercial Dir. ...Aaron S. Bloom
Office Manager.............Robert W. Graham
Engineer ....................Frederick Piroumian
Services Offered: Custom-built TV films and "live" programs, syndicated open-end TV programs on film animation, TV commercials, silent and sound-on-film. Complete facilities from the creation of the idea to the finished product.

ROGER KAY ENTERPRISES, INC.
666 Fifth Ave., New York 19, N. Y.
Phone: MU 8-2164
Executive Producer ..........Roger Kay
Agency Contact .............Nan Marquand
Legal Counsel ...............Miller & Miller
Services Offered: Creators, producers, packagers of television and radio programs, live, transcribed, and film. Consultants on programming. TV Show Doctoring. Commercials.

SONNY KENDIS, INC.
1776 Broadway, New York 19, N. Y.
Phone: Plaza 7-2070-1
Services Offered: Lived & filmed radio-TV programs. Complete program packaging service—ideas, scripts, production, talent, sales. Personal management of top talent—artists and writers.

TWO OF OUR TOPS!
A 7 YEAR OLD
Sponsored by BRISTOL MYERS
and PHILIP MORRIS
BREAK THE BANK
Radio's and Television's Leading Quiz Show
RADIO
½ Hour Daily, 5 Days a Week
11:30 A.M., WJZ and ABC
Coast-to-Coast Network
BUD COLLYER
MC
with WIN ELLIOTT and JOHNNY OLSEN
TELEVISION
for BRISTOL MYERS
Sunday WCBS-TV, 9:30-10:00 P.M.
and CBS Cross Country Network with
BERT PARKS
MC

HILLTOP HOUSE
Radio's Outstanding Serial
About the Little Orphanage
in Glendale and Its Head
Matron Julie (Jan Miner)

Directed by JACK RUBIN
WCBS, 3 P.M., and Entire CBS Network

WOLF ASSOCIATES, Inc.
Radio and Television Productions
420 MADISON AVENUE, NEW YORK
JACK KURTZE AGENCY
214 North Canon Drive, Beverly Hills, Calif.
Phone: CRestview 45403
President ......................... Jack M. Kurtze
Vice-President ............... Lulu Mae Kurtze
Executive Producer .......... C. Allen Fox
Asst. Executive Producer . William Anderson

Services Offered: Specialized services to advertisers and advertising agencies, production, direction and casting facilities for TV, Radio and motion pictures.

LARRY KURTZE
360 N. Michigan Ave., Chicago 1, Ill.
Phone: RAndolph 6-5246

Services Offered: Development of live or filmed TV shows. General copy and production services for broadcast media.

ELY LANDAU, INC.
10 East 44th St., New York, N. Y.
Phone: MUrray Hill 7-5224
President ....................... Ely Landau

Services Offered: Television programs on film.

THE LANDT TRIO
565 Fifth Ave., New York 17, N. Y.
Phone: Circle 5-5431
Partner ....................... Karl B. Landt
Partner ....................... Jack M. Landt
Partner ....................... Dan B. Landt

Services Offered: Jingles, spots and live shows for radio and TV.

LANG-WORTH DISTRIBUTING CORP.
Steinway Hall, 113 W. 57 St., New York 19, N. Y.
Phone: JUdson 6-5700
President ....................... C. O. Langlois
Secretary ...................... John D. Langlois
Treasurer ..................... C. O. Langlois, Jr.
Vice-President ............... W. O'Keefe

Services Offered: Open end and commercial transcriptions, dramatic and musical for radio broadcasting.

LANG-WORTH FEATURE PROGRAMS, INC.
Steinway Hall, 113 W. 57th St., New York 19, N. Y.
JUdson 6-5700
President ....................... C. O. Langlois
Secretary ...................... John D. Langlois
Treasurer ..................... C. O. Langlois, Jr.
Vice President ............... W. O'Keefe
Stations Relations .......... William E. Young
West Coast Mgr. ............. Walter B. Davison

BURL IVES
"THE WAYFARING STRANGER"
ACTOR • SINGER • COMPOSER

NOW AVAILABLE
Transcribed Quarter Hours
One to Five Times Weekly

Burl is Assisted by the Famous
Tony Mattola Musical Group

EXCLUSIVE RIGHTS GRANTED

Harry S. Goodman
19 EAST 53rd STREET at Madison Avenue... NEW YORK CITY

783
Program Producers

Services Offered: Transcribed music library service for radio stations, advertising agencies and advertisers. Custom built radio programs, both live and transcribed.

HERBERT S. LAUFFMAN & COMPANY
624 So. Michigan Ave., Chicago 5, Ill.
Phone: Webster 9-2302
Partner, Sales .......... Herbert S. Lauffman
Partner, Production........ Jules Pewowar
Executive Prod. .......... James W. Green
Services Offered: Packagers and producers of TV programs.

LAWRENCE PRODUCTIONS
760 Thayer Ave., Los Angeles 24, Calif.
Owner ................. Bee Eaton
Lawrence Production Manager, Richard Hill Wilkinson
Services Offered: Own and sell transcribed radio series “Mystery Is My Hobby” half-hour show.

LAWRENCE & LEE, INC.
Equitable Bldg., Hollywood 28, Calif.
Phone: Arizona 9-3265
President .............. Jerome Lawrence
Vice-President .......... Robert E. Lee
Services Offered: Production consultants. Delivery of literary rights for television, radio and motion pictures.

JERRY LAYTON ASSOCIATES, INC.
551 Fifth Ave., New York 17, N. Y.
Phone: Murray Hill 7-6320
President ...................... Jerry Layton
Services Offered: Production of live and filmed TV shows, live and transcribed radio shows; management of personalities, performers and writers for radio and television.

LES LEAR PRODUCTIONS CORP.
Hotel Sherman, Chicago 1, Ill.
Phone: Franklin 2-2100
President ...................... Les Lear
Account Executives, Milt Parlow, Jack Curran
Services Offered: Radio, TV and film production. Personal management.

JACK CURRIER LEWIS
515 Madison Ave., New York 22, N. Y.
Phone: EL 5-0257
Owner ..................... Jack Currier Lewis
General Manager .......... William P. Popp
Women’s Programs ....... Margaret Tester
Services Offered: Television and radio packaged programs; film or live. Advisors on TV or radio problems.

LESTER LEWIS ASSOCIATES
11 East 48th St., New York 17, N. Y.
Phone: Plaza 3-5083

Newsstand Theatre
ABC — Radio

Hollywood Love Story
NBC — Radio

Kathi Norris Show
DuMont — TV

The Big Hand
ABC — Radio

Co-Producer
Rocky King, Detective
DuMont — TV

Escape With Me
ABC — Radio

WILBUR STARK
510 MADISON AVENUE, NEW YORK, N. Y.

PL 3-1742
Program Producers

Partner ..................Lester Lewis
Partner ..................Juliet Lewis
Casting Director ..........Marie Stroud
Sales Manager ..........Merritt Franklin
Script Editor ..........Mort Lewis

Services Offered: TV package shows, personal management.

BOB LOEWI PRODUCTIONS, INC.
255A E. 49th St., New York 17, N. Y.
Phones: MU 8-2600, PL 5-0958
President ..................Bob Loewi
Services Offered: Create, produce, direct and sell, live and film, TV package shows. Consultant as TV programming doctor.

PHILLIPS H. LORD, INC.
501 Madison Ave., New York 22, N. Y.
President ...............Phillips H. Lord
Manager ..................Dorothy E. Levy
Program Supervisor ..........Leonard L. Bass

Services Offered: Package shows.

C. P. MacGregor
729 S. Western Ave., Hollywood 5, Calif.
Phone: DUnkirk 4-4191
President ..................C. P. MacGregor
Manager ..................George R. Jones
Production Manager ........Paul Quan
Eastern Sales Mgr. ......Nat V. Donato

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.

MAJOR-MINOR PRODUCTIONS
5927 Sunset Blvd., Hollywood 28, Calif.
Phone: GL 9268
Producer and Director ..........Stuart M. Nathanson
Producer and Director ..........Ronald L. Stanton
Musical Director ..........Ruby Raksin

Services Offered: Production, packaging and merchandising of juvenile television shows.

MANNON SOUND STAGES
(For complete listing see TV Film Producers)

ARNOLD MARQUIS PRODUCTIONS, INC.
Phone: HO 9-5119
President ..................Arnold Marquis

Services Offered: Write, direct, produce and package radio and television programs and spots.

MARRIAGE-HESTER PRODUCTIONS
521 Fifth Ave., New York 17, N. Y.
Phone: MUrrey Hill 7-2723-4
Partner ..................A. W. Marshall

Commodore Productions
and Artists, Inc.

1350 N. Highland Av., Hollywood, Calif.

WALTER WHITE, JR., President

Radio

TARZAN
for General Foods, CBS, t.c.

CLYDE BEATTY SHOW
for Dr. Ross Dog & Cat Food, t.c.

HOPALONG CASSIDY, t.c.

Television

THE CLYDE BEATTY SHOW
**Program Producers**

Partner ...................... Harriet Hester
Legal Representative ........ Gerald Dickler

**Services Offered:** Producing and Packaging Live and Transcribed Radio and TV Programs. Directorial and Supervising Service. Complete Radio and TV Public Relations services for Social, Professional and Trade Organizations.

**MASTERSON, REDDY & NELSON**
745 Fifth Ave., New York 22, N. Y.
Phone: PLaza 9-1120

Partner ...................... John Masterson
Partner ...................... John Reddy
Partner ...................... John Nelson
Director ...................... Ed Leftwich
Producer ...................... Jerry Browne
Production Supvr. ............ Ruth Kyle
Business Mgr. ................ Helen Guy

**Services Offered:** Packaging and production of radio and TV programs.

**ALEXANDER McQUEEN & ASSOCIATES**
5222 N. Lakewood Ave., Chicago 40, Ill.
Phone: RAvenwood 8-9010

Owner ...................... Alexander McQueen

**Services Offered:** “Nothing But The Truth” feature (Reg. U. S. Pat. Office), in person, transcribed, or TV. Research for human-interest stories on sponsor’s product.

**METRO-GOLDWYN-MAYER RADIO ATTRACTIONS**
711 Fifth Ave., New York 22, N. Y.
Phone: MUrray Hill 8-1000

Director ...................... Bertram Lebhar, Jr.
Director of Production ........ Raymond Katz
Dir. Dist. & Record ........... Frank Roehrenbeck
West Coast Administrator .... Les Petersen
West Coast Coord. & aide to Direc. of Production ....... Marcella Napp
Director of Publicity .......... Jo Ranson
Asst. to Dir. of Prod. .......... Irwin Greenfield


**CHARLES MICHELSON, INC.**
23 W. 47th St., New York 36, N. Y.
Phone: PLaza 7-0695

President ...................... Charles Michelson
Secretary ...................... A Michelson
Divisional Sales Manager ...... Sidney Guhler
Traffic Manager ............... R. Mantell
Export Manager ............... Martin Diamond

**Services Offered:** Producers and distrib-
utors of open end quarter hour and half hour radio and television programs. Radio Transcription Features of Mystery shows for local station use and TV film series on 16 m.m. motion picture film.

**MILVERNE PRODUCTIONS, INC.**
Hotel Bryant, 230 W., 54th St., N. Y. 19, N. Y.
Phone: Circle 6-3497; Circle 6-2100, Ext. 219

*Services Offered:* Origination and production of creative TV programs for every budget; Creation and production of TV Film and Radio commercials: Programming and film consultants to agency and client.

**MOLE & LEE, INC.**
105 W., 55th St., New York 19, N. Y.
Phone: Circle 6-0006
President: John Mole
Exec. V-P. & Secy.: Blanche Stuart Lee
Office Mgr.: J. McDonald

*Services Offered:* Production of packaged shows for Radio and TV.

**WILLIAM MORRIS AGENCY, INC.**
1270 Sixth Ave., New York 20, N. Y.
Phone: Circle 7-2160
Exec-in-Charge of Radio: Wallace S. Jordan

*Services Offered:* Production of packaged shows for radio and TV, also talent reps.

**MOTION PICTURE PRODUCTIONS, INC.**
Rockefeller Bldg., Cleveland 13, Ohio
Phone: PRospect 1-4900
President: Donald C. Jones
Vice-President: Claude N. Rakestraw
Secretary: L. S. Kelly

*Services Offered:* Producers of motion pictures, television, and slidefilms on industrial relations, sales promotion, sales and technical training, in black and white or color with RCA sound in own studios and laboratories.
MUSIC CORPORATION OF AMERICA
MCA Artists, Ltd.
598 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-7500
Branch Offices
17-18 Dover St., London, England
430 N. Michigan Ave., Chicago, Ill.
9370 Santa Monica Blvd., Beverly Hills, Calif.
106 105 Montgomery St., San Francisco, Calif.
1172 Union Commerce Bldg., Cleveland, O.
2102 N. Akard St., Dallas, Tex.
1612 Book Tower, Detroit, Mich.
9 Newbury St., Boston, Mass.
Northwestern Bank Bldg., Minneapolis, Minn.

Services Offered: Program production.

MUSKAZ CORPORATION
(For detailed listing see Associated Program Service, Div. of Muzak Corp. under Transcription Companies.)

THE NATIONAL RESEARCH BUREAU, INC.
415 N. Dearborn St., Chicago 10, Ill.
Phone: SUperior 7-5080

Exec. Vice-Pres. .......... Frank P. Kendall
Services Offered: Copy and programming services for radio stations, three monthly sections for the Station Manager, Program Direc-
tor and Continuity Director; six continuous script shows issued monthly; one Annual Christmas show; Tempera Tunes; Memorial Hour.

NELSON PRODUCTIONS, INC.
341 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 6-5862
President ..................... Raymond E. Nelson
Secy.-Treas. ................... Betty Nelson
Casting Dir. ................... Martin Roberts

Services Offered: Production-direction on retainer or free-lance basis, package production, consultation to agencies and clients, time buying, filmed commercials, research.

OLIVER W. NICOLL PRODUCTIONS
37 W. 46th St., New York 19, N. Y.
Phone: LUXemburg 2-5130

Cable Address: ARREFFAY Newyork

Producer-Dir.,
Executive-Dir. .......... 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.

HOLLYWOOD SCREEN TEST
ELOISE SALUTES THE STARS
WHAT'S THE STORY*
* (For DuMont Network)

LESTER LEWIS ASSOCIATES
11 E. 48 ST., N. Y. 17

Radio-Television Productions
Personal Representation
OLIO VIDEO TELEVISION PRODUCTIONS, INC.
(See Television Film Producers)

PAN AMERICAN BROADCASTING CO.
17 E. 42nd St., New York 17, N. Y.
Phone: MUrray Hill 2-0810
Program Director.......................Leo Shore
Services Offered: Scripting, producing and recording programs in over 50 foreign languages for use in United States and in foreign countries.

NORMAN & IRVING PINCUS
101 W. 55 St., New York, N. Y.
Phone: Circle 6-0138
Partnership........Norman & Irving Pincus
Script Editor.......................Eugene Burr
Director.........................Donald Richardson
Services Offered: Program producers.

PRESS ASSOCIATION, INC.
50 Rockefeller Plaza, New York 20, N. Y.
Phone: Plaza 7-1111
President......................Kent Cooper
Vice-President...............Oliver Gramling

GEORGE LOGAN PRICE, INC.
20828 Pacific Coast Hwy., Malibu, Calif.
Phone: Malibu 7871
President......................George Logan Price
Sales Manager.....................S. M. Lauch
Copy and Production........George L. Price, Jr.
Services Offered: Production of packed radio serials geared to sell to and for ethical accounts of every type. Complete accompanying on commercials, publicity, promotion and public relations.

PROCKTER PRODUCTIONS, INC.
221 W. 57th St., New York 19, N. Y.
Phone: Judson 6-4830
President.......................Bernard J. Prockter
Services Offered: Package Programs.

RCA VICTOR CUSTOM RECORD SALES DIVISION
(See Transcription Companies.)

NOW THAT YOU CAN HAVE THE BEST, WHY BE SATISFIED WITH LESS AP
RADIO FEATURES OF AMERICA
37 W. 46th St., New York 19, N. Y.
Phone: LUXemburg 2-5130
Cable Address: ARREFFAY, Newyork
Executive Director...........Oliver W. Nicoll
Associate Director...........Sandra Munsell
London Representative
Towers of London, Ltd., 84 Hallam St.,
London W. 1, England
Phone: LANgham 6248, 5050
(Harry Alan Towers)
Services Offered: Radio—Program produc-
tion and consultation, package live shows,
syndicated transcriptions, scripts, talent,
phonograph records, international radio serv-
ice. Television—Program production and con-
sultation, package live and film shows,
script, talent. Members of NSTP (Natl.
Society Television Producers).

RAO VIDEO
366 Madison Ave., New York 19, N. Y.
Phone: Va. 6-3417
Exec. Dir. Producer....Robert A. Ormbach
Services Offered: Radio—Program produc-
tion and consultation, package live shows,
custom built productions—live and film.
Spot commercials and jingles, film or anima-
tion. TV consultants and specialists in low
budget programming for all types of ac-
counts.

REEMACK ENTERPRISES, INC.
527 Fifth Ave., New York 17, N. Y.
Phone: MURray Hill 7-7979
President ..................Lou Goldberg
Vice-President ..............Wanda Ellis
Secretary ..................Lloyd Marx
Services Offered: Producers of “The Orig-
inal Amateur Hour.”

STU REYNOLDS PRODUCTIONS
321 S. Beverly Dr., Beverly Hills, Calif.
Phone: CREstview 16155
President ..................Stuart Reynolds
Services Offered: Specializing in the pro-
duction and sale of filmed TV programs;
also in the filming of television programs for
others and TV commercials; also produc-
tion and sale of radio programs.

R. S. ROBBINS
163 Bleecker St., New York 12, N. Y.
Phone: SP 7-2568
President ..................R. S. Robbins
Mgr. of Prize Promotion . Edward E. Finch
Services Offered: Radio and Television
package producers.

BOB L. ROBERTS PRODUCTIONS
806 7th Ave., New York 19, N. Y.
Phone: JUdson 6-0025

KAGRAN CORPORATION
(Formerly Martin Stone Associates)
RADIO and TV PRODUCTIONS

HOWDY DOODY
NBC-TV and Radio

GABBY HAYES SHOW
NBC-TV and Mutual Radio

AUTHOR MEETS THE CRITICS
Du Mont Network

Other top-notch properties available

Kagran Corp. 4 West 58th St., New York, N. Y.

MU. 8-0585
Program Producers

President..................Bob L. Roberts
Services Offered: A—Radio and TV live and film productions. B—Specialized publicity and promotion.

RICHARD H. ROFFMAN ASSOCIATES
646 Park Ave., Hotel Sulgrave
New York 20, N. Y.
Phone: TRinidad 9-5640
President ..............Richard H. Roffman
Services Offered: Package programs and production, Talent, Public Relations, Guest and Prize procurement, Publicity and Promotion, Scripts, Legal Counsel.

ROBINSON RECORDING LABS.
35 S. 9th St., Philadelphia 7, Pa.
Phone: WA 2-6800
President .................W. P. Robinson
Recording Engineers............W. W. Jost, Chas. Metz
Services Offered: Manufacture professional recording equipment. Produce transcribed spots and electrical transcriptions for broadcast and TV.

ROCKHILL RADIO
18 E. 50th St., New York 22, N. Y.
Phone: PLaza 9-7979
President..................Stanley J. Wolf
Producer ....................Albert Alex
Producer ....................Leonard Carlton
Producer ....................Allen Davenport
Producer ....................Drex Hines
Services Offered: Complete packages, radio, transcriptions, TV film.

JACK ROURKE PRODUCTIONS
Phone: HE 7178
President ....................Jack Rourke
General Manager..............Fred Fuld, Jr.
Secretary-Treasurer............Joan Lane Rourke
Services Offered: Live and transcribed radio and TV programs; spot announcement campaigns and jingles.

BARNARD L. SACKETT TELEVISION-RADIO PRODUCTIONS
126 W. 46th St. (Branch), New York, N. Y.
Phone: LUxemburg 2-1815
Phone: KIngsley 5-7055
Production Manager...........Barnard L. Sackett
Fashion Director..............Ann E. Pestor
Film Technician..............Richard Newmayer
Script Editor................Toba Sackett
Publicity .....................Morris Yuter
Sales Manager................Jean Sargeant

DEMBY, BROUN and Co., Inc.
MOTION PICTURE AND TELEVISION PRODUCERS

“WHAT’S PLAYING?”
“FIGHT AGAINST CRIME”
“LOVE CLINIC”
“WHAT’S THE REASON?”
“ALLEN SWIFT SHOW”

“FILMS FOR SALES” “THIS IS INDONESIA”
(SALES TRAINING SERIES) (INTERNATIONAL SERIES)

34 EAST 51 STREET, NEW YORK 22, N. Y. • PLAZA 9-2495
Services Offered: Complete television service for video stations and advertisers, live and film productions, commercials, minute spots, animation, custom-built shows, television consultants, personal radio-television representation, concert management.

**James L. Saphier Agency, Inc.**
9538 Brighton Way, Beverly Hills, Calif.
Phone: CRestview 1-7231
6 East 45th St., New York, N.Y.
Phone: MUrrey Hill 7-8370
President ..................James L. Saphier
V.P. & Mgr. of New York Office: Jules Green
Services Offered: Radio and TV productions, sale of package programs and talent.

**Kermit Schafer Radio & Television Productions**
1585 Broadway, New York 19, N.Y.
Phone: JU 6-1496-7
President ..................Kermit Schafer
General Manager..................Harry Lee
Treasurer ........................Michael Louis
Office Manager ..................Patricia Cullen
Services Offered: Live and film television productions, transcribed radio series and kinescope television series, specialists in cooperative advertising also offers celebrity securing and prize procuring services.

**Seaboard Studios, Inc.**
(For complete listing see TV Film Producers)

**Bernard L. Schubert, Inc.**
509 Madison Ave., New York 22, N.Y.
Phone: MUrrey Hill 8-0944
President ..................Bernard L. Schubert
Services Offered: Talent, production radio and TV package management.

**Walter Schwimmer Productions, Inc.—Radio Features, Inc.**
75 E. Wacker Drive, Chicago 1, Ill.
New York Phone: LExington 2-1791
President ..................Walter Schwimmer
Services Offered: Syndicated live package programs, Production, Recording, Scripts.

**Screencraft Pictures, Inc.**
341 W. 44th St., New York 18, N.Y.
Phone: Circle 6-8546
President ..................J. S. Berkson
Vice-President ..................B. H. Mills
Treasurer ..................Edward Berkson
Services Offered: Distributors of 16 and 35 mm features and shorts.

---

**Peter Arnell**
Originator of

**The Name's the Same**
Rate Your Mate

By Popular Demand

Produced in Association with

**Goodson-Todman Productions**

Represented by Ted Ashley Associates
SENTINEL PRODUCTIONS
(A Division of Sentinel Enterprises, Inc.)
5746 Sunset Blvd., Hollywood, 28, Calif.
(Nassour Studios)
Phone: HEmpstead 6628
President & Exec. Dir. Earle R. Harper
Vice-Pres. & Treas. A. G. Harper
Secretary David Griffith, Jr.
Producer-Director Ann Archer
Director Harry Mancke
Director of Photography Chas. Straumer
Publicity Director Bill Keefe
Film Editor Robt. Belcher
Comptroller James Fair

Services Offered: Producing all types of TV package programs, travel, educational, religious and entertainment on film; 5-min. to 60-min. also TV commercials.

SERVICE UNLIMITED
360 N. Michigan Ave., Chicago 1, Ill.
Phone: RAndolph 6-5246
Sales Manager Charles O. Dabney
Production Director Lary Kurtze
Office Manager Jean Guild

Services Offered: Creative and production service for advertising agencies and sponsoring organizations. Complete radio and TV campaigns custom planned, promoted, merchandised and produced.

SESAC, INC.
175 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 5-5365
President Paul Heinecke
Secretary-Treasurer R. C. Heinecke
General Manager K. A. Jadassohn

Services Offered: Licensing the use of copyrighted music, transcribed library service, syndicated transcribed tailor-made programs for advertisers.

FLETCHER SMITH STUDIOS, INC.
321 E. 44th St., New York 19, N. Y.
Phone: MUrray Hill 5-6626
President Fletcher Smith
Vice-President Charles Schettler
Secretary-Treasurer Peter Caldera

Services Offered: Complete motion picture production; TV shows, spots, industrial films; large sound stage for live photography; animation staff.

THE SOUVAINE COMPANY
30 Rockefeller Plaza, New York 20, N. Y.
Phone: Circle 7-5666
General Partner Henry Souvaine
General Partner Howard L. Taylor

Services Offered: Producers of radio and TV productions.

ELY LANDAU, Inc.

Television Programs on Film

10 East 44th Street, New York

MUrray Hill 7-5224
Program Producers

RICHARD STARK & COMPANY
125 E. 72nd St., New York 21, N. Y.
Phone: REmgent 7-9608
Partners........Richard Stark, Jane Troxell
Fashion Photogs., Consultant........J. T. Stark
Design ....................George Shealy

Services Offered: Consultation and/or production of Radio-TV commercials; radio-TV programs prepared and produced by request only; fashion and costume design for TV.

WILBUR STARK, INC.
510 Madison Ave., New York 22, N. Y.
Phone: PLAza 3-1742
President...............Wilbur Stark
Executive Secretary........Nancy Bowling

Services Offered: Personalities and programs for radio and television.

RICHARD STROUT PRODUCTIONS
Box 331, Hollywood 38, Calif.
Phone: Hemstead 8507
President ...............George C. Meacham
Exec. Prod.............Robinson Taylor, Jr.
Hollywood Prod. Mgr....James E. McKenzie
Sales Promotion Talent.....Doris Edwards

Services Offered: Complete production of custom made radio & TV programs and spots. Syndicated shows.

IRVIN PAUL SULDS, INC.
654 Madison Ave., New York 21, N. Y.
Phone: TEMpleton 8-7025
President................Irvin Paul Sulds
Associate Producer........Alice Pentlarge

Services Offered: Production of live and filmed TV programs.

TV PROGRAMS, INC.
350 Fifth Ave., New York 1, N. Y.
Phone: CHickering 4-1374
President...............Edward Roberts, Jr.
Treasurer.............William Mills, 3rd
Sales Manager ............David Horwich
Production Manager........Frances Hidden

Services Offered: Package producers of live shows for TV. Also represent and furnish talent.

TAG-A-TUNE RADIO & TELEVISION, INC.
355 North Beverly Drive, Beverly Hills, Calif.
New York Phone: BRyant 9-9858
General Manager..........M. Jack London
Radio & Television Dir..Abbott B. London
Production Supervisor.....N. D. Altfeld

Services Offered: Syndicated and custom-made radio/television programs produced and distributed; advertising agency specializing in radio-television; packager of radio production programs.

Television and Radio Productions

JERRY LAYTON ASSOCIATES, Inc.

551 FIFTH AVENUE
NEW YORK 17, N. Y.
MURRAY HILL 7-6320

794
promotional campaigns; advertising-sales counsellors.

TAYLOR PRODUCTIONS, INC.
6700 Sunset Blvd., Hollywood 28, Calif.
Phone: HU 2-1089
President . Gordon Van Dover
Services Offered: Sales agents for Tom, Dick and Harry; Chuckwagon Jamboree; Strange Wills; Transcribed radio shows. Also write and produce Radio & TV spots.

HAL TATE PRODUCTIONS
831 S. Wabash Ave., Chicago 5, Ill.
Phone: HArrison 7-3610
President.................. Hal Tate
Vice-Pres. & Sales Mgr. ........ Phil Fischer
Secy.-Treas................... Lueille E. Schall
Canadian Sales Mgr........... S. W. Caldwell
S. W. Caldwell, Ltd.
Simcoe House, 150 Simcoe St., Toronto, Canada
Phone: PL 8727
Services Offered: Syndicated radio & TV package programs; also independent TV producer and consultant to advertising agencies (Chicago only) on TV shows.

THE TEE VEE CO.
(See TV Film Producers)

TELCO PRODUCTIONS
55 W. 53 St., New York, N. Y.
Phone: PLaza 7-0394
President ................. Albert Gannaway
Secretary .................. Charles McGregor
Services Offered: Program producers of package shows: (live, transcribed, filmed)—ideas, scripts, productions for Radio & TV.

TELECREATIONS BY NOVAK
344 W. 72nd Street, New York 23, N. Y.
Phone: TRafalgar 4-1999
Manager, Charge of Radio/TV Formats
G. Kane Campbell
Radio/TV Producer ............ John Gunn
Writers ................... Paul Davis, Laura McGhee
Services Offered: Creators, producers of Radio/TV musical variety formats for local, regional or national sponsors. Musical consultants to advertising agencies.

TELEFEATURES PRODUCTIONS, INC.
30 Rockefeller Plaza, New York, N. Y.
Phone: JUdson 2-3026
President .................. Wayne Wirth
Services Offered: TV programs of all types.

WEST MOORE, INC.
Artists, Programs & Films for Television
CURRENT FEATURES:
SAY IT WITH ACTING
PANTOMIME QUIZ
CLUB MATINEE
JIM FAIR 6:55 P.M. News
11:10 P.M. Weather

HALF PINT PARTY
FILMS FOR GABBY HAYES SHOW
WOMEN TAKE OVER
TAKE TWO
RANGER JOE

30 Rockefeller Plaza  JUdson 2-3026
New York City
TELEFEX  
(See TV Film Producers)

TELEMATED CARTOONS  
(See TV Film Producers)

TELEMOUNT PICTURES, INC.  
(See TV Film Producers)

TELEVISION SCREEN PRODUCTIONS, INC.  
(See TV Film Producers)

TRANSCIBRED RADIO SHOWS  
2 W. 47th St., New York 19, N. Y.  
Phone: LUXemborg 2-3530  
President .................. M. E. Moore  
General Manager .................. F. Kronen  

Services Offered: A series of Christmas spot jingles featuring an outstanding quartet to attract Christmas shoppers on film for 15-20-30-second spot announcements, spots made to order for TV.

TRANSCRIPTION SALES, INC.  
117 W. High St., Springfield 35, O.  
Phone: 2-4974  
President .................. J. P. Williams  
Executive Vice-Pres........... Adna H. Karns  
Vice-Pres. & Gen. Mgr.......... John F. Hyle

3948 Grand Central Terminal  
New York 17, N. Y.  
Phone: MURray Hill 4-4520  
Manager .................. Claude Barrere  

Services Offered: Building almost any type of transcribed radio program or spot announcement for exclusive use of individual clients; cutting personalized commercial messages, syndicated.

TRANSFILM, INC.  
(For complete listing see TV Film Producers)

TELEWAYS RADIO PRODUCTIONS, INC.  
8949 Sunset Blvd., Hollywood 46, Calif.  
Phone: BRadshaw 21447; CRestview 67238  
President .................. Charles A. Kennedy  
Accounting Dept.................. A. Corrigan  

Services Offered: Transcribed programs, creation and production of custom-built talent or transcribed shows, creation and production of custom-built spot announcements, dramatized and singing commercials.

TRANSAMERICAN BROADCASTING & TELEVISION CORP.  
1 E. 54th St., New York 22, N. Y.  
Phone: PLaza 5-9800  
President .................. John L. Clark

RADIO $ DOLLARS

A brand new merchandising plan for radio stations, based on coupons.

★

RICHARD H. ULLMAN, INC.  
295 DELAWARE AVENUE  
BUFFALO 2, N. Y.  

BEATRICE KAY SHOW TUNE-O

OLIO VIDEO

TELEVISION FILM PROGRAMS  
1952 Schedule

Completed:

JUNIOR SCIENCE (13 programs)

In production:

DO IT YOURSELF (65 programs)

In preparation:

SURPRISE! (26 programs)  
FANTASY (13 programs)

OLIO VIDEO

TELEVISION PRODUCTIONS, INC.  
Studio and offices: 20 East 42nd St.  
New York City MURray Hill 2-3218  
Harvey Cort Milton Subotsky
Services Offered: Television and radio writing, direction, production and packaging.

TRENDLE-CAMPBELL ENTERPRISES, INC.
1803 Stroh Building, Detroit 26, Mich.
Phone: Woodward 2-9184
President..................George Trendle
V. Pres. & Gen. Mgr. ..H. Allen Campbell
Sey. & Gen. Counsel....Raymond J. Meurer

RICHARD H. ULLMAN, INC.
295 Delaware Ave., Buffalo 2, N. Y.
Phone: CLeveland 2066
President..................Richard H. Ullman
Exec. V.-P. ...............Robert P. Mendelson
Production Mgr. .........Marvin A. Kempner

UNITED BROADCASTING CO., INC.
301 E. Erie St., Chicago 11, Ill.
Phone: SUperior 7-9144
President ..................William L. Klein

UNITED PRESS ASSOCIATIONS
220 E. 42nd St., New York 17, N. Y.
Phone: MUrray Hill 2-4000
Radio & TV News Manager ....Phil Newsom
Gen. Sales Manager.........Leroy Keller
Radio Shows Div. Mgr......C. Edmonds Allen

UNITED ARTISTS TELEVISION
(See TV Film Producers)

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
Treasurer ..................T. J. Valentino
Sales Manager ..............Peter J. Riol

NORMAN & IRVING PINCUS

Distinctive television productions
VALLEE-VIDEO, INC.
6611 Santa Monica, Hollywood 36, Calif.
President .................. Rudy Vallee
Vice-President ................. B. S. Otto
Secretary .......................... D. Hall
Manager .......................... John W. Swallow

Services Offered: Full film studio for Casting, Director Norma Vincent
TV-Stage, Cutting Room, Projection Room, Services Offered: Package producers, program production, TV programs, live and film.

VIDEO EVENTS, INC.
535 Fifth Ave., New York 17, N. Y.
President ............ Julienne (Judy) Dupuy
Vice-President ............ Charlotte Morgan

Services Offered: Procuring prizes for quiz shows, producing quiz shows, endorsements by Very Important People, furnish guests for Radio-TV shows, servicing out-of-towners with reservations in hotels, theatre tickets and travel accommodations.

V. I. P.
35 W. 53rd St., New York 19, N. Y.
President ............... Bill Murphy
Vice-President ............ Charlotte Morgan

Services Offered: Live TV programs, radio programs, TV commercials, specializing in Children's shows.

VIDEO VARIETIES CORP.
(For complete listing see TV Film Producers)

CHICK VINCENT CO.
509 Madison Ave., New York 22, N. Y.
Director Producer .............. Chick Vincent
Casting Director .................. Norma Vincent

Services Offered: Package producers, program production, TV programs, live and film.

VISUAL MEDIA, INC.
(See TV Film Producer Section)

STEPHEN L. WELLS PRODUCTIONS
617 S. Olive Street, Los Angeles 14, California
Phone: VA 8530
Beatrice Kay .......... Production Director
Glenn V. Armstrong .......... Account Executive
Carol Strong .......... Asst. to Production Director

Services Offered: Write and produce television shows—entire production handled out of own office.

WOLF ASSOCIATES, INC.
420 Madison Ave., New York 17, N. Y.
President ............... Edward Wolf

In Washington H. T. stands for Harry Truman but in Chicago H. T. is

HAL TATE PRODUCTIONS
Chicago's fastest growing producer. Packager of:
CUGAT'S CELEBRITY CALENDAR
starring Xavier Cugat with Abbe Lane
"WHO'S TALKING?"
Chicago distributor for Columbia Pictures Screen Gems, Inc.
TV-Disc Jockey "Toons"

Call or write for your free copy of Tate's Chicago TV Directory
— the most complete directory for your personal use.
Vice-President .................. Herbert Wolf
Exec. Producer-Director ........ Jack Rubin
Sales Manager .................. Paul Ross

Services Offered: Radio-TV production.

WOLFF-FELDMAN ENTERPRISES,
INC.
214 W. 42nd St., New York 18, N. Y.
Phone: LA 4-3450
President .................. Max Wolff
Secretary-Treasurer ............ Robert Feldman
Television Production ............ Mona Gross
Talent .......................... Al Roth

Services Offered: Production and packaging of radio and TV shows and all product services for agencies and stations. Scripts, talent, directors and casting consultants.

WORLD VIDEO, INC.
15 E. 47 St., New York 17, N. Y.
Phone: PLaza 9-3870
President .................. Richard H. Gordon, Jr.
Vice-President ................ Joseph M. Drexler
Secretary-Treasurer ............ Irving Oppenheim
Exec. Producer ................ Richard Lewine
Asst. Producer ............... Marion Urmy
Asst. Producer ............... Norma Gold

Services Offered: Create and/or produce live and film packages for television.

WYNN WRIGHT ASSOCIATES
17 W. 57 St., New York 19, N. Y.
Phone: PLaza 3-4117
Producer ........................ Wynn Wright
Manager .................. Charles Granzow

Services Offered: Package radio and TV programs.

FREDERIC W. ZIV CO.
1529 Madison Rd., Cincinnati 6, O.
Phone: PLaza 1323
President .................. Frederic W. Ziv
Vice-President ............. John L. Sinn
V. P., Chg. of Prod. ............. Herb Gordon
V.P., Chg. of Sales ............. Alvin E. Unger
Treas. & Comptroller ............ Joseph L. Moore
Partner .......................... M. R. Ziv

Services Offered: Network and transcribed programs.

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
Vice-President ................ M. J. Rifkin
Treasurer & Comptroller ....... Joseph L. Moore

Services Offered: Network and film programs.

MURPHY - THOMAS
Productions

producers of
FRONTIER DETECTIVES
Starring
VICTOR JORY

... a series of 52 half-hour films
produced specially for TELEVISION

GENERAL SERVICE STUDIOS
Hollywood, Calif.
TEAM UP YOUR SELLING
with **rcaVictor** quality...
dependability...
integrity...
service...

**FOR PROMOTIONS OR PREMIUMS**
Wrap your sales message with music and entertainment... and deliver it on a platter! Put your own voice on records and pay a personal visit to hundreds of prospects! Easy to mail, nonbreakable.

**FOR TRANSCRIPTIONS**
Spot announcements, full-length shows... program material of every kind... recorded, processed and pressed in the country's best-equipped studios and plants. Complete production and script-writing facilities available.

**Now...the “45” system for SALES TRAINING**
Put your sales presentations or training programs across... on 45 rpm records! Up to 7 minutes per side, nonbreakable, inexpensive to mail. Complete automatic player gives astonishingly clear, strong sound... with a convenience and compactness never before achieved in any comparable audio system. Ideal for special, on-the-spot promotion stunts.

Make a note of your nearest RCA Custom Record Sales office. Here's the address and phone number:
- 630 Fifth Ave. Dept. D-30 New York 20, N. Y. JUdson 2-5011
- 445 North Lake Shore Drive Dept. D-30 Chicago 11, Illinois WHitehall 4-3215
- 1016 North Sycamore Ave. Dept. D-30 Hollywood 38, California Hillside 5171

a book you'll need at your desk-
Tells you all about Custom Record Sales... describes the complete variety of services this division of RCA Victor offers you. Just write or phone any of the offices listed here, for a FREE copy to keep at your desk. You'll find it useful.

Custom Record Sales
Radio Corporation of America RCA Victor Division
800
TRANSCRIPTION COMPANIES

ALL-CANADA RADIO FACILITIES, LTD.
305 Victory Bldg., Toronto 1, Ont., Canada
Phone: PL 7691
President..............................H. R. Carson
General Manager.....................G. F. Herbert
Asst. Gen. Manager...................J. S. MacKay
Sales Manager........................F. W. Cannon
Services Offered: Representative for transcription companies.

ADVERTISERS RECORDING SERVICE, INC.
113 W. 57th St., New York 19, N. Y.
Phone: Circle 6-0141, 0142
(See detailed listing under Program Producers)

AFFILIATED PROGRAM SERVICE, INC.
535 Fifth Ave., New York 17, N. Y.
Phone: Murray Hill 7-1881
President.........................Paul F. Adler

ALLENTOWN RECORD CO., INC.
10th & Walnut Sts., Allentown, Pa.
Phone: 3-7405
President.......................Sanford L. Wartell
Services Offered: Contract pressing only. Custom fabricator of 10", 12", 7", 33 1/3, 78, 45 RPM phonograph records in materials ranging from pure cherry red vinylite through extended non-breakable to break resistant. All services.

ALLIED RECORD MFG. CO.
1041 N. Las Palmas, Hollywood 38, Calif.
Phone: Hollywood 9-0157
President.........................D. K. Broadhead
Vice Pres. of Mgr..............Sam Salzman
Comptroller......................J. S. Van Leer
Sales Manager......................Hal G. Neely
K. R. Smith Div. Sales Mgr..Peter M. Rogers
Washington D. C. Mgr...........Jack Wegner
Services Offered: Processing and pressing electrical transcriptions and phonograph records. All types, sizes, and speeds. Complete recording facilities available. Manufacturing plants in Hollywood and New York.

APEX RECORDING STUDIOS, INC.
119 W. 57th St., New York, N. Y.
Phone: PLaza 7-7170
President.....................Robert E. Scheuing
Provider of Original or direct copy masters, TV sound production, phonograph record production, "custom built programs," spot announcements, airchecks, copies of disc, tape or wire, portable tape recordings, complete sound effects libraries, sync. cutting tables, script writers, talent files.

ASSOCIATED PROGRAM SERVICE
(Div. of Muzak Corp.)
15 W. 46 St., New York 19, N. Y.
Phone: PLaza 7-7170
Vice-Pres. & Gen. Mgr........Maurice B. Mitchell
Vice-Pres. & Treas..............John C. Andrus
Vice-Pres. Chg. Rec...Andrew M. Wiswell
Sales Manager..................Edward Hochhauser, Jr.
Subscriber Service.............W. H. Houghton
Script Editor...................Barbara Rose
Services Offered: 15 different musical transcription libraries: basic AM/FM, basic TV-specialized libraries; commercial, production-music, radio-music, show medley, popular music, concert music, special purpose music—TV production-music library-school, workshop, educational libraries two foreign libraries.

ATLANTIC AND PACIFIC BROADCASTING SYSTEM
Phone: Gladstone 6983
Vice-Pres. & Gen. Mgr........Jack Parker
Prod. Mgr. & Asst. to V.P......Ray Bond
Executive Producer............Garland Brunton
TV Producer & Chief TV Script Editor
Ros Van Nibroc
Services Offered: Transcription radio and TV network. Programs produced to order. Commercial copy service. Scripts to order. Associated with TV Films of America, Crest Film and TV Productions and Sight and Sound Productions, Ltd.

AUDIO-VIDEO RECORDING CO., INC.
730 5th Ave., New York 19, N. Y.
Phone: PL 3091
Higher and Higher and HIGHER go SALES, RATINGS, RENEWALS!

Tell 'em and Sell 'em with WORLD

LOCAL PERSONALITY SHOWS
A variety of audience-winning programs designed to tie-in your popular, local selling personalities.

Tell 'em and Sell 'em with WORLD

DRAMATIC AND MUSICAL FEATURES
You'll get immediate sponsorship of these programs that capture the mood and spirit of the times.

Tell 'em and Sell 'em with WORLD

SIGNATURES and PRODUCTION AIDS
Unique lead-ins and closings to add impact to selling messages and to stimulate sales.

Tell 'em and Sell 'em with WORLD

SPECIALS, SEASONAL CAMPAIGNS AND HOLIDAY FEATURES
Sparkling, fresh, sales-winning ideas all year-round bringing added revenue to stations and more sales to sponsors.

Tell 'em and Sell 'em with WORLD

VARIETY AND MUSICAL PROGRAMS
A host of income-producing ringing up sales for stations coast to coast.

THE ALL-PURPOSE LOCAL SALES SERVICE

Save Money! Make Money with WORLD

A galaxy of top musical artists, hit name stars that keep sales zooming for World-Affiliates.
ALL PURPOSE because World fulfills the entire range of your requirements and gives you its "know how" for top quality programming and diversified advertising ideas that boost sales for you and your sponsors too. Don't dribble away dollars to a dozen suppliers! Get everything you need from a single service—World!

LOCAL because World's array of headline stars and sure-fire features enables you to produce saleable shows of network caliber right in your own studios, take advantage of your popular local personalities.

And it's a MONEY-MAKER for you because quality and quantity combine to build irresistible appeal for advertisers and audiences, alike. With the backing of World's power-packed portfolio of selling aids, you can cash in on higher ratings, enjoy easier sales, more renewals and long-term contracts. It's an unbeatable formula for profitable operation. Follow the lead of 857 other World-Affiliate stations!

Let ONE Service Do The WHOLE Job At LESS Cost

WORLD SALES AND PROGRAM SERVICE
WORLD BROADCASTING SYSTEM INC.
An Affiliate of The Frederic W. Z. Company
488 Madison Avenue, New York 22, New York
CINCINNATI HOLLYWOOD

Month After Month After Month—The New Ideas For Vital Local Sales Are Coming From World.
Save Money! Make Money!

WITH

WORLD

THE ALL-PURPOSE LOCAL SALES SERVICE

**ALL PURPOSE**

because World fulfills the entire range of your requirements and gives you its "know how" for top quality programming and diversified advertising ideas that boost sales for you and your sponsors too. Don't dribble away dollars to a dozen suppliers! Get everything you need from a single service—World!

**LOCAL**

because World's array of headline stars and sure-fire features enables you to produce saleable shows of network caliber right in your own studios, take advantage of your popular local personalities.

And it's a **MONEY-MAKER**

for you because quality and quantity combine to build irresistible appeal for advertisers and audiences, alike. With the backing of World's power-packed portfolio of selling aids, you can cash in on higher ratings, enjoy easier sales, more renewals and long-term contracts. It's an unbeatable formula for profitable operation. Follow the lead of 857 other World-Affiliate stations!

Let ONE Service Do The WHOLE Job At LESS Cost

WORLD

SALES AND PROGRAM SERVICE

WORLD BROADCASTING SYSTEM, INC.

488 Madison Avenue, New York 22, New York

CINCINNATI

HOLLYWOOD

March, April, May, June—The New Order and Vital Local Sales Are Coming From World.
Transcriptions—Recordings

**BELL RECORDING COMPANY**
112 W. 89 St., New York 24, N. Y.
Phone: TR 3-4328-9

President ...............Daniel Cronin
Vice-President .........Allen Weintraub
Chief Engineer ..........Paul Marcus
Sales Representative...Richard S. Milbauer

**Services Offered:** Complete services for tape, disc and film recording with studio production facilities. Masters (standard and microgroove), N.A.B. Standard transcriptions for broadcast or audition. Remote and location recording for broadcast and film.

**FORD BOND RADIO PRODUCTIONS**
810 RCA Bldg. W., New York 20, N. Y.
Phone: Circle 7-2236

See detailed listing under Program Producers.

**BRINKLEY RECORDING CO.**
232 E. Erie St., Chicago 11, Ill.
Phone: DElaware 7-4786

Owner-Manager ..........Jack Brinkley

**Services Offered:** Transcriptions and phonograph records.

**CAPITOL RECORDS, INC.**
Studio and Recording Services Div.
5515 Melrose Ave., Los Angeles 5, Calif.
Phone: HEmstead 7114

General Manager ........Jack Richardson
National Sales Mgr. ......Clifford E. Ogden

**Services Offered:** Phonograph; Television; Studio Recording; TV and Slide Film.

**THE CARDINAL CO.**
1459 N. Seward St., Hollywood 28, Calif.
Phone: Gladstone 8444

President ..............Joseph F. MacCaughtry
Secretary-Treasurer ......Joseph T. Scott

**Services Offered:** Radio and TV productions, live and transcribed.

**PHILLIPS-CARLIN**
RKO Bldg., New York 20, N. Y.
Phone: JUdson 6-5534

Owner ..................Phillips Carlin

**Services Offered:** Recording, Program Production, Package programs, Agency Representative, Station and Agency Consultant.

**CINEMART, INC.**
Exec. & Sales Offices
101 Park Ave., New York 17, N. Y.
Phone: Murray Hill 4-1562

President ..................Varian M. Fry
V.P., Chief Engr. ........Bernard Held

**Services Offered:** Complete sound recording services, including auditions, air and line checks, phonograph masters, transcriptions for broadcast, shellac and vinylite pressings, film recording, tape and wire recording, location recording. Production of 35 and 16 mm. films for advertising, industry and TV.

**COASTAL RECORDING CO.**
130 W. 52 St., New York 19, N. Y.
Phone: Circle 6-3900

Manager .................Arthur Shaer

**Services Offered:** Recording, program production, syndicated transcriptions, script, package programs, talent. (Equipped for foreign language transcriptions, including continuity, production and talent.)

**COLUMBIA RECORDS, INC.**
799 Seventh Ave., New York 13, N. Y.
Phone: Circle 5-7300

President ................James B. Conkling
Executive Vice-Pres. ....Godward Lieberson
Vice-Pres., Chg. of Mfg. & Engrg. ....James H. Hunter
Vice-President ........Adrian Murphy
Vice-President ..........A. E. Satherley
Vice-Pres., Chg. of West Coast Op. ....A. J. Schrade
Vice-Pres. Chg. of Sales. ....Paul J. Wexler
Manager, Chicago Office ..........Kenneth E. Haine
Secretary ..................E. W. G. Milbauer
Treasurer ..................E. W. G. Wilkin
General Auditor ..........Arthur S. Padgett

**COLUMBIA TRANSCRIPTIONS**
(A Division of Columbia Records, Inc.)
799 Seventh Ave., New York 19, N. Y.
Phone: Circle 5-7300

General Manager ..........Robert J. Clarkson
Senior Sales Rep. .........Alden O. Carlson
Sales Representative .........Carl Reinschild
Manager, Order Serv. Dept. ....Albert Shulma
Manager, Chicago Office ..........Girard D. Ellis
1410 N. Michigan Ave., Chicago, Ill.
Dir. West Coast Oper. ....Andrew J. Schrade
8723 Alden Drive, Hollywood, Calif.

**Services Offered:** Studio recording—disc and tape—for standard recordings and long playing microgroove. Manufacturing facilities for transcriptions and phonograph records. Script and production service.

**GORDON M. DAY PRODUCTIONS**
108 E. 30th St., New York 16, N. Y.
Phone: ORegon 9-3595

Writer-Composer ..........Gordon M. Day
Producer-Director ..........Carol Bulkley

**Services Offered:** As "Assistant radio-TV department" for agencies to supply jingles, spots and programs as needed.
all this and ...
APS now proudly announces the newest shining star in the greatest array of talent ever assembled in a transcription library

Rosemary Clooney joins a great roster of great artists available to APS library subscribers from coast to coast. All of them were carefully chosen for popularity, for genuine talent, for guaranteed listener appeal.

Not the usual one-shot recording date... not the routine disc or two... but real continuity of performance... a dependable steady supply of fresh music... great depth of titles... that's the APS talent policy. The result is a sparkling library you can program from... a library no other can effectively program against.

APS
"the library that pays for itself"
Associated Program Service
151 West 46th Street, New York 19, N.Y.

Why pay for music you don't play? That's the reason so many Broadcasters use APS brand-new specialized libraries... smaller units taken from the famous APS full library... at prices from $19.50 per month (one year only)

* Number following artists' names on the reverse page indicates current number of selection by these artists in the APS library.
DECCA RECORDS, INC.
50 W. 57 St., New York 19, N. Y.
Phone: Columbus 5-2300
Mgr., Special Service........Edward Strauss

Services Offered: Custom-built electrical transcription records.

EMPIRE BROADCASTING CORPORATION
480 Lexington Ave., New York, N. Y.
Phone: PLaza 9-4500
President & Treasurer....Helen D. Kellher
Vice-President...............Arthur Lubo
Vice-President.............Fred de Jaager
Secretary..................John Hughes Dwyer

Services Offered: Recording, program production and packages, talent.

FRANKAY & JACKSON RECORDING STUDIOS, INC.
48 W. 48 St., New York 19, N. Y.
Phone: JUdson 6-9030
President ....................Harry Jackson
Vice-President...............Frank Kay
Sey, and Treas.............Betty Jackson
Business Mgr..............Harry Jackson

Services Offered: Off-the-air recordings (air checks); spot announcements; transcriptions; large studios for rehearsals; masters and pressings; copies made from your recordings. Also Tape.

FULTON RECORDING
30 W. 40 St., New York 18, N. Y.
Phone: LACKawanna 4-7188
General Manager.........Rene J. Oumlenn

Services Offered: Sound recording, tapes, disc, Ampex tape recorders; Separate facilities for cutting of masters and tape editing.

MITCHELL GERTZ AGENCY, INC.
240 S. Beverly Dr., Beverly Hills, Calif.
Phone: CR 4-5491
Owner ....................Mitchell Gertz
Talent Head...............Jack Heasley
Literary Head.............William Herndon
TV Package Head.........Leo Logan

Services Offered: Packagers of Radio and TV shows—live, transcribed, or kinescoped. Talent and technicians for all types of production: producers, directors, set designers, writers, cameramen, actors and actresses, composers, arrangers.

HARRY S. GOODMAN PRODUCTIONS
19 E. 53 St., New York 22, N. Y.
Phone: PLaza 5-631

President-Gen. Mgr.......Harry S. Goodman
Vice-Pres-Charge Sales........Everett F. Goodman
Vice-Pres-Charge TV........Daniel R. Goodman
Secretary....................H. D. Knuth

Services Offered: Producer of syndicated transcribed radio shows, live radio shows, syndicated TV availabilities and live TV shows. Also Custom Built AM and TV spots.

GOTHAM RECORDING CORP.
2 W. 46 St., New York, N. Y.
Phone: JU 6-5577

President..................Herbert M. Moss
Vice-President.............Stephen F. Temmer
Secretary-Treasurer........Rita Bourne
General Manager...........Harry F. Landon

Services Offered: Six medium and large studios available—12 ampex tape machines—Heated studios-masters, TV, AM spots, high quality transcriptions, Writing and production staff available.

GEORGE HEID PRODUCTIONS
William Penn Hotel, Pittsburgh 30, Pa.
Phone: Grant 1-3696

President ..................George Heid
Chief Engineer.............Clare "Doc" Cypher
Musical Director...........Max Adkins

Services Offered: Recordings, transcriptions, package programs for radio and TV, film productions, air check for radio and TV, scripts, talent.

MARY HOWARD RECORDINGS
37 E. 49 St., New York 17, N. Y.
Phones: PLaza 8-2910

Owner ....................Mary Howard
Mgr. Chg. of Sales and Prom.
Betty Jane Keiuls
Office Manager...........Gretchen C. Howard

Services Offered: Recording studio tape.

ESTELLA H. KARN
49 W. 45 St., New York, N. Y.
Phone: PLaza 2-2170

Owner ....................Estella H. Karn

Services Offered: Recording, program production and packages.

KASPER-GORDON, INC.
140 Boylston St., Boston 16, Mass.
Phone: DEvonshire 8-7357
Pres. & Pro. Dir..........Edwin H. Kasper
Treas., Com. Dir............Aaron S. Bloom
Office Manager.............Robert W. Graham

Services Offered: Recordings, transcriptions, production, talent, scripts, jingles, syndicated programs, package shows.

KEYSTONE BROADCASTING SYSTEM, INC.
580 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-1460

Vice-President...............Joseph Bayer
Vice-President...............Arthur Wolf
Secretary-Treasurer........Sidney J. Wolf
Ass’t Secretary............William Bayer
Eastern Sales Mgr...........Noel A. Rhys
A recipe for Station

HERE'S HOW IT TASTES:

WMOK

"We've been on the air only 13 weeks and have already sold 5 Thesaurus shows. We find Thesaurus fits in very nicely with our plans to program strictly for our regional audience." WMOK (Metropolis, Ill.)

WLBB

"Took just 15 minutes to sell the sponsor—the day the audition disc arrived. More shows like Hour of Charm, Wayne King Serenade, Hank Snow—and this station won't need the services of a sales manager." WLBB (Carrollton, Ga.)

WSRK

"A jewelry store prospect I've been unable to 'crack' for over 2 years bought the Wayne King Serenade in one presentation—surpasses all our other 'package' shows." WSRK (Shelbyville, Ind.)

KGBX

"We've sold the Hour of Charm program for 52 weeks. Your audition record was great . . . clinched the sale. 12 Thesaurus shows sold to date!" KGBX (Springfield, Mo.)

KIST

"We sold Wayne King Serenade, Music by Roth and Fran Warren Show within the first week we had the library. Two are long-term contracts. Hour of Charm now sold to County National Bank." KIST (Santa Barbara, Cal.)

WARM

"Just sold Wayne King Serenade to the leading furniture store in northeast Pa. Just another reason why we're in our 11th year as a satisfied Thesaurus subscriber. Hour of Charm sold to appliance dealer." WARM (Scranton, Pa.)

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"We've been on the air only 13 weeks and have already sold 5 Thesaurus shows. We find Thesaurus fits in very nicely with our plans to program strictly for our regional audience." WMOK (Metropolis, Ill.)

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"We've been on the air only 13 weeks and have already sold 5 Thesaurus shows. We find Thesaurus fits in very nicely with our plans to program strictly for our regional audience." WMOK (Metropolis, Ill.)
Success... Thesaurus
THE LIBRARY THAT PAYS ITS OWN WAY!

THE SINGING AMERICANS—DR. FRANK BLACK'S MALE CHORUS
CLAUDE THORNHILL AND HIS ORCHESTRA
SONS OF THE PIONEERS
JOHNNY DESMOND ON THE MUSIC OF MANHATTAN
LAWRENCE DUCHOW AND HIS RED RAVEN ORCHESTRA
MUSIC IN MARCH TIME
I HEAR THE SOUTHLAND SINGING—GOLDEN GATE QUARTET
CHURCH IN THE WILDWOOD
HERO'S JUNE CHRISTY WITH THE JOHNNY GUARNIERI QUINTET
NORMAN CLOUTIER AND HIS MEMORABLE MUSIC
OLD NEW ORLEANS—JIMMY LYTELL AND THE DELTA EIGHT
RAY McGINNIS AND HIS ORCHESTRA
RAY McGINNIS AND HIS ORCHESTRA
A FESTIVAL OF WALTZES
SLIM BRYANT AND HIS WILDCATS
MUSIC HALL VARIETIES

ORGANAIRES

THE NEW ERA
IN
Thesaurus
recorded program services

RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION
Contact Dept. D-30
630 Fifth Avenue
New York 20, N. Y., JUdson 2-5011
415 N. Lake Shore Drive
Chicago 11, Ill., W Hitehall 4-3530
1016 N. Sycamore Ave.
Hollywood 38, Calif., Hillside 5171
522 Forsyth Bldg.
Atlanta 3, Ga., WALnut 5948
1907 McKinney Ave.
Dallas 1, Texas, Riverside 1371

SOLD! "Wayne King Serenade"
KSD (St. Louis) Dau Furniture Co.
KRLD (Dallas) Padgitt Bros.
WMBD (Peoria) The Schradzki Co.

SOLD! "Hour of Charm"
WWL (New Orleans) Baumer Foods, Inc.
KSTP (Minneapolis) Myndall Cain Salon
WFMJ (Youngstown, O.) Union National Bank

BASIC LIBRARY: approximately 5000 selections.
MONTHLY RELEASE: 52 or more new musical selections each month. Hit tunes well in advance of their popularity peak.

WEEKLY SCRIPTS: continuity for 23 program series—55 individual shows. Holiday shows and other bonus productions.

PRODUCTION AIDS: voice tracks, theme music, tie-ins, cross-plugs, mood music, sound effects, vocal cues; open-end time, weather, commercial & shopping jingles; news, sports & feature program signatures.

SALES AIDS: Sponsor-selling brochures. Sales-clinching audition discs. Complete audience-building promotion kits—mats, photos, press releases—to publicize and merchandise THESAURUS shows locally. Catalog, card index file, storage cabinets

Phone or write for comprehensive THESAURUS brochure today!
A recipe for Station Success...

**Thesaurus**

**The Library That Pays Its Own Way!**

**Here's How It Tastes:**

"Even before we received shipment of the Thesaurus Library we sold enough to pay for the first nine months of the library." WWOD (Lynchburg, Va.)

"We're getting a large enough talent fee from the Wayne King Serenade and The Hour of Charm to pay for your service. Wish all library services were going in for this," WMW (Cedar Rapids, Iowa)

"Sold Wayne King Serenade for 52 weeks...spokesman's initial step in radio after 25 years in business. Hour of Charm sold for 52 weeks on co-operative basis to 17 leading local business organizations." WLAC (Nashville, Tenn.)

"We sold Wayne King Serenade, Music by Bath and Fran Warren Show within the first week we had the Library. Two are long-term contracts. Hour of Charm was sold to County National Bank," KIST (San Francisco, Cal.)

"Sold 15 Thesaurus Shows in 60 days—46 quarter hours weekly! I really believe this is terrific. We really had something to sell. Thanks for everything in helping us get started with Thesaurus," KROS (Clinton, Iowa)

"We've sold Wayne King Serenade to Star Palace Laundry. I cannot help feel that your agency mailing had a big part in it, for the agency was definitely behind the sale of the show." WARC (Rochester, N.Y.)

"We've been on the air only 13 weeks and have already sold 5 Thesaurus shows. We find the Thesaurus fits in very nicely with our plans to program strictly for our regional audience." WMOK (Metropolis, Ill.)

"Took just 15 minutes to sell the sponsor—the day the audition disc arrived. More shows like Hour of Charm, Wayne King Serenade, Hank Snow—and this station won't need the services of a sales manager." WLBB (Carolton, Ga.)

"A jewelry store WSRK I prospect I've been unable to 'crack' for over 2 years bought the Wayne King Serenade in one presentation—surpasses all our other 'package' shows." WSRK (Shelbyville, Ind.)

"Just sold Wayne King Serenade to the leading furniture store in northeast Pa. Just another reason why we're in our 11th year as a satisfied Thesaurus subscriber. Hour of Charm sold to appliance dealer." WARM (Scranton, Pa.)

"Big mail reply to Thesaurus appeal led Sirthworth Co. appliance dealer to boost Church of the Wildwood from 3 to 5 shows a week. Over 1,000 cook books requested on one offer." WFD (Flint, Mich.)

"Our Thesaurus library arrived here just 3 weeks ago, and without too much effort, I've managed to take in $3,176.94 in time sales and talent charges. We're well satisfied in every way with Thesaurus." WTON (Staunton, Va.)
10" . . . 15 MINUTES PER SIDE

Best for You in '52!

COLUMBIA microgroove

COLUMBIA TRANSCRIPTIONS
A DIVISION OF COLUMBIA RECORDS, INC.
New York: 799 Seventh Avenue,
Circle 5-7300
Los Angeles: 8723 Alden Drive,
BRadshaw 2-5411
Chicago: Wrigley Building,
410 N. Michigan Avenue,
WHitehall 4-6000
Research Director,........James A. Yergin
Office Manager,............Eve Bannier
Branch Offices
134 N. LaSalle St., Chicago 2, Ill.
Phone: State 2-4590
Secretary-Treasurer............Sidney J. Wolf
Dir. of Sta. Rel., E. R. Rogers
Acct' & Office Mgr., Elizabeth M. Mueller
Western Sales Manager, Naylor Rogers
Special Representative.. Edwin R. Peterson
310 Citizens Bldg., Cleveland 14, O.
Phone: C.Herry 4050
Mid-Western Sales...Louis M. Block, Jr.

Services Offered: The Keystone Broadcasting System is a network which assists 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.

Keystone is a flexible media easily purchased, whole or in part. Entire areas or spot coverage may be selected, which meets the needs of the advertising program. Regardless of the schedule, Keystone makes its time available at a considerable savings.

In operation, Keystone offers the same advantages as the wired networks. Instead of a large number of individual transactions, KBS reduces your problem to one order, one time clearance, one series of Affidavits of Performance, and one invoice.

During 1952, as in 1951, many of the nation's largest advertisers are using the facilities of Keystone. Types of programming vary from 25 word spots to one hour shows.

**LANG-WORTH FEATURES PROGRAMS, INC.**
113 W. 57 St., New York 19, N. Y.
Phone: Judson 6-5700
President.................C. O. Langlois
Secretary...............John D. Langlois
Treasurer.....C. O. Langlois, Jr.
Vice-Presidents Pierre Weis, W. O'Keefe
Mgr. of W. Coast Oper...Walter B. Davison
Sales Representative..........Wm. E. Young

Services Offered: Transcribed music library service for radio stations, open-end and package shows.

**C. P. MacGREGOR**
729 S. Western Ave., Hollywood 5, Calif.
N. Y. Phone: MUrray Hill 7-3717
President...............C. P. MacGregor
Manager........George R. Jones
Production Mgr........Paul Quan
Eastern Sales Mgr..........Nat V. Donato

Services Offered: Transcription library productions; music library service, dramatic and musical programs; recording studios. Complete packaging including recording elec-

**MAGNO RECORDING STUDIOS**
37 W. 57 St., New York 19, N. Y.
Phone: Plaza 34079
Business Manager, A. J. Dash
Engineer, Howard Warren
Technician, Ralph Friedman
Services Offered: Recording sound on film 35mm and 16mm. Complete production facilities for all phases of motion pictures—television—theatrical—non theatrical. Disc recording.

**MAYFAIR TRANSCRIPTION CO.**
8511 Sunset Blvd., Hollywood 46, Calif.
Phone: C.Restview 1-8151
Executive Vice-Prs........B. A. Joslin
Production Manager, Vern Carstensen
Office Manager, Florence Jordan
Services Offered: Producers and distributors of open-end transcribed shows; tailor-made transcribed programs; transcribed announcements. “Alan Ladd-Box 13”; “Damon Runyon Theatre”; “The Unexpected”; Knox Manning’s “Behind the Scenes,” and “The Greatest of These.”

**FRED C. MERTENS & ASSOCIATES**
20828 Pacific Coast Highway, Malibu, Calif.
Phone: Malibu 7871
President...............Fred C. Mertens
Sales Manager........George L. Price
Services Offered: Open-end package programs of 5 minutes and more, primarily of inspirational-educational type which render public service and create good will as well as sales.

**M G M RECORDS**
701 Seventh Avenue, New York, N. Y.
Phone: Circle 5-4820
General Manager.........Frank B. Walker
Advertising & Promotion...Sol Handwerger
Artist & Repertory.........Harry Meyerson
Services Offered: Popular and classical records, original movie-cast albums—78, 45, 33 1/3 r.p.m.’s.

**CHARLES MICHELSON, INC.**
15 West 47 St., New York 19, N. Y.
Phone: Plaza 7-0695
President...............Charles Michelson
Divisional Sales Mgr........Sidney Guber
Services Offered: Open end dramatic and musical transcribed feature programs, Genneit & Speedy-Q Sound Effect Libraries.

**MODERN RECORDING STUDIO**
55 W. Wacker Drive, Chicago 1, Ill.
Phone: FI 6-4183
Owner...............Edwin M. Webb
Yes, of course GOTHAM has the latest in TV Picture Sync — film sound at transcription rates, with savings better than 40% over yesterday’s methods.

Does your budget bleed at the thought of miles of raw stock wasted in film editing? If so, you don’t have to be told about the economy of tape — whether a forty-two-voice lip sync chorus or one-voice off-screen narrator.

All this, plus the know-how, know-when (and NO KIDDING!) that makes GOTHAM New York’s most talked-up recording outfit!

Gotham Recording Corporation

2 WEST 46th STREET, NEW YORK 36, N. Y. — JUdson 6-5577
Services Offered: Transcription, commercial records, slide film, television sound track, microgroove and aircheck recording on tape or disc. Tape and disc copying. Tape remotes. Tape editing. Master processing and pressing.

MORTON RADIO PRODUCTIONS, INC.
360 N. Michigan Ave., Chicago 1, Ill.
Phone: Central 6-1144
President ....................... Morton Jacobson
Sales Promotion .................. Irene C. Norbut
Services Offered: Open-end and custom built transcriptions, live packages, transcribed programs.

MUSICOMMERICAIS
344 W. 72 St., New York 23, N. Y.
Phone: TRafalgar 4-1999
President .......................... Frank Novak
Radio-TV Producer .................. John Gunn
Mgr., Writer ........................ Lewis Reid
Associate Producer ............... Betty Marshall
Promotion Manager ............... Richard Davis
Services Offered: Creators of live or transcribed radio and television spots and jingles. Overall production including talent, musicians and all mechanicals for the convenience of out-of-town agencies. Musical variety formats with mass appeal for both radio and TV.

MUZAK CORPORATION
229 Fourth Ave., New York 3, N. Y.
Phone: ORichard 4-7400
President ....................... Harry E. Houghton
Exec. Vice-Pres. ................. Charles C. Cowley
Vice-Pres. & Treas. ............... John R. Andrus
Secretary .......................... Anna M. Kerner
Wired Music Div.
229 Fourth Ave., New York 3, N. Y.
Phone: ORichard 4-7400
Vice-Pres. N. Y. Oper. ....... Ethel W. MacLean
Vice-Pres. Chg. of Sales .... Curt H. Pfenninger
Promotion Mgr. ................. Roger L. Thaxter
Associated Program Service Div.
Radio Libraries and TV Film
151 W. 46 St., New York 19, N. Y.
Phone: Plaza 7-7110
Vice-Pres. & Gen. Mgr. ........ Maurice B. Mitchell
Sales Mgr. ....................... Edward Hochhauser
Service Mgr. ..................... William H. Houghton
Production Div.
250 W. 54 St., New York 19, N. Y.
Phone: Plaza 7-7000
V.P. & Gen. Mgr. ................. Alexander B. Motenko
Music Div.
151 W. 46 St., New York 15, N. Y.
V.P. & Recording Dir. ....... Andrew M. Wiswell
Technical Research and Engineering Div.
229 Fourth Ave., New York 3, N. Y.
Vice-Pres. ....................... Emil F. Hembrooke

NOLA RECORDING STUDIOS
1657 Broadway, New York, N. Y.
Phone: PL 7-4570
Steinway Hall, 113 W. 57 St., New York, N. Y.
Phone: JU 6-0401
President ....................... Vincent J. Nola
General Manager ............... Thomas Nola
Chief Engineer ................... Stanley Bumby
Services Offered: Complete tape and disc facilities for studios, master transcriptions, location and live AM, FM, and TV; sound echo chambers, sound tables, organs.

PALMETTO BROADCASTING SYSTEM
Transcription Division of
THE HALL BROADCASTING AND TELEVISION COMPANY, INC.
Anderson, S. C.
Phone: 3902
President ....................... Wilton E. Hall
General Manager ............... Glenn P. Warrick
Sales Manager ................... Paul H. Benson, Sr.
Services Offered: Network and Transcription Productions for Radio and Television.
Sound Film Recordings.

PRESS ASSOCIATION, INC.
50 Rockefeller Plaza, New York 20, N. Y.
Phone: Plaza 7-1111
President ....................... Kent Cooper
Vice-Pres., Mgr. ............... Oliver Granling
Services Offered: Sports Star Special—a 15-minute interview and dramatization of personalities who are the “who’s who” of the sports world; Special Assignment—a 15-minute dramatization of the exciting or unusual experiences of one reporter or another in covering news; Personality Time—a 15-minute interview and dramatization presenting prominent personalities in the news, and from stage, screen, radio, art, science and literature.

GEORGE LOGAN PRICE, INC.
20828 Pacific Coast Highway, Malibu, Calif.
Phone: Malibu 7871
President ....................... George Logan Price
Sales Manager ................... S. M. Lauch
Production Manager .......... George Price, Jr.
Services Offered: Radio program ideas, scripts, production and services, including audience checks, inquiry-getters, and door-openers. Commercials, publicity, promotion, based on 31 years’ national advertising experience.

RCA VICTOR CUSTOM RECORD SALES DIV.
630 Fifth Ave., New York 20, N. Y.
Phone: JUdson 2-5011
18 years of better service have proved that Allied Quality Control means tops in ETs, dependability on deadlines.

Specify Allied for your transcriptions. Most top radio men do.

Write for free folder "Allied All the Way."

ALLIED
RECORD MANUFACTURING CO.
1041 N. Las Palmas, Hollywood 38, California – HO 9-5107
619 W. 54th Street, New York 19, New York – JU 2-3791
Transcriptions—Recordings

Manager: James P. Davis
Artist & Repertoire Mgr.: Herbert H. Wood
Adv. & Prom. Mgr.: Bennett S. Rosner

Custom Record Sales Sections
Acting Manager: James P. Davis
Chicago Manager: A. E. Hindle
Hollywood Manager: R. C. Bucholz
N. Y. Mgr. Orders & Service: Richard E. Bylandt
N. Y. Slide Film Rep.: Marjorie Talaney
N. Y. Sales Rep.: James R. Cunnison
Chicago Sales Rep.: Geoffrey B. Bennett

Services Offered: Recording, processing, pressing of all types of phonograph records, transcriptions, slide film and promotion records; shipping and handling.

RCA Recorded Program Services
Sales Manager: A. B. Sambrook
Central Sales Manager: William F. Reilly
Western Sales Manager: William C. Gartland
Northeastern Sales Rep.: George Field
Southeastern Sales Rep.: Henry A. Gillespie
Central Sales Rep.: Gregory Reeser
Southwestern Sales Rep.: Robert Fender

Services Offered: THESAURUS (musical program service); RCA SYNDICATED PROGRAMS (recorded dramatic, variety, musical shows).

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630 Fifth Ave., New York 20, N. Y.
Phone: Judson 2-5011
445 North Lake Shore Drive, Chicago 11, Ill.
Phone: Whithall 4-3215
1016 No. Sycamore Ave., Hollywood 38, Calif.
Phone: Hillside 5171
522 Forsythe Bldg., Atlanta 3, Ga.
Phone: Walnut 5946
1907-11 McKinney Ave., Dallas, Texas
Phone: Riverside 1371

RADIO FEATURES OF AMERICA
37 W. 46 St., New York 36, N. Y.
Phone: Luxemburg 2-5130
Executive Director: Oliver W. Nicoll
Associate Director: Sandra Munsell

Services Offered: Program production and consultation, syndicated transcribed programs, scripts, talent, package, live shows, phonograph records, international radio service.

RADIO RECORDERS
7000 Santa Monica Blvd., Hollywood 38, Cal.
Phone: HEmpstead 3282

IF YOUR RADIO & TV DRAMATIZATIONS NEED SOUND EFFECTS & MOOD MUSIC

SEND FOR FREE CATALOGUE TODAY
DISTRIBUTED BY

Thomas J.
VALENTINO, Inc.
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150 WEST 46th STREET
NEW YORK 36, N. Y.

USE MAJOR SOUND EFFECT RECORDS

- All 10-inch Double-face, Lateral Cut, 78 R.P.M.
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- Playable on any Phonograph or Turntable

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Vice-Pres.-Production E. F. Dummel

Services Offered: Strictly a custom recording studio. Complete facilities for tape or disc recording and processing; any size or speed. Tape duplicating a specialty. Five completely equipped studios.

REEVES SOUND STUDIOS, INC.
304 E. 44 St., New York 17, N. Y.
Phone: ORegon 9-3550
Vice-Pres. Chester L. Stewart
Chief Engineer Lyman J. Wiggin

Services Offered: Recording.

ROCKHILL RADIO RECORDING
18 E. 50 St., New York 22, N. Y.
Phone: PL 9-7979
President Stanley J. Wolf
Sales Manager Emanuel H. Wolf
Recording Manager Leo J. Launer

Services Offered: Studio recordings; Off-the-air and off-the-line recordings; Masters; Shellac and vinylite pressings; Electrical transcriptions; Television recordings; Tape recordings.

SESAC INC.
475 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 5-5365
President Paul Heinecke
Secretary-Treasurer R. C. Heinecke
General Manager K. A. Jadassohn

Services Offered: Licensing the use of copyrighted music, transcribed library service, syndicated transcribed tailor-made programs for advertisers.

THE CHARLES E. SKINNER PRODUCTIONS
1819 Broadway, New York, N. Y.
Phone: PLaza 7-6600
Exec. Producer-Director Charles E. Skinner
Associate Producer Robert Sloan
Musical Dir.-Asso. Pro. Skitch Henderson
Film Editorial Supervisor Joe Josephson
Associate Producer West Coast Rep. Albert Kelley
Treasurer Alexander J. Greely
Designer Charles Carlotti

Services Offered: Creators, Producing Contractors, Adapters and consultants to package show producers, advertising agencies or sponsors. Production facilities in New York, Florida and Hollywood, National Television.

ALLENTOWN RECORD CO.
CONTRACT RECORD PRESSING MANUFACTURERS

SPECIALISTS IN ALL TYPES OF
LONG PLAY MICROGROOVE PRESSINGS

PRODUCTION ALSO AVAILABLE IN 45 and 78 RPM PRESSINGS. MATERIAL USABLE INCLUDES VINYLITE, NON-BREAKABLE BLACK and EXTENDED VINYLS, and BREAK-RESISTANT MATERIALS.

A CHOICE OF COMPLETE SERVICING AVAILABLE INCLUDING DUBBING FROM YOUR TAPE OR INSTANTANEOUS MASTER, METAL PROCESSING, LABELS, PRESSING, COLLATING, STORAGE and WAREHOUSING, DROP SHIPPING, ART WORK and ALBUMS.

ALLENTOWN RECORD CO., INC.
ALLENTOWN, PENNSYLVANIA

S. L. WARTELL, President
Phone: 3-7405
theatrical, non-theatrical distribution in United States, Canada, Mexico, and South America.

K. R. SMITH
(Division of)
ALLIED RECORD MFG. CO., INC.
619 W. 54 St., New York 19, N. Y.
Phone: Judson 2-3791

Gen. Mgr. ......................... K. R. Smith
Sales Mgr. ....................... Peter M. Rogers

Services Offered: Manufacturer transcriptions and phonograph records.

SONG WRITERS’ COOPERATIVE, INC.
2261 Earl St., Los Angeles 39, Calif.
Phone: Normandie 1-0845

Business Manager .............. Harry Henderson
President ....................... Dorothea Towne
Vice-President .................. Bill Cody
Secretary ...................... Sally Weightman
Secretary ...................... Bob Stifel
Music Director .............. Frank Hemmerlein
Music Supervision .......... Kenneth Howell

THE TEEVEE CO.
211 So. Beverly Drive, Beverly Hills, Calif.
Phone: Crestview 5-1076

President ....................... Gifford Phillips
General Manager .......... Mark Frederic
Asst. to President ....... Ludlow Flower, Jr.

Services Offered: Custom Built TV shows, film and live; spot commercials.

L. S. TOOGOOD RECORDING CO.
221 N. LaSalle St., Chicago 1, Ill.
Phone: Central 6-5275

Owner ......................... L. S. Toogood

Services Offered: Transcription service and magnetic tape duplicating.

TRANSCRIBED RADIO SHOWS
2 W. 47 St., New York 19, N. Y.
Phone: LUx. 2-3530

General Manager ................ F. Krinen

Services Offered: Package programs and production, syndicated transcriptions, scripts, spot announcements.

TRANSCRIPTION SALES, INC.
117 W. High St., Springfield 35, O.
Phone: 2-4974, N. Y. Phone: MU 4-4520

President ....................... J. P. Williams
Executive Vice-Pres. ... Adna H. Karns
Vice-Pres. & Gen. Mgr. ... John F. Hyle

New York Office
3948 Grand Central Terminal,
New York 7, N. Y.

Manager .................... Claude Barrere

Services Offered: Open end Transcriptions featuring outstanding name stars such as "Singin' Sam," "Mullen Sisters," "Emile
Cote,” “Charles Magnante,” “Curley Bradley,” “The Golden Gate Quartet,” and many others.

RICHARD H. ULLMAN, INC.
295 Delaware Ave., Buffalo 2, N. Y.
Phone: CLeveland 2066
President ................. Richard H. Ullman
Exec. V. P......... Robert P. Mendelson
Production Mgr........... Robert Nicholson
Services Offered: Create, wire and produce radio programs and announcements, selling direct to radio stations and advertising agencies. Producers of “The Beatrice Kay Show,” “Jingle-Library,” “Musical Tune-O,” “$Dollar Derby$,” “Barbershop Harmonies,” “Joe McCarthy Speaks,” and tailored jingles.

UNITED BROADCASTING COMPANY, INC.
301 E. Erie St., Chicago 11, Ill.
Phone: Superior 7-9114
Gen. Mgr. & Chief Producer ........ Wm. L. Klein
Assistant Manager ........... Maryland L. Fridel
Chief Engineer .............. Bryan A. Wright

UNITED RECORDING LABORATORIES
1650 Broadway, New York, N. Y.
Phone: CI 7-2089, 3718
President ................. George Adams, Anita Smith
Services Offered: Commercial spots, electrical transcriptions, complete sound recording service, on records and tape, air checks.

UNIVERSAL RECORDERS, INC.
Phone: HOllywood 9-8282
President ................. Arthur B. Hogan
Vice-President ............ A. B. Clapper
Secretary-Treasurer ....... Robert A. Weber

UNITED RECORDING LABS.
TAPE — DISC — STUDIOS
Editing
Microgroove and United’s Own “Minigroove” Recording

GORDON M. DAY
Make CASH REGISTERS
jingles

Gordon Day’s AM & TV jingles pay off at the cash register! Proof? — 66 result-getting jingle and spot campaigns! Send for presentation recording and full details.

Gordon M. Day Productions
108 E. 30 St., N. Y. C. 16, ORegon 9-3595
Office Manager .................. Mercedes Kelley
Controller ................... Irving Steindler

Services Offered: Recording, transcriptions, package programs, masters pressing.

THOMAS J. VALENTINO, INC.
150 W. 46 St., New York 19, N. Y.
Phone: Circle 6-4675
President..................... Thomas J. Valentino
Vice-Presidents.............. Michael T. Valentino, Elsie F. Valentino
Gen. Mgr. & Sec............... Peter J. Riold

Services Offered: Recording, processing and pressing transcriptions and commercial phonograph records.

WESTERN RECORDERS
6000 Sunset Blvd., Hollywood 23, Calif.
Phone: HE 6311
Owner...................... H. Dixon McCoy
Services Offered: Tape and Disc Recording, Assembly and Editing. Radio Broadcasting from our Studios.

HAL WILSON PRODUCTIONS
442 Westbourne Drive, Los Angeles, 48, Calif.
Phone: CRestview 5-6914
Owner ....................... Hal Wilson
Services Offered: Live and Transcribed Radio Shows, TV Films, Live TV packages. General production services for agencies.

WORLD BROADCASTING SYSTEM
501 Madison Ave., New York 22, N. Y.
Phone: MUrrey Hill 8-4700
President..................... John L. Sinn
Vice-President.............. Frederic W. Ziv
West Coast Manager........ Maynard Marquard

Services Offered: World Program Service Library, Library programs and custom built shows.

FREDERIC W. ZIV CO.
1529 Madison Ry., Cincinnati 6, O.
Phone: PLaza 1323
President...................... Frederic W. Ziv
Vice-President (Executive) . . John L. Sinn
Vice-Presidents.............. Alvin E. Unger, Herb Gordon
Treas. & Comptroller........ Joseph L. Moore

Services Offered: Network and transcription Productions, package shows.

M-G-M Records
The Greatest Name
In Entertainment

78 RPM
45 RPM
33 1/3 Long Playing Records

Leader In The Field Of
Movie Sound Track Albums
BEHIND THE MIKE
RADIO—TELEVISION

Artists
Vocalists
Sports Commentators
News Commentators
Disc Jockeys
Announcers — M.C.’s
Orchestra Leaders
Musical Conductors
Organists
Writers
Directors
Producers
Women Commentators
Home Economics Directors

For . . . 1951
### RADIO-TV ARTISTS
— their work during 1951 —

<table>
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<tr>
<th>A</th>
<th>ABBOTT, BUD</th>
<th>B. Oct. 2, 1895, Atlantic City, N. J.; “Colgate Comedy Hour,” NBC-TV; Motion Pictures</th>
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<td>AGEE, RAY</td>
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<td>ALLEN, GRACIE</td>
<td>B. 1906, San Francisco, Calif.; George Burns &amp; Gracie Allen Show, CBS-TV</td>
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<td>ALLEN, KARL</td>
<td>Prairie Stars WOY, New York, N. Y.</td>
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<td>ALLEN, STEVE</td>
<td>Steve Allen Show, Songs For Sale, CBS-TV</td>
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<td>ANDERSON, EDDIE</td>
<td>“ROCHESTER” B. Sept. 18, 1905, Oakland, Calif.; The Jack Benny Show, TV</td>
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<td>ANDREWS, ABBIE &amp; HIS CANADIAN RANCH BOYS</td>
<td>CKTB, St. Catharines, Ont., Canada</td>
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Can You Spare a Little Blood?
Contact the Red Cross.
It May Save a Life!

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823
JAN MURRAY
Radio-TV Guest Appearances
James Melton's Ford Festival
The Kate Smith Evening Hour
The Big Show
Bookings: M.C.A.
Management: JACK BERTELL

MIMI BENZELL
Radio-TV Guest Appearances
Toast Of The Town
Paul Whiteman Revue
The Railroad Hour
And Others
Management: JACK BERTELL

EARL WRIGHTSON
Starring Weekly on:
The At Home Show — ABC-TV
The Paul Whiteman Revue—
ABC-TV
Musicland, U.S.A. — CBS Radio

Personal Management:
Jack Bertell
Don Coplin — Associate
745 5th Ave., N. Y. 22, N. Y.
Radio and Television Artists

APACHE TRAILBLAZERS
Trailblazers
WKRT, Cortland, N. Y.
ARBOGAST, BOB
WMAQ, Chicago, Ill.
ARCHER, GENE
WNBW, Washington, D. C.

ARDEN, EVE
B. Mill Valley, Calif.; Star of "Our Miss Brooks," CBS

ARIZONA, JOHNNIE
Western Star Time
KXOC, Chico, Calif.
ARIZONA TRAIL HANDS
KBRS, Springdale, Ark.
ARLEN, MARGARET
Margaret Arlen Hostess
CBS-TV

ARNAZ, DESI
I Love Lucy
CBS-TV
ARNO, SIG
My Friend Irma
CBS-TV

ARKO, BOBBY
Vazrablond Troubadour
WHB, Virginia, Minn.

ARTHUR, JACK
Ick Arthur Show
NBC

ATCHER, RANDY
T Bar Y
WKAS-TV, Louisville, Ky.

ATKINS, JIM
Saddle Pal Club
WJZ-TV, New York, N. Y.

AUSTIN, DON
WHOW, Clinton, Ill.

AUTRY, GENE
Gene Autry
CBS-TV

AYRES, LEW
Story of Doctor Kildare
(MGM)
MBS

BABY RAY
Rhythm Ranch
WMRC, Greenville, S. C.

BAILEY BROS.
WPTF, Raleigh, N. C.

BAILEY, GENE
"Songs of The Hills"
WWYO, Pinnacle, W. Va.

BAIN, BUDDY
Buddy Bain Show
WCMA, Corinth, Miss.

BAKER, ANCIL
KFSA, Ft. Smith, Ark.

BAKER, ART
You Asked For It
Du Mont

BAKER, BILL
Hillbilly Jamboree
WEBQ, Harrisburg, Ill.

BAKER, DICK
680 Jamboree
WPIN, Clearwater, Fla.

BAKER, JACK
Jack Baker Show
NBC

BANKS, JOHN
Western Requester
KRDJ, Digna, Calif.

BAR B. Q. BILLY
Homefolk's Jamboree
KES, Vancouver, Wash.

BARKER, CHARLIE AND HIS BAND
KALG, Alamogordo, N. M.

BARKER, DWIGHT
"Melody Boys"
WSIC, Statesville, N. C.

BARKES, WAYNE
The Old Corral
KGP, Flagstaff, Ariz.

BARNEY, MARION
Pepper Young's Family
XBC

BARRETT, ART
Tidewater Hoedown
WSAP, Portsmouth, Va.

BARRIE, WENDY
ABC, CBS, NBC

BARRY, JIM
Pacific Serenade
KIEM, Eureka, Calif.

GEORGE BURNS AND GRACIE ALLEN

CBS-TV

Every Other THURSDAY

for

CARNATION EVAPORATED MILK
ARLENE FRANCIS

JAY JOSTYN
"Mr. District Attorney"

BILL CULLEN

WENDY BARRIE

Management: MARTIN GOODMAN
65 West 54th St., N. Y. C.
JU 6-1180
Radio and Television Artists

BARRY, NICK
Hillbilly Show
WCMW, Canton, Ohio

BARRYMORE, LIONEL
Story of Doctor Kildare (MGM)
MBS

BARTLETT, TOMMY
B. Milwaukee, Wis.; "Welcome Travelers," NBC; Hi-Ladies TV, WGN-TV

BARTON, CLARA MAE
WHOW, Clinton, Ill.

BARTON, JOHN
WHOW, Clinton, Ill.

BARTY, BILLY
B. Pa.; James Melton Show, NBC-TV—Ken Murray Show; Steve Allen Show; Fred Waring Show; Frank Sinatra Show; CBS-TV; Your Pet Parade (26 weeks), ABC-TV; Milton Berle Show, NBC-TV

BECK, JACKSON
B. July 23, 1912, New York, N. Y.; Space Cadet, ABC, ABC-TV; Mark Trail, ABC; F.B.I. In Peace And War, CBS; Gabby Hayes, MBS; Barrie Craig, NBC; Paramount Newsreel

BECKER, MONA
Kids And Company Du Mont

BECKER, SANDY
Young Dr. Malone CBS

BECKETT, RON & DOUB
"Ranger's Cabin" CKNW, New Westminster, B. C., Canada

BEERS, BETTY
"Mayo Hattie" WEA, Greer, S. C.

BELL, RALPH
Man Against Crime CBS-TV

BELLAMY, VIC
WLW, WLW-T, Cincinnati, O.

BELTRAMI ROUNDUP
KBUN, Bemidji, Minn.

BENADARET, BEA
Meet Millie, CBS

BENDIX, WILLIAM
The Life of Riley NBC

BENNETT, "RING"
Hymanite
WLDS, Asheville, N. C.

BENNY, JACK
B. Feb. 14, 1894, Waukegan, Ill.; The Jack Benny Television Show, CBS-TV; Jack Benny Show, CBS-KNX

BENZELL, MIMI
B. April 6, 1924, Bridgeport, Conn.; Pet Milk Summer Revue, NBC; Guest "Railroad Hour," NBC; Guest "Toast Of The Town," CBS-TV; Guest "Paul Whiteman Revue," ABC-TV; Guest "Cavalcade Of Stars," DuMont; Guest "Songs For Sale," CBS-TV

BERCH, JACK
Jack Berch Show NBC

BERG, GERTRUDE
The Goldbergs, NBC-TV

BERGER, CURLEY
Cliff, Curley & Gene—Saturday Farm Gang
KHQ, Spokane, Wash.

BERLE, MILTON
Texaco Star Theatre, NBC-TV

BERLIN, IRVING
Irving Berlin's Salute to America, NBC-TV
Outstanding Artists NEED Outstanding Pictures

JULES ALEXANDER

45 WEST 45th St.
Phone - LU-2-0899
Radio and Television Artists

BENQUIST, WHITEY
Musicana
NBC

BERRY, DALE
Dale And The Blues
KTER, Terreil, Texas

BICHON, ED
Duffy's Tavern
NBC

BILL, CHUCK
Breakfast Frolic
WJJD, Chicago, III.

BILLINGSLEY, SHERMAN
Stork Club
CBS-TV

BISHOP, BOB
Golden Eagle Time
KAFP, Petaluma, Calif.

BLAKE, RANDY
Supporttime Frolic
WJJD, Chicago, Ill.

BLOCK, HAL
What's My Line
CBS-TV

BLUE GRASS ERVIN
Jamboree
KGMB, Honolulu, Hawaii

BLUE RIDGE RAMBLERS
WUSN, Charleston, S. C.

BLUE RIDGE RAMBLERS
WKRC, N. Wilkesboro, N. C.

BLUE SKY TRIO
Noontime Jamboree
WVMC, Mt. Carmel, Ill.

BOB AND RAY
The Bob and Ray Show
NBC-NBC-TV

BOBRQUIT, WHITEY
Musicana
NBC

Boggs, LUCY & RAND
Gospel Tones Quartet
WNXT, Portsmouth, Ohio

BOLDT, VIC
Polka Time
KVOC, Victoria, Texas

BORGE, VICTOR
The Victor Borge Show
NBC-TV

BOULETTE, WILLIAM
Kove Ranch Time
KOVE, Lander, Wyo.

BOULTON, MILO
Shoppers' Corner
WARD, New York, N. Y.

BOWES BROS.
The Bowes Bros.
WDVA, Danville, Va.

BOWMAN, JERRY
Hi Neighbor
WERE, Cleveland, Ohio

BOWMAN, LEE
Adventures Of Ellery Queen
Du Mont

BOYD, BILL
Bill Boyd Show
WRR, Dallas, Texas

BOYD, JIM
Parade of Western Hits
WFMA, Dallas, Texas

BOYD, LLOYD
The Singing Ranger
CRL, Truro, Nova Scotia, Canada

BOYD, WILLIAM
"HOPPY"
B. June 15, 1898, Cambridge,
Ohio; "Hopalong Cassidy," CBS

BOYS—H DOUBLE
Western Roundup
KEEN, San Jose, Calif.

BRAGG, NELSON
Hayloft Jamboree
WCOP, Boston, Mass.

BRAHAM, HORACE
Radio, TV, Stage, Screen

BRAD, OSCAR
Folksong Festival
WNYC, New York, N. Y.

BRASFIELD, ROD
Grand Ole Opry
NBC

BRAY, CURLY
Buddies Of Airlanes
WHBF, WHBF-TV, Rock
Island, Ill.

BRENNER, LARRY
Crazy Cowboy
KTBI, Tacoma, Wash.

BRENNAN, WALTER
You Can't Take It With You
NBC

BRESSLER, SAM
TV Ranch
WSPD-TV, Toledo, Ohio

BRICKHOUSE, JACK
Saturday Night At The Garden, Du Mont

BRIGGS, BILLY
Xit Boys
KGNC, Amarillo, Texas

---

EVE ARDEN

"OUR MISS BROOKS"

CBS

---
BUD ABBOTT and LOU COSTELLO

Exclusive Management
EDWARD SHERMAN

Jack Carson

Management
Frank Stempel
Hollywood, Calif.
Radio and Television Artists

BRIGGS, SALLY
Sally Briggs Show
KWTO, Springfield, Mo.

BRIMMER, J. ALLEN
RFD 790 Jamboree
WLBE, Lee’sburg, Fla.

BRINKLEY, J. B.
“Barn Dance”
WBAP-TV, Fort Worth, Texas

BRITTON, CAPT. RILL
“The Old Ship of Zion”
WPCF, Panama City, Fla.

BRONSON, MARILYN
“The Marilyn Bronson Show”
KTBC, Rustin, Texas

BROOKER, JIM
“Cactus Jim’s Talent Ranch”
WTVJ, Miami, Fla.

BROOKS, TOM “CACTUS” T.
Barn Dance Time
WAFB, Baton Rouge, La.

BROWN, CHUCK
Barn Dance Time
WSWN, Belle Glade, Fla.

BROWN, DOUGLAS
KNEL, Brady, Texas

BROWN, HURDIE
Ozzie & Harriet
WD&A, Columbus, Ga.

BROWN, VIRGE
Cornbread Matinee

BROWN, WALLY
Ford Festival

BROWNE, RUSSELL A.
“Mountain Music”
WRNY, Rochester, N. Y.

BRYAN, ARTHUR Q.

BRYAN, CHICK
“Saturday Farm Gang”

BRYAN, HARRY
Lone Cowboy

BURQUIERE, BILLY
Billy Burquiere Trio

BURLHARDT, KEN
Billiei Bill Burquiere Trio

BURKHARDT, KEN
Hillbilly Hit Parade

BURNS, GENE
KNEL, Brady, Texas

BURNS, GEORGE
B. January 10, 1896, New York, N. Y.; George Burns & Gracie Allen Show, CBS-TV

BURROUGHS, CHARLES
The Burroughs Sing
WPDR, Parkersburg, W. Va.

BURROWS, RUD
End Burrows Show
KGA, Spokane, Wash.

BUTLER, DAVY
Time For Beany

BUTLER, FRANK
Mr. Chameleon

BRYCE, PAUL
Paul Bryce Show
WCKB, Dunn, N. C.

CAESAR, SID
Your Show of Shows, NBC-TV

CAFFREY, JULANN
Woman’s Club

CALDWEIL, JIM
Record Roundup
KWED, Seguin, Texas

BOB CROSBY
“Club 15” Show

CBS Network

Capitol Records
ARTHUR GODFREY

PAUL WINCHELL
AND
JERRY MAHONEY

MANAGEMENT—COUNSEL
GOLDFARB, MIRENBERG & VALLON
RKO BLDG. — N. Y. C.

PUBLICITY
MARVIN KOHN

BOOKINGS
WILLIAM MORRIS AGENCY
CALVERT, CHARLES
Broadway’s My Beat
CBS

CAMARGO, RALPH
Gang Busters, CBS; FBI In Peace And War, CBS; My True Story, Modern Romances, ABC; Pepper Young, Hollywood Love Story, NBC; Treasury Agent, NBC-TV; The Web, CBS-TV; Suspense, CBS-TV

CAMPBELL, ALEX
Campbell’s Corner
WASA, Havre De Grace, Md.

CAMPBELL, ARCHIE
Country Playhouse
WROK, Knoxville, Tenn.

CAMPBELL, CLAYDE
Bobby Benson Show
MBS

CAMPBELL, PATSY
Second Mrs. Burton
CBS

CANOVA, JUDY
(See Vocal Artists)

CANTOR, CHARLIE
Duffy’s Tavern
NBC

CANTOR, EDDIE
B. January 31, 1892, New York, N. Y.; Colgate Comedy Hour, All Star Revue, NBC-TV; Philip Morris Radio Show, The Eddie Cantor Show, The Big Show, NBC

CAPLINGER, WARREN
Trading Post
WKNA, Charleston, W. Va.

CARD, NORMAN R.
Rhythm Ranch
WLAM, Lewiston, Maine

CARR, CLIFF
Cliff, Curley & Gene—Saturday Farm Gang
KHQ, Spokane, Wash.

CARLISLE, BILL
Tennessee Barn Dance
WNOX, Knoxville, Tenn.

CARLON, FRAN
Big Town
NBC

CARMEN, ART
The Henry Morgan Show
NBC-TV

CARROLL, FRANCINE
Small Fry Club
Du Mont

CARMEN, JIMMY
Most Important People
Du Mont

CARROLL, RITA
Most Important People
Du Mont

CARTER, JACK
B. October 21, 1910, Carman, Manitoba, Canada; “All Star Revue,” NBC-TV; Colgate Comedy Hour, NBC-TV

CASSEL, ARTHUR
B. April 18, 1941, New York; Kraft; One Man’s Family; James Melton Show; Eddie Cantor Show; NBC-TV. Casey, Crime Photographer; Studio One; CBS-TV

CASSEL, SID
Robert Montgomery Presents; Cameo Theater; NBC-TV. Danger; Man Against Crime; Studio One; CBS-TV. Pulitzer Prize Playhouse; ABC-TV

C-BAR-D SWINGBILLIES
WAGE, Syracuse, N. Y.

CESANA, RENZO
The Continental
CBS-TV

CHALMERS, THOMAS
Pepper Young’s Family
NBC

CHILDRESS, ALVIN
Amos ‘N Andy
CBS

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SYDNEY SMITH
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COMMENTATOR
ACTRESS
Represented by Lester Shurr
CHRISTY, KEN
The Great Gildersleeve
NBC
Meet Corliss Archer
CBS-TV

CIRCLE BAR BOYS
WBAT Jamboree
WBAT, Marion, Ind.

CIRCLE JOY RANCH BOYS
CJOY, Guelph, Ont., Canada

CIVILS, HERMAN B.
"Carolina Jamboree"
WFTC, Kinston, N. C.

CLARK, LON
Nick Carter Show
MBW

CLARK, WILLIAM
"Denver Bill Show"
WFMB, Youngstown, Ohio

CLAUSE, ALLAN
TROUBADORS
WJNC, Jacksonville, N. C.

CLAY, PATSY
Radio Rodeo
WOAI, San Antonio, Texas

CLEM, THE COUNTRY BOY
Cabin In The Corn
WARA, Attleboro, Mass.

CLEMENTS, ZEKE
Lonesome Pine Fiddlers
WHIS, Bluefield, W. Va.

CLYDE & PAL
Clyde & Pal Show
KGA, Spokane, Wash.

COOK, BOB
WPTW, Piqua, Ohio

COOK, CHARLIE
Country Boy
WSSB, Durham, N. C.

COOK, DICK
Southern Tier Jamboree
WLEA, Hornell, N. Y.

COOK, JACK
"Colgate Comedy Hour"
NBC-TV; Motion Pictures

COOK, JOE
Harmony Hayride
WGGE, Coffeyville, Kans.

COOK, LOIS
Harmony Hayride
WGGE, Coffeyville, Kans.

COOK, PAT
The Pat Cook Show
KSTL, St. Louis, Mo.

COOLEY, SPADE
B. Grand, Oklahoma; Spade
Cooley TV Show, KTLA, Paramount; Decca Records; Santa
Monica Ballroom; Motion Pictures; Standard Transcriptions

COONS, JOHNNY
Panhandle Pete & Jennifer
NBC-TV

COOPER, STONEY
Jamboree Matinee
WWWA, Wheeling, W. Va.

CORBET, LOIS
Meet Carols Archer
CBS-TV

CORTEZ, CARLOS
Western Tune Time
KBCA, Auburn, Calif.

COSTELLO, LOU
B. March 6, 1906, Paterson,
N. J.; "Colgate Comedy Hour;"
NBC-TV; Motion Pictures

MARY
MARGARET
McBRIDE

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WGN-CHICAGO

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Beverly Hills Office:
Director of Radio and Television:
Milton Weiss
226 North Canon Drive
Crestview 5-4581

JACKIE KELK
Radio and Television Artists

COTHE, BONNIE SUE
Saddle Pals
KCHI, Chillicothe, Mo.

COTSWORTH, STAATS

COUGHLIN, FRANCIS
Down You Go
DuMont

COUNTRY BOY
WGBA, Columbus, Ga.

COUNTRY NEIGHBORS
WIMA, Lima, Ohio

COURTLEIGH, ROBERT
Miss Susan
SBC-TV
"COUSIN CLARE"
Cowboy Capers
WNER Live Oak, Fla.

COSIN LEE
Western CL Ranch Roundup
WCOJ, Coatesville, Pa.

COSIN WILBUR & BLONDIE BROOKS
KWFT, Wichita Falls, Texas

COSIN ZEKE
Virginia Valley Boys
WMYV, Marion Va.

COVERT, TED
Round Up Time
WATH, Athens Ohio

COWBOY IRBY
Soap 'n' the Saddle
KELE, Electra, Texas

Cox, JIMMY
Jimmy Cox Show
KCSJ, Pueblo Colo.

Cox, RICHARD
Harvest Time
WSAZ, Huntington, W. Va.
Tri-State Jamboree
WSAZ-TV, Huntington, W. Va.

COY, CINDY
Cindy Coy Show
WPDX, Clarksburg, W. Va.

CRACKER, JIM
Cracker Jim
WMIE, Miami, Fla.

CRAIGHILL, MAC
Camp Altruria Hoedown
WCHV, Charlottesville, Va.

CRANE, GENE
The M & M Candy Carnival
CBS-TV

CRAVEN, JOHN
The Egg And I
CBS TV

CRAVER, CAMPBELL
Hillbilly Hit Parade
WMON, Montgomery, W. Va.

CRAWFORD, BOB
Bob Crawford Show
WBAP, Fort Worth, Texas

CROCKER, CHARLES
KPHI, Ranch Boys
KPHI, Wichita, Kans.

CRONE, WILD BILL
CKOY Party Line
CKOY, Ottawa, Ont., Canada

CROSBY, BOB
August 23, 1913, Spokane, Wash.; Star of Club 15, CBS

CROSBY, FOY
Dixie Jamboree
WPDL, Jacksonville, Fla.

CROSS, ELWIN
Elwin Cross
KYNO, Fresno Calif.

---

WILLIAM KEENE
RADIO—TV
Slide Films
Columbia Recording Artist

LEXINGTON 2-1100
Radio and Television Artists

CROSS, GEORGE
Sagebrush Melodies
WXML, Royal Oak, Mich.

CULLEN, BILL
It Happens Every Day
CBS

CULLERS, TEX
Round-Up Time
WATA, Boone, N. C.

CUMBERLAND MOUNTAIN BOYS
WWNC, Asheville, N. C.

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

CUZZIN LEM
Cuzzin Lem Show
WQXI, Atlanta Ga.

D

Daly, John
What's My Line
CBS-TV

Dantine, Helmut
Shadow Of The Cloak
Du Mont

Dagmar
Broadway Open House
NBC-TV

Dahlvig, Joe
WLDY, Barn Dance
WLDY, Ladysmith, Wis.

Dahms, Wally
Dude Ranch Party
KLER, Rochester, Minn.

Damon, Les
The Falcon
NBC

Dandridge, Ruby
Bequiaah
CBS

Danes, Tex
Lazy H Ranch
WAAAM Baltimore Md.

Darden, Marybelle
Marybelles' Chickens
WPTA, Norfolk, Va.

Darney, Toni
Just Plain Bill
NBC

Davis, Gwen
Let's Pretend
CBS

Davis, Bette
Woman Of The Year (MGM)
MBS

Davis, Bill
Sheriff Davis
WLW, Norfolk, Va.

Davis, O. L.
Band Leader
WNGO, Mayfield, Ky.

Dawn, Hazel
Fairmeadows USA
NBC-TV

Dawson, Curley
Ozark, Playboys
KCON, Conway, Ark.

Day, Jack
The Jack Day Show
WNAR, Norristown, Pa.

Deer Valley Boys
WLPO, La Salle, Ill.

Denkema, Eddie
Cootin Ed Show
WGID, Grand Rapids, Mich.

Devine, Andy
Wild Bill Hickok
MBS

De Vol, Frank
(See Orchestra Leaders)

DeWitt, Dave
Denver Dude's 3 Hour Morn-
ing Commotion
WWXL, Peoria, Ill.

Diamond Brothers
WFEG, Altoona, Pa.

Diamond Brothers
WRTA, Altoona, Pa.

Dillon, Gene
Western Hayride
WCMW, Canton, Ohio

Dixie Harmonaires
Dixie Harmonaires
WTNS, Coshocton, Ohio

Dixie Playboys
WUSN, Charleston, S. C.

Dixie Revelers
Hillbilly Jamboree
WVII, Biloxi, Miss.

Dixieland Playboys
WBBB, Burlington, N. C.

Dixon, Bob
B. April 8, 1911, Stamford,
Conn.; Sheriff Bob Dixon Show,
Du Mont TV; Perry Mason, CBS;

--- --

Charles Irving
Le. 2-1100

Hollis Irving
Le. 2-1100
BRYNA RAEBURN

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Edward R. Murrow, CBS; Life Can Be Beautiful, NBC; Double C Canteen, WABD

DIXON, ROY
Top of the Trail
KTRM, Beaumont Texas

DONLEVY, BRIAN
Dangerous Assignment
NBC

DORNHUBER, HENRY
Farmers Roundup
WCVA, Culpeper, Va.

DOUGLAS, SCOTT
Sam Spade, CBS; Black Hood, MBS; The Batman, MBS; Young Dr. Malone, CBS; Hallmark Playhouse, CBS; Stars Over Hollywood, CBS; Aunt Mary, NBC

DOWDY, TONY
WRUF, Gainesville, Fla.

DOWN, HOMERS
WTIC, Hartford, Conn.

DOWNEY, MORTON
10th Year for Coca-Cola

DOYLE, LEN
Mr. District Attorney
NBC

DRAKE, BETSY
Mr. & Mrs. Blanding
NBC

DRAKE, BILL
Dude Ranch
KEEN, San Jose Calif.

DRAKE, JIMMY
WWGS, Tifton, Ga.

DRAGER, MARGARET
Brighter Day
CBS

DUNCAN, COYAL
Dusty Duncan
RXOL, Stockton, Calif.

DUNCAN, TOMMY
Tommy Duncan Show
RTRB, Modesto, Calif.

DUDE PELLOWS
Follows Brothers
KMMO, Marshall, Mo.

DUDES, DIXIE
The Dixie Dudes
WTPE, Raleigh, N. C.

DUKANE, AL
Rodehouse Bucaroos
WICY, Malone, N. Y.

DUKE, TOMMY
Country Store
WULA, Eufaula, Ala.

DUMONT, MARGARET
My Friend Irma
CBS-TV

DUNCAN, DORPEY
Crossroads Store
WRAP, Allentown, Pa.

THE DUNIGANS
WJTN, Jamestown, N. Y.

DUNNE, STEVE
Adventures of Sam Spade
CBS

DURANTE, JIMMY
Feb. 10, 1893, New York, N. Y.; All Star Revue, NBC-TV; Motion Pictures; Radio; Records—Jimmy Duranté Music Publ. Co., Inc.

DUSTY RIVERS & THE WAGONMASTERS
KJBL, Minot, N. Dak.

DUTCH, HARVEY
Quiz Kids
CBS-TV

EADIE, BOB
Bob Eadie Show
CKSF, Cornwall, Ont., Canada

EAGER, CLAY
WLOK, Lima, Ohio

EAINES, JIM
WBTM, Danville, Va.

EDWARDS, DOUGLAS
CBS News With Douglas Edwards
CBS-TV

EDWARDS, SAM
Meet Corliss Archer
CBS

EGGLESTON, SHIRLEY
Dec. 14, Cleveland, Ohio; One Man's Family, NBC-TV; Tales Of Tomorrow, ABC-TV; Cosmopolitan Theater, Dumont; Regue's Gallery, ABC; My True Story, ABC; Modern Romances, ABC; Newsstand Theater, ABC; Cathedral Films Of Hollywood

EICHER, SHORTY
Silver Creek Rambler
WARD, Johnstown, Pa.

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"Leave It To The Girls" NBC-TV
"Say It With Acting" ABC-TV
"What's Playing?" ABC-TV

JEAN HERSHOLT
“Dr. Christian”
15th Year
C. B. S.
Radio and Television Artists

EISENBERGER, JOHN
Old Saldebags
WBEN, Buffalo, N. Y.
EISNER, BOBBY
Meet Corliss Archer
CBS-TV
ELISWORTH, BUDDY
Country Round-up
WSTC, Stamford, Conn.
ELLIS, BOBBY
WBEN, Buffalo, N. Y.
ELLIS, ANN
Stella Dallas
NBC
ELSTNER, ANN
Stella Dallas
NBC
EMBREE, DOC & ESTHER
Doc & Esther
KMA, Shenandoah, Iowa
EMERSON, FAYE
Faye Emerson's Wonderful Town
CBS-TV
EMERSON, LOU
Radio Rodeo
WOAI, San Antonio, Texas
EMERY, BOBBY
 beidebags
WSTC, Stamford, Conn.
EMORY, RALPH
Ralph's Rhythm Ranch
WLAV, Grand Rapids, Mich.
EMERY, BOBBY
Meet Corliss Archer
CBS-TV
ERICKSON, JOHN
Hayloft Jamboree

FADIMAN, CLIFTON
This Is Show Business
CBS-TV
FAGERDAHL, NORM
Saturday Night Jubilee
CFKI, Fort Frances, Ontario, Canada
FAGUE, RICHARD
THAY, Jamboree
FALKENBERG, DOUGLAS, JR.
The Silent Man
NUN
FARRELL, DICK
Western Revue
WRQP, Binghamton, N. Y.
FAZZIN, ART
The Silver Man
Fun City
FILIPENKOV, MILOS
Amsterdam
WNBT
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DECCA RECORDS

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EDDIE "ROCHESTER" ANDERSON

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Radio and Television Artists

FISKE, FREDD
Skeeter Hawkins
WWDC, Washington, D. C.

FITZGERALD, ED & PEGEEN
The Fitzgeralds, ABC, ABC-TV

FLEETWOOD, BLACKIE
The Southland Playboys
WGOV, Valdosta, Ga.

FLOYD, COUSIN
Cousin Floyd
WTBO, Cumberland, Md.

FLYNN, ERROL
Modern Adventures of Casanova (MGM)
MBS

FORD, EDSON
Uncle Red
WRIB, Providence, R. I.

FORD, HENRY
Dixie Jamboree
WPDQ, Jacksonville, Fla.

FOREMAN, SPEED
Buddies of Airplanes
WHBF, WHBF-TV, Rock Island, Ill.

FORSTER, LEE
The Lee Forster Show
WHLD, Niagara Falls, N. Y.

FOURNIER, LARRY
Ranch Hands
WEAV, Plattsburg, N. Y.

FOX, CURLY
KPRC-TV, Houston, Texas

FRADETTE, PAUL
Club Rendez-Vous
CKBL, Matane, Que., Canada

FRANCE, BOB
Hayloft Jamboree
WHUC, Hudson, N. Y.

FRANCIS, ARLENE
It Happens Every Day
CBS

FRANKLIN, DELMAS
Morning Jamboree
WLAQ, Rome, Ga.

FRAUENFELD, AUGUST
Rhythm On The Range
CKPR, Fort William, Ont., Canada

FRAWLEY, WILLIAM
I Love Lucy
CBS-TV

FREEBERG, STAN
Time For Beany
CBS

FREEMAN, CLAUDE
Jamb & Jive
WMRC, Greenville, S. C.

FREEMAN, FLORENCE
Young Widder Brown
NBC

Frost, Neil 'O
Hillbilly Jamboree
WAUD, Auburn, Ala.

Frye, J. ALLEN
Rhythm Roundup
KBRI, Alice, Texas

FULKS, ART
Echo Valley Boys
WTVN, Columbus, Ohio

FULLER, LORENZO
Man About Music
WABD, New York, N. Y.

GAINES, EALT
WIEL, Elizabethon, Ky.

GAINES, ROLAND
KMOX, St. Louis, Mo.

GALLAGHER, JOHNNY
WHJE, Hick Point, N. C.

GALYON, COTTON
Jukebox Parade
WSFC, Somerset, Ky.

GARDNER, ED
Duffy's Tavern

GARDNER, RUSSELL
Record Review
WPDX, Clarksburg, W. Va.

GARGAN, WILLIAM
Starring As Barrie Craig; Confidential Investigator, NBC; Martin Kane, Private Eye, NBC-TV

GARROWAY, DAVE
Dial Dave Garroway

GARVEN, HAL & ERNIE
Murphy Barn Dances

GATES, RUTH

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American Broadcasting Co.
GATESON, MARJORIE
One Man's Family
NBC-TV

GERRARD, HENRY
The Aldrich Family
NBC-TV

GIBBS FAMILY
Roundup Time
WJER, Dover, Ohio

GIBSON, BILLY
Here's Archie
WRC, Washington, D. C.

GILLETTE, HELEN
The Plainclothes Man
Du Mont

GILMAN, TONI
Down You Go
Du Mont

GILMORE, BRUCE
Early Farm Edition
WHSY, Hattiesburg, Miss.

GLEASON, JACKIE
B. Feb. 26, 1916, Brooklyn, N. Y.; Colgate, NBC-TV; Frigidaire, NBC-TV; Four Star Theater, NBC-TV; Cavalcade of Stars, DuMont; Frank Sinatra Show, CBS-TV

GLEASON, JACOB
Bob Haag
Current Radio Contracts:
ROSEMARY
HILLTOP HOUSE
BOBBY BENSON

GNYG, JOHN
You Are An Artist
NBC-TV

GODFREY, ARTHUR
Arthur Godfrey Morning Show
Arthur Godfrey And His Friends Arthur Godfrey's Talent Scouts
CBS-TV

GOLIGHTLY, W. G., JR.
Cousin Bud's Hillbilly Hit Parade
WSFA, Spartansburg, S. C.

GOODER, HIS KENTUCKIANS
WLYN, Olney, Ill.

GOODWIN, BILL
The Bill Goodwin Show
NBC-TV

GORDAN, ANITA
Ken Murray Show
CBS-TV

GORDON, CURTIS, AND HIS HILLBILLY PALS
Dixieland Barn Dance
WKTY, Thomasville, Ga.

GORDON, GLORIA
My Friend Irma
CBS-TV

GOSPEL MELODY QUARTET
WCOA, Pensacola, Fla.

GUTHARD, DAVID
Romance of Helen Trent
This Is Nora Drake
CBS

GRAHAM, CACTUS
Western Round-Up
KRIX, Visalia, Calif.

GRAHAM, JOHN & SUE
Sue's Record Show
WIOD, Clarksvillle, W. Va.

GRAHAM, PAUL
North Shore Merry-Makers
CKXN, Campellton, N. B., Can.

GRAHAM, SHEILA
Sheilah Graham's Show
NBC-TV

GRANATIELI, VINCENET
Quiz Kids
CBS-TV

GRANT, CARY
Mr. & Mrs. Blanding NBC

GRASSY CREEK QUARTET
Saturday Bandwagon
WATA, Boone, N. C.

GRAVELIN, NOBLE
Hillbilly Hit Parade
WBBC, Flint, Mich.

GRAY, BARRY
B. July 2, 1916, Atlantic City, N. J.; Author Meets The Critics, NBC-TV; Winner Take All, CBS-TV; Barry Gray Show, WMCA; Danny Thomas Show, NBC-TV

HELEN HALL
WOR's BARBARA WELLES
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Television — Mon.-Fri. — 2:45-3:00 p.m.
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Michael Fitzmaurice

SAMMY KAYE SHOW—CBS-TV

WHISPERING STREETS—ABC

LIVE LIKE A MILLIONAIRE—NBC-AM
and CBS-TV

ALL STAR REVUE—NBC-TV

FLYING TIGERS—DuMONT

VINTON HAYWORTH

SU 7-5400
<table>
<thead>
<tr>
<th>Name</th>
<th>Role(s)</th>
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<tbody>
<tr>
<td>HANKINS, ESCO</td>
<td>WCLP, Lexington, Ky.</td>
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<tr>
<td>HAPPY VALLEY GANG</td>
<td>Happy Valley</td>
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<tr>
<td>HARDING, CHUCK &amp; COLORADO COWHANDS</td>
<td>KBOA, Kennett, Mo.</td>
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<tr>
<td>HARLAN &amp; HIS HILLBILLY RANGERS</td>
<td>Hillbilly Rangers WEPN, Martinsburg, W. Va.</td>
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<tr>
<td>HARLESS, LES</td>
<td>KSAN, San Francisco, Calif.</td>
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<tr>
<td>HARPER, MEG</td>
<td>Love Of Life CBS-TV</td>
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<tr>
<td>HARRILL, NELSON</td>
<td>Good Neighbor Time WGWKR, Asheboro, N. C.</td>
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<tr>
<td>HARRIS, HOMER</td>
<td>WLAP, Lexington, Ky.</td>
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<tr>
<td>HARRIS, PHIL</td>
<td>The Phil Harris-Alice Fay Show NBC</td>
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<tr>
<td>HASTINGS, BOB</td>
<td>Adventures of Archie Andrews NBC</td>
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<tr>
<td>HASTINGS, DON</td>
<td>Captain Video Du Mont</td>
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<tr>
<td>HAWK, BUDDY</td>
<td>Trailways Troubador W2FA, Montgomery, Ala.</td>
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<tr>
<td>HAWKINS, EZRA</td>
<td>Bar Nothin' Ranch KMA, Shenandoah, Iowa</td>
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<tr>
<td>HAYES, GABBY</td>
<td>The Gabby Hayes Show NBC-TV, MBS</td>
</tr>
<tr>
<td>HAYES, PETER LIND</td>
<td>Star Of The Family CBS-TV</td>
</tr>
<tr>
<td>HAYWORTH, VINTON J.</td>
<td>June 4th, Washington, D. C.; Philco Playhouse, NBC-TV; Big Story, ABC-TV; Treasury Men, ABC-TV; First Hundred Years, CBS-TV; Life Can Be Beautiful, NBC; The Big Show, NBC</td>
</tr>
<tr>
<td>HAZLITT, HENRY</td>
<td>Chronoscope CBS-TV</td>
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<tr>
<td>HEALAN, A. O.</td>
<td>WRFC, Athens, Ga.</td>
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<tr>
<td>HEALY, MARY</td>
<td>Star Of The Family CBS-TV</td>
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<tr>
<td>HELTON, ROB</td>
<td>Bob Helton Show WMGY, Montgomery, Ala.</td>
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<tr>
<td>HELTON, MARY</td>
<td>Mary Helton Show WMGY, Montgomery, Ala.</td>
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<tr>
<td>HENDERSON, HARRY</td>
<td>Handly Henderson Show WRWF, Eau Claire, Wis.</td>
</tr>
<tr>
<td>HENDRIX, BILL</td>
<td>Bill Hendrix Show WCOA, Penscilla, Fla.</td>
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<tr>
<td>HENLEY, LEWIS</td>
<td>Cherokee Jack Show KMO, Tacoma, Wash.</td>
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<tr>
<td>HERBERT, DON</td>
<td>Mr. Wizard NBC-TV</td>
</tr>
<tr>
<td>HERSHOLT, JEAN</td>
<td>B. July 12, 1886, Copenhagen, Denmark; Dr. Christian (15th Year), CBS</td>
</tr>
<tr>
<td>HEWITT, KENNETH</td>
<td>Early Risers WOPI, Bristol, Tenn.</td>
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<tr>
<td>HICKMAN, HERMAN</td>
<td>Celebrity Time CBS-TV</td>
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<tr>
<td>HICKS, JOHN</td>
<td>KRLD-TV, Dallas, Texas</td>
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<tr>
<td>HICKS, JOHNNY</td>
<td>KRLD, Dallas, Texas</td>
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<tr>
<td>HOLGRY, HIRAM</td>
<td>KFRM, Kansas City, Mo.</td>
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<tr>
<td>HODGE, AL</td>
<td>Captain Video Du Mont</td>
</tr>
<tr>
<td>STAATS COTSWORTH</td>
<td>Title Role in &quot;Nick Carter&quot; MBS</td>
</tr>
</tbody>
</table>

**Title Role in "Nick Carter" MBS**

"The Comic Weekly Man" ET Announcer for Krinkle — "Tarzan" CBS

Writer — Producer — Narrator of Children Albums

Actor — Announcer — Narrator

MU. 8-6600

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**LON CLARK**

Title Role in "Nick Carter" MBS

"The Comic Weekly Man" ET Announcer for Krinkle — "Tarzan" CBS

Writer — Producer — Narrator of Children Albums

Actor — Announcer — Narrator

MU. 8-6600
HODGES, ROBBY
Stoughton Presents
WKOW, Madison, Wis.

HOFFMAN, BERN
Flying Tigers
Du Mont

HOLDEN, FAY
The Hardy Family (MGM)
MBS

HOLDER, NELSON
WRXO, Roxboro, N. C.

HOLT, JENNIFER
Panhandle Pete & Jennifer
NBC-TV

HOPE, BOB
B. London, England; The Bob Hope Show, Sponsored By Chesterfield, NBC; Bob Hope Show, Colgate Comedy Hour, NBC-TV; Motion Pictures For Paramount

HOPPER, HEDDA
The Hedda Hopper Show
NBC

HOUCHINS, KEN
Cowboy Ken
WOC, WOC-TV, Davenport, Iowa

HOULE, MARCEL
On Veille A Matane
CKBL, Matane, Que., Canada

HOUSE, BROS.
KTUR, Turlock, Calif.

HOUXTON, JUDY AND JOYCE
Judy and Joyce
KCHI, Chillicothe, Mo.

HOWARD, CAMMIE
CROY Party Line
CROY, Ottawa, Ont., Canada

HOWARD, PAUL
WBGR, Jesup, Ga.

HOWELL, WILLARD
Butternut Jamboree
WZOB, Fort Payne, Ala.

HIDDELESTON, EV
The Ev Huddleston Show
WWCA, Gary, Ind.

HUDLOW, BILL
KGPF, Shawnee, Okla.

HUGGINS, HARLEY
KGST, Fresno, Calif.

HUFF, ARNIE
Country Cousin
WSAV, Savannah, Ga.

HUGHES, BILL
Just Plain Bill
NBC

HULL, WARREN
Public Prosecutor
WABD, New York, N. Y.

HUNTER, EVE
The Eve Hunter Show
NBC-TV

HUNTYLEY, CURLEY
Curley's Dinnerbell
WKLF, Clanton, Ala.

IRVING, CHARLES
(See Producers Section)

IRVING, HOLLIS
Somerset Maugham Theater, NBC-TV; Robert Montgomery Presents, NBC-TV; Ellery Queen, ABC-TV; Suspense, CBS-TV; Love Of Life, CBS-TV

IVEY, GLEN
Songs By Ivey
KVOP, Plainview, Texas

JACKSON, EDDIE
All Star Revue
NBC-TV

JAMES, DENNIS
Okay Mother Wrestling With Dennis James DuMont

JAMESON, HOUSE
The Aldrich Family
NBC-TV

JANNACK, FRED
Fred Jannack Sings And Plays His Guitar
CFJR, Brockville, Ont., Can.

JOHNSON, CHIC
All Star Revue
NBC-TV

JOHNSON, LAMONT
Operation Underground
CBS

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RALPH CAMARGO
RADIO — TV
ACTOR — ANNOUNCER
NARRATOR
RADIO REGISTRY

848
### Radio and Television Artists

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<th>JOHNSON, MAGGIE</th>
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<td>Shopping At A. &amp; S.</td>
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**AFRA**

**TVA**

**SAG**

**EQUITY**

**PL. 7-0700**

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849
KENNY, NICK  
The Nick Kenny Show  
NBC-TV

KERR, TOMMIE  
Songs You Know  
WTCO, Campbellsville, Ky.

KEYSTONE TROUBADOURS  
WLBR, Lebanon, Pa.

KIERNAN, WALTER  
B, January 24, 1902, New Haven, Conn.; One Man's Opinion, ABC; Kiernan’s Corner, ABC; Family Circle, ABC; What’s The Story?, DuMont TV; Who Said That?, NBC-TV

KILGALLEN, DOROTHY  
What’s My Line  
CBS-TV

KING, CARL  
B, July 30, 1921, St. Louis, Mo.; Your Show Of Shows, NBC-TV; King’s Crossroads, ABC-TV; Captain Video, DuMont-TV

KING, PEE WEE & BAND  
Cheer Up Jamboree  
WAVE, Louisville, Ky.  
Pee Wee King Show  
WAVE-TV, Louisville, Ky.

KING, RAY  
Ray & Lyle  
WBYS, Canton, Ill.

KINGERY, PAT  
The Special  
WKAY, Glasgow, Ky.

KINGSBURY, GEORGIA MAE  
Georgia Mae  
WLAW, Boston & Lawrence, Mass.

KIRBY, FRED  
Hillybilly Star Time  
WBTI, Charlotte, N. C.  
Junior Rancho  
WBTV, Charlotte, N. C.

KIRKLAND, PAT  
The Egg And I  
CBS-TV

KNAPP, HENRY  
The Knapp Family  
WFUR, Grand Rapids, Mich.

KNELL, JACK  
Frontier Tales  
WBTV, Charlotte, N. C.

KNOTTS, DON  
Bobby Benson Show  
MBS

KOHL, ARTHUR  
Adventures of Archie Andrews  
NBC

KOYACS, ERNIE  
Here’s Ernie  
NBC-TV

LAIRD, JUDSON  
Mama  
CBS-TV

LAMB, MAX  
Max Lamb Sings  
KIRK, Kirkville, Mo.

LANE, JANET  
Janet Lane Show  
WACE, Springfield-Chicopee, Mass.

LANGFORD, FRANCES  
Star Time  
DuMont

LARKIN, DON  
Home Town Frolic  
WAAT, Newark, N. J.

LARKIN, JOHN  
Right to Happiness  
NBC  
Perry Mason  
CBS

LEADERS, BENNY  
Benny Leaders  
KREL, Baytown, Texas

LEE, BARNEY  
Western Jamboree  
KGST, Fresno, Calif.

LEE, ERNIE  
WLW, WLW-T, Cincinnati, Ohio

LEE, PATSY  
WOTW, Nashua, N. H.

BOB RUSSELL  
M.C.—Singer—Announcer  
"Big Top" CBS-TV  
for Sealtest  
"Toast of the Town" CBS-TV  
for Mercury  
"Rootie Kazootie Club" NBC-TV  
for Coca-Cola

HORACE BRAHAM  
RADIO — TV  
STAGE SCREEN  
LEX. 2-1100
LEONARD, JACKIE
Broadway Open House
NBC-TV

LERoy, LUCKY
WGHH, Marion, Ill.

LES DIABLES NOIRS
CJSO, Sorel, Que., Canada

LESTER, JERRY
Broadway Open House
NBC-TV

LEVENSON, SAM
This Is Show Business
Sam Levenson Show
CBS-TV

LEWIS, CATHY
My Friend Irma
CBS-TV

LEWIS, ELLIOT
The Phil Harris-Alice Faye Show
NBC

LEWIS, FOREST
The Women In My House
NBC

LEWIS, JERRY
Colgate Comedy Hour
NBC-TV

LEWIS, ROBERT Q.
The Show Goes On
CBS-TV

LICKLIDER, MARTIN
Marty Licklider Show
WICA, Ashtabula, Ohio

LIEBLING, BRENDA
Quiz Kids
CBS-TV

LILLIE, BEATRICE
RCA Victor Show
NBC-TV

LINKLETTER, ART
People Are Funny
House Party
CBS

LIVINGSTON, MARY
(MRS. JACK BENNY)
6, June 23, 1909, Seattle, Wash.;
"The Jack Benny Television Show," CBS-TV;
"Jack Benny Show," CBS-KNX

LLOYD, JACK
Lux Radio Theater
Hollywood Star Playhouse
Suspense
CBS

LODEWICK, KENNETH
Folk Music & Facts
KERR, Eugene, Oregon

LOGSDON, JIMMIE
Rhythm Ranch

CARL KING
Your Show of Shows — NBC-TV
Kings Crossroads — ABC-TV
Captain Video — DuMont

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HOLLYWOOD, CALIFORNIA
Radio and Television Artists

MACKENZIE, KEN
Ken Mackenzie Show
WGUY, Bangor, Maine

MADISON, GUY
Wild Bill Hickok
MBS

MAHER, WALLY
The Line-up
CBS

MALONE, MARY
The Aldrich Family
NBC-TV

MALONE, RAY
Broadway Open House
NBC-TV

MALONE, TED
B. May 18, 1908, Colorado Springs, Colo.; Ted Malone Show, ABC; It's Your Business, ABC; Holiday Overseas, ABC-TV

MANN, CLAIRE
Glamour Show
WJZ-TV

MANN, GLORIA
Adventures of Archie Andrews
NBC

MANSON, CHARLOTTE
Kings Row, NBC; Nick Carter, MBS; Hollywood Stars On Stage, ABC; Famous Jury Trials, Dumont TV; Strike It Rich, CBS-TV; Paul Winchell Show, NBC-TV

MARCH, HAL
My Friend Irma, Burns & Allen
CBS-TV

MARLIN AND JIM
Marlin and Jim
KUGA, Siloam Springs, Ark.

MARLOWE, MARION
Arthur Godfrey And His Friends
CBS-TV

MARSHALL, CHARLEY
KFBK, Sacramento, Calif.

MARSHALL, HERBERT
The Man Called X
NBC

MARSHALL, REX
January 10, 1919; Suspense, CBS-TV; Ellery Queen, ABC-TV; Sunday Matinee, DuMont; Somerset Maugham Radio Theater, NBC; Date With Rex, WABD

MARTIN, DEAN
Colgate Comedy Hour
NBC-TV

MARTIN, JOHNNY
Johnny Martin Show
KRMG, Tulsa, Okla.

MARTIN, MIKE
WLK, Versailles & Lexington, Ky.

MARTIN, TONY
Colgate Comedy Hour
NBC-TV

MARX, GROUCHO
You Bet Your Life
NBC, NBC-TV

MARX, HARPO
Colgate Comedy Hour
NBC-TV

MASSEY, ILONA
Top Secret, NBC; Studio One, CBS-TV; Ken Murray Show, CBS-TV; Ed Wynn Show, NBC-TV; Arthur Murray Show, DuMont; Holiday Hotel, ABC-TV; Cameo Theater, NBC-TV; Show Of Shows, NBC-TV; Rendezvous, ABC-TV

MATA & HARI
Your Show of Shows
NBC-TV

Best Wishes From
Bob Murphy & Kay Westfall
WENR-TV CHICAGO
Channel 7
Radio and Television Artists

MATTESON, RUTH
Fairmeadows USA
NBC-TV

MATTHEWS, GRACE
Big Sister
CBS

MAXWELL, MARY
The Bob Hope Show
NBC

McBRIDE, GRACE
Love of Life
CBS-TV

McBRIDE, MARY MARGARET
ABC Network; WGN-Chicago

MCCAFFERY, JOHN K. M.
Author Meets The Critic
NBC-TV

McCarthy, Josephine
Josephine McCarthy Cooking Show
NBC-TV

McCAY, PEGGY
Love of Life
CBS-TV

McCOLLough, Marvin
Marvin McCollough Show
KWHN, Fort Smith, Arkansas

McCONNELL, "SMILIN' ED"
AND HIS BUSTER BROWN GANG
NBC, NBC-TV
Smilin' Ed's Gang
CBS-TV

McCRARY, TEX
Tex & Jinx Closeup
NBC-TV

McCREA, JOEL
Tales of Texas Rangers
NBC

McDONnell, CRAIG
Official Detective, Bobby Benson Show
MBS

McELHONE, ELOISE
Quick On The Draw
NBC-TV
Eloise Salutes The Stars
DuMont

McGAVIN, DARREN
Crime Photographer
CBS-TV

McGATH, PAUL
Big Sister
CBS

McMAHON, ED
The Big Top
CBS-TV

McHILLAN, GLORIA
Meet Corliss Archer
CBS-TV

McNAUGHTON, HARRY
It's Higgins, Sir
NBC

McNEILL, DON
B. Dec. 23, 1907, Galena, Ill.; Don McNeill's Breakfast Club, ABC; Don McNeill's TV Club, ABC-TV.

McNELLIS, MAGGI
Leave It To The Girls, ABC-TV; Say It With Acting, ABC-TV; What's Playing? ABC-TV.

McPhee, Johnny
Twenty Questions
DuMont

McVEEY, PAT
The Big Town
CBS-TV

McWHIRT, DORIS
B. Tulsa, Okla. Radio & Television

MEADE, JULIA
Okay Mother
DuMont

Mehrman, Robert S.
WCCM, Lawrence, Mass.

Meikle, Pat
Main Cottage
TV Baby Sitter
WABD

Meyers, Willis
WSAN, Allentown, Pa.

Milano, Frank
Bobby Benson Show
MBS

Miller, Pee Wee
Pee Wee Miller Show
WCAM, Camden, N. J.

Mims, Slim
Dream Ranch Boys
WJMX, Florence, S. C.

Miner, Jan
Hilltop House, CBS; Cavalcade of America, NBC; Crime Photographer, CBS; Cameo Theater, NBC-TV; Robert Montgomery Presents, NBC-TV; Lights Out, NBC-TV.

The Versatile Bob Dixon

Ed Murrow Program—CBS
"Sheriff Bob Dixon Show"—DuMont
Perry Mason—CBS
"Life Can Be Beautiful"—NBC
Radio and Television Artists

MISHLER, EMBERT
WHO, Des Moines, Iowa

MONKS, JAMES
Mr. Motto
NBC

MONROE, CHARLIE
Midday Merry-Go-Round
WNOX, Knoxville, Tenn.

MONTGOMERY, ROBERT
Robert Montgomery Presents
Your Lucky Strike Theater
NBC-TV

MOORE, GARRY
Garry Moore Show
CBS-TV

MORGAN, HENRY
The Henry Morgan Show
NBC-TV

MORGAN, ROBIN
Mama
CBS-TV

MORRIS, BROS.
WWNC, Asheville, N. C.

MORRISON, BRETT
The Shadow
MBS

MOTTOLA, TONY
Crime Photographer
CBS-TV

MOYE, CLAUD
Pie Plant Pete & Bashful Joe
WJR, Detroit, Mich.

MURPHY, ROBERT
Bob & Kay, ABC- WENR-TV;
Breakfast Club, ABC; Alex

DiReiner News, NBC; Sachs Ama-
iteur Hour, ABC

MURPHY, SHERWOOD & CO.
The Westernaires
WJTN, Jamestown, N. Y.

MURRAY, JAN
Songs For Sale, CBS, CBS-TV;
Sing It Again, CBS, CBS-TV;
Go Lucky, CBS-TV; Guest "The
Big Show," NBC; Guest "Kate
Smith Evening Hr.," NBC-TV;
Guest "Toast Of The Town;"
CBS-TV.

MURRAY, KEN
Ken Murray Show
CBS-TV

MURRAY, KATHRYN
Arthur Murray Show
Du Mont

MURRAY SISTERS
Murray Sisters
WNAR, Morristown, Pa.

NAGEL, CONRAD
Celebrity Time
CBS-TV

NEISON, CLAIRE
Backstage Wife
NBC

NELSON, BUDDY & NIGHT
HAWKS
WPLH, Huntington, W. Va.

NENTWIG, ROMIE
WSGW, Saginaw, Mich.

NIXON, JOE
Open House
WMAR, Nashville, Tenn.

NOEL, JACK
Monroe County Ramblers
WTTF, Bloomington, Ind.

NOLAN, LLOYD
Martin Kane, Private Eye
NBC

NORRIS, KATHI
Kathi Norris Show
NBC-TV

NORTH, ROBERT
The Phil Harris-Alice Faye
Show
NBC

NORTON, CLIFF
Garway At Large
NBC-TV

NUSBAUM, MORT
B. Aug 10, 1914, Rochester,
N. Y.; You Can Be A Star,
Dollar Derby, Take It Easy,
WHAM - TV; Clockwise, For
Women Only, It's Fun To Be
Right, WHAM

SHIRLEY EGGLESTON
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Lexington 2-1100

Sidney Paul ACTOR-NARRATOR ANNOUNCER RADIO-TV-STAGE ARTISTS SERVICE

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Radio and Television Artists

— O —

O'NEIL, BILL
Smoking Guns
WRRO-TV, Cincinnati, Ohio

ORKISON, JACK
The Plaidclothes Man
Du Mont

ORTega, Santos
City Hospital
CBS

— P —

PADEN, HERMAN
Your Friendly Neighbor
KUOA, Siloam Springs, Ark.

PARKER, FRANK
Arthur Godfrey and His
Friends
CBS-TV

PARKER, FRED
Breakfast Show
WESB, Bradford, Pa.

PARKER, LEW
Star Time
DuMont

parks, bert
The Bert Parks Show
NBC-TV, CBS-TV

paul, sidney
(See Announcers)

PEARCE, AL
All Pearce Show
CBS-TV

PEARL, JACK
The Pet Milk Show
NBC

PEARL, MINNIE
Grand Ole Opry
NBC

peck, ed
Flying Tigers
DuMont

PETERS, SUSAN
Miss Susan
NBC-TV

PINZA, EZIO
All Star Revue
RCA, Victor Show
Colgate Comedy Hour
NBC-TV

polesie, herb
Twenty Questions
DuMont
The Ethel Thorsen Show
WABD

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* Floyd Munson—“The Barber”
Great Gildersleeve
Radio and Television Artists

POOLE, LYNN
John Hopkins Science Review
Du Mont

POPE, CARmelita
Down You Go
Du Mont

POTTER, PAUL
Love Of Life
CBS-TV

POWERS, JOSEPH
Tim Bright Show
WNAV, Annapolis, Md.

PRESCOTT, ALLEN
Recipe For Happiness
WABD, New York, N.Y.

PRICE, VINCENT
The Saint
NBC

PRYOR, ROGER
Theater Guild On The Air
NBC

QUINLAN, ROBERTA
(See Vocal Artists)

QUINN, DOMINIC
The Polish Hour
WFDF, Flint, Mich.

RAEBURN, BRYNA
B. March 14, New Jersey; Somerset Maugham Theater, NBC-TV; Theater Guild, NBC; Life Can Be Beautiful, NBC; Counterspy, NBC; Gangbusters, CBS; Big Sister-Brighter Day, CBS; Top Guy, ABC

RAINEY, FROELICH, DR.
What In The World
CBS-TV

RALSTON, ESTHER
Starred on Kraft Theater in Daphne du Maurier's "September Tide," NBC-TV

RANDOLPH, LILLIAN
The Great Gildersleeve
Beulah
CBS

KATH, KATHERINE
The Aldrich Family
NBC

RAYE, MARTHA
The Big Show
NBC

REINER, CARL
Your Show Of Shows
NBC-TV

REINHEART, ALICE
The Women In My House
NBC

REX & ELEANOR
Rex & Eleanor
WLQH, Princeton, W. Va.

RHODES, FRANK
Shopping At A. & S.
WABD, New York, N.Y.

RICE, FRANK
WGMT, Wilson, N.C.

RICE, ROSEMARY
Adventures of Archie Andrews
NBC

RICHERD, DORIS
The Egg And I
CBS-TV

RIGNARD, FLORENCe
Twenty Questions
Du Mont

ROBBINS, BARBARA
The Aldrich Family
NBC-TV

ROBBINS, FRED
Talent Shop
WABD, New York, N.Y.

ROBINSON, JOHN
John Robinson's Band
WPER, Sylacauga, Ala.

ROBINSON, LARRY
Second Mrs. Burton
Let's Pretend
CBS

ROGERS, AL
Al Rogers Show
RGNC, Amarillo, Texas

ROGERS, JESSE
Rangers Joe
CBS-TV

ROGERS, ROY
B. Nov. 5, 1912, Cincinnati, Ohio; Roy Rogers Show, NBC-TV; Radio NBC Coast-To-Coast And Canada; TV-NBC Coast to Coast; RCA Victor Recording Artists; Motion Pictures, "Son of Paleface" Paramount

TOMMY BARTLETT
SMYTHE, ANTHONY
One Man's Family
NBC
SNOBURG, GOOD
Country Junction
WTOC, Savannah, Ga.
SNYDER, DAN
Western Jamboree
KRMN, Rozemant, Montana
SOLWAY, L.
CKLB, Oshawa, Ont., Canada
SOSTO, A. B.
Louisiana Swingers
KLKY, Lafayette, La.
SONS OF DIXIE
Hillbilly Hoedown
WHIT, New Bern, N. C.
SONS OF PLAINS
WCMB, Lebanon, Pa.
SONS OF THE RANGE
KVOO, Tulsa, Okla.
"SONS OF THE SOIL"
Sons Of The Soil
WDLB, Marshallfield, Wis.
SONS OF THE SOUTH
WCMB, Lebanon, Pa.
SOOTHER, ANN
Adventures of Maisie (MGM)
SPEAR, CHARLIE
Ranch House Tales
WITI, Richmond, Va.
SPIYAK, LAWRENCE E.
Meet The Press
NBC-TV
STACK, MERV
CJRL, Kenora, Ont., Canada
STACY, JIM
Coffee Club
WCPO-TV, Cincinnati, Ohio
STANG, ARNOLD
The Henry Morgan Show
NBC-TV
STARR, KAY
All Star Revue
XBC-TV
STERLING, JACK
The Big Top
CBS-TV
STEVE & GOLD STAR BAND
WCHB, Dunn, N. C.
STEVENS, JULIET
Romance Of Helen Trent
CBS
STEWART, LEE
Morning Frolic
STOKES, ERNEST
Mustard & Gravy
WGTM, Wilson, N. C.
STONE, DAVID
Sunrise Roundup
Main Street
KSTP, Minneapolis St. Paul, Minn.
STONE, EZRA
The Aldrich Family
NBC-TV
STONE, HARRISON
Adventures of Archie Andrews
WBAP-TV
STONE, KIRBY
Chesterfield Sound-Off Time
Quintet
Broadway Open House
NBC-TV
STONE, LEWIS
The Hardy Family (MGM)
MBS
STONE, SID
Texaco Star Theater
NBC-TV
STONEMAN, MIMI
Fairmeadows USA
NBC-TV
STUART, MARY
Search For Tomorrow
CBS-TV
STYLES, GLEN
Small Fry Club
Du Mont
SULLIVAN, ED
Toast Of The Town
CBS
SUMMERS, WILLIAM
Small Fry Club
Du Mont
THE SUNSHINE GIRL
KIHX, Kirksville, Mo.
SUSANN, JACQUELINE
Shoppers' Corner
Open Door
WABD, New York, N. Y.
SUTTON, GRADY
The Egg And I
CBS-TV
SWAN, JIMMY
Jimmy Swan Show
WFDR, Hastingsburg, Miss.
SWANSON, CARL
Mr. Sunshine Show
WRUN, Utica, N. Y.
SWENSON, KARL
Mr. Chameleon, Our Gal Sunday
CBS
Lorenzo Jones
NBC
TABLER, BOB
Time For Tabler
KBOR, Brownsville, Texas
TACY, ED
Ed Tacy Show
WGAC, Augusta, Ga.
TAYLOR, DENNY
Denny Taylor Trio
WHIZ, Zanesville, Ohio
TAYLOR, FRANK W.
Chronoscope
CBS-TV
TAYLOR, KENT
Boston Blackie
NBC-TV
TAYLOR, MARY LEE
NBC
TEWROW, IRENE
Meet Corliss Archer
CBS-TV
TEMPLE, PICK
WTOP-TV, Washington, D. C.
TENNESSEE JAMBOREE
WTOP-TV, Nashville, Tenn.
TERKLE, STUDS
Voice Of The Terk
WENR, Chicago, Ill.
TETLEY, WALTER
The Great Gildersleeve
NBC
THIES, FRANK
Classics Country Style
WRHC, Jacksonville, Fla.
THOMAS, AL
Al's Jamboree
WAGC, Chattanooga, Tenn.
THOMAS, DANNY
B. Jan. 16, 1915; Deerfield, Mich.; All Star Revue; Colgate Comedy Hour, NBC-TV; Motion Pictures-Warner Bros., RCA-Victor Recording Contract
THOR, LARRY
Broadway's My Beat
CBS
THORESEN, ETHEL
The Ethel Thoren Show
WABD, New York, N. Y.
THREE SUNS TRIO

TILBURY, BURR
Kukla, Fran And Ollie
NBC-TV
TOMPKINS, JOAN
This Is Nora Drake
CBS
TOM or TOLLE, LUPE
Spanish Program
KTXC, Bu Spring, Texas
TOTTER, AUDREY
Mount Millie
CBS
TRACRE, HELEN
All Star Revue
NBC
TREANUE, LES
The Women In My House
NBC
TRENT, SYBIL
Let's Pretend
CBS
TRIPP, PAUL
Mr. I. Magnination
CBS-TV
TRUMAN, MARGARET
The Big Show
NBC
TUCKER, SOPHIE
All Star Revue
NBC-TV
TURNER, DEAN
Turners Turntable
KWBC, Ft. Worth, Texas
TURNER, ZEB
WEAM, Arlington, Va.
TURNER, ZEB
WBAL, Baltimore, Md.
TUTTLE, WESLEY
Tuttle Time
KFWD, Los Angeles, Calif.
TWEDDELL, FRANK
The Egg And I
CBS-TV
TYLER, BUCK
The Aldrich Family
NBC-TV
TYLER, JUDY
Howdy Doody
NBC-TV
TYLER, TOM
Fairmeadows USA
NBC-TV

VALENTE, GRACE
Stella Dallas
NBC
VALENTE, JACK
Jack Valentine Show
WBAP, Fort Worth, Tex.
Barn Dance
WBAP-TV, Fort Worth, Tex.
VALLEE, RUDY
Texaco Star Theater
NBC-TV

858
WAGNER, PORTER
Porter Wagner Show
KMOX, Springfield, Mo.

WALDO, JANET
Meet Corliss Archer
CBS

WALLACE, MIKE
Mike and Mill
CBS-TV

WARNER, GERTRUDE
The Shadow
MBS

WATSON, TOMMY
The Great Gildersleeve
NBC

WEBBER, DOODLES
Doodles Weaver Show
NBC-TV

WEBB, JACK
Dagget
NBC

WEBB, STANLEY
Crime Photographer
CBS-TV

WEEKS, BARBARA
Young Dr. Malone
CBS

WELL, DWIGHT
Second Mrs. Burton
CBS

WELLES, ORSON
The Black Museum (MGM)
MBS

WE T. ROOKES
My Friend Irma
CBS-TV

WESTFALL, KAY
B. April 10, Chicago, Ill.; Bob And Kay, WENR-TV, Oh Kay, ABC-TV; 4 Star Revue, NBC-TV

WESTMAN, NYDIA
Young Mr. Bobbin
NBC-TV

WESTMORELAND, PAUL
Western Hit Parade
KCKA, Sacramento, Calif.

WEVER, NED
Young Widder Brown
NBC

WHISPERSING STRINGS
WLOH, Princeton, W. Va.

WHITE, BERNIE
Bernie White

WHITFIELD, ANNE
The Phil Harris-Alice Faye Show
NBC

WHITFIELD, JAMES
Howdy Neighbor
WFIR, Savannah, Ga.

WILKINSON, WALT
Merle Morning Melodies
WJMA, Orange, Va.

WILLIAMS, CURLY
Georgia Peach Pickers
WHMA, Anniston, Alabama

WILLIAMS, CURLY
Radio Rodeo

WILLIAMS, FLORENCE
Front Page Farrell
NBC

WILLIAMS, JIMMY
Bill Dawes Show
WCPO-TV, Cincinnati, Ohio

WILLIAMS, SPENCER, JR.
Amos 'N Andy
CBS-TV

WILLIS, RICHARD
Here's Looking at You

WILSON, EARL
Stage Entrance
Du Mont

WILSON, ED
The Country Show
WFEC, Miami, Fla.

WILSON, FREDDY
Freddy Wilson Show
KYMA, Yuma, Ariz.

WILSON, HAPPY & HIS GOLDEN RIVER BOYS
WAPL, WAFM-TV, Birmingham, Ala.

WILSON, JANE
Celebrity Time
CBS-TV

WILSON, LOIS
The Aldrich Family
NBC-TV

WILSON, MARIE
M: My Friend Irma
CBS-TV

WINCHELL, PAUL
B. Dec. 21, 1923, New York, N. Y.; The Paul Winchell & Jerry Mahoney Show, NBC-TV; The Milton Berle Show, NBC-TV; The Kate Smith Show, CBS-TV; The Colgate Comedy Hour with Ezio Pinza, NBC-TV; Ted Mack's Amateur Hour, NBC-TV

WINSLOWE, PAULA
The Life of Riley

WINTERS, GWENNIE
The Gwennie Winters Show
WRYO, Rochester, Pa.

WISEMAN, MAC
The Mac Wiseman Show
WTAFM, Mt. Airy, N. C.

WIZZARD, FRANK
FRRM, KMBC, Kansas City, Mo.

WOLFE, MIRIAM
Let's Pretend
CBS

WONG, ANNA MAY
Mme. Liu Tsoun

WOOD, PEGGY
Mama

WOODARD, TOMMY
KVEL, Coral Gables, Fla.

WOOLLEY, MONTY
The Magnificent Montague

WORKMAN, DAVE
Joe Klare's Korn Krib

WRAGGE, BETTY
Pepper Young's Family

WRIGHT, BEN
Pursuit

WRIGHT, GEORGE
Crime Photographer
CBS-TV

WRIGHTSON, EAN
Paul Whiteman Revue, ABC-TV; Early Wrightson's At Home Show, ABC-TV; Musicland, U. S. A.; CBS; Guest "The Big Show," NBC; Guest-NBC Symphony, NBC

WYNN, ED
B. Nov. 9, 1886, Philadelphia, Pa.; Colgate Comedy Hour, NBC-TV; All Star Revue, NBC-TV

YANEY, "SKEETS"
KMOX, St. Louis, Mo.

YODELIN, SLIM CLARKE
WARE, Ware, Mass.

YOUNG, AGNES
Aunt Emmy

YOUNG, ALAN
B. November 19, North Sheild, Northumberland, England, Ala; Young Show, CBS-TV; NBC; Pictures

YOUNG CARLETON
The Whisper

YOUNG, EVE
Eve Young Show

YOUNG, ROBERT
Father Knows Best

YOURMAN, ALICE
Adventures of Archy Andrews

Z

ZEMBRUSKI, VICTOR
Polish Eagles

ZERBE, LAWSON
B. Portland, Ore.; Gangbusters, CBS; Counterpart, NBC; Bobbys Hayes, Mysterious Traveller, Peter Salem, Joseph Cotten Show, CBS, MBS; Wm. Gargan Show, NBC

ZIMMERMAN, CARL CAPT.
The Big Picture

CBS-TV
— C —

CABE, WILLARD
The Gospellaires
WLET, Toceoa, Ga.

CAHILL, ROBERT
WOW, WOW-TV, Omaha, Nebr.

CAMERON, BARBARA
Dave And Barbara
WKRC, Cincinnati, Ohio

CANOVA, JUDY
(Mrs. Philip Rivera)
B. Nov. 20, 1916, Jacksonville, Florida; Under Contract to NBC, Radio; Motion Picture, Republic

CANTOR, EDDIE
(See Radio-TV Artists)

CAPLE, BETTY
The Caples
KVNI, Coeur D'Alene, Idaho

CARAGHER, JIMMY
WMBD, Peoria, Ill.

CARMEN, DICK
Date At Six
WNHC-TV, New Haven, Conn.

CARON, BETTE
Vive La Canadienne
CKCH, Hull, Que., Canada

CARR, JIMMY
Musicland U. S. A.
CBS

CARROLL, TOMMY
WMBR-TV, Jacksonville, Fl.

CARSON, JACK
B. Oct. 27, 1910, Carman, Manitoba, Canada; "All Star Revue," NBC-TV.

CARSON, KEN
Garry Moore Show
CBS-TV

CARSON, MARTHA
Midday Merry-Go-Round
WNOX, Knoxville, Tenn.

CARTER, ELMER
Bit of Ireland
WHAY, New Britain, Conn.

CARTER, WES
Dinner Bell
WKNX, Saginaw, Mich.

CASON, MARION
Marion Carson
WAIR, Winston-Salem. N. C.

CHAPEL, BETTE
Garroway At Large
NBC-TV

CHAPPELL, BOB
Piano Talks
KXOX, Sweetwater, Texas

CHASE, DALE
Iowa Troubadour
KOEL, Gelwein, Iowa

CHENOWETH, LAVADA
KBNZ, La Junta, Colo.

CHEROKEE, JACK (HENLEY, LEWIS)
Cherokee Jack Show
KMO, Tacoma, Wash.

THE CHORDETTES
Arthur Godfrey Morning Show
Arthur Godfrey And His Friends
CBS-TV

CIO CINGERS
Listen To Labor
WBCO, Birmingham-Bessemer, Ala.

CLAIRE, DOROTHY
Paul Winchell-Jerry Mahoney Show
Henry Morgan Show
NBC-TV

CLAR, JUDY
Coffee 'n' Cakes
WXYZ-TV, Detroit, Mich.

CLAUDE, TIPPY
Tippery And Clyde
WARD, Johnstown, Pa.

CLARK, AL
The Al Clark Show
KOTA, Rapid City, S. Dak.

CLEMENTS, ZOKE
Man From Music Mountain
WPAI, Birmingham, Ala.

CLEMMONS, ETHEL KING
Ethel King Clemmons Show
KGIN, Glenwood Springs, Colo.

CLINE, BEA
Bea Cline Sings
WWOD, Lynchburg, Va.

CLITES, MINOR
KRES, St. Joseph, Mo.

COWIA, VIRGIL
KCOB, Minot, N. Dak.

COLE, LYNN
Star Room
KPRC-TV, Houston, Texas

COLELLA, AL
Lunchtimers
WBRE, Wilkes-Barre, Pa.

TONY MARTIN

To the Radio and Television Editors Throughout the Nation . . .

Thanks.
Vocal Artists—Radio-Television

COLLINS, DOROTHY
Your Hit Parade
NBC, NBC-TV

COLORADO PETE
KMBC, KFRM, Kansas City, Mo.

COLTON, CLARENCE
Morning Melodies
CRTB, St. Catharines, Ont., Canada

COMO, PERRY
Perry Como Show
CBS-TV

CONDON, BOB
KIMA, Yakima, Wash.

CONFER, JIMMY
Baron Elliott Octet
WCAE, Pittsburgh, Pa.

CONTE, JOHN
John Conte's Little Show
NBC-TV

COOK, DONNA
Serenade In The Night
KGA, Spokane, Wash.

COOK, JOE
Frolic Time
EGG, Coffeyville, Kans.

COOK, SUE
Singing with Sue
KSPT, Sandpoint, Idaho

COOKE, JACK
Jack Cooke Sings
CRCK, Regina, Sask., Canada

CROCKETT, PAT
Your Singing Host
WEAM, Arlington, Va.

CROKER, CHARLES
RFIB, Ranch Boys
RFIB, Wichita, Kans.

CROOK, MARIAN
Dream Train
KHOW, Omaha, Nebr.

CROSBY, BOB
Cbs 15

CORNWALL, ARTHUR
Memory Time
WGCD, Chester, S. C.

CORNWELL, GIN
Gin Cornwell Show
KWPT, Wichita Falls, Texas

CORVO, JOHNNY
Song Premier
WNBC-TV, New Haven, Conn.

COTTIEY, MICKEY
Mickey Cottie
KMA, Shenandoah, Iowa

COURY, ROSSELLE
Roselle Coury
WCOU, Lewiston, Maine

COYLE, JERRY
Rollin With Stone
WRGB, Schenectady, N. Y.

CRAWFORD, NAOMI
KMOX, St. Louis, Mo.

CRIST, PHIL
Club 1300
WFBR, Baltimore, Md.

CROOK, MARIAN
Dream Train
KHOW, Omaha, Nebr.

CROSSLEY, JOHN
Your Singing Host
WEAM, Arlington, Va.

COOPER, GENEVA
Genera Cooper
WINN, Louisville, Ky.

DABROWSKI, EARL
The Earl Dahstrom Show
KLIX, Twin Falls, Idaho

DANA, JOE
Dana on Discs
ROY, Phoenix, Ariz.

DANN, ROGER
The Bill Goodwin Show
NBC-TV

DAVIDSON, LOREN
Salamon Barn Dance
KOMO, Seattle, Wash.

DAVIES, EDWARD
WMAQ, Chicago, Ill.

DAVIS, DONNA
Mon. Musical
Sun. Serenade
WDAY, Fargo, N. Dak.

DAVIS, GEORGE
The Singing Miner
WRIC, Hazard, Ky.

DAVIS, "HONEY"
Magie Valley Jamboree
WTIQ, Charleston, W. Va.

DAVIS, JANETTE
Arthur Godfrey Morning Show
CBS-TV

DAWN, MARIAN
Club 1300
WFBR, Baltimore, Md.

DAY, DENNIS
The Dennis Day Show
NBC

DEAN, BILLY
Missouri Valley Barn Dance
WNAX, Yankton, S. D.

DEANE, JUDY
Judy Deane Show
RNBC, San Francisco, Calif.

DEEL, SANDRA
Date On Broadway
WABD, New York, N. Y.

DEER, JIMMY
The Jimmy Deer Show
WDAK, Columbus, Ga.

Toni Arden

Columbia Records

Texaco Star Theatre
Sinatra Show
Colgate Hour
Toast of The Town
Bob Hope Show
Edgar Bergen Show

Guest on Every Top
TV and Radio Show

Direction MCA

Star Management —
Gerard W. Purcell
Vocal Artists—Radio-Television

DEHLIN, ERIC
Dehlin Dozen
WGIV, Charlotte, N. C.

DeLAM, JIM
Jim Delam Show
WWJ-TV, Detroit, Mich.

DELLE, JIM AND HIS GANG
WSYK, Syracuse, N. Y.

DELINE, JIM AND HIS GANG
WSYR, Syracuse, N. Y.

DE LON, HOWARD
Dorothy Lane
WENX, Gloversville, N. Y.

DEWITT, KAY
Kay Sings
WLBZ, Bangor, Maine

DIAZ, LUIS ALFONSO
Canciones Para Ti
WREN, Topeka, Kansas

DICK, BOBBY "Marlingaires" Western & Hillbilly
WREN, Topeka, Kansas

DICK, GERALDINE "Marlingaires" Western & Hillbilly
WREN, Topeka, Kansas

DIESING, ANNE
Grant Wilson Show
WXEL, Cleveland, Ohio

DYE, BETTIE E. LLOYD
KELD, El Dorado, Ark.

DOWNEY, JACK
Music Shop
WONS, Hartford, Conn.

DUANE, TOMMY
Tommy Dunan Show
KTRH, Modesto, Calif.

DUDLEY, LEON
Leon Dudley Show, Hammond Harmonies
KGIF, Pueblo, Colo.

DUQUAY, JEANETTE
Jeanette Dugan Sings
CFNB, Fredericton, New Brunswick, Canada

DUKE, JENNY
Tune Talk
WENX, Yankton, S. D.

DUNHAM, BURT
Friendly Time
WNEK, Yankton, S. D.

DUNIGAN, JENNY
The Dunigans
WJTN, Jamestown, N. Y.

DUNIGAN, PAT
The Dunigans
WJTN, Jamestown, N. Y.

DUNIGAN, JOHN
The Dunigans
WJTN, Jamestown, N. Y.

DUNLAP, MILAN
WBBZ, Ponca City, Okla.

DUNN, PAT
Fat Dunn Sings
WLOH, Princeton, W. Va.

EATON, JACK
Jack Eaton Show
KWKW, Pasadena, Calif.

ESTELLE, DELORES
Delores Estelle Show
WYZM, New Orleans, La.

EVANS, WHITEY
Harvest Hands
WDQY, Minneapolis, Minn.

FANTASTES, JEAN-LUC
Les Camerades
CKCH, Hull, Que., Canada

FARRIN, AUDREY
Music To Remember
CHNS, Halifax, Nova Scotia, Canada

FARRELL, SKIP
WMAQ, Chicago, Ill.
Big City Serenade
NBC

FATS, HAPPY
Song By Happy Fats
KROF, Abbeville, La.

FIELD, KAY
S’ Prize Party
WIRE, Indianapolis, Ind.

FISHER, JOE & RUSS
Party Line
WKCT, Bowling Green, Ky.

FLOWERS, SALLY
Meetin’ Time At Moore’s
WLW-C, Columbus, Ohio

THE HEATHERTONES
THE BERT PARKS SHOW
3:30 to 4:00 P.M. — CBS-TV
Mon., Wed., Fri.

Management: Peter Dean • CO. 5-0790

BETTY ANN GROVE
THE BERT PARKS SHOW
3:30 to 4:00 P.M. — CBS-TV
Mon., Wed., Fri.

STOP THE MUSIC
8-9 P.M., Thurs. — WJZ-TV
Management: Peter Dean • CO. 5-0790

Musically Yours
WDAY, Fargo, N. Dak.

EMERSON, VI
VI Emerson Show
CHML, Hamilton, Canada

ESTELLE, DELORES
Delores Estelle Show
WYZM, New Orleans, La.

ESTES, DON
Music City, U. S. A.

WSM-TV, Nashville, Tenn.

EVANS, WHITEY
Harvest Hands
WDQY, Minneapolis, Minn.

WJZ-TV, Providence, R. I.

864
Vocal Artists—Radio-Television

FOLEY, RED
The Red Foley Show
Prince Albert Grand Ole Opry
NBC

FONTANE SISTERS
Perry Como Show
CBS-TV

FORAN, JIM
Gal About Town & A Guy
KOIT, Fresno, Calif.

FLY, BETTY
Harp Strings
WGPA, Bethlehem, Pa.

FRIEYE, MAUREEN
Third Call
WWJ, Detroit, Mich.

GARDNER, JUNE
Musical Clock
WFBL, Syracuse, N. Y.

GEARHART, VIRGINIA & LIVINGSTON
Fred Waring Show
CBS-TV, Fayetteville, Tenn.

GILLETTE, MARION
Let’s Take A Holiday
WJR, Detroit, Mich.

GLASS, BILL
The Glass Showcase
KRMG, Tulsa, Okla.

GLASS, CATHERINE
It’s Time For Music
WFLO, Farmville, Va.

GLENN, RAY
Ray Glenn Presents
KGIW, Alamosa, Colo.

GLENN, TONY
Marce & Tony
KWFL, St. Louis, Mo.

GOLETTE, NELLY
WOR-TV, New York, N. Y.

GOODE, GLORIA
WXXV-TV, Detroit, Mich.

GORDON, PHIL
Four O’Clock Frolic
WDSU-TV, New Orleans, La.

GRADY, DON
Don Grady Show
WHAV, Haverhill, Mass.

GREER, FRANCES
Musieland U. S. A.
CBS

GRIGGS, DICK
WVLN, Oney, Ill.

GRIM, CHARLES
WIEL, Elizabethtown, Ky.

GROVE, BETTY ANN
The Bert Parks Show
NBC-TV

HAGAMAN, CHARLES
Midday Merry-Go-Round
KNOX, Knoxville, Tenn.

HAGGARD, BUD
The Blue Chasers
WFDF, Flint, Mich.

HALDENBY, HAROLD, MRS.
At Home With Ladies
CKNX, Wingham, Ont., Can.

HALFOKE
Arthur Godfrey Morning Show
CBS-TV

HALFTOWN, CHIEF
Pony Express
WFIL-TV, Philadelphia, Pa

HALL, WENDELL
Wendell Hall Reflections
WHKI, Chicago, Ill.

HAMMOND, WARD
Coffee Club
WWNY, Watertown, N. Y.

HAMMANS, LILY J0
Lily Jo Sings
KWNW, Wenatchee, Wash.

HANDY, RUTH
Jack & Jean
KARE, St. Joseph, Mo.

HANSON, BURT
Breakfast With Bob
WCCO, Minneapolis, Minn.

HARRIS, JACK
Third Call
WWJ, Detroit, Mich.

HARTMAN, HOWARD
The Howard Hartman Show
KPRC, Houston, Texas

HASKELL, JACK
Garroway At Large
NBC-TV

HAYES, BILL
Your Show of Shows
NBC-TV

HAYMES, BOB
The Bob Haymes Show
WNEW, New York, N. Y.

HEATHERTON, RAY
Heatherton House
WOR, New York, N. Y.

LANNY ROSS
1951-52
40 Concerts ✓
12 TV Shows ✓
250 Mutual Broadcasts ✓
115 East 53rd St., New York City

JUNE VALLI
RCA VICTOR RECORDING ARTIST
"Stop the Music"
Vocal Artists—Radio-Television

HEATHERTONES
Bert Parks Show
CBS-TV

HILL, ED
Radio Club
WPAD, Paducah, Ky.

HIT PARADERS
Your Hit Parade
NBC, NBC-TV

HOLDEN, JACK
Jack & Frances
WEAS, Atlanta-Decatur, Ga.

HORNE, LENA
Colgate Comedy Hour
NBC-TV

HOWARD, PAUL
Club Miscellaneous
WTRF, Bellaire, Ohio

Hudson, Henry
Hudson's Serenade's
KOVE, Lander, Wyo.

HUFFMAN, JULIE
Meet The Ladies
WCPO-TV, Cincinnati, Ohio

HUNDE, BOB
WLW-T, Cincinnati, Ohio

HUTSON, LEE
WIEL, Elizabethtown, Ky.

IRA AND CHARLES LOUVIN
WMPS, Memphis, Tenn.

IRVING, BOB
Sunny Side
WMAY, Springfield, Ill.

JACKSON, EDDIE
All Star Revue
NBC-TV

JACOB, BILL
My Song
WKBV, Richmond, Ind.

JEFFRIES, BILL
TV Song Shop
WFMY-TV, Greensboro, N. C.

JEFFRIES, JOAN
KMWV, Omaha, Nebr.

JENSEN, PATSY
Rocksabye Lady
KELK, Elko, Nevada

JOHNSON, DON
Rendezvous with Don
WOND, Pleasantville, N. J.

JOHNSON, JUDY
Show of Shows, NBC-TV.

JOHNSON, STAN
KBRO, Bremerton, Wash.

JORDAN, GIL
Jordan Jingles
KVCV, Redding, Calif.

KANE, RICHARD
Hit Parade
WUSN, Charleston, S. C.

KAYE, ELAINE
The Bon Ton Show
WMUR, Manchester, N. H.

KEITH, JANE
Jane Keith Sings
KALB, Alexandria, La.

KENDALL, FRED
Fred Kendall Show
WJR, Detroit, Mich.

KERR, ANITA
Anita Sings
WMAK, Nashville, Tenn.

KING, JIM
Me and My Organ
WILM, Wilmington, Del.

KING, JOHNNY
Man Around The House
WWJ-TV, Detroit, Mich.

KINNEY, WENDAL
Studies In Black & White
KMO, Tacoma, Wash.

KIRK, RED
WIMA, Lima, Ohio

KIRSTEN, DOROTHY
The Railroad Hour
NBC

KUHN, ROBERT
Songs By Bob
WILE, Cambridge, Ohio

LANE, FRANCY
Easy Does It
NBC-TV

LANGFORD, FRANCES
Star Time
Du Mont

LANSO, SNOOKY
Your Hit Parade
NBC, NBC-TV

LANZA, MARIO
The Mario Lanza Show
NBC

BEST WISHES!

PATSY LEE

"DON McNEILL'S BREAKFAST CLUB"
LEE, LINDA  
Songs By Linda Lee  
WHAZ, Troy, N. Y.  

LEE, M.  
McLee Program  
KTRK, Roanoke, Mo.  

LEE, PATSY  
B. March 26, 1928, Berkeley, Calif.; Don McNeill’s Breakfast Club, ABC, Chicago.  

LEE, PEGGY  
The Peggy Lee Show  
CBS  

LeMASTER, MARY JANE  
WMRD, Peoria, Ill.  

LIND, ROBERTA  
Lawrence Welk  
KTLA, Los Angeles, Calif.  

LOACH, JEAN  
LePetit Cafe  
WWJ-TV, Detroit, Mich.  

LOOMIS, CAROL  
Studio A  
WKTG, Thomasville, Ga.  

LOU, MARY  
Southern Maid Show  
WRBL, Columbus, Ga.  

LOUDON, DOROTHY  
Billtime  
CBS  

LOUIS, JOHN  
WSAZ-TV, Huntington, W. Va.  

LUND, ART  
Ken Murray Show  
CBS-TV  

LYNCH, CHRISTOPHER  
Voice of Firestone  
NBC-NBC-TV  

MAC, JIMMY  
Piano Portraits  
WHBF, Benton Harbor, Mich.  

MacDONALD, J. E.  
Remember This Date  
NBC-TV  

MacKENZIE, GISELE  
Mac 15  
CBS  

MacRAE, GORDON  
Railroad Hour  
NBC  

MARINE, JOE  
Fred Waring Show  
CBS-TV  

THE MARINERS  
Arthur Godfrey Morning Show  
Arthur Godfrey And His Friends  
CBS-TV  

MARTIN, TONY  
B, Dec. 25, 1913, Oakland, Cal.; Carnation Hour; The Tony Martin Show, CBS; Colgate Musical Comedy Hour, NBC-TV; Motion Pictures; Recordings.  

MARTINEZ, BLANCA L. DE  
WORA, Mayaguez, P. R.  

MASIELLO, JOE  
The Masiellos  
WRNY, New York, N. Y.  

MAY, CURT  
Curt Massey Show  
MBS  

MCCLURE, BOB  
Let’s Make Music  
WTAX, Springfield, Ill.  

McDONALD, LOUISE  
Songs By Louise McDonald  
WRFD, Worthington, Ohio  

McINTIRE, RUSS  
Songs By Russ McIntire  
WSTP, Salisbury, N. C.  

MCPHAIL, JIMMY  
Songs By Jimmy McPhail  
WUST, Bethesda, Md.  

MELLO-LARKS  
Broadway Open House  
Doodles Weaver Show  
NBC-TV  

MELTON, JAMES  
Ford Festival  
NBC-TV  

MERRIDEW, REG  
Rez and Henry  
WCAR, Sc.  

MERSMAN, RITA  
Coffee Club  
WCPO-TV, Cincinnati, Ohio  

MILNE, NANCY  
Milne & Townsend  
WDBJ, Roanoke, Va.  

MILLER, MARILYN  
Songs To Remember  
KREO, Ind., Calif.  

MICHIE, WM., JR.  
Musical Clock  
WFBL, Syracuse, N. Y.  

MORGAN, JANE  
The Girl From Paris  
NBC  

MORRIS, CHARLOTTE  
You Name It  
WJJD, Chicago, Ill.  

MORRISON, BOB  
S’ Prize Party  
WIRE, Indianapolis, Ind.  

MURPHY, MAX  
Mr. is Back  
WOR, Colorado Springs, Colo.  

MORAN, JANE  
The Girl From Paris  
NBC  

MUSSELD, FLOYD  
Songs By Floyd  
WRFD, Worthington, Ohio  

NYLAND, RALPH  
Big Time  
CBS  

OGRUK, RUTH  
WHY, Jacksonville, Fla.  

O‘HEREN, RICHARD  
WKW, Cleveland, Ohio  

O‘NEAL, HELEN  
WHTV, Charlotte, N. C.  

OWEN, PEGGY  
Breakfast With Big  
WWJN, Jamestown, N. Y.  

OWEN'S, JACK  
Jack Owens Show  
KNX, Los Angeles, Calif.  

PADLEY, JEANETTE  
Date With Jeannette  
WHIT, New Bern, N. C.  

PAIGE, CONA  
Date At Six  
WNHC-TV, New Haven, Conn.  

PALMER, JANE  
Jim Deland Show  
WWV, Detroit, Mich.  

PALMER, MARY  
Top o’ the Morning  
WGR, Columbus, Ga.  

PARENT, JEANNE  
Meet Jeannine  
WAAF, Augusta, Maine  

PARKER, DEE  
Musical Treasures  
WXXZ, Detroit, Mich.  

PARKER, RANDALL  
Randall Parker Shows  
WKIV, Richmond, Ind.  

PATTERSON, CREAN  
Patter By Patterson  
WONS, Hartford, Conn.  

PEEBLES, JOSAPHINE  
Joe Peeples Show  
WHJR, Warren, Ohio  

PHILLIPS, JO  
Joe Phillips Shows  
WHSC, Hartsville, S. C.  

PHILLIPS, RALPH  
Club 1300  
WFBF, Baltimore, Md.  

PIAZZA, MARGUERITE  
Your Show Of Shows  
NBC-TV  

PICKENS, JANE  
Pickens Party  
NBC  

POST, BILL  
Telemart  
RLS-TV, Salt Lake City, Utah  

POTTER, PENNY  
Talent Time  
KDOC, Tulare, Calif.  

POULIN, DENISE  
Reverie Musical  
CKRH, Hull, Que., Canada  

PRATT, TOMMY  
Tea-time With Tommy  
KEEN, San Jose, Calif.  

PRICE, GEORGE  
Big Time  
CBS  

PRICE, VIVIAN  
Sunday Sing  
WMGV, Marion, Va.  

PRYER, CHARLENE  
Charlene’s Party Line  
WDVA, South Bend, Indiana  

N —  

NELSON, JOHANNA  
Johanna Sings  
WOND, Pleasantville, N. J.  

NEVINS, NADINE  
Strictly For The Girls  
WCAU, Philadelphia, Pa.  

NEWLAND, PETE  
WIMA, Lima, Ohio  

NEWLIN, BETTY  
Songs By Betty Newlin  
WROY, Cami, Ill.  

NAME TRIO  
We three  
WPBC, Minneapolis, Minn.  

NEL, DICK  
WLB, WLW-TV, Cincinnati, Ohio  

NOLTON, JOHNNY  
Johnny Norton Show  
WFAA, Dallas, Texas  

NOVAK, MILDRED  
Millie Novak Sings  
WPIC, Sharon, Pa.  

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ROGERS, ROY  
B. Nov. 5, 1912, Cincinnati, Ohio; Radio — NBC Coast-to-Coast and Canada; TV-NBC Coast-to-Coast; RCA Victor Recording Artist; Motion Pictures, "Son of Paleface," Paramount.  
ROLLING FIVE  
Rolling Five (Negro Qt.)  
KSFA, Naco, Arizona.  
ROSS, LANNY  
B. Jan. 19, 1906, Seattle, Wash.; Lanny Ross Show, MBS; Jackie Gibson, DuMont: Kate Smith, NBC; General Mills, CBS; General Electric, CBS; Pepsi-Cola, CBS.  
ROSS, ROY  
Ronnie Ross Show  
KSL, Salt Lake City, Utah  
ROLLEW, GLEN  
WLW, Cincinnati, Ohio  
ROYAL GOSPEL SINGERS  
WVGC, Coral Gables, Fla.  
ROYAL JUBILEE SINGERS  
Royal Jubilees  
WPBC, Minneapolis, Minn.  
RUBLE, JERRY  
WPBC, Lincoln, Ill.  
RUCKER, JOAN  
Joan Sings  
WEND, Orangeburg, S. C.  
RUDOLPH, WESLEY  
REAA Report  
WKCT, Bowling Green, Ky.  
RUNTZ, NORMAN  
Sonetime  
CJGX, Yorkton, Sask., Canada  
RUSSELL, CONNIE  
Garroway At Large  
NBC-TV  
RUSSELL, JACK  
Your Show Of Shows  
NBC-TV  
RYNO, BARBARA  
Words and Music  
KUKI, Ukiah, Calif.  
SARGENT, KENNY  
Kenny Sargent Show  
WHHM, Memphis, Tenn.  
SARGENT, MICHAEL  
Music Michael Please  
WBWI, Bedford, Ind.  
SCHAFFER, ROY  
KWRE, Warren, Mo.  
SCHREVE, BOB  
Club Matinee  
WJZ-TV, New York, N. Y.  
SCOTT, PATRICIA  
CKLN, Nelson, B. C., Canada  
SCOTT, ROMAINE  
WPPA, Pottsville, Pa.  
SELF, JIMMY  
KICA, Chicago, N. M.  
SHARVER QUARTET  
The Sharver Program  
KTAT, Frederick, Okla.  
SHAY, DOROTHY  
Jack Benny Show  
CBS-TV  
SHEA, MERRILL  
Merrill Sings  
WLAM, Lewiston, Maine  
SHELTON, BANNER  
Banner Shelton Sings  
WGCD, Chester, S. C.  
SHORE, DINAH (Mrs. George Montgomery)  
B. March 1, 1917, Winchester, Tenn.; The Tide Show, Sponsored by Tide, CBS (Radio); The Dinah Shore Show, Sponsored by Chevrolet, NBC-TV; Motion Pictures, "Aaron Slick From Punkin Crick" for Paramount.  
SIMMS, GINNY  
Jack Smith-Dinah Shore-Ginny Sims Show  
CBS.  
SIMSAI, DON  
WKOW, Madison, Wis.  
SLIM AND MARY  
Western Varietists  
KFEQ, St. Joseph, Mo.  
SLOCUM, WILL  
Wandering Minstrel  
KPOJ, Portland, Oregon  
SMILEY, BETTY  
Gift Shop of the Air  
WCAE, Pittsburgh, Pa.  
SMITH, ARTHUR  
Carolina Corner Store  
WETI, Charlotte, N. C.  
SMITH, CARL  
Carl Smith Show  
CBS.  
SMITH, CHERRY KAY  
Cherry Kay Smith  
WRGA, Rome, Ga.  
SMITH, CHESTER  
Chester Smith Hour  
KTRB, Modesto, Calif.  
SMITH, FRED  
KSTP, Minneapolis-St. Paul, Minn.  
SMITH, HOWARD (QUINTET)  
Garry Moore Show  
CBS-TV.  
SMITH, JACK  
Jack Smith-Dinah Shore-Ginny Sims Show  
CBS.  
SMITH, MELISSA  
On The Alamo  
WQAL-TV, San Antonio, Tex.  
SNARY, BILL  
A Guy, A Gal, & A Song  
WIND, Chicago, Ill.  
SNYDER, BOB  
Bob & Gene  
WFBG, Altona, Pa.  
THE SONGFELLOWS  
WHO, Des Moines, Iowa  
SONGMITHS  
Garroway At Large  
NBC-TV  
SPelman, MARIAN  
WLW-T, Cincinnati, Ohio  
SPELZ, BERBINE  
Bernie Sings  
WFHR, Wisconsin Rapids, Wis.  
STACY, JEAN  
Songs By Jean Stacy  
KTAT, Frederick, Okla.  
STARKER, ROY  
Silhouettes Of The West  
WBBK, Chicago, Ill.  
STEBER, ELEANOR  
Voice Of Firestone  
NBC-TV  
STECHOW, JUDY  
Judy Sings  
WJET, Erie, Ohio  
STEELMAN, STUART  
WHO, Des Moines, Iowa
<table>
<thead>
<tr>
<th>Name</th>
<th>Description</th>
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<tbody>
<tr>
<td>STEENROD, ANNE</td>
<td>WBTV, Canton, Ohio</td>
</tr>
<tr>
<td>STENDAHL, RUTH</td>
<td>Scandia Barn Dance, KOMO, Seattle, Wash.</td>
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<tr>
<td>STEPHENS, DICK</td>
<td>D. S. Sings, CKLW, Nelson, B. C., Canada</td>
</tr>
<tr>
<td>STEPHENS, GARY</td>
<td>TV Showcase, WRGB, Schenectady, N. Y.</td>
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<tr>
<td>STEPHENS, GINNY</td>
<td>Say It With Music, WCAU, Philadelphia, Pa.</td>
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<tr>
<td>STEVENS, HERB</td>
<td>Lee Kelton Orchestra, WJAS, Pittsburgh, Pa.</td>
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<tr>
<td>STEVENS, RISE</td>
<td>Voice Of Firestone, NBC, NBC-TV</td>
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<tr>
<td>STEWARD, CLAIRE</td>
<td>Claire Stewart Show, WFIA, Dallas, Texas</td>
</tr>
<tr>
<td>STOTT, BOB</td>
<td>Bob Stotts, KMA, Shenandoah, Iowa</td>
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<tr>
<td>STRAUMGMAT, SHIRLEY</td>
<td>Songs With Shirley, WYMC, Mt. Carmel, Ill.</td>
</tr>
<tr>
<td>STREET, DAVE</td>
<td>Broadway Open House, NBC-TV</td>
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<tr>
<td>STRAND, U.</td>
<td>The Strolliers (4)</td>
</tr>
<tr>
<td>SUNSHINE TRIO</td>
<td>WBWB, Burlington, N. C.</td>
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<tr>
<td>SWANSON, BYRON</td>
<td>Serenade In The Night, KGA, Spokane, Wash.</td>
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<tr>
<td>SWEET, SALLY</td>
<td>Harriet Hands, WDGY, Minneapolis, Minn.</td>
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<tr>
<td>SWEETLAND, SALLY</td>
<td>Big Time, CBS</td>
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<tr>
<td>SWIERENGA, JOHN</td>
<td>Hymns Of The Morning, WHTC, Holland, Mich.</td>
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<tr>
<td>TAGLIANI, FERRUCCIO</td>
<td>Telephone Hour, NBC</td>
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<tr>
<td>TAYLOR, BOB</td>
<td>On The Alamo, WOAI-TV, San Antonio, Tex.</td>
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<tr>
<td>TERRILL, TOMMY</td>
<td>Starlite Time, WGAR, Cleveland, Ohio</td>
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<tr>
<td>TEXTOR, KEITH &amp; SYLVIA</td>
<td>Fressed Waring Show, CBS-TV</td>
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<tr>
<td>THEBOM, BLANCHE</td>
<td>Telephone Hour, NBC</td>
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<tr>
<td>THOMAS, CLAYE</td>
<td>American Songs, WFOX, Milwaukee, Wis.</td>
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<tr>
<td>THOMAS, DANNY</td>
<td>Voice of Firestone, NBC, NBC-TV</td>
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<tr>
<td>THREE BEAUS AND THE PEER</td>
<td>John Conte's Little Show, NBC-TV</td>
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<tr>
<td>TIBBS, HAROLD</td>
<td>The Studio Hour, CFRK, Fort Frances, Ontario, Canada</td>
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<tr>
<td>TIMMAN, TINY</td>
<td>KMBC-KFRC, Kansas City, Mo.</td>
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<tr>
<td>TILTON, MARTHA</td>
<td>Curf Massey Show, MBS, Curf Massey Time, CBS</td>
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<tr>
<td>TOLAND, DON</td>
<td>Don Toland Sings, KICD, Spencer, Iowa</td>
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<tr>
<td>TORME, MEL</td>
<td>Mel Torme Show, CBS-TV</td>
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<tr>
<td>TOWNIE, MARYLIN</td>
<td>Breakfast with Marilyn, WNKL, Norwalk, Conn.</td>
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<tr>
<td>TRENNERY, ANN</td>
<td>Girl With A Song, KIMA, Yakima, Wash.</td>
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<tr>
<td>TURNER, DALLAS</td>
<td>Songs Of The West, KWWJ, Kentland, Oregon</td>
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<tr>
<td>TURNER, S.</td>
<td>Music For Sunday Afternoon, CFOS, Gwen Sound, Ont., Can.</td>
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<tr>
<td>UPSON, DAVE</td>
<td>WKRC, Cincinnati, Ohio</td>
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<tr>
<td>UPTON, DON</td>
<td>Don Upton Show, WLYA, Lynchbug, Va.</td>
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<tr>
<td>VALLEY BOYS</td>
<td>WBVP, Beaver Falls, Pa.</td>
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<tr>
<td>VALLI, JUNE</td>
<td>B. June 30, 1930, New York, N. Y.; Stop the Music, ABC; Broadway To Hollywood, DuMont; Elio Pinza Show, NBC-TV; Big Show, NBC; Fashion Model, DuMont; Cavalcade Of Bands, DuMont; Mike &amp; Buff, CBS-TV; RCA Victor Show, NBC-TV; Headline Clues, WABD.</td>
</tr>
<tr>
<td>VAN ALTSTYN, CHUCK</td>
<td>Happy Valley Boy, WKBK, St. Marys, Pa.</td>
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<tr>
<td>VANDERBILT, EILEEN</td>
<td>Songs By Eileen, WPLA, Plant City, Fla.</td>
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<tr>
<td>VANDYKE, KEITH</td>
<td>Piano Melodies, WABA, Boone, N. C.</td>
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<td>W</td>
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<tr>
<td>WAGNER, ANNE</td>
<td>Songs By Ann Wagner, WBVM-TV, Indianapolis, Ind.</td>
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<tr>
<td>WALKER, DUSTY</td>
<td>Chief Milani Show, KNBH, Hollywood, Calif.</td>
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<tr>
<td>WALKER, MADELINE</td>
<td>WOW, WOW-TV, Omaha, Neb.</td>
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<tr>
<td>WAKER, EMMA</td>
<td>Starlite Serenade, KROH, North Platte, Nebr.</td>
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<tr>
<td>WARD, JIM</td>
<td>Western Jamboree, KGST, Fresno, Calif.</td>
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<tr>
<td>WARE, GILBERT</td>
<td>Meditation, KONO, San Antonio, Texas</td>
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<tr>
<td>WARENSKJOLD, DOROTHY</td>
<td>B. San Francisco, Calif.; Ford Festival, NBC-TV; Railroad Hour, NBC; Standard Hour, NBC; Firestone Hour, NBC &amp; NBC-TV.</td>
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<tr>
<td>WAYSON, DELores</td>
<td>Music City, USA, WSM-TV, Nashville, Tenn.</td>
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<tr>
<td>WAYNE, EDDY</td>
<td>Eddy Wayne Show, WHKR, Akron, Ohio</td>
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<tr>
<td>WEBB, HELEN</td>
<td>Sooner Shindig, WKY-TV, Oklahoma City, Okla.</td>
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<tr>
<td>WEBB, RED</td>
<td>RW Show, WLBG, Laurens, S. C.</td>
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<tr>
<td>WESTBLOX, MAX II</td>
<td>Continental Variety, WJWR, Woodside, N. Y.</td>
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<tr>
<td>WEST, NADINE</td>
<td>Breakfast Frolic, KFHE, Wichita, Kans.</td>
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<tr>
<td>WESTON, K.</td>
<td>Wakin' With Weston, KFEQ, St. Joseph, Mo.</td>
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<tr>
<td>WESTON, PAUL</td>
<td>Organ Interludes, WATA, Boone, N. C.</td>
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<tr>
<td>WHEATLEY, JOAN</td>
<td>Fred Waring Show, CBS-TV</td>
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<tr>
<td>WHIT &amp; NICK</td>
<td>Hankhouse Jamboree, WHZ, Buzer, Texas</td>
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<tr>
<td>WHITING, MARGARET</td>
<td>Railroad Hour, NBC</td>
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<tr>
<td>WICKBERG, RALPH</td>
<td>CKY, Winnipeg, Manitoba, Canada</td>
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<tr>
<td>WILETING, MARGE</td>
<td>Street Of Dreams, WFIL, Philadelphia, Pa.</td>
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<tr>
<td>WILLIAMS, BILLY</td>
<td>Quartet, Your Show Of Shows, NBC-TV</td>
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<tr>
<td>WILLIAMS, EDDIE</td>
<td>Eddie Williams Show, KDAL, Deluth, Minn.</td>
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<td>WILSON, EILEEN</td>
<td>Your Hit Parade, NBC, NBC-TV</td>
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<tr>
<td>WILSON, FREDDY</td>
<td>Freddy Wilson Show, KYMA, Yuma, Ariz.</td>
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<tr>
<td>WILSON, PAT</td>
<td>Homemaker's BobNob, WBNS-TV, Columbus, Ohio</td>
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<tr>
<td>WRIGHTSON, EARL</td>
<td>Musicland U. S. A., CBS</td>
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<td>Z</td>
<td>ZEIDMAN, IRVING</td>
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<td>ZEIGNER, MARIE</td>
<td>Songs By Marie Zeigner, KRBN, Los Alamos, N. Mexico</td>
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AL HELFER

BASEBALL
Mutual Game of the Day
World Series
All-Star Game

FOOTBALL
Mutual Game of the Week
Rose Bowl
East Vs. West All-Star Game
Army Vs. Navy

SPORTS DIGEST—MBS

Personal Rep.

CHICK VINCENT
509 MADISON AVE., NEW YORK 22, N. Y.
EL. 5-0734
SPORTS COMMENTATORS
RADIO AND TELEVISION
—their work during 1951

--- A ---

ADAMS, TONY
Sports Tonight
WCAX, Burlington, Vt.

AGRESTA, PHIL
Sports Special
WBT, Charlotte, N. C.

ALAN, STEVE
Spotlight On Sports
KORX, Kossukul, Iowa

ALEXANDER, ALDRIDGE
Sports Special
KXEO, Indio, Calif.

ALLEN, ALLCORN
Sports Special
KXEO, Indio, Calif.

ALLEN, ALLEN
Inside Angle On Sports

ALLAIN, ORREN
Sports Special
KXEO, Indio, Calif.

ALLEN, MEL
B. Feb. 14, 1913, Birmingham, Ala.; N. Y. Yankee Baseball, Home Of Champions Network; Notre Dame Football, DuMont; World Series, MBS; All Star Game, MBS; Orange Bowl, CBS; Triple Crown, NBC, CBS.

ALLEN, PERCE
Percy Allen
CROC, Hamilton, Canada

ALLEN, WAYNE
Sports Special
KXEO, Indio, Calif.

AMBROSE, JOHNNY
Speaking Of Sports

ANDERSON, DICK
Dick's On At Six
WEOA, Evansville, Ind.

ANDERSON, DOUG
Sports Special
KFYR, Bismarck, N. D.

ANDERSON, TOM
Sports Roundup
WLDY, Lafayette, Wis.

ANGWIN, PERCY
Just Outdoors
WSKI, Montpelier, Vt.

ANTHONY, GEORGE
Sports Parade
WOND, Pleasantville, N. J.

ANZIVINO, JOE
Sports Parade
KGBM, Honolulu, Hawaii

ARMSTRONG, CARL B.
Sports Special
WJAM, Williamson, N. C.

ARMSTRONG, WM.
Sports Views
WOM, Owensboro, Ky.

ARNO, SAM
Sports Roundup
WSTM, Trenton, N. J.

ASH, KEY
Gettelman Sports
WHAY, Haverhill, Mass.

ARTHUR, DON
Sports Roundup
KXEO, Indio, Calif.

AUCLAIR, GASTON
Sports Roundup
KXEO, Indio, Calif.

BAGG, WENDELL
Sports Special
KSDN, Aberdeen, S. D.

BELCHER, ROB
Sports Special
KOL, Seattle, Wash.

BELL, JACK
Sports Line Up
KDET, Center, Texas

BELL, MONTE C.
KADA, Ada, Okla.

BELL, TED
Sports Special
KESC, Seattle, Wash.

BELLINGER, STEVE
Sports Special
WVMC, Mt. Carmel, Ill.

BENDER, BOB
Sports Special
WGY, Schenectady, N. Y.

BENDER, CHIEF
Sports Parade
WBCB, Albany, Ga.

BENDER, TED
This Week In Sports
RTSM, El Paso, Texas

BENNETT, DEAN
Local Sports
KSL-TV, Salt Lake City, Utah

BENSON, DICK
Sports Digest
WISE, Hickory, N. C.

BERDAN, BIRD
Sports Special
WEAV, Plattsburg, N. Y.

BERGER, JEAN
Sports Special
CKDL, Matane, Que., Canada

BERGESON, CHUCK
WFDF, Flint, Mich.

BERKMAN, AL
The Al Berkman Show
WEVD, New York, N. Y.

BERKNDT, IRVING A.
WRAK, Williamsport, Pa.

BEDZIKY, TOM
Tip Off On Sports
KRFJ, Miles City, Montana

BLACK, JAY
Dixie Sports Special
WDXI, Jackson, Tenn.

BLACKBURN, BOB
Sports Special
KXEO, Portland, Oregon

BLOUNT, BOB
Sports Special
KPAN, Hereford, Texas

BLUE, IRA
KGO, San Francisco, Calif.

BODIE, ARMAND
BC Sports Review
WSOC, Charlotte, N. C.

BODNEX, AL
Football Special
KDHS, Boise, Idaho

BOGGS, OTIS
WRUF, Gainesville, Fla.

BOGVO, JIM
Sports Roundup
CHUB, Nanaimo, B. C., Can.

BOHNOFF, ED
10:30 Sports Club
KLO, Grand Forks, North Dakota

--- B ---

BACHRACH, TOM
KDKH, Firthl, Minn.

BAILES, B.
KXAM, Huntsville, Texas

BAILEY, CHARLEY
WEIR, Buffalo, N. Y.

BAILEY, CHUCK
WHBU, Anderson, Indiana

BAIR, PAUL
The AM Sportcast
WEOA, Evansville, Ind.

BAKER, DICK
Dick Baker's Show
WSAI, Cincinnati, Ohio

BAKER, NELSON
The N. B. Show
WFIR, Baltimore, Md.

BAKER, RAY
WLVN, Ocean, Ill.

BALK, SAM
KOL-AM, Los Angeles, Calif.

BARBER, RED
G. E. Football Roundup
CBS

BARKER, EDDIE
KLRL, Dallas, Texas

BARKLEY, BETE
Radio Sports Page
KNGO, Dodger City, Kansas

BARRINGTON, JAY
Sports Special
WDAF-TV, Kansas City, Mo.

BARTON, DAVE
Sports Roundup
RCIM, Carroll, Iowa

BARRY, GUY
National Sports Parade
WCOJ, Coatesville, Pa.

BATES, MARVIN
Sports Roundup
WGBF, Evansville, Ind.

BAYEUR, ROLAND
Les Sports En Revue
CRVJ, Verdun, Que., Canada

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BOICE, CHUCK
KVAN, Vancouver, Wash.

BOLAND, CHARLIE
KRLD, Dallas, Texas

BOLAND, JOE
Football
WCFL, Chicago, Ill.

BOND, HARRIS
WTTX, Springfield, Mass.

BOSTIC, TOM C.
KIMA, Yakima, Wash.

BOWER, BOB
Sports call
WTIP, Charleston, W. Va.

BOWMAN, DUKE
Sports Shorts
KWFT, Wichita Falls, Texas

BOWMAN, HUGH
Sports lines
CJOY, Guelph, Ont., Canada

BOWSER, BEN
Davis Sports
WACB, Kittanning, Pa.

BOX, YES
KRLC, Rapid, Iowa

BOYD, DON
Sports Roundup
WCLO, Jamesville, Wis.

BOYLE, BILL
Down The Line In Sports
WCF, Panama City, Fla.

BRACHER, BERNIE
Sports Slants
WAVE-TV, Louisville, Ky.

BRADLEY, JACK
The Sports Journal
WSAZ, WSAZ-TV, Huntington, W. Va.

BRANSON, TODD
Play By Play
WWCA, Gary, Ind.

BRAY, DICK
Bauerian News Roundup
WCPO, WCPO-TV, Cincinnati, Ohio

BREMSEK, LYKEL
KFAB, Omaha, Nebr.

BREWER, CHAS.
WHIN, Gallatin, Tenn.

BRICKHOUSE, JACK
WGN, WGN-TV, Chicago, Ill.

BRITT, JIM
Football, Baseball
MBS

BRITTEN, JACK
WHQ, Memphis, Tenn.

BROCKMAN, DON
Sports Report
WJON, St. Cloud, Minn.

BRODE, BUDDY
Sports Roundup
WNAB, Norristown, Pa.

BROMBERG, LESER
Fight Follow Up
CBS-TV

BROMBERG, VERN
Hawkeye Sports Journal
KCHA, Charles City, Iowa

BROOKS, BILL
Sports Round-Up
WEBJ, Brewton, Ala.

BROOKS, BOB
Sports Parade
Sports Story

BROOME, G. EARL
WHED, Washington, N. C.

BROWN, AL
Sports Review
WWSC, Glens Falls, N. Y.

BROWN, BILL
Kendall News & Sports Review
WBTA, Batavia, N. Y.

BROWN, BILL
Sports Picture
WTYN, Columbus, Ohio

BROWN, FRED
Sports Reporter
WLOS, Asheville, N. C.

BROWN, GLENN
Brown Sportscast
KVET, Austin, Texas

BROWN, HARRY
Sports Extra
WKIP, Poughkeepsie, N. Y.

BRUBAKER, TOM
Baseball
KSST, Sulphur Springs, Texas

BRUNELL, JOHN
Sports Final
WDEV, Waterbury, Vt.

BRYAN, BILL
Sports Review
KTOP, Oklahoma City, Okla.

BRYANT, TED
Sports Director
KRLC, Lewiston, Idaho

BRYSON, JOHN
Sports Review
WENR, WENR-TV, Chicago, Ill.

BUCHANAN, BRUCE
WMPD, Wilmington, N. C.

Thanks N B F

RADIO DAILY — TELEVISION DAILY
Friday, September 21, 1951

• • • Following extended negotiations, Bill Stern has been signed to a new threeyear contract by NBC. Actually, Bill's present contract with NBC does not expire until next March, but to sew him up for the future, since they knew that both CBS and ABC were after him, NBC tore up Bill's old pact and gave him a new one starting immediately. Under the terms of his new contract, Stern is guaranteed a minimum of $350,000 for the next three years. Under the new pact, he assumes the new title of sports editor.

Bill Stern

VARIETY
Wednesday, September 19, 1951

Bill Stern's 500G
3-Year NBC Pact

Bill Stern, NBC sports director, has negotiated a new three-year deal with the network, although the present one doesn't expire until next March. Under the new pact, Stern will forsake his administrative functions to devote his time exclusively to broadcasting and telecasting.

New contract gives Stern a minimum guarantee of $500,000 over the three-year span. That amount has approximated his total gross under the old agreement, but under the new terms it permits Stern an opportunity to shoot for higher than the minimum stakes.

Stern will do some of the Westinghouse-sponsored grid games under the NCAA formula. Whether or not he gets the Rose Bowl assignment under the Gillette NBC exclusivity is still problematic.
BUDDE, BOOTS
Boots Budde Looks At Sports
WIBV, Belleville, Ill.
BUETEL, FRANK
WLOL, Minneapolis, Minn.
BULLET, "BUCKY"
Sports Trail
BUPP, BOB
WPTW, Piqua, Ohio
BURGESS, JACK
WOSC, Fulton, N. Y.
BURGMAN, HORST F.
KOPR, Butte, Montana
BULKE, GORDON
Sports Calendar
KULA, Honolulu, Hawaii
BURNS, BOB
Sportscaster
KMOX, St. Louis, Mo.
BURR, CHARLES C.
Sports Excerpts
WXRA, Buffalo, N. Y.
BURT, JIM
Sports Final
KELO, Sioux Falls, South Dakota
BYRUM, BUCK
All Sports Play-By-Play
WIRJ, Humboldt, Tenn.
BYRNE, BOB
KDB, Santa Barbara, Calif.
BYERS, WAYNE
Play-By-Play
Panorama Of Sports
WATG, Ashland, Ohio
BUTTERFIELD, RAY
What's New In Sports
WLOG, Biloxi, Miss.

C

CAIN, CLAUDE
Basketball On The Air
KID, Idaho Falls, Idaho
CARMACK, BOB
Sportlight
KBIX, Muskogee, Okla.
CARNEGIE, TOM
Sportswire
WIRE, Indianapolis, Ind.
CARPER, JIM
Sports Roundup
WKBB, Dubuque, Iowa
CARROLL, HARRY
Today's Sports
WANS, Anderson, S. C.
CARSON, JAMES C.
KWMM, Williston, N. Dak.
CARSON, TOM
Carson With Sports
WJW, Cleveland, Ohio
CARTER, DON
Sportlight
CHAT, Medicine Hat, Alberta, Canada
CARTER, RONNIE
Play By Play
KNEM, Nevada, Mo.
CARTY, DEL
Sports Roundup
WWGP, Sanford, N. C.
CARVIN, EDDIE
WMSA, Massena, N. Y.
CASE, JACK
Sports Roundup
WWNY, Watertown, N. Y.
CASEY, BOB
Sports Final
WGDY, Minneapolis, Minn.
CASPER, TEE
Sports Director
KICL, Fort Worth, Texas

Guy Le Bow
STRAUSS STORES REPORT "GREATEST SALES"
GOLD SEAL SATURDAY ROUNDUP
"ATTAINED HIGHEST WPIX PULSE RATING"

New York Rangers
HOCKEY MADISON SQ. GARDEN
“TODAY’S BASEBALL” NEW YORK WORLD-TELEGRAM
“TAKE A TIP FROM ME” and SUN
“WARM-UP TIME” • “SPORTS EXTRA”

BERT LEE
WMGM
“The Call Letters of the Store”
NEW YORK
Sports Commentators—Radio-Television

CAUDILL, CARL B.
Sports Review
WHOT, South Bend, Ind.

CAULEY, AL
Harry Gold Sports Final
CJAD, Montreal, Quebec, Can.

CAULFIELD, JOE
Sports Scene
WARD, Johnstown, Pa.

CHALMERS, JAMES
Speaking For Sports
WEIM, Fitchburg, Mass.

CHAMBERLAIN, CARL
Sports show
WABC, Rochester, N. Y.

CHAMBERLAIN, GUS
Sports Review
WABC, Chattanooga, Tenn.

CHAPMAN, ELBERT
Sportscast
KGLW, Alamosa, Colo.

CHAPLES, AL
WAYB, Waynesboro, Va.

CHARVAT, JACk
Tonight Sports
KTUL, Tulsa, Okla.

CHEDWICK, CRAIG
The scoreboard
KHTY, Homestead, Pa.

CHERRY, CHARLES
Sports Mike
KTOH, Lima, Kauai, Hawaii

CHERRY, FREEMAN
Sportlight
WKAY, Glasgow, Ky.

CHRISTENSEN, DUANE
Sportscast
KVNU, Logan, Utah

CHRISTIE, GEO.
Sports' Show
WFEA, Manchester, N. H.

CHRISTOFFERSON, AL
Sportscast
KTUF, Thief River Falls, Minn.

CLARK, JUSTIN
Sports Stardust
WNUC, Portland, Ill.

CLAWSON, LEW
Sports
KDUA, Wheeling, W. Va.

CLAYTON, DEAN
Sports Parade
KBOE, Osakaloosa, Iowa

CLEAR, BILL
Sports
WRTA, Altoona, Pa.

CLIFTON, RON
Sports Spotlight
KIII, Spokane, Wash.

CLIFTON, ROBERT
Clemens Sportscast
RENO, Las Vegas, Nevada

CLIFTON, ROBERT
Sports Report
KXRO, Odessa, Texas

COBBURN, HUGH
Lee's Look 'Em Over
WBJJ, Dalton, Ga.

COGGIN, JIMMIE
Along The Sports Trail
WRK, N. Newberry, S. C.

COLE, BENJAMIN
WORA, Mayaguez, P. R.

COLE, JOE
WEAB, Greer, S. C.

COLEMAN, RON
Sports Journal

COLES, ED
Play-By-Play
WSSB, Durham, N. C.

COLLARD, RENE
Radio-sport CKCV
CKCV, St. John, Canada

COLLIE, VIN
Sports Round-Up
WEBI, Westerly, R. I.

COLLINS, DON
Sports Journal
WJBC, Bloomington, Ill.

COLLINS, JUD
Touchdown Preview
WABC, Shreveport, La.

COLLINS, SID
WIBC, Indianapolis, Ind.

COMBS, HOOT
WVLR, Vassar & Lexington, Ky.

COMEAN, DENNY
CBLS, Yardmouth, N. S., Can.

COMPTON, AL
Sports Review
WCKB, Dunn, N. C.

CONNOR, LUIS VISOT
Paging Deportiva Ultimas Noticias
WPRF, Ponce, Porto Rico

CONNER, ROY
WBAL-TV, Baltimore, Md.

CONRAD, STEVE
WDOC, Chattanooga, Tenn.

COOK, GORDON
CFBR, Toronto, Ont., Canada

COOK, HARROLD
KICA, Clovis, N. M.

COONEY, JAMES J.
Great Moments Sports
WJNC, Jacksonville, N. C.

CORBETT, KEN
KLWT, Lebanon, Mo.

CORLEY, BILL
WBNS, Columbus, Ohio

CORGALL, NED B.
All Sport
CKRD, Red Deer, Alberta, Can.

CORSSILL, CHUCK
Sports Spotlight
KBKW, Aberdeen, Wash.

COSELLO, ED
World of Sports
WROI, Ossesa, Texas

COWELL, ED
Speaking of Sports
WJHL, Johnson City, Tenn.

Cox, JIM
Hockey-Lacrosse
CKNW, New Westminster, B. C., Canada

COZAD, FLOYD V.
WDYK, Cumberland, Md.

CRACKER, JACK
Baseball, Football, Basketball
WCVL, Connellsville, Pa.

CRAFT, STAN
Football-Basketball
WABC, Aberdeen, Wash.

CRAG, WILLIAM
Sports World
WATA, Boone, N. C.

Cramer, CRIS
Sports Report
WCHV, Charlottesville, Va.

CRAWFORD, NERT
Fish 'N' Tackle
WJNO, W. Palm Beach, Fla.

CREIGHTON, HARRY
WGN, WGN-TV, Chicago, Ill.

CRISTIL, JACK
All Sports
WROX, Clarksdale, Miss.

CROGAN, JOE
WBAL, WBAL-TV, Baltimore, Md.

CROSIA, FRANK
Sports Director
WHOT, South Bend, Ind.

CROWLEY, BILL
Spotlight On Sports
WARA, Allentboro, Mass.

MAYNARD, JOE
WJFD, Ishpeming, Mich.

CRUM, JIMMY
WBFR, Worthington, Ohio

CRYSDALE, JOE
Scoreboard
CBET, Toronto, Ont., Canada

CUDAHY, BILL
Sports Personalities
CHVC, Niagara Falls, Ont., Canada

CULLINGS, BOB
Sports Digest
WMT, Cedar Rapids, Iowa

CULLEN, PAUL C.
Sports Review
WMBL, Moorhead City, N. C.

D—

DABOUL, JOE
Sports Hi-Lights
WIKY, Plattsburg, N. Y.

DAVY, JOHNN
Sports Matinee
WGPA, Bethlehem, Pa.

DA GRASSO, JOHN "OX"
Speaking of Sports

DAHIL, DON
On The Sidelines
KDAL, Dubuque, Minn.

DANK, ROLAND
Spotlight On Sports
KAUS, Austin, Minn.

DALEY, BILL
News & Sports Before Noon
KEYD, Minneapolis, Minn.

DALY, JACK
CKOY, Ottawa, Ont., Canada

DANCY, KEITH
CFCF, Montreal, Que., Canada

DANES, SPENCER
Play-By-Play
WKJV, Richmond, Ind.

DANIEL, DAN
Sports Journal
WHOO, Orlando, Fla.

DAYS, BOB
Football, Baseball, Basketball
KMUR, Murray, Utah

DAYS, BILL
Sports Final
WLOW, Norfolk, Va.

DAYS, CHAS.
Sports Report
WMFL, Miami, Fla.

DAYS, DICK
Speaking of Sports
WFPT, Findlay, Ohio

DAYS, GENE
Sportlight
WCLK, Cleveland, Ohio
Davies, Geoff
B. July 26, 1918, Edmonton, Alta., Can.; Sports Director, WINS, New York, N. Y.

Davis, Ivy
Sports Digest
WJXX, Jackson, Miss.

Davis, Jim
What's What In The Land Of Sports
WKPT, Kingsport, Tenn.

Davis, Johnny
That Sportscaster
WUSJ, Lockport, N. Y.

Davis, Les
Today In The World Of Sports
WNAX, Yackton, S. D.

Davis, Norm
WRUF, Gainesville, Fla.

Davis, Fred
Sports Final
WJAS, Pittsburgh, Pa.

Daw, W.
Sports Deal
CFOS, Owen Sound, Ont., Can.

Dawson, Bud
WQUA, Moline, Ill.

Dean, Dozy
Yankee Baseball Games
WADD, New York, N. Y.

Dienes, N.
Sports Time
WCON, Grand Island, Nebr.

Delaney, Bob
WDHD, Boston, Mass.

Delaney, Robert
WAVU, Guilder, Va.

Denton, Bill
Football Scoreboard—Football Prophet
Rainier Sports Reel
Marching Thru Sports
KPO, Wenatchee, Wash.

Derk, John
Sports Roundup
CBS

Desilet, Leroy
News In Sports
KYAK, Yakima, Wash.

Desmond, Connie
Football Roundup
CBS

De Victor, Marty
WBNS, Columbus, Ohio

Dine, Jack
In The Spotlight
CJBQ, Belleville, Ont., Canada

DeYoannes, Mundo
Sports By DeYoannes
WHLB, Virginia, Minn.

Diab, George
Play By Play
Sports Reel
WTRP, Bellaire, Ohio

Dickson, Wilford
EGF, Shawnee, Okla.

Diehl, Bill
Dealing It Out
WGHI, Newport News, Va.

Diehm, Victor C.
WAZL, Hazleton, Pa.

Dihlmann, Henry
EROS, Clinton, Iowa

Dillon, Fred
Sports Review
WCMA, Corinth, Miss.

Dillon, Gene
Sports Review
WCMW, Canton, Ohio

Dillon, Lenny
Today In Sports
WFAS, White Plains, N. Y.

Dittert, Ed
World of Sports
KRKC, Beaumont, Texas

Dix, Jack
Sports Call, Sports Quiz
WJSY, Hattiesburg, Miss.

Dixon, Mason
Sports Parade
WOOI, Steubenville, Ohio

Dolan, Frank
All Outdoors
WKOP, Binghamton, N. Y.

Donley, Red
Sports Today
The Week In Sports
WSTV, Steubenville, Ohio

Dopp, Clay
Sports Desk
WXEL, Cleveland, Ohio

Dore, Bill
KROD, South Bend, Ind.

Dougherty, Chuck
Sports Final
Williamson, W. Va.

Douglas, Scott
Wrestling, MBS-TV; Boxing, CBS-TV; All Sports

Douglas, Steve
A Kid And A Dog
WNBW, Washington, D. C.

Dwyer, Vince
Picture In Sports
WJYA, South Bend, Ind.

Draper, Larry
Today's Sports
WRED, Wurton, W. Va.

Dreenan, Jerry
KEYE, Perryton, Texas

Drew, R. E.
KCLD, Oswego, Ont., Canada

Dudley, Jimmy
WREJ, Cleveland, Ohio

Duggan, Tom
WQAQ, Chicago, Ill.

Duggan, Tom
WWBQ, Chicago, Ill.

Dumont, Herman
The Week In Sports
CJEM, Edmundston, N. B., Canada

Dunbar, Walter
Time For Sports
WJET, AM & FM, Brockton, Mass.

Dunphy, Don
Trotting Races
WABD

Durkin, Ralph
Sports Final
WDAF, Kansas City, Mo.

Dyer, Bill
Baltimore Bullets
Basketball
WAAM, Baltimore, Md.

Eakins, Phil
Sportscycle
EGP, Shawnee, Okla.

Eakins, Phil
Sportscycle
KEPO, El Paso, Texas

Eaton, Tom
Today In Sports
WHER, Holyoke, Mass.

Edward, Bill
Sportscast
RGGC, Amarillo, Texas

Edward, Bill
KLEF, Houston, Texas

Edward, Web
Sport Roundup
KPOA, Honolulu, Hawaii

Egan, Gail
Sports Desk
WXEL, Cleveland, Ohio

Ehlers, Ned
WMTR, Morristown, N. J.

Ehrlich, George
Sports World
WINH, Laconia, N. H.

Eliason, James C.
KOCA, Kiel, Wis., Texas

Elkebracht, Paul
Play-By-Play
WDLI, Carmel, Ind.

Elliot, Don
WBCS, Midland, Texas

Elliot, Owen
Sports Review
WSET, South Bend, Ind.

Ellis, Ken
Sports with Ken Ellis

Ellis, Steve
Giant Jottings
WMCA, N. Y. N. Y.

Ellison, WM
WHBF-TV, Rock Island, Ill.

Elson, Bob
Sports & Comments
WBBR, Chicago, Ill.

Elston, Bob
KIOA, Des Moines, Iowa

Englander, Daron
Local Sports
WGBB, Freeport, N. Y.

Enroth, Dick
Newspaper
WLOL, Minneapolis, Minn.

Ensley, Harold
Fisherman's Friend
KIMO, Independence, Mo.

Eric, Charles
WHIS, Bluefield, W. Va.

Essick, Lou
WGNI, Wilmington, N. C.

Estelle, Richard
WTVB, Coldwater, Mich.

Estes, James L.
WRH, Rock Hill, S. C.

Euranks, Blair
Sports Review
WTAR, Norfolk, Va.

Evans, L. C. "Len" Sports On A Spree
Sports In Fig.
CHLO, St. Thomas, Ont., Can.

Evans, Russ
Speaking of Sports
KEX, Pittsburg, Kan.

Ewart, Don
Sportscycle
CGFP, Grand Prairie, Alberta, Canada

Falkenstein, Max
Tops in Sports
WREN, Topoka, Kans.

Fallon, Frank
WMEX, Boston, Mass.

Fancher, K. L.
Sports Review
KPBN, Pampa, Texas

Faris, Clif
The Sports Review
WGTM, Wilson, N. C.

Farrell, Maury
WAEM-TV, Birmingham, Ala.

Farrington, Frank
KFM, St. Cloud, Minn.

Farricker, Bill
In The Spotlight
WFLB, Fayetteville, N. C.

Farris, Joe
Sports Billboard
WGKY, Charleston, W. Va.

EAE, Bill

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Falkenstein, Max
Tops in Sports
WREN, Topoka, Kans.

Fallon, Frank
WMEX, Boston, Mass.

Fancher, K. L.
Sports Review
KPBN, Pampa, Texas

Faris, Clif
The Sports Review
WGTM, Wilson, N. C.

Farrell, Maury
WAEM-TV, Birmingham, Ala.

Farrington, Frank
KFM, St. Cloud, Minn.

Farricker, Bill
In The Spotlight
WFLB, Fayetteville, N. C.

Farris, Joe
Sports Billboard
WGKY, Charleston, W. Va.

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Sports Commentators—Radio-Television

EAE, Bill
GAGE, FRED
WIBA, Madison, Wis.

GAINES, JERRY
Sports Today

GAINES, WALT
WIEL, Elizabethtown, Ky.

GALLACHER, BOB
Sports Review
WMJ, Philadelphia, Pa.

GALLIVAN, DANIEL L.
Wildroot Sportscast
N-4-Way Sportscast
CJCH, Halifax, N. S., Canada

GANS, ALAN
Inside Angle On Sports

GARCIA, PEDRO JUAN
Panorama Deportivo
WPRF, Ponce, Puerto Rico

GARDNER, BILL
Scoreboard
WWPA, Williamsport, Pa.

GARDNER, DON
Sports Director
WKBK, Youngstown, Ohio

GARRICK, TOMMY
Late Sports Roundup
CKTB, St. Catharines, Ont., Canada

GAYWOOD, JOHN
Sports In Review
WNBE, Saranac Lake, N. Y.

GATES, JIM
Sports of All Sorts
WTPG, Altoona, Pa.

GEE, STAN
WGAR, Cleveland, Ohio

GEORGE, BILL
Sports In Review
KSTV, Stephenville, Texas

GEORGE, ED
Tomorrow's Headlines in Sports
WSAN, Allentown, Pa.

GIBB, BART
Speaking of Sport
CFRN, Edmonton, Alberta, Canada

GIBBS, JAMES L.
WML, WMAL-TV, Washington, D. C.

GIDDINS, EARL
Play-By-Play Sports
WEMP, Milwaukee, Wis.

GILLHAM, DICK
Sports Final
WDAP-TV, Kansas City, Mo.

GILMORE, BOB
WCPO, Cincinnati, Ohio

GIVENS, GLEN
Sports Today
KTAT, Frederick, Okla.

GLAZER, PETE
Sports Digest
WSAP, Portsmouth, Va.

GLEASON, JAMES
WXRF, New Bedford, Mass.

GLENN, RALPH
Sports Digest
WMID, Atlantic City, N. J.

GLICKMAN, MARTY
WMGM, New York, N. Y.

GOESSER, JOE
Gazing At Sports
KFIZ, Fond du Lac, Wis.

GOLLIDAY, C. LESLIE
Sports Special
WEMP, Martinsburg, W. Va.

GOOD, BILL
Bill Good Sports Review
CBF, Vancouver, B. C., Can.

GOOD, GENE, JR.
Good Reports on Sports
KOCO, Salem, Oregon

GOODING, RALPH
Sports Parade
WRFW, Eau Claire, Wis.

GOODRICH, BILL
Tops In Sports
WSLI, Jackson, Miss.

GORDON, BILL
WENT, Groversville, N. Y.

GORMAN, ED
Sports
WJLK, Asbury Park, N. J.

GOULD, LESTER L.
Sport Highlights
WJNC, Jacksonville, N. C.

GOURLIE, BUD
Sports Shots
WWOD, Lynchburg, Va.

GOWDY, CURT
WHHD, Boston, Mass.

GRAHAM, BILL
WAZL, Atlanta, Ga.

GRANT, ROB
World Of Sports
KRRK, Roseburg, Oregon

GRAY, GEORGE
WTAW, College Station, Texas

GRAYMONT, STUART
Special Events
KROI, McAllen, Texas

GREBE, JIM
Football, Baseball, Basketball
KEMU, Murray, Utah

GREEN, JOHNNY
KVFD, Fort Dodge, Iowa

GREENFIELD, WESLEY
Sports Review
WJER, Dover, Ohio

GREENHOF, BOB
Play By Play
WHTC, Holland, Mich.

GREENWOOD, KEN
Sports Topics
Sunday Night Quarter Back
KFOR, Lincoln, Nebr.

GREER, GORDON
WMRF, Lewiston, Pa.

GREENE, M. "SHOTY"
The Sportscast
CKNX, Winchester, Ind., Can.
HARMON, TOM
KXX, Los Angeles, Calif.

HARRISON, SHELLY
Sports of the Air
WTAJ, Springfield, Ill.

HARRIS, JACK
Sports Parade
WNOR, Norfolk, Va.

HARRIS, WALT
Purkinje Preview
KPRC, San Francisco, Calif.

HARRIS, WAYNE
Sports Circus
WGRY, Silver Spring, Md.

HARRISON, BOB
Sports Director
WHNC, Henderson, N. C.

HARRISON, CHARLES H.
Play-By-Play
KBOA, Kennett, Mo.

HAASE, WARREN
KDPN, Pampa, Texas

HAYDEN, FRANK
WLTQ, Campbellville, Ky.

HAYDEN, WILF
CHNO, Sudbury, Ont., Canada

HEALY, DAN
Sports Round Up
WBRK, Pittsfield, Mass.

HEARN, "CHICK"
"Chick"s Hearn On Sports
WEEK, Peoria, Ill.

HEILBRONER, LOU
WCPS, Sports

HELMANN, CHUCK
WCUE, Akron, Ohio

HENDRICKSON, BOB
WAGE, Syracuse, N. Y.

HENNEICH, TOMMY
Tommy Henrich Sports
WJZ-TV, New York, N. Y.

PARKER, KEVIN
KVIO, Tulsa, Okla.

HERRON, PAT
Football, Basketball

HERRICK, SHEBB
Sports

Holvist, Bob
WKY, Albury, N. Y.

Hewett, Dromy
Play-By-Play
HUGGINS, C. ROBERT
CKEN, Kentville, N. S., Can.
HULL, DICK
Let's Talk Sports
WTOH, Savannah, Ga.
HUNTER, HERB
Baseball Warm-Up
HUNTINGTON, CLAY
KTHI, Tacoma, Wash.
HUNT, JAC,
Sport Page of The Air.
WXNT, Portsmouth, Ohio
HURST, MICHAEL
Accent on Sports
WTBO, Cumberland, Md.
HURT, MURRAY
Sportscast
WGIL, Galesburg, Ill.
HURT, ZACK
KFJZ, Fort Worth, Texas
HUSING, TED
Ted Husing Sport Show
NBC-TV, WMGM, New York, N. Y.
HYMAN, ED
Live Wrestling
WOAI-TV, San Antonio, Texas

I

IHLENFELD, WARREN
Sports Spotlight
WHIS, Butler, Pa.
INSTAD, ROB
Play-By-Play
KOVV, Valley City, N. Dak.
INKOL, BILL
Sports Spotlight
CJCS, Stratford, Ont., Canada
IRELAND, MILLARD
News Man
KOMO, Seattle, Wash.
IRVINE, JACK
Sports Final
KOOS, Coos Bay, Oregon

J

JACKSON, BILL
WGNS, Greensboro, N. C.
JACKSON, DICK
Sports Roundup
WEIR, Weirton, W. Va.
JACKSON, CAL
Sports Page
WUST, Bethesda, Md.
JACKSON, LEE
WAPO, Chattanooga, Tenn.
JACOBS, PAUL
WHK, Cleveland, Ohio
JAMES, DENNIS
Wrestling With Dennis James
WGDR, New York, N. Y.
JARVIS, BILL
Bill Jarvis Reports Sports
KVGJ, Great Bend, Kans.
JAY, ALLAN
Sports Digest
Sports Roundup
WKVA, Lewistown, Pa.
JAY, BILL
Sports Parade
WNOX, Knoxville, Tenn.
JENKINS, ED
Sports Parade
KOEL, Oelwein, Iowa
JOBS, JAMES N.
Sinclair Sportscast
KOFJ, Ottawa, Kansas
JOHNSON, ARV
RCJB, Minot, N. Dak.
JOHNSON, ED
WSMI, Litchfield, Ill.
JOHNSON, LEN
WIKB, Sports Mike
JOHNSON, MONROE
Play-By-Play
KMHU, Marshall, Minn.
JOHNSON, MORRIS
Tops In Sports
KBUR, Burlington, Iowa
JOHNSON, TINY
Sports Parade
WLPO, La. Salle, Ill.
JOHNSON, WARREN
Sports Final
WPFB, Middletown, Ohio
JONES, BOB
Sports High-Lights
WSFR, Springfield, Mass.
JONES, DICK
KULP, El Campo, Texas
JONES, EARL D.
Sports Edition
WFTM, Maysville, Ky.
JONES, GORDON
Sportscope
WCMB, Lenoir, N. C.
JONES, SLEW
Sports News
WAPF, McComb, Miss.
JORAND, AL
Sport Special
CKWV, Vancouver, B. C. Can.
JORDAN, "TINY" JOE
Sports Edition
WSAL, Loganport, Ind.
JOYCE, JOHNNY
WPAQ, M. Airy, N. C.
JOYNER, JACK
Sports Newsread
WDBH, Knoxville, Tenn.
JUDKINS, HARLAN
Sports Review
KTUL, Tulsa, Okla.

K

KABER, RUSS
Today In Sports
ROCV, Valley City, N. Dak.
KALBER, WOOG, GRAY
KNTV, Omaha, Neba.
KALLAY, ED
Sports Headlines
WAVE, Louisville, Ky.
KANE, JACK
Sports Director
WHEB, Portsmouth, N. H.
KASE, MAX
Sports Showkase
WNWE, New York, N. Y.
KAUFMAN, SAM
Human Skin of Sports
WOL, Washington, D. C.
KAUFMANN, GEORGE F.
Sports Highlights
The Sports Parade
KIMW, Washbenton, N. D.
KEATING, BILL
Sports Revue
WHYN, Holyoke, Mass.
KEILBACK, J.
CKY, Winnipeg, Manitoba, Canada
KELLEY, ROY
Loyola Football Games
KNBR, Hollywood, Calif.
KELLY, GENE
Sports Package
MBS
KELLY, HAL
Sports Roundup
CKEY, Toronto, Ont., Canada
KEMP, ED
Sports Eye
WKRC, Cincinnati, Ohio
KENDALL, ASL
Sports Round-Up
WGCD, Chester, S. C.
KENDALL, JOHN
Sports Parade
KFYO, Lubbock, Texas
KENNY, FRED
Grandstand & Bandstand
WPWA, Cheyenne, Pa.
KEPPENBROCK, JIM
KSFA, Sports
KSFA, Nacoadoches, Texas
KESSENIICH, RAYMOND
Sports Roundup
WBKY, West Bend, Wis.
KIEL, LYMAN
At The Sports Desk
WBCR, Battle Creek, Mich.
KIGGINS, LARRY
Highlights in Sports
WLAU, Laurel, Miss.
KILGORE, GORDON
KJTH, Dubuque, Iowa
KIMBLE, VANCE
Sports Final
KBST, Big Spring, Texas
KINCAID, FRED
Sports Extra
KPLT, Paris, Texas
KING, BILL
Sports Scrapbook
WTAD, Quincy, Ill.
KING, JAC
Sports Director
WWEA, Plattsburg, N. Y.
KING, JIM
Sports Parade
KDMG, Carthage, Mo.
KING, MANUEL
Sportscasting
KBOR, Brownsville, Texas
KIRBY, GENE
Game of The Day
MBS
KIRBY, LEE
Sports Spotlight
WBT, Charlotte, N. C.
KIRCHWYER, MIKE
KAVE, Carlsbad, N. M.
KLEIN, DON
Play-By-Play
KEBE, Palo Alto, Calif.
KLIWER, L. W.
Sport Spotlight
WVEG, Hampton, Va.
KNIEVEL, JOHN
KIMA, Yakima, Wash.
KOESTER, TONY
Sports Final
KFRG, Sacramento, Calif.
KOGAN, JAC
KRAM, Las Vegas, Nevada
KOVKENCHON, GEO
KNUL, New Ulm, Minn.
KRAMER, WILLIAM J.
WILE, Cambridge, Ohio
KRESKA, FRANK
Sports Leads
KOJN, Havre, Montana
KULMAN, ARTHUR
KWLK, Longview, Wash.

L

LABRANCHE, ERNEST H.
WCCM, Lawrence, Mass.
LACHENMEYER, RUDY
Sports Page Final
KGW, Portland, Oregon
LaFranchise, Charlie
KPOJ, Portland, Oregon

La Granbe, Jean
Valparaiso, Michigan City, Ind.

Laing, Art
COWL, Detroit, Mich.

Landis, Lyle B.
Play-By-Play
WKAI, Macomb, Ill.

Lane, Dick
Wrestling, Boxing
KTLA, Los Angeles, Calif.

Lane, J. K., Jr.
World of Sports
KHBO, Hillsboro, Texas

Langlois, Bernard
Newfoundland Sports
CJBR, Rimouski, Quebec, Can.

Lask, Bill
Sports Roundup
KDDQ, Dumas, Texas

Laurie, Bill
KNET, Palestine, Texas

Lawrence, James B.
Football, Basketball, Baseball
KVOO, Provo, Utah

Lawson, Jerry
Football, Basketball, Baseball
WOR, Jamestown, N. Y.

Lay, Bruce
KPRC-TV, Houston, Texas

Layman, Earle
WPBC, Lincoln, Ill.

Leach, Robert E.
WGPG, Portland, Ind.

Leake, Lew
Sports Review
Basketball Games — Football Games

Leaming, Jim
Inside Of Sports
WDSU-TV, New Orleans, La.

LeBowie, Hands
B. June 11, 1916, N. Y. C., N. Y.; Strauss Stores Sport Special, WABD; Play Ball Quiz, WPXJ; Sportscope, WPXJ; Sportswhirl, WOR-TV; Saturday Round-up, WPXJ; Latin Corinth, WJZ-TV.

LeCius, Edward
Sports Riddles
WOTW, Nashua, N. H.

Ledford, Cavood
Speaking Of Sports
WHLN, Harlan, Ky.

Lee, Barney
Sports Roundup
WJLB, Detroit, Mich.

Lee, Bob
KICK, Springfield, Mo.

Lee, Bruce
WHIT, New Bern, N. C.

Lee, Bert
Take A Tip From Me, Warm-up Time, Sports Extra, WMGM, New York, N. Y.

Lee, Frank
Sports Journal
WMNN, Fairmont, W. Va.

Lee, Mike
Football Predictions
WESC, Greenville, S. C.

LeFebre, Don
WNA, Charlotteville, Va.

Lehman, Ned
Sports Spotlight
KSRV, Ontario, Oreon

Leighton, Al
WSPN, Grand Forks, N. D.

Lennon, Paul
Sports Digest
WTTN, Bloomington, Ind.

Lenox, John
Sportscope
KGGB, Tyler, Texas

Lentz, Art
WISC, Madison, Wis.

Lesfleur, Perce
Perce LeSueur
CKOC, Hamilton, Canada.

Lewis, Barney
KRLS, Jacksonville, Ill.

Lewis, Ed
Sports Digest
KFXJ, Grand Junction, Colo.

Lewis, Jack
Sportlight
WTVY, Richmond, Va.

Lightcap, Jack
Parade of Sports
NBC

Lillio, Dick
Sport Spotlight Sportsdesk
CHAB, Moose Jaw, Sask., Canada

Lindsay, Bill Frank
Local Football
KELT, Electra, Tex.

Ling, Mike
Sports Spotlight
KKB, Abilene, Texas.

Linthicum, Walter
WBAL-TV, Baltimore, Md.

Lopez, Harris
Inside Of Sports
Sports Parade
WBIP, Lock Haven, Pa.

Lipton, Joe
Sports Roundup
WANS, Anderson, S. C.

Litzenberg, Ray
Short Sports Report
KIT, Yakima, Wash.

Livingston, Sam
Down Sports Ave.
WTVY, Paducah, Ky.

Llorens, Santiago
WORA, Mayaguez, P. R.

Lloyd, Bob
Week's Sport
KWRE, Warrenton, Mo.

Lloyd, Bob
Sports Review
WHBY, Appleton, Wis.

Lloyd, Vince
WGN, WGN-TV, Chicago, Ill.

Lochner, Art
Spotlight On Sports
WLEA, Hornell, N. Y.

Loge, Robert
WWBW, Youngstown, Ohio

Loebe, Barney
Miss. Sports
WNAG, Grenada, Miss.

Loehmeyer, WM
WHBF-TV, Rock Island, Ill.

Lomax, Stan
WOR, WOR-TV, New York, N. Y.

Lomibardi, Sam
The Sportlight
WMUS, Muskegon, Mich.

Long, Paul
Football Predictions
WESC, Greenville, S. C.

Lowe, Walt
Football Scoreboard
KDHH, Boise, Idaho

Lowrie, Bob
Sports Roundup
KFQD, Anchorage, Alaska

Lugate, George
Round Town

McAadoo, Dick
Sports Roundup
WBGK, Rockford, N. C.

McAleece, Gerald
KQTH, Dubuque, Iowa

McAllister, Roy
WDMA, Alabaster, Alabama

McBride, Bill
WOW-TV, Omaha, Nebraska

McCann, Tom
Sports Parade
KMBX, Billings, Montana

McCarthy, Jim
On The Sports Scene
WBRE, Wilkes-Barre, Pa.

McCarthy, Tom
Late Sports
WOND, Pleasantville, N. J.

McClelland, Paul
Sports Round-Up
WGEM, Greenville, Ill.

McCloy, George
Sports Round Up
CJOB, Winnipeg, Manitoba

McCready, Bob
KWRN, Reno, Nevada

McCollan, Bill
Sports Director
WMFD, Youngstown, Ohio

McCormick, Jack
Sports Parade
KSRX, Los Angeles, N. Mexico

McCormick, John
KDB, Santa Barbara, Calif.

McCracken, Jarrell
KWTX, Waco, Texas

McCutchon, Don M.
Sports Final
KHRR, Hood River, Oregon

McFarland, Bill
Sports Review
WLAK, Lakeland, Fla.

McGehee, John
WISC, Madison, Wis.

Mcginley, Charlie
All Good Sports
WSVA, Roanoke, Va.

Mcgowan, Malcolm
Sports Digest
CFNB, Fredericton, N. B., Canada

Mcgrath, Ed
Ed Mcgrath Sports Show
WSPA, Spartanburg, S. C.

McIntyre, Jim
Sports Commentator
WNE, Binghamton-Endicott, N. Y.
MCKENZIE, STAN
Sports Parade
KSEO, Springfield, Mo.

MCKINNON, BILL
Sheild Direct
TONKINS, Columbus, Ohio

MECK, MILL
WPHI, Philadelphia, Pa.

MCDANIEL, JIM
This Week In Sports
WAPA, Mobile, Ala.

MEDARIS, LAWRENCE
Sports News
WNBC
Sports Spot Light
WNBC-TV, New Haven, Conn.

McKENZIE, KEITH
Sportspage
WORB, Waltham, Mass.

McGUIRE, BOB
Speaking of Sports
KJHL, Klamath Falls, Oregon

McKELVEY, JON
Sports Roundup
WFJO, Jacksonville, Fla.

MCKENRY, JAMES C.
WTVB, Coldwater, Mich.

MACLEOD, TOM
Sports Parade
KJMC, Medford, Oregon

MACPHERSON, STEWART
WCCO, Minneapolis, Minn.

MACGILL, BUD
Play By Play Sports Games
KRSO, Santa Rosa, Calif.

MAIDEN, KEN
“Sports Huddle
WHEE, Boston, Mass.

MADRAKE, CHUCK
Sportscasts
WICA, Ashtabula, Ohio

MANN, CARL
Sportscast
KNZU, Houston, Texas

MANNING, TOM
Sport Show
WNBR, Cleveland, Ohio

MANSFIELD, BOB
Daily Sports Reports
WKIC, Hazard, Ky.

MARGARET, MANNY
Sport Shorts
KXOV, Moorhead, Minn.

MARGON, JOHN
Sports Review

MARKS, JOE
Sports Roundup
CFAC, Calgary, Alberta, Can.

MARKOW, DOUG
All Out For Sports
KWAT, Watertown, S. Dakota

MARRONE, MIKE
Johnsonburg Sports
WKBI, St. Marys, Pa.

MARR, ROY S.
Sports Review
WHLP, South Boston, Va.

MARRS, TOM
Sports Roundup
WKBW, Buffalo, N. Y.

MARTIN, BOB
Martin’s Sportsfellow
WMUR, Manchester, N. H.

MARTIN, BILL
Sports Parade
WCMC, Ashtabula, Ky.

MARTIN, HERBIE
Sports Parade
WKHL, St. Marys, Pa.

MARTIN, JIM
WDYK, Cumberland, Md.

MARTIN, MAURY
6:30 Sports
KXGN, Glendive, Montana

MASON, JOE
Sports and Play-By-Play
WKRE, Richland, Va.

MASON, WILLIAM C.
Spotlight on Sports
KDDK, Dickinson, N. Dak.

MATTHEWS, TOM
Tiny Martin’s Sport Show
WFNC, Fayetteville, N. C.

MARTIN, WHITNEY R.
Sports Parade
WCMC, Ashland, Ky.

MARTZ, DON
CKCB, Renfrew, Ont., Canada

MASON, JOE
Sports Parade
WKLA, Ludington, Mich.

MAYNARD, BILL
KRTS, Springfield, Mo.

MAYO, KADAMES
Publicidad Mayoral
WPAB, Ponce, Puerto Rico

MAXWELL, JOHN
Sports Roundup
KWBW, Brownwood, Texas

MAYS, BOB
KLIJ, Dallas, Texas

MAZER, BILL
“Sports Extra”
WKWB, Buffalo, N. Y.

MEALY, TOM
WTTN, Watertown, Wis.

MEHAYEF, JAY
III Lites In Sports
KOSA, Odessa, Texas

MEIN, ERNIE
Erie Mehl Sports
WDAF, Kansas City, Mo.

MIHAL, RUSSELL
Sports Roundup
WHJG, Norfolk, Nebr.

MERCER, JOHN P.
WHAP, Hopeville, Pa.

MERCER, BILL
KNU, Muskogee, Okla.

MERRILL, JUN
Today in Sports
KOLS, Pryor, Okla.

MERRIAM, DONALD W.
Sports Page
WHDL, Olean, N. Y.

METZGER, DON
Sports Parade
WMAM, Marinette, Wis.

MEYER, AL
All Sports
KPOW, Powell, Wyo.

MICHAEL, RAY
Sports Beat
WNBW, Washington, D. C.

MILLER, FRANK
Sports Parade
KSID, Sioux City, Ia.

MILLER, GENE
Gene Miller On Sports
KOVE, Lander, Wyo.

MILLER, IRY
“The World of Sports”
WDLB, Marshall, Wis.

MILLER, SKIP
Sports Director
WSJS, Altoona, Pa.

MILLER, STRETCH
Sports Extra
WILL, St. Louis, Mo.

MILLER, VAN C.
6:15 Sports
DKUR, Dunkirk, N. Y.

MILLS, BILL
WPTW, Piqua, Ohio

MILTON, JUD
KSB, Joliet, Ill.

MINSHALL, BILL
Football Scoreboard
KREGM, Tulsa, Okla.

MITCHELL, JAMES H.
WCVS, Springfield, Ill.

MITCHELL, JEAN
CKCR, Red Deer, Ont., Canada

MITTAN, RAY
WHFB, Benton Harbor, Mich.

MOEN, MOEN
Moen ‘Em Down
WEEL, Beloit, Wisc.

MORO, BILL
Last Night In Sports
KCHE, Charles City, Iowa

MONROE, BOB
Kentucky Sports
WMRA, Myrtle Beach, S. C.

MOON, HAROLD
WISE, Asheville, N. C.

MOORE, BILL
NJR, Newark, N. J.

MOORE, JERRY
“Spotlighting Sports”
WROK, Sunbury, Pa.

MOREHEAD, TOM
“Tom Moorehead Sports Show”
WPLL, Philadelphia, Pa.

MOREHOUSE, EUGENE
Sports Director
WYNB, Cheekley, W. Va.

MORELAND, HARRY A.
Sports Cast
WCFS, Cheathamville, Mo.

MOREY, ROBERT F.
75 Sportscast
WORX, Alton, Ill.

MORGAN, EM
Sports Story
KCPW, Park City, Utah

MORGAN, ROBERT
Sports Report
KXER, Bemidji, Minn.

MORLEY, MIKE
WRIB, Providence, R. I.

MORRIS, BOB
Sports Page
KBKL, McCook, Nebraska

MORRIS, JIM
Pigskin Parade
WTON, Staunton, Va.

MORRIS, LEO
Sports Highlights
KERR, Duncan, Okla.
MORTON, EARL
Looking At Sport

MOSS, DAVID A.
Picatin Salute
WESE, Greenville, S. C.

MOSTELLER, JERRY G.
WAKE Sports Round-up
WAKE, Greenville, S. C.

MOTLEY, RAY
WMOH, Hamilton, Ohio

MULLINAX, W. A.
Sport Scoreboard
WESE, Greenville, S. C.

MURDOCK, HOWARD
La Porte Sports

MURPHY, BOB
Sports By Murphy
WJMO, Oklahoma City, Okla.

MURPHY, BOB
WXZTV-TV, Detroit, Mich.
MURPHY, ED
Sports Page

MURPHY, TOM
KXCV, Cedar Rapids, Iowa

MURRAY, DON
Sports Review
WDBJ, Roanoke, Va.

Muzzy, Joe
WEBC, Canton, Ohio

MYERS, KENT
Sports Events
KSUB, Cedar City, Utah

NAGLE, JERRY
WHTN, Huntington, W. Va.

NAGLER, AL
WJBR, Detroit, Mich. "Sports Camera"
WJBR-TV, Detroit, Mich.

NAKEL, PAUL
WOITV, Cleveland, Ohio

NEAL, BOB
Today In Sports
WREX, Cleveland, Ohio

NEALON, CLARK
"Clark Nealon"
KPRC-TV, Houston, Texas

NEINAS, "CHUCK"
Play-By-Plays
WDLB, Marshfield, Wis.

NELSON, JOHNNY
Sports Corner
WESB, Bradford, Pa.

NESHITT, DICK
WDTV, New York, N. Y.

NEWMAN, JACK
WIBA, Madison, Wis.

NEY, CHUCK
KAYL, Storm Lake, Iowa

NIAGRO, JOE
Sports-A-Tune

NIGGEB, "CHUCK"
WEIB, Philadelphia, Pa.

NICHOLS, DICK
Great Moments In Sports

NICKELSON, DICK
Sports Report
WEAR, Pensacola, Fla.

NORMAN, DICK
Sports Spotlight

WMAN, Mansfield, Ohio

NORMAN, HA1
Speaking of Sports

WLCR, Torrington, Conn.

NORWINE, JACK
Sportscast
EKMOM, St. Louis, Mo.

NUGENT, JACK
Sportscast

RASM, Albany, Minn.

O'BRIEN, DON
"Sports Beat"

WGY, Minneapolis, Minn.

O'BRIEN, JERRY
Sports Edition

WBPT, Providence, R. I.

O'CALLA, ROGER
WBEC, Pittsfield, Mass.

O'DELL, VIRGIL
Cavalcade of Sports

WGR, Bay City, Mich.

OLIVER, W. D.
Football Bandstand

KXIC, Colorado City, Texas

OLSON, DANNY
Sports Final

KSUM, Fairmont, Minn.

O'MAR,
"King's Sport Camera"

KING, Seattle, Wash.

Baseball, Hockey, Football

KING-TV, Seattle, Wash.

ORR, W.
Sports On Parade

WWGS, Liberty, N. Y.

ORUM, BILL
Sports By Bill Orum

KREC, Emb, Okla.

OSBORNE, ED
Sports Parade

WMSC, Columbia, S. C.

OSBORN, GENE
Sports

KXEL, Waterloo, Iowa

OVERTON, DAVE
Let's Look At Sports

WSM-TV, Nashville, Tenn.

OWENS, MOREY
Sports Review

WROK, Rockford, Ill.

P.

PAGE, ELLIOT
Page On Sports

WKI, Montpelier, Vt.

PAIGE, CARL
Nebraska Sports Slants

KLAS, Las Vegas, Nevada

PAIGE, ERIC
WCAY, Norfolk, Va.

PARKER, JOHNNY
WJIM, Lansing, Mich.

PARKS, DARYL
Ringside Roundup

WKRCTV, Cincinnati, Ohio

PARKS, DEL
10th Inning


PARMET, GUS
Scoreboard Of The Air

WHIM, Providence, R. I.

PATRICK, VAN
Sports视察

Sports Final

WJR, Detroit, Mich.

PATTISON, JIM
Sports Review, Round Up

WDAD, Indianapolis, Ind.

PAYNE, JACK
Sports Director

WOW, Omaha, Neb.

WOW-TV, Omaha, Neb.

PECK, CLAIR
World of Sports

KRL, Corvallis, Oregon

PENNEWELL, RALPH
Sports Varieties

WWIN, Baltimore, Md.

PEPE, JOHNNY
Sports Review

WPIC, Sharon, Pa.

PERRIN, KEYES
Ruppert Sports Parade

WROW, Albany, N. Y.

PERRY, LINDA
KBRO, Bremerton, Wash.

PERRY, TUT
Sports Supplement

WCCL, Carbondale, Pa.

PERRY, WES
Sports Review

KLFL, Galveston, Texas

PETERS, BOB
WABF, Baton Rouge, La.

PETERSON, ROBERT
Sports Review & Prevue

KSUB, Cedar City, Utah

PETERSON, GENE
Sports-tites

WLAV, Grand Rapids, Mich.

PETERSON, GEORGE A.
Time For Sports

WTWN, St. Johnsbury, Vt.

PETTACK, KEITH
Sports On Parade

WRGI, Fort Madison, Iowa

PHILBN, BOB
Sports Page Of The Air

WWOL, Joliet, Ill.

PIERSON, BILL
Sports Corner

WHSC, Akron, Ohio

PIGGOTT, JOE
News & Sports

WLBP, New Albany, Ind.

PIPER, BILL
Parade Of Sports

WIOU, Kokomo, Ind.

PITTENGER, DICK
Sports News

WFEM, Indianapolis, Ind.

PLATT, BILL
WEBZ, Ponte City, Okla.

POPE, BILL
WABY, Albany, N. Y.

PORTER, BEN
Sports Shorts

WGOG, Valdosta, Ga.

PORTER, C. W.
WJLI, Lincoln, N. C.

PORTON, BOB
Great Moments In Sports

KRSM, Los Angeles, N. M.

POUCHER, J. D.
Sports Headlines

WCCS, Columbia, S. C.

POUNDER, RAY
Basketball

KXRN, Renton, Wash.

POWERS, JIMMY
Cavalcade Of Sports

NBC-TV

POWERS, PERCY, JR.
Sports Roundup, Local Baseball

Local Football

WRBC, Jackson, Miss.

PREFUS, RUS
Sportscast

KTRK, Rolla, Mo.

PRIDDY, JOHN
Spot Sports

KRG, Odessa, Texas

PRIMM, BUDDY
All Local Sports

WCCE, Rocky Mount, N. C.

PRINCE, BOB
Case Of Sports

WJAS, Pittsburgh, Pa.

PRYOR, BILL
Spotlight On Sports

WNFE-TV, Binghamton, N. Y.

WNBF, Binghamton, N. Y.

PUGLIA, JOSPEH
Sports Shorts

WLIO, East Liverpool, Ohio

881
RIVERA, CARLOS
Sports Camera
KPOA, Honolulu, Hawaii

Rivas, Rafael Soler
WORA, Mayaguez, P. R.

Robert, Andre
CKAC, Montreal, Canada

Roberts, Don
WKNE, Keene, N. H.

ROBERTS, JUD
KGFL, Roswell, New Mexico

Robertson, Bob
Sports Hillsites
KMO, Tacoma, Wash.

ROBINSON, MAX
Reports On Sports
WJTN, Jamestown, N. Y.

Robinson, Stan
Sportslight
WKCS, Coshocton, Ohio

Robinson, Weldon
Jax Sports
KRX, Corpus Christi, Texas

Rochelle, RoYD
WPBC, Lincoln, Ill.

RodD, HaL
GJOR, Vancouver, B. C., Can.

Rooker, Bob
Spotlight On Sports
KGCX, Sidney, Montana

Rogers, Dave
Sportscast
COK, Pentagon, B. C., Can.

RoGERS, RALPH
WOAI, San Antonio, Texas

Rogne, Drew
KRAM, Las Vegas, Nevada

Robert, Bill
The Sports Gallery
KSSO, Sioux Falls, S. Dak.

Rollason, Fred
WBBB, Youngstown, Ohio

Roman, J. B.
WPAB, Ponce, Puerto Rico

Romance, Ed
Sports Parade
WPPA, Pottsville, Pa.

Roscoe, Paul
KRES, St. Joseph, Mo.

RoseHill, DaviD
Sports Edition
WDEM, Providence, R. I.

Ross, Earl
Looking At Sport
COKW, Moncton, N. B., Can.

Roth, Dick
Sports Parade
WGIC, Albany, Ga.

Royal, Paul
Local Sports
KSL-TV, Salt Lake City, Utah

Ruggles, Donald E.
Sportsman
WSSV, Petersburg, Va.

Ruggles, Foley
WCTT, Corbin, Ky.

RusSELL, Bob
Russell’s Scoreboard
KFEQ, St. Joseph, Mo.

Roger, Dave
Southwest Grid Chart
KFDM, Beaumont, Texas

Ruta, John
Sports Program
WHLD, Niagara Falls, N. Y.

RuyLe, Don
The Sportsman
WBHY, Canton, Ill.

Ryan, Al
Sports Special
WYTV, Rochester, N. Y.

Ryan, Joe
745 A Sportscast
KWIC, Muscatine, Iowa

Ryan, Joe
Wall, Middletown, N. Y.

Ryan, Tommy
Let’s Play Ball
KANA, Anacostia, Montana

S——

Sadler, John
Spotlight On Sports
WSVS, Crewe, Va.

SalSburg, Joseph H.
Play-By-Play
WARM, Scranton, Pa.

SamMon, Joe
Sports Round Up
WBTR, Pittsfield, Mass.

Samuelson, Pearly
KNE, Brady, Texas

Sandler, Jack
Sports Trail
KOWH, Omaha, Neb.

Sasch, Will
Sports Parade
5 Star Sports Final
WBIW, Bedford, Ind.

Saunders, Ernie
Sport Patrol Of The Air
WCHS, Charleston, W. Va.

Saunders, Lloyd
CKCk, Regina, Sask., Canada

Sauter, Dave
Spotlight On Sports
WSSR, Fall River, Mass.

Savage, Guy
Sports Scoreboard
KXYZ, Houston, Texas

Savage, Richard
Chronique Sportive
CJJF, Riviere Du Loup, P. Que., Canada

SawIt, George
Sports Memories
WFGM, Fitchburg, Mass.

Sawyer, Ted
Sports Special
WXNE, Keene, N. H.

Schroeder, Paul
Michigan City Sports
WIMS, Michigan City, Ind.

Schurmann, Bob
Parade of Sports
CJRW, Summerside, Prince Edward Island, Canada

Scott, Mark
WCAH, Norfolk, Va.

Scott, Ray
WCAE, Pittsburgh, Pa.

Scott, Ted
Sports Parade
KULA, Honolulu, Hawaii

SeeLars, Neil
Sports Page
WPOX, Milwaukee, Wis.

Sears, Bill
WCAU, Philadelphia, Pa.

Seda, Jose
Sports Commentary
WIPR, San Juan, P. R.

Senyczko, Ed
WTWH, Port Huron, Mich.

SgamBati, Fred
Sports Special
CKFJ, Toronto, Ont., Canada

Shaner, Bud
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KOLN, Lincoln, Nebr.

Shank, Lew
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WKWO, Sheridan, Wyo.

Shannon, George
The Roundup
WTOK, Meridian, Miss.

Shaver, Danny
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WIIH, Warren, Ohio

Purser, John
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WMXJ, Mt. Vernon, Ill.

Quick, Gerald
WESC, Hartsville, S. C.

Quinn, Jack
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Rabor, Alan D.
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WRAP, Allentown, Pa.

Rafuse, Bruce
CKEB, Bridgewater, Nova Scotia, Canada

Rahall, Bill
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WNCC, Barnesboro, Pa.

Rainer, Chuck
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WYCH, Charlotteville, Va.

Rampton, Clare
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KVL, Waterloo, Iowa

Rawlinson, “Chuck”
Sizing Up Sports
YWNO, York, Pa.

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KWBG, Boone, Iowa

Ray, Ray
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WRAL, Raleigh, N. C.

Reid, Dennis
Sportscaster
CKOV, Delawor, B. C., Canada

Reid, Jim
RC Sports Review
WPTP, Raleigh, N. C.

Reinholdt, Bob
Sportscaster
KWIN, Ashland, Oregon

Remillard, Leo
CHFA, Edmundton, Alberta, Canada

Renault, Charles
Through The Sportsglass
CKFI, Fort Frances, Ontario, Canada

Renault, Gerry
Bonsoir Les Sports
VKCH, Hull, Que., Canada

Rhodes, Richard A.
WAYB, Waynesboro, Va.

Rich, Al
Highlights And Sports
WLOH, Princeton, W. Va.

Richards, Bill
Sports Special
WES, Charleroi, Pa.

Ridenhour, Paul
Sports Spotlight
KWW, Wadesboro, N. C.

Rifenburg, Dick
Sports Review
WEEN, Buffalo, N. Y.

Rigney, Tom
KWWL, Waterloo, Iowa

Riley, Chad
Riley Sports Review
WJBP, Fairmont, W. Va.

Riley, Rikki
1020 Sports Club
KILO, Grand Forks, N. Dak.

Riley, Walter J.
Sport Highlights
WYTV, Rochester, N. Y.

Rineman, John
Inside Story On Sports & Sports Special
WLAX, Lancaster, Pa.

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Sadler, John
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WSVS, Crewe, Va.

Salisbury, Joseph H.
Play-By-Play
WARM, Scranton, Pa.

Sammon, Joe
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WBTR, Pittsfield, Mass.

Samuelson, Pearly
KNE, Brady, Texas

Sandler, Jack
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KOWH, Omaha, Neb.

Sasch, Will
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5 Star Sports Final
WBIW, Bedford, Ind.

Saunders, Ernie
Sport Patrol Of The Air
WCHS, Charleston, W. Va.

Saunders, Lloyd
CKCk, Regina, Sask., Canada

Sauter, Dave
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WSSR, Fall River, Mass.

Savage, Guy
Sports Scoreboard
KXYZ, Houston, Texas

Savard, Raoul
Chronique Sportive
CJJF, Riviere Du Loup, P. Que., Canada

Sawin, George
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WFGM, Fitchburg, Mass.

Sawyer, Ted
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WXNE, Keene, N. H.

Schroeder, Paul
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WIMS, Michigan City, Ind.

Schurmann, Bob
Parade of Sports
CJRW, Summerside, Prince Edward Island, Canada

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WCAH, Norfolk, Va.

Scott, Ray
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WRBL, Columbus, Ga.

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WJDO, Springfield, Mass.

THOMAS, FRANK
WABG, Greenwood, Miss.

THOMAS, GLENN
Sports Parade
WJEE, Hagerstown, Md.

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THOMPSON, BOB
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WDAM, Hattiesburg, Miss.

THOMPSON, CHUCK
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THORNTON, ROBERT
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WAGC, Chattanooga, Tenn.

TOWNSEND, TRAVIS
Patrol
WLCB, Charlotte, N. C.

TRADER, JAMES
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RWTB, Rochester, N. Y.

TRUITT, ROLLIE
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KKJW, Portland, Oregon

TRESPELL, JAKE
Sports Column of The Air
KKNV, Las Vegas, Nev.

TUCKER, JOE
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KWCX, Victoria, Texas

TUCKER, ROBERT
WHAM, WHAM-TV, Rochester, N. Y.

TYLER, WAYNE
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WLVA, Lynchburg, Va.

TYSON, TY
Ty Tyson
WWJ, Detroit, Mich.

UTLEY, MAL
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WOPF, Bristol, Tenn.

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VAGNER, JACK C.
KRAL, Rawlins, Wyo.

VALENTI, FRANK
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KHON, Honolulu, Hawaii

VAN, BILL
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WZBO, Cumberland, Md.

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WSPD-TV, Toledo, Ohio

VAN VOORSI, HOWARD
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KWWJ, Webster City, Iowa

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KTAN, Sherman, Texas

VEIDT, BILL
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KHAS, Rapid City, S. D.

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VICK, DICK
KEEZ, Kalamazoo, Mich.

VICKLAND, ART
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KTBC, Austin, Texas

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WCKK, McKeeseport, Pa.

VINEY, HY
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KOW, Alliance, Nebr.

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XXX, Colby, Kansas

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WHIZ, Zanesville, Ohio

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WLEC, Sandusky, Ohio

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WJAR-TV, Providence, R. I.

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WMAW, Milwaukee, Wis.

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WISH, Indianapolis, Ind.

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KGY, Olympia, Wash.

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WEBBER, HANK
Hank Weaber's Press Room
KECA-AM, Hollywood, Calif.

WEBBER, RICK
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WCEN, Mt. Pleasant, Mich.

WEBGELAND, R. D.
Football Time
KTVM, Twin Falls, Idaho

WELBORN, CURT
Play-By-Play
WGBO, Greensboro, N. C.

WELLS, DARREL
CHML, Hamilton, Canada

WELLS, J.
CKY, Winnipeg, Manitoba, Canada

WEST, DON
WGGH, Marion, Ill.

WEST, BOB
WGAJ, Elizabeth City, N. C.

WEST, JULIE
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KSEM, Moses Lake, Wash.

WESTBROOK, TED
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WKBV, Richmond, Ind.

WESTERMEIER, BOB
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WCSI, Columbus, Indiana

WESTERVLT, RICHARD
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WILLIAMS, DOC
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WHBL, Eau Claire, Wisconsin

WILSON, BERT
Basket Ball & Football

WILSON, JOE
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MBS

WILSON, JOE
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WBKB, Chicago, Ill.

WILSON, JOHN
Spotlight On Sports
Sports Roundup
WFLO, Farmville, Va.

WINGATE, CHARLES J.
Play-By-Play
WPLI, Jackson, Tenn.

WISEMAN, HARRY
Devoted To Sports, Sports 
Desk, Let's Talk Sports
WSLS, Roanoke, Va.

WISMER, HARRY
Sports Highlights, Radio - TV 
Mutual, WOR, WOR-TV for Gen-
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WITTE, RUD
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WOLPARD, ED
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WOOD, ROBERT
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KORN, Mitchell, South Dakota

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WHCU, Ithaca, N. Y.

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WENK, Union City, Tenn.

WRIGHT, DAVID
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WYMAN, MAL
KALL, Salt Lake City, Utah

YATES, CARL
Bowling Reporter
WACB, Kittanning, Pa.

YOUNG, JOE
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YOUNGBLOOD, WES
Sports Page

ZABEL, JIM
Sportsman's Corner
WHO, Des Moines, Iowa

ZIMMERMAN, ROB
RSIL, Sportslight

RSIL, Silver City, New Mexico

Why is AP the Best?

Because—AP has more news correspondents, more news bureaus, more miles of news wire than any other news service.
ONE of the most significant developments in the radio picture during the past year has been the growth in importance of transcription library firms—a growth which has occurred because the stations subscribing to such services have as a result significantly increased their revenues.

Today the library service firms are producing a top grade of program, are presenting foremost talent "names," and are producing unique, sure-fire sales tools in the form of special programming aids for station subscribers.

The result is that business is "way up. National sponsors, such as Sears-Roebuck, Borden's, General Electric, Schlitz, Coca-Cola, Timken Roller Bearing, Ford, Rexall, and many others, have sizeably increased their budgets for locally produced library shows; regional advertisers such as Wiedemann Brewing Company and Michigan Bell Telephone Company are similarly investing increased budgets in library programming; and important local advertisers, such as A. B. Sutherland Company, leading department store in Lawrence, Mass., Teamsters' Union of Philadelphia, and Louisville Home Federal Savings & Loan Association, are also putting heavier money into ever before into such shows as "Chapel By The Side Of The Road," "Freedom Is Our Business," "Homemaker Harmonies," "Forward America," "Dick Haymes Show," and many of the other important library shows.

As a result, more stations than ever before are subscribing to services such as are offered by the World Broadcasting System, Inc., because such services are of tremendous aid to the stations' sales departments.

At a minimum of cost, station subscribers to library services can today solicit new business from all types of advertisers—national, regional, or local, with confidence that what they have to offer to prospective customers compares favorably with anything else such advertisers can choose from.

For example, a salesman for a World affiliate can offer such "names" as Raymond Massey, Robert Montgomery, Lanny Ross, Walter Huston, Dick Haymes, and many other stars of front-line caliber as stars of well-produced shows built around them.

He can also offer slick productions such as "Homemaker Harmonies," with great appeal to women, special holiday shows such as "Miracle At Christmas" starring Thomas Mitchell, and other programs built for special occasions and holidays, with which he can easily attract sponsors.

Thus, with more stations subscribing for library services, and with more sponsors buying library programs and features and ringing a merry tune on the cash register as a result, the entire library service field is prospering.

Still another reason why transcription library firms have grown in importance and prestige during the past year, is the fact that we have been in the forefront in developing important public service features and in creating good will for the entire radio industry.

For example, quite recently World distributed to its member stations as well as to non-subscribers who requested it, a series of transcriptions made by 10 of the nation's foremost spiritual leaders of all religions and denominations, urging listeners to "Go To Church." The response has been tremendous, and in hundreds of cases the stations featuring these transcriptions have had their stature in their communities raised to new heights through applause from local church dignitaries and other interested citizens who place high value upon the moral regeneration of this nation.

Industry-wise, transcription library services have initiated campaigns such as World's "Wherever You Go There's Radio" series, which not only reminded listeners and advertisers of the many advantages offered by the local station, but of the radio medium as a whole. Who can doubt that by serving its stations in this fashion, the library firms have also served all levels of the radio industry?

Thus, the library service industry is moving forward, confident that it can do its part in creating exciting new programs and money-making sales ideas for its stations.
# NEWS COMMENTATORS

## RADIO AND TELEVISION

—their work during 1951

### A

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<tr>
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<th>Network</th>
<th>Location</th>
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<td>BAKER, JOHN</td>
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### B

<table>
<thead>
<tr>
<th>Name</th>
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<td>WMAL, Washington, D. C.</td>
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<td>BAIRD, DORWIN</td>
<td>WKBJ, Evansville, Ind.</td>
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<tr>
<td>BAKES, ED</td>
<td>WHFB, Benton Harbor, Mich.</td>
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</tbody>
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## 10th Year — NBC News caster

**Monday through Friday**

- "2:55 P.M. News" NBC Network
  - (Lucky Strike Cigarettes)
- "6:00 P.M. News"
  - Ruppert Knickerbocker Beer and Participating
- "11:00 P.M. News" (Shell Oil Company)

Also Current:

- Telephone Hour
- Meredith Willson's Music Room
  - "So Proudly We Hail"
  - U. S. Army

LEex. 2-1100, Cl. 7-8300

KENNETH BANGHART
CHASE, JACK
WCOP, Boston, Mass.
CHENEY, RAY
Newswire
WCBS, Amsterdam, N. Y.
CHRISTENSEN, LOWELL
Lowell Christensen Reports
The News
WDLB, Marshfield, Wis.
CHRISTIE, GEO.
Old Crusader
WFPA, Manchester, N. H.
CLANCY, HAL
Hal Clancy Reports The News
WDNH, Boston, Mass.
CLARE, YAN
CKLW, Detroit, Mich.
CLARK, HIL
KWIE, Kennewick, Wash.
Hal Clark And The News
CLARK, JAMES
6:30 News
WWJ-TV, Detroit, Mich.
CLARK, RAY
WOW, WOW-TV, Omaha, Neb.
CLAY, RICHARD
WKTV, Utica, N. Y.
CLEARY, JOSEPH M.
News Review
WESB, Bradford, Pa.
CLIFFORD, JAC
7:30 Local
KRSC, Lewiston, Idaho
CLINE, CLAY, JR.
The Morning News
WJZM, Clarksdale, Tenn.
CLOS, JEAN
Clos Look At The News
WKLO, Louisville, Ky.
CLOUGH, L. D.
Star Reporter
KLUF, Galveston, Texas
COCHRAN, HARRY
Tri-State Report
WEIR, Weirton, W. Va.
COLE, BRAD
News Behind The News
KOOS, Coos Bay, Oregon
COLEMAN, ARCH
The Editor
WEEB, Southern Pines, N. C.
COLLINGWOOD, CHARLES
CBS-TV
COLLINS, FRED
News
NBC
COLLINS, WAYNE
Universal Reporter
KGMB, Honolulu, Hawaii
COLVIN, WALTER
5:15 P.M. News
KNUZ, Houston, Texas
COMBS, GEORGE HAMILTON
WMGM, New York, N. Y.
CONAWAY, RAY
Conaway Reports
KETH, Houston, Texas
CONDON, GLEN
This Week In Oklahoma
KRMG, Tulsa, Okla.
CONNOR, GEO. W.
Man Next Door
KVAN, Vancouver, Wash.
CONNOR, TOM
Hometown News
WIRL, Peoria, Ill.
CONSIDINE, BOB
On The Line With Bob
Considine
NBC, NBC-TV
CORCORAN, JOHN
Corcoran Speaking
CAST, ROBERT
PAA News
KGMB, Honolulu, Hawaii
COSTELLO, BILL
News, White House Correspondent
CBS
COSTELLO, ED
Behind The News
KOSA, Odessa, Texas
COWART, SARA
WROX, Clarksdale, Miss.
Cox, EARL
CKBB, Barrie, Ont., Canada
CRADDOCK, JACK
Connellsville Commentary
WCVI, Connellsville, Pa.
CROGHAN, JOE
WBAL, Baltimore, Md.
CRONKITE, WALTER
WTOP-TV, Washington, D. C.
CROWELL, JIM
WPRC, Lincoln, Ill.
CUMMISKEY, JOE
WAGE, Syracuse, N. Y.
CUNNINGHAM, BILL
MBS
CURLY, MYRON
WISC, Madison, Wis.
CURTIS, MARK
KWRN, Reno, Nev.

LOUELLA PARSONS

Every Tuesday
CBS NETWORK
6:30-6:35 PST

SPONSORED BY

LUSTRE CREME SHAMPOO
CUSTER, JOE  
Hawaii & The World Today  
KHON, Honolulu, Hawaii

CUTLER, KEITH  
Weekday Today  
CXOR, Vancouver, B.C., Can.

DALTON, HENRY  
6:15 P.M. News  
WJAS, Pittsburgh, Pa.

DAFOE, LLOYD  
Hamilton Headlines  
CMHL, Hamilton, Canada

DALTON, KENNETH G.  
9:00 Commentator  
WBET, AM & FM, Brockton, Mass.

DAMAN, JOE  
John N., ABC News  
WJZ-TV, New York, N. Y. ABC

DANES, SPENCER  
WJR, Richmond, Ind.

DARBY, VAN B.  
Local News  
WWYO, Pineville, W. Va.

DAUGHERTY, ROBERT  
WCAC, Norfolk, Va.

DAVIS, EMER  
ABC

DAVIS, REX  
KMOX, St. Louis, Mo.

DAY, CHARLES  
Charles Day's News, 6:00 P.M. News  
WGAR, Cleveland, Ohio

DAY, JOHN  
World News Roundup  
WBDD, Boston, Mass.

DEBNAM, W. E.  
Debnam Views The News  
WPHT, Raleigh, N. C.

DECKER, BEN  
WIRK, W. Palm Beach, Fla.

DEHN, JOHN  
Special Events & News caster  
WHUM, Reading, Pa.

DENMAN, JOHN  
WBIR, Detroit, Mich.

DEVINE, MAURICE  
Commentary of the Day's News  
WERU, Westerly, R. I.

DINNEEN, JOSEPH  
What Goes On There  
WKEP, Boston, Mass.

DIX, JACK  
News  
WHSY, Hattiesburg, Miss.

DOOLEY, JACQ  
11 P.M. News  
WGAR, Cleveland, Ohio

DOTY, LOCKWOOD  
World News Roundup  
WBC

DOWNS, BILL  
News  
CBS

DREIER, ALEX  
NBC  
WMAQ, Chicago, Ill.

DUGAS, PAUL J.  
Today's News & You  
WBTN, St. Johnsbury, Vt.

DUNCAN, BILL  
Sun News  
CKNW, New Westminster, B.C., Canada

DUNCAN, JIM  
Behind The News  
KSL, Silver City, New Mexico

DUCESNE, ALBERT  
CKAC, Montreal, Canada

DUVAL, BUDD  
KAYL, Storm Lake, Iowa

Dworshak, George  
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Earl's News  
KPAC, Port Arthur, Texas

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Home Folks Reporter  
KOMA, Oklahoma City, Okla.

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MBS

EDWARDS, DOUGLAS  
Douglas Edwards And The News  
CBS-TV

ELLIS, MAJOR  
MBS

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KJRP, Miles City, Mont.

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ENGLE, CLIFF  
KFRC, San Francisco, Calif.

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ERIN, BILL  
KLER, Rochester, Minn.

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WBVP, Beaver Falls, Pa.

FERGUSON, JOHN  
WAFB, Baton Rouge, La.

FEENEY, ROBERT  
KITE, San Antonio, Texas

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FOGARTY, JACK  
WCPO, WCPO-TV, Cincinnati, Ohio

FORBES, E. GILBERT  
Forbes News  
WFBM, WFBM-TV, Indianapolis, Ind.

FOSTER, CEDRIC  
MBS

FOWLER, BILL  
WPTW, Piqua, Ohio

FRAKER, WILLIAM  
WRHC, Jacksonville, Fla.

FRANCES, AL  
WHBC, Canton, Ohio

FRANK, BOB  
WOC - WOC-TV, Davenport, Iowa

FRANKLIN, JOHN  
News With John Franklin  

FRANKLIN, WATTS  
WIEL, Elizabethtown, Ky.

FRASER, GORDON  
ABC

FREDERICK, PAULINE  
ABC

FREEMAN, DOUGLA S S. DR.  
WRLN, Richmond, Va.

FRIEDRICK, FRANK  
WWOL, Buffalo, N. Y.

FRIESEN, J. P.  
Local News  
CKPR, Fort William, Ont., Canada

FROMKE, RICH  
U. N. Today & World Report  
KTN, Denver, Colo.

FROMME, CALEB  
WBAL, WBAL-TV, Baltimore, Md.

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GAFFNEY, L. L.  
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GAINES, WALT  
WIEL, Elizabethtown, Ky.

GALLIFORD, RALPH  
WSAP, Portsmouth, Va.

GALLOWAY, GRAHAM  
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CCKL, Truro, Nova Scotia, Canada

GALVIN, HAROLD  
WPFP, Middletown, Ohio

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WNOW, York, Pa.
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WMS, Michuran City, Ind.
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GODON, DICK
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KHQ, Spokane, Wash.
GODWIN, EARL
Earl Godwin's Washington NBC
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WBNX, Columbus, Ohio
GOODE, MICHAEL J.
People's Lobby
WNHC, New Haven, Conn.
GRACIANI, ANGEL RIVERA
WORA, Mayaguez, P. R.
GRAMAIN, GORDON
WIBC, Indianapolis, Ind.
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ABC
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WEMP, Milwaukee, Wis.
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WCP, Panama City, Fla.
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KFKA, Greeley, Colo.
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CKV, Toronto, Ont., Canada
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WFVM, Fitchburg, Mass.
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WMY-TV, Greensboro, N. C.
GREGG, BILL
WOC, WC-TV, Davenport, la.
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KLOX, Bay City, Texas
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WBAY, Green Bay, Wis.
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WKRO, Springfield, Mass.
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WXEL, Cleveland, Ohio

WALTER KIERNAN
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JOHN CAMERON SWAYZE
N.B.C.
HAINLINE, JOSEPH  WJR, Detroit, Mich.
HALL, BILL  Local News
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HILL, MEL  Fred
WSYR, Syracuse, N. Y.
HILLMAN, WILLIAM  MBS
HINTON, CHUCK  News Of The Nation
KGLO, Mason City, Iowa
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WEK, Fayetteville, Tenn.
HINES, LINLEY  Night News Editor
KMOX, St. Louis, Mo.
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KLC-AM, Los Angeles, Calif.

ROBERTS, DAVID L.
Robert's Previews The News
WVT, Rochester, N. Y.

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WBC, NBC-TV

ROBINSON, CALVIN
WOOD, Lynchburg, Va.

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WTSN, Coshocton, Ohio

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WEAV, Plattsburgh, N. Y.

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RONSACK, JACO
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ROUSSEAU, BEE
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Natl. Editor
WLJQ, East Liverpool, Ohio

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WPDR, San Juan, P. R.

SAUNDERS, MARY B.
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SCHNEIDER, WALLACE
Duquesne Highlights

SCHOENBRUN, DAVID
CBS

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KFWC, Lincoln, Ne.

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Garyland News

SCHWING, RALPH
KRLG, McAllen, Texas

SEEL, CHARLES
WFGC, Atlantic City, N. J.

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Gren Seibels Reports

SEVAREID, ERIC
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SHAND, JOHN Y.
Eyes On The Time

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SHEDDEN, WYN
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SHIELD, BOB
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SHIRE, JIM

SHIRLEY, JACO

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SMITH, ART

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SMITH, L. O.

SMITH, LAWRENCE C.

SOLIS, FRANCES

SOLIS, ROBERT

SOTO, EDWIN

SOTO, MARIO

SPENCER, BOB

SPRAGUE, BARBARA

SPRINGER, JOHN

SPROUL, GEORGE

WMAU, Wheeling, W. Va.

WHO, Des Moines

WEL, Ottumwa

WBO, Idaho Falls, Idaho

TDWS, Dubuque, Iowa

WNAX, Yankton, S. D.

WLBG, Laurens, S. C.

WEOA, Evansville, Ind.

WEOA, Evansville, Ind.

WICB, Dubuque, Iowa

West of the Pecos Board

WRC, Washington, D. C.

WTTN, Warren, Ohio

WHYY, Philadelphia, Pa.

WJZ, New York, N. Y.

WKBW, Buffalo, N. Y.

WGN, Chicago, Ill.

WGR, Buffalo, N. Y.

WHR, Wheeling, W. Va.

WHY, Springfield, Mass.

WJZ, New York, N. Y.

WITL, East Liverpool, Ohio

WJFS, Jackson, Ohio

WJFV, Convoy, Ohio

WJRT, East Liverpool, Ohio

WJR, New York, N. Y.

WJZ, New York, N. Y.

WJKP, Lake Charles, La.

WJCL, Macon, Ga.

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WJZ, New York, N. Y.
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<tr>
<td>WALKER, FRANK J.</td>
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<td>News Editor</td>
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<td>WBCM, Bay City, Mich.</td>
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<td>WAPACH, J.</td>
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<td>WARTON, BOB</td>
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<td>WARRREN, C. V.</td>
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<td>KJFJ, Webster City, Iowa</td>
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<td>WATKINS, R. L., JR.</td>
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<td>Between The Lines</td>
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<td>KFOR, Lincoln, Nebr.</td>
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<td>WAYMAN, BEN F.</td>
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<td>How About This?</td>
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<td>KKKW, Aberdeen, Wash.</td>
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<td>WEAVER, HANK</td>
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<td>WEDERLE, JOE</td>
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<td>WMOH, Hamilton, Ohio</td>
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<td>WESTBROOK, TED</td>
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<td>WBKB, Richmond, Ind.</td>
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<td>WSAI, Cincinnati, Ohio</td>
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<td>WHEELER, ROBERT J.</td>
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<td>WHIL, Almontown, Pa.</td>
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<td>WHITAKER, JIM</td>
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<td>WWAY, Wheeling, W. Va.</td>
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<td>WHITE, TOM</td>
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<td>WBAL-TV, Baltimore, Md.</td>
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**GIVE!**

Your Unstinting Assistance

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ABBOTT, BOB
1480 Club

ACKERMAN, EARL
Radio Rhythm Ranch
KDIX, Dickinson, N. Dak.

ADAMS, CHUCK
Old Salute
WTAN, Clearwater, Fla.

ADAMS, JOE
Negro Disc Jockey
RQWL, Santa Monica, Calif.

ADAMS, ROBERT
1350 Club

AKER, DICK
1400 Club

ALBERGGHI, HAROLD
Down On The Farm
WCOC, Lewiston, Maine

ALCALA, ED
1940 Frolic
KAFP, Petahuma, Calif.

ALDRIDGE, RAY
Big Ray-Western
KGYW, Vallejo, Calif.

ALEXANDER, KURT
Rell Jordan
WEAS, Atlanta-Decatur, Ga.

ALFORD, DICK
Strollin with Alford
KXLR, Little Rock, Ark.

ALLAN, FRANK
The Ole Rounder
WEAW, Plattsburg, N. Y.

ALLARD, BOB
Rhapsody In Rhythm
KSDN, Little America, S. D.

ALLDAY, JAMES
WJBB, Haleyville, Ala.

ALLEN, AL
NF's Jive Till Five
KXLR, Little Rock, Ark.

ALLEN, BILL
Desire In Melody
WHTC, Holland, Mich.

ALLEN, BOB
"RFD Request"
WJAY, Mullins, S. C.

ALLEN, CHARLES
Old Timer
WUSN, Charleston, S. C.

ALLEN, JERRY
Words N Wax
WKNZ, Ashtabula, Ill.

ALLEN, LEN
Dawnbusters
KLO, Ord, Utah

ALLEN, LLOYD
Morning Melodies
WNTY, Alamosa, Colo.

ALLEN, PAUL
Paul's Perch

ARK, Ottawa, Ont., Canada

ALEXANDER, TOMMY
Variety Store
KOMA, Okla, City, Okla.

ALLEN, WAYNE
950 Club
KSEL, Lubbock, Texas

ALLISON, DAVE
KNZ, La Junta, Colo.

ALLISON, STEVE
Steve Allison Show

ALMEKIO, TONY
Tony Almerico Show
WJMR, New Orleans, La.

ALTMAN, LEN
Happy Birthday
WSAR, Fall River, Mass.

AMBERS, BOB
Squirrel Cage
KDFX, Portland, Oregon

ANDERSON, DON
Top of the Evening
WDAF, Kansas City, Mo.

ANDERSON, ERNIE
Caravan Of Music
WHIM, Providence, R. I.

ANDERSON, JOE
Swedish Disk Jockey
WQTA, Moline, Ill.

ANDERSON, JOHN
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WBT, Marion, Ind.

ANDERSON, MILTON
Clock Watchers
WJAS, Pittsburgh, Pa.

ANDERSON, ROY
Late Date
KQCA, Kilroe, Texas

ANDERSON, TOM
Night Special
WLDY, Ladysmith, Wis.

ANDREWS, DON
WSGW, Saginaw, Mich.

ANDREWS, GENE
Syncopated Sundial
WVEC, Hampton, Va.

ANDREWS, JOHN
Music In The Night
KBIB, Tyler, Texas

ANSON, BILL
Hollywood Soundtrack
KFWB, Hollywood, Calif.

ANBRO, GEORGE
Manhattan Maharajah

ANKSON, BOB
The Tulsa Ballroom
KRMG, Tulsa, Okla.

ARANZAMENDI, FRANCISCO
910 Club
WPRP, Puerto Rico

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KURV, Edinburg, Texas

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WAFB, Baton Rouge, La.

ARNOLD, DONALD

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KNJI, New Ulm, Minn.

ARO, BOBBY
Coffee Club
WHLB, Virginia, Minn.

ARROW, IAN
Dinner Bell
CFCN, Calgary, Alberta, Can.

ASHER, MALCOLM
You Name It
WKOK, Sunbury, Pa.

ATKINSON, DOUG
Wake Island
WDIG, Philadelphia, Pa.

ASHWORTH, KEITH
Moonbird
KALL, Salt Lake City, Utah

ATKINSON, GORD
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CHUM, Toronto, Ont., Canada

AUSTIN, DICK
CKCR, Kitchener, Ont., Can.

AUSTIN, DON
WHOW, Clinton, Ill.

AUSTIN, MAX
WBRD, Morrisville, Pa.

AVILA, MANUEL
Mexico Canta (Mexican Pgm.)
KWBG, Ft. Worth, Texas

BARBOCK, BILL
Platter Party
WJAS, Pittsburgh, Pa.

BARBOCK, SAM
KFSB, Joplin, Mo.

BACKLIN, ROY
KJZB, Minot, N. Dak.

BACON, BOB
Bacon For Breakfast
Rhythm And Rhyme
WWEB, Wilkes-Barre, Pa.

BAER, MAX
Max Baer Show
KFKR, Sacramento, Calif.

BAILEY, JIM
1240 Jukebox
KRDJ, Dinuba, Calif.

BAILEY, JIM
I Dee Clare
WCEN, Mt. Pleasant, Mich.

BAILEY, WILLIAM D.
Pop Shop
WEFL, Fayetteville, N. C.

BAINET, BILL
Just Released
KTT, Yakima, Wash.

BAKER, BILL
Hillbilly Jambooes
WEBQ, Harrisburg, Ill.

BAKER, BILL
1500 Middlebury, Ky.

BAKER, DEAN
550 Roundup
KCRS, Midland, Texas

BAKER, DICK
WGN, Chicago, Ill.

BAKER, FRANK
House Party
WALA, Mobile, Ala.

BAKER, GEORGE
By George
WESA, Charleston, Pa.

899
Disc Jockeys—Radio-Television

BAKER, JAMES
Coffee Caravan
KBWD, Brownwood, Texas

BAKER, JOE
Nighthawk
WATG, Ashland, Ohio

BAKER, PAUL
Club 800
WLAD, Danbury, Conn.

BAKKE, HAL
Talkin' of Tunes
KLIQ, Dallas, Texas

BAKKE, PAUL
Club 800
WLAD, Danbury, Conn.

BAKKE, HAL
Talkin' of Tunes
KLIQ, Dallas, Texas

BALK, BILL
Dawnbuster
WKYB, Paducah, Ky.

BALLE, NORMAN
900 Club
KALT, Atlanta, Texas

BANKS, BILL
Bill's Bull
KSPT, Sandpoint, Idaho

BANKS, LEW
Lunchtime Hillbilly Parade
WCMW, Canton, Ohio

BARTON, HAL
Syncopation Time
WTAD, Quincy, Ill.

BARTON, JOHN
WHOW, Clinton, Ill.

BARUCH, ANDRE
WNBC, New York, N. Y.

BARUTH, JACK
WGXM, Greenville, Miss.

BASEHORE, JOHN
John Basehore Show
WGET, Gettysburg, Pa.

BAIL, OTTO
Jump School
WHOP, Hopkinsville, Ky.

BATEMAN, DOUGLAS
Pleasure, Inc.
WLIO, East Liverpool, Ohio

BALEY, HUGH
Music 'Til Midnight
WPQ, Jacksonville, Fla.

BATTELS, CHARLES
Batters Platters
WRC, Washington, D. C.

BAUER, RUSS
Alarm Clock Club
County Party Line
KFJF, Webster City, Iowa

BAUM, HARRY
Request Party
WSSB, Durham, N. C.

BAUMGART, RED
1240 Club
KRAL, Rawlins, Wyo.

BAXTER, GORDON
Baxter's Garden
KPAC, Port Arthur, Texas

BARTLETT, RAY
Groovie's Boogie
KWHK, Shreveport, La.

BARBER, DON
Today's Top Five
WGBO, Miami, Fla.

BARGER, DAREL
WEAR, Pensacola, Fla.

BARKLEY, JIM
News & Music From The Boys
KSUM, Fairmont, Minn.

BARLOW, JAY
WHIN, Harlan

BARNETT, DON
Don's Dance Date
KENI, Anchorage, Alaska

BARK, DWIGHT
Teen Time Tunes
WLBC, Muncie, Ind.

BARRETT, DICK
Sunset Serenade
CJOY, Guelph, Ont., Canada

BARRY, GENE
Barry-Go-Round
Swing With Wing
WING, Dayton, Ohio

BARRY, JACk
Jack Barry Show
WKAT, Miami Beach, Fla.

BARRON, LEE
Hello Beautiful
KSWI, Council Bluffs, Iowa

BARTHELM, DICK
Sunset Serenade
CJOY, Guelph, Ont., Canada

BARTHEL, BURR
Club 1090
KING, Seattle, Wash.

BARTELL, PAUL
Fox Club
WFOX, Milwaukee, Wis.

BASHER, JOHN
John Basehore Show
WGET, Gettysburg, Pa.

BASH, OTTO
Jump School
WHOP, Hopkinsville, Ky.

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KRAL, Rawlins, Wyo.

BAXTER, GORDON
Baxter's Garden
KPAC, Port Arthur, Texas

DAVE MILLER
ANNOUNCER
DISC JOCKEY

Circle 6-9208
Disc Jockeys—Radio-Television

BEACH, DICK
Wax Works
WICA, Ashtabula, Ohio

BEARD, SAM
Sam Beard Show
WPTF, Raleigh, N. C.

BEARDSLEY, BASIL
Polka Time
WJER, Dover, Ohio

BEASLEY, BUZZ
Man On The Beat
WUST, Bethesda, Md.

BEARDSLEY, BASSIL
Polka Time
WJER, Dover, Ohio

BEASLEY, BUZZ
Man On The Beat
WUST, Bethesda, Md.

BEAUJEU, ROBERT
Music For Days
CJEM, Edmundston, N. B., Canada

BEAUMONT, JOE
Hep Parade
WJAT, Swainsboro, Ga.

BEAUPRE, WALTER
Music For Folks Who Get Lonesome
WCOU, Lewiston, Maine

BEECHAM, SIR THOMAS
WQXR, New York, N. Y.

BEHOLD, KEN
Early Bird
WGBI, Scranton, Pa.

BEGIN, JEAN-PAUL
CHFA, Edmonton, Alberta, Canada

BEGUE, JOHN
John Begue Show
WTAX, Springfield, Ill.

BERTERT, TED
Sophisticated Swingtime
WIBV, Belleville 1.

BELANGER, LOUIS
CKAC, Montreal, Canada

BELL, BOB
Supporttime Serenade
Music For Relaxation
WHKY, Hickory, N. C.

BENNETT, LEN
Sat. Nite Jamboree
WNHC, New Haven, Conn.

BENNETT, RAY
Records With Ray
KGA, Spokane, Wash.

BENSON, BOB
Bob Benson Show
WBIZ, Eau Claire, Wis.

BREIT, DOUG
Best on Wax
KFCB, San Diigo, Calif.

BREWICK, DOUG
WSPR, Springfield, Mass.

BIDLE, JERRY
Alarm Clock Club
KERS, Mobile, Ark.

BIGLEY, DAVE AS SUNRIVER
DAVE
Melody Round-Up
KMON, Great Falls, Mont.

BILL, GLEN
The Sundial
WESP St. Petersburg Fla.

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WHAM-TV

MORT NUSBAUM
BILLINGSLEY, BILL
After Hours
WADE Wadesboro N. C.
BINGHAM, EARN
Best on Wax
KWIR Peoria, Idaho
BIRDAS, GEORGE
RecordVarieties
WDXA Peekskill, N. Y.
BIRDSSELL, JOHN
Top O’ The Morning
KWAT Watertown, S. Dak.
BISHOP, EDDIE
Hillbilly Fever
WVMX Biloxi, Miss.
BITTERMAN, JACK
Best On Wax
WABB Mobile, Ala.
BLACK, ALAN
Polka Party
WPIT Pittsburgh, Pa.
BLACK, JAY
Matinee With Jay
WDXI Jackson, Tenn.
BLACK, JOHN
Polka Party
WQXI Atlanta, Ga.
BLACK, ALIX
Stardreams
WABC Albany, N. Y.
BLACK, WIN
WKXL Concord, N. H.
BLANCHARD, LOWELL
Musical Clock
WNOX Knoxville, Tenn.
BLAND, SAM
WVEC Rocky Mount, N. C.
BLEVINS, KEN
WTWH Port Huron, Mich.
BLOCK, MARTIN
Make Believe Ballroom
WNCH New York, N. Y.
BLONDAIL, OMAR
Breakfast With Omar
CFRN Edmonton, Alberta, Canada
BLUM, GEORGE
Alarm Clock Club
KORN Mitchell, South Dakota
BODNER, GEORGE
Melody Mill
WRFD Worthington, Ohio
BOHACK, BILL
Band Box
WPAT Paterson, N. J.
BOIVIN, JAY
1370 Streamliner
WFMB Manchester, N. H.
BOLIN, ART
Swing Session
WARM, Scranton, Pa.
BOLLINGER, GENE
Musical ABC’s
KCSJ Pueblo, Colo.
BOLLINGER, JIM
J B Time, Parade Of Hits
WINN, Louisville, Ky.
BOWEN, BILL
Alarm Clock
1340 Club
WIRY Plattsburg, N. Y.
BOUCHER, EUGENE P.
Boucher’s Backroom
WCOM Sioux City, Iowa
BOUCY, BOB
Musical Grab Bag
WACE Springfield-Chicopee, Mass.
BOWER, BOB
Music In The Nite
WTIP Charleston, W. Va.
BOWSER, BILL
3-B Time
WFLL Fayetteville, N. C.
BOWTON, DON
Music Of The Masters
KTBC Big Spring, Texas
BOYD, JOHN
Showcase
WTOD Toledo, Ohio
BONNER, ED
St. Louis Ballroom
KXOK St. Louis, Mo.
BOONE, JOE
Moonlight Melodies
WIVG Middletown, Ga.
BORT, KEN
Snake River Stampede
KFXD Nampa, Idaho
BOSTIC, JOE
Harlem Serenade
WLB New York, N. Y.
BOURWORTH, CHET
Alarm Clock
1340 Club
WIRY Plattsburg, N. Y.
BONN, TED
The Ted Bonn Show
WKLY Blackstone, Va.
Disc Jockeys—Radio-Television

BOYD, TOM
Juke Box Sat, Nite
WCHV, Charlottesville, Va.

BRACKIN, JOHN
Mail Order Music
Howard Neighbors
WTBP, Troy, Ala.

BRADLEY, CURT
WCNT, Bandwagon
WCNT, Centralia, Ill.

BRADLEY, GUNK
WQXR, New York, N. Y.

BRADLEY, DON
Fanfare
WKAN, Kankakee, Ill.

BRADLEY, J.J.
WCNT, Centralia, Ill.

BRADLEY, TOM
WQXR, New York, N. Y.

BRAZIER, HAL
Breakfast Club
WSTP, Salisbury, N. C.

BRENNER, PAUL
Requestfully Yours
WAAF, Newark, N. J.

BRENT, JOHN
CRN, Wingham Out., Canada

BROWN, DON
Record Party
WHS, Hartsville, S. C.

BRINTER, ERNEST
Ernie "The Whip" 
WNRY, New Orleans, La.

BRINKLEY, JACK
WLS, Chicago, Ill.

BROD, JOE
Breakfast Club
WSTP, Salisbury, N. C.

BROCK, ART
Melody Matinee
ECOJ, Tulare, Calif.

BROCK, BRY
Fox Club
WBBQ, Appleton, Wis.

BRODE, BUDDY
Juke Box Jamboree
WNAR, Norristown, Pa.

BRODERS, M.
Platter Pantry
KCRG, Cedar Rapids, Iowa

BROKAW, C. W.
Your Request
KGIW, Alamosa, Colo.

BROMBERG, VERN
Melody Merchant
KCHA, Charles City, Iowa

BROOK, NAY
KMON Along & Listen
KMON, Great Falls, Mont.

BROOKS, FOSTER
Foster Brooks Show
WAVE, Louisville, Ky.

BROOKS, KEN
Of The Record
KWH, Albany, Oregon

BROOKS, KIRBY
Kirby Brooks Show
WQLM, Miami, Fla.

BROWN, BERNARD
Sittin' In
WAPO, Chattanooga, Tenn.

BROWN, BILL
Sleepy Bill
WMSG, Columbia, S. C.

BROWN, BILL
AM 1230 Club

BROWN, DOUGLAS
KNEL, Brady, Texas

BROWN, FRED
Skyway Serenade
WLOS, Asheville, N. C.

BROWN, GORMAN
Dinner Date
KKIN, Visalia, Calif.

BROWN, HUMPHREY
WBGO, Birmingham-Bessemer, Ala.

BROWN, NELSON
WXLC, New London, Conn.

BROWN, PAUL
Morning Clock Watcher
KVCM, Colorado City, Texas

BROWN, PAUL
Housewife Special
WMGW, Meadville, Pa.

JACK LACY
"NEW YORK'S MARATHON DISC JOCKEY"
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MONDAY THROUGH SATURDAY"
WINS
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BROWN, PEN
Pen Brown Show

BROWN, PHIL
Midnight Jamboree
WGHA, Columbus, Ga.

BROWN, RICHARD
Brown's Waxworks
WSNY, Schenectady, N. Y.

BROWN, SAM
Music Hall
WARL, Arlington, Va.

BROWN, PEN
Pen Brown Show

BROWN, PHIL
Midnight Jamboree
WGHA, Columbus, Ga.

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Midnight Jamboree
WGHA, Columbus, Ga.

BROWN, RICHARD
Brown's Waxworks
WSNY, Schenectady, N. Y.

BROWN, SAM
Music Hall
WARL, Arlington, Va.

BROWNELL, JIM
Brownell For Breakfast
WCEN, Mt. Pleasant, Mich.

BROWNELL, LARRY
Larry Brownell Show
WHHH, Warren, Ohio

BRUCE, RAMON
Snap Club
Ravin With Ramon

BRUGGEMAN, VERN
KULA, Honolulu, Hawaii

BRUNES, GENE
Digin
KWED, Seguin, Texas

BRUTON, BILL
Rhythm On The Range
KDXY, Billings, Mont.

BRYANT, AL
Polk Count Express
WSIR, Winter Haven, Fla.

BRYANT, FLOYD
Early Bird
KFAX, Nampa, Idaho

BRYANT, GEORGE
George Bryant Show
WSY, Cincinnati, Ohio

BRYANT, KEN
Austen Radio Clock
KADS, Austin, Minn.

BUEHLER, JACK
Madison Top Tunes
Billboard Hit Parade
WKOW, Madison, Wis.

BUEHLMAN, CLINT
Musical Clock
WDBN, Buffalo, N. Y.

BUKER, NORMAN K.
Melody Matinee
WLAM, Lewiston, Maine

BULL, FRANK
America Dances
KFWB, Hollywood, Calif.

BULLINGTON, BILL
Melody Time
KREI, Farmington, Mo.

BURCH, BOB
KGBF, Pueblo, Colo.

BURFORD, W. R.
Morning On The Mahoning
WHHH, Warren, Ohio

BURGESS, FRANK
Request Performance
WHMA, Anniston, Alabama

BURGESS, RALPH
Breakfast With Burgess
WGMA, Columbus, Ga.

BURGESS, TOM
Saturday Matinee
WMSC, Columbia, S. C.

BURKA, BUD
The Daybreaker Matinee
WTRP, Charleston, W. Va.

BURKE, RAY
Late Date
WAIR, Winston-Salem, N. C.

BURLEY, DON
Teen Age Jamboree
WBIZ, Ponca City, Okla.

BURNE, AL
Turntable Terrace
WHEE, Boston, Mass.

BURNS, BILL
Club 500
WQAM, Miami, Fla.

BURNS, DARREL
Seven To Two
KZLE, Ellensburg, Wash.

BURNS, STAN
WPAT, Paterson, N. J.

BURT, GARLAND
1430 Club
WLAR, Lakeland, Fla.

BURTON, ROBERT
Breakfast With Burton
WEEK, Peoria, Ill.

BURWELL, TED
WCKB, Dunn, N. C.

BUSLIE, HENRY
Top O' The Morning
WISC, Madison, Wis.

NOW THAT YOU CAN HAVE THE BEST, WHY BE SATISFIED WITH LESS?

AP

ERNE SIMON
5 Years as Curbstone Cut-Up — WBKB
"SIMPLY SIMON" — WENR
Disc Jockeys—Radio-Television

BUTTERS, HARLEY
News And Music Till Midnight
WROI, Rockford, Ill.

CADWELL, CLAYE
Morning Call
KFVD, Los Angeles, Calif.

CAFFEY, TOM
Rounding
KOH, Reno, Nevada

CALCOATE, GORDON
Call To Breakfast
5800, Bay City, Texas

Caldwell, LARRY
The Milkman
YPCA, Sharon, Pa.

Callaghan, JOHN
WBEC, Pittsfield, Mass.

CAMB, BILL
Jazz With Jim
CILN, Newton, B. C., Canada

Carnes, JAMES
Jazz With Jim
WGL, Wardsboro, Va.

Carpenter, BILL
The Daybreaker
WGAY, Schenectady, N. Y.

Carroll, HARRY
Carol In Morning
WANS, Anderson, S. C.

Carroll, RAY
WHOM New York, N. Y.

Carter, BILL
740 Club
WJDL, Huntington, Tenn.

Carter, BOB
Free For All
KDD, Santa Barbara, Calif.

Carter, CAL
Musical Clock
KAMD, Camden, Ark.

Carter, ED
Ed Carter Show
WACE, Springfield-Chicopee, Mass.

Carter, LEROY
Carter’s Clambake

Carter, TONY
Wake Up East Alabama
WAUB, Auburn, Ala.

Carter, VAL
Joy A La Carter
WJOY, Burlington, Vermont

Carter, B.
1430 Club
KLO, Ord, Utah

Carty, DEL
Teen Time Tunes
WWGP, Sanford, N. C.

Case, KEN
WOW, Omaha, Neb.

Case, LEE
Your Grocery
WITH, Baltimore, Md.

Casey, CASS
Angelus
WWOL, Buffalo, N. Y.

Casey, P.
KDAL, Duluth, Minn.

Castle, CHARLES
Requestfully Yours
KVY, Redding Calif.

Cauldwell, RANDOLPH
Cab’s Corner
KCRL, Truro, Nova Scotia, Canada

Cavagnagh, JOE
Joe Cavagnagh Show
WARD, Johnston, Pa.

Cerula, PAUL
WAZL, Hazelton, Pa.

Chamberlain, DONALD L.
Club Fantasy
KERC, Hilo, Hawaii

Chamberlin, BRUCE
WHOT, South Bend, Ind.

Chambers, PAT
Gulf Coast Serenade
WFLA, Tampa, Fla.

Chandler, MIMI
Coffee Time
WLVK, Versailles & Lexington, Ky.

Chaney, BILL
$1,000,000, Ballroom
KEEN, San Jose, Calif.

Chapman, DICK
Disc Deejay
KFRU, Columbia, Mo.

Chapman, JAMES
Songs You Remember
KTSW, El Paso Texas

Chapman, JERRY
Lowdown
WIRE, Indianapolis, Ind.

Chapman, REID
Chuckles Open House
WISH, Indianapolis, Ind.

Charsles, Al
The Charles Thing
WAYB, Waynesboro, Va.

Charsles, PRESTON
Top Five
WAGA, Atlanta Ga.

Charsles, SCOTT
Alarm Clock Revue
WAPX, Montgomery, Ala.

CHASE, EDDY
CLW, Detroit, Mich.

CHASE, ILKA
Ika Chase Show
ABC

Cheney, JOHN
KIKO, Bremerton, Wash.

Chesnault, GEORGE
Chernault Show
WSLS, Roanoke, Va.

Cherry, RICHARD
Here’s Cherry
WMAR, Nashville, Tenn.

Chilids, LILAND
Musical Clock
WSPF, Montgomery, Ala.

Chiodo, JEFF
WBVP, Beaver Falls, Pa.

Christenson, ELMER
Singing To 12:00
WWSB, St. Petersburg, Fla.

Christy, AL
Syncopated Clock
WDAF, Kansas City, Mo.

Clar, JIM
For Members Only
WCRA, Effingham, Ill.

Clarke, NAIL
Musical Matinee
WONW, Delphie, Ohio

Clarke, BOB
Here Comes Charlie
KJNO, Fresno, Calif.

Clark, BILL
Caravan of Music
Rooster Ho-down
WJCD, Seymour, Ind.

Clark, CHARLES
Record Session
WRJM, Newport, R. I.

Clark, COTTONSEED
Cottonseed Clark (Western—6 hours Daily)
KRSU, San Mateo, Calif.

Clark, DAVID
Anything Goes
CGKX, Yorkton, Sask., Canada

Clark, GORDON
Gordon’s Recordings
KRIC, Beaumont, Texas

Clark, JAMES
Coffee With Clark
WWGP, Sanford, N. C.

Clardy, AL
Morning Ramble
KTUL, Tulsa, Okla.

Clayton, BOB
Boston Breakfast
WWBD, Boston, Mass.

Clayton, BOB
Wayin’ For Clayton
WPIN, St. Petersburg, Fla.

Clear, ED
Yawnin’ In Mawin’
KROE, Okeola, Ark.

905
DOWNS
DOWNIE,
DOWNEY,
DOWNER,
DOWLING,
DOUGLAS,
DUFOUR,
DREHER,
DUMIT,
DUNBECK,
DURAND
DUNLAP,
DUNCAN,
DURMA,
DUTTON,
EARLE
KWAL,
KGY
WSTC,
CKCH,
Platter
WSOC,
KNET,
WACB,
Modern
KMUS,
WMAS,
WULA,
Bal
Early
CFGP,
CJEM,
WEBQ,
Dusty
WBBQ,
Date
WSCR,
KUKI
WTTM,
KSUE,
Lasson
KFI,
Of
BOB
DEWEY
LOWELL
Date
Stamford
Charlotte,
Hartford,
Kittanning,
Springfield,
Kittanning,
Springfield,
A.
Pops
BILL
Christmas
WCCO,
KBVN,
KTIP,
KPKW,
WBGR,
WRTA,
KTIP,
WBBG,
Mr.
WKAY,
Glenn
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WGGH,
Coffeyville,
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WBTH,
Swing
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Glenn
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WEBR,
One
WGGH,
Coffeyville,
Bill
KWRN,
FARRON, EDWARD C.  
Spider Sanctum  
CKDA, Victoria, B. C., Canada 
FARKAS, RAY  
WXXH, New York, N. Y. 
FARMER, JON  
Early Worm  
WAGA, Atlanta, Ga. 
FARRAK, WAYNE  
Variety Parade  
KMAE, McKinney, Texas 
FARRAR, MAURY  
WAPL, Birmingham, Ala. 
FARRELL, REED  
Sputnik & Needles  
KRGB, Galveston, Texas 
FARRON, ED  
Bill Billy Hits  
KBWD, Brownwood, Texas 
FAUNTELL, ED  
Night Shift  
WKLO, Louisville, Ky. 
FAUCHER, RALPH  
Record Session  
WMRO, Aurora, Ill. 
FACUL, LINK  
WCKR, Dunn, N. C. 
FAULKNER, CHARLES  
Mid-South Jingles  
WJBP, Fairmont, W. Va. 
FAULKNER, WILLIAM  
Bill Faulkner Show  
WKLE, Indianapolis, Ind. 
FAUSH, DEACON  
WBCO, Birmingham-Bessemer, Ala. 
FAZZI, ART  
Top O’ The Morn  
WKAR Akron Ohio 
FELIX, EUGENE  
Club 690  
WHLM, Bloomsburg Pa. 
FELKER, FRANK  
890 Club  
WRNC, Henderson, N. C. 
FELLOWS, R. C.  
Bill-billy  
WROD, Daytona Beach Fla. 
FELTON BILL  
Recreation Room  
WIBY, Appleton, Wis. 
FERGUSON, CHUCK  
Cougars Capers  
CCT, Housto, Texas 
FERRUZA, MICHAEL  
Half ‘n Half  
WJDX, Texarkana, Tex. 
FERRY, DEXTER  
Ramblin’ Rythym  
KEXA, Mena, Ark. 
FIELDS, GUYLER P.  
Coffee Club  
WRHI, Rock Hill, S. C. 
FILKINS, LARRY  
Coffeetime & Ladies Choice  
KSCO, Liberal, Kans. 
FINCH, BUD  
Coffee Club  
WEIL, New Haven, Conn. 
FINCH, DEE  
(Rayburn & Finch)  
Anything Goes  
WNWE, New York, N. Y. 
FINE, MEL  
Matinee At Midnite  
WERC, Erie, Pa. 
FINLEY STUART  
Capitol Scrapbook  
WRC, Washington, D. C. 
FINN, LEO  
Spin With Finn and The Leo Finn Show  
WMWM, Meriden, Conn. 
FINN, MICHAEL  
Finn Fare  
WEOA, Evansville, Ind. 
FISHER, BILL  
Fisher Tri One  
WOWO, Ft. Wayne, Ind. 
FISHER, HOWIE  
WHOT, South Bend, Indiana 
FISHER, JACK  
Platter Party  
WAKY, Bakersfield, Calif. 
FISHER, JOE  
Hillbilly Shindig  
KHHD, Duncan, Okla. 
FISHER, JOHN  
WCLT, Newark, Ohio 
FISHER, JOHN  
Juke Box Revue  
WOTW, Nashua, N. H. 
FISHER MERLIN  
Alarm Clock Club  
KSDN, Aberdeen, S. D. 
FISHER “TINY”  
Clockwatcher  
WEIR, Weirton, W. Va. 
FISK, JIM  
Lucky Lazer Danceetime  
RCNA, Tucson, Ariz. 
FITTS, LOU  
Music In The Air  
WLWN, Laconia, N. H. 
FITZGERALD, MIKE  
Early Worm Program  
CHUM, Toronto, Ont., Canada 
FITZ-WALLACE  
Anything Goes  
WSNY, Schenectady, N. Y. 
FLAGLER FRANK  
Morning Serenade  
WHDL, Olean, N. Y. 
FLANAGAN, PAUL  
Record Man  
Tri-City Ballroom  
WTRY, Troy, N. Y. 
FLEMING, BRUCE  
WPAQ, M. Airy, N. C. 
FLEMING, JACK  
Tea & Trumpets  
WJFR, Morgantown, W. Va. 
FLETCHER, FRED  
Temps Fugit  
WRAL, Raleigh, N. C. 
FLOOD, JOE  
Upside Daisy  
KTIN, Denver, Colo. 
FLOYD, PHIL  
Further Fugue  
CPGP, Grande Prairie, Alberta, Canada 
FLYNN, HOWARD  
Howard’s Revue Show  
KMPG, Los Angeles, Calif. 
FOLAND, MYLES  
Foland Show  
WMBD, Peoria, Ill. 
FORD, ART  
Milkmaid’s Matinee  
WNWE, New York, N. Y. 
FORD, LOYD  
Western Frollick  
KAYS, Hays, Kans. 
FORD, MILTON Q.  
Milton Q. Ford Show  
WWDC, Washington, D. C. 
FORBES, BOB  
Musical Alarm Clock  
WJMJ, Florence, S. C. 
FOISY, MAURICE  
Penthouse Party  
CJCH, Halifax, N. S., Canada 
FORESTER, ROY  
Hillbilly Hoedown  
KPOC, Pacifica, Ark. 
FORSTER, LEE  
The Lee Forster Show  
WHLD, Niagara Falls, N. Y. 
FORSTER, ROGER  
WIBA, Madison, Wis. 
FORTNER, VIRG  
Revolving Stare  
KBWM, Walpekon, N. D. 
FOSTER JIMMY  
Showcase  
WWOL, Buffalo, N. Y. 
FOSTER, MARK  
Western Wistertain  
KIMO, Independence, Mo. 
FOSTER, TERRY  
Home Folks Favorites  
WHLB, Sheboygan Wis. 
FOWLER BILL  
Bill’s Band Box  
WBAT, Marion, Ind. 
FOWLER, BILL  
Musical Clock  
WGIC, Albury, Ga. 
FOWLER, JAMES  
Musical Caravan  
WGPC, Albany, Ga. 
FOYLES, KEITH  
WAGM, Presque Isle, Maine 
FOX, BILL  
Melody Ranch  
KKRO, Aberdeen, Wash. 
FOX, DAVID  
WICH, Norwich, Conn. 
FRANCE, SHIRLEY MAY  
Juke Box Matinee  
WSAR, Fall River, Mass. 
FRANCIS, AL  
Fun With Francis  
WKST, New Castle, Pa. 
FRANCIS, JOE  
House Party  
WNHC, New Haven, Conn. 
FRANK, BEECHER  
Continental Room  
WKLO, Louisville, Ky. 
FRANKLIN, BOB  
690 Club  
KGGP, Coffeyville, Kans. 
FRANKLIN, JOE  
Joe Franklin Record Show—ABC 
FRAY, JACQUES  
WQXK, New York, N. Y. 
FREDERICKS, HAL  
Song and Dance Parade  
XKQ, St. Louis, Mo. 
FREEMAN, DOUGLAS  
CFAB, Windsor, N. S. Canada 
FREEMAN, HANS  
CFAB, Windsor, N. S., Canada 
FREEMAN, DOUGLAS  
CKEN, Rentville, N. S., Can. 
FREEMAN, WALTER  
Rise ‘n Shine  
WULA, Eufaula, Ala. 
FREW, JOHN  
WRFC, Athens, Ga. 
FREY, BILL  
Frey’s Follies  
KESP, Sandpoint, Idaho 
FRIBLEY, JOE  
Celebrity Time  
KITS, Sherman, La. 
FRISHNECKE, LEE  
Let’s Get Together With Records  
KID, Idaho Falls, Idaho 
FROHL, DAVE  
Club 1320  
WILS, Lansing, Mich. 
FROST, ALAN  
KVRH, Salida, Colo. 
FROST, ROBERT  
Panini  
KMVI, Wailuku, Maui T. H. 
FUHRMAN DON  
Don Fuhrman Show  
KWIK, Pocatello, Idaho 
FULLER, CHUCK  
740 Club  
WORZ, Orlando, Fla.
GOULD, JAY
11th-Hr. Dance-time—National Record Mart
WMCK, McKeensport, Pa.

GOULDER, JACK
Jack Goulnder Show
WEU, Reading, Pa.

GOVE, ELLIOTT
Club 370
WSYR, Syracuse, N. Y.

GOVERN, DENIS
We shall Have Music
KCRV, Caruthersville, Mo.

GRAHAM, BILL
WAWL, Hazleton, Pa.

GRAHAM, BILL
Off Record
WBCO, N. Wilkesboro, N. C.

GRAHAM, DON
930 Club
WSLI, Jackson, Miss.

GRAMS, JOHN
1330 Club
WHBL, Sheboygan, Wis.

GRANDPAPPY
Country Store
WXKL, Springfield, Mass.

GRANT, BOB
Night Watch
KMBM, Roseburg, Oregon

GRANT, HAROLD
Wax Museum
KMKW, Huntington, N. D.

GRANT, JOHNNY
Johnny Grant Show
KMPG, Los Angeles, Calif.

GRANT, LARRY
Vagabond House & Notebook
KHUN, Honolulu, Hawaii

GRANT, LEE
Western Jamboree
Pyror, Okla.

GRANT, LLOYD
Musical Almanac
WNAK, Yankton, S. D.

GRANT, MILT
Cavalcade
WINS, Kansas City, Mo.

GRANT, MILT
Milt Grant Show
WGLZ, Washington, D. C.

GRANT, RAY
Western Jamboree
KCTI, Gonzales, Texas

GRAYTON, BILL
Wake Up To Music
WOC, Davenport, Iowa

GRAY, BARRY
Barry Gray Show
WMCA, New York, N. Y.

GRAY, CLIFF
Revellie Reveals
WSPA, Spartansburg, S. C.

GRAY, HUGH
WDZ Decatur Ill.

GRAY, JOHNNY
Gray's Array
WODD, Chattanooga, Tenn.

GRAY, REEVE M.
WBHP, Huntsville, Ala.

GRAYMOUNT, STUART
Club 910
ERCA, McAllan, Texas

GREENE, ALEC
All Star Western Revue
WTVN, Oklahoma City, Okla.

GREEN, ART
Make Believe Ballroom
WMIE, Miami, Fla.

GREENE, JOHN C.
Hillbilly Star Time
WRII, Rock Hill, S. C.

GREENE, KEN
Rhythm At Random
WTWN, St. Johnsbury, Vt.

GREEN, TOMMY
Tommy Greenhow Show
KMUR, Murray, Utah

GREENWAY, ELLIS
1940 Club
Wake Up Lenoir
WJHI, Lenoir, N. C.

GREENNAN, ED
Ed Greenman Show
WQUA, Moline, Ill.

GRIFFIN, DEAN
Platter Party
WHY, Hattiesburg, Miss.

GRIFFIN, DAN
WGBT, Wilson, N. C.

GRIFTH, CHARLIE
Music Out Of The Night
WTAD, Quincy, Ill.

GRIMES, CHARLIE
Nitchawk
WSSB, Durham, N. C.

GRISWOLD, JACK
What's New
WCSS, Amsterdam, N. Y.

GROSS, SIDNEY
International Jazz Club
WABC

GROVE, LYNDON
Milkbag
CHAB, Moose Jaw, Sask., Can.

GUEST, GORDON
GG, Jamboree
KHBR, Hillsboro, Texas

GUIDE, HUGH
WTOP, Washington, D. C.

GUNDERSON, DAVE
Off The Record
KKBW, Aberdeen, Wash.

GUTHRIE, WILLARD
KWHO, Coquille, Oregon

GUIDE, JUAN PULU
Telephone Requests
KTHG, Lihue, Kauai, Hawaii

GWYN, BOB
Wake Up Austin
KVET, Austin, Texas

GWYNN, EASY
WIBC, Indianapolis, Ind.

HACKE & JOHNSON
Hackle & Johnson Show
KDKX, Dickinson, N. Dak.

HADLEY, BILL
Homemakers' Serenade
WFJB, Providence, R. I.

HAELIE, BOB
Club 800
CJAD, Montreal, Quebec, Can.

HAGAN, STAN
The Stan Hagan Show
KANS, Wichita, Kans.

HAGEMAN, DICK
Here's Hageman
WRCB, Cincinnati, Ohio

HAGERMAN, CHAS.
WKLA, Ludington, Mich.

HAGGART, RED
Musically Yours
WDFD, Flint, Mich.

HAGGERTY, FRED
WFG, Atlantic City, N. J.

HAHNE, DALE
Breakfast Melodies
KLIZ, Brainerd Minn.

HAINES, WHITEY
Music After Midnight
CKCW, Monetcon, N. B., Can.

HALE, "Hot-Rod"
WBOO, Birmingham-Bessemer, Ala.

HALE, PHIL
Phil Hale Show
WKNB, New Britain, Conn.

HALL, BILL
Hot and Sweet
CKFR, Fort William, Ont., Canada

HALL, BUD
Bud's Music Hall
WKLF, Clanton, Ala.

HALL, E. R.
WELD, Del Rio, Ark.

HALL JOHN
1490 Club
WFBS, Bozeman, Mont.

HALL STUART
1450 Club
WHIT, New Bern, N. C.

HALL-STEAD, CHARLES K.
Carlos Ranchero
Club 1490
KTHA, Auburn, Calif.

HAMIL, DON
1940 Frolic
KAPM, Petaluma, Calif.

HAMILTON, BOB
The Hamilton Show
KHON, Honolulu, Hawaii

HAMILTON, BOB
Top Twenty At 1280
WDSU, New Orleans, La.

HAMILTON, LEE
Man About Midnight
CCFCF, Montreal, Que., Canada

HAMLETT, JIM
Caro's, Jim
KFXI, San Bernardino, Calif.

HAMMOND, GEORGE
1940 Club
WAMD, Camden Ark.

HANEMAN, BOB
Yawn Patrol
WSFC, Somerset, Ky.

HANKIN, WALLY
Wally Hankin Time
WMDO, Auburn, N. Y.

HANKINS, JIM
920 Special
WMOX, Metropolis, Ill.

HANLON, TOM
Merry-Go-Round
KNX, Los Angeles, Calif.

HANNA, RICK
Rise 'N Shine
WMBT, Butler, Pa.

HANNON, JACK
On The Town
KELO, Sioux Falls, South Dakota

HANOVER, PAUL
Hi Neighbors
CHML, Hamilton, Canada

HANSON, CURT
Serenade To An Alarm Clock
WIBZ, East Claire, Wis.

HANSON, HERBERT
Records of The West
KRF, Miles City, Montana

HARRAUGH, VIC
Club 1000
KSTA, Colemen, Texas

HARDEE, JIM
Excuse For Listening
WOMI, Owingsboro, Ky.

HARDIN, BOB
Coffee Time
WCOV, Montgomery, Ala.
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<td>JWME Review</td>
<td>Wills, Wheeling, W. Va.</td>
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<td>HAWKINS, BOB</td>
<td>Bob Hawkins Show</td>
<td>KWBX, Gobe, Ariz.</td>
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<td>HAWKINS, TOM</td>
<td>Downbeat 78</td>
<td>CHLO, St. Thomas, Ont. Can.</td>
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<td>HAYDEN, FRANK</td>
<td>WTCO, Campbellsville, Ky.</td>
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<td>HAYES, GARY</td>
<td>Platter Playhouse</td>
<td>KWMN, Mansfield, Ohio</td>
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<td>HAYES, ART</td>
<td>Art's Gallery</td>
<td>WMSC, Columbia, S. C.</td>
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<td>HAYWARD, R.</td>
<td>Workin With Wax</td>
<td>VOMC, St. John's, Nfld., Can.</td>
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<td>HAYWORTH, HERB</td>
<td>Good Morning</td>
<td>WFWF, Ft. Wayne, Ind.</td>
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<td>HAYTON, NATHAN</td>
<td>Night Cap</td>
<td>WMAN, Mansfield, Ohio</td>
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<td>HEAD, BYRON</td>
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<td>HEALY, DAN</td>
<td>Mr. Plus Presents</td>
<td>WBRK, Pittsfield, Mass.</td>
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<td>HEALY, GARY</td>
<td>WPTC, Minneapolis, Minn.</td>
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<td>HEBDENSTREIT, CARL</td>
<td>Hour Of Harm</td>
<td>WARC, Dallas, Texas</td>
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<td>HEDGECOCK, BOB</td>
<td>Friendly Time</td>
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<td>HEDGECOCK, BOB</td>
<td>Spins &amp; Needles</td>
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<td>HENDERSON HANDY</td>
<td>RDF 1050 Party</td>
<td>WRFW, Eau Claire, Wis.</td>
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<td>HENDERSON, SKITTY</td>
<td>WNBY, New York, N.Y.</td>
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<td>HENDRICKS, JIM</td>
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<td>HENDRICKS, CLIFF</td>
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<td>HENNING, PAUL</td>
<td>Paul Hennings Show</td>
<td>WNOR, Norfolk, Va.</td>
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<td>HENRY, CARL</td>
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<td>HENRY, BILL</td>
<td>Bill's Bandwagon</td>
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<td>HENRY, GIL</td>
<td>KING's Open House</td>
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<td>HENSON, DOUG</td>
<td>7:30 Local</td>
<td>WJMJ, Philadelphia, Pa.</td>
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<td>HENSON, DWIGHT</td>
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<td>HENSON, GERRY</td>
<td>Here's Henson</td>
<td>WMY, Springfield, Ill.</td>
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<td>HENSTOFF, NAT</td>
<td>WMEX, Boston, Mass.</td>
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<td>HERBER, JACOB</td>
<td>Alarm Clock</td>
<td>WGRU, Bay City, Mich.</td>
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<td>HERMANSFELD, ART</td>
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<td>HERRIN, WINDY</td>
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<td>WCCP, Savannah Ga.</td>
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<td>Tune Factory</td>
<td>OWX, Farmers, Tex.</td>
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<td>Time Keeper</td>
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<td>Rural Round-Up</td>
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<td>Time &amp; Tune Parade</td>
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<td>HILDRETH, BOB</td>
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<td>HILL, DAVID</td>
<td>Dave Hill Show</td>
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<td>HILL, LARRY</td>
<td>Western Wax</td>
<td>WJLM, Sebring, Fla.</td>
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<td>HINDMANN, BILL</td>
<td>Bill's Blue Room</td>
<td>WCG, Columbus, Ohio</td>
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<td>Wax &amp; Relax With Woody</td>
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**Disc Jockeys—Radio-Television**

**HIXSON, GLEN**
Today's Top Tunes
WJAG, Norfolk, Nebr.

**HODGES, GENE**
Say It With Music
WHED, Washington, N. C.

**HODGES, JIM**
KWHO, Coquille, Oregon

**HODGES, JOHN**
Anthem Goes
CJRL, Kenora, Ontario, Can.

**HOEER, DAVE**
Hymn Request
KRRD, Dinuba, Calif.

**HOFF, HOLLIS**
Homespun Harmony
KGDE, Fergus Falls, Minn.

**HOFFARD, ALLEN**
1570 Club
KGR, Forest Grove, Oregon

**HOGAN, ED**
Tune Test
WFJA, Dallas, Texas

**HOGAN, JAY**
KRLD, Dallas, Texas

**HOGAN, MARTY**
Musical Merry Go Round
WCFL, Chicago, Ill.

**HOGAN, MARTY**
Stars On Parade
WFIE, Charleston, W. Va.

**HOGAN SPIKE**
Friendly Trail
KXN, Seattle, Wash.

**HOIPREIMER, DALE**
Melody Island
KADA, Ada, Okla.

**HOLLEN, DONALD**
Your The Doctor
KRFJ, Cities Co. Mont.

**HOLIDAY, JOHNNY**
Erie's Shine
KDY, Phoenix, Ariz.

**HOLLAND, BOB**
WMOR, Berlin, N. H.

**HOLLISTER, RIC**
The Beachcomber
WOND, Pleasantville, N. J.

**HOLLORAN, L. P.**
1450 Club
KWiM, Williston, N. Dak.

**HOLMER, JACK**
Jack Holmes Show
WLOF, Norfolk, Va.

**HOLMES, RICHARD**
WJGM, Wilmington, Del.

**HOLT, DAN**
WTCO, Camnbellsville, Ky.

**HOMEL, BEN**
WBLK, Clarksburg, W. Va.

**HONAKER, RAY**
Coffee Club
WSPA, Portsmouth, Va.

**HOOVER, D. L.**
WKR, Pulaski, Tenn.

**HOOVER, BILL**
Hop Time
KJR, Seattle, Wash.

**HORN, BOB**
KJMA, Yakima, Wash.

**HORN, BOB**
Valley Forge Stardust Time
WFLF, Philadelphia, Pa.

**HORNECKER, HARRY**
Tel-A-Tune
KANA, Anaconda, Mont.

**HORTON, ROBERT**
Half Hour Of Harmony
WKTU, Mayfield, Ky.

**HORWOOD, J.**
Musical Matinee
VOCM, St. John's, Nfld., Can.

**Houser, HOBBY**
Holly's Sun-Up Follies
KXJ, Twin Falls, Idaho

**HOUGLUM, ROBERT L.**
Swingshift
KHRL, Hood River, Oregon

**HOUK, DON**
WITW, Piqua, Ohio

**HOURIGAN, HAP**
1st Call
WLS, Lansing, Mich.

**HOULTZ, MARVIN**
Old Top Rail
KMAN, Manhattan, Kans.

**HOWARD, BOB**
Music Room
WLLE, Sandusky, Ohio

**HOWARD, BOB**
House Party
WWSO, Springfield, Ohio

**HOWARD, DON**
KSDO, San Diego, Calif.

**HOWARD, HERBERT**
My Best To You
WJHL, Johnson City, Tenn.

**HOWARD, PAUL**
Paul Howard Show, Top O' Morning
WTRF, Bellaire, Ohio

**HOWARD, W. J.**
Midnight Son
WGRC, Louisville, Ky.

**HOWARD, N. D.**
KMAO, Chicago, Ill.

**HOWARD, WILLIAM T., JR.**
Piedmont Special
WETM, Danville, Va.

**HOWELL, JACK**
Off The Record
WPFC, Panama City, Fla.

**HOYLE, SONNY**
According To Hoyle, Hoy loft Jamboree
WHRY, Hickory, N. C.

**HUCKARA, DICK**
Open House Party
WDSQ, Dyersburg, Tenn.

**Hudson, Floyd**
KELD, El Dorado, Ark.

**Hudson, Harvey**
Harvey Hudson Show
WLEE, Richmond, Va.

**Hudson, Ruby Stein**
WHHM, Memphis, Tenn.

**Huggins, Hank**
Cornbread Matinee
WENK, Union City, Tenn.

**Huggens, Claude**
Sunday Side Of Street
KNEX, McPherson, Kans.

**Hughes, Jack**
Merry-Go-Round
WHOW, Terre Haute, Ind.

**Hughes, Tom**
Mail Bag
WSLS, Roanoke, Va.

**Hull, Dick**
Make Believe Danceland
WPRF, Savannah, Ga.

**Hume, Art**
Breakfast Show & Hume On The Range
WLXH, Lynn, Mass.

**Hunka, Ron**
Ron's Rendezvous
CHAR, Moose Jaw, Sask., Canada

**Hunnicutt, Cliff, Jr.**
Dancing Party
WJAT, Sarasota, Fla.

**Hunnicutt, Mike**
Top of the Morning
WOL, Washington, D. C.

**Hunter, Ralph**
Coffee Time Musciale
WFAU, Augusta, Maine

**Hunter, Al**
Town & Country
CFJR, Brockville, Ont., Can.

**Hunter, Al**
KSDO, San Diego, Calif.

**Hunter, Dan**
The Minute Man
WDFD, Flint, Mich.

**HUNTER, STEVE**
P. M. Q-Centennial
WNDB, Daytona Beach, Fla.

**Huntley, Curley**
Curley's Club
WKFL, Clinton, Ala.

**Hurst, Ed & Grady, Joe**
950 Club
W Penn, Philadelphia, Pa.

**Hurt, ZACK**
KFJZ, Fort Worth Texas

**Husak, John**
This Is The Time
WKBB, Dubuque, Iowa

**Husing, Ted**
Ted Husing's Bandstand
WMGM, New York, N. Y.

**Hutchinson, Bill**
Waxwords
KPDN, Pampa, Texas

**Hutchinson, Harry**
Flying Discs
KGBM, Honolulu, Hawaii

**Hutchinson, Ray**
Ray's Song Shop
WVET, Rochester, N. Y.

**Hystis, Lowell**
Club 1340, Teen Topics, Best
on Waz, Sweet & Loww
CGR, Summerside, Prince Edward Island, Canada

**Hyden Bill**
Music On The Sunny Side
KRCM, Tulsa, Okla.

**IDE, CARL**
Jazz Revue
WNJR, Newark, N. J.

**Hilenfeld, Warren**
Take It Easy
WSJR, Butler, Pa.

**Irving, Bob**
Irving Servicng
WMAY Springfield Ill.

**Irving, Jay**
Music For Moderna
KVON, Napa, Calif.

**Irving, Paul**
Midnight Flyers
WQDC, Chicago, Ill.

**Ives, Jim**
You Name It
WINR, Binghamton, N. Y.

**Jackson, Bill**
The B. J. Show
WCQG, Greensboro N. C.

**Jackson, Bob**
Please Play
KHUZ, Borger, Texas

**Jackson, Don**
Hillbilly Heaven
KTHB, Tyler, Texas

**Jackson, Jack**
Hillbilly Hit Parade
WGVO, Valdosta, Ga.

**Jackson, Sandy**
Sandy Jackson Show
KOWH, Omaha, Nebr.

**Jacobs, Fred**
WNNH, Nashville, Tenn.

**Jacobson, Gene**
Musical Merryg oround
KQGR, Forest Grove, Oregon

**Jagt, Guy Vander**
Sunny Side Of Street
WRTT, Holland, Mich.

**James, Allen**
WRFD Worthington, Ohio
| JAMES, BRIEN | Clockwatcher | KRCG, Cedar Rapids, Iowa |
| JOHN, DON | 860 Club | KTRR, Modesto, Calif. |
| JAMISON, DICK | The Platter Man | KFIO, Ogden, N. D. |
| JANN, HARRY | KLAC, Los Angeles, Calif. |
| JARVIS, AL | Broomfield Melodies | WVJA, South Bend Ind. |
| JARY, NORMAN | Club 1240 | CQCS, Stratford, Ont., Canada |
| JEFFERS, "SLEEPY" | Marie Valley Jamboree | WTIP, Charleston, W. Va. |
| JENSEN, ROBERT E. | KGY, Olympia, Wash. |
| JENNINGS, GORDON | Hillbilly Fever | WKOY, Bluefield, W. Va. |
| JENSEN, FRED | KXRN, Renton, Wash. |
| JENSEN, PAUL | Gloombusters | KXLJ, Linn, Nebr. |
| JENSEN, RAN | Package From Parkers | WCIC, Davenport, Iowa |
| JENSEN, WALT | Record Rendezvous | KJSB, Jamestown, N. Dak. |
| JENSEN, DICK | Requestfully Yours | WCVI, Connellsville, Pa. |
| JEWELL, JAMES | Yawm Club | KTTY, Tacoma, Wash. |
| JEWELL, WAYNE | Hillbilly Express | KFNC, Joplin, Mo. |
| JOHNS, OLIVER | Eight O’clock Dute | WBBC, Flint, Mich. |
| JOHNS, N. | Varsity Drag | KOFO, Ottawa, Kansas |
| JOHNSON, ART | Dinner Bell | WROL, Knoxville, Tenn. |
| JOHNSON, BOB | Musical Clock | KFEO, Lincoln, Nebr. |
| JOHNSON, DICK | Swing Shift | WHLB, Virginia, Minn. |
| JOHNSON, IRWIN | Early Worm | WBNS, Columbus, Ohio |
| JOHNSON, JOE | 1240 Club | WLDY, Ladysmith, Wis. |
| JOHNSON, BILL | Dinner Bell | WRDD, Augusta, Maine |
| JOHNSON, RON | 1320 Club | WAR, Pomona, N. Y. |
| JOHNSON, RON | Ye Old Record Shoppe | WHB, Racine, Ohio |
| JOHNSON, ROOSEVELT | Roosevelt Record Club | WERE, Atlanta, Ga. |
| JOHNSON, TED | Sleazyhead Ted | WXYZ, Detroit, Mich. |
| JOHNSON, TINY | Afternoon Jamboree | WJLA, Beaumont, Ill. |
| JOHNSON, TRAVIS | Blue Dreamer | WVR, W. Palm Beach, Fla. |
| JOHNSON, WALLY | Platter Parade | KFEQ, St. Joseph, Mo. |
| JOHNSON, EDDIE | Record Shop | WTRF, Bellingham, Ohio |
| JOHNSTON, JOHNNY | The Electric Express | WFEC, Miami, Fla. |
| JOHNSTON, PAUL | KGEZ, Kalsiell, Mont. |
| JOHNSTON, WAYNE | KSET, El Paso, Texas |
| JOINER, JERRY | Good Tawnin’ Joiner’s Corner | WTOK, Yawnin’, Tex. |
| JONES, AL | Al Jones’ Show | WCVX, Dallas, Texas |
| JONES, BERNIE | WBC, Pittsfield, Mass. |
| JONES, BOB | Greasy By Jones | WGBC, Greensboro, N. C. |
| JONES, KEN | WHTN, Huntington, W. Va. |
| JONES, R. D. | On The Beam | WAFM, Deming, Tex. |
| JONES, RALPH | Timekeeper | WMDQ, Richmond, Va. |
| JORDAN, BOB | WCUE, Akron, Ohio |
| JORDAN, TONY | Tony Jordan Show | KEZK, Elko, Nev. |
| JOSEPH, EDDY | Eddy Joseph Show | WHDL, Dgeries Falls, N. Y. |
| JOY, ART | Dour Pitch | KFEM, Mureka, Calif. |
| JOYCE, JOHNNY | WPAQ, Mt. Airy, N. C. |

**Disc Jockeys – Radio-Television**

| KARRENBAR, BILL | WHBC, Canton, Ohio |
| KAUFMAN TED | Record Requestshoppe | WCOM, Ashland, Ky. |
| KAVAUGHN, DAN | Kavanaugh Kalling | WERT, Cortland, N. Y. |
| KAY, ANDY | Top Of The Morning | KYVE, San Luis Obispo, Calif. |
| KAY BOB | Disk Jockey Contest | WAVE, Louisville, Ky. |
| KAY, L. | Moonlight Serenade | KCMJ, Palm Springs, Calif. |
| KAY, LARRY | Top O’Morning Parade | WHAP, Hopewell, Va. |
| KAY, WALTER | Wait A Minute | WDOK, Cleveland, Ohio |
| KERR, BOB | Afternoon Concert With Bob Kerr | CFCN, Calgary, Alberta, Can. |
| KESSENNICH, RAYMOND | 1947 Review | WBKY, West Bend, Wis. |
| KEYES, HARVEY | WLM, Wilminton, Del. |
| KEYNEY, GARY | Tune Factory | WFEA, Manchester, N. H. |
| KEEF, BARNEY | Barney Keep Show | KEX, Portland, Oregon |
| KELLMAN, ED | Record Time Keeper | KKNM, Bozeman, Montana |
| KELLER, NORM | WMOH, Hamilton, Ohio |
| KELLER, O. J. JR. | Juke Box Serenade | WYSH, Springfield, Ill. |
| KELLY, LUTHER | KISP, Oregon, Spring, Texas |
| KELLY, DAN | 1400 Club | WDIS, Augusta, Maine |
| KELLY, TOM | WJMS, Ironwood, Mich. |
| KELPE, HENRY | KOIL, Omaha, Nebr. |
| KENNEDY, JOHN | Kennedy’s Corner | KFYO, Lubbock, Texas |
| KENNEDY, LEE | WWIN, Olney Ill. |
| KENNEDY, MICHAEL | Musical Minutes | KXSW, Oklahoma City, Okla. |
| KENNEDY, TERRY | Spins And Needles | WBBK, Battle Creek, Mich. |
| KENT, ALAN | WOR, New York, N. Y. |
| KENT, BOB | By Request | WMEV, Marion, Va. |
| KENT, GEORGE | Kent’s Corner | WSAP, Portsmouth, Va. |
| KIBBE, THOMAS | KIBBY, GORDON | WJXU, Norfolk, Va. |
KIHJ, ED
Noon Hour Clock
KHAS. Hastings, Nebr.
KINK, DAVID
WTKO, Roanoke, Va.
KING, BILL
Off The Record
KEVC, Richfield, Utah
KING, BOB
Night Editor
WXAN, Yankton, S. D.
KING, CHARLES
Time And The Place
WKAL, Rome, N. Y.
KING, FULTON
Coffee Pot
WTON, Staunton, Va.
KING, GLEN
KXL, Oakland, Calif.
KING, JIM
At Your Request
KDMO, Carthage, Mo.
KING, JOSII
Chum Valley
CHUM, Toronto, Ont., Canada
KING NELSON
Daily Hit Parade & Jamboree
WCKY, Cincinnati, Ohio
KING KO
King of the Disc-Jockeys
WBCO, Birmingham-Bessemer, Ala.
KING, PAUL
1400 Club
KKN, Visalia, Calif.
KING, WALLACE
The Wally King Show
WATR, Waterbury, Conn.
KINNAMON, RAY
Ray Kinnamon Show
WATL, Atlanta, Ga.
KINNEY, BOB
Breakfast In Dixie
WDOD, Chattanooga, Tenn.
KIPPENBROCK, JAMES
Open House
KSFIA, Nacogdoches, Texas
KIRBS, KEN
KolLections
UWGN, Maryville-Alcoa, Tenn.
KIRBY, ALBERT
Musical Party
WGGA, Rome, Ga.
KIRBY, TED
Hillbilly Hits
WZOB, Fort Payne, Ala.
KIRK, ROGER
Chicken House
WJNC, Jacksonville, N. C.
KIRWAN, ROY
Nite Hawk Show
WGCD, Chester, S. C.
KIRWAN, TIM
1530 Club
WNLK, Norwalk, Conn.
KISER, CHES
Moonlight Serenade
WQWIN, Baltimore, Md.
KISER, JIMMY
Luncheon With Music
WQX, Charlotte, N. C.
KITCHEN, CORKY
Melody Lane
WKVL, Blackstone, Va.
KJAR, JOE
Waxwood Ho!
KSL, Salt Lake City, Utah
KLARKE, JOE
1540 Club
WATH, Athens, Ohio
KLAVAN, GENE
WTOP, Washington, D. C.
KNIEVEL, JOHN
Rocket Rhythms
KIMA, Yakima, Wash.
KNIIGHT, FRANK
WARE, Ware, Mass.
KNIIGHT, KEN
WTOO, Campbellsville, Ky.
KNIIGHT, TOM
Dance Hour
WVHI, Rock Hill, S. C.
KOBAN, ED
Koban's Korner
WPTA, Thomson, Ga.
KOCH, TOM
Long Thomas Show
CHUB, Nanaimo, B. C., Canada
KOESLING, LARRY
ABC Club
KCHA, Charles City, Iowa
KOHNIJEEYER, ROBERT
Top Tunes
WKXY, Sarasota, Fla.
KOLTUN, RUTH
Club 1150
WJJO, Baton Rouge, La.
KOPLIK, MERT
Mert's Record Adventures
MBS
KOSAK, JOE
WVIN, Olney, Ill.
KOSTER, HERB
Kruellers With Koster
WKRT, Cortland, N. Y.
KOYACI, FRANK
Jukebox Jamboree
KMVI, Wailuku, Maui, T. H.
KRAMER, CLAUDE
This N. That
KARE, Atchinson, Kansa., St. Joseph, Mo.
KRASKE, BYRON
By The By
WOKL, Lincoln, Nebr.
KRELL, FRED
Fred Krell Show
WSAM, Sarnia, Mich.
KROSKE, BILL
WVMC, McKeensport, Pa.
KRUSE, RUSSE
Juke Box Review
KSOQ, Aberdeen, S. D.
KULZ, ROBERT
Morning and Afternoon Roundup
WHDO, Tampa, Fla.
KUNZ, CARL J., JR.
WHAZ, Troy, N. Y.
KUREGER, RALPH
Coffee Time
WCBS, Amsterdam, N. Y.
KUTAN, DICK
Farmer Market Jamboree
WSAL, Transport, Ind.
KYLE, JACK
Nacht Flucht
CKWZ, Vancouver, B. C., Canada

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LabARR, FRANK
Music After Midnight
Musical Walter
WKIRE, Wilkes-Barre, Pa.
LABOE, ART
Teen Timers Matinee
KGJ, Hollywood, Calif.
LACONI, ROBERT
1550 Club
WBCU, Butler, Pa.
LACUR, JACK
Listen To Lac
WINS, New York, N. Y.
LAFRANCINHE, CHARLIE
The Hop
KROI, Portland, Ore.
LAMAR, JOSUE
Housewives Serenade
WCAM, Camden, N. J.
LAMBERT, EDDIE
The E. L. Show
WEAT, Lake Worth, Fla.
LAMBERT, ROY
Insomna Club
WWSM, Saginaw, Mich.
LAMERE, ROY
Your Boy Roy
WFHR, Wisconsin Rapids, Wis.
LANDERS, BOB
Melody Ballroom
WFRI, Baltimore, Md.
LANDFAR, DEAN
Off The Record
WMT, Cedar Rapids, Iowa
LANG, DAVID
Time News-Temperature
WHLS, Port Huron, Mich.
LANGSTON, HARRY
Harry The Hoosier
WWCA, Gary, Ind.
LANTZ, CLIFF
Valley Bandstand
KREO, Indio, Calif.
LARK, DOROTHY
Dance On Downbeat
WROZ, Kosciusko, Miss.
LARK, STEVAN
Mail Bag
CFOI, Orilla, Ont., Canada
LARSON, YVON
Happy Days
WRFW, Eau Claire, Wis.
LARSON, PAUL
Timekeeper
LASK, BILL
Tumbleweed Tempos
KDDJ, Dumas, Texas
LATHAM, GARRY
1400 Club
WKJZM, Charlsville, Tenn.
LAUERSSEN, GARY
1240 Club
KSGE, Susanneville, Calif.
LAVERY, BOB
Yours By Request
KWSD, Mt. Shasta, Calif.
LAWRENCE, BOB
Bob Lawrence, Show
KYIC, Little Rock, Ark.
LAWRENCE, LAWRENCE Q.
Lawrence Q. Lawrence Show
WCP, Boston, Mass.
LAWRENCE, MILTON
We Say Milton
WSGN, Birmingham, Ala.
LAWSON, MILTON
Bill Bump
WZLP, Covington, Ky.
LAYTON, DOUG
Platter Parade
WAUD, Auburn, Ala.
LEA, ROD
After Hours
WWOD, Lynchburg, Va.
LEA, ROGER E.
WVDA, Jamboree
WDVA, Danville, Va.
LEACH, ROBERT E.
WPFG, Portland, Ind.
LEAZOR, PERRY (NEGO)
1480 Club
WSTP, Salisbury, N. C.
LEBBY, BARBARA
Melody Shop
WACB, Kittanning, Pa.
LEE, AL
Music Al Lee
KYM, Twin Falls, Idaho
LEE, BOB
Melody Time
WPEO, Peoria, Ill.
LEE, BRUCE
WHIT, New Bern, N. C.
<table>
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<tr>
<th>Disc Jockeys—Radio-Television</th>
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| LEE, HARRY | Coffee Shop | WMID, Atlantic City, N. J. |
| LEE, MIKE | WEDO, McKeesport, Pa. |
| LEE, CHUNG | Tom Dance Time | WMRA, Myrtle Beach, S. C. |
| LEFFINGWELL, JOHN | Leffingwell | New London, Conn. |
| LeGoff, JACK | Jack LeGoff Show | WFMY, Youngstown, Ohio |
| LeHNHoFF, HENRY | UMPapa | KXED, Seguin, Texas |
| LEIGHTON, JERRY | Danin’ With Leighton | WSAZ, Huntington, W. Va. |
| LEITHC, BOB | Rise N’ Shine | CCKO, Hamilton, Canada |
| LENAY, WILL | Will Lenay Show | WSAI, Cincinnati, Ohio |
| LENUSON, DICK | KBUS, Bemidji, Minn. |
| LEONARD, BOB | Club A.M. | WBIS, Bristol, Conn. |
| LESTER, MICKEY | Mickey Lester Show | CKEY, Toronto, Ont., Canada |
| LETCHER, SKIP | Skip Letcher Show | CHVC, Niagara Falls, Ont., Canada |
| LEVITT, AL | LeVitt’s Get Acquainted | KEN, San Jose, Calif. |
| LEVITT, BOB | Bob’s Curfew Club | KTRK, Modesio, Calif. |
| LEWIS, FRED | Coffee For Two | WINO, Palm Beach, Fla. |
| LEWIS, HIL | J. Akuhead Pupule | KHON, Honolulu, Hawaii |
| LEWIS, JIMMY | Jimmy Lewis Show | KNUE, Houston, Texas |
| LEWIS, MILT | WIBC, Indianapolis, Ind. |
| LEWIS, RALPH | 930 Club | WTAD, Quincy, Ill. |
| LEWIS, ROBERT Q. | Robert Q.’s Waxwoods | CBS |
| LEYDEN, BILL | The Bill Leyden Show | KFWB, Hollywood, Calif. |
| LEZOTTE, GEORGE | Mid-Day Serenade | WAWZ, New Haven, Conn. |
| LIBUTTI, GEORGE | Melody Matinee | WKRN, Rochester, N. Y. |
| LILLIBRIDGE, SAMMY | KCLW, Hamilton, Texas | LINDA MOOD, RONNIE Morning Mailbag |
| LINDAMOOD, RONNIE | Morning Mailbag | WWYE, Wyttheville, Va. |
| LINDLEY, BOB | Kampus Room | KELP, El Paso, Texas |
| LINDSAY, BILL FRANK | Soap ‘n The Saddle | KEIT, Electra, Texas |
| LINDSAY, JAMES | Listen With Lindsay | KRIC, Beaumont, Texas |
| LINEBERRY, WARREN | Timekeepers Show | WBOB, Galax, Va. |
| LINKOUS, MEL | Saturday Dance Party | WSLS, Roanoke, Va. |
| LIND, BANDEL | At Home With Bandel Linn | WSPB, Sarasota, Fla. |
| LINN, CLAIR | Clair “Shoulders” Linn | WWKM, Dearborn, Mich. |
| LINN, KENN | Music From | WLW, Cincinnati, Ohio |
| LINN, PHILLIP | KWRO, Coquille, Oregon | LINTON, PETE Pete’s Pop Parade |
| Lipton, Joe | Late Riser’s Reveille | WANS, Anderson, S. C. |
| LITTLE, IDA | Little Ida Time | WTGB, Winston-Salem, N. C. |
| LITZINGER, RAY | Melody Club | KIT, Yakima, Wash. |
| LLOYD, BOB E. | Bob E. Lloyd Show | WTTT, Hartford, Conn. |
| LLOYD, FRED | Breakfast Fracas | KOMO, Seattle, Wash. |
| LOCKHART, JOHN | Off The Record | KRSN, Los Alamos, N. Mexico |
| Lochner, ART | You Ask For It | WLEA, Hornell, N. Y. |
| LOCKWOOD, GLEN | Record Party | WNOQ, Grenada, Miss. |
| LOEBE, BARNEY | Uncle Barney | Logan, KJU, 1310 Club |
| LOEVE, BYRON | Bob Loeve | KOKX, Keokuk, Iowa |
| LOMAX, KEN | KUKN Carusel | KUKN, Eurene, Oregon |
| LOMKE, DAVE | Club 600 | KBJS, Jamestown, N. Dak. |
| LONG, BUCK | Buck’s Back Room | WABB, Mobile, Ala. |
| LONG, ELMER | Moments Of Melody | WCH, Chester, Pa. |
| LONG, KENNETH | Late Riser’s Club | WGAN, Portland, Maine |
| LONG, MATT | Open House | KGB, San Diego, Calif. |
| LONGACRE, JAY | Teen Time Triangles | WRAT, Marion, Ind. |
| LORRIS, JIM | Melody Matinee | WGBI, Scranton, Pa. |
| LOPEZ, JOE | Memory Song Man | WIOD, Miami, Fla. |
| LOUDEN, DON | Magic In Music | KPOJ, Portland, Oregon |
| LOUTHER, JOHN | Timekeepers Show | WKAL, Rome, N. Y. |
| LOUNSBERY, JIM | Record Show | WIND, Chiego, Ill. |
| LOWE, JACKSON | Jackson Lowe Program | WINX, Washington, D. C. |
| LOWE, JIM | The Lowe Down | WENR, Chicago, Ill. |
| LOWRY, BILL | Let’s Have Fun | WGST, Atlanta, Ga. |
| LOWRY, BYRON | Coffee Club | KWTX, Waco, Texas |
| LOWRY, KEN | Pop O the Morning | WGTA, Annarbor, Ga. |
| LOWRY, MICKEY | Mickey’s Madhouse | WGTA, Summersville, Ga. |
| LOWRY, ROBERT A. | 13-20 Club | KVGM, Colorado City, Texas |
| LOYD, ED | KOCY, Oklahoma City, Okla. |
| LOZIER, JACK | General Store | KCRS, Corpus Christi, Texas |
| LUCAS, BEN | Talk Of Town | WPGA, Rome, Ga. |
| LUCAS, MARK | Mark & Remarks | WYNS, Cooshocton, Ohio |
| LUPPA, JOE | Your Favorite & Mine | KREL, Baytown, Texas |
| LUECK, KEN | Best of Wax | WNWDB, Daytona Beach, Fla. |
| LUKENS, NED | Jack the Bellboy | WEAS, Lexington, Nebr. |
| LUNDBERG, WYN | Melody Mill | WELB, Decatur, Ga. |
| LUNDQUIST, VERNON | 630 Club | WROL, Knoxville, Tenn. |
| LUPPA, JOHN | Luptaa’s Matinee & Spinner | WKLN, Lancaster, Pa. |
| LYNCH, BILL | Bill Lynch Show | WRYO, Rochester, Pa. |
| LYNCH, BOB | Bob Lynch Show | WWPE, Miami, Fla. |
| LYNCH, DAVE | Yawn Patrol | WICA, Maryville-Alcoa, Tenn. |
| LYNN, JACK | Morning Watch | KVER, Ama, Queerouse, N. Mex. |
| LYNN, JAMES | Melody Manor | WCHT, Chester, Pa. |
| LYNN, RONNY | Melody Range | WNXX, Saginaw, Mich. |
| LYON, EDISON | Melody Round-Up | WKLK, Longview, Wash. |
MAHER, BILL
Mayer Of The Morning
WGAR, Cleveland, Ohio

MAYO, BILL
Midday Matinee-Rhym
Romo
WHAK, Rogers City, Mich.

MAEYAH, TOB
WBGB, Tallahoma, Tenn.

MAINE, MIKE
Club 1080
WXRA, Buffalo, N. Y.

MANDEA, ALBERTO
Producer of Spanish Programs
KBX, Coalingas, Calif.

MEDELL, JOE
Spintes And Needles
KBBK, Alice, Texas

MELEN, BARD
Early Birds
KKNL, Anchorage, Alaska

MELEN, DAVE
Mellon's Mad House
TKAO, Anchorage, Alaska

MENDE, ED
Yawn Patrol
WINR, Butler, Pa.

MENZEN, EARL
Turn Table Time
WJEC, Hagerstown, Md.

MESTERN, BILL
Breakfast Turntable
WKHZ, Muskegon, Mich.

MERRILL, JACK
Replay Quiz
KOLS, Pryor, Okla.

MERRY, DEAN
Dream Dust
WESB, Bradford, Pa.

MESSER, NORM
WXIL, Concord, N. H.

METHVEN, JEFF
Musical Clock
KPLT, Paris, Texas

METZ, DON
Wake Up Singing
KVOL, Lafayette, La.

MEYERLING, LARRY
KUBC, Montrose, Colo.

MEYERS, DON
WFN, Findlay, Ohio

MEYERS, ED
Country Style
KMMJ, Grand Island, Neb.

MEYERS, JACK
WOW, Omaha, Nebr.

MICHAEL, JAY
Jay Michael Show
WPIT, Pittsburgh, Pa.

MICHAEL, ROBERT
Variety Matinee
WRTA, Altoona, Pa.

MILES, JOE
Amusemnt-Engineer
WMNC, Morgantown, N. C.

MILLER, BILL
Top O' The Morning
KLKC, Parsons, Kans.

MILLER, BRUCE
Floating Mobile, Ala.

MILLER, CLIFF
Matinee with Miller
KBUC, Corona, Calif.

MILLER, DAVID L.
B. June 18, 1911, New York City, N. Y.; Bar 93 Ranch, WPAT; Dave Miller Show, WPAT; Record Room, WPAT: Off the Record—Art Ford, WPIX.

MILLER, DON
KNJU, New Ulm, Minn.

MILLER, ED
Musical Nitecap
WKNR, Cleveland, W. Va.

MILLER, GEORGE
Mystery Matinee
KADA, Adk, Ohio.

MILLER, JEROLD
H. M. Show
WIND, Chicago, Ill.

MILLER, IRV
Requestfully Yours
WDLB, Marshfield, Wis.

MILLER, LEROY
The LeRoy Miller Club
WFLY, Philadelphia, Pa.

MILLER, RICK
WKBW, Hutchinson, Kans.

MURPHY, ROSS
Juke Box Jingles
WTIC, Hartford, Conn.

MURPHY, ROY
WBEZ, Pittsfield, Mass.

MUSKELL, ART
Record Shop
WCPA, Clearfield, Pa.

MULIN, BILL
Bob Milton Show
KGLO, Mason City, Iowa

MUSBURG, BILL
The Yawn Patrol
WATL, Atlanta, Ga.

MUSBURG, SLIM
Uncle Duz
WMFX, Florence, S. C.

MITCHELL, BILL
Mitchell's Musical Morning
WHIL, Columbus, Ga.

MOFFATT, RALPH
Nite Notes
WDGY, Minneapolis, Minn.

MODELAND, VERN
KWBG, Boone, Iowa

MOHER, BILL
Friendly Time
WDAY, FarGo, N. Dak.

MOLINARIO, LARRY
Polka Party
WNAR, Norristown, Pa.

MONACO, DEL
WUSJ, Lockport, N. Y.

MORONE, JOHN
Ayem Mayhem — Camptown Radio
KENT, Shreveport, La.

MONSON, PAUL
Melody Express
WMAS, Springfield, Mass.

MONTGOMERY, JOHN
WIC, Bridgeport, Conn.

MONTGOMERY, PAUL
Morning Musicale
WNAA, Raleigh, N. C.

MOON, DICK
WKBB, Wichita, Kans.

MOONEY, FRANK
WHUM, St. Paul, Minn.

MOONEY, JESS
Morning Varieties
WDAR, Savannah, Ga.

MOORE, JERRY
Rise and Shine
WKOK, Sunbury, Pa.

MOORE, RICHARD
KGFF, Shawnee, Okla.

MORA, PEDRO
Melodias Mananeres
KFXF, Phoenix, Ariz.

MAYALL, GEN
Melody Time
WBYS, Canton, Ill.
MORE, UNCLE TOM
Uncle Tom's Jamboree
WNOX, Knoxville, Tenn.

MORELAND, HARRY A.
Cuz Coffee Club
KVKY, Caruthersville, Mo.

MORELLI, HAL
Music Inn, Morvan's Manor
WGAR, Cleveland, Ohio

MORGAN, BOB
Music Shop
Best On Wax
WMBO, Auburn, N. Y.

MORGAN, HAL
Music Inn, Morvan's Manor
WGAR, Cleveland, Ohio

MORGAN, STAN
Rise 'n Shine
WAR, Atlantic, Mass.

MORISSEY, TOM
Dance Time
WXAG, Greene, Miss.

MR. MORNING
Mr. Morning
WCOL, Columbus, Ohio

MORRIS, BILL
Studio Party
WLQ, Rome, Ga.

MORRIS, CHUCK
KMO, Tacoma, Wash.

MORRIS, JAMES
Ranchers Hour
KCCY, Clayton, New Mexico

MORRIS, LEROY
RPO—1230
War, Pensacola, Fla.

MORRIS, ROY
Yrs. Th Midnite
WAGC, Chattanooga, Tenn.

MURPHY, WILLIAM S.
WCCM, Lawrence, Mass.

MORROW, JACK
KIC, Indianapolis, Ind.

MORSE, CHUCK
KGEZ, Kallspell, Mont.

MORTIMER, AL
Off The Record
WRAK, Williamsport, Pa.

MOSES, BOB
Night Watch
KRYR, Bismarck, N. D.

MOTT, BOB
Music for You
KBCR, San Bernardino, Calif.

MOUNTER, JOHN
850 Club
XWXR, Albany, N. Y.

MOYERS, ROBERT
Spinner's Sanctuary
WGAN, Portland, Maine

MOYLE, WILL
Musical Clock
WWPA, Williamsport, Pa.

MUCCI, JOHN
Moonlight Serenade
WGRP, Binghamton, N. Y.

MUELLER, RALPH
Time & Tunes
WHBO, Tampa, Fla.

MULLALLY, DON
Caledonia Capers
WOTN, St. Johnsbury, Vt.

MULLINAX, WALLY
Ebeny Swing Club
WWJ, Greenville, S. C.

MULLINS, MOON
Moon's Music
WJMO, Cleveland, Ohio

MUNDEN, GROVER
740 Club
WMBL, Morehead City, N. C.

MUNRO, RED
Fun Dial
WTMA, Charleston, S. C.

MUNROE, GEORGE
Musical Eye Opener
KFDI, Beaumont, Texas

MUND, PAUL
KRON, Omaha, Neb.

MURDICK, JIM
The Lazy Hour
KCKY, Coolidge, Ariz.

MURPHY, DAVE
Mid-Day Melodies
WBT, Walsall, Wash.

MURPHY, ED
Strictly Informal
WOMPI, Owensboro, Ky.

MURPHY, DAVE
Jaye Murphy Show
WSPR, Sarasota, Fla.

MURPHY, ED
Timekeeper
WSTY, Syracuse, N. Y.

MURPHY, JOHN (PAT)
WREY, Reidsville, N. C.

MURPHY, TOM
Musical Circus
WGKV, Charleston, W. Va.

MURRAY, HUGH
Beverly's Bandwagon
KYOS, Merced, Calif.

MURRAY, JOHNNIE
Murray At One
Murray-go-Round
WMAK, Nashville, Tenn.

MURRAY, PAT
Words & Music

MURRAY, ROY
Murray-go-Round
WATR, Meriden, Conn.

MURRAY, HALL
Ole Hired Hand
WSKY, Asheville, N. C.

MUSIC, REX
KSO, Des Moines, Iowa

MUFIELD, FRED
Twin City Turn Tables
WJBC, Bloomington, Ill.

MUNROE, GEORGE
Musical Eye Opener
KFDI, Beaumont, Texas

MUND, PAUL
KRON, Omaha, Neb.

MURDICK, JIM
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WSKY, Asheville, N. C.

MUSIC, REX
KSO, Des Moines, Iowa

MUFIELD, FRED
Twin City Turn Tables
WJBC, Bloomington, Ill.

NABORS, TED
Top O' The Morning
KTHT, Houston, Texas

NAPIER, BYRON
Night Watch
KRCB, Enid, Okla.

NAUGHTON, RUSSELL
Shoppers Special
WDRC, Hartford, Conn.

NAUGLE, DAVE
KFIZ, Fort Worth, Texas

NAYLON, LARRY
Requestfully Yours
KOPO, Tuscon, Ariz.

NEAL, BILL
Yawn Patrol
WCY, Norfolk, Va.

NEAL, BOB
Bob Neal's Farm
WMPX, Memphis, Tenn.

NEILD, HUGH
Club 1230
KSEY, Seymour, Texas

NEILAN, KAY
Request Matinee
KXBN, New Britain, Conn.

NEILL, JIMMIE
Spiner's Sanctuary
KVER, Albuquerque, N. Mex.

NEIME, WALDER
Breakfast Club
WMLB, Morehead City, N. C.

NELSKOG, WALLY
Wally's Music Makers
KRC, Seattle, Wash.

NELSON, ART
Sunny-Side-Up
KLIF, Dallas, Texas

NELSON, L. J.
Requestfully Yours
WFBG, Altoona, Pa.

NELSON, CY
Half Music-Half Nelson
WGLL, Galesburg, Ill.

NELSON, ED
KTOE, Santa Rosa, Minn.

NELSON, JACK
590 Club
WLYA, Lynchburg, Va.

NEFT, HARRY
Breakfast with Barry
CFKJ, Toronto, Ont., Canada

NETTLETON, DICK
At Your Command
KVAM, Vancouver, Wash.

NEWMAN, BERNIE
Breakfast Party
WENE, Binghamton-Endecott, N. Y.

NEWMAN, JAMES A.
Tops in Pops—Nonsense With Newman
KFAL, Fulton, Mo.

NEWSOM, OAR
Rise & Shine
WWGS, Tifton, Ga.

NEWSPAPER, BUCK
Melody Column
KYMA, Yuma, Ariz.

NEWSOME, GIL
Bandstand Revue and First Five
KWK, St. Louis, Mo.

NEWTON, GAY RICHARD
Classical Concert
KELT, Electra, Texas

NIMROD, JOE
Anything But Swing
WILG, Philadelphia, Pa.

NICHOLS, NICK
Rhythm Ranch
WPLO, Plant City, Fla.

NICHOLSON, JOHN
Club 120
WMT, Ocala, Fla.

NIDIFFER, RANDOLPH
WBEJ, Elizabeththead, Tenn.

NIESBACH, BILL
Breakfast With Bill
WKBV, Richmond, Ind.

NIGGIO, HARRY
Mid-Day Serenade
WJWB, New Orleans, La.

NILES, DAVID
Music You Want
WEYD, New York, N. Y.

NOBLE, BOB
Breakfast with Bob
WSY, Savannah, Ga.

NOBLES, GENE
Dance Hour
WLAC, Nashville, Tenn.

NOEL, MICHELLE
CRAC, Montreal, Canada

NOLAN, TIM
Sundial
KXXZ, Houston, Texas

NOLAN, TAN
Crossroad Store
WGWS, Decatur, Ga.

NORDSTROM, KEN
WPBC, Minneapolis, Minn.

NORDYARD, BOB
Polka Time
WOFM, Fremont, Ohio

NORMAN, GENE
The Gene Norman Show
KFWB, Hollywood, Calif.

NORMAN, ROBERT
Mailbag Matinee
WHDL, Olean, N. Y.

919
Disc Jockeys—Radio-Television

NORMAN, RUSS
Traffic Jamboree
KING, Seattle, Wash.

NORMAN, STAN
Hits & Encore
KTCU, Tucson, Ariz.

NORRIS, RANDY
Random Ranch
KEYD, Minneapolis, Minn.

NORTH, PETER
Rise and Shine
CICS, Stratford, Ont., Canada

NORVAL, BUD
Breakfast Serenade
KFOR, Hattiesburg, Miss.

NOVELL, MIKE
Mailbox
WLEE, Richmond, Va.

NUGENT, JACK
Jack’s Juke Box
KASM, Albany, Minn.

NUSBAUM, MORT
WHAM, Rochester, N. Y.

O’BANNON, GENE
680 Music Shop
KABC, San Antonio, Tex.

O’BRIAN, DONALD P.
Western Jamboree
Ten Ten Club
KCHI, Chillicothe, Mo.

O’BRIEN, DAVE
Relay Quiz
WDXI, Jackson, Tenn.

O’BRIEN, JIM
Morning Jamboree
WMBO, Aurora, Ill.

O’BRIEN, TOM
Club 93
WPT, Paterson, N. J.

O’DONNELL, BOB
Insomnia Inn
WSTR, Syracuse, N. Y.

O’NICHOLS, MANNY
Fiesta Time
KBRT, Tucson, Ariz.

O’BRIENS, LEO
Hillbilly Hits
KALB, Alexandria, La.

OLINGER, DICK
Musical Clock
WDAD, Indiana, Pa.

OLIVE, GRAY
Toast and Coffee
WWOD, Lynchburg, Va.

OLIVER, JERRY
Open House
KRXL, Roseburg, Ore.

OLSON, BOB
WJMS, Ironwood, Mich.

OLSON, DWIGHT
Hit Tunes
WJPS, Evansville, Ind.

OLSONS, NATE
Music of the West
KOOS, Coos Bay, Oregon

O’NEILL, DICK
Melody & Rhythm Time
WCVS, Springfield, Ill.

O’NEILL, JOHNNY
WRFX, Reidsville, N. C.

O’REILLY, MIKE
Atomic Boogie
WJX, Jackson, Miss.

OSBORN, OZZIE
WBFM, Indianapolis, Ind.

OSTBERG, BOB
1390 Club
WFOM, Fitchburg, Mass.

OUTLAW, DICK
WILM, Wilmington, Del.

OWEN, ALAN
Music Room
WMID, Atlantic City, N. J.

OWENS, LARRY
Just Records
WTOE, Toledo, Ohio

OWENS, TOM
1330 Club
KFH, Wichita, Kan.

PACE, BOB
Musical Roundup
KCTX, Childress, Texas

PACKARD
Early Risers Club
KMOD, Modesto, Calif.

PAGE, ELLIOT
Saturday Date
WSDK, Montpelier, Vt.

PAGE, SAM
Page’s Party
WWFB, Binghamton, N. Y.

PAINTER, DICK
After Hours Stuff
KVGB, Great Bend, Kansas

PALLAN, ART
Record Hits
WWSW, Pittsburgh, Pa.

PALMER, DUKE
Remember
KHOR, Brownsville, Texas

PALMER, JAMES
Musical Showcase
KSIM, Simi, Calif.

PALO, GEORGE
KHUB, Bemidji, Minn.

PAQUETTE, PIERRE
A Chaque Refrain, son Histoire
CJBR, Rimouski, Quebec, Can.

PARCHMAN, EARLE
WJIM, Lansing, Mich.

PARKER, TOM
KWSX, Barstow, Calif.

PARKER, AL
Anything Goes
WJJD, Chicago, Ill.

PARKER, DAN
WUXI, Wilmington, Del.

PARKER, EDDIE
Morning Express
WGN, Knoxville, Tenn.

PARKER, ERIC
570 Club
WMAM, Marinette, Wis.

PARKER, JOHN
Parker’s Playhouse
WSTM, Danville, Va.

PARKER, KEN
1250 Club
WDVA, Danville, Va.

PARKER, RAY
The Double P Show
WIGN, Wilmington, N. C.

PARKER, ROYAL
Royal Record Review
WASA, Havre de Grace, Md.

PARKS, AL
Jukebox Serenade
WKAI, Macon, Ill.

PARKS, DON
Record Party
WLTX, La Crosse, Wis.

PARRISH, JOHN
Music Man
WYLK, Ossawills & Lexington, Ky.

PARSONS, ALFRED
WNAV, Annapolis, Md.

PARSONS, BEN
Dancing Party
WRBL, Columbus, Ga.

PARTRIDGE, DICK
1350 Club
WTMA, Charleston, S. C.

PATRICK “PAT”
Lunch Call
WWER, Atlanta, Ga.

PATTEN, BOB
WABI, Bangor, Maine

PATTERSON, CHESTER
Connecticut Ballroom
WONS, Hartford, Conn.

PATTERSON, JIM
By Jim Ray
WBT, Charlotte, N. C.

PATTISON, JIM
1450 Club
WDAD, Indiana, Pa.

PAUL, SYD
Coffee Pot
WHOL, Allentown, Pa.

PAYNE, BRUCE
WBOC, Birmingham-Bessemer, Ala.

PEARL, SUMNER
Summer Time
WDEM, Providence, R. I.

PEARSON, AL
Crossroads Jamboree
KVOL, Lafayette, La.

PEARSON, KEVIN
Musical Clock
KSHO, Santa Rosa, Calif.

PEARSON, JOHNNY
The Johnny Pearson Show
KOWH, Omaha, Neb.

PEARSON, ROSEMARY
Kiddie Request
WJPB, Fairmont, W. Va.

PECK, GALE
Platter Party
KTP, Porterville, Calif.

PEER, LEE
Western Request
KEKL, Elk, Nevada

PEISS, ED
Ballroom
KOOG, Bastillels, Mont.

PENDERGRASS, WILLIAM
Requestfully Yours
WNBH, New Bedford, Mass.

PENNEY, ED
Penney Serenade
WTWO, Cambridge, Mass.

PERAZZI, DON
KEON, Omaha, Neb.

PERKINS, GENE
Blue Jean Jamboree
KDO, Boise, Idaho

PERKINS, RAY
The Ray Perkins Show
KFEL, Denver, Colo.

PERRIN, KEYES
WROW Ballroom
WROW, Albany, N. Y.

PERRY, BILL
Man Who Came To Breakfast
WPJB, Providence, R. I.

PERRY, BOB
Bob Perry’s Melody-Gogo-Round
WLAW, Boston-Lawrence, Mass.

PERRY, CHARLES
Music Around The Clock
WWRS, St. Albans, Vermont

PERRY, DICK
WBOP, Galax, Va.

PETERS, BOBBY
Bobby Peters Show
WBAP, Fort Worth, Texas
SJANN, OWEN
The Morning Man
WCON, Concord, Ark.

SPARKMAN, ERNEST
WWAX, Hazard, Ky.

SPARKS, WILLIAM
Hillbilly Hit Parade
WTVI, Shreveport, La.

SPECHT, DICK
Music
KYG, Fort Madison, Iowa

SPIEGEL, STEVE
Dowdell's, Ingham Theater
KXLY, Aberdeen, Wash.

SPINELLI, ED
Tune & Tempo 7-9:30 A.M.
WWPM, N.Y.

SPOTTs, RALPH L.
Bar Nome Ranch
WTTR, Sanford, Fla.

SPRINGER, HAROLD
WMBV, Joplin, Mo.

SPY, DON
After Hours
KFJR, Marshalltown, Iowa

SPY, GENE
Musical Clock
WKAL, Macon, Ill.

STABLE, WALTER
Request Time
WTHO, Clifton Forge, Va.

STAMBUCK, WALLY
CJOC, LeBardizole, Alberta

STAPLETON, JIM
Record Parade
WLVA, Lynchburg, Va.

STARK, BERTY
Ballroom
KMT, Cedar Rapids, Iowa

STARK, CHARLIE
Charlie Stark's Music Shoppe
WINS, New York, N. Y.

STARBUCK, STEVE
Platter Party
KDRH, Fayetteville, Ark.

STATEMAN, NORMAN H.
Sophia Variety Hour
WPTC, Kinston, N. C.

STATZ, ANDY LYNN
KAYL, Storm Lake, Iowa

STEELE, ROGER
WERC, Erie, Pa.

STEELE, ROB
Morning Watch
WTIC, Hartford, Conn.

STEELE, DON
Koffee Concert
KFWB, Grand Rapids, Mich.

STEELE, TED
Ted Steele Show
WMCA, New York, N. Y.

STEELMAN, BOB
KOIL, Omaha, Nebr.

STEIN, REX
Request Time
WLDS, Jacksonvillle, Ill.

STELL, BILL
Original Mailbag
WWSV, Crewe, Va.

STELLING, JACK
Music That Wins
WJGO, Green Bay, Wis.

STEWART, JIM
Dixie Roundup
WJW, Cleveland, Ohio

STEWART, JIM
Accent on Records
CWCW, Moncton, N. B., Can.

STEVENSON, STEVE
Jamboree
WTOJ, McPherson, Kan.

STEVENSON, THURMOND
Best On Wax
WXX, Newberry, S. C.

STEWARD, BILL
Bill Stewart Show
WTQV, Passadena, Calif.

STEWARD, BILL
Bill Stewart Show
WHEE, Bostic, N. C.

STEWARD, FRED
Stewart On Discs
WGGC, Chester, S. C.

STEWARD, TOM
Tunetown
KRT, Frederick, Okla.

STEWARD, ROBERT
Hit the Deck
WBBY, Waterbury, Conn.

STEINECK, RALPH
KROS, Clinton, Iowa

STEINER, BILL
Whirl with Earl
WVDA, Danville, Va.

STOKES, ERNEST
Saturday Jamboree
WHSC, Hartsville, S. C.

STOKES, DICK
Breakfast Fracas
KOMO, Seattle, Wash.

STONE, BILL
WBC, Cleveland, Tenn.

STONE, DAVE
Old Correl
KSEL, Lubbock, Texas

STONE, JACOB
KBUN, Bemidji, Minn.

STORR, BILL
The Record Room
WEJ, Team, Ga.

STORY, RALPH
Ralph Story Show
KNX, Los Angeles, Calif

STRAND, NORM
The Strand Stand
WSAV, Savannah, Ga.

STICKLAND, WILLIAM
Juke Box
WIRA, Ft. Pierce, Fla.

SMITH, BILL
Housewive's Houseparty & Hollibay Hayride
WSFA, Montgomery, Ala.

SMITH, BILL
WAMS, Open House
WAMS, Wilmington, Del.

SMITH, ROB
Hot Air
KCKB, Vancouver, B. C., Can.

SMITH, ROB
WRFU, Gainesville, Fla.

SMITH, RALPH
Here's To The Ladies
WGWR, Asheboro, N. C.

SMITH, CRAIG
All
KDAC, Fort Bragg, Calif.

SMITH, CURLY
Radio Rodeo
WGAY, Silver Spring, Md.

SMITH, DALE
WMRE, Lewiston, Pa.

SMITH, DICK
Rise & Shine

SMITH, DICK
Wake Up and Live
KGBY, Tyler, Texas

SMITH, FLETCH
Alarm Clock Club
WAIK, Winston-Salem, N. C.

SMITH, GEO.
Open House
KSLM, Salem, Oregon

SMITH, JACK
Musical Heaven
KNOE, Monroe, La.

SMITH, JACK
Relaxin' Wit Jaxon
KTKR, Taft, Calif.

SMITH, LEE
WLOU, Louisville, Ky.

SMITH, LOUIS J.
(Elmor Sungrass)
Wake Up With WAKE
WAKE, Greenville, S. C.

SMITH, MILDRED
WTOC, Campbellsville, Ky.

SMITH, RALPH
Morning Melodies

SMITH, ROBERT E.
Theater of Melody
WTIC, Hartford, Conn.

SMITH, ROLLIN
WSTC, Stamford, Conn.

SMITH, RONNY
WAVE, Elizabethton, Tenn.

SMITH, SEALLY
All-Request Club
WKW, Abilene, Tex.

SMITH, PETE
Smyth's General Store
KTLN, Denver, Colo.

SNOADEN, ALAN
County, Roundup
KVVC, Ventura, Calif.

SNYDER, CHARLES
WJQ, Lock Haven, Pa.

SOBOL, JOHNIE
Clockwatcher's Club
WLINK, Wilkes-Barre, Pa.

SOMBER, BILL
Melody Unlimited
WKST, New Castle, Pa.

SORENSEN, STEVE
Melody Cruise
KTLB, Tacoma, Wash.

SOWISKI, JAMES
Indian River Ranch
WIRA, Ft. Pierce, Fla.

SPICE, CHARLES
Phil Space Show
WREB, Holyoke, Mass.

STEPHEN, HERMAN
Cowpuncher
KSON, Conway, Ark.

STERL, JOHNNY
Midnite Madcap
WWBI, Newark, N. J.

STEVENS, M.
Al Stevens Show
WWIN, Baltimore, Md.

STEVENS, MIKE
WIC, Norwich, Conn.

STEVENS, CHUCK
Yawn Patrol
WPAB, Pawtucket, R. I.

STEWART, BILL
Bar Nothing (Western)
WJLA, Pasadena, Calif.

STEWART, BILL
Bill Stewart Show
WKBW, Passadena, Calif.

STEWART, BILL
Bill Stewart Show
WJEE, Bostic, Mass.

STEWART, FRED
Stewart On Discs
WGGC, Chester, S. C.

STEWART, TOM
Hit the Deck
WRBY, Waterbury, Conn.

STIFLE, LES
Turntable Terrace
WWMM, Fairmont, W. Va.

STILWILL, JACK
WLS, Chicoano, Ill.

STOBBE, DEAN
P D
WDUN, Gainesville, Ga.

STOKLOS, BOB
Hillbilly Hits
KURY, Edinburg, Texas

STONE, BILL
WABC, Cleveland, Tenn.

STONE, DAVE
Old Correl
KSEL, Lubbock, Texas

STODER, BILL
KROS, Clinton, Iowa

STORR, BILL
The Record Room
WEJ, Team, Ga.

STORY, RALPH
Ralph Story Show
KNX, Los Angeles, Calif

STRAND, NORM
The Strand Stand
WSAV, Savannah, Ga.
Disc Jockeys—Radio-Television

WARD, BILL
HOW, Clinton, Ill.
WARD, BILL
Rebel Ranch
WXNN, Charleston, S. C.
WARD, FRANK
Platter Parade
WXRA, Buffalo, N. Y.
WATSON, JACK
Jack's Record Shop
WJJB, Jacksonville Beach, Fla.
WAX, JERRY
WALL, Middletown, N. Y.
WAYNE, FRANK
Hi Ladies
WVCH, Chester, Pa.
WAYNE, BURT
Music Hall
WNEW, New York, N. Y.
WAYNE, ROSEMARY
Rosemary Wayne Spins
WJJD, Chicago, Ill.
WAYNE, STU
Stu Wayne Show
WAT, BILL
Magic in Melody
KCOO, Salemt, Ore.
WEATHERLY, MARVIN
Platter Parade
WJNC, Jacksonville, N. C.
WEEKER, ROY
KERN, Bakersfield, Calif.
WEEKER, ROBYN
Roy Hen Weavers Show
WJIB, Peoria, Ill.
WEEVER, WALTER
1280 Club
WOWV, DeFiance, Ohio
WEBB, GERALD
Melody Matinee
KYAK, Yakima, Wash.
WEBB, T. CHARLES
Music by Request
KVOA, Tucson, Ariz.
WEBSTER, DALE
Heart Beat
WJNO, W Palm Beach, Fla.
WEBSTER, JAMES
Melody Ballroom
WCCM, Cumberland, Md.
WEBSTER, KURT
Midnight Dancing Party
WBT, Charlotte, N. C.
WEEKLY, EARL
The Earl
WSFA, Harrisonburg, Va.
WEGMAN, BILL
WGEM, Quincy, Ill.
WELL, BUD
Matinee with Aubrey
KENO, Las Vegas, Nevada
WEIVODA, CLYDE
Telephone Request
KASM, Albany, Minn.
WELCH, COOPER
Club 1310
KFRA, Greeley, Colo.
WELCH, EDWARD
1490 Club
ROB, Mitchell, South Dakota
WELCH, JACK
KUBC, Montrose, Colo.
WELLER, HANK
Sunsbruin Cowboy's Show
WGKG, Thompsonville, Ga.
WELLS, ROB
970 Show
WEBR, Buffalo, N. Y.
WELLS, HANK
WAX TV
KHOZ, Harrison, Ark.
WEISBACHER, RICHARD
WCLT, Newark, Ohio
WENDELL, BUD
Wendell's Waxworks
WJMO, Cleveland, Ohio
WENDT, DUDLEY
Out West Special
KOVE, Lauder, Wyo.
WERY, BOB
Announcer-Engineer
WMNC, Moronton, N. C.
WESLEY, DON
WGH, Marion, Ill.
WILLIAMS, MARC
Spin The Platter & Marc Time
WTTS, Bloomington, Ind.
WILLIAMS, MERLETH
The First Five
KVOR, Colorado Springs, Colo.
WILLIAMS, VINCE
Vince Williams Show
ABC
WILLIAMS, HOWARD
Howard's Bandstand
KICA, Clovis, N. M.
WILLIAMSON, JAMES S.
Rhythm Hour
WTTR, Sarasota, Fla.
WYNN, PAUL
Wynn's Inn
WEWO, Lawniburg, N. C.

Y—

YALOHEY, NICK
EXT Review-Clown Watcher
WTIZ, Jasper, Ind.
YORKE, WALLY
Swing Inn
CHWK, Chilliwack, B. C., Canada
YOST, BOB
Breakfast With Bob
WBRR, Pittsfield, Mass.
YOUNG, AL
1230 Club
WCMA, Corinth, Miss.
YOUNG, FRED
KRAM, Las Vegas, Nevada
YOUNG, GARY
Gary's Show
WWYO, Pineville, W. Va.
YOUNG, J. N., JR.
Rhythm Express
KBST, Big Spring, Texas
YOUNG, O. C.
Rise & Shine
WHIS, Bluefield, W. Va.
YOUNG, PAUL
KIOX, Bay City, Texas
YOUNGBLOOD, JIM
Home Hour
WPAD, Paducah, Ky.
YOUNT, CHUCK
1490 Club
WKBV, Richmond, Ind.
YUNKER, JAMES
Coffee Time
KVEC, San Luis Obispo, Calif.

Z—

ZELLICH, MARK
Off The Record
WATW, Ashland, Wis.
ZIEGLER, RICHARD
Record Reviewer
WEIM, Fitchburg, Mass.
ZIMMERMANN, HARRY
Record Driver
REID, Minneapolis, Minn.
ZINKAND, PHIL
970 Club
WWSW, Pittsburgh, Pa.
ZOGG, HAL
Parade of Mod. Amer. Music
KUTA, Salt Lake City, Utah
ANNOUNCER
SPORTSCASTER
DISK JOCKEY
SPORTS DIRECTOR
WINS NEW YORK

THANKS TO:

AMERICAN SCHOOL
N. Y. WORLD TELEGRAM & SUN
THOM McAN SHOES
N. W. AYER & SON
THE CROSLEY BROADCASTING CORP.

ATLANTIC REFINING COMPANY
OVER THE HOME OF CHAMPIONS NETWORK
OF THE NEW YORK YANKEES
ANNOUNCERS—MC'S
RADIO AND TELEVISION
—their work during 1951

— A —

ABBOTT, BOB
KAUS, Austin, Minn.

ABBOTT, BOB
WHAS-TV, Louisville, Ky.

ABBOTT, WARREN
KWSH, Holdenville, Okla.

ACKERMANN, EARL
CKXN, Dickinson, N.Dak.

ADAMS, CEDRIC
What's New? Your Home Town
WCCO, Minneapolis, Minn.

ADAMS, MILTON
WBTM, Danville, Va.

AICH, RAY
WKXN, Saginaw, Mich.

AIDEMY, JOHN
WYES, Baltimore, Md.

AIDINS, JACK
KFPQ, Portland, Oregon

AHLES, BILL
WGRT, Gettysburg, Pa.

AIKEN, JIM
WEGL, Elyria-Lorain, Ohio

ALARIE, RICHARD
WPAS, Pawtucket, R.I.

ALDI, ALDO
WOW, New York, N.Y.

ALEXANDER, AL
KHMQ, Hamboll, Mo.

ALEXANDER, JACK
WDSU-TV, New Orleans

ALLBLACK, NAT
WEAM, Arlington, Va.

ALLEN, BOB
WJAY, Mullins, S. C.

ALLEN, DAVE
WJEJ, Hagerstown, Md.

ALLEN, GEORGE
WBVP, Beaver Falls, Pa.

ALLEN, MEL
(See Sports Commentators)

ALLEN, PETER
WEKY, Cincinnati, Ohio

ALLERTON, LEE
WLB, Muncie, Ind.

ALLINGTON, JOHN
CKXN, Campbellton, N.B., Canada

ALLISON, JOE
WEMTV, Nashville, Tenn.

ALSPAUGH, WILLIAM
WRAL, Raleigh, N.C.

ALTEN, GENE
WNC, Southampton, N. S., Can.

ALVAREZ, JOSE MANUEL
WIPR, San Juan, P. R.

ALVES, JOHNNY
KTRM, Beaumont, Texas

ANDERSON, ALEX
WSKJ, Montpelier, Vt.

ANDERSON, BILL
CFBC, St. John, N. B., Can.

ANDERSON, DON
WDAF, Kansas City, Mo.

ANDERSON, EMIL
WGBK, Knoxville, Tenn.

ANDERSON, JACK
WMRO, Aurora, Ill.

ANDERSON, JOE
WQUA, Moline, Ala.

ANDERSON, JOHN
WHAT, Marion, Ind.

ANDERSON, WARREN
KTNC, Big Springs, Texas

ANDREWS, DAVID
KFRM, Kansas City, Mo.

ANDREWS, IRENE
KMBC, Kansas City, Mo.

ANNAND, FRANK
WCHS, Charleston, W. Va.

ANSEGO, GEORGE
Manhattan Maharajah, ABC

ANNIE, TEX
Children's Theatre

APPLE, IRENA
WAGC, Kitchnang, Pa.

ARENBURG, FRED
CKBW, Bridgewater, Nova Scotia, Canada

ARENS, WILLY
CFCN, Calgary, Alberta, Can.

ARMSTRONG, TOM
WVGR, Cleveland, Ohio

ARNOTT, P.
KNJU, New Ulm, Minn.

ARBO, BOBBY
WHLJ, Virginia, Minn.

ARTER, MALCOLM
WKOK, Sunbury, Pa.

ARTHUR, DOUG

ASHBURN, RON
WNOX, Knoxville, Tenn.

ASHLEY, M.
WLBB, Laurens, S. C.

ATKINSON, GORD
CHUM, Toronto, Ont., Can.

ATTWATER, F. KENT
WJRT, Lenoir, N. C.

AUSTIN, BOB
KSDQ, San Diego, Calif.

AUSTIN, DON
CHOW, Fort Wayne, Ill.

AUSTIN, FLETCHER
Tap The Barrel

BADCLEY, BILL
CKTB, St. Catharines, Ont., Canada

BAGWELL, KEN
Saturday Swing

BAILEY, GENE
EGBC, Galveston, Texas

BAILEY, HOWARD
CFCN, Calgary, Alberta, Can.

BAILEY, JACK
Queen For A Day

BAINTER, JACK
WIBA, Madison, Wis.

BAINTER, WILLIAM
KIT, Yakima, Wash.

BAKER, ART
You Asked For It, ABC; Dinah Shore Show

BAKER, CLIFFORD
WCPO, Cincinnati, Ohio

BAKER, DAVE
WELM, Elmira, N. Y.

BAKER, DAVE
WUST, Bethesda, Md.

BAKER, DEAN
ECKS, Midland, Texas

BAKER, JAMES
KBD, Brownwood, Texas

BALDING, ALAN
WSCB, Columbus, Ind.

BALE, NORMAN
KALT, Atlanta, Texas

BALKER, STEVE
WWXO, Buffalo, N. Y.

BALLENSTEIN, LORIN
WIPR, San Juan, P. R.

BAKTER, LARRY
KHZU, Borger, Texas

BANKS, BILL
KSPD, Sandpoint, Idaho

BANKS, DAVE
WENK, Union City, Tenn.

BANN, BOB
KWSO, Wasco, Calif.

BARKER, PETER
CJOB, Vancouver, B. C.

BARKLEY, JIM
KSUM, Fairmont, Minn.

BARNES, DICK
KNEM, Nevara, Mo.

BARNES, TEDDY
WEKR, Fayetteville, Tenn.

BARNES, WILLIAM
GCT, Grand Falls, Nfld., Can.

BARNETT, DON
KENI, Anchorage, Alaska

BARNETT, RUSSELL
WKMH, Dearborn, Mich.

BAROODY, FRANK
WPEA, Manchester, N. H.

BARR, DUGWRIGHT
WLB, Muncie, Ind.

BARRETT, RAY
Bringing Up Mother

BARRICK, JOHN
WKAY, Glasgow, Ky.

BARRY, JACK
Life Begins At Eighty

BASS, DON
WJXX, Trenton, N. J.

BARRY, NICK
WCMW, Canton, Ohio
Announcers—M-C's

BARRY, NORMAN
WMAQ, Chicago, Ill.

BARTELL, ED
KVO, Pittsburgh, Pa.

BARTON, FRANK
KNBH, Hollywood, Calif.

BARTON, HAL
WTAD, Quincy, Ill.

BARTON, JOHN
CKRD, Red Deer, Alberta, Canada

BARTON, JOHN
WTOH, Clinton, Ill.

BARTON, JOHN
WTOH, Clinton, Ill.

BARTON, JOHN
CKRD, Red Deer, Alberta, Canada

BARTON, JOHN
WTOH, Clinton, Ill.

BECK, JACKSON
(See Artists Section)

BECKMAN, FREDERIC
WLWC, Columbus, Ohio

BEDFORD, PAUL
WMJL, Youngstown, Ohio

BEHBE, JOHN
WKAN, Rockaway, Ill.

BEECHAM, WALLACE
WKSR, Pulaski, Tenn.

BEECHER, DON
WIPS, Evansville, Ind.

BERGEN, JOHN
Holiday For Two

BETTINGER, JACK
KTOL, Toledo, Ohio

BEHMER, ED
WMUR, Manchester, N. H.

BEHREN, ROBERT
CJEM, Edmundston, N. B., Canada

BEMMONT, PERRY
WLOK, Lima, Ohio

BENSON, DICK
WIBC, Hiawatha, N. C.

BENSON, WILL
Household Quizzier

BENSON, HAL
WMPS, Memphis, Tenn.

BENSON, HARRY
WKIK, Akron, Ohio

BENSON, RED
Take A Number

BERGERON, HENRI
CKCH, Hull, Que., Canada

BERNARD, ARMAND
WAX, Westerly, R. I.

BERNIER, GUS
WMUR, Manchester, N. H.

BERKEND, BOB
KIOA, Des Moines, Iowa

BETTINGER, JACK
KTOL, Toledo, Ohio

BIANCHI, CONSTANTINE
WJPD, Ishpeming, Mich.

BICHL, KEN
WLEC, Sandusky, Ohio

BILLINGSLEY, BILL
WADE, Wadesboro, N. C.

BILLINGSLEY, BOB D.
KVAL, Brownsville, Texas

BISHOP, JOSEPH
WKRO, Bunchamton, N. Y.

BIRSCO, ROY
WSTV, Steubenville, Ohio

BEAL, JOHN
WKAN, Kankakee, Ill.

BEASLY, IRENE
Grand Slam

CBS
Announcers—M-C's

BISHOP, DIANA
CFAB, Windsor, N. S., Canada
CKEN, Kentville, N. S., Can.

BISHOP, GEORGE
CJAD, Montreal, Quebec, Can.

BJORNSON, BJORN
CKOK, Penticton, B. C, Can.

BLACK, JIMMY
WHR, Cleveland, Ohio

BLACK, R. KIM,
WIBC, Indianapolis, Ind.

BLAINE, JIMMY
Stop The Music

Blair, Frank
WNBW, Washington, D. C.

BLAIR, HARRY
WMDN, Midland, Mich.

BLAIR, YVON
CKAC, Montreal, Canada

BLAKE, BRUCE
WHKK, Akron, Ohio

BLAKE, CHARLES
WSON, Henderson, Ky.

BLAKE, WIN
WKXL, Concord, N. H.

BLEASDALE, IVA
WICA, Ashland, Ohio

BLOOM, MAURY
WKVA, Lewistown, Pa.

BLOOM, ROBERT
WARK, Buffalo, N. Y.

BLOWER, CHUCK
KTKT, Tuscon, Arizona

BODIE, ARMAND
Mama Goes A-Shopping

BSOC, Charlotte, N. C.

BODNER, GEORGE
WRFD, Worthington, Ohio

BOECKMANN, JOHNNY
WTYC, Rock Hill, S. C.

BOGO, JIM
CHUB, Nanaimo, B. C, Can.

BOLDT, VIC
KVIC, Victoria, Texas

BOLIN, BOB
WTYC, Rock Hill, S. C.

BOLLINGER, JIM
Classified Column of the Air

BONEAR, A.
KFOR, Lincoln, Nebr.

BONY, THEODORE, JR.
WKLV, Blackstone, Va.

BORELLI, AL
WJMI, Philadelphia, Pa.

BOSLEY, LYLE
WXSW, Albany, N. Y.

BOSTIC, TOM
KIMA, Yakima, Wash.

BOTHE, RON
KFIZ, Fond Du Lac, Wis.

BOTTORFF, GERRY
WKLO, Louisville, Ky.

BOECHER, EUGENE P.
KCOM, Sioux City, Iowa

BOECK, LOUIS
WMTG, Vancleve, Ky.

BOURQUE, WARREN
WERI, Westerly, R. I.

BOWER, BOB
WTIP, Charleston, W. Va.

BOWERS, CLIFF
CKRD, Red Deer, Alberta, Can.

BOWLES, AL
KYAK, Yakima, Wash.

BOWMAN, DUK
KWFT, Wichita Falls, Texas

BOWMAN, GUY
WJBR-TV, Detroit, Mich.

BOWMAN, JOHN
WDOV, Dover, Dela.

BOWMAN, STANLEY
WCMB, Lemorne, Pa.

BOZEMAN, JOHNNY
WDBL, Springfield, Tenn.

BRADLEY, DON
WJOL, Joliet, Ill.

BRADLEY, HARVEY
WBTX, Batavia, N. Y.

BRADLEY, LYLE
WTRK, Troy, N. Y.

BRADSHAW, BILL
WCKY, Cincinnati, Ohio

BRAHON, DON
WLSN, Jacksonvilie, Ill.

BRAMAH, BILL
CFOR, Orillia, Ont., Canada

BRAMHALL, BILL
WEMP, Milwaukee, Wis.

BRAND, FRANK
CKPR, Fort William, Ont., Canada

BRANSON, TODD
WWCA, Gary, Ind.

BREAUT, ROBERT

BRECHT, LESTER
KBOB, Brownsville, Texas

BREEN, JERRY
WKLA, Ludington, Mich.

BRENNAN, TOM
KXLA, Pasadena, Calif.

BEN GRAUER

BEN GRAUER

BEN GRAUER

BEN GRAUER

Radio

TV
Announcers—M-C's

BRETTZ, KEITH
KRGM, Tulsa, Okla.
BREVIK, ERNIE
WDAY, Farzo, N. Dak.
BRINKLEY, JACK
WLS, Chicago, Ill.
BROCK, KAY
WHBY, Appleton, Wis.
BRODE, BUDDY
WNAR, Norristown, Pa.
BROOKS, FOSTER
WAVE-TV, Louisville, Ky.
BROWN, ANDY
WGWR, Asheville, N. C.
BROWN, BILL
WEDO, McKeesport, Pa.
BROWN, BOB
WOC, Davenport, Iowa
BROWN, FRANK K.
KTIP, Porterville, Calif.
BROWN, HARRY
WKIP, Poughkeepsie, N. Y.
BROWN, HONEY
WBCO, Birmingham-Bessemer, Ala.
BROWN, LYAL
CKCK, Regina, Saska., Canada
BROWN, MORGAN
WELM, Elmira, N. Y.
BROWN, PAUL
KVCM, Colorado City, Texas
BROWN, TED
Paul Winchell-Jerry Mahoney Show
NBC-TV
BROWN, WADE
KOLS, Pryor, Okla.

BROWN, WOODBRIDGE B.
WHAI, Greenfield, Mass.
BROWNE, TOM
WMEV, Marion, Va.
BROWNING, DOUGLAS
ABC Late News
BUBAKER, TOM
K SST, Sulphur Springs, Tex.
BRUCE, JACK
WNAX, Yankton, S. D.
BRUDDY, VERN
KULA, Honolulu, Hawaii
BRUNNER, LARRY
WCPQ, Cincinnati, Ohio
BRUTON, BILL
KEMY, Billings, Montana
BRYAN, GEORGE
Arthur Godfrey's Talent Scouts
CBS-TV
BRYANT, EDWARD
WPBL, Syracuse, N. Y.
BRYANT, TED
KRLC, Lewiston, Idaho
BUCKLEY, BILL
WCHS, Charleston, W. Va.
BUCKLEY, NIEL
WFMB, Middletown, Ohio
BUDS, MILTON
WMDD, Peoria, Ill.
BULLER, RICHARD
WKCM, Dearborn, Mich.
BULLINGTON, BILL
KREJ, Farmington, Mo.
BURDICK, GORDON
KCLX, Colfax, Wash.
BURGESS, DAN
WMSA, Massena, N. Y.
BURGESS, TOM
Top Your Neighbor
WMSC, Columbia, S. C.
BURKE, GORDON
KULA, Honolulu, Hawaii
BURREHARDT, KENNETH
KSIM, Sikeston, Mo.
BURLEY, DON
WHIZ, Ponca City, Okla.
BURNS, ALLEN
WMPS, Memphis, Tenn.

BURNS, STAN
Club 93, WPAT: Protam Quiz, Glad Tidings, South Africa—
Land of Contrasts, This Is Australia, Club Car in the Clouds, etc.

BURT, JIM
KELO, Sioux Falls, South Dakota
BURWELL, TED
WCKB, Dunn, N. C.
BUSLIE, HENRY
WISC, Madison, Wis.
BUTHERUS, ED
KGW, Portland, Oregon
BUTLER, WARD
WHIZ, Zanesville, Ohio
BYRNE, PAT
CFJR, Brockville, Ont., Can.

— C —

CADDELL, RAYMOND
WHSC, Hartsville, S. C.
<table>
<thead>
<tr>
<th>Announcers—M-C’s</th>
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<tbody>
<tr>
<td>CALCOATE, GORDON</td>
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<tr>
<td>KIOX, Bay City, Texas</td>
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<tr>
<td>CALDWELL, SAM</td>
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<tr>
<td>Garden Gate</td>
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<td>CBS</td>
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<tr>
<td>CALLHOUN, JOHN</td>
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<td>WALO, Farmville, Va.</td>
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<td>CALVERT, BOB</td>
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<td>WDKY, Cumberland, Md.</td>
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<td>CAMPBELL, HOWARD</td>
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<td>KSMN, Mason City, Iowa</td>
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<td>CARL, LEONARD</td>
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<td>KMA, Shenandoah, Iowa</td>
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<td>CARLE, BENNY</td>
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<td>WAFM-TV, Birmingham, Ala.</td>
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<td>CARLSON, BOB</td>
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<td>KIRX, Kirksville, Mo.</td>
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<td>CARSON, HERB</td>
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<td>KTVJ, Robart, Okla.</td>
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<td>CARNEY, JACK</td>
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<td>KPLT, Paris, Texas</td>
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<td>CARPENTER, ROBERT E.</td>
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<td>WKBB, Dubuque, Iowa</td>
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<td>CARPENTER, KEN</td>
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<td>Bing Crosby Show</td>
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<td>CBS</td>
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<td>CARR, ROY</td>
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<td>WLOL, Minneapolis, Minn.</td>
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<tr>
<td>CARR, ROY</td>
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<td>WMRB-TV, Jacksonville, Fla.</td>
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<td>CARSON, JAMES C.</td>
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<td>KWAM, Williamston, N. Dak.</td>
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<td>CARTER, FRANK</td>
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<td>CARTER, JERRY</td>
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<td>WKIP, Poughkeepsie, N. Y.</td>
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<td>CARTER, LEROY</td>
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<td>KXTX, Childress, Texas</td>
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<td>CARTY, BILL</td>
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<td>WIP, Philadelphia, Pa.</td>
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<td>CASE, NELSON</td>
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<td>B, Feb. 3, 1910; Long Beach, Calif.; Lowell Thomas, CBS; Ken Murray, CBS-TV; Pulitzer Prize Playhouse, ABC-TV; Robt. Montgomery Presents, NBC-TV; Mel Torme - Peggy Lee, CBS-TV; Amahl and the Night Visitors, NBC-TV.</td>
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<tr>
<td>CASHIN, MICHAEL</td>
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<td>CKEY, Toronto, Ont., Canada</td>
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<td>CASSMAN, CHET</td>
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<td>KERN, Bakersfield, Calif.</td>
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<td>CATUDE, JACQUES</td>
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<td>CKAC, Montreal, Canada</td>
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<td>CAVALLI, CARL B. JR.</td>
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<td>WPTC, Kinston, N. C.</td>
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<td>CAYANAUGH, JOE</td>
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<td>WARD, Johnstown, Pa.</td>
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<td>CHAMBERLAIN, GUS</td>
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<td>WDDE, Chattanooga, Tenn.</td>
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<td>CHAMBERS, STAN</td>
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<td>KTBA, Los Angeles, Calif.</td>
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<td>CHAMPLIN, GLEN</td>
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<td>KEYD, Minneapolis, Minn.</td>
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<td>CHAPMAN, DICK</td>
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<td>KFIR, Columbia, Mo.</td>
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<td>CHAPMAN, ED</td>
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<td>WKRG, Mobile, Ala.</td>
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<td>CHASE, RUD</td>
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<td>WKRC-TV, Cincinnati, Ohio</td>
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<td>CHASE, RUD</td>
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<td>WKRC-TV, Cincinnati, Ohio</td>
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<td>CHASE, EDDIE</td>
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<td>WOOD, Grand Rapids, Mich.</td>
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<td>CHASE, GENE</td>
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<td>WIL, St. Louis, Mo.</td>
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<td>CHASE, TOM</td>
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<td>WOW, Omaha, Nebr.</td>
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<td>CHASE, WARD</td>
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<td>WBAY, Green Bay, Wis.</td>
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<td>CHERNVAULT, GEORGE</td>
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<td>WSLS, Roanoke, Va.</td>
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<td>CHESSMAN, JOE</td>
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<td>CRNW, New Westminster, B. C., Canada</td>
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<td>CHESER, ALEC</td>
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<td>KITK, San Antonio, Texas</td>
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<td>CHESTER, LLOYD</td>
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<td>CKCW, Montgomery, N. B., Can.</td>
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<td>CHILDERS, FERRY CLINTON</td>
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<td>WEAB, Greer, S. C.</td>
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<td>CHILES, LOUIS</td>
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<td>WROL, Knoxville, Tenn.</td>
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<td>CHOATE, HANFORD</td>
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<td>KWNW, Wenatchee, Wash.</td>
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</table>

**RAY MORGAN**

**ANNOUNCER**

**M. C.**

**AMERICAN INVENTORY — NBC-TV**

**AMERICA’S TOWN MEETING — ABC-TV**

**CRUSADE IN THE PACIFIC — ABC-TV**
Announcers—M-C’s

CHRISTENSEN, DON
WHBL, Sheboygan, Wis.

CHRISTENSEN, WALT
KVOX, Moorhead, Minn.

CHRISTENSEN, ELMER
Happy Music
WSHR, Stillwater, Minn.

CHRYSLER, AL
CKCR, Kitchener, Ont., Can.

CLARK, BILL
WKJQ, St. Louis, Mo.

CLARK, DON
WAT, Fort Wayne, Ind.

CLARK, ELMER
Happy Music
WSHB, Stillwater, Minn.

CHRYSLER, AL
CKCR, Kitchener, Ont., Can.

CLAYTON, JOHN
KWNO, Winona, Minn.

CLAYTON, TOM
WLVL, Lowell-Lawrence, Mass.

CLAYTON, WILBUR
KSHB, Peoria, Ill.

CLEAVER, JIM
WBCK, Battle Creek, Mich.

CLEAVER, MARSHALL
KCKE, Kinston, N.C.

CLEFTON, ROD
KQX, Spokane, Wash.

CLINE, CLAY, JR.
WJZM, Clarkeville, Tenn.

COCHRAN, BILL
Buck Rogers
ABC-TV

COLE, BRAD
KQON, Coos Bay, Oregon

COLE, GRAYD
WIT, Charlotte, N. C.

COLE, PETER
WTMJ, Miami, Fla.

COLEMAN, CHARLES
WGKY, Charleston, W. Va.

COLEMAN, LES
WFAL, Fayetteville, N. C.

COLEMAN, PAUL
WINK, Binghamton, N. Y.

COLLIER, RALPH
WHAM, Rochester, N. Y.

COLLING, ROY
CHLO, St. Thomas, Ont., Canada

COLLINS, DAVE
WSCR, Scranton, Pa.

COOLYER, BUD
Break the Bank
ABC, NBC

COLTRANE, DANIEL W.
KOFO, Oshkosh, Wis.

COMBES, RALPH
KQED, San Francisco, Calif.

COMEAU, DENNY
CJLS, Yarmouth, N. S., Can.

COMEY, KEVIN
Your ESSO Reporter—7:00-7:15 P.M.
MON. THRU SAT.

TV

WPIX

SALES MAN

NASH-KELVINATOR
KRUEGER BEER
B. F. GOODRICH
TORINO
PALMOLIVE
STRAUSS STORES
PAUL WHITEMAN SHOW
COAST TO COAST
LARALNE DAY SHOW
COLGATE
COMEDY HOUR
CURTISS-WRIGHT AERONAUTICS
RICE-CHEX
RUBUTOL
BEECHNUT GUM

KEVIN KENNEDY

N.Y. KEFAUVER HEARING
IT HAPPENED THIS WEEK
MATINEE NEWSREEL
IN THE COURSE OF HUMAN EVENTS
TELEVIEWS OF THE NEWS
SIX GUN PLAYHOUSE
LEAVE IT TO PAPA SPORTS PAGE

RADIO

SPORTS HEADLINES
ATLANTIC
REFINING CO.
WALNUT TOBACCO CO.
PRINCETON FOOTBALL

Murray Hill 2-1234
CORBETT, JOHN
Breakfast At The Lenox
WBEN, Buffalo, N. Y.

CORBETT, KEN
KLWT, Lebanon, Mo.

CORBIN, LOU
WPKR, Baltimore, Md.

CORDIC, REGE
WSWW, Pittsburgh, Pa.

CORKIGALL, NED
CKRD, Red Deer, Alberta, Can.

CORBETT, JOHN
WBEN, Buffalo, N. Y.

COSTA, JOE
WKHB, Dubuque, Iowa

COSTLEY, JAN
WINR, Binghamton, N. Y.

COVINGTON, DICK
WBBQ, Memphis, Tenn.

COWELL, ED
WJHL, Johnson City, Tenn.

COWDEN, MAURICE
CJAY, Port Alberni, B. C., Canada

COX, JIM
CKNW, New Westminster, B. C., Canada

COX, R. WAYNE
KCHI, Chillicothe, Mo.

CRABB, BOB
CROC, Hamilton, Canada

CRAFT, STAN
KXRO, Aberdeen, Wash.

CRAIG, CHARLES
WHBC, Canton, Ohio

CRAIG, NANCY
Nancy Craig Show
WJZ-TV

CRAIG, WILLIAM
WATA, Boone, N. C.

CRAIN, MARVIN
KNET, Palestine, Texas

CRANE, STEVE
WZIP, Covington, Ky.

CRAWFORD, BOB
KALL, Salt Lake City, Utah

CRAWFORD, GENE
WGEF, Evansville, Ind.

CRAWFORD, V.
WJNO, W. Palm Beach, Fla.

CRESWELL, DICK
KIOA, Des Moines, Iowa

CRISWELL, WILLIAM
WCUM, Cumberland, Md.

CROCKET, BETTY
Betty Crocker Magazine Of The Air
ABC

Betty Crocker Star Matinee
WJZ-TV

CROSS, MILTON
Metropolitan Opera
Piano Playhouse
Met Opera Auditions
ABC

CRUTCHFIELD, DOUG
WLOH, Princeton, W. Va.

CUBBERLY, DAN
The Line-Up
CBS

CULBER, CAL
KPYR, Bismarck, N. D.

CULLEN, BILL
This Is Nora Drake, CBS.

CUMMINGS, PATTI
The Continental
CBS-TV

CURRAN, BERNARD
CJCH, Halifax, N. S., Canada

CURLY, BILL
WTYC, Rock Hill, S. C.

CURRY, DON
KHUZ, Borger, Texas

CURTIS, ALAN
Coffee With Curtis
WFGM, Fitchburg, Mass.

CURTIS, MARK
KWXK, Reno, Nevada

DAHL, DON
KDAL, Duluth, Minn.

DAHLSTROM, CARL
KTRU, Turlock, Calif.

DAIL, AMBERT
WGH, Newport, News, Va.

DAILEY, TOM
Recall It & Win
KWR, St. Louis, Mo.

--- D ---

WALTER HERLIHY
M.C.

The Dione Lucas Show — WJZ-TV

Fun With Food — WJZ-TV
Announcers—M-C’s

DANA, LES
Town Topics
WSPD, Toledo, Ohio
DANIELS, PAUL
WWNH, Bethlehem, Pa.
DARGAN, TOM
KING-TV, Seattle, Wash.
DAUGHERTY, JIM
WGPA, Bethlehem, Pa.
DAUM, KENNETH
WBKV, West Bend, Wis.
DAVIS, ARTHUR
WWJ, New York, N. Y.
DAVIS, BILLY
WSID, Dyersburg, Tenn.
DAVIS, CHARLES WHERI, Westerly, R. I.
DAVIS, DON
KPRC, San Francisco, Calif.
DAVIS, DON
WLW-T, Cincinnati, Ohio
DAVIS, EDDIE
RFAB, Omaha, Nebr.
DAVIS, GEOFF (see Sports Commentators).
DAVIS, GEORGE
WREB, Columbus, Ga.
DAVIS, HY
WJXN, Jackson, Miss.
DAVIS, JOHNNY
KICA, Clovis, N. M.

DAVIS, JOHNNY
WUSJ, Lockport, N. Y.
DAVIS, L. WAYNE
WAKE, Greenville, S. C.
DAVIS, NORM
WRUF, Gainesville, Fla.
DAVY, FRED
WJAS, Pittsburgh, Pa.
DAWES, HARVEY
CKCK, Regina, Sask., Canada
DAWSON, BILL
WNXT, Portsmouth, Ohio
DAWSON, JACK
CFRK, Toronto, Ont., Canada
DAY, GENE
WAEG, Greenwood, Miss.
DAY, JACK
WFBR, Baltimore, Md.
DAY, ROLAND
WFBR, Baton Rouge, La.
DEAN, BUDDY
Swing Club
WITF, Baltimore, Md.
DEANE, JERRY
KXEL, Waterloo, Iowa
DECKER, BEN
WIRE, W. Palm Beach, Fla.
DEEGAN, BILL
CFCF, Montreal, Quebec, Can.
DEEGAN, JOHNNY
WHCM, Reading, Pa.
DE FAY, RICHARD
WTVB, Coldwater, Michigan
DEHAVEN, BOB
Breakfast With Bob
Friendly Time
WCCO, Minneapolis, Minn.

DeLANEY, ROBERT
WCVA, Culpeper, Va.
DELINE, JIM
WSYH, Syracuse, N. Y.
DERRICK, JIM
WPLA, Plant City, Fla.
DeSHANE, MEL
KAUS, Austin, Minn.
DICKINSON, ED
KEKL, Elko, Nevada
DICKSON, JOHNNY
KBON, Omaha, Nebr.
DIEBEL, DICK
KVAL, Brownsville, Texas
DILLON, GENE
WCMW, Canton, Ohio
DILWORTH, SCOTT
WJOL, Joliet, Ill.
DINSMORE, ED
Breakfast At The Lenox
WBEN, Buffalo, N. Y.
DISIMONE, GENE
WRYO, Rochester, Pa.
DISNEY, KUFUS
WCTT, Corbin, Ky.

DIXON, BOB
8 April 8, 1911, Stamford, Conn.; Sheriff Bob Dixon Show, DuMont TV; Perry Mason, CBS; Edward R. Murrow, CBS; Life Can Be Beautiful, NBC.

DIXON, DARRELL
WTJZ, Jasper, Ind.
DIXON, MASON
KICD, Spencer, Iowa

FRANK GALLOP

NELSON CASE
MANAGEMENT: MCA

937
Announcers—M-C's

DOAK, BILL
KCOH, Houston, Texas

DOBBS, HARVEY
CHUM, Toronto, Ont., Canada

DODSON, GEORGE
KALT, Atlanta, Texas

DODD, MIKE
WBAC, Cleveland, Tenn.

DODDS, DARWIN
KDSH, Boise, Idaho

DODSON, WILLIAM
KICK, Springfield, Mo.

DOLAN, TOM
WJZM, Clarksville, Tenn.

DONAHUE, TOM

DONLEY, RED
WSTV, Steubenville, Ohio

DONNELLY, JIM
WCOJ, Coatesville, Pa.

DORNHUBER, HENRY
WCVA, Culpepper, Va.

DOSTAR, TOM
WAGA, Atlanta, Ga.

DOUGHERTY, CHUCK
WBTB, Williamson, W. Va.

DOUGLAS, HUGH
Hollywood Sound Stage

DOUGLAS, SCOTT
Fireside Theater; Dinah Shore;
Swift Show; Chevrolet Show,
NBC-TV; Easy Aces, Du Mont.

DOWLING, WILLIAM
WACB, Kittanning, Pa.

DOWNEY, ROB
WSAM, Saginaw, Mich.

DOWNS, HUGH
WNBQ, Chicago, Ill.

DOWNS, LEE
KNET, Palestine, Texas

DOYLE, JIM
Modern Concert Hall

DOYLE, JOHN
KIKO, Grand Forks, North Dakota

DOYLE, VINE
WJVA, South Bend, Ind.

DRAINER, LARRY
WEIR, Weirton, W. Va.

DREW, CHARLES
WVLK, Versailles & Lexington, Ky.

DROUBAY, PAUL
KID, Idaho Falls, Idaho

DUANE, BILL
WLS, Chicago, Ill.

DUDLEY, DICK
Rockabuye, Dudley

DUFANE, KARL
KKGN, Glendive, Montana

DUFOUR, Yvon
CKCH, Hull, Que., Canada

DUFRESNE, Pierre
CKCH, Hull, Que., Canada

DUGAS, PAUL J.
WTWN, St. Johnsbury, Vt.

DUKAS, JAMES
WPAR, Parkersburg, W. Va.

DULANE, CHUCK
WGAY, Silver Spring, Md.

DUMB, JAMES
WBAX, Wilkes-Barre, Pa.

DUMONT, HERMEL
CJEM, Edmundston, N. B.,
Canada

DUNCAN, JIM
WEBQ, Harrisburg, Ill.

DUNFIELD, LEONARD
CFAB, Windsor, N. S., Canada

DUNHAM, JOHN
WBKB, Chicago, Ill.

DUNLAP, DAVID
WAEB, Alliance, Pa.

DUNNCLIFF, JOHN
KTRF, Thief River Falls,
Minn.

DURAND, TOM
WTTM, Trenton, N. J.

DURANT, ROLAND
WTCY, Malone, N. Y.

DURMA, ED
WSCR, Scranton, Pa.

DUVAL, JACQUES
CKCV, Quebec, Canada

DYER, BILL
WKOK, Sunbury, Pa.

DYER, BOB
WKNX, Saginaw, Mich.

E

EAKINS, PHIL
KEPO, El Paso

EARLE, BOB
KSO, Des Moines, Iowa

EASON, DICK
KREI, Baytown, Texas

JOHNNY OLSEN
RUMPUS ROOM (TV)
KIDS & CO. (TV)
BREAK THE BANK (AM)

REX MARSHALL

938
EMERICK, BOB E.,
B. Dec. 9, 1915, Tacoma, Wash.;
Gus Lesnevich vs. Bob Emerick
Show, WOR; Buddy Rogers Show,
WOR; Share the Wealth, NBC;
Bill Goodwin Show, NBC-TV.

EMERY, MERE
WGGH, Marion, Ill.

EMERY, RALPH
WLAH, Grand Rapids, Mich.

EMERY, RALPH
WNAB, Nashville, Tenn.

ENGLE, BOB
KOL, Seattle, Wash.

ERICKSON, LEO
KVAN, Vancouver, Wash.

ERTWESS, PAUL
WTXL, Springfield, Mass.

ERWIN, GEORGE
KFJZ, Fort Worth, Texas

ESSIG, VINCENT
WKAN, Kankakee, Ill.

ESSICK, LOU
WIGNI, Wilmington, N. C.

EVANS, BOB
WWSH, Durham, N. C.

EVANS, JEFF
WLDY, Ladysmith, Wis.

EVANS, ROBY
WIK, Cleveland, Ohio

EVANS, STAN
KSWO, Lawton, Okla.

EVANS, THOMAS
KGMB, Honolulu, Hawaii

EWING, CLIFF
KORK, Billings, Montana

GABRIN, LOUIS
WARC, Rochester, N. Y.

FACEY, FRANK
WVEC, Hampton, Va.

FACEY, JOHN
WIP, Philadelphia, Pa.

FAGAN, BILL
WEOA, Evansville, Ind.

FAGAN, PAT
WEER, Buffalo, N. Y.

FAULKNER, HAROLD
WTJA, Batavia, N. Y.

FAIR, JIM
WJZ-TV, New York, N. Y.

FANCHER, K. L.
KPDN, Pampa, Texas

FAKEDA, EDWARD
CKDA, Victoria, B. C., Canada

FARIS, CLINT
WCTM, Wilson, N. C.

FARRELL, BILL
XHMU, Marshall, Minn.

FARRELL, FRANK
Footlights & Kleiglights
NBC-TV

FARREN, EDDY
KBWD, Brownwood, Texas

FAULK, BILL
WJZ, Springfield, Ill.

FALDER, RALPH
WMRO, Aurora, Ill.

FAULK, LINK
WCRB, Dunn, N. C.

FAUS, DEACON
WBCO, Birmingham-Bessemer, Ala.
FEELEY, FRANK
Frank's Film Funnies
WDAF-TV, Kansas City, Mo.

FEENEY, EUGENE
WHLM, Bloomsburg, Pa.

FELIX, JIM
KHIZ, Ottumwa, Iowa

FELTHAM, LYALL
CJAV, Port Alberni, B. C., Canada

FELTON, BILL
WHBY, Appleton, Wis.

FENDER, HARRY
KXOK, St. Louis, Mo.

FENNEMAN, GEORGE
B. Nov. 10, 1919, Pekin, China; "You Bet Your Life," NBC, NBC-TV; "Dragnet," NBC; "The Perfect Husband," ABC.

FIELD, ELLIOT
WKAT, Miami Beach, Fla.

FIELD, ROBERT V.
KVAL, Brownsville, Texas

FIELDS, LEE
KROW, Powell, Wyo.

FINAN, JOE
WPIC, Sharon, Pa.

FINDLAY, JIM
CFRN, Edmonton, Alberta, Canada

FINE, MEL
WERC, Erie, Pa.

FINLAYSON, JOHN L., JR.
KCOM, Sioux City, Iowa

FITZMAURICE, MICHAEL
B. April 28, 1908; Chicago, Ill. Sammy Kaye Show, CBS-TV; Whispering Streets, ABC; Live Like a Millionaire, NBC, CBS-TV; All Star Revue, NBC-TV; Flying Tigers, DuMont.

FLETCHER, TOM
WHK, Cleveland, Ohio

FLETCHER, WARREN
KUTA, Salt Lake City, Utah

FLINT, WALT
WGFC, Albany, Ga.

FLOOD, BILL
Wendy Warren and the News CBS

FLYNN, ARTHUR
WLAW, Boston & Lawrence, Mass.

FORD, ART
The Art Ford Show
NBC-TV

FORD, DOUG
WHIS, Bluefield, W. Va.

FORMAN, WIN
WARM, Scranton, Pa.

FORSELL, RON
KKXE, Ellensburg, Wash.

FORSTER, ROGER
Gangbusters CBS

FORTIN, JEAN JACQUES
CHRL, Roberval, Que., Canada

FORTNER, VIRG
KEMW, Wahpeton, N. D.

FOSTER, MARK
KIMO, Independence, Mo.

FOSTER, TERRY
WHBL, Sheboygan, Wis.

FOULTS, W. C.
KSFA, Birthday Party

Fowler, BILL
WBAT, Marion, Ind.

FOWLER, JAMES
WGPC, Albany, Ga.

FOX, BILL
KSTA, Coleman, Texas

FOX, JAMES
WCAV, Norfolk, Va.

FOX, VERNON
WEAB, Green, S. C.

FRADETTI, PAUL
CKBL, Matane, Que., Canada

FRANCIS, JOE
WNEC-TV, New Haven, Conn.

FRANCIS, ROACHARD
WMID, Midland, Mich.

SCOTT DOUGLAS
ANNOUNCER - ACTOR - M.C.

TELEVISION
Fireside Theatre — NBC-TV
Dinah Shore Show — NBC-TV

RADIO
Hallmark Playhouse — Leads
Stars Over Hollywood — Leads

NORMAN ROSS
★ WMAQ CHICAGO

"EARLY NORMAN ROSS" 1 year
"NORTH WESTERN RAILWAY" 15 years
"OSCAR MAYER" 5 years
"HERE'S NORMAN ROSS" 4 years

★ WGN CHICAGO
NORTHERN TRUST CO. 2 years

MC'ing 16 hours of sponsored programs weekly
FRANK, DON
FRANKLIN, BOB
KGW, Portland, Oregon
FRANKLIN, DON
WHBC, Canton, Ohio
FRASER, GORDON
TV News
WJZ-TV
Gordon Fraser News
ABC
FRAZIER, BOB
WMMN, Fairmont, W. Va.
FREDERICKS, JACK
WKTV, Utica, N. Y.
FREDERICKS, PAT
WMAI, Springfield, Ill.
FREEMAN, HERB
WFIN, Findlay, Ohio
FREEMAN, RALPH
WRB, Detroit, Mich.
FREEMAN, WALTER
WULA, Eufaula, Ala.
FRENCH, DON
KVFD, Fort Dodge, Iowa
FROEMMING, BOB
WRFW, Eau Claire, Wis.
FROGGE, JOHN
WGBB, Freeport, N. Y.
FROH, DAVE
WILS, Lansing, Mich.
FRY, NORMAN
CRNX, Wingham, Ont., Can.
FULTER, LORENZO
WLJB, New York, N. Y.
FULTER, ROBERT
WBET, AM & FM, Brockton, Mass.
FUMER, BOB
WTMM, Trenton, N. J.
FURANCE, RANDY
WBYS, Canton, Ill.
GAAL, FRANK
WKMH, Dearborn, Mich.
GAINES, WALT
WIEL, Elizabethtown, Ky.
GALAGHER, ROGER
WMCA, New York, N. Y.
GALAGHER, ROY
WMCK, McKeesport, Pa.
GALAGHER, EDDIE
Sun Dial
WTIH, Baltimore, Md.
GALOP, FRANK
Lights Out, Broadway Open House, NBC-TV
GANBLING, JOHN
WOR, New York, N. Y.
GAMILAEL, ELI
WLIB, New York, N. Y.
GAR, GRACE
America's Youngest Negro Disc-Jockey
WBBO, Birmingham-Bessemer, Ala.
GARDINER, DON
News
Saturday Morning Headlines
ABC
GARNER, JIM
WDEC, Dayton, Tenn.
GART, LEN
WNY, Saranac Lake, N. Y.
GASTE, KENNETH
WJAY, Mullins, S. C.
GASTON, LYLE
KSWO, Lawton, Okla.
GATE, JAMES
WFBG, Altoona, Pa.
GAUGHN, JIM
WJZ, Norfolk, Nebr.
GAYMAN, PÄRKE
KPRC, San Francisco, Calif.
GEHINICH, ARNOLD
WCOJ, Coatesville, Pa.
GELLOTT, DICK
WTCO, Jamestown, Wis.
GENTRY, BUD
WKOY, Bluefield, W. Va.
GEORGE, CAL
CRWX, Vancouver, B. C., Canada
GEORGE, LEE
WMBH, Joplin, Mo.
GEORGE, LOYD
KFRO, Columbia, Mo.
GERMAN, LOU
WOTW, Nashville, N. H.
GERMOND, WM. J.
WWYO, Pineville, W. Va.
GIBNEY, HIL
KNBH, Hollywood, Calif.
Announcers—M-C's

GIBSON, JIM
GJOB, Winnipeg, Manitoba, Canada

GIBSON, PAT
WHSC, Hartsville, S. C.

GIBSON, JACK
WLH, Louisville, Ky.

GILLOW, VERNE
KVPD, Fort Dodge, Iowa

GIFORD, SAM
WNAS-TV, Louisville, Ky.

GILBERT, AL V.
WIBA, Madison, Wis.

GILBERT, JACk
WSBT, South Bend, Ind.

GILBERT, JOHN
WKR, Dallas, Texas

GILLIGAN, ROY
WINS, Des Moines, Iowa

GORDON, FRED
WBBM, Chicago, Ill.

GODFREY, BILL
KMBC, Kansas City, Mo.

GOODWIN, BILL
BCH, Ashland, Ohio

GOODWIN, GLENN
KSD, Des Moines, Iowa

GORDON, BILL
WENT, Goversville, N. Y.

GORDON, BILL
WGTM, Wilson, N. C.

GORDON, DWIGHT
WJCD, Seymour, Ind.

GORDON, JOHN
CKMA, Lima, Ohio

GORDON, LEE
KPRC-TV, Houston, Texas

GOURD, BILL
WSWB, Bradford, Pa.

GOSS, FRANK
Hallmark Playhouse

GOTTLIEB, DICK
KPRC-TV, Houston, Texas

GOWENS, BILL
WMAA, Myrtle Beach, S. C.

GOULD, JAY
WNCN, Meckinport, Pa.

GOUNDER, JACK
WEEU, Reading, Pa.

GRADY, CHARLES
KMCA, Lima, Ohio

GRAHAM, BILL
WAZL, Hazleton, Pa.

GRAHAM, DICK
WDR, Atlantic City, N. J.

GRAHAME, DICK
WGB, Newport News, Va.

GRAY, DICK
KTKT, Tucson, Arizona

GRANT, BOB
KEKN, Bremerton, Wash.

GRANT, HENRY
WDEJ, Roanoke, Va.

GRANT, HAROLD
KEWM, Wahpeton, N. D.

GRANT, HAMILTON
CGJ, Montreal, Quebec, Can.

GRANT, JOE
WADG, Akron, Ohio

GRANT, LEE
WOLS, Pryor, Okla.

GRANT, LLOYD
WNAX, Yankton, S. D.

GRANT, WALTER
WLW, WLW-T, Cincinnati, Ohio

GRATTON, BILL
WOC, WOC-TV, Davenport, Iowa

GRAUER, BILL
WBYT, Huntsville, Ala.

GRAVINA, PETER
WNYC, New York, N. Y.

GRAY, GEORGE
WTAW, College Station, Texas

GRAY, HUGH
WDZ, Decatur, Ill.

GRAY, JOHN
WODD, Chattanooga, Tenn.

GRAY, JOHN
WFEL, Syracuse, N. Y.

GRAYSON, JAY
WBAL-TV, Baltimore, Md.

GREENWOOD, DEL
WGBF, Evansville, Ind.

GREENE, ROY
KSSM, Huntsville, Texas

GREGORY, BILL
WOND, Piasaantville, N. J.

GRENNA, ED
WQZA, Moline, Ill.

GREENE, FRED
WCHV, Charlottesville, Va.

GRIFFITH, FRED
WTIP, Charleston, W. Va.

GRIFFITH, DAVE
WENE, Binghamton-Endicott, N. Y.

GRIFFITH, LES
ABC Late News

GRIFFITHS, BILL
WKRT, Cortland, N. Y.

GRIEGSBY, W. W.
WMBH, Joplin, Mo.

GRIIM, JOSEPH E.
WILE, Cambridge, Ohio

GRISWOLD, JACK
WCCS, Amsterdam, N. Y.

GUIDI, HUGH
Wtow-TV, Washington, D. C.

GUIDI, JOE
WCAV, Norfolk, Va.

GUNDEMAN, GREY
WICY, Malone, N. Y.

GUNN, GEORGE
Operators Interviews

GUSTAFSON, ROGER
WKWB, Buffalo, N. Y.

GUSTAFSON, WARREN
KAAA, Red Wing, Minn.

GUY, PAUL
CHPA, Alberta, B. C., Canada

GWYN, BOB
KFLI, Dallas, Texas

GWYN, JACK
KRLD, KRLD-TV, Dallas, Tex.

HAASER, CHARLES
WMAS, Springfield, Mass.

HADDON, JOHN
WHIM, Bloomings, Pa.

HAGEMAN, DICK
WKRC-TV, Cincinnati, Ohio

HAGGART, BUD
WFPE, Flint, Mich.

HAINES, MARLIN
KPEO, El Paso, Tex.

HAL, HOT-ROD
WBBO, Birmingham-Bessemer, Ala.

Haley, PAT
WMCK, McKeesport, Pa.

Haley, TOM
Haley Daily

HAL, JOHN
WESB, Bradford, Pa.

HALLOCK, TED
KPMX, Portland, Oregon

HALSTEAD, CHARLES E.
KDKA, Pittsburgh, Pa.

HALVERSON, JARED
WLLH, Lowell-Lawrence, Mass.

HAMILTON, GENE
Sammie Kaye Sunday Serenade

HANSEN, BOB
KTRI, Sioux City, Iowa

HANSEN, MILLARD
WJOL, Joliet, III.

HANSON, CURT
WBZ, Eau Claire, Wis.

HANSON, GLEN
WDAY, Fargo, N. Dak.

HARBAUGH, VIC
RSTA, Coleman, Texas

HARDIN, CHUCK
WIEL, Elizabethtown, Ky.

HARDY, CARROLL
WDOS, Oneonta, N. Y.

HARLEY, BOB
WMOH, Hamilton, Ohio

HARLEY, DICK
WEDC, Chicago, Ill.

HARRICE, CY
B. March 1, 1915, Chicago, Ill.; The Big Story, Cavalcade of America, NBC; Kings Row, CBS; Hollywood Playhouse, WNBT; Saturday Night Theater, Sunday Night Theater, WNBC; First Hundred Years, CBS.
HARRIL, NELSON
WGWR, Ashboro, N. C.
HARRIS, DEAN
WAGE, Syracuse, N. Y.
HARRIS, LEE
KIOA, Des Moines, Iowa
HARRIS, RADIE
Radio Harris Starlines
CBS
HARRISON, BOB
WHNC, Henderson, N. C.
HARSHA, DICK
WGBP, Asheville, N. C.
HART, BILL
WPFB, Middletown, Ohio
HART, JOHN
WLH, Lowell-Lawrence, Mass.
HART, WINK
WHUC, Hudson, N. Y.
HARTMAN, RUDY
CHUB, Nanaimo, B. C., Can.
HAWKINS, A. BOYD
KSMN, Mason City, Iowa
HARVEY, LEO
CFT, Grand Falls, Nfld., Can.
HARVEY, LLOYD
WRL, People, Ill.
HARVEY, NEIL
WFLF-TV, Philadelphia, Pa.
HASSETT, EMMETT, JR.
KROS, Clinton, Iowa
HASTINGS, JACK
WPRC, Minneapolis, Minn.
HASTINGS, LOU
WOLI, San Antonio, Texas
HATCH, B. W.
WLTY, Lynn, Mass.
HATFIELD, LANSING
WSKY, Asheville, N. C.
HATHAWAY, SKIP
Slip-A-Long
KUGN, Eugene, Oregon
HAVEMAN, TOM
KBCR, Mount Vernon, Wash.
HAVIG, DEAN
KMO, Tacoma, Wash.
HAWKINS, LEM
WKBW, Parro, N. D.
HAYDEN, FRANK
WTCO, Campbellsville, Ky.
HAYES, BRUCE
WRW, Dallas, Texas
HAYES, EARL
WJBC-TV, Detroit, Mich.
HAYES, GEORGE
Sunday News
Lyrically Speaking
ABC
HEAD, BYRON
KOIL, Omaha, Nebr.
HEALY, DAVID
KIXI, Dallas, Texas
HEFNER, A. J.
WMDO, Auburn, N. Y.
HELMERS, DALE
KSEE, Pittsburg, Kansas
HENDERSON, EUGENE
WOW-TV, Omaha, Nebr.
HENDERSON, LARRY
KNET, Palestine, Texas
HENDERSON, SKITCH
Talent Search, NBC-TV; Skitch Henderson Show, NBC
HENDRXY, GENE
KVUP, Alpine, Texas
HENLEY, HAROLD
WOPI, Bristol, Tenn.
HENRY, RALPH
KGNC, Amarillo, Texas
HENSON, JERRY
WWS, Springfield, Ill.
HENSON, RUSSELL
WCTT, Corbin, Ky.
HELHLY, ED
Horn & Hardart Children's Hour
Date In Manhattan
NBC-TV
HELMANSFIELD, ART
KBMW, Whapeton, N. D.
HEFFRON, AL
WBAL-TV, Baltimore, Md.
HERBERT, PAT
KWDW, Madison, Wis.
HESINGTEN, CHUCK
KWTW, Springfield, Mo.
HESS, BOB
KPNX, Hereford, Texas
HETHE, JEFF
WSLI, Jackson, Miss.
HEYRICH, WAYNE
WLAN, Lancaster, Pa.
HERNITY, WARREN
KIRX, Kirkville, Mo.
HICKELING, LEE
WDOS, Oneonta, N. Y.
HICKMAN, HENRY
WBFH, Baltimore, Md.
HICKO, LACEY
WBAC, Cleveland, Tenn.
HICKS, FRANK
WHFP, Rock Island, Ill.
HICKS, JOHN
Langford-Ameche Show
WJZ-TV
HIESTAND, JOHN
Meet Corlliss Archer
CBS
Allan Young Show
CBS-TV
HIGBEE, ARTHUR
KSRB, Cedar City, Utah
HIGDON, MURIEL
WGMS, Washington, D. C.
HIGGINS, CLYDE
WTVY, Steubenville, Ohio
HIGHAM, LEO
KID, Idaho Falls, Idaho
HILDEBRAND, JIM
KIMO, Hannibal, Mo.
HILL, BILL
KSDO, San Diego, Calif.
HILL, EARL
Coffee Club
WCCL, Carbondale, Penn.
HILL, ED
WLMR, Metropolis, Ill.
HILL, JOE
WAB, Columbus, Ohio
HILDE, DALTON
WMSU, Muskegon, Mich.
HINKLE, CHUCK
KWXT, Waco, Texas
HINE, BOB
Fred Waring Show
CBS-TV
HIVES, ARTHUR
Star Program Of Good Music
CCKK, Toronto, Ont., Canada
HODGE, ALAN
CGOR, Vancouver, B. C., Can.
HOPFMAN, HOWARD
WXEL, Cleveland, Ohio
HOGAN, JACK
WYMC, Mt. Carmel, Ill.
HOGAN, JAY
KKLTV, Dallas, Texas
HOLDEN, JACK
WLS, Chicago, Ill.
HOLECKO, ANDY
WICA, Ashitabula, Ohio
HOLIDAY, GORDON
Take The Break
Du Mont
HOLLE, EVERETT
WAFG-TV, Birmingham, Ala.
HOLLORAN, L. P.
KWMU, Williamston, N. Dak.
HOLMAN, CLIFF
WDEY, Waterbury, Vt.
HOLMES, ROBERT D.
KAST, Astoria, Oregon
HOLMES, TED
WBPK, Pittsfield, Mass.
HOLT, DAVE
WTOC, Campbellsville, Ky.
HOLTIN, GEORGE
WKBI, St. Marys, Pa.
HOLTZ, THOMSON
KFAI, Omaha, Nebr.
HOOCH, TAL
WTAO, Cambridge, Mass.
HOOVER, ROBERT
KTRM, Bedford, Texas
HOOVER, CHARLES
WDOK, Cleveland, Ohio
HONEY, B. J.
WKSU, Pulaski, Tenn.
HORNER, FLOYD
WRIJ, Humboldt, Tenn.
HORST, RICHARD
WRPK, Williamsport, Pa.
HORSENE, RON
WXTM, Middlesboro, Ky.
HOUGLUM, ROBERT L.
KIHR, Hood River, Oregon
HOUR, DON
WJTV, Piqua, Ohio
HOULE, MARCEL
CKBL, Matane, Que., Canada
HOULIHAN, WILLIAM
WEEK, Peoria, Ill.
HOURIGAN, HAP
WLS, Lansing, Mich.
HOUR, DON
KSDO, San Diego, Calif.
HOUR, PAUL
WTRF, Belaire, Ohio
HOUR, PETER
WADC, Akron, Ohio
HOUR, WED
WNBO, Chicago, Ill.
HOURD, DON
WOMS, T., Jr.
KJTM, Danville, Va.
HOWELL, WAYNE
Broadway Open House
NBC-TV
Musical Merry-Go-Round
NBC
Stars Review The Hits
NBC
Bringing Up Mother
NBC-TV
HOWLETT, BILL
KVTN, Coeur D'Alene, Idaho
HOY, WALLACE, D.
WGVM, Greenville, Miss.
HUARD, GEORGES
CRCH, Hull, Que., Canada
HUBBARD, DAVE
WOAT, San Antonio, Tex.
HUBBARD, EDDIE
WIND, Chicago, Ill.
HUCKABA, DICK
WDIG, Dyersburg, Tenn.
HUDSON, HARVEY
WLW, Richmond, Va.
Announcers—M-C's

HUFF, OSCAR WHMI, Saginaw, Mich.
HUGH, IVOR WIBR, Warren, Ohio
Hughes, Lee KISN, Los Alamos, N. Mexico
HUMES, R. WSLS, Roanoke, Va.
HUMPHREY, DAN WPEN, Middletown, Ohio
HUNT, IRWIN KSMO, Sandusky, Ohio
HUNTER, AL KSJO, San Diego, Calif.
HUNTER, CLARENCE KEBV, Bridgewater, Nova Scotia, Canada
HUNTER, GEORGE WYTV, Detroit, Mich.
HURST, MICHAEL WTEO, Cumberland, Md.
HUTCHINSON, HARDY KGMB, Honolulu, Hawaii

— I —
IHLENFELD, WARREN W3SR, Butler, Pa.
IRELAND, MILLARD KOMO, Seattle, Wash.
IVRINE, JACK KOOS, Coos Bay, Oregon
IRVING, BOB WMY, Springfield, Ill.
IRVING, PAUL WEDC, Chicago, Ill.
IRWIN, TOM KNEM, Nevada, Mo.
ISSACS, JIMMIE KRBC, Abilene, Texas
IVES, ROBERT WPBL, Syracuse, N. Y.

— J —
JACKSON, BILL KYTV, Victoria, Texas
JACKSON, BOB KHJU, Boree, Texas
JACKSON, JOY Lux Video Theater CBS-TV
JACKSON, JESSE KCBA, Midland, Texas
JACOBS, JOHN Stars In The Air
JACOBS, JOHN WDJU, Gainesville, Ga.
JAEGGER, WILFRED H. WIBH, Warren, Ohio
JAFTE, SYD WNBC-TV, New Haven, Conn.
JAMES, ALLAN WIFP, Worthington, Ohio
JAMES, ART WKMX, Dearborn, Mich.
JAMES, BRIEN KCRG, Cedar Rapids, Iowa
JAMES, DENNIS Old Gold Original Amateur Hour NBC-TV
JAMES, DICK KOMC, Texarkana, Texas-Ark.

JAMES, STEVE WHEE, Boston, Mass.
JANAYER, RICHARD Cafe Istanbul
JENSEN, EDWARD KRAM, Las Vegas, Nevada
JARVIS, AL KLAC, Los Angeles, Calif.
JAY, ALLAN WKBY, Lewistown, Pa.
JEFFERS, GEORGE WTIP, Charleston, W. Va.
JEFFERIES, MORGAN KRIS, Corpus Christi, Texas
JEFFREY, LEWIS KMTV, Omaha, Nebr.
JENKINS, WAYNE KHOW, Terre Haute, Indiana
JENSEN, RORO KMOV, Valley City, N. Dak.
JENSEN, ERVING KHOW, Alliance, Nebr.
JENSEN, FRED KXRN, Renton, Wash.
JENSEN, K.C. KOLN, Lincoln, Nebr.
JENSEN, RAN WOC, WOC-TV, Davenport, Iowa
JENSEN, WALT KSJB, Jamestown, N. Dak.
JENSEN, WIVI, Connellsville, Pa.
JOBS, HERBERT M. KUFM, Ottawa, Kansas
JOHNSON, ARY KJCB, Minot, N. Dak.
JOHNSON, BILL KSUM, Allouez, Nebr.
JOHNSON, BILL WTAG, Fort Worth, Texas
JOHNSON, DANA WYGC, Allentown, Pa.
JOHNSON, DEAN St. Croix Jamboree
JOHNSON, DICK KGLR, Victoria, Minn.
JOHNSON, FRED WHAV, Haverhill, Mass.
JOHNSON, FRED KHOW, Reno, Nevada
JOHNSON, HERB KSIM, Salem, Oregon
JOHNSON, JOE WPAQ, Mt. Airy, N. C.
JOHNSON, KARLETON KDIX, Dickinson, No. Dak.
JOHNSON, ROYCE KDDP, Dumas, Texas
JOHNSTON, ALLEN KSFU, Los Angeles, N. Mexico
JOHNSTON, ALLEN KTEM, El Paso, Texas
JOHNSTON, DANE CKCR, Kitchener, Ont., Can.
JOHNSTON, JAMES WLS, Chicago, Ill.
JOHNSTONE, FRANK KFBC, San Francisco, Calif.
JOLIS, TOMMY WUSJ, Lockport, N. Y.
JONES, ART Iseman Talent Revue KOTA, Rapid City, S. Dakota
JONES, BOB WBAL-TV, Baltimore, Md.
JONES, DEL KHQ, Spokane, Wash.

JONES, DON The Record Room WLB, Hornell, N. Y.
JONES, GENE KJSK, Columbus, Nebr.
JONES, JOHN PAUL United Or Not WJZ-TV
JONES, ROD WJNC, Jacksonvile, N. C.
JONES, TED WHCH, Elko, Nevada
JORDAN, MARK KECA-TV, Hollywood, Calif.
JORDAN, TONY KELK, Elko, Nevada
JORGENSEN, FRED KGO-TV, San Francisco, Calif.
JOSEPH, RON WHLD, Niagara Falls, N. Y.
JOURDAN, LEE CBQ, Belleville, Ont., Canada
JOYCE, JOHNNY WPAQ, Mt. Airy, N. C.
JUDGE, CHARLES WEM, Arlington, Va.

— K —
KAHNER, BILL WAZL, Hazleton, Pa.
KALNESS, H. WMRR-TV, Jacksonvile, Fla.
KANE, RICHARD WUSN, Charleston, S. C.
KAUPMAN, GEORGE F. KBMW, Wahpeton, N. D.
KAY, BARRY CENX, Winsmum, Ont., Canada
KAY, BOB WAVE, WAVE-TV, Louisville, Ky.
KAY, SCOTT WHAP, Hopewell, Va.
KAYE, DEAN CCFM, Montreal, Que., Canada
KEECH, KELVIN Brunch Time
KEEFER, BILL Kelvin Keech Show
KEEGER, DAN KSL-TV, Salt Lake City, Utah
KEEP, BARNEK KEX, Portland, Oregon
KEIGHTLEY, WILLIAM Lux Radio Theater
KELLER, NORM WMOH, Hamilton, Ohio
KELLER, ROBERT WBIR, Lebanon, Pa.
KELLY, DON WOAI, San Antonio, Texas
KELLY, JOE Quiz Kids
KELPE, HENRY KOHL, Omaha, Nebr.
KENDRICK, JIM KWTQ, Fort Worth, Mo.
KENNEDY, DON WBVP, Beaver Falls, Pa.
KENNEDY, HAL KCRG, Minot, N. Dak.
KENNEDY, JOHN Lux Radio Theater

KENNEDY, KEVIN Your Eye Reporter — 7:00-7:15 p.m.; N. Y. Kefauver Hearing; Matinee Newsfeed; It Happened This Week; In The Course Of Human Events; Televiews Of The News, WPIX.
ANNOUNCERS—M-C's

Mack, Bob
KFI, Klamath Falls, Oregon

Mack, Bob
WXYT-TV, Detroit, Michigan

Mack, Harry
WAFM-TV, Birmingham, Ala.

Mac, Clarence
CFAC, Calgary, Alberta, Can.

MacDougall, John
Vana Monroe Show
CBS-TV

Mack, Bernie
WMUR, Manchester, N. H.

Mack, Bill
WREX, Chicago, Ill.

Mack, Jimmy
WHEB, Benton Harbor, Mich.

Mack, Johnny
KBOA, Kennett, Mo.

Mack, Ted
Old Gold Original Amateur Hour, NBC-TV; Ted Mack Family, WJZ-TV.

Mack, Wayne
WDOK, Cleveland, Ohio

Macy, James
Demis James, WJZ-TV; Saturday Morning News, ABC

Maguire, Dick
KFI, Klamath Falls, Oregon

Malcolm, Anita
WXRA, Buffalo, N. Y.

MALONE, TED
Between The Bookends ABC

Malo, Henry
WTRY, Troy, N. Y.

Matz, Milton
WKEL, Jackson, Mich.

Mann, Dave
WAGE, Syracuse, N. Y.

Mann, Norman
KREG, McAllen, Texas

Manns, Bill
WIP, Philadelphia, Pa.

Mann, Dave
KFGJ, Hollywood, Calif.

Manush, George
WLAN, Muscle Shoals, Ala.

March, Dick
KTM, Santa Barbara, Calif.

Margot, Manny
KKX, Moorhead, Minn.

Markstrom, Steve
WLIN, Merrill, Wis.

Marr, Dale
WKMR, Dearborn, Mich.

Marshall, Courtn
WUSA, Ellingon, Ill.

Marshall, George
WJEI, Hagerstown, Md.

MARSHALL, REX
(See Artists Section)

Martin, Bill
WHYN, Holyoke, Mass.

Martin, Bill
WBEB, Burlington, N. C.

Martin, Fred
WHRC, Holland, Mich.

Martin, George
WKBR, Pulaski, Tenn.

Martin, Joe
KKLX, Colfax, Wash.

Martin, Joe
KMMJ, Grand Island, Nebr.

Martin, John
KLIZ, Brainerd, Minn.

Martin, Johnny
WLLO, Louisville, Ky.

Martinex, Al
WIKP, Poughkeepsie, N. Y.

Marvin, Tony
Arthur Godfrey And His Friends, CBS-TV

Mason, Gene
WCFL, Peoria, Ill.

Mason, Joe
CWNF, Richmond, Va.

Massie, Charles
KGOV, Charlottesville, Va.

Masters, John
Live Like A Millionaire, CBS-TV

Matthews, Jim
WKBV, Richmond, Ind.

Matthews, Pete
WAZ, Huntington, W. Va.

Matthews, Jim
People Are Funny, CBS

Maw, Del
WKDL, Duquesne, Texas

Mays, Bill
WOR, New York, N. Y.

Maxwell, Ed
WMAM, Marionette, Wis.

May, Fred
WARX, Scranton, Pa.

Mayer, Bruce
WJKR-TV, Detroit, Mich.

Messer, Frank
WSKY, Asheville, N. C.

Messer, Norm
WXLE, Concord, N. H.

Metcalfe, James
WJAR-TV, Providence, R. I.

Methven, John
KPLT, Paris, Texas

Metzger, Don
WMAM, Marionette, Wis.

Meyer, Bill
WVLN, Oney, Ill.

Meyer, Mike
KRYN, Lexington, Nebr.

Michael, Edward
Una Mac Carlisle: Rosene Galerry, ABC

Michael, George
WWN, Rochester, N. Y.

Michael, Ray
WBNW, Washington, D. C.

Michaels, Alan
WNEA, Norristown, Pa.

Miller, Allen
KING, Seattle, Wash.

Miller, Bill
"Let's Make Music"

Miller, Don
KNEJ, New Ulm, Minn.

Miller, Ed
WNIA, Charleston, W. Va.

Miller, Irv
WLDB, Marshfield, Wis.

Miller, Jim
WNBW, Washington, D. C.

Miller, Marvin
Beulah, CBS

Miller, Skip
WJSW, Altoona, Pa.

Miller, Van C
WFB, Dunkirk, N. Y.

Mills, Dexter
WKLC, Roanoke, Va.

Mills, Frank
WAPB, WBAP-TV, Fort Worth, Texas

Milne, James T
WNHC, New Haven, Conn.

Milnor, Joseph
WFAG, Cleves, Ohio

Milton, Ron
WGHM, Jackson, Mich.

Minton, Mark
WKVL, Greenville, Texas

Mitchell, Walt
KTBB, Tyler, Texas

Mitchell, Ed
WDOV, Dover, Delaware

Mitchell, Everett
National Farm & Home Hour, NBC

Montgomery, Dean
KELO, Sioux Falls, South Dakota

Montgomery, Paul
WNAL, Raleigh, N. C.

Moore, Arlyn
WTIC, Vancietvve, Ky.

Moore, Britt
KGBC, Galveston, Texas

Morey, Charles
KDPQ, Portland, Oregon

Moreland, Hugh
CSF, Cornwall, Ont., Canada

Morgan, Alan
WLOK, Lima, Ohio

Morgan, Ray
American Inventory, NBC-TV; America's Town Meeting, ABC-TV; Crusade In The Pacific, ABC-TV

Morgan, R. B.
WMBO, Auburn, N. Y.

Morris, Baxter
KHP, Rensselaer, N. C.

Morris, Leroy
WEAR, Pensacola, Fla.

Morris, Roy
WAGC, Chattanooga, Tenn.

Morrisson, William
WINA, Charlottesville, Va.

Morse, Charles
KPOW, Powell, Wyo.

Moss, Lloyd
WNYC, New York, N. Y.

Mosteller, Jerry
WAKE, Greenville, S. C.

Mouzak, Francis
CKBW, Bridgewater, Nova Scotia, Canada

Moyer, Bill
CFNB, Fredericton, N. B., Can.

Mulligan, Ray
WPAM, Pottsville, Pa.

Mullinax, W. A
WESC, Greenville, S. C.

Munden, Grover
WMBI, Morehead City, N. C.

Muzell, Speck
WIS, Columbia, S. C.

Murphy, Dan
KTEN, Walla Walla, Wash.

Murphy, Bob
WJKR-TV, Detroit, Mich.
Announcers—M-C's

MURPHY, ED
WSYR, Syracuse, N. Y.
MURPHY, R. G. VINCEN'T
WKOP, Binghamton, N. Y.
MURPHY, JOHN
WFAE, Pawiutek, R. I.
MURPHY, WM. J.
WISE, Asheville, N. C.

MURRAY, JAM
Songs For Sale, CBS-TV, AM;
Murray Beach Show, NBC-TV; Ed
Sullivan Show, CBS-TV.

MURRAY, TOM
WIBV, Belleville, Ill.

MUSIC, KEX
KSO, Des Moines, Iowa

MUSSELS, WALTER J.
WBCM, Bay City, Mich.

MYERS, KENT
KSUB, Cedar City, Utah

N

NAKEL, PAUL
WJMO, Cleveland, Ohio
NAIWS, KIOA, Des Moines, Iowa

NEAL, JIM
WFJR, Jackson, Miss.

NEELEY, BOB
WRYO, Carmi, Ill.

NEW, JOHN
KCHD, Houston, Texas

NEHRLING, WALLY
WIRE, Indianapolis, Ind.

NEHRLING, ED
KTUL, Tulsa, Okla.

NEIKEL, CHUCK
WTVZ, Springfield, Mass.

NEIL, EVERETT
WEDO, McKeesport, Pa.

NELIN, CEUL
KNEI, Brady, Texas

NELSON, BOB
RFIZ, Fond Du Lac, Wis.

NELSON, JOHN
Live Like A Millionaire, Bride
and Groom, CBS-TV

NELSON, STAN
KSTT, San Antonio, Texas

NELSON, VERN
KTRI, Sioux City, Iowa

NESS, JOHNNY
WJAG, Norfolk, Nebr.

NEWBERRY, MACK
KFAC, Fort Arthur, Texas

NEWCOMBE, ED
WJLM, Lansing, Mich.

NEWELL, JAMES
CBB, Bridgewater, Nova Scotia, Canada

NEWHOUSE, SHELBY
WJTT-TV, Detroit, Mich.

NEWMAN, JAMES A.
KFAL, Fulton, Mo.

NEWTON, GAY RICHARDS
KELT, Electra, Texas

NICHOLS, JACK
WJPD, Fairmont, W. Va.

NICHOLSON, AL
CJRW, Summerside, Prince
Edward Island, Canada

NIELSEN, NICK
WARC, Rochester, N. Y.

NIDIFFER, RANDOLPH
WFNI, Nashville, Tenn.

NIELSON, WALTER A.
WNHC New Haven, Conn.

NIELSON, BILL
KTGO-TV, Seattle, Wash.

NOEL, DICK
The Plainclothes Man, Du Mont

NOEL, JACK
WTTW, Bloomington, Ind.

NOLAN, JAS. W.
KIT, Yakima, Wash.

NORMAN, ROBERT
CKVL, Verdun, Que., Canada

NORTH, JOE
WCHA, Eddingham, Ill.

NORRIS, RANDY
KEYD, Minneapolis, Minn.

NORTON, DUKE
KFHD, Los Angeles, Calif.

NOVEMBERSON

NUMMY, JIM
KBOC, Austin, Texas

NUNN, BILL
WCHV, Charlotteville, Va.

NUSBAUM, MORT
WHAM-TV, Rochester, N. Y.

O

O'BRIEN, BILL
WSAR, Fall River, Mass.

O'BRIEN, JOE
WMCA, New York, N. Y.

O'DONNELL, ROBERT
WJMB, Brookhaven, Miss.

O'DONNELL, CHARLES
WCHA, Chambersburg, Pa.

ODOM, HOMER
KFDM, Beaumont, Texas

OGILVIE, JACK
WTJN, Jamestown, N. Y.

O'NEIL, BERT
KLIZ, Brainerd, Minn.

OLIVE, GAY
WWOD, Lynchburg, Va.

OLIVER, TELFORD K.
CRTC, Nelson, B. C., Canada

OLSEN, DELORES
KCUV, Fort Worth, Texas

OLSEN, JOHNNY
B. Windsor, Minnesota; Johnny
Olsen Luncheon Club, ABC;
Break the Bank, ABC-NBC;
Johnny Olsen Rumpus Room, Du
Mont; Kids and Company, Du
Mont.

OTTOLE, BILL
Kids and Company, Du Mont;
Famous Jury Trials, Du Mont;
Sign-Off, News, WABD *

OVERTON, DAVID
WSM-TV, Nashville, Tenn.

OWEN, AL
WFSN, Fayetteville, N. C.

OWEN, ALAN
WMID, Atlantic City, N. J.

OWENS, BOB
KVOX, Moorhead, Minn.

OWNY, LEN
WSSB, Durham, N. C.

PAGE, BOB
KTXC, Childress, Texas

PAINTER, DICK
KVBG, Great Bend, Kansas

PAKER, VICTOR
WBIR, New York, N. Y.

PALEY, LAWRENCE
CSO, Ottawa, Ontario, Canada

PALEN, D. C.
KXGN, Glendive, Montana

PALMER, CLARK
WFRD, Worthington, Ohio

PARKER, BILL
WNPB-TV, Binghamton, N. Y.

PARKER, GLENN
WBTX, Danville, Va.

PARKER, KEN
WDVA, Danville, Va.

PARKER, ROY
WGNI, Wilmington, N. C.

PARKER, ROYAL
WSAR, Havre De Grace, Md.

PARKS, BERT
Stop The Music, ABC & ABC-
TV; Break The Bank, CBS-
TV

PARSONS, ALFRED
WNAV, Annapolis, Md.

PARTRIDGE, GEORGE
Homemaker Harmonies
WINN, Louisville, Ky.

PATTERSON, REGUS
WLAG, Grand Rapids, Mich.

PATRICK, JOE
KJTP, Hollywood, Calif.

PATTERSON, LAURENCE
WAIR, Winston-Salem, N. C.

PATTERSON, DUDLEY
WCOB, Winnipeg, Manitoba,
Canada

PAUL, NICK
WOAL, San Antonio, Texas

PAUL, RALPH
Strike It Rich
CBS
Lights Out
NBC-TV

PAUL, SIDNEY
TV: Pulitzer Prize Playhouse,
ABC; Lucky Strike Theater,
NBC; The Clock, NBC; Martin
Kane, NBC; Radio: Countersey,
NBC; Bobby Benson, MBS; Martin
Kane, NBC; Under Arrest, MBS;
Mysterious Traveler, MBS.

PAULSEN, RAY
WJMS, Ironwood, Mich.

PAXTON, TOM
WKEY-TV, Oklahoma City,
Okl.

PAYNE BRUCE
WBCO, Birmingham-Bessemer,
Ala.

PETERS, ROBERT F.
WFAE, White Plains, N. Y.

PETERSEN, JIM
KALL, Salt Lake City, Utah

PETERSON, ARNOLD
WATF, Ashland, Wis.

PETERSON, ART
WFRN, Syracuse, N. Y.

PETERSON, GEORGE
WNSC, Bennettville, S. C.

PETERSON, WALTER
KELP, El Paso, Texas

PETRIE, ROBERT
WHBY, Appleton, Wis.

PETTEWAY, S. BRUCE
WPTO, Kansas, N. C.

PETTI, RALPH
WJAS, Pittsburgh, Pa.

PFIEFFER, LEW
WFBQ, San Francisco, Calif.

PFIEFFER, KIRK
KJFB, Marshalltown, Iowa

PFOUTZ, SANDY
WHED, Washington, N. C.

PHELPS, KENNETH
WMFD, Wilmington, N. C.

PALMER, COY
KPDN, Pampa, Texas

PALMER, ROY
KJS, Sikeston, Mo.

PARKER, BILL
WHDL, Beachwood, Minn.

PARKER, JOHNNY
WBTX, Danville, Va.

PAUL, RALPH
WJMS, Ironwood, Mich.

PAULSEN, RAY
WJMS, Ironwood, Mich.
PHILLIPPE, GENE
S. KDK, AM & FM, Urbana, Ill.
PHILLIPS, BRAD
WINS, New York, N. Y.
Pierce, Charles
WWNY, Watertown, N. Y.
Pierce, Russell
KGLT, Greenville, Texas
Pickett, Bob
WTAW, College Station, Texas
Pike, Bill
CHUB, Nanaimo, B. C., Canada
Pineo, John S.
CFAB, Windsor, N. S., Canada
Pineo, John S.
KENT, Kentville, N. S., Can.
Pippert, Paul
KMA, Shenandoah, Iowa
Pittenger, Dick
WFMU-TV, Indianapolis, Ind.
Placak, Martin
WBOW, Terre Haute, Ind.
Platt, David M.
WKLY, Blackstone, Va.
Provost, Richard
WWNT, Watertown, N. Y.
Price, David
1230 Club, WCDL, Carbondale, Pa.
Puckell, Charles W.
WCAQ, Baltimore, Md.
Purser, Jim
WMIX, Mt. Vernon, Ill.
Putman, Don
WBBZ, Ponce City, Okla.
Pyllant, Rudy
KBOA, Kennett, Mo.

Q —

Quave, Mackie
WCK, Columbia, S. C.
Quinlan, Tom
KWBG, Boone, Iowa
Quinn, Dominic
WFBM, Flint, Mich.
Quinn, Ray
WPIS, Alexandria, Va.

R —

Raber, Alan D.
WKAP, Allentown, Pa.
Raffensberger, Don
WKVA, Lewistown, Pa.
Rafferty, Carl
KJSL, Columbus, Nebr.
Rains, Jack
KTS, El Paso, Texas
Ramsey, Charles
KCRG, Cedar Rapids, Iowa
Ramsey, Lu
KBK, Aberdeen, Wash.
Randall, Dale R.
KWWL, Waterloo, Iowa
Raney, Walter
Noontime News; Double C Canteen; Bob Dixon Show; WABD, New York, N. Y.
Rathburn, Bob
KEOK, Keokuk, Iowa
Rawson, Ronald
Young Dr. Malone CBS
Rayburn, Johnny
WJOD, Peoria, Ill.
Reardon, Tom
WABG, Greenwood, Miss.
Reber, Don
KVNU, Logan, Utah
Rhodes, Gene
WRAP, WRAP-TV, Fort Worth, Texas
Rhodes, Mike
WING, Milton, Wash.
Rhone, Paul
WBBE, Wilkes-Barre, Pa.
Richards, Bill
WESA, Charleston, S. C.
Richards, Bill
WGGY, Charleston, W. Va.
Richards, Bob
WAZZ, Hazelton, Pa.
Richards, John
CFNB, Fredericton, N. B., Canada
Richards, Malcolm
WSAI, Cincinnati, Ohio
Richards, Tommy
KRHD, Duncan, Okla.
Richardson, Russ
KCKV, Kelowna, B. C., Canada
Richardson, Ted
WMH, Hamilton, Ohio
Rimond, Robert
WREN, Topeka, Kansas
Rico, Joe
WWOL, Buffalo, N. Y.
Riley, Don
ESPN, Minneapolis-St. Paul, Minn.
Riley, Jay
WMOR, Metropolis, III.
Riley, L. C.
WJPB, Fairmont, W. Va.
Ripley, Ronald
KBWD, Brownwood, Texas
Roach, Jack
WMUS, Muskegon, Mich.
Robert, Charles
WGAR, Cleveland, Ohio
Roberts, Howard
WMNT, Cedar Rapids, Iowa
Roberts, Ken
Frank Sinatra Show CBS
Roberts, Larry
KXRO, Aberdeen, Wash.
Roget, William
Charlie Wild, Private Detective CBS
Roberts, Don
WBBF, Providence, R. I.
Robers, Ray
WOAI, WOAI-TV, San Antonio, Texas
Roberts, William
WTMY-TV, Greensboro, N. C.
Rohn, Jim
KJSP, Jamestown, N. Dak.
Rozman, Joseph
WBBX, Wilkes-Barre, Pa.
Romance, Ed
WPPA, Pottsville, Pa.
Romano, Tom
WNHC-TV, New Haven, Conn.
Romero, Fred
KTXX, Austin, Texas
Ropp, John
Melody Jackpot, WCO, Columbus, S. C.
Rosales, Martin, Jr.
KTXX, Austin, Texas
Rosemond, Robert
WTOO, Cumberland, Md.
Rose, Don
WHFB, Benton Harbor, Mich.
Ross, Al
WAL, Baltimore, Md.
Ross, Art
WCUE, Akron, Ohio
Ross, Don John
WJTN, Jamestown, N. Y.
Ross, Dundee
KEOK, Pella, Ia.
Ross, Irvine
CFCN, Calgary, Alberta, Can.

Ross, Norman
Northwestern Hour; Music That Sings; Here's Norman Ross; Early Morning Ross, WMAQ, Chicago, Ill.; The Northerners, WGN.

Ross, Paul
KRLD, Dallas, Texas
Rossini, Giancarlo
WOW, New York, N. Y.
Roth, Bevin
KONP, Port Angeles, Wash.
Rothman, Lee
WWL, Peoria, Ill.
Rowcliffe, Leon
“Anything Goes” CKFH, Toronto, Ont., Canada
Ruby, Jack
KIMO, Independence, Mo.
Rudolph Weiley
WCKT, Bowling Green, Ky.
Runtz, Norman
CJUX, Yakton, Sask., Can.
Rush, Clay
WHO, Des Moines, Iowa

Russell, Bob
Big Top, CBS-TV; Toast of the Town, CBS-TV; Rosie-Kazooite Club, NBC-TV; It's in the Bag, NBC-TV; Co-creator of "Live Like a Millionaire," NBC-CBS-TV; Creator of "Open Sesame"; Producer-Director-MC of "Miss Universe Pageant"; 1952 Long Beach, Calif.

Russell, Don
B. March 10, 1921, Stamford, Conn.; Takes the Brok; Cavalcade of Stars; Cavalcade of Bands; Cosmopolitan Theatre; DuMont; WABD, New York, N. Y.

Russell, Laverne
KUJ, Walla Walla, Wash.
Russell, Tom
Finders Keepers; Rootie Kazoottie Club, NBC-TV
Ruta, John
Wild, Niagara Falls, N. Y.
Ruyte, Don
WLYS, Canton, Ill.
Ryan, Jim
KWPC, Muscatine, Iowa
Ryan, Mike
Alarm Clock Club
Ryan, Ray
WFLO, Farmville, Va.
Ryan, Tom
WROW, Albany, N. Y.

S —

St. George, Dorian
11:00 PM TV News, WJZ-TV
Scott, Fred
Captain Video
Hands Of Destiny
Du Mont
Scott, John
KGBM, Honolulu, Hawaii
Scott, P.
CKY, Winnipeg, Manitoba, Canada
Scott, Willard
KMOX, St. Louis, Mo.
Seals, Hal
WDGT, Minneapolis, Minn.
Secord, Don
KXXX, Colby, Kansas
### Announcers—M-C’s

<table>
<thead>
<tr>
<th>Announcer</th>
<th>Station</th>
<th>City</th>
<th>State</th>
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</thead>
<tbody>
<tr>
<td>Thornton, Harry</td>
<td>WAGU</td>
<td>Chattanooga, Tenn.</td>
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<tr>
<td>Thornton, Frank</td>
<td>KICK</td>
<td>Springfield, Mo.</td>
<td></td>
</tr>
<tr>
<td>Tiplady, Al</td>
<td>KMTV</td>
<td>Omaha, Nebr.</td>
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### W

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<tr>
<th>Announcer</th>
<th>Station</th>
<th>City</th>
<th>State</th>
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<tbody>
<tr>
<td>Weist, Dwight</td>
<td>CBS</td>
<td>Grand Slam</td>
<td></td>
</tr>
<tr>
<td>Wilson, Johnny</td>
<td>WTP</td>
<td>Philadelphia, Pa.</td>
<td></td>
</tr>
<tr>
<td>Wilfong, Charles E</td>
<td>KATE</td>
<td>Boone, N. C.</td>
<td></td>
</tr>
<tr>
<td>Wilkins, Bill</td>
<td>KOOS</td>
<td>Colorado Springs, Colo.</td>
<td></td>
</tr>
<tr>
<td>Williams, Bill</td>
<td>WMFD</td>
<td>Wilmington, N. C.</td>
<td></td>
</tr>
<tr>
<td>Williams, Bob</td>
<td>WB</td>
<td>Los Angeles, Calif.</td>
<td></td>
</tr>
<tr>
<td>Williams, By</td>
<td>WABG</td>
<td>Columbus, Ohio</td>
<td></td>
</tr>
<tr>
<td>Williams, Al</td>
<td>WSPA</td>
<td>St. Louis, Mo.</td>
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<tr>
<td>Williams, Jack</td>
<td>WJIC</td>
<td>Jacksonville, Fla.</td>
<td></td>
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<tr>
<td>Williams, Jim</td>
<td>WHOW</td>
<td>Clinton, Ill.</td>
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<tr>
<td>Williams, Marc</td>
<td>WTTS</td>
<td>Bloomington, Ind.</td>
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<tr>
<td>Williams, Stan</td>
<td>WTTI</td>
<td>Moscow, Idaho</td>
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### Y

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<th>Announcer</th>
<th>Station</th>
<th>City</th>
<th>State</th>
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<tbody>
<tr>
<td>Valoney, Nick</td>
<td>WITZ</td>
<td>Jasper, Ind.</td>
<td></td>
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<tr>
<td>Yorke, Joe</td>
<td>WPAM</td>
<td>Pottsville, Pa.</td>
<td></td>
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<tr>
<td>Yost, Bob</td>
<td>WBRK</td>
<td>Pittsfield, Mass.</td>
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<tr>
<td>Young, Gary</td>
<td>WYTO</td>
<td>Pottsville, W. Va.</td>
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<tr>
<td>Young, Jimmy</td>
<td>WTMV</td>
<td>Charlotte, N.C.</td>
<td></td>
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<tr>
<td>Youngblood, Wes</td>
<td>KSUR</td>
<td>Lubbock, Texas</td>
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<tr>
<td>Youngman, Jim</td>
<td>WESA</td>
<td>Charleston, S. C.</td>
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<tr>
<td>Youngblood, Wes</td>
<td>KTBX</td>
<td>Dallas, Texas</td>
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### Z

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<th>Station</th>
<th>City</th>
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<tr>
<td>Zellner, Mark</td>
<td>WATW</td>
<td>Ashland, Wis.</td>
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<tr>
<td>Zimmerman, Dave</td>
<td>WWJ</td>
<td>Detroit, Mich.</td>
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<td>Zimmerman, Morris</td>
<td>WSMI</td>
<td>Litchfield, Ill.</td>
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</table>
ORCHESTRA LEADERS
MUSICAL CONDUCTORS
and
ORGANISTS
RADIO AND TELEVISION
—their work during 1951

A

ACKLEY, WAYNE
KRNT, Des Moines, Iowa

ADAM, BUZZ
KXCA, KECA-TV, Los Angeles, Calif.

AGNEW, JOHN FRENCH
WHRC, Columbus, Ohio

ALBERT, CHARLES-EUGENE
CJFP, Riviere-Du-Loup, Que., Canada

ALCOTT, ALICE

ANDREWS, ALLEN

ARMSTRONG, ERNIE

ARMBRUSTER, ROBERT
Music From Hollywood

AYERS, MITCHELL
Perry Como Show

AYRES, NORMAN
WCHS, Portland, Me.

BARDO, LYLE
KFRC, San Francisco, Calif.

BARLOW, HOWARD
Voice of Firestone

BARLOW, JERRY
KLOU, Lake Charles, La.

BARRON, JOHN
CGPO, Grand Prairie, British Columbia, Canada

BARTON, JOHN
WHOW, Clinton, Ill.

BASCH, OTTO
WHOP, Hopkinsville, Ky.

BATE, CECIL
WWPB, Miami, Fla.

BATEMAN, JUNE
WJIO, East Liverpool, Ohio

BAXTER, EDWARD
Chef Milani Show
The Continental

BAXTER, LEO
WBOW, Terre Haute, Ind.

BEALS, RAY H.
KVG, Great Bend, Kans.

BECKER, ALFRED
KOY, Phoenix, Ariz.

BENNETT, WILLIAM
Song Premier
Date At Six

BEGUE, JOHN
WTAX, Springfield, Ill.

BERCOVITZ, ABE
KGW, Portland, Oregon

BERGER, CARL
WLAV, Grand Rapids, Mich.

BEUKEMA, BOB
WFUR, Grand Rapids, Mich.

BIGGS, E. POWER

BILSKÉ, ROBERT F.

BLACK, FRANK
Ford Festival

BLEYER, ARCHIE
Arthur Godfrey Morning Show

BLOCH, RAY
Songs For Sale
Toast Of The Town
The Show Goes On

BLOOM, JACQUES
CKAC, Montreal, Que., Canada

BOISVERT, LOUIS
WRB, Waterbury, Del.

BOLENDEK, RICHARD
WBKI, Pittsburgh, Mass.

BOSTWICK, FRANK
WCLQ, Jonesville, Wis.

BOWSNORTH, CHESTER
WEAY, Plattsburg, N. Y.

BOYER, PHIL
KGO, San Francisco, Calif.

BOYUM, JERRY
KBQ, Rochester, Minn.

BRADLEY, CURT
WCNT, Centralla, Idaho

BRADLEY, HAROLD
WHLD, Niagara Falls, N. Y.

BRADLEY, OSCAR
We The People

BRADLEY, ROBERT

BRADFORD, BOBBY

BRADY, WILLIAM P.
WEEDC, Chicago, Ill.

BREITOFF, PHIL
Starlit Stairway

BRODMAN, DAVID
Ford Festival

BROWN, LES
The Bob Hope Show

BROWN, MAURICE
Let's Pretend

BROUKER, BOB
KJRH, Pueblo, Calif.

BURKE, JOE
WSCR, Scranton, Pa.

BURRETT, MRS. KATHLEEN
KLKB, Oklahoma City, Okla.

BURTZLOFF, MARY
WAGA, Atlanta, Ga.

BUTLER, FRANKLIN
WBFG, Athens, Ga.
<table>
<thead>
<tr>
<th>Name</th>
<th>Station/Location</th>
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<tbody>
<tr>
<td>CANDY, ERIC</td>
<td>CFRN, Edmonton, Alberta, Canada</td>
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<tr>
<td>CANTELLI, GUIDO</td>
<td>NBC Symphony NBC</td>
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<tr>
<td>CAPPÉL, DWIGHT</td>
<td>WWSW, Pittsburgh, Pa.</td>
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<tr>
<td>CARLE, LARRY</td>
<td>WOND, Pleasantville, N. J.</td>
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<tr>
<td>CARN, DERWOOD</td>
<td>WJIM, Lansing, Mich.</td>
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<tr>
<td>CARPENTER, ETHEL M.</td>
<td>WDBQ, Dubuque, Iowa</td>
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<tr>
<td>CARPENTER, JAMES</td>
<td>KFYI, Wichita, Kan.</td>
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<tr>
<td>CARTER, LOUISE</td>
<td>WFTM, Maysville, Ky.</td>
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<tr>
<td>CASEY, JEWELL</td>
<td>WSAV, Savannah, Ga.</td>
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<tr>
<td>CHASINS, ABRAM</td>
<td>WQXR, New York, N. Y.</td>
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<td>CHESKIN, DAVID</td>
<td>WGR, Buffalo, N. Y.</td>
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<td>CHRISTIAN, CHARLES</td>
<td>KTOP, Topeka, Kan.</td>
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<tr>
<td>CLARE, BOB</td>
<td>KJNO, Fresno, Calif.</td>
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<td>CLARK, ALLAN</td>
<td>WKY, WKY-TV, Oklahoma City, Okla.</td>
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<td>COLLINS, SHIRLEY</td>
<td>KFJY, Savannah, Ga.</td>
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<td>COLTER, BERTRAM</td>
<td>WMUR, Manchester, N. H.</td>
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<tr>
<td>COLWELL, VIRGINIA</td>
<td>WLDS, Jacksonville, Ill.</td>
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<tr>
<td>COMISKY, LILLIE MAE</td>
<td>KWFT, Wichita Falls, Texas</td>
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<tr>
<td>CONRAD, CHRIS</td>
<td>WAGC, Chattanooga, Tenn.</td>
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<td>CONTI, ANTHONY</td>
<td>WLEU, Erie, Pa.</td>
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<tr>
<td>COOK, JOE</td>
<td>KGFF, Coffeyville, Kan.</td>
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<tr>
<td>COOLEY, JOHN</td>
<td>WEAM, Arlington, Va.</td>
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<tr>
<td>COOPER, LOIS</td>
<td>WKYB, Paducah, Ky.</td>
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<tr>
<td>CORMAN, J. SPENCER</td>
<td>The Salt Lake Tabernacle Choir</td>
</tr>
<tr>
<td>COPE, BERT</td>
<td>WLAM, Lewiston, Me.</td>
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<tr>
<td>COURAGE, ALEXANDER</td>
<td>Stars In The Air Hollywood Sound Stage Broadway's My Beat CBS</td>
</tr>
<tr>
<td>COYINGTON, J. R., JR.</td>
<td>KNXZ, Houston, Texas</td>
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<tr>
<td>CRAVEN, HAROLD</td>
<td>WHPE, High Point, N. C.</td>
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<tr>
<td>CROOK, GEORGE</td>
<td>Organ Recital NBC</td>
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<tr>
<td>D’ANA, VICTOR</td>
<td>WEBR, Buffalo, N. Y.</td>
</tr>
<tr>
<td>DAUGHERTY, STAN</td>
<td>KMOX, St. Louis, Mo.</td>
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<tr>
<td>DAVIDSON, JERRY</td>
<td>WKBW, Buffalo, N. Y.</td>
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<tr>
<td>DAY, ROLAND</td>
<td>WAFB, Baton Rouge, La.</td>
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<tr>
<td>DecARO, AL</td>
<td>WRNB, New Britain</td>
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<tr>
<td>DeLUCCI, MILTON</td>
<td>Broadway Open House All Star Revue NBC-TV</td>
</tr>
<tr>
<td>DEMJEN, MARY</td>
<td>WCHS, Charleston, W. Va.</td>
</tr>
</tbody>
</table>

**FOR MUSICAL KNOW HOW**

**HENRY SYLVERN**

"HANK" to you...
Orchestra Leaders

DENNY, FRANCES
WAIR, Winston-Salem, North Dakota
DeKEMER, LIONEL H.
WBCM, Bay City, Mich.
DeVOL, FRANK
B. Sept. 20, 1911, Moundsville, W. Va.; Frank DeVol's TV Show, KTTV; Conductor - Arranger 4th Year; Procter & Gamble Tide Show, CBS; Capitol Recordings.
DeVON, D. L.
KWXW, Wenatchee, Wash.
DIA, RICK
WOY, New York, N. Y.
DI FANT, MARY
KMOD, Modesto, Calif.
DILLARD, WALT
WCOI, Lebanon, Tenn.
DITMARS, IVAN
The Continental Live Like A Millionaire CBS-TV
DONALDSON, EARL
KALL, Salt Lake City, Utah
DOOLEY, TED
KVCV, Redding, Calif.
DOOP, BETTY, JEAN
KITO, San Bernardino, Calif.
DOWNEY, JACK
WONS, Hartford, Conn.
DRAGON, CARMEN
Railroad Hour NBC
DRAKE, JOHN
WHNC, New Haven, Conn.
DRAPEL, NOEL
WKLV, Blackstone, Va.
DRUM, MEL
Quizeroo WTVN, Columbus, Ohio
DUGAS, JERRY
KFEF, Jennings, La.
DUKAS, JAMES
WPAR, Parkersburg, W. Va.
DUKE, JERRY
KDID, Dumas, Texas
DUNAWAY, GEORGE
WDMG, Douglas, Ga.
DUNNING, OWEN
KOIN, Portland, Oregon
DUNSTEDTER, EDDIE
Pursuit Line-Up CBS
DUTCHER, BILL
KWDM, Des Moines, Iowa

EDGES, CLARENCE
WBAY, Green Bay, Wis.
ELDERS, FRANK E.
WJPF, Herrin, Ill.
ELLIOTT, BARON
WCAE, Pittsburgh, Pa.
ELLIOTT, BILL
KAPY, Bakersfield, Calif.
ELLIOTT, DEAN
KHUM, Eureka, Calif.
EMMEL, JOHN
KWJJ, Portland, Oregon
ENGLISH, RANDOLPH
WTRY, Troy, N. Y.
ETTERS, CLARENCE
WBT, Charlotte, N. C.
Tap The Barrel
WBTW, Charlotte, N. C.

AL RICKEY
CONDUCTOR - COMPOSER

MR. KEEN — 8 Years

KIDDIE LAND RECORDS

DECCA RECORDS

Formerly Musical Director
for
HAMMERSTEIN MUSIC HALL

MANHATTAN MERRY-GO-ROUND

WALTZ TIME

85-05 35th Ave.
Jackson Heights, N. Y.
HA. 4-3779
Orchestra Leaders—Conductors—Organists—Radio-TV

EVANS, BARBARA
KTOJ, Hobart, Okla.
EVANS, WM.
KICA, Clovis, N. M.
EXUM, LORETTA
WDOK, Columbus, Ga.
— F —
FAIRCILD, COOKIE
WDCN, Joliet, Ill.
FARRINGTON, GLADYS
WJOL, Joliet, Ill.
FASZER, MARLENE
KCVR, Lodi, Calif.
FESSLER, JEAN
WTDJ, Quincy, Ill.
FIELDER, ARTHUR
Boston Pops Orchestra
NBC
FIELDING, JERRY
You Bet Your Life
NBC, NBC-TV
FIRENZE, PAUL
WPLE, Syracuse, N. Y.
FLATLI, P. HANS
WFRM, Kansas City, Mo.
FLEISCHMAN, MARGARET
WSPB, Sarasota, Fla.
FORD, JEAN
KABB, San Antonio, Texas
FRANKLIN, JEAN
KATL, Houston, Texas
FREEMAN, TONY
KWWC, San Francisco, Calif.
FRAUL, CLAUDE
WNN, Louisville, Ky.
FRY, BETTY
WGPA, Bethlehem, Pa.
FRY, RICHARD L.
CHNS, Halifax, Nova Scotia, Canada
FRYDENDLUND, MERA BALLIS
KDFH, Fairbanks, Minn.
FRYE, J. ALLEN
KBRI, Alice, Texas
— G —
GAINES, ROY E.
WLET, Toccoa, Ga.
GALE, JACK
WTBO, Cumberland, Md.
GALICCHIO, JOSEPH
WNQB, Chicago, Ill.
Big City Serenade
NBC
GARRETT, MURGEL
WGBA, Columbus, Ga.
GARRETT, ROGER
WBNS-TV, Columbus, Ohio
GART, JOHN
B. June 6, 1906, Poland; Paul Winchell—Jerry Mahoney Show, WBNY.
GASQUE, KENNETH
WJAY, Mullins, S. C.
GEYER, BILLY
WFPD, Flint, Mich.
GIERSDORF, H. W.
Johnny On The Spot
KRLD-TV, Dallas, Texas
KRLD, Dallas, Texas
GILES, BUDDY
KPNX, Hereford, Texas
GILRONAN, ANN
KVAN, Vancouver, Wash.
GIRARD, RAE
Tee Vee Waambooree
WAAM, Baltimore, Md.
GITT, JEAN
KDHO, Colorado Springs, Colo.
GLASSO, FRANK
WKAL, Rome, N. Y.
GLUSKIN, LUD
Suspense
CBS
KNX, Los Angeles, Calif.
GOLDBERG, LOUIS
WCOP, Boston, Mass.
GOLMAN, ABE
Grand Slam
CBS
GOODMAN, AL
Al Goodman’s Musical Album
NBC
Colgate Comedy Hour
NBC-TV
GOTCH, ROBERT
KNOK, St. Louis, Mo.
GOW, ARTHUR
KLZ, Denver, Colo.
GRANT, MARJORIE
WWXO, Peoria, Ill.
GRASSO, FRANK
WFLA, Tampa, Fla.

HENRY HOT-LIPS
(“Chamber Music Society of Lower Basin Street”) LEVINE

EARL SHELTON
CONDUCTOR — ARRANGER

MUZAK
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ILKA CHASE “FASHION MAGIC”
TV SHOW — C.B.S.
GRAY, JERRY
Club 15
CBS

GREEN, BERNARD
Fat Man
ABC
Don Ameche's Holiday Hotel
WJZ-TV

GRINEER, AL
Rampus Room
Du Mont

GROSS, ALBERT
WKNH, Dearborn, Mass.

GROULX, AURELE
CKCH, Hull, Que., Canada

GROVER, Bess
WWNC, Asheville, N. C.

GRUBBS, L. R.
KWTX, Waco, Texas

GUERIN, LENABELLE
WSRS, Cleveland, Ohio

HAINEY, CLAUDE
KJBC, Midland, Texas

HAMILTON, EILEEN
KXXR, San Jose, Calif.

HAMMAN, CLARANCE
WJMR, New Orleans, La.

HANNOCK, LOWELL
WWDE, Washington, D. C.

HANSON, EARL BARR
WIOD, Miami, Fla.

HARDMAN, GLENN
KTUL, Tulsa, Okla.

HARLING, HUGH
KVEC, San Luis Obispo, Calif.

HARRILL, NELSON J.
WGWR, Asheboro, N. C.

HARRIS, THOMAS W.
WHUB, Cookeville, Tenn.

HARRISON, HERBERT
KFBK, Sacramento, Calif.

HART, JOAN
WICA, Ashatabula, Ohio

HARTLEY, JAMES A.
WGGA, Gainesville, Ga.

HARVEY, MARY
WGEM, Quincy, Ill.

HATCH, WILBUR
I Love Lucy
CBS-TV
Our Miss Brooks
CBS

HAVENSTEIN, JEAN
WCDL, Carbondale, Pa.

HARKINS, DONALD
WMOR, Metropolis, Ill.

HAYS, REX
WNAZ, Yankton, S. D.

HEDGESON, BOB
RS00, Sioux Falls, S. D.

HENDERSON, MAX
WTAC, Flint, Mich.

HENDERSON, SKITCH
Skitch's Scrapbook, Switch To Skitch, WNBC.

HENNBERRY, ROBERT
WBEC, Pittsfield, Mass.

HENNINGER, GEORGE
Mark T, When A Girl Marries
ABC

HARRON, JOEL
WMGM, New York, N. Y.

HESTERMAN, HILL
KMUJ, Murray, Utah

HIDGENS, WAYNE
WHO, Portsmouth, N. H.

HILL, J.
KLIX, Twin Falls, Idaho

HILLMAN, ROC
KLAC, KLAC-TV, Hollywood, Calif.

HOFF, CARL
Star Of The Family
CBS-TV

HOGAN, HARLAN
WSBT, South Bend, Ind.

HOWELL, JEAN M.
WJY, Jacksonville, N. C.

HUBER, FRANK
WSNY, Schenectady, N. Y.

HUBER, PAUL
WTWL, Waterville, Me.

HUESIST, LOWELL
GWR, Summerside, Que., Can.

HUGH, IVOR
WCC, Hartford, Conn.

HUGHES, BETTY
KWSH, Wewaka, Okla.

HUGHES, JAMES L.
KSER, Dallas, Texas

HUMPHREY, HARVEY
WPAT, Paterson, N. J.

HURST, WILSON
KTHS, Hot Springs, Ark.

--- H ---

PAUL TAUBMAN
MUSICAL DIRECTOR

BOB AND RAY
TRUE DETECTIVE
PERRY MASON

BENJ. MOORE PAINT SHOW
PENTHOUSE SERENADE

RCA VICTOR RECORDING ARTIST

FRANK DeVOL
CONDUCTOR - ARRANGER - COMEDIAN
4th YEAR
ON THE
PROCTER & GAMBLE TIDE SHOW
OVER CBS

CAPITOL RECORDS

THE FRANK DeVOL SHOW
KTV

Agency
MCA
Publicity
BOB WEISS

957
<table>
<thead>
<tr>
<th>Name</th>
<th>Station</th>
<th>Location</th>
</tr>
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<tbody>
<tr>
<td>Hutton, Ina Ray</td>
<td>KTLA</td>
<td>Los Angeles, Calif.</td>
</tr>
<tr>
<td>Hyde, William Jr.</td>
<td>WLAG</td>
<td>La Grange, Ga.</td>
</tr>
<tr>
<td>Hutton, Ina Ray</td>
<td>KTLA</td>
<td>Los Angeles, Calif.</td>
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<tr>
<td>Hyde, William Jr.</td>
<td>WLAG</td>
<td>La Grange, Ga.</td>
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<td>Imbroglio, Joseph</td>
<td>WFBR</td>
<td>Baltimore, Md.</td>
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<td>Jackson, Bob</td>
<td>KHUZ</td>
<td>Borger, Texas</td>
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<td>Jacobson, Gene D.</td>
<td>KFGR</td>
<td>Forest Grove, Oregon</td>
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<td>Jakle, Ken</td>
<td>WLBH</td>
<td>Mattoon, Ill.</td>
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<td>Jenkins, Earl</td>
<td>WZIP</td>
<td>Covington, Ky.</td>
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<td>Jensen, F. J.</td>
<td>WGBR</td>
<td>Benton, Wash.</td>
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<tr>
<td>Johnson, Laura</td>
<td>WMST</td>
<td>Ironwood, Mich.</td>
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<td>Johnstone, Eddie</td>
<td>WTRF</td>
<td>Bellaire, Ohio</td>
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<tr>
<td>Johnstone, W. R., Jr.</td>
<td>WBIR</td>
<td>Knoxville, Tenn.</td>
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<td>Jones, R. S.</td>
<td>KCMO</td>
<td>Kansas City, Mo.</td>
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<td>Jones, Ruth Lee</td>
<td>WMIE</td>
<td>Miami, Fla.</td>
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<td>Jordan, Ed</td>
<td>WNOK</td>
<td>Columbia, S. C.</td>
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**K**

<table>
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<tr>
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<th>Station</th>
<th>Location</th>
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<tbody>
<tr>
<td>Kaiser, Elmer</td>
<td>KSEM</td>
<td>Moses Lake, Wash.</td>
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<td>Kaler, Randall</td>
<td>WFAA</td>
<td>White Plains, N. Y.</td>
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<td>Karant, Martin</td>
<td>WKPT</td>
<td>Kingsport, Tenn.</td>
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<tr>
<td>Kaye, Sammy</td>
<td>Sammy Kaye Variety Show CBS-TV</td>
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<tr>
<td>Keith, Jane</td>
<td>KALB</td>
<td>Alexandria, La.</td>
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<td>Kelton, Lee</td>
<td>WJAS</td>
<td>Pittsburgh, Pa.</td>
</tr>
<tr>
<td>Kennedy, Mary L.</td>
<td>KSIX</td>
<td>Corpus Christi, Texas</td>
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<tr>
<td>Kern, Geneta</td>
<td>WKBV</td>
<td>Richmond, Ind.</td>
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<tr>
<td>Kerr, Anita</td>
<td>WMAK</td>
<td>Nashville, Tenn.</td>
</tr>
<tr>
<td>Keyser, Warren</td>
<td>WILM</td>
<td>Wilmington, Del.</td>
</tr>
<tr>
<td>Kibbee, Gordon</td>
<td>Beulah</td>
<td>CBS</td>
</tr>
<tr>
<td>Kiley, John</td>
<td>WMEX</td>
<td>Boston, Mass.</td>
</tr>
<tr>
<td>Kingsbury, Chet</td>
<td>Hilltop House CBS</td>
<td>Search For Tomorrow CBS-TV</td>
</tr>
<tr>
<td>Kottler, Mischa</td>
<td>WWJ</td>
<td>Detroit, Mich</td>
</tr>
<tr>
<td>Kokry, Rex</td>
<td>CBS</td>
<td>Stars Over Hollywood</td>
</tr>
</tbody>
</table>

**L**

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<thead>
<tr>
<th>Name</th>
<th>Station</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>La Brunerie, Catherine</td>
<td>KFQQ</td>
<td>St. Joseph, Mo.</td>
</tr>
<tr>
<td>Lachance, Roger</td>
<td>CKCY</td>
<td>Quebec City, Que., Can.</td>
</tr>
<tr>
<td>Laird, Jere</td>
<td>KOLO</td>
<td>Reno, Nevada</td>
</tr>
<tr>
<td>Lambert, Norman</td>
<td>WLBZ</td>
<td>Bangor, Me.</td>
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<tr>
<td>Landemann, Pete</td>
<td>WDSU</td>
<td>New Orleans, La.</td>
</tr>
<tr>
<td>Landemann, Pete</td>
<td>WDSU-TV</td>
<td>New Orleans, La.</td>
</tr>
<tr>
<td>Lavalle, Paul</td>
<td>CBS</td>
<td>Cities Service Band Of America</td>
</tr>
<tr>
<td>Lavery, Don</td>
<td>WJGD</td>
<td>Chicagoo, Ill.</td>
</tr>
<tr>
<td>Lavoie, Paul</td>
<td>NBC</td>
<td>Theater Guild On The Air</td>
</tr>
<tr>
<td>Levey, Harold</td>
<td>NBC</td>
<td>Theater Of Today</td>
</tr>
<tr>
<td>Levin, Sylvan</td>
<td>WOR</td>
<td>New York, N. Y.</td>
</tr>
<tr>
<td>Levine, &quot;Dr.&quot; Henry (Hot Lips)</td>
<td>Basin St.</td>
<td>NBC.</td>
</tr>
<tr>
<td>Lewis, Andriene</td>
<td>KMO</td>
<td>Tacoma, Wash.</td>
</tr>
</tbody>
</table>

**Murray Ross**

Musical Director - Organist

Cosmopolitan Theatre

Newsstand Theatre

Evelyn Winters

Dream Harbor
MILLER, LUCAS
WJL, St. Louis, Mo.

— M —

MACKEY, J. WRIGHT
WRAX, Williamsport, Pa.
MADDOX, SAMMY
WFOX, Milwaukee, Wis.
MAIDEN, KEN
WHEE, Boston, Mass.
MAPES, MARLON
WRR, Dallas, Texas
MARCELLINO, MUZZY
House Party CBS
MARCOTTE, DON
WMAQ, WNBQ, Chicago, Ill.
MARSHMAN, MARY
KSF, Naegodoche, Texas
MARTIN, FRANK
WITZ, Jasper, Ind.
MARTIN, FREDDY
The Freddy Martin Show NBC-TV
MENDELSON, FRED
WBNX, New York, N. Y.
MERRICK, MAHLON
Jack Benny Show CBS-TV
MILLER, IRVING
Meet Miltie CBS

MILLER, JACK
Kate Smith Show, Kate Smith Evening Hour, NBC-TV

MILLER, PATSY
WJZJ, Hazleton, Md.
MILLS, FELIX
Meet Corlies Archer CBS, CBS-TV
MILSOP, JOSEPH
WCPA, Clearfield, Pa.
MIRANDO, DIMITRI
N. Y. Philharmonic Symphony CBS
MOREL, JEAN
NEWS Symphony NBC
MORGAN, WAYNE
WMFR, High Point, N. C.
MORRIS, FRANK
WJAX, Jacksonville, Fla.
MORRIS, STEVE
WSIC, Statesville, N. C.

MORROW, ROBERT
KOEL, Oelwein, Iowa
MOVIE, WILL
WWPA, Williamsport, Pa.
MUNCH, CHARLES
Boston Symphony Orchestra NBC

MURRAY,lyn

— N —

NALLE, BILLY
WQAQ, Saratoga, Pa.
OLSON, DANNY
KSDK, Fairmont, Minn.
OLSON, WALLACE
WCCO, Minneapolis, Minn.
O'NEILL, JOE
KVNO, Tulsa, Okla.
OPPEL, JERRY
KOGT, Orange, Texas
OPPEL, JERRY
KOLE, Port Arthur, Texas
ORK, BILL
KEX, Grand Junction, Colo.
ORTON, ERWIN
Double or Nothing NBC
OSBORNE, ORIEN
WORZ, Orlando, Fla.
OSBORNE, KARL
WADC, Akron, Ohio
OSBORNE, OZZIE
WMBD, Peoria, Ill.
OVERSTREET, MAVIS
WSLS, Roanoke, Va.
OWENS, HARRY
Harry Owens Royal Hawaiians KTLA, Los Angeles, Calif.

— O —

O'HARA, JANE
WQAN, Saratoga, Pa.
OLSON, DANNY
KSDK, Fairmont, Minn.
OLSON, WALLACE
WCCO, Minneapolis, Minn.
O'NEILL, JOE
KVNO, Tulsa, Okla.
OPPEL, JERRY
KOGT, Orange, Texas
OPPEL, JERRY
KOLE, Port Arthur, Texas
ORK, BILL
KEX, Grand Junction, Colo.
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OSBORNE, KARL
WADC, Akron, Ohio
OSBORNE, OZZIE
WMBD, Peoria, Ill.
OVERSTREET, MAVIS
WSLS, Roanoke, Va.
OWENS, HARRY
Harry Owens Royal Hawaiians KTLA, Los Angeles, Calif.

— P —

PACE, BETTY
WIVY, Jacksonville, Fla.
PAGE, DOROTHY E.
WPA, Portsmouth, Ohio
PALMER, GEORGE
Fashions in Music WNHC-TV, New Haven, Conn.
PARKE, TOM
KFTC, Burbank, Calif.
PARKER, LENORE
KTFI, Twin Falls, Idaho
PARKER, ROBERT
KLR, Little Rock, Ark.

PAUL, CHARLES
Martin Kane Private Eye, NBC and NBC-TV; Mr. and Mrs. North, CBS; Mr. District Attorney, ABC and ABC-TV.

PELLEGRIMI, AL
Mel Torme Show CBS-TV
PIASTRO, MISHA
The Symphonette CBS.

— R —

RAFFERTY, CARL
KJSK, Columbus, Neb.
RALPH, Kinney
KLX, Oakland, Calif.
RAMEY, A. MAX
CKBW, Bridgewater, Nova Scotia, Canada
RANDALL, GORDIE
TV Showcase WRGB, Schenectady, N. Y.
RAUSCH, ESTHER
WMT, Cedar Rapids, Iowa

RICKEY, AL
Mr. Keen—8 Years; Kiddie Land Records; Decca Records.

RIO, ROSA
My True Story Marriage For Two ABC

ROBERTS, LAWRENCE P.
KKRO, Aberdeen, Wash.

ROBBINS, JOANNE
WAVZ, New Haven, Conn.

ROBINSON, PAUL
KFRU, Columbus, Mo.

ROGERS, DAVID
WHSC, Hartsville, S. C.

ROGERS, EDDIE
Petite Concert NBC

ROSCO, MICHAEL
WHOM, New York, N. Y.

ROSS, MURRAY
The Strange Romance Of Evelyn Winters Dream Harbor ABC

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

— S —

ST. GORGES, FERNANDO
CHR, Quebec City, Que.

SALB, JOHN
WTOP-TV, Washington, D. C.

SALTER, BOB
KDSH, Boise, Idaho

SALTER, HARRY
B. Sept. 14, 1900: Stop the Music, WJZ and WJZ-TV.

SANFORD, CHARLES
Your Show of Shows, WNBT; Bob Hope Show, WNBT; Bea Lillie Show, WNBT; Jackie Gleason Show, WNBT.

SARGANT, MICHAEL
WBIW, Bedford, Ind.
Orchestra Leaders—Conductors—Organists—Radio-TV

SASLOWSKY, NICHOLAS
WNYC, New York, N. Y.
SAVITI, LOUIS
WBRE, Wilkes-Barre, Pa.
SCHAF, WALTER
The Phil Harris-Alice Faye Show
NBC
SCHMIDT, PAUL
KPRC, Houston, Texas
SCHMITT, PAUL
KPRC-TV, Houston, Texas
SCOTT, RAYMOND
Your Hit Parade
NRC, NBC-TV
SCOTT, WALTER
KMTV, Omaha, Nebr.
SCOTT, WAYNE
WREL, Lexington, Va.
SCHRAEGE, RUDY
Lux Radio Theater
CBS

SHELDON, EARL
Musak Associated Transcriptions; Fashion Magic, CBS-TV.

SHERWOOD, BOBBY
The Bert Parks Show
NBC-TV, CBS-TV
SHERWOOD, DARLENE
WKAI, Macon, Ga.
SHOO, DAVID
WHP, Harrisburg, Pa.
SIFEL, CARL
WAGE, Syracuse, N. Y.
SLATTERY, JACK
WELM, Elmira, N. Y.
SMITH, BEASLEY
Carousel
WEMV, Nashville, Tenn.
SMITH, FRANCES
KOL, Seattle, Wash.
SMITH, OTIS
KXAI, Sherman, Texas
SNOWDEN, ELVA
WKY, Oklahoma City, Okla.
SMITH, EDNA C.
WNIX, Norwalk, Conn.
SONNIB, HARRY
The Jack Carter Show
NBC-TV
SPEAYNO, JUSTINA
WTXU, Wilmington, Del.
SPEAR, SAMMY
Cavalcade of Stars
Du Mont, WABD, N. Y.
STABLE, DICK
Colgate Comedy Hour
NBC-TV

STARBUCK, JAMES
Director Of Dances And Musical Numbers For "Your Show Of Shows," NBC-TV.

STEGERMEYER, WILLIAM
Langford-Ameche Show
WJZ-TV
STORHALL, AXEL
Frank Sinatra Show
CBS-TV
STUART, ROBERT
WNOP, Newport, Ky.
STUMO, LOU
KDB, Santa Barbara, Calif.
SUMMERS, BILL
WLCN, Muncie, Ind.
SUTTER, ANNA RAY
WTH, Hightower, Md.
SVELHA, WALT
WQAM, Miami, Fla.
SYBLRUD, JEROME
KMPG, Los Angeles, Calif.

SYLVERN, HENRY
Sam Levenson Show
This Is Show Business
CBS-TV

T

TAMBLYN, BOB
WSCC, Charleston, S. C.
TANAKA, BERNICE
KULA, Honolulu, Hawaii

TAUBMAN, PAUL
Bob and Ray, NBC; True Detective, Mutual; Benjamin Moore Paint Show, Mutual; Perry Mason, CBS; Penthouse Serenade, NBC, Mutual.

THROHE, DEAN
KLFM, Minot, North Dakota
UNDERWOOD, C. H.
WMBY, Utica, N. Y.
UNDERWOOD, KAY
KMAC, San Antonio, Texas

V

VAN DRIEL, ROBERT
KGGM, Albuquerque, New Mexico
VAN STEEDEEN, PETER
Mr. District Attorney
NBC
VIAL, ART
KOC, Ontario, Calif.
VOLGER, THELMA
KWPC, Muscatine, Iowa
VOORHEES, DONALD
The Telephone Hour
NBC
RCA Victor Show
NBC-TV

W

WACKS, LOU
WMCA, New York, N. Y.
WALKER, BRUNO
NBC Symphony
WARD, JACK
Rocky King, Detective
Du Mont
Kraft Theater
WNB, New York
WARING, FRED
Fred Waring Show
CBS-TV

WATTS, SAM
KWEB, Oakland, Calif.
WAYNE, ROGER
WHIL, Hemstead, N. Y.
WASHBURN, COUNTRY
Curt Massey Time
CBS
WEED, BUDDY
Family Circle
ABC
Buddy Weed Trio
ABC
Penthouse Party
WJZ-TV
WESTON, PAUL
Paul Weston Show
CBS
WHIPPLE, DOC
Ma Perkins
CBS
WHITE, BEVERLY
WISC, Madison, Wis.
WHITE, FRANK
KMYR, Denver, Colo.
WHITE, LEW
Hands of Destiny
Du Mont, WABD, N. Y.
WHITE, VIRGINIA
KMA, Shenandoah, Iowa
WHITEHEAD, FRANKLIN
KFLC, Lake Charles, La.
WHITELEY, BOB
WLBLE, Leesburg-Eustis, Fla.
WHITEMAN, PAUL
Paul Whiteman Goodyear Revue
WJZ-TV
Paul Whiteman Teen Club
WJZ-TV
Paul Whiteman Teen Club
ABC
WILLSON, MEREDITH
The Big Show
Meredith Willson's Music Room
NBC
WIRGIS, WILLIAM
Small Fry Club
Du Mont
WISEMAN, ROLAND
KCKY, Coolidge, Arizona
WOOD, DELBERT
KFKA, Greeley, Colo.
Y

YANDON, DEL
KKLY, Spokane, Wash.
YOHE, CHARLES R.
WBOK, Salisbury, Md.

YOUNG, VICTOR
B. Aug. 8, 1906, Chicago, I11.; Wrote Musical Score for Stage Play "A La Carte"; Musical Director for Motion Pictures; Musical Director "Carnation Contended Hour," NBC.

Z

ZACHER, GENE
WHAM-TV, Rochester, N. Y.
ZIEGENBEIN, FLEDA
KFOR, Lincoln, Nebr.
ZIMMERMAN, HARRY
KJL, Los Angeles, Calif.
ZIMMERMAN, PAUL E.
WMVA, Martinsville, Va.
CARL BIXBY

Life Can Be Beautiful

Television

Sturges Highway
Southport, Conn.
Fairfield 9-3275

martin kane
private eye —

ted hedigar

Writer-Director . . .

Radio of Course
CARLTON E. MORSE
WRITER-PRODUCER

ONE MAN'S FAMILY
(Radio)

ONE MAN'S FAMILY
(TV)

I LOVE A MYSTERY
(Radio)

THE WOMAN IN MY HOUSE
(Radio)

Radio-Television Writers

DOUD, GIL
Yours Truly, Johnny Dollar
CBS

DOUGALL, BERNIE
Newstand Theater
Mr. President
ABC

DUDDY, LYN
Vauhau Monroe Show
CBS-TV

DUDLEY, PAUL
Meet Frank Sinatra; Yours Truly, Johnny Dollar
CBS

EDWARDS, BLAKE
The Line-Up
CBS

ELLIS, ANTONY
Pursuit
CBS

ETTINGER, ED
Summy Kaye Sunday Serenade
Dream Harbor
ABC

FINE, MORTON
Broadway's My Beat
CBS

FINN, HERB
Beulah
CBS

FRAIS, ANTONY
Carnation Family Party
CBS

FOSTER, ROSEMARY
Mr. I. Magnification
CBS-TV

FOSTER, ROYAL
Ken Murray Show
CBS-TV

FRANGER, WALT
Break the Bank, NBC; Glamour Manor, MBS, ABC; The Bleak Hood, MBS

FRANK, ESTELLE
Famous Jury Trials, DuMont; Plainclothesman, DuMont

FREED, FRED
This Is New York
The New York Story
WCBS

FRIEDKIN, DAVID
Broadway's My Beat
CBS

FUNT, JULIAN
Big Sister
City Hospital
Young Dr. Malone
CBS

GABRIELSON, FRANK
Mama
CBS-TV

GALANOW, TERRY
Plainclothesman
WABD-Dumont

GALEN, FRANK
My Friend Irma
CBS-TV

GERISHON, ALICE
Margaret Arlen Program
WCBS

GIBSON, DOUGLAS WOOD
The Clock, NBC-TV; Lights Out, NBC-TV; Actors Studio, ABC-TV; Originals for Lever Bros., Dumont

GLICKMAN, WILLIAM
Camel Caravan
CBS

GOODWIN, NANCY
ABC-TV Staff Writer
DURING 1951 the Voice of America made significant progress toward the goals of the Campaign of Truth. This progress was reflected by increasing evidence of the impact of the broadcasts on listeners both behind the iron curtain and in the free world. During the past 12 months the Voice of America:

1. Added twenty new language services, increasing its total from twenty-six to forty-six.
2. Increased daily programming time by about twenty hours, from thirty to fifty hours daily.
3. Expanded services to USIS radio operation overseas.
4. Improved transmitter coverage and heightened penetration of Soviet jamming.
5. Increased the effectiveness and improved the quality of its output.

The new broadcasts initiated by the Voice of America were beamed to areas not previously covered by the programs. Where previous programs to the USSR had been only in Russian and Ukrainian, other daily broadcasts were added in Georgian, American, Azerbaijan, Tatar, Turkistani, Lithuanian, Latvian and Estonian. Other programs were inaugurated to Albania, Finland, Israel and Portugal in their respective languages; to China in two additional dialects—Swatow and Amoy; to Japan and to South and South East Asia in Hindi, Urdu, Thai, Burmese and Malayan.

The Voice of America refined its program formats, made greater use of dramatic and documentary techniques and became markedly more outspoken and hard hitting. One of the principal themes was the success of the United Nations effort to repel the Chinese and North Korean aggression in Korea.

The strengthening of the free world's defense was continually stressed both in news and commentary and major attention was given to exposing the fraudulent Soviet "peace" drive.

In addition to direct broadcasts, Voice of America expanded the development and distribution of transcribed platter programs tailored for local radio use overseas. Transcribed features were distributed regularly to some seventy posts. The monthly shipment of discs ranged from 12,000 to 16,000 to more than 400 destinations; from 2,000 to 4,000 scripts also were distributed overseas each month.

In the field of facilities the Voice of America network began to assume the proportions of a world-wide radio system as new facilities were put into operation and additional progress was made on other facilities at home and abroad. On the domestic scene the construction of curtain antennae progressed at six transmitter locations and ten additional studios were constructed and put into use. Overseas, Voice of America programs were carried by expanded relay facilities in Germany, Tangier, Greece, Hawaii and the Philippines. Additional British, Ceylon and Japanese relay facilities were used under lease or agreement. Other facilities and bases were in various stages of engineering completion, construction engineering development and site acquisition and negotiation. Work was advanced on that portion of the "Ring Plan" approved by Congress. Under the "Ring Plan," which calls for a network of powerful relay stations girdling the globe, sites were selected for two projects and were in an advanced stage of negotiations for five others. Main Diesel equipment and transmitters for all plants were ordered and contracts were awarded for two of the projects and tests completed of the first high-power transmitters at those installations. Additional overseas sites were negotiated on a preliminary basis in anticipation of funds requested from Congress for completion of the "Ring Plan." Project Vagabond, which involves the construction of a ship-borne radio relay system, was nearing completion at the year's end.

Penetration of Soviet jamming ranged as high as 75 per cent to 85 per cent in most areas of the USSR and averaged around 26 per cent in Moscow, where jamming was the heaviest. Progress was made in the development and installation of anti-jamming equipment designed to increase the penetration even further.
ABEL, RAY
Kitchen Kapers
Dione Lucas
WJZ-TV, New York

ANDREWS, CLARK
Rogues Gallery
Strange Romance of Evelyn
Winters
ABC

ANDREWS, MARTIN
My True Story
Newestand Theater
ABC

ASHLEY, IRA
Grand Central Station
CBS

ATKINS, IRY
People Are Funny
CBS

AUERBACK, LARRY
Love Of Life
CBS-TV

BAIRD, THE
Whistling Wizzard
CBS-TV

BANNER, ROB
Fred Waring Show
CBS-TV

BASS, LEONARD L.
Gangbusters
CBS

BEAL, WILLIAM
Hollywood Screen Test
Faith For Today
ABC-TV

BISHOP, CHARLES D.
Chance Of A Lifetime, Paul
Whiteman TV Teen Club, Lang-
ford-Ameche Show, ABC-TV

BLEYER, ROB
Songs For Sale
CBS-TV

BROEMAN, STUART
Piano Playhouse

BROWN, WILLIAM H.
Schlitz Playhouse
CBS-TV

BRYAN, WARREN
Space Cadet
Mark Trail
ABC

BUNETTA, FRANK
Cavalcade of Stars
Cavalcade of Bands
Saturday Night At Meadow-
brook
Du Mont

BURGGRAF, PAUL
Ted Mack Family Hour
Crime With Father
ABC-TV

BURKE, MELVIN
Man Against Crime
CBS-TV

--- A ---

--- B ---

-- Opera Album
ABC

-- BROWN, WILLIAM H.
Schlitz Playhouse
CBS-TV

-- BRYAN, WARREN
Space Cadet
Mark Trail
ABC

-- BUNETTA, FRANK
Cavalcade of Stars
Cavalcade of Bands
Saturday Night At Meadow-
brook
Du Mont

-- BURGGRAF, PAUL
Ted Mack Family Hour
Crime With Father
ABC-TV

-- BURKE, MELVIN
Man Against Crime
CBS-TV

GREY LOCKWOOD

NBC - TV

CLAY YURDIN
CHUCK HOLDEN

ABC-TV

EXECUTIVE PRODUCER
MARSHALL A. DISKIN
ABC-TV
DIRECTOR
STOP THE MUSIC
REMOTE & SPECIAL EVENTS
SUNDAY AT THE ZOO

JEROME FRANKS
DIRECTOR
ON TRIAL
CLAIRE MANN GLAMOUR SHOW
MYSTERIES OF CHINATOWN
ABC-TV

Lawrence Carra
ABC-TV
PRODUCER
PULITZER PRIZE PLAY HOUSE

FREDRIC A. CARR
DIRECTOR
HOLLYWOOD SCREEN TEST
BETTER HOMES SHOW
CLUB SEVEN
ABC-TV
Cort Steen
ABC-TV
DIRECTOR
CITY HOSPITAL
TWO GIRLS NAMED SMITH
BUCK ROGERS

CHARLES S. DUBIN
Director
"Pulitzer Prize Playhouse"
ABC—TV

EDWARD J. NUGENT
Producer
Director
ABC-TV

Leslie Gorall
ABC-TV
DIRECTOR
LANGFORD-AMECHE SHOW
ARTHUR MURRAY
CRIME WITH FATHER
Frederick Heider
ABC-TV
PRODUCER-WRITER
Paul Whiteman Goodyear Revue
Earl Wrightson "At Home" Show
Ted Mack Family Hour

Robert S. Massell
ABC-TV
DIRECTOR
Life Begins At Eighty
The Gayelord Hauser Program
Langford-Ameche Show

HERMAN LIVERIGHT
ABC-TV
DIRECTOR
METROPOLITAN OPERA AUDITIONS
FAITH FOR TODAY
CHANCE OF A LIFETIME

CHUCK BISHOP
Director
LANGFORD-AMECHE SHOW
CHANCE OF A LIFETIME
ABC-TV
CARNEY, JACK
Arthur Godfrey's Talent Scouts
CBS-TV

CARR, FREDRIC A.
B. Nov. 1, 1918, Providence, R. I.; Blind Date, Hollywood Screen Test, Better Homes Show, Club Seven, Saturday At The Zoo, Orchid Room, Peter Donald & Co., Chance Of A Lifetime, ABC-TV

CHARLES, DICK
B. Feb. 24, 1919, Newark, N. J.; Sammy Kaye Sunday Serenade, ABC; Dream Harbor, ABC; Paul Whiteman Radio Teen Club, ABC; Your Dancing Party, ABC; The Three Suns Show, ABC

CLAAR, JOHN
Meet Corliss Archer
CBS-TV

CLAMPETT, BOB
Time for Beany, CBS-TV

CONRIED, HANS
Stars Over Hollywood
CBS

COOK, FIELDER
Lux Video Theater
CBS-TV

COYLE, HARRY
Most Important People
Rumpus Room
Saturday Night At The Garden
Twenty Questions
Du Mont

CURRAN, CHARLES W.
Assoc. With Times Square Productions, Inc.

DANIELS, MARC
I Love Lucy
CBS-TV

DEL VALLE, JAIME
The Line-Up
CBS

DEMAREST, BILL
Meet Me At Howie's
ABC

DEPEW, RICHARD
Laraine Day Show
Hollywood Screen Test
ABC-TV

DICK, HENRY
Jack Borch
Dulany Daily Double
ABC

DINEHART, ALAN
Celebrity Time
CBS-TV

DISKIN, MARSHAL A.
B. August 9, 1913; Stop The Music, Can You Top This, Sunday At The Zoo, College Bowl, N. Y. Giants Football Huddle, Sports—Special Events, ABC-TV

DODSON, WILLIAM
Lanford-Ameche Show
ABC-TV

DOYLE, ROBERT
News & Special Events, Stop The Music, ABC-TV

DUBIN, CHARLES S.
B. Feb. 1, 1919, Brooklyn, N. Y.; Pulitzer Prize Playhouse, Tales of Tomorrow, Crime With Father, Two Girls Named Smith, Blind Date, Club Seven, ABC-TV

DUERK, FRED
Mary Margaret McBride
Thy Neighbor's Voice
ABC

ROBERT DOYLE
Director
News and Special Events
ABC-TV

EDWARD NATHANSON
DIRECTOR
ACTORS HOTEL
MACY'S PARADE
HORIZONS
ABC-TV

970
Radio-Television Directors

— E —

ELLIOTT, DAPHNE
B. April 5, 1924; Nash Air-Flyte Theater Of The Air, CBS; Treasury Men In Action, NBC-TV; The Big Story, NBC-TV

— F —

FARNWORTH, SCOTT
Marriage For Two
American Sports Page
ABC

FAY, PAT
Headline Clues From Broadway To Hollywood
Hands Of Destiny
Kids And Company
Du Mont

FISHBURN, ALAN M.
B. July 23, 1913, Montclair, N. J.; Sky King, MBS; Challenge, WGN-TV

FRALEY, PAUL M.
Ranger Joe
CBS-TV

FRANKS, JEROME
Jack Wirtsen's Songtime, On Trial, Billy Graham-Hour Of Decision, John Reed King-Tootsie Hippodrome, Claire Mann Glamour Show, Your Witness, Let There Be Stars, Marshal Of Gun-sight Pass, The Johnny Grant Show, Mysteries of Chinatown, Produced Cerebral Palsy Telethon, ABC-TV

— G —

GLUCKSMAN, ERNEST D.
B. March 21, 1902, Vienna, Austria; Martin and Lewis, NBC-TV; Donald O'Connor with Harpo Marx, NBC-TV; A G V A with Bob Hope, NBC-TV; Spike Jones, NBC-TV; Jack Carter (24 weeks), NBC-TV; Ben Blue (1 special show), NBC-TV; Phil Silvers (1 special show), NBC-TV

GOOD, DICK
Lux Video Theater
CBS-TV

GOODMAN, MARTY
It Happens Every Day
CBS

GORALL, LESLIE
Langford-Ameche Show, Arthur Murray, Crime With Father, Tales of Tomorrow, Earl Wrightson Show, Penthouse Party, ABC-TV

— H —

HAMILTON, BILL
Lone Journey
ABC

On Television:
GENERAL ELECTRIC
GENERAL FOODS
GULF OIL
LUCKY STRIKE
NASH KELVINATOR

FILM COMMERCIALS
directed by

Dick Charles
Author-Composer
Producer-Director
A. S. C. A. P.

EL. 5-6923

Dick Leftwich
Personal Representatives For
Alex Leftwich
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P.Laza 3-1862

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CHARLES POLACHEK
NBC-TV PRODUCER
"VOICE OF FIRESTONE"
"RECITAL HALL"
ASSOCIATE PRODUCER
"NBC OPERA THEATER"

ALAN NEUMAN
NBC-TV
DIRECTOR

DICK SCHNEIDER
NBC-TV
DIRECTOR
of
KATE SMITH DAYTIME SHOW

DON HILLMAN
NBC-TV
DIRECTOR
Radio-Television Directors

HARRISON, JEANNE
Director, Ziv and World

HARRISON, PAUL
Bert Parks Show
CBS-TV

HAYES, JIM
City Hospital
CBS

HELLEK, FRANKLIN
The Web
What's My Line
CBS-TV

HENRY, BABETTE
Circuit Rider
On Trial
ABC-TV

HILL, MARTY
House Party
CBS

HILLMAN, DONALD STUART
B. April 3, 1925, New York; Broadway Open House, Remember This Date; New York Phil-
hmonic Concerts, Lewisohn Stadium, United Nations Tele-
casts, Lake Success, N. Y., Milton Berle Telethon, Around The
Town, NBC-TV; Commercial Dir. For Show of Shows, Here's To
Your Health, RCA's Background For Trouble (Submitted by NBC
For the Peabody Award)

HILLMAN, JACK
Lives Of Harry Lime
Chance Of A Lifetime
ABC

HOBIN, CHARLES W.
B. November 12, 1923, Evanston, Ill.; Show of Shows, NBC-TV;
Garvey At Large, NBC; Wayne King Show, NBC

HUNT, LEE
The M & M Candy Carnival
CBS-TV

KENNEY, H. WESLEY
Universal Homemaking
Rocky King, Detective
Magic Cottage
Du Mont

KRONMAN, HARRY
Stars In The Air
Hollywood Sound Stage
CBS

LANGAN, DONALD
Assoc. With Times Square Productions, Inc.

LEFTWICH, ALEX
Ilka Chase Show, CBS; Kyle McDonnell Show, DuMont; Film
Commercial; General Electric, Lucky Strike, Gulf Oil, Supervisor of Production

LEFTWICH, ED
Live Like A Millionaire
CBS-TV

LEVY, RALPH
Burns & Allen
CBS-TV

LEWIS, AL
Our Miss Brooks
CBS

LEWIS, ELLIOT
Broadway's My Beat
Pursuit
CBS

LINKROUM, DICK
Alan Young Show
CBS-TV

Daphne Elliott
DIRECTOR

'The Big Story'

NBC-TV

ALAN M. FISHBURN
Writer - Director - Producer

CURRENT

"SKY KING"—America's top-ranking juvenile AM program — (MBS) — (DERBY FOODS)

"CHALLENGE"—Chicago's top-ranking musical-dramatic TV program — (WGN-TV)
(DREWRYS LTD.)

1413 N. DEARBORN PARKWAY
CHICAGO 10, ILLINOIS
DElaware 7-4867
STATE 2-1100
Radio-Television Directors

LIVERIGHT, HERMAN
Metropolitan Opera Auditions, Faith For Today, Success Story, Chance Of A Lifetime, ABC-TV

MANDEVILLE, BETTY
B. June 18, 1910, Mora, Minn.; The F.B.I. In Peace and War, CBS

McLEOD, VICTOR IAN
(See Producers)

MOORE, KINGMAN T.
B. Sept. 13, 1919, Macon, Ga.; Colgate Comedy Hour, Starring Martin-Lewis; Abbott & Costello; Donald O'Connor, Chesterfield Sound Off Time Starring Bob Hope, NBC-TV

LOCKWOOD, GREY
NBC-TV

LOWE, DAVID
Famous Jury Trials Court Of Current Issues What's The Story DuMont Talent Shop Recipe For Happiness WABD

LYONS, DICK
Lyrically Speaking Kelvin Keech WJZ, New York

MANKOFF, BILL
Meet Millie CBS

MARCEAU, BILL
The Plainclothes Man DuMont Starring The Editors WABD

MARSHALL, BILL
Metropolitan Opera Valiant Lady ABC

MASSELL, ROBERT S.

MAYNARD, BILL
(onProducer)

McCONNELL, JIM
Mystery Theater Walter Winchell ABC

McKINNIGHT, TOM
Beulah CBS

—— N ——

NATHANSON, EDWARD
Actors Hotel, Macy's Parade, Horizons, ABC-TV Market Melodies, The Fitzgeralds, WJZ-TV

NEUMAN, ALAN
NBC Opera, Kate Smith Hour, Broadway Open House, Here's To Your Health, Van Camp Little Show, City At Midnight, Dagmar's Canteen, NBC-TV

NOBLE, BOB
Great Adventure Gillette Fights ABC

NOCKS, ARNOLD
Small Fry Club Shadow Of The Cloak DuMont

BARRY SHEAR
Dumont - TV
DIRECTOR OF
"NOT FOR PUBLICATION"
Starring Jerome Cowan
"QUICK ON THE DRAW"

McDONOUGH, BILL
(See Producers)

JOE GRAHAM
WRITER-DIRECTOR
Currently Directing:
"WHISPERING STREETS"
"TOP GUY"
"IT'S YOUR BUSINESS"

974
Radio-Television Directors

Ethel Thorsen Show
WABD
Eloise Salutes The Stars
WABD

NUGENT, EDWARD JAMES
8, Feb. 7, 1904, N. Y. C., N. Y.;
Chico Marx College Bowl, Pulitzer Prize Playhouse, Theater Of Romance, Life Begins At Eighty, ABC-TV

— P —

PAUL, BYRON
This Is Show Business
Sam Levenson Show
CBS-TV

PEYSER, JOHN
Stork Club
CBS-TV

PIONA, TONY
Dancing Party
Vince Williams
WJZ, New York

POLK, LEE
Morning Chapel
WABD, New York, N. Y.

POTTASCH, ALAN
Charlie Wild, Private Detective
Tom Corbet, Space Cadet
ABC-TV

POWERS, CHARLES
Author Meets The Critics
On Trial
ABC-TV

PRESSMAN, DAVID
Chrysler-T-Men In Action
ABC-TV
Borden's-T-Men In Action
NBC-TV
Nash-Airlflyte
Westinghouse-Summer
Playhouse
CBS-TV

— R —

RITTER, DICK
Stop The Music
America's Town Meeting Of The Air
ABC

ROBBIE, SEYMOUR
Half Pint Party
ABC-TV
Eva Gabor Show
WJZ-TV

ROBSON, WILLIAM N.
Operation Underground
CBS

— S —

SAUNDERS, N. JAMES
Woman’s Club
Wrestling With Dennis James
DuMont
Kitchen Fare
WABD

SCANLAN, WALTER
Headline Edition
News Of Tomorrow
ABC

SCHNEIDER, DICK
Kate Smith Daytime Show
NBC-TV

SCHWAB, JR., LAURENCE
8, March 31, 1922, New York;
Lights Out, NBC-TV; Prod.-Dir.
The Amazing Mr. Malone, ABC

SCIBEAT, JOSEPH
Schlitz Playhouse
CBS-TV

SEAMAN, WILLIAM
Stage Entrance
DuMont
Take The Break
DuMont
Double C Canteen
WABD

KINGMAN T. MOORE
NBC
TV Director
for
MARTIN and LEWIS
ABBOTT and COSTELLO
BOB HOPE

LAURENCE SCHWAB, JR.
Producer — Director
TV
Radio-Television Directors

SEGAL, ALEX
Pulitzer Prize Playhouse
Hollywood Screen Test
ABC-TV

SHEAR, BARRY
Not For Publication, Starring
Jerome Cowan; Quick On The
Draw, The Hazel Scott Show,
Newsweek Views The News, Du-
Mont; Seven Years Du Mont TV
Head Cameraman And Technical
Director

SHOPE, ROGER
Celebrity Parade For Cerebral
Palsy
The Fitzgeralds
WJZ-TV, New York

STEDMAN, BILL
Herb Sheldon
Betty Crocker Magazine Of
The Air
ABC

STEEN, CORT
B. July 14, 1918, Pittsburgh, Pa.;
City Hospital, Two Girls Named
Smith, Buck Rogers, Blind Date,
Hollywood Screen Test, ABC-TV

STERLING, BILL
Al Pearce Show
CBS-TV

STEVEN, ROBERT
Suspense
CBS-TV

SUSSAN, HERBERT
Ken Murray Show
CBS-TV

THOMAS, KEITH
Kathl Norris Show
WABD, New York, N. Y.

TINNEY, JOSEPH L.
The Big Top
CBS-TV

TORMEY, BOB
Greatest Story Ever Told
Tea And Crumpets
ABC

VINCENT, CHICK
B. August 29, 1912, Bronx, N. Y.;
Pepper Young's Family, NBC;
Magazine Theater, MBS

WALLACH, GEORGE
Director Of News And Special
Events, WNBC-WNBT; Date In
Manhattan, WNBC; Inside Pho-
tography With Wendy Barrie,
WABD

WARBURTON, CHARLES
My True Story
ABC

WARSHAW, EMANUEL
Dennis James Show
Solo Drama
WJZ-TV

WEIST, GEORGE
Family Circle
ABC

WHITING, JUDD
Mike And Buff
CBS-TV

WHORF, RICHARD
My Friend Irma
CBS-TV

WYRDIN, CLAY
NBC-TV

ZIRATO, BRUNO, JR.
Peggy Lee Show
CBS

WHY IS AP
THE BEST

BECAUSE—AP is more experi-
enced than any other
news service . . . more
than 100 years collect-
ing and distributing
news.

jeanne harrison
— A —

ALDERMAN, GORDON J.
WHRN, Syracuse, N. Y.

ALLYN, BILL
Margaret Arlen
CBS-TV

ANDORR, SIDNEY
Audition Ambition
WXEL, Cleveland, Ohio

ARNELL, PETER
The Name's The Same, ABC-TV; Rate Your Mate, CBS; By Popular Demand, CBS-TV. Produced in association with Goodson-Todman Productions

AYERS, TED
Battle Report
WNBW, Washington, D. C.

— B —

BACH, BOB
Mel Torme Show
CBS-TV

THE Bairds
Whistling Wizzard
CBS-TV

BANNER, BOB
Fred Waring Show
CBS-TV

BARTON, CHARLES
Amos 'N' Andy
CBS-TV

BERNS, LARRY
Our Miss Brooks
CBS

BILLS, DICK
Hoffman Hayride
KOB-TV, Albuquerque, New Mexico

BLACK, HARRY
Sunday Matinee
WXEL, Cleveland, Ohio

BODWELL, PHILLIP
Fun At The Philharmonic
WDAP-TV, Kansas City, Mo.

BOOKER, BOB
WMBR-TV, Jacksonville, Fla.

BOOTH, PHILIP
KECA-TV, Hollywood, Calif.

BORDENKIRCHER, TOM
Sports Almanac
Western Jamboree
WSAZ-TV, Huntington, W. Va.

BORGE, PAUL
KMTV, Omaha, Nebr.

BRINLEY, ED
WOAI-TV, San Antonio, Texas

BROWN, JOSEPH
American Forum
WNBW, Washington, D. C.

BURKE, CAROLINE
Masterpiece Playhouse; Red Feather Revue; Heralds Of Good Will; Around The Town; Vacation Wonderland; Watch The Word; Operation Frontal Lobes, NBC-TV

— C —

CADY, CHARLES
WBNS-TV, Columbus, Ohio

ARTHUR B. MODELL
PRODUCER

DIONE LUCAS HOUR
DOMESTICALLY YOURS

WJZ-TV
Producers—Network-Independent

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<td>COOLEY, LEE</td>
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<td>B. San Francisco, Calif.; Perry Como Show, CBS-TV; Peggy Lee, CBS-TV; Mel Tormé, CBS-TV</td>
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<td>CORBETT, JOHN</td>
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<td>Ray's Roundup, WOOD, Grand Rapids, Mich.</td>
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<td>COWAN, LOUIS G.</td>
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<td>Quiz Kids, CBS-TV</td>
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<td>CROSBY, JOHN</td>
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<td>WHAM-TV, Rochester, N. Y.</td>
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<td>CROTHERS, GEORGE</td>
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<td>Church of The Air; Invitation To Learning, CBS</td>
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<td>CURRAN, CHARLES W.</td>
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<td>Assoc. With Times Square Productions, Inc.</td>
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<td>DANIEL, OLIVER</td>
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<td>Musicland U. S. A.</td>
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<td>DEGAN, CARL</td>
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<td>Meet The Press, Safety Circus, WNBW, Washington, D. C.</td>
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<td>DIERKES, SHELDIS</td>
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<td>Jim De Land Show; Animal Fair, WWJ-TV, Detroit, Mich.</td>
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<td>DEL VALLE, JAIME</td>
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<td>The Line-Up, CBS</td>
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<td>DEVRIES, VAN BEUREN</td>
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<td>WMAL-TV, Washington, D. C.</td>
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<td>FASSETT, JAMES</td>
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<td>N. Y. Philharmonic Symphony, CBS</td>
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<td>FATES, GIL</td>
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<td>What's My Line, CBS TV</td>
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<td>FINNELL, ROBERT S.</td>
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<td>KECA-TV, Hollywood, Calif.</td>
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<td>FOLEY, JR., GEO. F.</td>
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<td>Chrysler Bandstand, Tales of Tomorrow, Dining Out, ABC-TV; Coastguard on Parade, NBC</td>
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<td>FONDA, JAMES</td>
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<td>Amos 'N' Andy, CBS-TV</td>
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<td>FORD, MONTGOMERY</td>
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<td>Sure As Pate, Westinghouse; Summer Theater, The Egg And I, CBS-TV</td>
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<td>FORREST, ROBERT A.</td>
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<td>What In The World, CBS-TV</td>
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<td>FRASER, WALT</td>
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<td>Strike It Rich, CBS-TV</td>
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<td>FRANK, NORMAN</td>
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<td>Star Of The Family, CBS-TV</td>
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<td>FRIENDLY, FRED</td>
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<td>See It Now, CBS-TV</td>
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<td>FROMMERT, PETER J.</td>
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<td>WJBR-TV, Detroit, Mich.</td>
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**THE ARNOLD COHAN CORPORATION**

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**ADVERTISING**

**TELEVISION**

**RADIO**

978
GLUCKSMAN, ERNEST D.
B. March 21, 1902, Vienna, Austria; Martin and Lewis, NBC-TV; Donald O'Connor with Harpo Marx, NBC-TV; AGVA with Bob Hope, NBC-TV; Spike Jones, NBC-TV; Jack Carter (24 weeks), NBC-TV; Ben Blue (1 special show) NBC-TV; Phil Silvers (1 special show), NBC-TV

GOODMAN, MARTY
It Happens Every Day
CBS

GOODSON, MARK
Beat The Clock, CBS-TV

GOTLIB, LESTER
The Show Goes On
CBS-TV

GRAMMER, BOB
WBAP-TV, Fort Worth, Tex.

GREER, BEN
Let's Visit Variety Revue
WFMY-TV, Greensboro, N. C.

HALDI, JOHN
WBNS-TV, Columbus, Ohio

HALIMAN, DONALD G.
All Local Wrestling
WWJ-TV, Detroit, Mich.

HAMMERSTEIN, TED
Headline Chews
WABD, New York, N. Y.

HARRELL, MARTIN
Grand Central Station
CBS

HARRINGTON, PAUL
WOW-TV, Omaha, Nebr.

HARRIS, DAVID K.
WNHC-TV, New Haven, Conn.

HARTVILLE, CHARLES
Shopper's Guide
TV Song Shop
WFMY-TV, Greensboro, N. C.

HATOS, STEFAN
Al Pearce Show
CBS-TV

HEIDER, FREDERICK
8. April 9, 1920, Milwaukee, Wis.; Paul Whitman Goodyear Revue; Earl Wrightson "At Home" Show; Ted Mack Family Hour; Club Seven-Eadie And Rack; Arthur Murray Show, ABC-TV

HELLER, FRANKLIN
The Web
CBS-TV

HERP, ED
Kid Bits
WKRC-TV, Cincinnati, Ohio

HILL, CHARLES
WTOP-TV, Washington, D. C.

HILL, GEORGE
WMAL-TV, Washington, D. C.

HOLDEN, CHUCK
Production Manager, CBS-TV, ABC-TV; Executive Producer, ABC-TV; 11 Years of Television — 7,500 Shows

HOLLENBECK, BILL
KGO-TV, San Francisco, Calif.

HOLLOWAY, Eugene
George Scotti Show
WWJ-TV, Detroit, Mich.

HOLTON, LEONARD
Herb Shriner Time
Gaylord Hauser
ABC-TV

HORNBACK, LEE
Paul Dixon Show
WCPO-TV, Cincinnati, Ohio

HOUGHTON, NORKIS
CBS Television Workshop
CBS-TV

HUBBARD, DAVE
WOAI-TV, San Antonio, Texas

HUBBARD WILLIAM
Tennessee Jamboree
WSM-TV, Nashville, Tenn.

HUBER, BOB
The Storm
WKRC-TV, Cincinnati, Ohio

HUFFMAN, WILLIAM
Big Bear Dollar Derby
WLW-C, Columbus, Ohio

HUMMERT, FRANK AND ANNE
Mr. Chameleon
Hearthstone Of The Death Squad
CBS

GEORGE WALLACH*
PRODUCER-DIRECTOR
RADIO-TV

Director of News and Special Events
WNBC-WNBT

*(and friend)
Producers—Network-Independent

— I —

IRVING, CHARLES
Producer-Director: Search For Tomorrow, CBS-TV; Films: Bloodhound Mysteries, Three Little Words

— IRWIN, CAROL —
Mama
CBS-TV

— IVES, JOHN —
Gangbusters
CBS

— J —

JACKSON, FELIX
Schlitz Playhouse
CBS-TV

JACOBS, WALTER
Meetin' Time At Moore's
WLW-C, Columbus, Ohio

JACOBSON, ARTHUR
KMTV, Omaha, Nebr.

JANIS, HAL
Saturday Night Review, Your Show of Shows, Jack Carter Show, Frigidaire Series, Bob Hope Show, Jackie Gleason Show, NBC-TV

JEWELL, JAMES E.
Armstrong of the S.B.I., The Silver Eagle, ABC

JOHNS, BOB
WMBR-TV, Jacksonville, Fla.

JONES, ROBERT
WTOP-TV, Washington, D. C.

— K —

KANE, PAUL
Johns Hopkins Science Review
WAAM, Baltimore, Md.

KAUFMAN, HAL
WOOD, Grand Rapids, Mich.

KIMMEL, JESS
Mike And Buff
CBS-TV

KLEISACKER, FRED R.
Carousel
WSM-TV, Nashville, Tenn.

KRONMAN, HARRY
Stars In the Air
Hollywood Sound Stage
CBS

KUHL, CAL
Lux Video Theater
CBS-TV

— L —

LADESICH, WILLIAM
Videosyncracies
WDAF-TV, Kansas City, Mo.

LANDSBERG, KLAUS
Frosty Frolics
KTLA, Los Angeles, Calif.

LANGAN, DONALD
Assoc. With Times Square Productions, Inc.

LAWLER, NORMAN
WTVN, Columbus, Ohio

LEFTWICH, ALEX
Toast Of The Town, CBS-TV

LEIGHTON, DERRICK
News Of The Night
CBS-TV

LESCH, GOMER
Videoquiz
Secrets of Eve
WFMY-TV, Greensboro, N. C.

LEVY, RALPH
Jack Benny Show
Burns & Allen
CBS-TV

LEWIS, ELLIOT
Broadway's My Beat Suspense
CBS

LEWIS, GENE
Fashions In Motion
KPRC-TV, Houston, Texas

LEWIS, MARLO
Steve Allen Show
CBS-TV

LIEBMAN, MAX
Producer-Director Your Shows of Shows, NBC-TV

GEORGE F. FOLEY, JR.

PRODUCTION OFFICE:
Hotel Sherman Square
70th Street and Broadway
New York, N. Y.
SUsquehanna 7-5377

MAIN OFFICE:
9 East 45th Street
New York 17, N. Y.
MUrray Hill 7-5354
Producers—Network-Independent

LINKROUM, DICK
Alan Young Show
CBS-TV

LOEWI, BOB
Once Upon A Tune; Time For Reflection; Kitchen Fare. Du-Mont

LUCAS, LYN
The Alec Gibson Show
WTVJ, Miami, Fla.

LUND, WM.
KMTV, Omaha, Nebr.

MACK, HELEN
Meet Corliss Archer
CBS, CBS-TV

MANDEVILLE, BETTY
B. June 18, 1910, Mora, Minn.; The F.B.I. In Peace And War, CBS

MANSFIELD, IRVING
Sam Levenson Show
CBS-TV

MARKS, SHERMAN
Bert Parks Show
CBS-TV

MARLOWE, ANN
B. July 6; Somerset Maugham,

NBC-TV & Radio; Maisie With Ann Sothern, CBS; The Fat Man, NBC; Theater Of The Mind, NBC-TV; The Judith Anderson Show; The F. Scott Fitzgerald Series

MAZZIE, JACK
WOW-TV, Omaha, Nebr.

McGARRETT, GEORGE
Your Show Of Shows, Lights Out, The Robe, Jackie Gleason Show, Bob Hope Show, Frigidaire Series, NBC-TV

McKNIGHT, TOM
Benlah
CBS

McLEOD, VICTOR IAN
B. Aug. 2, 1906, Nampa, Idaho; Arthur Murray Show, ABC-TV; James Melton Ford Festival, NBC-TV

MEIER, DON
WNBQ, Chicago, Ill.

MELAMED, LOUIS
Peggy Lee Show
Big Time
CBS

MELLOTTE, ROB
Channel Threesters
WDTV, Charlotte, N. C.

MODELL, ARTHUR B.
Dione Lucas Hour, Domestically Yours, Holiday Hints, ABC-TV

MONTAGNE, ED. J.
Man Against Crime
CBS-TV

MORGAN, CAROLYN
WTOP-TV, Washington, D. C.

MORSE, CARLTON E.
B. June 4, 1901, Jennings, La.; One Man's Family, NBC, KNBH; I Love A Mystery, Mutual Don Lee; The Woman In My House, NBC

MULLER, KEN
New Orleans Cookbook
WDSU-TV, New Orleans, La.

MULVEY, BILL
TV Showcase
WRGB, Schenectady, N. Y.

MURRAY, KEN
Ken Murray Show
CBS-TV

MURROW, EDWARD R.
See It Now
CBS-TV

“Outstanding service in the field of human relations”

LAMP UNTO MY FEET
WCBS-TV NETWORK
(2)
Sundays, 5:30 P.M. — EST

ISABEL REDMAN
Producer
Special Award 1949
PROTESTANT RADIO COMMISSION and Federated Theological Faculty Univ. of Chicago
Mighty Monarch of the Air TV AWARD — 1951
Producers—Network-Independent

N

NATHANSON, STUART M.
Nov. 17, 1927, Detroit, Mich.; Adventures In Imagination, KTTV; Mickey O'Day Show, KECA-TV; Saturday Surprises, KHL-TV

NELSON, JOHN
Live Like A Millionaire CBS-TV

NELSON, RALPH
Mama. CBS-TV

NELSON, WALTER A.
Conn. Spotlight WNBC-TV, New Haven, Conn.

NUGENT, EDWARD JAMES

O

OPENSHAW, BYRON
KSL-TV, Salt Lake City, Utah

OPPENHEIMER, JESS
I Love Lucy CBS-TV

OSBORN, GENE
Darts For Dough KPRC, Houston, Texas

PARK, WARREN
WJAR-TV, Providence, R. I.

PEYSER, JOHN
Steve Allen Show CBS-TV

PIKE, LANNY
WJBK-TV, Detroit, Mich.

PINCUS, IRVING
Mr. I. Magination, CBS-TV

PINCUS, NORMAN
Mr. I. Magination, CBS-TV

POLACHEK, CHAS.
Voice of Firestone, Recital Hall, NBC-TV, Assoc. Producer, NBC Opera Theater

PREVATTE, NORMAN
Tap The Barrel Junior Rancho, WBTW, Charlotte, N. C.

PUCK, LARRY
Arthur Godfrey's Talent Scouts CBS-TV

ERNEST D. GLUCKSMAN
Producer-Director

"COLGATE COMEDY HOUR"
NBC-Hollywood

VICTOR McLEOD
TV
Writer - Producer - Director
CURRENTLY
James Melton's Ford Festival Show

© OPENSHAW, BYRON
KSL-TV, Salt Lake City, Utah

OPPENHEIMER, JESS
I Love Lucy CBS-TV

QUINLAN, S. C.
WBKB, Chicago, Ill.

RENALEAUX, WALTER
Thru The Kitchen Window WFBM-TV, Indianapolis, Ind.

REDMAN, ISABEL
Lamp Unto My Feet, CBS-TV

REINEMUND, JOHN
KMTV, Omaha, Nebr.

RICHARDS, ALDEN
KSL-TV, Salt Lake City, Utah

ROACH, HAL, JR.
Racket Squad CBS-TV

ROBINSON, CHARLES
The Big Town CBS-TV

ROBSON, WILLIAM N.
Operation Underground CBS

ROESE, "UNCLE RAY"
Jamboree WBNS-TV, Columbus, Ohio

ROESTAD, TOM
Clipper Cappers KINE-TV, Seattle, Wash.

RUBIN, JACK
Break The Bank CBS-TV
Producers—Network-Independent

RUHFFEL, AL  
WSPD-TV, Toledo, Ohio

SABRROW, W.  
WMBR-TV, Jacksonville, Fla.

SABRO, ED  
Shopping For You  
WAAM, Baltimore, Md.

SCALIA, EDWARD  
Do You Think  
TV Ranch Club  
WNBF-TV, Binghamton, N. Y.

SCHEE, ARMAND  
Gene Autry  
CBS-TV

SCHAEFFER, ARNOLD  
SARROW, KI)  
WSPD-TV, Binghamton, N. Y.

SCHAEFFER, ARNOLD  
SARROW, KI)  
WSPD-TV, Binghamton, N. Y.

SHAW, JACOBY  
WMBR-TV, Jacksonville, Fla.

SHERBY, JOE  
WNBQ, Chicago, Ill.

STANTON, RONALD L.  
B. Sept. 13, 1924; Adventures in Imagiration, KTTV; Mickey O’Day Show, KICA-TV; Saturday Surprises, KJH-TV

STERNFIELD, TOMMY  
Juvenile Jamboree  
WRGB, Schenectady, N. Y.

STERLING, J. ARTHUR  
Paul Whiteman TV Teen Club  
WFIL-TV, Philadelphia, Pa.

STOHL, HANK  
Hollywood Spotlight Revue  
Tri-State Jamboree  
WSAZ-TV, Huntington, W. Va.

TODMAN, BILL  
Beat The Clock, CBS-TV

TRAYHERN, JIM  
WHAM-TV, Rochester, N. Y.

VANDA, CHARLES  
The M & M Candy Carnival  
The Big Top  
CBS-TV

WAGNER, WALTER  
Pony Express  
WFIL-TV, Philadelphia, Pa.

WALLACH, GEORGE  
Today in New York, WNBT; Date in Manhattan, WNBT; U. N. Stamp Club, WNBT; Inside Photoplay with Wendy Barrie, WABD; Star Night At The Astor, WNBT

WELL, MYRON  
Teeny Story Club  
WTYJ, Miami, Fla.

WEISS, HUBIE  
Tulane Close-Up  
WDSU-TV, New Orleans, La.

WILLIAMS, BOB  
Meet The Ladies  
WCPO-TV, Cincinnati, Ohio

WILSON, DAVE  
WTVN, Columbus, Ohio

WORKMAN, WM. R.  
Man Of The Week  
CBS-TV

WRIGHT, WYNN  
Official Detective, Under Arrest, Crime Fighters, Mr. Mystery, MBF

WEISS, JR., LAURENCE  
(See Directors Section)

SEGAL, ALEX  
Celanese Theater  
ABC-TV

SHAFFER, JAMES  
WMBR-TV, Jacksonville, Fla.

SPAN, AL  
Songs For Sale  
CBS-TV

STAR TIME  
LENNO DAILY—KOLLY SHARPE  
"ANGEL"  
WNBST SAT. 11:30 to 12 NOON

Produced By George Scheck  
ASSOCIATE MICKEY FREEMAN  
SPONSOR—BRUNO— N. Y.  
ARNOLD COHAN AGENCY

BETTY MANDEVILLE  
PRODUCER-DIRECTOR  
"THE F. B. I. IN PEACE AND WAR"

983
<table>
<thead>
<tr>
<th>Alabama</th>
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<tbody>
<tr>
<td>Armand, Dorothy</td>
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<tr>
<td>Bailey, Yancey</td>
<td>WHMA, Anniston</td>
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<tr>
<td>Barber, Boots</td>
<td>WJBB, Haleyville</td>
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<tr>
<td>Brock, Grace</td>
<td>WABB, Mobile</td>
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<tr>
<td>Brown, Honey</td>
<td>WHCO, Birmingham-Bessemer</td>
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<tr>
<td>Dennis, Mimi</td>
<td>WPAI, Birmingham</td>
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<td>Elliot, Pat</td>
<td>DAGF, Dothan</td>
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<td>Gordon, Sally</td>
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<td>Grund, Lynn</td>
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<td>Henderson, Margaret</td>
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<td>Hollingsworth, Marie</td>
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<td>Dykfeld, Alice</td>
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<td>Mitchell, Betty</td>
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<td>Moore, Mary</td>
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<td>Niles, Helen</td>
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<td>Smuller, Mimi</td>
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<tr>
<td>Mrs. Mimi Spiller</td>
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<td>Taylor, Teena</td>
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<td>Whately, Gal</td>
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<tr>
<td>Botkin, Freda</td>
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<td>Coke, Effie</td>
<td>KTRK, Phoenix</td>
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<tr>
<td>Curtis, Marg</td>
<td>KTBY, Mesa</td>
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<tr>
<td>Gibson, Evelyn</td>
<td>KTTC, Tucson</td>
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<tr>
<td>Harrison, M. Lois</td>
<td>KGLU, Safford</td>
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<td>Kiep, Kathryn</td>
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<td>Millwee, Daphne</td>
<td>KCKY, Coolidge</td>
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<td>Mittendorf, Virgie</td>
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<td>Cobb, Muriel</td>
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<td>Wimberly, Dorothy</td>
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<tr>
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<td>Anthony, Ida May</td>
<td>KHUM, Eureka</td>
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<td>Barnes, Harriet</td>
<td>KSRO, Santa Rosa</td>
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<td>Mrs. Blanchard</td>
<td>KBIE, Palo Alto</td>
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<td>KYCV, Redding</td>
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<td>DeVinney, Jeanne</td>
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<td>Fant, Mrs.</td>
<td>KMOM, Modesto</td>
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<td>Fazener, Marlene</td>
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<td>Fowles, Olive</td>
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<td>Franchesco, Mary</td>
<td>KXO, El Centro</td>
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<tr>
<td>Gamble, Lou Bonnie</td>
<td>KCMJ, Palm Springs</td>
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</table>

| Gardiner, Dorothy | KTLA, Los Angeles |
| Greer, Mary | KAFY, Bakersfield |
| Guy, Corris | KTLA, Los Angeles |
| Halstead, Clara (Mrs.) | KDIA, Auburn |
| Hoag, Flo | KBRE, Fresno |
| Mrs. Heffernan | KREO, Indio |
| Hendrick, Peg | KBCU, Corona |
| Hirst, Hilda | KTRB, Modesto |
| Hsuan, Lee "Lee Hsuan Presents" | KNBH, Hollywood |
| Holden, Ann | KGLO, San Francisco |
| Holmes, Margaret | KYNO, Fresno |
| Hoyt, Betty "Food for Thought" | KKNB, Hollywood |
| Hughes, Claire | KWWN, Pasadena |
| Hummell, Mildred | KKNB, Visalia |
| Jackson, Louis (Mrs.) | KYOS, Merced |
| James, Frances | KIEM, Eureka |
| Jarvie, Jane | KJO, San Jose |
| Jason, Louise (Mrs.) | KYOS, Merced |
| Johnson, Gene | KCKQ, San Diego |
| Kadel, Georgette | KWSO, Watson |
| Keller, Eloise, Miss | KDFC, Fort Bragg |
| King, Marjorie | KGO-TV, San Francisco |
| King, Mary Burke | KXLA, Pasadena |
| Lawson, Grace | KECA-TV, Hollywood |

**DORSEY CONNORS SHOWS**

<table>
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<tr>
<th>Time</th>
<th>Days</th>
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<tr>
<td>5:40 P.M.</td>
<td>Mon. through Fri.</td>
<td>WNBQ NBC-TV</td>
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<td>10:10 P.M.</td>
<td>Sun. through Fri.</td>
<td>WNBQ NBC-TV</td>
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984
Lee, Jane—"Magazine of the Air"

KAVL, San Francisco

Lewis, Wilma—KAVL, Lancaster

Linder, Dottie—KAPF, Petaluma

Martin, Jean—KEEN, San Jose

Martin, Josephine—KFRB, San Montrose

Martin, Monica, "Matinee With Monica"—KHTP, Porterville

McAdoo, Mary—KECA-TV, Hollywood

Mitchell, Evelyn—KVFC, San Luis Obispo

Montgomery Lynn, Carol—KXOB, Stockton

Paige, Frances—KCLA, Sacramento

Pollock, Helen—KXOE, San Diego

Putnam, Helen—KBSR, Santa Rosa

Read, Nancy—KCBQ, San Diego

Rogers, Marjorie—KCOG, Ontario

Ryan, Rie—KUBA, Yuba City

Schrann, Violet—KFRV, Los Angeles

Sharpe, Marjorie—KJIC, San Bernardino

Stewart, Dru—KXJQ, Ukiah

Stuart, Mary Lou—KISIM, Eureka

Trux, Ann—KLX, Oakland

Walker, Martha—KVON, Napa

Walker, Peter—KSPR, Santa Barbara

Waltz, W. Gay—KSUE, Susanville

Wiley, Elizabeth—KSRQ, Santa Rosa

Young, Norma—KSJ, Los Angeles

Colorado

Brookshire, Gloria—KRD0, Colorado Springs

Collier, Laura—KUKC, San Francisco

Elkins, Mildred—KGFH, Pueblo

Ellen, Kaylee—KTLN, Denver

Hammer, Muriel—KEXO, Grand Junction

Kreitschmann, Lorraine—KGNU, Montrose

Lee, June—KFXJ, Grand Junction

Martin, Kay—KFEI, Denver

Mosier, Sue—KFKF, Greeley

McClure, Dorothy—KCOL, Colorado Springs

McGavren, Marge—KBOI, Boulder

Shepherd, H. D.—KBNZ, La Junta

Thomas, Peg—KFXJ, Grand Junction

Connecticut

Berry, Diane—WLAD, Danbury

Colbert, Jean—WTIC, Hartford

Easton, Sally—WBSI, Bristol

Harding, Jean—WNLK, Norwalk

Hayes, May Brubahaw—WICC, Bridgeport

Hunt, Evelyn C.—WATR, New Haven

Kimball, Elizabeth—WHAY, New Britain

King, Una—WHTH, Hartford

Komele, Elenor—WLAD, Danbury

Ludslam, Lillian—WLIR, Torrington

Malren, Lois—WNHC-TV, New Haven

Morris, Helen—WONS, Hartford

Pattis, Betty—WNKE, New Britain

Porter, Jeanne—WELL, New Haven

Purrrington, Anna K—WICH, Norwich

Robins, Joanne—WAZ, New Haven

Rothwell, Alice—WDRC, Hartford

Stephenson, Roz—WNHC-TV, New Haven

Talco, Priscilla—WBRY, Waterbury

Youn, Ruth—WNBR, New Britain

Delaware

Ames, Toni—WTUX, Wilmington

Carroll, Mildred—WDOL, Dover

Price, Marjorie—WILM, Wilmington

Sideroff, Joan—WAMS, Wilmington

Dist. of Col.

Banks, Dolly—WINX, Washington

Blair, Anne—WGMS, Washington

Chisholm, Frances—WGMS, Washington

Crane, Ruth—WMAL-TV, Washington

Lee, Eleanor—WTOP, WTOP-TV, Washington

Osgood, Nancy—WNWP, New Haven

Osborne, Elringa—WNBR, Washington

Florida

Bancroft, Barbara—WMMB, Melbourne

Bix, Barbara—WYCG, Coral Gables

Bittner, Jane—WGBY, Tarrytown

Byron, Eva—WALT, Tampa

Carson, Aino—WATE, Lake Worth

Daly, Anne—WPDU, Jacksonville

Davis, Jean—WDNY, Daytona Beach

Harrold, Deen—WHRH, Jacksonville

Hoskins, Phyllis—WMMS, Melbourne

King, Jeannne—WJPB, Sarasota

Lawbaugh, Mary—WJFR, Pensacola

Mason, Mary—WJBF, Jacksonville Beach

McNeely, Beth—WSTP, St. Petersburg

Mead, Dottie—WJPB, Sarasota

Moody, Emily Winslow—WFLL, Tampa

O'Day, Hulie—WIOD, Miami

Pace, Betty—WHYI, Jacksonville

Porter, Clarine—WGOA, Pensacola

Protsman, Faith M—WNER, Live Oak

Roent, Marcia—WORZ, Orlando

Roth, Helen—"Holiday House"—WJGD, Miami

Silver, Marjorie B.—WIRA, Ft. Pierce

Smith, Nell—WMBC-TV, Jacksonville

Sith, Ruth—WHOQ, Orlando

Smith, Wynn—WCOA, Pensacola

Tison, June—WALT, Tampa

Webster, Bernadine—WIRK, W. Palm Beach

Withee, Alice—WJHH, Jacksonville

Georgia

Alfred, Kitty—WRGA, Rome

Candler, Barbara—WGXI, Atlanta

Daniel, Nell—WBGR, Jeep

Daugherty, Vivian—WGIB, Columbus

Davis, Ethel—WGYC, Atlanta

Davis, Mary Wilder—WTOS, Savannah

Dickens, Dean—WGST, Atlanta

Farmer, Helen—WRJL, Columbus

Fields, Geraldine—WTAX, Atlanta

Flournoy, Rose—WRHL, Columbus

Handley, Gertrude—WDAR, Columbus

Harris, Dottie—WSAV, Savannah

Harris, Ruth—WATL, Atlanta

Harvey, Helen—WCO, Columbus

Hatcher, Betty—WLET, Toccoa

Hayward, J. A—WXG, Toccoa

Kent, Ruth—WSBT-ATL, Atlanta

Krabbe, Shirley—WGXI, Atlanta

Lewis, Kay—WAXY, Columbus

Martin, Kitty—WXJL, Atlanta

Martin, Mary Anne—WFRE, Athens

Marshall, Sue—WDEC, Americus

Rose, Julia—WMAE, Bainbridge

Towles, Nadawah—WWGS, Tifton

Wood, Elaiane—WBML, Macon

Idaho

Adamson, Norma—KWIK, Pocatello

Asper, Myrtle—KID, Idaho Falls

Bauer, June—KSPF, Sandpoint

Bean, Mildred—KLIX, Twin Falls

Cantrell, Jane—KWAL, Wallace

Grayson, June—KXJL, Coeur d'Alene

Haselmire, Carol—KXJL, Twin Falls

Kimball, Ann—KDSH, Boise

Lowry, Betty Jean—KJMO, Boise

MacBride, Lila—WREJ, Moscow

McAllister, Ruth—KRPL, Moscow

Rose, Myrtle—KSPF, Sandpoint

Tussing, Ann—KRLC, Lewiston

Indiana

Anderson, Carol—WGBS, Indianapolis

Atterbury, Juan—KSPF, Sandpoint

Bauer, June—KSPF, Sandpoint

Bean, Mildred—KLIX, Twin Falls

Best, Lila Belle—WTAX, Springfield

Brummer, Mary—WCVS, Springfield

Colville, Virginia—WLDS, Jacksonville

Connors, Dorsey—WNBQ, Chicago

Crane, Martha—WLS, Chicago

Davis, Zona B—WCRA, Effingham

Illinois

985
**Woman Commentators-Home Economists—Radio-TV**

- **Maryland**
  - Brooks, Helen
  - Chase, Penny
  - Davis, Helen C.
  - Landis, Mary
  - Lou, Anita
  - Martin, Mollie
  - McCaff, Bettie
  - Rosenbaum, M. Virginia
  - White, Frances
  - Whitacre, Marie

- **Massachusetts**
  - Bailey, Mildred
  - Barton, Betty
  - Cartwright, Christine
  - Chase, Julie
  - Connelly, Jeanne
  - Keilw, Jev
  - Evans, Charlotte
  - Flanders, Lyda
  - Fuller, Dorothy Harding
  - Cartwright, Christine
  - Chase, Julie
  - Connelly, Jeanne
  - Evans, Charlotte
  - Flanders, Lyda
  - Fuller, Dorothy Harding
  - Cartwright, Christine
  - Chase, Julie
  - Connelly, Jeanne
  - Evans, Charlotte
  - Flanders, Lyda
  - Fuller, Dorothy Harding

- **Minnesota**
  - Abbe, Sisters
  - Aldrich, Darragh
  - Barzen, Katharine
  - Bayne, Barbara
  - Beck, Carla
  - Brown, Liza
  - Butler, Gwenyth
  - Bur, Dudley
  - Call, Betty
  - Caudle, Betty
  - Conklin, Betty
  - Criss, Betty
  - D-shirt, Liza
  - Dorey, Nancy
  - Dunlap, Betty
  - Earth, Helen
  - Eicke, Sally
  - Flandreau, Betty
  - Franklin, Betty
  - Fuller, Dorothy
  - Groth, Betty
  - Haders, Betty
  - Hamner, Betty
  - Hansen, Betty
  - Hanson, Betty
  - Harms, Betty
  - Hart, Ethel
  - Hender, Betty
  - Hehr, Betty
  - Hopp, Betty
  - Hunt, Betty
  - Hurd, Betty
  - Hyer, Betty
  - Johnson, Betty
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  - Kline, Betty
  - Koons, Betty
  - Krueger, Betty
  - Langer, Betty
  - Long, Betty
  - Love, Betty
  - Luepke, Betty
  - Maas, Betty
  - Martin, Betty
  - McCracken, Betty
  - McGill, Betty
  - Mellema, Betty
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  - Witter, Betty
  - Witte, Betty
  - Woll, Betty
  - Wood, Betty
  - Woolworth, Betty
  - World, Betty
  - Wren, Betty
  - Wynn, Betty
  - Young, Betty
  - Zahn, Betty

- **Mississippi**
  - Allen, Nancy
  - Boyles, Letitia R.
  - Cumberworth, Edward
  - Jackson, Judy
  - Lee, Margery
  - McCorkle, Toni
  - Suzy, Helen

- **Missouri**
  - Baldwin, Battle
  - Callahan, Wanda
  - Devaney, Maxine
  - Ellis, Caroline
  - Ellis, Caroline
  - Fay, Dorothy
  - Goode, Nancy
  - Goode, Nancy
  - Graham, Dorothy
  - Hayes, Ann
  - Henry, Dorothy
  - Hunt, Jean
  - Jacobs, Louise
  - Jones, Lee
  - Lynn, Kathryn
  - Martin, Lee
  - Mason, Shirley
  - Sands, Fern
  - Seiler, Faye
  - Seiler, Faye
  - Sharpe, Barbara
  - Spalding, Martha
  - Teed, Edna

- **Montana**
  - Day, Erin
  - Fitzgerald, Mary
  - Graybill, Shirley
  - Hines, Kay
  - Holvarsen, Fay
  - Mansur, Charlotte C.
  - McCarty, Maida
  - Miller, Phyl
  - Ryon, Belden
  - Saunders, Mary B.
  - Snyder, Gerry
  - Thompson, Hazel

- **Michigan**
  - Anderson, Beth
  - Baggie, Maude Stewart
  - Carroll, Jo
  - Dimple, Gertrude
  - Franko, Dorothy
  - Gezon, Marie
  - Hebepur, Helen
  - Hill, Jean
  - Holmen, Lois R.
  - Isaac, Rose
  - Ray, Mary
  - Keller, Connie
  - Klann, Marie
  - Labbitt, Myrtle
  - Lee, Gretchen
  - McComb, Patricia
  - McBride, Jean
  - Metrosse, Edythe Fern.
WSSB, WKYO, KVOO, KWIL, WEDO, WHKK, KTAT, WWPA, WBUT, WIRC, WERE, WFMY-TV, KILO, KWIN, WKBN, WFMJ, KOOS, KRUL, WCOG, KCJB, WHBC, WHOL, WEOL, WACB, KMUS, WARM, KERG, WCMW, WING, WAKR, KERG, KTUL, WKBI, WJER, WJER, WHAT, WATH, WILK, WTVN, WSTP, WMAN, WPWJ, WICA, WCAE, WISR, KEX, WBNS-TV, KWRO, WLEC, WCPO-TV, WSAI, WDOK, KWSH, WHK, WMOH, WNBK, WNBK, WCLT, WBBZ.

**Oregon**

Allen, Margaret, KSLM, Salem
Arnold, Geri, KUGN, Eugene
Atwater, Anita, KERG, Eugene
Baldy, Marion, KXKKF, Prineville
Barkwell, Patsy, KRWO, Coquille
Carlson, Virginia, KREG, Eugene
Copenhave, Carley, WKKI, Albany
Cronin, Marion, KFJL, Klamath Falls
Daniels, Clara, KWIN, Ashland
Frederickson, Roxie, KPOJ, Portland
Irvin, Jane, KJOD, Coos Bay
Mathews, May, KRXL, Roseburg
McHugh, Patricia, KRUL, Corvallis
Mechan, Louisa, KSYV, Ontario
Merritt, Lenore, KIHR, Hood River
Nidever, Laura, KASS, Eugene
Ristola, Mary, KASL, Astoria
Shank, Eleanor, KKOOS, Coos Bay
West, Kay, KEX, Portland

**Pennsylvania**

Abdou, Gloria, WCAE, Pittsburgh
Altemus, Ilena, WKBI, St. Marys
Armstrong, Betty, WBPZ, Lock Haven
Baier, Grace, WRCO, Williamsport
Ball, Jane Ellen, "News & Views of Women"
Balmer, Anne, WJAS, Pittsburgh
Bauman, Marjorie, WSEA, Charleroi
Bendix, Mille, WNAE, Warren
Berg, Marilyn, WEDO, McKeesport
Borne, Gladys, WISR, Butler
Brownlee, Livian, WJPD, Bradford
Candy, Jane C., WYOR, York
Cannon, Doreen, WRK, Williamsport
Carson, Lilian, WPIT, Pittsburgh
Cartier, Frances, WAZL, Hazelton
Chilton, Ruth, WMJL, Philadelphia
Clark, Joan, WELE, Erie
Coon, Josephine, WPFB, Altoona
Corbett, Jean, WCAU, Philadelphia
Cramer, Alice, WAKW, Akron
Cramer, Marjorie, WJSW, Altoona
Cris, Verna, WEEE, Reading
Culkin, Ann, WSCR, State College
Darby, Ruth, WLK, Wilkes-Barre
Edwards, Ruby, WHAT, Philadelphia
Forman, Lynn, WARM, State College
Fry, Betty, WGPC, Bethlehem
Gardner, Evelyn, KDKA, Pittsburgh
Gibson, Jane, KQV, Pittsburgh
Goddard, Betty, WISR, Butler
Griffith, Martha, WERG, Altoona
Haney, Lynn, WRAP, Allentown
Hanna, Edna K, WLN, Lancaster
Heckman, Nan, WVEU, Reading
Hillard, Ann, WOCH, Scranton
Huey, Lois M., WRYO, Rochester
Jones, Lucy Lee, WEDO, McKeesport
Jones, Mary, WJMJ, New Castle
Kerr, Shirley, WKST, New Castle
Kurtz, Mary Ellen, WLBR, Lebanon
Lanc, Susan, WPIT-TV, Philadelphia
Lee, Anne, KKY, Williamsport
Lloyd, Rhona, WPWA, Chester
Li’son, Sally, WWPA, Williamsport
Maxwell, Viola, WEVE, Windber
McCoy, Rita, WMRF, Lewistown
McGeehan, Mary Lee, WAZL, Hazelton
Miekle, Lillian, WHGB, Harrisburg
Miller, Diane, WEDO, McKeesport
Mollard, Margaret, WBU, Butler

**Ohio**

Alexander, Marion, WADC, Akron
Allen, Audrey, WKRC, Cincinnati
Baird, Virginia, WJER, Dover
Baker, Barbara, WTOD, Toledo
Bateman, June, WLIO, East Liverpool
Brown, Gloria, WBNK, Cleveland
Butler, Betty RC-TV, Cincinnati
Byrne, Maggi, WBNK, Cleveland
Carroll, Elaine, WKBN, Youngstown
Coates, Vivian, WATH, Athens
Coon, Dorothy, WTAJ, Poughatuck
Donée, Cathleen, WATL, Youngstown
Dunn, Jo, WTRF, Bellaire
Eriske, Ernie, WCUE, Akron
Fletcher, June, WHK, Akron
Foster, Fran, WHKK, Akron
Funnell, Mildred, WBNK, Cleveland
Gage, Isella, WCKY, Cincinnati
Graham, Luella, WNXT, Portsmouth
Hanson, Eleanor, WHK, Cleveland
Hanzel, Betty, WBWW, Youngstown
Hunter, Sarah Harrett, WDKO, Cleveland
Hutchins, Minabel Abbot, WPWT, Piqua
Lake, Nancy, WLEC, Sandusky
Latham, Iris, WTN, Coshocton
MacGowen, Mary, WNBK, Columbus
Mariner, Marjorie, WFMJ, Youngstown
Marshall, Honey, WAKR, Akron
Mallin, Esther, WGAR, Cleveland
Nelson, Nancy, WFIN, Findlay
Pfeiffer, Mary Lou, WRFD, Worthington
Phair, Jean, WBNS-TV, Columbus
Sharp, Fern, WINS, WINS-TV, Columbus
Sherrill, Judy, WDKO, Cleveland
Sherwood, Peg, WSAI, Cincinnati
Soulie, Millie, WMOH, Hamilton
Steechow, Judy, WJER, Dover
Stevens, Jane, WJW, Cleveland
Straker, Easter, WMA, Lima
Trecartin, Florence, WEBO, Pittsburgh
Trotinante, Fern, WPFB, Youngstown
Vernon, Virginia, WCLT, Newark
Ward, Pat, WTVN, Columbus
Weintraub, Carolyn, WCMW, Canton
Weston, Alice, WXEL, Cleveland
Wise, Penny, WEOI, Elyria-Lorain
Wood, Ginny, "Animal Fair", WSPD-TV, Toledo
Wulf, Maggie, WERE, Cleveland

**Oklahoma**

Hughes, Betty, KWSH, Holdenville
Johnson, Sybil, WKY-TV, Oklahoma City
McCoulough, Mary, WHBC, Oklahoma City
Oikeman, Elizabeth, KTUL, Tulsa
Sims, Esther, WBIZ, Ponce City
Steel, Betty, KHUD, Duncan
Wheeler, Max, WBCO, Commerce
Woode, Zelma Dean, WHK, Ada

**North Dakota**

Anderson, Helen, KDIX, Dickinson
Graham, Marguerite, KVOO, Minot
Hadley, Cleo, KCJB, Minot
Jenson, Peg, KILO, Grand Forks
Korbel, Winifred, KIDW, Watertown
Koening, Sandra, WJMA, Pembina
Mertens, Mary, KPFG, Faro

**Women Commentators - Home Economists - Radio TV**
Vermont

Byrne, Betty.................. WSKU, Montpelier
Casey, Wynne.................. WJOY, Burlington
Dodd, Virginia.................. WDEY, Waterbury
Dow, Marjorie.................. WWBN, St. Johnsbury
Nelson, Addison............... WHHR, Rutland
Walters, April.................. WTWN, St. Johnsbury

Virginia

Alexander, Mildred.............. WGH, Newport News
Basnight, Catherine............ WCAV, Norfolk
Basil, Athena.................. WCAV, Norfolk
Brown, Barbara................ WFXA, Charlottesville
Butler, Peter C............... WJMA, Orange
Crouch, Marion................ WFLO, Farmville
Daffron, Holly................ WRAL, Richmond
Dean, Doris..................... WBTM, Danville
Esrate, Leslie................ WRAD, Radford
Friberg, Alice............... WCYB, Bristol
Gleam, Amy Joe................. WSSL, Roanoke
Goodrich, Nancy Mc............ WCHV, Charlottesville
Granville, Joan................. WVPM, Hampton
Guren, Dora..................... WHAP, Hopewell
Huff, George.................. WWIN, Charlotteville
Huffman, Helen Mc............ WAYB, Waynesboro
Layne, Jerry.................. WMBG, Richmond
Lindamood, Virginia C........ WSCV, Harrisonburg
Maxey, John................... WLVI, Chattanooga
McPherson, Marie............. WEAM, Arlington
Munally, Katherine M........ WSSV, Petersburg
Parker, Eleanor.............. WBTM, Danville
Penner, Nancy................ WLOW, Norfolk
Roberts, Lyn.................. WWOD, Lynchburg
Ross, Martha.................. WCVA, Culpeper
Shawhan, Carol............... WKTI, Danville
White, Alice Brewer........... WTRAR, Norfolk
Willeford, Milli............. WWDVA, Danville

Washington

Ackerman, Gerry.............. CKLX, Colfax
Boling, Edra.................. KBRO, Bremerton
Brown, Beverly............. KIMA Yakima
Corman, Franciad............ KWLB, Longview
Crosbie, Phil................. "Hymn Time—Memory Lane"
Donovan, Bea.................. KIQG, Spokane
Earl, Jean.................. KONP, Port Angeles
Edgar, June.................. KPRW, Pasco
Hawkins, Nancy.............. KXRN, Renton
Hayes, Bern................. KVAO, Moses Lake
Hines, Maryl c e............ KIMA Yakima
Jewel, Adeline.............. KGY, Olympia
Johnson, Lois............. "Party Lane" KXKX, Aberdeen
Kane, Roy..................... KOL, Seattle
Reaton, Verona.............. KBBK, Aberdeen
Keller, Beverly............. KALE, Richland
Kendall, Marce............. KXLE, Ellensburg
Lee, Dorothy................. KPOQ, Wenatchee
May, Katherine.............. KIT, Yakima
McGhoy, Ruth................. KOMO, Seattle
Miller, Norma............... KXSE,外来
Poynter, Marjaret............ KBBC, Mount Vernon
Rodrigue, Evelyn............. KBBK, Aberdeen
Scott, Carol................. KXNW, Wenatchee
Sehorn, Mildred............. KPOQ, Wenatchee
Smith, Betty............... KYAK, Yakima
Smith, Margaret............. KHQ, Spokane
Spence, Helen, "Flick of Time" KXRN, Berthoud
Sterling, Ann............... KJRC, Seattle
Storms, Edna................. KGA, Spokane
Starr, Marilyn.............. KONP, Port Angeles
Tipton, Charles............. KXNL, Tilton
Weeks, Dolores............. KXRN, Renton
Wilson, Kay.................. KQG, Spokane
Wise, Katherine............. KOMO, Seattle

West Virginia

Birbeck, Joyce............ WEIR, Weirton
Cattley, Mildred........... WEIR, Weirton
Cotty, Nancy.............. WLOH, Princeton

Edworthy, Judy............. WGVY, Charleston
Grizal, Helen Mc............ WCHS, Charleston
Hickman, Evelyn........... WWYO, Pineville
Hutchinson, Mary........... WYNN, Pineville
Jackson, Martha F........ WMMF, Fairmont
Jone, Lois.................. WPAR, Parkersburg
Kercher, Elizabeth........ WSAZ, Huntington
Kesterson, Mercedes........ WCOM, Parkersburg
Kitchen, Betty............. WMON, Montgomery
Martin, Millie............. WEIE, Weirton
McGeary, Ruth.............. WPBR, Parkersburg
Negri, Elenor.............. WPDX, Clarksburg
Oliverio, Joan............. WBLK, Clarksburg
Pearson, Rosemary......... WJJU, Fairmont
Phipps, Emma Sue.......... WKOY, Bluefield
Ringler, Evelyn............ WHIS, Bluefield
Ruoss, Jane............... WCHS, Charleston
Schumaker, Maida........... WNAZ-TV, Huntington
Shein, Alice............... WBTB, Williamson
Shidlow, Betty Jean....... WKNA, Charleston
Strimbeck, Ruby......... WAJH, Morgantown
Weiler, Marzaret........... WJEN, Huntington
Wolfe, Shirley Spradlin.... WTPP, Charleston
Young, Leslie............... WEIR, Weirton

Wisconsin

Anne, Mary Jean............. WATW, Ashland
Casey, Mary.................. WKOW, Madison
Cass, Betty.................. WIBA, Madison
Chamberlain, Mary Ann....... WJPG, Green Bay
Ducan, Ann.................. WBEL, Beloit
Foster, Aznes.............. WLDS, Ladysmith
Griem, Bretta............. WTMJ-TV, Milwaukee
Hotton, Esther.............. WTMJ, Milwaukee
Lane, Barbara.............. WISC, Madison
Leslie, Ann.................. WISN, Milwaukee
Lue, Clifford.............. KCLX, Clinton
Mensing, Ruthe............. WWMN, Marquette
Mortenson, Luella......... WKOW, Madison
Mower, Margot B............. WFOX, Milwaukee
Mueller, Bernice M........ WERK, West Bend
Nelson, Irene Buri........ WLP1, Kenosha
Shields, Corinne Kopp....... WLDY, Ladysmith
Speltz, Bernadine........... WPFR, Wisconsin Rapids
Thomson, Christie.......... WBEI, Beloit
Winters, Kay............... WDLB, Marshfield

Wyoming

C Ison, Harriel.............. KOVE, Lander
Green, Lorraine............ KOWB, Laramie
Mc-Onie, Del............. KOVE, Lander
Moore, Vandi.............. KOWB, Laramie
O'Brien, Margaret........... WFCR, Cheyenne
Phisterer, Anita............ KRAL, Rawlins

Alaska

Birchs, Ruth Alice......... KENI, Anchorage
Harrarave, Patricia....... KFRR, Fairbanks
Henning, Genevie........... KFOD, Anchorage
Jacobson, Dorothy........... KTXN, Ketchikan
Meredith, Muriel.......... KFJW, Sitka
Weeks, Norma................. KINY, Juneau

Hawaii

Brenzgen, Verne............ KULA, Honolulu
Carson, Maed................. KGMB, Honolulu
Earl, Christmas........... KPOA, Honolulu
Justice, Clare............. KHON, Honolulu
Shelthouse, Hazel........... KTTO, Honolulu
Suzanna.................. KTHC, Honolulu

Puerto Rico

Alvarez, Maria M............ WORA, Mayaguez
Clavell, Nellie A............ WPAB, Ponce
Cortes, Isabel.............. WPIPE, San Juan
Gonzales, Hilda............. WPRP, Ponce
Martinez, Blanche L de..... WORA, Mayaguez

991
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Du Mont-equipped stations were among the first to "break into the black" a few years ago. Today a roster of the most successful stations in the television world shows an impressive percentage of partial or 100% Du Mont-equipped operations.

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Truly, a Du Mont-equipped TV station exemplifies OPERATION SUCCESS!
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FORT LEE CHICAGO HOLLYWOOD
Television—1952

TELEVISION, the modern miracle which combines sight with sound, dramatically surges forward in this Election Year, 1952.

With more than 100 stations, nearly 15 million sets and a viewing audience of around fifty-five million, television is on the threshold of a spectacular era of development as the Federal Communications Commission lifts the TV freeze and provides for station expansion.

Television has come a long way since the beginning of the postwar years in 1946. It has just begun to flex its muscles and the year ahead holds promises of great expansion in stations, audience and program services.

This edition of Television Year Book, fashioned from the progress of the new industry, is testimonial of television’s tremendous growth and its importance to the American economy. To those who contributed to this volume we express our gratitude.

Jack Alicoate
Editor-in-Chief
ZIV-TV
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All Ziv Shows are Produced Expressly for Television by Expert Ziv Technicians, Writers, Musicians, Directors, and Actors, Using the Finest and Latest Television Techniques.
Now! On Television!

“Boston Blackie”

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SUPER-SLEUTH, SUPER-SALESMAN!

Hollywood movie stars and an all-star supporting cast. Action-packed complete half-hour episodes featuring rooftop chases, careening taxi cabs, motorcycle pursuits... “action” impossible in “live” TV. Three full-length selling commercials.

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ADVENTURE! INTRIGUE!

Top Hollywood actors, outstanding music and brilliant original scripts are combined in this intriguing, suspenseful series. Each half-hour program a complete, provocative episode... planned for three 1-minute selling commercials.

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FOR LOCAL AND REGIONAL SPONSORSHIP ON TV

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Your outstanding source of dependable programming.

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SUPER-SLEUTH, SUPER-SALESMAN!

Hollywood movie stars and an all-star supporting cast. Action-packed complete half-hour episodes featuring roof-top chases, car-creating taxi cabs, motorcycle pursuits... "action" impossible in "live" TV. Three full-length selling commercials.

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THE UNEXPECTED

INCOMPARABLE DRAMA! MYSTERY! COMEDY!
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Top Hollywood actors, outstanding music and brilliant original scripts are combined in this intriguing, suspenseful series. Each half-hour program a complete, provocative episode... planned for three 1-minute selling commercials.

TELEVISION’S MARKET-MINDED DYNAMIC DRAMATIC SHOW!

OTHER GREAT ZIV SHOWS

THE CISCO KID • STORY THEATER
YESTERDAY’S NEWSREEL • EASY ACES
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All Ziv Shows are Produced Expressly for Television by Expert Ziv Technicians, Writers, Musicians, Directors, and Actors, Using the Finest and Latest Television Techniques.
You're certain to agree that there's no finer radio for the business leader than Zenith's Super Trans-Oceanic Short Wave Portable. Its superb construction, matchless appearance and flawless performance are quickly apparent to the discerning eye and ear.

News, weather and market reports are at your fingertips as you conduct your business. On plane, train or ship at sea, the voice of the entire world is yours to hear at all times.

And when you turn from business to pleasure, at home or in the remote places of rod and gun, you reach across oceans and continents to keep in touch with the world.

Truly, Zenith's Super Trans-Oceanic Short Wave Portable is the only radio of its kind in the world.

Marine and Weather Short Wave—38 to 150 Meter Continuous Tuning Bands. Brings in ship-to-ship and ship-to-shore conversations; weather reports; amateur stations.

Trans-World Short Wave Reception—16, 19, 25 and 31 Meter Bands. Pulls in more stations, more countries than ever before.

Trans-Continental Standard Reception—Brings in stations where other portables fail—even in remote areas and steel buildings.

Humidity-Proofed—against loss of sensitivity.
A Summary of TV Report and Allocations in VHF and UHF Bands released on April 14, 1952
Featuring revolutionary new "cylindrical face" picture tube that stops annoying reflections. It's another Admiral "first"!

Take your choice! Television . . . clear as the movies on a big family size 21" picture tube. Dynamagic radio . . . a new thrill for your listening pleasure. Triple-play phonograph (33⅓, 45, 78 rpm) . . . up to five hours of recorded music with one loading. Choose one . . . choose all . . . you're set for a wonderful evening with an Admiral. It's a complete home theatre! In walnut, mahogany or blonde. At leading dealers everywhere. Admiral 17" TV . . . as low as $189.95.
IN a momentous decision, the most important in the history of the Federal Communications Commission, the FCC on April 14 unshackled television by issuing its Sixth Report and Order setting forth channel allocations in both the VHF and UHF bands and defining procedure. The FCC action marks the lifting of the TV freeze and sets in motion plans for orderly expansion of television throughout the United States and its possessions.

The voluminous report, covering 500 typewritten pages, documents, 2,053 channel assignments in 1,291 communities with 242 UHF channels being allotted to non-commercial educational stations. Thirty-two existing stations are given changes of frequency and stations are placed in a single class with three geographic zones.

It is a complete documentation of commission TV actions from the day the proceedings were instituted on May 6, 1948, until the lifting of the freeze. Section by section the report deals with the amendment of Section 3.606 of the commission's rules and regulations; amendment of the commission's rules and regulations and engineering standards concerning television broadcast service and the utilization of frequencies in the band 470 to 890 mcs., for television broadcasting.

In announcing the report it is revealed that Commissioner Robert Bartley did not participate; Commissioner Edward M. Webster concurred; Commissioner Frieda B. Hennock concurred in part and dissented in part and Commissioner Robert F. Jones wrote a dissenting opinion.

Anticipating an unprecedented number of applications for new television stations as a result of the lifting of the freeze, the commission has announced a temporary processing procedure. Desirous of making television service available to the greatest number of people in the shortest period of time, the FCC has set up separate processing lines for different cate-
How did I become a vice president? Used my head.
While others were sinking money in live TV, I got in touch with Consolidated and bought a bang-up show on film.
Then I bought spot market.
No wasted circulation...
costs less, too. And I don’t mind adding that it pleased the client no end.
gories of applications. These categories have been set upon the basis of the present lack of television service in the communities from which they are filed. Non-commercial educational television station applications will be processed separately beginning July 1.

Procedure
The first applications to be processed will be those arising out of final determinations made by the commission with respect to presently operating television stations whose channel assignments will be changed as a result of the orders to show cause set forth in the commission's third notice, since the implementing of these changes will affect the orderly implementation of the Table of Assignments. These applications will be processed beginning with the effective date of the new rules.

When the commission completes the processing of the applications from the orders to show cause, two processing lines will be established to operate concurrently. The operation of these lines will not begin before July 1, in order to allow a reasonable period for filing new applications and amending those on file, the commission stated.

**Will Favor Larger Cities**

One line will process applications for new television stations in cities presently receiving service. Within the group in the first processing line, the cities for which applications are filed will be taken in the order of their populations, so that the largest concentrations of population now receiving no service will be handled first.

Five separate groupings have been arranged for the second processing line. The first two of these groups give precedence to the UHF service, where either no VHF channels (excluding non-commercial educational channels) are assigned on all VHF channels (excluding non-commercial educational channels) are already occupied.

**Processing Explained**

Explaining the processing procedure, the FCC order stated:

"Since all existing stations are in the VHF band, and all present receivers require at least some modification to receive stations in the UHF band, this precedence will help enable the younger service to start first, a matter of great importance to the development of the assignment pattern provided in the Table of Assignments."

The three remaining groups provide, in order, for cities with one service, but no local station, for cities with one service from two or more stations, thus carrying out the principle of making service available first to cities now receiving none, and then making available a local service before other cities are provided with multiple services.

A separate processing line will be set up by the commission to handle application to modify construction permits granted after July 1, 1952, petitions for reconsideration of actions taken with respect to applications for new television stations, and petitions for waiver of hearings of these applications, all to be processed as filed.

**Basis of Allocations Outlined**

Basis of the Table of Assignments is set forth in the commission's assignment principle where "... endeavored to meet the twofold objective to provide television service, as far as possible to all people of the United States and to provide a fair, efficient and equitable distribution of television broadcast stations to the several states and communities."

With this as the objective, the commission set up priorities as follows:

- **Priority No. 1:** To provide at least one television service to all parts of the country.
- **Priority No. 2:** To provide each community with at least one television broadcast station.
- **Priority No. 3:** To provide a choice of at least two television services to all parts of the United States.
- **Priority No. 4:** To provide each community with at least two television broadcast stations.
- **Priority No. 5:** Any channels which remain unassigned under the foregoing priorities will be assigned to the various communities depending on the size of the population of each community, the geographical location of such community, and the number of television services available to such community from television stations located in other communities.
how to secure

a top television

film program:

Five basic requirements are necessary to produce a top television film program series—from promise to fulfillment. The real job is to find them all in one organization—with sufficient experience to insure that all five are working smoothly and efficiently.

These five requirements are:

... an adequate script department
... a mature casting group
... a truly fine production unit
... a top creative editorial staff
... ample capital.

As producers of 44 half-hour Fireside Theatre programs and now well under way with two new series of 52 half-hours each, Rebound and Crown Theatre, Crosby Enterprises, Inc. offers agencies and advertisers a background and experience probably unparalleled in this field. We have several additional properties available for consideration.

Inquiries should be addressed to Charles B. Brown, Crosby Enterprises, Inc., 9028 Sunset Boulevard, Hollywood 46, California.
With the above priorities set up, the commission made it known that no single mechanical formula was used in setting up the Table of Assignments, but that geographic, economic and population conditions were the principal factors for assignment of channels. In making the assignments the commission said that UHF channels were coordinated with and made complementary to the VHF assignment plan. The commission's report also states "If all VHF and UHF channels are utilized, there should be few, if any, people of the United States residing beyond the areas of television service. Provision has been made for at least one assignment to over 1,250 communities and it has attempted, where possible, to provide each community with at least two assignments."

DuMont Plan Noted
The report stated that the Allen B. DuMont Laboratories, Inc., was the only party to the proceedings to submit a national television assignment as an alternative to that contained in the commission's Third Notice, and after going into the DuMont proposal at length, the commission found that the principles of assignment which DuMont advocates were inadequate in that those principles did not recognize specifically the need to provide an equitable apportionment of channels among the separate states and communities and "did not provide adequately for the educational needs of the primarily educational centers."

Notice was also taken of the CBS proposal of views "generally similar to those of DuMont in respect to the need for providing additional commercial VHF stations in key economic areas."

As defense, the commission's report said that the Joint Committee on Educational Television alleged that the commission's priorities were deficient in not specifically recognizing non-commercial educational TV and urged that an additional priority be established between Priority No. 3 and Priority No. 4 reading as follows: To provide a non-commercial educational television service to all parts of the United States by the reservation of frequencies for this purpose.

One interesting aspect of the report on the use of channels is that the commission has made specific assignments to the particular cities and communities on Channels 2 through 65. The commission stated: "Channels 66 to 78 or 83 were designated as flexibility channels and no specific assignments to individual cities or communities were made on these channels. It was provided in the Third Notice that persons desiring to file an application for a station in a community which (1) is not listed in the Table of Assignments and (2) is not eligible for an assignment, without the necessity of rule making proceedings might file an application for a station on one of the flexibility channels without further rule making. It was provided, however, that stations on flexibility channels could not be applied for, in this manner, in a community assigned a channel in the Table or which was otherwise eligible for such an assignment without further rule making under the 15-mile rule."

Interesting Changes
Some interesting changes and allocations are revealed in the Table of Assignments. New York City, for example receiving two UHF assignments, one for non-commercial educational use and bringing the city's total number of stations to eight. Chicago, on the other hand, will have a total of ten stations. In New Jersey, Andover, Camden, Freehold, Hammonton and Montclair have been added to the Table. Denver, long the isolated market, will receive a total of six stations, one non-commercial. Detroit, originally slated for seven stations, will have only five from the Table, all commercial, while Windsor, Ont. remains unchanged with two stations.

Among other cities to be added include Calumet and Coldwater, Michigan, Clemson, S. C., Adams, Chilton, Park Falls and Shell Lake, Wisconsin.

Three geographic zones are set up under the order in the United States and territories and possessions, and channels have been set up in accordance with mileage separations for each zone. Co-channel assignment separations of 170 miles for VHF and 155 miles for UHF have been established for zone I,
Some of Danny's Recent Network Appearances Have Been...

- THE EDDIE CANTOR SHOW
- CHESTERFIELD SUPPER CLUB
- THE KEN MURRAY SHOW

Chicago's Newest and Fastest Rising Morning Television Show

"Breakfast with the O'NEILS"

MONDAY THRU FRIDAY AT 10:30 A.M. over WBKB

Number 1 variety show in TV Forecast Annual Awards Poll

"Breakfast with the O'Neils voted best daytime variety show. That's the thunderous decision proclaimed in TV Forecast's recent 300,000 vote contest.

Number 1 singer, TV Forecast Annual Awards Poll

Danny O'Neil voted favorite local male singer. A great all-around guy, his genuine sense of humor and sincere manner make him a welcome guest in everyone's home. A true product of the informal easy style of Chicago television.

ABOUT THE SHOW . . . "BREAKFAST WITH THE O'NEILS"

There's music . . . Danny's fine tenor voice bringing welcomed melody into thousands of Chicago homes. There are topics of interest . . . as Danny introduces viewers to everyone from well-known celebrities, to little-known folks with a real human, vibrant story to tell. There's informality . . . as Danny and wife Gerrie (a former Broadway dancing star), chat with pianist Dick Boyell in an atmosphere that makes the viewer feel they're all together in a relaxing home atmosphere.

DANNY O'NEIL CAN Sell YOUR PRODUCT

Sincerity is the key-note of Danny's personality. You'll see that as soon as you meet him. And of course there's nothing like television to convey that sincerity to thousands of viewers. That's why folks who have seen Danny on Chicago programs for many years, have come to think of him as a personal friend. That's why when Danny tells them about a sponsor's product, they know he's given it his personal approval, and that he's sure it would be a good buy for them. When you buy the Danny O'Neill show, you buy a public's confidence in an entertainer whose word they trust. When he asks them to buy his product, you know they'll buy it.

For further information contact John H. Mitchell, Gen. Mgr. at Randolph 6-8210—Write WBKB, 190 N. State St., Chicago 1, Ill., or contact our station representative, Weed & Company, in New York, Boston, Detroit, San Francisco, Atlanta or Hollywood.
Northeast U. S., 190 miles and 175 miles for zone II, which includes the territories and possessions and the entire middle portion of the U. S., the lower Atlantic states and most of the Gulf states, and zone III, 220 and 205 miles, in the Southeast U. S.

At the same time, the order amends and recodifies the commission’s rules governing TV broadcast stations, and amends the standards of good engineering practice concerning TV broadcast stations to reflect the commission’s decisions in these proceedings.

The order calls for a revised application form (FCC form 301) for new stations or changes in existing stations. Applications currently on file with the commission, including 171 applications now removed from hearing status, must be amended; otherwise, the commission says threateningly, such applications will be dismissed. Applications must specify a channel assigned.

Opinions Noted

Three FCC commissioners have written varying opinions on this decision bringing to an end the three-and-one-half year “freeze” on new TV stations. Robert F. Jones, dissenting from the majority opinion, wrote more than four thousand words, supporting his argument, while E. M. Webster issued an opinion concurring with the majority. Frieda B. Hennon’s opinion was both for and against.

In his opinion, Jones contended that: “... this firm, fixed and final allocation plan pretends to keep the large city broadcasters from squatting on the best television channels to the exclusion of the small city. ...

“Actually, if you attribute all the selfishness charged against them in the commission’s decision, broadcasters could have done little more on an application basis, without an allocation plan, to carve out an advantage to the detriment of the smaller cities. ...

“The general rules and standards, and to a greater extent the city-to-city allocation plan actually exclude VHF channels from the smaller cities unless there happens to be no larger city within artillery range to put them in. This is justified on the basis that VHF covers wider areas than UHF, and that the larger cities can serve the rural population. So the general standards are drafted to the advantage of the largest cities to accomplish this basic purpose with VHF channels.

Shrinks VHF Channels

“This policy literally shrinks the 12 VHF channels of the spectrum ... to the equivalent of 4 in the Northeast part of the U. S. and other areas like it. This occurs because the bigger you make any station’s coverage the wider you have to space stations. The wider you space stations the lesser number of times you can use the channel in the entire country.

“The commission has pretended that these high power, antenna heights, and wider VHF spacings actually give more service to the rural areas. In fact, the contrary is true. In the Northeastern U. S. and other areas like it, 148 per cent more rural and city area could get a grade A service and 59 per cent more could get grade B service if the 250 mile median spacing (between stations operating on the same channel) is cut in half when 500 foot antennas are used and cut one-third when 1,000 foot antennas are used.

“The commission has made 10 kw maximum power for VHF channels 2 to 6, and 316 kw for VHF channels 7 to 13 roughly three times the low band VHF power) and made 2,000 foot antenna heights the maximum except in ... (Northeastern U. S.) where 1,000 feet is maximum. These are the values which have to be used by broadcasters everywhere (from New York City to Goldfield, Nevada—population 336) to make the commission’s plan even approach degraded efficiency. This means that there is a million-dollar entry fee for every broadcaster to guarantee the commission’s plan’s efficiency. If broadcasters from small towns (VHF was given to the largest cities and UHF generally to the smaller cities to fill in the gaps not covered by VHF) are to contribute to efficiency, they had better study astronomy to figure up their balance sheets and buy lots of red ink. ..."

Continuing, Jones said, “Now sound UHF station commercializa-
ADVANCE TELEVISION PICTURE SERVICE, Inc.
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Producing Pictures for Television

ADVANCE TELEVISION PICTURE SERVICE, INC.
729 SEVENTH AVENUE Telephone: Circle 5-6873 NEW YORK 19, N. Y.
tion is handicapped economically and technically by 17 million VHF-only receiving sets. Any prospective UHF broadcaster is not only handicapped where UHF and VHF are intermixed, but also in areas where UHF is not used to supplement the inefficient assignment of VHF channels.

Denies Local Television

"... The purpose of the allocation plan now being adopted by the commission is to create a nationwide competitive television system, but the effect of the plan is to deny local television to cities not included in the table. Once the table is established and construction permits are granted, followed by licenses and operation on the channels assigned... the commission will not be able to dislocate such licenses to make another plan more efficient without litigation ensuing between such licensees and the commission.

"... The entire philosophy of providing the standard service area for all cities based upon a service area satisfactory to the largest city in the table exposes some absurd results," Jones said. "For example, the commission concluded that 'the geographical distribution of people and cities of the U.S. does not lend itself to a simple rule for spacing of stations' which will protect the interference free service area of each channel. Yet the commission has adopted just such a simple rule that it condemns as the sole criteria for assignment of channels and refusal to assign channels to cities throughout the nation."

Commissioner E. M. Webster issued a concurring opinion on the matter. After noting that when the Third Notice of Further Proposed Rule Making was issued on March 22, 1951, he stated in a separate opinion that he believed the reservation of channels for non-commercial educational TV stations was warranted only upon a showing that there was a reasonable probability that, if such reservation were made, the channels would be utilized in the reasonably near future.

In his opinion Commissioner Webster said he felt a vast major-

ity of the representatives of educational institutions had little concept of costs and practical problems involved in the construction and operation of a TV station, and that when brought face-to-face with practicalities they might find the economic hurdle difficult, if not impossible to surmount.

One of the considerations which enabled him to accept the reservation of channels, Webster said, is the fact that in event the educators fall in their efforts, the commission, at any time it considers it in the public interest to do so, can reconsider its decision and through rule making proceedings, assign idle educational channels for commercial purposes and also possibly promulgate rules requiring other than non-commercial educational stations to provide adequate educational programs. He also noted that after one year any party is at liberty to petition the commission for rule making proceedings looking toward the commercialization of any or all educational channels lying fallow at the time.

Hennoch Opinion

In an opinion concurring in part and dissenting in part Commissioner Frieda B. Hennoch said that with reference to the educational reservations of the Sixth Report and Order, she concurred in the decision insofar as it adopts the principle of reserving channels for educational purposes and insofar as it assigns specific channels for such purposes. She dissented, however, from the decision insofar as it fails to make a more adequate and proper provision for education.

Referring to the commission's experience with FM where the set problem was so crucial, Commissioner Hennoch said that it was clear that practical economic considerations cannot be left largely to chance in the establishment of a new service. She was referring to the increases in station power and antenna height in VHF and UHF.

Further, Commissioner Hennoch stated, she felt the commission should have adopted its proposal from the Third Notice to give a substantial preference in the unassigned "flexibility" channels to cities without TV assignments.
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<thead>
<tr>
<th>Alabama</th>
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**Arizona**

| Ajo                     | 14          |
| Bisbee                 | 15          |
| Casa Grande            | 18          |
| Chino                  | 25          |
| Cordova                | 30          |
| Douglas                | 3           |
| Eloy                   | 24          |
| Flagstaff              | 9, 13       |
| Globe                  | 34          |
| Holbrook               | 14          |
| Kingman                | 6           |
| Mesa                   | 12          |
| Miami                  | 28          |
| Morenci                | 31          |
| Nogales                | 17          |
| Phoenix                | 3, 5, 8, 10 |
| Prescott               | 15          |
| Safford                | 21          |
| Tucson                 | 19          |
| Williams               | 25          |
| Winslow                | 16          |
| Yuma                   | 11, 13      |

**Arkansas**

| Arkadelphia            | 34          |
| Batesville             | 30          |
| Benton                 | 40          |
| Blytheville            | 64, 74      |
| Camden                 | 50          |
| Conway                 | 49          |
| El Dorado              | 10, 26      |
| Fayetteville           | *13, 41     |
| Forrest City           | 22          |
| Fort Smith             | 5, *16, 22  |

* Denotes Channel reservation for non-commercial educational use.
### OFFICIAL FCC TV ALLOCATIONS

**Connecticut**

<table>
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<td>Norwalk (see Stamford)</td>
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<td>Stamford-Norwalk</td>
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**District of Columbia**

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**Florida**

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**Georgia**

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**Idaho**

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**Illinois**

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<td>La Salle</td>
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* Denotes Channel reservation for non-commercial educational use.
**OFFICIAL FCC TV ALLOCATIONS**

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<th>Lincoln</th>
<th>Macomb</th>
<th>Marion</th>
<th>Mattoon</th>
<th>Moline (see Davenport, Iowa)</th>
<th>Mt. Vernon</th>
<th>Oney</th>
<th>Pekin</th>
<th>Peoria</th>
<th>Quincy</th>
<th>Rockford</th>
<th>Rock Island (see Davenport, Iowa)</th>
<th>Streator</th>
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* Denotes Channel reservation for non-commercial educational use.
## OFFICIAL FCC TV ALLOCATIONS

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### Notes

- Channel No. 1012
## OFFICIAL FCC TV ALLOCATIONS

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* Denotes Channel reservation for non-commercial educational use.
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* Denotes Channel reservation for non-commercial educational use.
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<th>Bennington</th>
<th>Brattleboro</th>
<th>Burlington</th>
<th>Montpelier</th>
<th>Newport</th>
<th>Rutland</th>
<th>St. Albans</th>
<th>St. Johnsbury</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>33</td>
<td>58</td>
<td>*16, 22</td>
<td>3</td>
<td>46</td>
<td>49</td>
<td>34</td>
<td>30</td>
</tr>
</tbody>
</table>

### VIRGINIA

<table>
<thead>
<tr>
<th>Channel No.</th>
<th>Blacksburg</th>
<th>Bristol (see Bristol, Tenn.)</th>
<th>Covington</th>
<th>Danville</th>
<th>Emporia</th>
<th>Farmville</th>
<th>Fredericksburg</th>
<th>Front Royal</th>
<th>Harrisonburg</th>
<th>Lexington</th>
<th>Lynchburg</th>
<th>Manassas</th>
<th>Martinsville</th>
<th>Newport News (see Norfolk-Portsmouth-Newport News)</th>
<th>Norfolk-Portsmouth (also see Norfolk-Portsmouth-Newport News)</th>
<th>Norfolk-Portsmouth-Newport News (also see Norfolk-Portsmouth)</th>
<th>Norton</th>
<th>Petersburg</th>
<th>Portsmouth (see Norfolk-Portsmouth and also see Norfolk-Portsmouth-Newport News)</th>
<th>Pulaski</th>
<th>Richmond</th>
<th>Roanoke</th>
<th>Staunton</th>
<th>Waynesboro</th>
<th>Williamsburg</th>
<th>Winchester</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>*60</td>
<td></td>
<td>45, 64</td>
<td>44</td>
<td>24</td>
<td>19</td>
<td>47</td>
<td>30</td>
<td>3, 34</td>
<td>54</td>
<td>13, 16</td>
<td>50</td>
<td>35</td>
<td>3, 10, 15, *21, 33</td>
<td>8, 41</td>
<td>3, 10, 15, *21, 33</td>
<td>52</td>
<td>81, 41</td>
<td>6, 12, *23, 29</td>
<td>37</td>
<td>6, 12, *23, 29</td>
<td>7, 10, 27, *23</td>
<td>30</td>
<td>36</td>
<td>42</td>
<td>14</td>
</tr>
</tbody>
</table>

### WASHINGTON

<table>
<thead>
<tr>
<th>Channel No.</th>
<th>Aberdeen</th>
<th>Anacortes</th>
<th>Bellingham</th>
<th>Bremerton</th>
<th>Centralia</th>
<th>Ellensburg</th>
<th>Ephrata</th>
<th>Everett</th>
<th>Grand Coulee</th>
<th>Hoquiam</th>
<th>Kelso</th>
<th>Kennewick (also see Kennewick-Richland-Pasco)</th>
<th>Richland-Pasco</th>
<th>Kennewick-Richland-Pasco</th>
<th>Longview</th>
<th>Olympia</th>
<th>Omak-Okanogan (also see Omak)</th>
<th>Pasco (also see Kennewick-Richland-Pasco)</th>
<th>Port Angeles</th>
<th>Pullman</th>
<th>Richland (also see Richland-Pasco)</th>
<th>Richland-Pasco</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>58</td>
<td>34</td>
<td>12, 18, 24</td>
<td>44, 50</td>
<td>17</td>
<td>49, 65</td>
<td>43</td>
<td>22, 28</td>
<td>37</td>
<td>52</td>
<td>39</td>
<td>25</td>
<td>*41</td>
<td>*41</td>
<td>33</td>
<td>60</td>
<td>*35</td>
<td>*10, 24</td>
<td>16</td>
<td>16</td>
<td>19</td>
<td>31</td>
</tr>
</tbody>
</table>

### WEST VIRGINIA

| Channel No. | Beckley | Bluefield | Charleston | Clarksburg | Elkins | Fairmont | Hinton | Huntington | Logan | Martinsburg | Morgantown | Parkersburg | Welch | Weston | Wheeling (also see Wheeling-Staunton) | Steubenville, Ohio | Wheeling-Staunton, Ohio | *6, 21     | 41       | 8, *43, 49   | 12, 22 | 40       | 35       | 31       | 23       | 58       | 24       | 25       | 32       | *57       | 7, 9, 51 |
|-------------|---------|-----------|------------|------------|--------|----------|--------|------------|-------|------------|-----------|-------------|------|-------|-------------------------------------|------------------------|-----------------------------|-------------|----------|--------------------------|--------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|

### WISCONSIN

| Channel No. | Adams | Appleton | Ashland | Beaver Dam | Beloit | Chilton | Eau Claire | Fond du Lac | Green Bay | Janesville | Kenosha | La Crosse | Madison | Manitowoc | Marinette | Milwaukee | Oak Park | Park Falls | Portage | Prairie du Chien | Racine | Rhinelander | Rice Lake | Richland Center | Sheboygan | Shell Lake | Sparta | Stevens Point | Sturgeon Bay | Superior (see Duluth, Minn.) | Wausau | Wisconsin Rapids | Waukesha | West Allis | Weyauwapan | Wyalusing | Wyoming Rapids | Yellowknife | **81** | **59** | **30** | **30** | **30** | **30** | **30** | **30** | **30** |
|-------------|-------|----------|---------|------------|--------|---------|----------|------------|---------|------------|----------|------------|--------|-----------|----------|-----------|---------|-----------|---------|----------|--------|-----------|----------|------------|----------|------------|--------|-----------|-----------|----------|------------|----------|------------|--------|-----------|----------|----------|------------|----------|--------|----------|----------|----------|----------|----------|----------|----------|----------|
|             | 58     | 42        | 15       | 37         | 57     | 76, *32, 38 | 49, 55    | 22         | 21         | 66         | 59         | 30        | 30        | 50        | 20, 26     | 44       | 47         | 14       | 39        | 17        | 29        | 2            | 14        | 7, 16, *46 | 14       | 14       | 14       | 14       | 14       | 14       | 14       | 14       | 14       | 14       | 14       | 14       | 14       | 14       | 14       | 14       | 14       | 14       |

### WYOMING

| Channel No. | Buffalo | Casper | Cheyenne | Cody | Douglas | Evanston | Gillette | Green River | Greybull | Lander | Laramie | Lovell | Lusk | Newcastle | Powell | Rawlins | **9** | **19** | **3** | **36** | **19** | **28** | **30** | **11** |
|-------------|---------|--------|----------|------|---------|----------|---------|------------|---------|--------|--------|--------|-----|----------|--------|--------|-------|-------|------|-------|----------|--------|--------|-------|-------|------|-------|----------|--------|
|             | 29      | 2       | 3        | 5    | 14      | 14       | 31       | 10         | 40       | 17     | 18     | 36     | 19   | 28       | 30     | 11     |

---

* Denotes Channel reservation for non-commercial educational use.
**OFFICIAL FCC TV ALLOCATIONS**

<table>
<thead>
<tr>
<th>Channel No.</th>
<th>Riverton</th>
<th>Rock Springs</th>
<th>Sheridan</th>
<th>Thermopolis</th>
<th>Torrington</th>
<th>Wheatland</th>
<th>Worland</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>10</td>
<td>13</td>
<td>8</td>
<td>12</td>
<td>27</td>
<td>24</td>
<td>34</td>
</tr>
</tbody>
</table>

**U. S. TERRITORIES AND POSSESSIONS**

<table>
<thead>
<tr>
<th>State</th>
<th>Channel No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALASKA</td>
<td></td>
</tr>
<tr>
<td>Anchorage</td>
<td>2, 7, 11, 13</td>
</tr>
<tr>
<td>Fairbanks</td>
<td>2, 4, 7, 9, 11, 13</td>
</tr>
<tr>
<td>Juneau</td>
<td>3, 8, 10</td>
</tr>
<tr>
<td>Ketchikan</td>
<td>2, 4, 9</td>
</tr>
<tr>
<td>Seward</td>
<td>4, 9</td>
</tr>
<tr>
<td>Sitka</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Denotes Channel reservation for non-commercial educational use.

The following table compiled by the Associated Press on April 14, shows, state by state, the number of television stations now on the air, the total possible under channel allocations and the number of applications awaiting action:

<table>
<thead>
<tr>
<th>State</th>
<th>Now in Operation</th>
<th>Channels Assigned</th>
<th>Pending Applications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>2</td>
<td>45</td>
<td>7</td>
</tr>
<tr>
<td>Arizona</td>
<td>1</td>
<td>30</td>
<td>5</td>
</tr>
<tr>
<td>Arkansas</td>
<td>0</td>
<td>38</td>
<td>5</td>
</tr>
<tr>
<td>California</td>
<td>11</td>
<td>87</td>
<td>35</td>
</tr>
<tr>
<td>Colorado</td>
<td>0</td>
<td>40</td>
<td>9</td>
</tr>
<tr>
<td>Connecticut</td>
<td>1</td>
<td>16</td>
<td>7</td>
</tr>
<tr>
<td>District of Columbia</td>
<td>4</td>
<td>6</td>
<td>0</td>
</tr>
<tr>
<td>Delaware</td>
<td>1</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>Florida</td>
<td>2</td>
<td>58</td>
<td>19</td>
</tr>
<tr>
<td>Georgia</td>
<td>3</td>
<td>54</td>
<td>9</td>
</tr>
<tr>
<td>Idaho</td>
<td>0</td>
<td>28</td>
<td>4</td>
</tr>
<tr>
<td>Illinois</td>
<td>5</td>
<td>60</td>
<td>16</td>
</tr>
<tr>
<td>Indiana</td>
<td>2</td>
<td>48</td>
<td>15</td>
</tr>
<tr>
<td>Iowa</td>
<td>2</td>
<td>59</td>
<td>16</td>
</tr>
<tr>
<td>Kansas</td>
<td>0</td>
<td>49</td>
<td>7</td>
</tr>
<tr>
<td>Kentucky</td>
<td>2</td>
<td>34</td>
<td>4</td>
</tr>
<tr>
<td>Louisiana</td>
<td>1</td>
<td>42</td>
<td>12</td>
</tr>
<tr>
<td>Maine</td>
<td>0</td>
<td>29</td>
<td>6</td>
</tr>
<tr>
<td>Maryland</td>
<td>3</td>
<td>12</td>
<td>3</td>
</tr>
<tr>
<td>Michigan</td>
<td>6</td>
<td>70</td>
<td>10</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>2</td>
<td>23</td>
<td>16</td>
</tr>
<tr>
<td>Minnesota</td>
<td>2</td>
<td>48</td>
<td>13</td>
</tr>
<tr>
<td>Mississippi</td>
<td>0</td>
<td>39</td>
<td>5</td>
</tr>
<tr>
<td>Missouri</td>
<td>2</td>
<td>54</td>
<td>17</td>
</tr>
<tr>
<td>Montana</td>
<td>0</td>
<td>40</td>
<td>2</td>
</tr>
<tr>
<td>Nebraska</td>
<td>2</td>
<td>34</td>
<td>4</td>
</tr>
<tr>
<td>Nevada</td>
<td>0</td>
<td>22</td>
<td>3</td>
</tr>
<tr>
<td>Totals</td>
<td>108</td>
<td>2,053</td>
<td>521</td>
</tr>
</tbody>
</table>

**HAWAIIAN ISLANDS**

<table>
<thead>
<tr>
<th>Channel No.</th>
<th>Lihue, Kauai</th>
<th>3, *8, 10, 12</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Honolulu, Oahu</td>
<td>2, 4, *7, 9, 11, 13</td>
</tr>
<tr>
<td></td>
<td>Wailuku, Maui</td>
<td>3, 8, *10, 12</td>
</tr>
<tr>
<td></td>
<td>Hilo, Hawaii</td>
<td>2, 4, *7, 9, 11, 13</td>
</tr>
</tbody>
</table>

**PUERTO RICO**

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Arecibo</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Caguas</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mayaguez</td>
<td>3, 5</td>
<td></td>
</tr>
<tr>
<td>Ponce</td>
<td>7, 9</td>
<td></td>
</tr>
<tr>
<td>San Juan</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2, 4, *6</td>
<td></td>
</tr>
</tbody>
</table>

**VIRGIN ISLANDS**

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Christiansted</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Charlotte Amalie</td>
<td>10, 12</td>
<td></td>
</tr>
</tbody>
</table>

1017
TV COVERAGE MAPS

— Present —

Chart shows extent of current television coverage

— Future —

How new stations are expected to affect coverage

1018
MAY 6, 1918—The proceedings were instituted on May 6, 1918, by a “Notice of Proposed Rule Making” designed to amend the Table of Television channel assignments for the United States, set out in Section 3,606 of the Rules and Regulations of the FCC. During the hearing evidence was introduced which indicated the necessity for a revision of the Commission’s Rules, Regulations and Standards with respect to the technical phases of the television broadcast service.

SEPT. 30, 1918—The Commission issued a report and Order (FCC 48-2182), commonly referred to as the “Freeze Order.” In general this order provided that no new or pending applications for the construction of a new TV station would be acted upon and that new and pending applications for modification of existing authorizations would be considered on a case to case basis. The Commission said it could not continue to make assignments under the existing table.

JULY 11, 1919—Issuance of the “Notice of Further Proposed Rule Making” (FCC 19-9418) was announced by the Commission. The notice set forth Commission proposals to: A. amend its television rules, regulations and standards; B. methods and assumptions upon which the Commission’s figures and values specified in the rules were based; C. contained the proposed revision of its table of channel assignments in the United States and the territories; and D. contained illustrative assignments for Canada, Mexico and Cuba.

SEPT. 1, 1919—First color report (FCC 50-1961) issued.

SEPT. 1919—Hearings on color television begin.

OCT. 11, 1919—Second color report (FCC 50-1224) issued.

OCT. 16, 1919—Hearing of testimony of parties interested in the first two parts of the Notice of July 11, 1919 began. The hearings continued until January 31, 1921, when the Commission recessed to study the record and determine whether it should proceed on hearings on C and D.

MARCH 22, 1951—The “Third Notice of Further Proposed Rule Making” (FCC 51-244) was issued by the Commission. In Appendices A and B, the FCC set forth its conclusions based on the hearing record and at the same time afforded interested parties the opportunity to object to the conclusions in A & B by filing objections. Appendices C & D contained a new proposed table of channel assignments.

JUNE 21, 1951—The Commission issued its third report (FCC 51-610) stating it could not at the time effect a partial lifting of the “freeze.”

JULY 12, 1951—A “Fourth Report” and “Order” (FCC 51-693) was issued allocating to TV broadcasting the frequency band 470-500 MCs.

JULY 25, 1951—A “Fifth Report and Order” (FCC 51-752) was issued amending the “freeze order to permit consideration on a case-to-case basis of applications by existing licensees and permittees for special temporary authority to increase power within certain defined limits. An order was also issued (FCC-739), cancelling oral hearings which were scheduled to take place pursuant to the third notice.

APRIL 14, 1952—The Commission announces the lifting of the “freeze.”
### CHANGES IN PRESENT ASSIGNMENTS

<table>
<thead>
<tr>
<th>Licensee or Permittee</th>
<th>City Affected</th>
<th>Present Channel Assignment</th>
<th>New Channel Assignment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Iowa State College of Agriculture and Mechanical Arts (WOI-TV)</td>
<td>Ames, Ia.</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Atlanta Newspapers, Inc. (WSB-TV)</td>
<td>Atlanta, Ga.</td>
<td>8</td>
<td>11</td>
</tr>
<tr>
<td>Birmingham Broadcasting Company, Inc. (WBRC-TV)</td>
<td>Birmingham, Ala.</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>Sarkes Tarzian, Inc. (WTTV)</td>
<td>Bloomington, Ind.</td>
<td>10</td>
<td>4</td>
</tr>
<tr>
<td>Balaban &amp; Katz Corporation (WBKB)</td>
<td>Chicago, Ill.</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Crosley Broadcasting Corporation (WLWT)</td>
<td>Cincinnati, O.</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Radio Cincinnati, Inc. (WKRC-TV)</td>
<td>Cincinnati, O.</td>
<td>11</td>
<td>12</td>
</tr>
<tr>
<td>Scripps-Howard Radio, Inc. (WCPO-TV)</td>
<td>Cincinnati, O.</td>
<td>7</td>
<td>9</td>
</tr>
<tr>
<td>Empire Coil Company, Inc. (WXEL)</td>
<td>Cleveland, O.</td>
<td>9</td>
<td>8</td>
</tr>
<tr>
<td>National Broadcasting Company, Inc. (WNBK)</td>
<td>Cleveland, O.</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Crosley Broadcasting Corporation (WLWC)</td>
<td>Columbus, O.</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Crosley Broadcasting Corporation (WLWD)</td>
<td>Dayton, O.</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>Miami Valley Broadcasting Corporation (WHIO-TV)</td>
<td>Dayton, O.</td>
<td>13</td>
<td>7</td>
</tr>
<tr>
<td>Central Broadcasting Company (WOC-TV)</td>
<td>Davenport, Ia.</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>Leonard A. Versluis (WLA-VTV)</td>
<td>Grand Rapids, Mich.</td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>WSAZ, Inc. (WSAZ-TV)</td>
<td>Huntington, W. Va.</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>WJAC, Inc. (WJAC-TV)</td>
<td>Johnstown, Pa.</td>
<td>13</td>
<td>6</td>
</tr>
<tr>
<td>WGAL, Inc. (WGAL-TV)</td>
<td>Lancaster, Pa.</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>WAVE, Inc. (WAVE-TV)</td>
<td>Louisville, Ky.</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>WHAS, Inc. (WHAS-TV)</td>
<td>Louisville, Ky.</td>
<td>9</td>
<td>11</td>
</tr>
<tr>
<td>Memphis Publishing Company (WMCT)</td>
<td>Memphis, Tenn.</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>The Journal Company (WTMJ-TV)</td>
<td>Milwaukee, Wisc.</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>The Elm City Broadcasting Corp. (WNHC-TV)</td>
<td>New Haven, Conn.</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>WTAR Radio Corporation (WTAR-TV)</td>
<td>Norfolk, Va.</td>
<td>4</td>
<td>10</td>
</tr>
<tr>
<td>Allen B. DuMont Laboratories, Inc. (WDTV)</td>
<td>Pittsburgh, Pa.</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>The Outlet Company (WJAR-TV)</td>
<td>Providence, R. I.</td>
<td>11</td>
<td>10</td>
</tr>
<tr>
<td>Stromberg-Carlson Company (WHAM-TV)</td>
<td>Rochester, N. Y.</td>
<td>6</td>
<td>5</td>
</tr>
<tr>
<td>General Electric Company (WRGB-TV)</td>
<td>Schenectady, N. Y.</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>Central New York Broadcasting Corporation (WSYR-TV)</td>
<td>Syracuse, N. Y.</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>WDEL, Inc. (WDEL-TV)</td>
<td>Wilmington, Del.</td>
<td>7</td>
<td>12</td>
</tr>
</tbody>
</table>
BARRING an increase in the temperature of the cold war and a drastic aggravation of international tensions, 1952 should be a productive year for the television receiver industry.

Since civilian receiver production is so inextricably interlaced with the national defense program, we can look for production to be substantially reduced from 1950 and 1951 figures. This will be due to already announced diversion of critical materials for the military establishment.

Indications from the National Production Authority are that enough metals will be made available to the industry for the production of upwards of 4 million receivers in 1952. This figure represents an approximate 46 per cent decrease from 1950's record-breaking total of 7.5 million and 23 per cent of the 1951 total of 5.3 million receivers.

This reduced production figure of 4 million sets must be accepted with the assumption that 1952 will see (1) no all-out war, (2) no expansion of the present Korean conflict and (3) no additional outbreak of aggression in another part of the world. Naturally, any worsening of the world-wide situation will have its adverse effect on civilian production.

In the light of restrictions on copper, aluminum, stainless steel, nickel and cobalt, the 1951 production of 5.3 million sets and anticipated output for 1952 represents a tribute to the industry's ingenuity and resourcefulness in conservation of materials without detracting from quality of product. 1951's "make do" production lessons should be reflected in even greater economies in the use of restricted materials without deviation from strict quality control requirements during 1952.

Innovations and trends in 1952 receivers were in evidence early in January with the introduction of new lines by manufacturers. Chief among these has been the pronounced movement toward large size picture tubes. The most popular sizes during 1952 will be the 17-inch and 21-inch picture tubes. It is interesting to note that only three years ago the popular size receiver incorporated a 12-inch picture tube; 20-inch tubes were only in the "luxury" type of receiver.

TV picture tubes in 1952 will represent the most advanced design. An important trend is the universal acceptance of rectangular tubes which present TV pictures to the viewer in the same aspect ratio as is picked up by the TV camera. Another popular innovation in 1952 will be the automatic focus tube. This tube eliminates focus controls of any kind, and at the same time effects substantial savings in both steel and copper.

Great advances have been registered in reduction of reflections on picture tubes, from lights, windows and other reflective sources through the introduction of cylindrically-faced tubes. These tubes will make their appearance in 1952.

Television chassis in 1952 will have greater sensitivity and range than ever before, resulting in better fringe and weak signal area reception.

The anticipated impact of UHF as a companion service to VHF telecasting is already in evidence in 1952 receivers. These new sets contain provision for adaption to the UHF type of telecasting, either through tuning strips installed in the tuner or through an external UHF converter.

With no more than a handful of new stations expected on the air by the end of 1952, even if the "freeze" is lifted immediately, receivers will have to be sold in substantially the same markets as in 1951. The industry which enters 1952 with approximately 1,000,000 receivers in inventory should be able to sell those and its 1952 production even in what might be called "old" markets. Several factors point to this. They include (1) a record amount in disposable funds in the nation this year, (2) the untapped market of better than 50 per cent which still exists in TV areas, (3) elimination of confusion in the minds of the public regarding premature and incompatible color television (4) increased sales of television receivers in fringe and weak signal areas due to greater sensitivity of 1952 sets, (5) obsolescence of small-size picture receivers (6) extension of relay facilities to include the

(Continued on Page 1110)
TELEVISION has now acquired a modus operandi of sound stature, technically geared to volume production. It has not however, set a pattern for point of production. As constituted now, video fare arrives on living room screens from three major production centers in the United States; New York, Chicago and Hollywood.

Granted TV can go almost anywhere for remote pickups of strategic on-the-spot news and sports coverage — and well it should. But I am not concerned with this phase of television’s ability to capture history in the making.

By far the greatest stress placed on video is for entertainment through the medium of dramatic offerings, which by far account for the greatest portion of present day television programming. It is with this phase of television that I am concerned and consequently, from where these programs should originate.

At the present time (1952), a comparatively young age for television, the American Broadcasting Company possesses the finest television plant in existence—the 23-acre ABC-TV Center in Hollywood.

The network has made good use of its giant west coast facilities in the past year, since the opening of the transcontinental-microwave-coaxial link. But its use has not yet been fully exploited or explored. There exists in Hollywood today the greatest talent pool in the world. And I do not refer only to top marquee names but to lesser stars and feature players, well known to the average motion picture goer. They are fine dramatic personalities on whom television should call to fill the varied roles in new dramatic shows.

Hollywood is the home of this talent and they should not be expected to travel 3,000 miles to fill a video engagement in New York for a one night stand and then return home. The fact that video has made this demand upon the Hollywood talent pool immediately sends talent costs soaring. Whereas, if television were content to develop their live shows where the stars are, where sets could be built and remain standing without being “struck” after each show; where technical equipment and technicians abound, video would surely begin minimizing its present day soaring costs.

The fact that ABC-TV has already been able to build some basic sets (such as that used on “The Ruggles” show) where the set can be stored on the huge sound stage on the ABC-TV Hollywood lot and used week-after-week without being disassembled after each telecast, has in itself saved the network large sums of money. This one instance could well be repeated over and over for many other TV programs. Another simple, but extremely important cost-saving operation is the network’s ability to do away with the necessity of hiring trucks, which normally in such video centers as New York and Chicago, must cart scenery back and forth from warehouses to the TV studios. In New York City, a single truck, carting a set from a warehouse to a TV studio costs $150. By the time the round trip has been made, the cost for trucking the set back and forth amounts to $300. Not so in Hollywood, where sets can remain intact, stored in the vast recesses of the huge ABC-TV Center, to be used over and over again.

Another example of cost cutting and one directly benefiting the advertiser, is the network’s purchase sometime ago of eight carloads of scenery and props, now conveniently accessible at our Hollywood TV Center. Scenery and props are readily available at any time on the lot and a sponsor’s re-use of them for shows results in a cost to him of only 10 per cent of their original construction costs.

Just recently the ABC-TV network presented several “one shot” live programs—“The Professor,” starring Joseph Schildkraut and “One False Step,” both of which were produced in Hollywood, and both of which received excellent revues from the press.

Similar plans are underway now for the presentation of a number of other programs of this type, all of which will be produced at our Hollywood TV Center.

This type of programming only serves to emphasize the adaptability of our West Coast facilities for the origination of such programs at a considerable savings in costs to a potential advertiser.
At age 41, ROBERT E. KINTNER is the youngest President to sit at the helm of a major broadcasting network. In the span of seven short years since he first joined ABC as a Vice President in 1944, with immediate supervision of programming, public services, public relations and advertising, the American Broadcasting Company has expanded and assumed a ranking position in the broadcasting industry under his able and far-sighted guidance.

A native of Stroudsburg, Pa., and a graduate of Swarthmore College, his career previous to joining ABC, included work as a staff member on the editorial department of the New York Herald-Tribune, where he specialized in financial reporting. Subsequently, he became Washington correspondent for the same paper and later, with Joseph Alsop, was author of a nationally syndicated Washington newspaper column.

KINTNER

ALEXANDER STRONACH, JR.
Vice President for the ABC Television Network

A former free-lance writer for magazine and motion pictures, ALEXANDER (SANDY) STRONACH, JR., came to the American Broadcasting Company in September, 1948 as Manager of Television Programs of the network. In January, 1951 he was named National Director of Television Program Operations for ABC-TV and subsequently in May, 1951, was named Vice President for the ABC-TV Network. His varied background includes a stint as writer on "We, the People," a radio program which he helped script while with Young & Rubicam, Inc.; producer and director of this program, as well as "Mystery Theatre," "The March of Time" and several other of the agency's commercial programs. He also served as production supervisor, manager of the talent department and program manager for Young & Rubicam, Inc.

STRONACH, JR.

JOHN B. LANIGAN
Vice President in Charge of Television Sales

JOHN B. LANIGAN came to the ABC network in February of this year as Vice President in charge of Television Sales. Lanigan was previously a specialist in consumer advertising for Time Magazine, having served with that publication for three years prior to his association with ABC. In addition, his extensive background includes advertising and sales in several media.

Prior to joining Time, he was sales manager for the Eureka Williams Corporation, a position to which he was advanced following his duties as West Coast sales manager for the company over a period of a year and a half.

From 1943 to mid-1946, he was a space salesman working for the Chicago and Detroit offices of Time, having previously served for six years with Good Housekeeping magazine, where he was manager of the Detroit sales office from 1941 to 1942 and before that a member of the sales force in the Chicago office.
CASTING COMPANY

LEGEND

- ABC Contract Facilities
- Shared Facilities
- Private Relay
  - Interconnected Affiliate
  - Non-Interconnected Affiliate
  - Number of Shared Facilities
  - Junction Point
- Future Facilities

1025
AMERICAN BROADCASTING COMPANY, INC.

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

BOARD OF DIRECTORS
Edward J. Noble, Chairman
Robert H. Hinckley
Robert E. Kintner
Owen D. Young
C. Nicholas Priaulx
Franklin S. Wood

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Robert E. Kintner . . . . President
Earl E. Anderson . . . . Vice-President
Charles Ayres . . . . Vice-President
Slocum Chapin . . . . Vice-President
James Connolly . . . . Vice-President
Robert H. Hinckley . . . Vice-President
Ernest Lee Jahncke, Jr. . . . V.P. & Asst. to Pres.
John B. Lanigan . . . . Vice-President
Frank Marx . . . . Vice-President
Harold L. Morgan, Jr. . . . Vice-President
John H. Norton . . . . Vice-President
C. Nicholas Priaulx . . . Vice- Pres. & Treasurer
Leonard Reeg . . . . Vice-President
Alexander Stronach, Jr. . . . Vice-President
Thomas Velotta . . . . Vice-President
Paul Whiteman . . . . Vice-President
Ernest Felix . . . . Assistant Treasurer
Aaron Rubin . . . . Assistant Treasurer
Walter C. Tepper . . . . Controller
Geraldine B. Zorbaugh . . . Acting Gen. Attorney and Secretary

TELEVISION
Alexander Stronach, Jr. . . . . . Vice President for the ABC-TV Network
Frank Marx . . . . Vice President in Charge
Clure Owen . . . . Administrative Assistant
John Preston . . . . Director of Engineering Facilities & General Services
William Trevathen . . . . Director of Engineering Operations
Merle Worster . . . . Eastern Television Operations Manager

Special Services
C. Nicholas Priaulx . . . . . Vice President and Treasurer
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Thomas F. Foy . . . . Purchasing Agent
Malcolm B. Lang . . . . Manager of Station Clearance—Television
Aaron Rubin . . . . Assistant Treasurer
Lawrence A. Ruddell . . . . Recording Director
Joseph J. Spagnola . . . . Office and Studio Service Director
Alice Stamatis . . . . Manager of Order Processing
Walter C. Tepper . . . . Controller
Drew Van Dam . . . . Director of Personnel
Reginald Willcocks . . . . Traffic Manager

Legal
Geraldine B. Zorbaugh . . . . . Acting General Attorney and Secretary
Felix H. Kent . . . . . Attorney
James A. Stabile . . . . . Attorney

News and Special Events
Thomas Velotta . . . . Vice President in Charge
John Madigan . . . . Director of News and Special Events—Television

Program
Harold L. Morgan, Jr. . . . . Vice President of the Television Program Department
Ward Byron . . . . . Executive Producer
Nat Fowler . . . . . Film Director
Henry Hede . . . . . Business Manager
Anthony Henning . . . . Production Manager
Charles Holden . . . . Assistant National Director of Television Program Production
Robert Holland . . . . Manager of Film Service
Harold Hough . . . . . Program Director of WJZ-TV
Ruth Kiersted . . . . Operations Manager
James McNaughton . . . . Art Director
Charles Underhill . . . . National Director of the Television Program Department
Mortimer Weinbach . . . . National Director of TV Operations

Public Relations
John W. Pacey . . . . . Director of Public Affairs
Mary Ahern.....Executive Producer of Public Affairs Department
Ruth Crawford ................. Librarian
Mitchell DeGroot..............Manager of Advertising and Promotion
Arthur B. Donegan..............Manager of Publicity
Ellen Heagerty. Supervisor Audience Information
Grace Johnsen. Director of Continuity Acceptance
Ruth Trexler.................Manager of Religious and Educational Activities
Oliver Treyz.................Director of Research and Sales Development
Ernest E. Stern..............Trade News Editor

Sales
John B. Lanigan...........Vice President in Charge of Television Sales
Charles Abry............Eastern Television Sales Manager
Edwin Friendly, Jr. National Director of Television Sales
Thomas P. Robinson........Business Manager for Television Network Sales

Stations
Slocum Chapin...........Vice President in Charge of Owned TV Stations
Richard B. Rawls........Manager of Television Stations Department
Trevor Adams...........Manager of WJZ-TV
Mary Connell...........Local and Spot Sales Service Manager—Television
Don L. Kearney.............National Manager of TV Spot Sales
Bernard Paulson............Operations Manager of WJZ-TV
Henry Worthington........Manager of Co-operative Program Sales—Television

WASHINGTON, D. C.
1703 K Street
Robert H. Hinckley............Vice-President

CENTRAL DIVISION
WENR-TV
20 North Wacker Drive,
Chicago 6, Illinois

John H. Norton...........Vice President of Central Division
Robert L. Anderson...........Research Supervisor
Kenneth Christiansen........Manager of Traffic & Communications
Francis J. Coveney............Auditor
Francis Dixon............Program Booking & Operations Supervisor
Walter L. Emerson...........Legal Counsel
Joe Fisher............TV Sales Manager of WENR-TV
Monte Frassnicht............Manager of TV Program Department
John Fitzpatrick...........TV Production Manager
Elliott Henry, Jr..........Publicity Manager
E. C. Horstmann............Engineering Manager
Dean Linger............Manager of Sales Promotion
Jack McCord...........TV Program Business Manager
Roy McLaughlin............Manager for ABC-TV Spot Sales, Chicago
Francis McNulty............Music Rights Supervisor
John J. Manley............Manager of Office & Studio Services
Cornelius O'Dea............News Supervisor

Patric Rastall...........Sales Service Manager
Robert M. Savage...........Continuity Supervisor
James L. Stilton...........Director of TV Network for Central Division
Floyd Timberlake...........TV Engineering Operations Supervisor
Gerald R. Vernon............Manager of TV Sales

WESTERN DIVISION
Hollywood
KECA-TV

ABC Television Center,
Hollywood 27, California
William Phillipson, Director of Western Division

Cecil W. Barker...........TV Program Production Director of Western Division & KECA-TV
Dorothy Brown...........Continuity Acceptance Editor, Western Division
Philip G. Caldwell........Western Division Manager of Technical Operations
Dresser M. Dahlstead......Program Manager, Western Division

Henry Daugherty...........General Traffic Supervisor
Ernest Felix............Assistant Treasurer
Paul Gates............Evening Program Manager
John S. Hansen...........Sales Promotion Manager
Philip Hoffman.............Manager of KECA-TV
Edward B. Hullinger........Manager, Stations Relations, Western Division
Frank King...........TV Sales Manager of KECA-TV
Bill Laramie.............Manager, ABC-TV Spot Sales, Los Angeles
Francis D. La Tourette......Western Division News Editor
Robert Laws............Western Division TV Sales Manager & Sales Manager of KECA-TV
Adolph Leifer...........Sales Service Manager
Cameron G. Pierce........TV Engineering Operations Supervisor

Darrell Ross...........Production Manager of KECA-TV
Victor Rowland...........Manager, Hollywood Publicity Department

Florence Shiro............Personnel Director
Donn B. Tatum............Director of TV, Western Division

John Wagner............Controller, Western Division

KGO-TV—SAN FRANCISCO
155 Montgomery Street,
San Francisco 2, California

James Connolly.............Vice-President
A. E. Evans.............Engineering Manager
Glady's Ferguson........TV Sales Service Manager
Vincent Francis............Manager of KGO-TV
Gordon Grannis. Promotion & Publicity Manager
Edith Kirby............Traffic Manager
Dexter Nichols...........Continuity Acceptance Editor
Victor Reed............News Editor
Dave Sacks.............Manager, ABC-TV Spot Sales
Blyce Wright............TV Program Manager

Stations Owned By ABC

WIZ-TV.............New York
WXYZ-TV.............Detroit
WENR-TV.............Chicago
KECA-TV.............Los Angeles
KGO-TV.............San Francisco

1027
America is sold on ABC
A network is known by the company it keeps . . . and today most of the leading names in American industry send their goods to market via ABC Television. One reason these advertisers choose ABC Television is because it is the only network that owns and operates television stations in five of the nation's seven top retail markets. Also, because ABC has gigantic production facilities that no other network can match—Television Centers in both New York and Hollywood.

ABC Television
American Broadcasting Company
TELEVISION did a lot of things in 1951: it spanned the continent, so people in New York could see the Japanese peace treaty being signed, and people in California could watch the National League playoffs—at 10 o'clock in the morning! It made the hands of a gambler into the picture of the year, and brought the American people up sharp against the realities of organized crime and political corruption with a sense of urgency that's still detonaing all over the country today, and promising that the 1952 political campaigns will be the show to watch. It looked on attentively as a general revived the ancient garrison ballad, "Old Soldiers Never Die." It was hard for commercial programming to top the pyrotechnics provided by the daily news; but nevertheless, 1951 brought forth some of the best, liveliest and most mature television shows seen to date. And one more thing television did: it Arrived, as a practical, dollars-and-cents, competitive advertising buy. The cost-per-thousand of reaching network television's audience began the swift descent that always tells knowledgeable advertising men a medium's ready to be reckoned with on a straight comparative, competitive basis. CBS Television wound up the year with its average cost-per-thousand more than 20 per cent below the 1950 figure. With the number of U. S. television sets estimated at 19 million by the end of '52, plus the prospect of new markets opening up at the lifting of the construction freeze, the circulation costs will look even better this time next year.

We look to 1952 also for the extension of two important operations that appeared in clear focus during the past year: daytime television, and the emergence of all-year television, with the consequent fading of the "summer-hiatus" feature. Daytime television developed a lot during the year, and provided considerable scope in programming, with emphasis on daytime variety, with full show-business values and top stars, in addition to the customary daytime serial and music and news features. Prophets had said that woman could not take time from their daily tasks to watch television; but once again television (and the women) threw the rule book out the window, and as one noted advertiser said, "Gentlemen, I have news for you. It appears that the American housewife has time to do just about anything she wants to do." And what she wants to do, it appears, is watch television. By mid-1951, the daytime percentage of sets-in-use had nearly doubled over the preceding year, and the average housewife viewer was watching daytime shows ten hours a week, Monday through Friday. This happy trend brought a lot of new television advertisers into the fold, and has created a demand, during the last few months, for an ever earlier start on network daytime programming, with the result that most networks plan early morning programming for the coming year. Once again we are seeing daytime programming, with its multiple-impression and low cost-per-impression features, making a substantial appeal to advertisers.

Perhaps the outstanding trail-blazing accomplishment of television operations in '51 was the success-story of summer television. Even the most optimistic and television-happy of us could hardly have predicted that the drop in viewing over the summer would be negligible; that many CBS Television advertisers who stayed on through the summer (and most of them did) would actually be winning audiences at lower cost than their October-April average. Once again we are obliged to hang our heads and admit that television can always do more than is expected of it; and that our thinking must be adjusted to the fact that television is not a seasonal medium, but a year-round necessity for viewers and a year-round selling force for advertisers.

As for CBS Television, we move into 1952 confident that we can continue to supply audiences with the best in television entertainment, news, and information; and supply advertisers with top value. 1951 saw a number of notable CBS Television program achievements: the magnificent news program, See It Now, and television's most extensive and detailed coverage of United Nations.
C. B. S. TELEVISION NETWORK

J. L. VAN VOLKENBURG
President

A member of the CBS family for 20 years, J. L. VAN VOLKENBURG, has risen through a number of executive posts with the network to his present position as CBS-TV president. He joined CBS in 1932 as general manager of KMOX, a Columbia-owned station in St. Louis. In 1938 he was appointed assistant to the CBS vice-president in charge of the Central Division. Van Volkenburg was named general sales manager of radio sales, in 1945 and three years later had assumed supervision of Columbia-owned stations as director of station administration. Shortly thereafter he was named vice-president and director of Television operation and in 1951 was named to his present position. Van Volkenburg was born in Sioux City, Iowa, Dec. 6, 1903 and attended the University of Minnesota.

VAN VOLKENBURG

HUBBELL ROBINSON, JR.
Vice-President in Charge of Network Programs

In story book fashion, HUBBELL ROBINSON, JR. started at the bottom as a messenger with Young & Rubicam in 1928 and in 1944 was made a vice president of the firm. Subsequently he joined the Blue Network (now ABC) as vice president and director of programs and in 1945 he moved to Foote, Cone & Belding as vice president in charge of radio. Robinson came to CBS in 1946 to take over direction of AM network programs. On January 1, 1950 he assumed general supervision and direction of all CBS programming, both radio and TV. Robinson was born in Schenectady, N. Y., on Oct. 16, 1905, attended Phillips Exeter Academy and Brown U., receiving his B. A. in 1927. After graduation he became a reporter on the Schenectady Union Star and later on the Knickerbocker Press in Albany. In 1928 he moved to New York and entered advertising.

ROBINSON, JR.

FRED M. THROWER
Vice-President in Charge of Network Sales

Today's TV Personality: FRED M. THROWER, vice-president in charge of sales for the CBS television network, was formerly vice-president in charge of television sales for the American Broadcasting Company. Before World War II, Fred was associated with the National Broadcasting Company. From 1942 to 1945 he served as a lieutenant in the U. S. Navy and saw service in both Europe and China. Back in 1942, Fred was appointed a vice-president of the American Broadcasting Company when that network was launched independently. His service with the National Broadcasting Company extended from 1929 through the time the Red and Blue networks were separated. While at NBC, Fred served for some years as an account executive. Previously he had been associated with the network's program department.

THROWER

1031
Executives and Staff

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

Registered Telegraphic Address—COLUMBIA NEW YORK

BOARD OF DIRECTORS

Prescott S. Bush
Frederick L. Chapman
Bruce A. Coffin
Lloyd H. Coffin
David H. Cogan
Ralph F. Colin
James B. Conkling
William S. Paley
Frank Stanton
Joseph H. Ream
Bruce A. Coffin
Lloyd H. Coffin
David H. Cogan
James B. Conkling
Earl H. Gammons
William C. Gittinger
Lawrence W. Lowman
Howard S. Meighan
Adrian Murphy
Daniel T. O'Shea
J. L. Van Volkenburg
Julius F. Brauner
Samuel R. Dan
Arthur S. Paddock
Edward L. Saxe
Edgar Batchelder
William J. Flynn
Ned Marr

J. A. W. Inglehart
Leon Levy
Edward R. Murrow
Samuel Paley
William S. Paley
Joseph H. Ream
Dorsey Richardson
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President
Executive Vice President
Vice President
Vice President
Vice President
Vice President
Vice President
Vice President
Vice President
Vice President
Vice President
Vice President
Secretary
Controller
Assistant Secretary
Assistant Secretary

FRANK B. FALKNOR—Vice President in Charge of Operations
MERLE S. JONES—Vice President in Charge of CBS-Owned Stations and General Services
I. S. BECKER—Vice President in Charge of Business Affairs
HERBERT V. AKERBERG—Vice President in Charge of Station Relations
WILLIAM B. LODGE—Vice President in Charge of General Engineering
CHARLES L. GLETT—Vice President in Charge of Network Services—Hollywood

Network Sales

FRED M. THROWER—Vice President in Charge of Network Sales
WILLIAM H. HYLAN—Eastern Sales Manager
GEORGE J. ARKEDIS—Central Sales Manager
KINGSLEY F. HORTON—Pacific Coast Sales Manager
WILLIAM J. FAGAN—Business Manager
T. D. CONNOLLY—Program Sales Manager
LORIN S. MYERS—Sales Research Counsel
ROBERT F. JAMIESON—Sales Service Manager
GEORGE A. KOLPIN—Contract Manager

Programs

HUBBELL ROBINSON, JR.—Vice President in Charge of Network Programs
HARRY S. ACKERMAN—Vice President in Charge of Network Programs, Hollywood
RUSSELL FURSE—General Manager
HENRY S. WHITE—Business Manager
WILLIAM DOZIER—Executive Producer, Dramatic Shows
EDGAR PETERSON—Story and Script Dept. Mgr.
MARIO LEWIS—Executive Producer, Music and Variety Programs
JAMES C. SHATTUCK—Director of Editing
HARRY G. OMMERLE—Program Director

News and Public Affairs

SIG MICKELSON—Director of News and Public Affairs
PAUL LEVITAN—Producer of Special Events

CBS TELEVISION DIVISION

OFFICERS

J. L. Van Volkenburg—President
Fred M. Thrower—Vice President in Charge of Network Sales
Hubbell Robinson, Jr.—Vice President in Charge of Network Programs
Harry S. Ackerman—Vice President in Charge of Network Programs—Hollywood
H. Leslie Atlass—Vice President in Charge of Central Division
William A. Wood Director of News and Public Affairs, Washington
Judson Bailey Director of Sports

Operations
Frank B. Falknor Vice President in Charge of Operations
Henry Grossman Assistant to Vice President in Charge of Operations
E. Carlton Winckler Manager of Production
Gilbert DeStafano Manager of Stage Lighting
Don Darcy Manager of Production Specialists
Anthony Boschetti Manager of Procurement
Richard Hopkins Manager of Scenic Design and Construction

H. C. Meier Manager of Network Operations
H. Grant Theis Manager of Film Service Operations

Walter R. Pierson Manager of Theatre and Stage Operations
Paul Wittig New Effects Development
James Connors Manager of Cost Control
R. G. Thompson Manager of Technical Operations

R. J. Young Manager of Building Construction

Business Affairs, Network Programs
I. S. Becker Vice President in Charge of Business Affairs
Merritt H. Coleman Director of Business Affairs
Martin N. Leeds Director of Business Affairs, Hollywood

Station Relations
Herbert V. Akerberg Vice President in Charge of Station Relations
Fritz Snyder Director of Station Relations

Advertising and Sales Promotion
William Golden Creative Director
John P. Cowden Operations Director
Carroll Whedon Copy Chief
Alex Kennedy Director of Program Promotion
Robert Meyer Director of Program Promotion, Hollywood

Gordon Hellmann Director of Presentations
David Luhmann Director of CBS-Owned Station Promotion Services

Edward Side Production Manager

Public Relations
David J. Jacobson Director

Press Information
Michael J. Foster Director
Robert Meyer Director, Hollywood

Research

Oscar Katz Director
Philip Eisenberg Director of Coverage and General Surveys

Rose Marie O'Reilly Director of Ratings
Tore Hallonquist Director of Program Analysis

General Engineering
William B. Lodge Vice President in Charge of General Engineering
A. B. Chamberlain Chief Engineer
H. A. Chin Chief Audio-Video Engineering
J. W. Wright Chief Radio Frequency Engineering

Legal
W. Spencer Harrison Senior Attorney

Accounting
Norman C. Hadley Comptroller

Network Services, Hollywood
Charles L. Glett Vice President in Charge of Network Services, Hollywood
Austin E. Joscelyn Director of Operations, Hollywood

CBS, Inc. Broadcast Service

Departments
Building Operations and Tickets
James Swenson Manager, Building Operations
Jack Page Assistant Manager, Building Operations
Laurette Banks Supervisor, Ticket Bureau

General Purchasing
John E. Forsander Director of Purchases
Edward Drewes Purchasing Agent

Office Services
A. H. Bryant Manager
Maude Stubner Supervisor, Program Typing
Emily Schiener Supervisor, Ediphone

Personnel Relations
Robert Kalaidjian Director
Charles Burt Personnel Administrator
Dr. Jack Nelson Director, Medical Office
John Anderson Labor Research Manager
Richard Stanley Employment Manager

Photography
Walter I. Seigal Manager

Reference
William C. Ackerman Director
May Dowell Manager, General Information
Agnes Law Librarian

CBS Television Spot Sales
Thomas H. Dawson Director of CBS Television Spot Sales
Sam Cook Digges Eastern Sales Manager
MacLean Chandler Western Sales Manager
Ben Margolis Business Manager

CBS Television Film Sales
Fred Mahlstedt Director

CBS Owned Stations
WCBS-TV, 485 Madison Avenue, New York 22, New York
Craig Lawrence General Manager
George R. Dunham Sales Manager
Richard K. Doan Program Manager
Robert Patt Promotion Manager

KNXT, 1313 North Vine Street, Los Angeles 28, California
Wilbur S. Edwards General Manager
James T. Aubrey, Jr. Sales Manager
William J. F. Brennan Program Director
Tony Moe Promotion Manager
The sign of good television

When this symbol shines out from a television screen, it identifies, for viewers and advertisers alike, the network where they're most likely to find what they're looking for:

...where television's most successful package programs come from

...chosen by 103 national advertisers in 1951...

including 9 of America's 10 biggest

...reaching its audiences at a cost-per-thousand homes over 20% less than in 1950

...and reaching its audiences at a lower cost-per-thousand than any other network.

"This is The CBS Television Network"
TELEVISION has two vital jobs cut out for it in 1952:

One is to put the brakes on soaring costs, to keep the medium within reach of the sponsors whose support is essential.

The other is to meet the public clamor for wider video coverage of historic events as they unfold—and in particular, for full, dramatic and fair coverage of the coming political conventions, the national election campaigns and the election itself.

The industry's achievements in 1951 leave no doubt that television is rolling along handsomely. Its gross billings climbed from a little over $45 million to an estimated $129 million during the year. Its list of advertisers jumped impressively. The growth of its audience was spectacular—TV sets in use rose from 10½ million to around 15 million by the year-end, and may well top 18 million or more during the coming year.

But while the medium has been flourishing all along the line, its fast-rising costs have been causing increasing concern—and not a few cutbacks or cancellations by some of the sponsors who had been among television's earliest and most enthusiastic supporters.

"If the trend continues at the present rate, TV is going to leave the average-sized advertiser behind, no matter how good the medium is," said one top agency official recently.

And one of TV's biggest advertisers was quoted as saying: "Television costs have reached the point where action must be taken. Expenditures are getting so high even a big-time sponsor can't afford to handle a show for 39 weeks."

Some in the trade have predicted that $50,000 and $100,000 shows are going to be the vogue of the future. Perhaps they are right—but we believe the obviously growing cost-consciousness by sponsors, and the lengthening list of exits from expensive shows, calls for a sober appraisal of the near-term outlook.

We believe there's little question that costs-per-thousand will be trimmed sharply, barring unforeseen overall economic developments, during the next couple of years. Promising gains in this direction already have been made, but such trimming on a substantial scale will follow only when the Federal Communications Commission freeze on new station permits is lifted, allowing the industry to provide a truly nationwide circulation.

But meantime television must check its production costs and time charges so it can compete successfully with other media for the advertiser's dollar. Network operators cannot in 1952 go along presuming that the men who foot the bills will accept the sort of price rises that came in 1951.

So far, as the industry's billings figures show, other advertisers generally have stepped in to take the places of those who have dropped out along the rocky road of steeper prices. Good time still is so urgently in demand that an abandoned spot usually is picked up quickly by someone else. The disquieting question is—how long can the new sponsors hang on unless costs are curbed?

We are confident the young and energetic industry can handle this cost-control job in 1952. Its ingenuity in finding ways to meet sponsors' budget limitations has been demonstrated with such devices as its multiple and revolving sponsorship plans. Wider use of films and tele-transcriptions will help in many directions. Enlarged and improved studio facilities and new developments in equipment are constantly finding short cuts as the industry matures.

There even is some evidence that costly competitive bidding for high-priced talent from other entertainment media is quieting down—that television is putting more stress on developing its own fresh new stars. Advertisers and telecasters alike in becoming increasingly aware that a consistently high-rated show need not be a big-budget show.

For television's other prime job in '52—that of extending its coverage of special events in the public service—the national election will provide the greatest challenge yet presented to the medium.
DuMONT TELEVISION NETWORK

CHRIS J. WITTING
Director and General Manager

Youngest among major network chiefs, CHRIS J. WITTING, director and general manager of the Du Mont Television Network, joined Du Mont in 1947. Active in formulating the web's policies, he brought to it wide experience in industrial management and business affairs gained as an executive of Price, Waterhouse Company, for whose clients he installed operating systems and internal procedures. When Price, Waterhouse was assigned to help set up USO Camp Shows, Witting initiated the business organization to administer Camp Shows' worldwide activities. After 18 months with the U. S. Maritime Service, he was asked to set up operating procedures for the Allen B. Du Mont telecasting division. Named general manager of the network in 1949, his position has included responsibility for the success of Du Mont's owned and operated stations.

TED BERGMANN was the Du Mont Television Network's top salesman before becoming the web's director of sales in July, 1951. Joining the organization in June, 1947, he had had an effective hand in signing most of the major contracts for time bought by national advertisers. These sales cops included "Cavalcade of Stars" and "Cavalcade of Bands," as well as the "Captain Video" deal—TV's first half hour across-the-board network time sale to a single sponsor. New York City-born, Bergmann entered broadcasting by joining NBC in 1941, leaving shortly for wartime duty. A commissioned officer, he was second in command of radio public relations on General Eisenhower's staff. Leaving the service, he rejoined NBC and later went to a radio production organization as creator and salesman, resigning that position to join Du Mont's network sales department as an account executive.

JAMES L. CADDIGAN
Director of Programs and Production

JAMES L. CADDIGAN, director of programming and production for the Du Mont Television Network, is a pioneer in network television programming. Embracing motion pictures, radio and the legitimate stage, Caddigan's background has enabled him to give the television industry an unusual slant on programming. Responsible for TV's first full daytime schedule—on WABD, Du Mont's flagship station—he is constantly experimenting with new ideas, different techniques. He also has been a leader in creating programs of a public service nature. During the war, Caddigan served as a colonel on the staff of the adjutant general assigned to G2. A native of Boston, and former vice president of that city's Junior Chamber of Commerce, Caddigan is an active member of ATS and the Society of Motion Picture Engineers.
DuMONT TELEVISION NETWORK

STATION STATUS
- OWNED & OPERATED & POINT OF ORIGIN
- AFFILIATED & POINT OF ORIGIN
- OPERATING STATION (Call Letters Indicate Affiliate)
- APPLICATION PENDING

CIRCUIT STATUS
- FULL TIME CIRCUIT
- CIRCUIT SHARED WITH OTHER NETWORKS
- PROJECTED CIRCUITS
Network Executives
Chris J. Witting. . . Director and General Manager
Norman W. Drescher. . . Admin. Asst. to the Dir.
Ted Bergmann. . . . . . . . . Director of Sales
John H. Bachem. . . . Assistant Director of Sales
James L. Caddigan. . Dir. of Prog. and Production
Elmore B. Lyford. . . . Director of Station Relations
Richard E. Jones. . . . . . Mgr. Operated Stations
Clarance G. Alexander. . . Director of Network Operations
Edward Kletter. . . . . . . Director of Merchandising and Sales Development
Rodney D. Chipp. . . . . . Director of Engineering
Tom S. Gallery. . . . . . Director of Sports
Joseph Hess. . . . . . . . . . Director of Budget
Gerald Lyons. . . . . . . . . . Director of Public Relations and Publicity
Melvin A. Goldberg. . . Manager, Sales Planning and Research Department
Donald A. Stewart. . . . Manager, Film Dept.
Walter Compton. . . . . . . Manager of WTTG, Washington, D. C.
Harold G. Lund. . . . . . . . . . Manager of WDTV, Pittsburgh, Pa.
Milton Morel. . . . . . . . . . Manager, New York Operations

Sales
Ted Bergmann. . . . . . . Director of Sales
John H. Bachem. . . . Asst. Director of Sales
Lynn Cleary. . . . . . . . . . Manager of Sales Service

David Lasley. . . . . . . Manager, Central Div., Chi.
Richard S. Railton. . . . . . West Coast Sales Reps., Monadnock Bldg., San Fran. 5, Calif.
William Koblenzer. . . . . . Account Exec., Network Sales
Harry Pertka. . . . . . . . . . . . . Account Exec., Network Sales
James F. Owens. . . . . . . Account Exec., Network Sales
Duncan R. Buckham. . . . . Account Exec., Network Sales
Richard C. Dawson. . . . . . Account Exec., Network Sales
William Walters. . . . . . . Mgr., Account Mgrs. Group
Richard Geismar. . . . . . . Account Manager
Lawrence H. Buck. . . . . . . Account Manager

Operations
Clarence G. Alexander. . . . . Dir. of Network Operations
Saul Abraham. . . . . . . . . . Supervisor, Adelphi Theatre
Samuel Spachner. . . . . . . . . . Supervisor, Ambassador Theatre

Programming and Production
James L. Caddigan. . . . . Dir. of Programming and Production
Leslie G. Arries, Jr. . . . Asst. Dir. of Programming and Production
Paul Rosen. . . . . . . . . . . . . Supervisor of Program Planning
A. L. Hollander. . . . Production Facilities Manager
Duncan MacDonald. . . . Supr. of Women's Programs
Don Russell. . . . . . . . . . . . . Chief Announcer
Elizabeth Mears ............. Casting Supervisor
Charles Mann ................ Script Editor
Edward Saulpaugh. Supr. of Continuity Acceptance
Dominick Celintano.. Supr. of Music Acceptance
Sam Posner .............. Asst. Program Administrator
Marian Click ............. News Editor
Ted Hammerstein ......... Supervising Producer
Charles Parsons ......... Supervising Producer
Roger Gerry .......... Supervising Producer
Frank Bunetta ........... Director
Harry Coyle ............ Director
Pat Fay ................... Director
H. Wesley Kenny ......... Director
David Lowe ............ Director
William Marceau ......... Director
Arnold Nocks ......... Director
William Seaman ......... Director
Keith Thomas ........ Director

Engineering Department
Rodney D. Chipp ....... Director of Engineering
Robert F. Bigwood ...... Chief Facilities Engineer

S. Patremio ............. Special Projects Engineer
H. C. Milholland ....... Technical Operations Engineer
Eric Herud ........ Asst. Technical Operations Engineer
Arthur Deneke ........ Propagation Engineer

Station Relations
Elmore B. Lyford .. Director of Station Relations
Edwin G. Koehler .. Asst. Mgr., Station Relations
Robert S. Wolf .. Mgr., Teletranscription Dept.
Roylance H. Sharp .. Manager, Traffic Dept.

Budget and General Services
Joseph Hess ........ Director of Budgets
R. M. Skaar ........ Purchasing Agent

Public Relations and Publicity
Gerald Lyons ........ Director of Public Relations and Publicity

Research
Melvin A. Goldberg .. Director of Sales Planning and Research

Advertising and Promotion
Walter E. Brown ...... Sales Promotion Manager
Norman S. Ginsburg ... Stations Promotion Mgr.

DU MONT OWNED AND OPERATED STATIONS

WABD, New York
Richard E. Jones ........ Manager
Milton Morel ........... Mgr. of N. Y. Operations
William Seaman .. Supr., Studio D, 515 Madison Avenue
Ralph Robbins .... Supr., Studio A, Wanamaker's

LOCAL SALES ACCOUNT EXECUTIVES
Ralph Baruch .......... Account Executive
Richard C. Dawson Robert F. Adams
Lawrence Wynn ....... John B. Soell
Arthur C. Elliott Richard Hamburger

WDTV, Pittsburgh
Harold C. Lund ...... General Manager
A. Donovan Faust .... Assistant General Manager
Larry Israel .......... Sales Manager

William A. Krough ...... Sales Service Manager
Paul P. Palangi ...... Personnel Manager
Dick Fortune .......... Public Relations Manager
Jimie Spanos ...... Sales Promotion and Merchandising
Byron Dowty .......... Program Manager
Mary McKay .......... Traffic Manager
Peter Barker ......... Executive Producer
Dave Murray .......... News and Special Events
Richard Dreyfuss ... Film Manager
Nick Perry ........ Chief Announcer
Raymond Rodgers ... Chief Engineer

WTTG, Washington, D. C.
Walter Compton ...... General Manager
Roger M. Coelos .... Program Operations Manager
Perry Walders ...... Sales Manager
Jules Huber ........ Film Supervisor
M. M. Burleson ...... Chief Engineer
## ADVERTISERS* WHO FIND TELEVISION

<table>
<thead>
<tr>
<th>American Chicle Company</th>
<th>Bigelow-Sanford Carpet Company</th>
<th>Anahist Co., Inc.</th>
<th>Brewing Corporation of America</th>
<th>Atlantic Refining Company</th>
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<tr>
<td>Allen B. Du Mont Laboratories, Inc.</td>
<td>Carter Products</td>
<td>Eversharp-Schick Company</td>
<td>Crawford Clothes</td>
<td>Food Store Productions</td>
</tr>
<tr>
<td>Emerson Drug Company</td>
<td>Holeproof Hosiery Company</td>
<td>Gerber Food Products</td>
<td>Industrial Tape Corporation</td>
<td>Gruen Watches</td>
</tr>
<tr>
<td>Landers, Frary and Clark, Inc.</td>
<td>Mennen Company</td>
<td>Francis H. Leggett Company</td>
<td>Miller Brewing Company</td>
<td>Local Pittsburgh Chevrolet Dealers</td>
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### USE DU MONT FOR VALUE

*1951 Du Mont Television Network Advertisers*
## VALUABLE IN SELLING . . . .

<table>
<thead>
<tr>
<th>Bond Clothes</th>
<th>Chesebrough Manufacturing Company</th>
<th>Hazel Bishop, Inc.</th>
<th>Consolidated Cigar Company</th>
<th>Bymart—Tintair, Inc.</th>
</tr>
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<tbody>
<tr>
<td>General Foods Corporation</td>
<td>Curtis Publishing Co.</td>
<td>General Tire and Rubber Company</td>
<td>Doeskin Products</td>
<td>Hamilton Watch Company</td>
</tr>
<tr>
<td>Johnson and Johnson</td>
<td>Walter H. Johnson Candy Company</td>
<td>P. Lorillard Company</td>
<td>Kaiser-Frazer Sales Corporation</td>
<td>Luden's, Inc.</td>
</tr>
<tr>
<td>Arthur Murray Dance Studios</td>
<td>Motorola, Inc.</td>
<td>National Distillers Inc.</td>
<td>Pepsodent Division</td>
<td>Rosefield Packing Company</td>
</tr>
<tr>
<td>Sterling Drug Company</td>
<td>Tidewater Associated Oil Company</td>
<td>Stoppers, Inc.</td>
<td>U. S. Armed Forces</td>
<td>Admiral Corp.</td>
</tr>
</tbody>
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## IN TELEVISION

**DU MONT**

TELEVISION NETWORK

515 Madison Avenue, New York 22, N. Y., MU. 8-2600

A Division of the Allen B. Du Mont Laboratories, Inc.
NINETEEN FIFTY-TWO is the year that sees agencies, networks, clients and local stations, both radio and TV, awake to the basic fact of programming—sales.

What put the picture into perspective was the industry's realization that radio and television are only parts of the selling pattern for any client. Clients are funny people. They aren't as hypnotized with the glamour of a sponsor's booth as they were in the dear dead days of institutional selling. Today they listen to the sales force, headed by a sales V-P who has little patience with any property which doesn't ring the cash registers.

Check out counters have somehow taken over the appeal of luncheons at "21." And the agencies, networks and stations not recognizing the fact are in for trouble.

However, it is apparent that many efforts are being made to strengthen the sales effects of radio and television programs. The new NBC merchandising set-up, headed by Fred Dodge, is an excellent step in the right direction. Agencies are waiting to see this service extended to television advertisers.

CBS countered the NBC merchandising organization with their announced A & P deal. Whether they pay off in money or airplugs, CBS is whetting the appetite of many an advertiser who would dearly love that A & P display space. Of course, in this deal, CBS is selling display space and not programming. It would be interesting to check on the number of agencies or clients who could recall the name of the program!

"Operation Chain Lightning," or the trade of spots for display space, is sweeping the country like the Florida boom of the twenties. Every day, another station checks in with a merchandising plan aimed at giving a store display plus to the advertiser's dollar. And don't think that these programs aren't being carefully considered as good buys. Of course, the stations which put on a good program will be ahead in the long run of the stations which run dog programs with a merchandising hook.

Interestingly enough, artists, or "talent" as they are called in budgets, are beginning to find the facts of sales life. You don't have to tell it to Arthur Godfrey, who takes the palm as America's number one salesman in radio-TV ranks. But you do have to explain it to many other stars.

One television luminary who understands the art of selling is Ed Sullivan, of Lincoln-Mercury and "Toast of the Town." No other TV show has had the local promotion made possible by Sullivan and his personal appearances. This year, he worked into a major department store promotion in key areas, promoting the Lincoln, its Modern-Living advertising theme, and the program. Lincoln-Mercury dealers say that Monday is their big traffic day—and "Toast" is seen on Sunday nights.

That's the kind of selling which clients appreciate.

Local stations know how their retailers respond to selling goods on their programs. And they are beginning to apply that knowledge to national accounts.

Incidentally, as an agency man who has had considerable dealings with stations the country over, I know they deserve considerable credit for their operations in one very important field.

We have always found that stations will do terrific jobs for us on personal appearances of network talent which appears on that station. Station managers and promotion men go out of their way to be of service and help in every respect. Additionally, they'll always try to be of help on odd assignments which we may have in their cities from time to time, even though it may not be a direct station benefit.

All in all, with promotion, publicity and programming becoming vitally important as a package, it looks like 1952 will mark major advances in the use of radio and television as selling tools for advertisers.

So far as client and agency are concerned, that's the pay-off that counts.
N. B. C. TELEVISION NETWORK

NILES TRAMMELL
Chairman of the Board

One of those career men in radio who has devoted his energies to building broadcasting into the great public service and commercial medium that it is today, NILES TRAMMELL, Chairman of the Board of NBC, got his start as a commercial representative with the Pacific Division of the Radio Corporation of America back in 1923. In 1928 he joined NBC as a salesman and within 12 years had risen to the position of president of the network. Trammell has diligently attended to the improvement of NBC facilities and programs and is now devoting much of his time to the encouragement of new television technique. He is an all-out advocate of black-and-white sight-and-sound transmission. He was born in Marietta, Ga., on July 6, 1894, attended Sewanee Military Academy and the University of the South. Commissioned a second lieutenant, he served in the Army during World War I.

JOSEPH H. McCONNELL
President

A counsel and executive for RCA since 1941, JOSEPH HOWARD McCONNELL was elected president of NBC on Oct. 7, 1949. Prior to that, he had been executive vice-president and vice-president in charge of finance for RCA. Receiving his Doctor of Laws degree from the University of Virginia in 1931, he became associated with law firms in Florida and North Carolina. In 1933 he joined the legal staff of the NRA, under Donald Richberg, in Washing-
ton, D. C. McConnell served as director of one of the agency's three legal sections until 1935, when he became an associate in the New York law firm of Cotton, Franklin, Wright & Gordon. There he specialized in the legal phases of government regulation of corporate enterprise. A native of Davidson, N. C., McConnell is a member of many organizations, including Phi Beta Kappa and Kappa Alpha.

CHARLES R. DENNY
Executive Vice-President

CHARLES R. DENNY, a lawyer by profession, was elected executive vice-president of NBC on July 1, 1948. He was admitted to the law practice in Washington, D. C. in 1936 and until 1938 served with the law firm of Covington, Burling, Rublee, Acheson and Shorb. Appointed to the Department of Justice in 1938, he remained there until 1941. While in the department he served as special assistant to the Attorney General and was later promoted to chief of the Appellate Section of the Landa Division. Denny next moved on to the FCC where he served as general counsel until appointed a commissioner by President Roosevelt in 1945. He was later named assistant chairman and in 1946 President Truman appointed him chairman of the FCC. Denny came to NBC as vice-president and general counsel in Oct. 1947. He is a native of Baltimore, Md.
NATIONAL BROAD
NATIONAL BROAD CASTING COMPANY

STATION STATUS
- Operating Station and/or Part of Origin
- Operating Station
- Under Construction

CIRCUIT STATUS
- NBC Full Time Circuit
- Circuit Shared with Other Networks
- Under Construction Shared Full Time
- Proposed
- Off-the-Air Delay Pick-up

* Nashville and Lansing do not require off-the-air pickup

Note: Jackson - Buffalo circuit planned for temporary operation July - November 1932.
National Broadcasting Company, Inc.

30 Rockefeller Plaza, New York 20, N.Y.
Telephone: Circle 7-8300

Registered Telegraphic Address:
NATBROCAST NEW YORK

BOARD OF DIRECTORS

John T. Cahill
Charles R. Denny
Gano Dunn
Frank Folsom
Niles Trammell, Chairman
George L. Harrison
Mrs. Douglas Horton
Harry C. Ingles
Charles B. Jolliffe
Joseph H. McConnell
Edward J. McGrady
David Sarnoff
Sylvester L. Weaver, Jr.

OFFICERS

Niles Trammell..........Chairman of the Board
Joseph H. McConnell..........President
Charles R. Denny..........Executive Vice President
Joseph V. Heffernan..........Financial Vice President
Harry Bannister..........Vice President
Charles C. Barry..........Vice President
William F. Brooks..........Vice President
Ted Cott..........Vice President
Sydney H. Eiges..........Vice President
George H. Frey..........Vice President
James M. Gaines..........Vice President
O. B. Hanson..........Vice President
William S. Hedges..........Vice President
John K. Herbert..........Vice President
Harry C. Kopf..........Vice President
Edward D. Madden..........Vice President
Gustav B. Margraf..........V.P. & General Attorney
Frank M. Russell..........Vice President
Robert W. Sarnoff..........Vice President
Carleton D. Smith..........Vice President
John K. West..........Vice President
Sylvester L. Weaver, Jr..........Vice President
Frederic W. Wile..........Vice President
Harry F. McKeon..........Controller
Lewis MacConnach..........Secretary
Felix Schleenvoigt..........Assistant Secretary
John Q. Cannon..........Assistant Secretary
Thomas E. Ervin..........Assistant Secretary
Paul B. Lynch..........Assistant Secretary
Joseph A. McDonald..........Treasurer
William A. Williams..........Assistant Treasurer

TELEVISION NETWORK

Sylvester L. Weaver, Jr..........Vice President in Charge of Television Network
Edward D. Madden..........Vice President in Charge of Television Network Operations & Sales
Richard A. R. Pinkham..........Manager of Planning for the Television
Controllers Departments
Charles J. Cresswell...Controller for Television Network
Francis X. O'Shea...Manager of the Accounting Department
William V. Sargent...Manager of Planning & Auditing Department

Operations Departments
E. Lyman Munson...Director of TV Network Operations
Stanton Osgood...Assistant to the Director of TV Network Operations & Manager of Theatre TV
William Roden...TV Personnel Supervisor
J. Robert Myers...Manager of Television Purchasing Department
James A. Glenn...Manager of Special Effects Department

Production Services Department
Robert Wade...Executive Coordinator of Production Development
Ernest T. Heiss...Mgr. Prod. Operations
Benjamin Webster...Manager of Staging Services Division
Anthony Hennig...Mgr. TV Network Studio & Bldg. Ops.

Film & Kinescope Operations Department
Frank Lepore...Manager of TV Film & Kinescope Operations Department

Technical Operations Department
Robert Shelby...Director of TV Technical Operations Department
F. A. Wankel...Manager of TV Technical Operations
Reid R. Davis...Television Operations Supervisor

Production Departments
Frederic W. Wile, Jr...Vice President & Director of TV Network Production
Robert W. Sarnoff...Vice President & Director of TV Production Units
Carl M. Stanton...Manager of Commercial Program Planning
Thomas A. McAvity...Director of Talent & Program Procurement
Davidson Taylor...General Production Executive
Leonard Hole...TV Production Manager
Ernest Walling...TV Program Manager
William McAndrew...Director of Public Affairs

Station Relations Department
Harry Bannister...Vice President in Charge of Operations for stations.
Sheldon B. Hickox, Jr...Director of TV Sta. Rel.

Public Relations Department
William F. Brooks...VP in Charge of Public Relations
Frank Young...Public Rel. Rep.

Press Department
Sydney H. Eiges...VP in Charge of Press & Information
Anita L. Barnard...Mgr. of Information
Allan H. Kalmus...Mgr. of TV Network Publ.
Samuel Kaufman...Editorial Director
William A. Lauten...Trade Press Editor

News, Special Events and Sports Department
Frank McCall...Director of TV News & Special Events
Adolph Schneider...Manager of TV News & Special Events Operations
James Dolan...Assistant Director of TV Sports

Sales Departments
George H. Frey...Vice President & Director of TV Network Sales
Edward R. Hitz...TV Network Eastern Sales Manager
Frank Reed...Manager of TV Sales Service Department
John Cron...Manager of Film Syndicated Sales

Sales Development Department
Ruddick C. Lawrence...Director of TV Sales Development

Advertising and Promotion Department
James H. Nelson...Manager of TV Advertising & Promotion

Sales Planning & Research Department
Robert McFadyen...Manager of TV Sales Planning & Research

TELEVISION SALES OFFICE—DETROIT
622 Lafayette, West, Detroit, Michigan
Tel.: Woodward 2-2000

Walter Gross...Manager of TV Network Sales—Detroit
Eugene Hoge...Manager of TV Network Sales—Chicago
John T. Williams...Manager of TV Network Sales—Hollywood

Owned & Operated Stations
James M. Gaines...Vice President for the Owned & Operated Stations
Thomas Rowe...Assistant Controller

National Spot Sales Department
Thomes B. McFadden...Director of National Spot Sales
John H. Reber...National Mgr. for TV

H. Norman Neubert...Manager of Sales Development, Advertising & Promotion

WNBT—New York

Ted Cott...General Manager of WNBC, WNBC-FM, WNB
Charles Philips...Exec. Admin. & Sales Mgr., WNB
Theodore Zaer...Controller for WNBC, WNBC-FM, WNB
Jay Smolin...Director of Radio & Television Advertising & Promotion
Philip Dean...Director of Publicity, WNBC-WNB

George Wallach...Supervisor of News & Special Events, WNBC-WNB
Richard Pack...Manager of Television Program Department (WNBT)

1051
WMAQ, WMAQ-FM, WNBQ—CHICAGO

Merchandise Mart, Chicago 54, Illinois
Tel.: Superior 7-8306

Harry C. Kopf..................Vice President and
General Manager
John Whalley.............Controller
Thomas Compere..........., Attorney—Labor Consultant
Glenn Uhles..............Supervisor of Personnel &
Office Services
Robert Kendall........Supervisor of Package
Programs & Talent Contracts
Everett Mitchell........Agricultural Program Director
Judith Waller...........Director of Education
John Keys...............Supervisor of Radio & Television
Advertising & Promotion (WMAQ-WNBQ)
Leonard Anderson........Manager of Integrated
Services Department
Harry Ward...............Supervisor of Continuity
Acceptance

George Gilbert........Supervisor of Guest
Relations & Night Operations
William Ray............Manager of News, Press &
Public Affairs Department
Jules Herbuveaux.........Director of Television
Operations (WNBQ)
George Heinemann.......Television Program
Manager (WNBQ)
John McPartlin........Manager of TV Sales
Department (WNBQ)
Howard Luttgens........Engineer in Charge
Paul Moore...............Supervisor of TV Technical
Operations (WNBQ)
Eugene Hoge...........Manager of Television
Network Sales

WTAM, WTAM-FM, WNBK—CLEVELAND

815 Superior Avenue, Cleveland 14, Ohio
Tel.: Cherry 1-0942

Hamilton Shea...............General Manager

KOA, KOA-FM—DENVER

1625 California Street, Denver 2, Colorado
Tel.: Main 6211

Charles C. Bevis...............General Manager

HOLLYWOOD OFFICE & STATION KNBH

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

John K. West..............Vice President—Hollywood
Lewis Frost...........Asst. to the Vice President &
Director of Integrated Services Dept.
Donald Norman.........General Manager of
Station KNBH
Norman Blackburn........Director of Television
Network Operations
John T. Williams.........Manager of Television
Network Sales
Frank Dellett...........Controller
Donald Honrath.........Manager of Continuity
Acceptance
Roger Sprague.........Manager of News, Special
Events & Sports

Faal Gale...............Manager of Stations and
Traffic Department
Carol P. Ewing ........Controller, Station KNBH
Albert Cole..........Manager of Television Program
Department
Richard Eisminger....Supervisor of Television
Advertising & Promotion
Robert Clark...........Manager of Television Technical
Operations Department
Robert Pelgram........Manager of Television Press
Department
Earl Rettig...........Television Network Operations
Manager
Howard Ross............Talent Buyer

KNBC, KNBC-FM—SAN FRANCISCO

Taylor & O'Farrell Sts., San Francisco 2, Calif.
Tel.: Graystone 4-8700

Lloyd Yoder...............General Manager

WRC, WRC-FM, WNBW—WASHINGTON

Trans Lux Building, 14th St. & New York Ave.
Washington 5, D. C.
Tel.: Republic 4000

Eugene Juster...............General Manager

Stations Owned and Operated by the
NATIONAL BROADCASTING COMPANY

WNBT....................New York (Television)
WNBW....................Washington (Television)
WN8K....................Cleveland (Television)
WN8Q....................Chicago (Television)
KNBH.....................Hollywood (Television)
SELLING IN TELEVISION

By ALFRED J. SCALPONE, Vice President in Charge of Radio-Television Production
McCann-Erickson, Inc.

TELEVISION is the printed page, the spoken word, plus a dimension all its own. With television you know a product is beautiful because you see what it does. You know how it works because you see it work. And there's the spoken word to support, explain and reinforce what you see! Television brings you pictures in action. Many of the things we have long hoped to do with advertising, we can now do in television.

Television selling can be newsworthy... exciting, dramatic... immediate. No wonder selling in television can really make the word impact mean so much.

Selling in television wears a thousand faces. It's the live commercial. The man who says, while he demonstrates, "Just look at this handy-dandy little potato peeler. It's sharper than the eye of a Peeping Tom! It not only gives you french-fried potatoes in a jiffy — but it's great for cole slaw, hot slaw, pot slaw — any kind of slaw... it's magic for a dollar!"

That's the pitchman.

Then there's the young lady who makes washing clothes the easiest job in the whole world. There's the cajoler, the pleader, and also the statesman type.

There are the dramatic vignettes, the ballet dancers who jump for joy because you can get their wonderful product, the hillbillies, the typical housewives, and thousands of actors, acting like doctors, dentists, nurses, scientists. There are the cute animated cartoons — the cut-a-way action drawings of the product, puppets, moppets, cowboy actors who pull up their horses to tell you about somebody's bread. Then there are stop-motion films showing products unwrapping themselves, taking themselves apart, or putting themselves together. There are all the optical effects: objects turning into other objects, wipes, dissolves, superimposition, all kinds of film tricks — used to hold attention... to make a point.

Which of these faces should the product assume on television? Should it be live action, film, or a combination of both?

It depends upon the kind of product and the simplicity of the selling message. It depends upon how much money can be spent for commercials. It also depends upon the aura, the atmosphere wanted around the product, the company.

The experts — or the should-be experts — for recommending how to sell a product in television are the members of the advertising agency's commercial department, those responsible for creating commercials.

The commercial department must have a knowledge of advertising, of marketing, merchandizing, sales promotion, because a good commercial is written only when there is a complete understanding of the client's advertising objectives.

And, obviously, since commercials are often integrated into programs, since they sometimes use entertainment personalities, and further, since they very often depend upon entertainment factors to hold the attention of the audience, the agency's commercial department must know something about show business.

Television is primarily a visual medium. Words share importance with pictures.

Three basic fundamentals.

First. We've learned that the greatest opportunity television offers is the opportunity to demonstrate. Demonstrate to sell!

Demonstrate by showing the product. Show it big. Show it often. Show how it is used. Show what it does, how it works.

The second fundamental we've learned is that of simplicity.

Don't make the television commercial a catalog of all the advantages of the product. If the product has two dozen advantages, hurray for the company, hurray for the product. But it won't be hurray for the commercial if two dozen selling points are crammed into one television message. That means the selling story must be boiled down.

Now the third fundamental we've learned. The best salesmen in the world are people.

How many times have you said, "if he'd just give me a chance to talk to him — If I could just see him face to face, I'd sell him." So, in television, use a personal salesman to sell potential customers face-to-face.
Establish shot on Camera 1: Berle reiterating fact that television today can be the most profitable medium for advertising ever evolved.

Move in for close-up: or one super example in the automotive field . . .

Hold on close-up: Texaco gained a 94% customer increase with viewers of "that show" it sponsors.

Cut to close-up, Camera 2: And in today's daytime TV, there's a great new opportunity for advertisers who want those extra customers - at a low, low budget.

Zoom on Camera 1: It's "TODAY" - the startling morning operation that's revolutionizing television's daytime position.
Hold on close-up: That dollar for dollar, studies show it delivers more audience . . . more customers . . . and more results than any other means of advertising.

Dissolve to Camera 3: Take the 37% sales increase among viewers for all TV-advertised packaged goods –

Move in on Camera 2: Another fact? There are one-third more TV viewers reached per dollar today than a year ago.

Fade to Camera 3: Today, TV delivers 18.6 extra customers per dollar in the evening – 18.7 in daytime.

Cut to long shot: And of course, it’s an NBC – where advertisers get the biggest stars on the biggest shows . . . the biggest audiences to the biggest network . . . for the biggest results.

Poses by Mr. Television.
Photography by Philippe Halsman.

The sales facts noted here are taken from "Television Today," the remarkable NBC-Hofstra study which will influence your advertising plans for years to come. Copies available from NBC-TV Sales, 30 Rockefeller Plaza, New York

NBC
Television

The network where success is a habit
IF ... you plan to operate 
... you already operate 
...... a television station

THEN you know that your station must be functional ... your business and management policies realistic. That requires careful, informed planning. The PETER R. LEVIN Organization offers a unique combination of skills and abilities to serve your needs for today while anticipating your requirements of tomorrow ... with

COORDINATED . . .

• ARCHITECTURAL SERVICE  
• STATION DESIGN  
• BUSINESS PLANNING  
• MARKET STUDIES  
• OPERATIONS BUDGETING  
• SALES ANALYSIS

For details on these and many other comprehensive or specific services, we invite your inquiry.

PETER R. LEVIN  
Management Counsel in Radio and TV  
425 East 53rd Street • New York 22, N. Y.  
ELdorado 5-3857  
1056
Alphabetically Listed
by Cities — Call Letters

Personnel

Facilities

Other Detailed Information
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<td>KHI-TV</td>
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<td>KING-TV</td>
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TV STATIONS IN THE UNITED STATES

ALABAMA

WAFM-TV
BIRMINGHAM—1949—ABC-CBS-DUM
Channel: 13... AP: 13.6 Kw... VP: 28 Kw.
Owned-Oper. By... Voice of Alabama, Inc.
Business-Studio Address... Protective Life Bldg.
Phone Number... 3-8116
Transmitter Location... Radio Park-Red Ml.
Air Time... 99½ hours weekly
News Service... INS
Representative... CBS TV Spot Sales
Membership... NARTB
Ch. of the Board... Ed Norton
Pres., Treas... Thad Holt
Chief Engineer... Jimmy Evans
Manager of Operations... E. H. Mitchell
Consulting Engr... A. D. Ring & Co.

WBRC-TV
BIRMINGHAM—1949—NBC
Channel: 4... AP: 7.25... VP: 14.25 Kw.
Owned-Oper. By... Birmingham Bcastg. Co.
Bus.-Studio Address... 1727 Second Ave. N.
Phone Number... 4-7741
Transmitter Location... Red Mountain
Air Time... 115 hours weekly
News Service... AP, INS
Representative... Paul H. Raymer Co.
President... Eloise Smith Hanna
General Manager... G. F. Hamann

ARIZONA

KPHO-TV
PHOENIX—1949
ABC-CBS-NBC-DuM
Channel: 5... AP: 8.75 Kw... VP: 17.5 Kw.

Owned-Oper. By... Phoenix Television, Inc.
Studio Address... 631 North First Ave.
Phone Number... 4-7367
Transmitter Location... Westward Ho Hotel
Air Time... 70 hrs. weekly
News Service... AP
Representative... Petry & Co.
Pres. & Gen. Mgr... John C. Mullins
Sales Manager... Julian Kaufman
Traffic Manager... Ann Rush
Program Director... William Burton
Chief Engineer... George L. McClanathan

CALIFORNIA

KECA-TV
HOLLYWOOD—1949—ABC
Channel: 7... AP: 14.7 Kw... VP: 29.4 Kw.
Owned-Oper. By... American Bcastg Co., Inc.
Business-Studio Address... ABC-TV Center
Phone Number... Normandy 3-3111
Transmitter Location... Mt. Wilson
Air Time... 87½ hours weekly
News Service... AP, INS
Representative... ABC Spot Sales
President... Robert E. Kintner (ABC)
Eoard Chairman... Edward Noble
Asst. Treasurer... Ernest Felix
Sta. Mgr., Western Div., TV Dir... Donn B. Tatum
Sales Manager... Robert F. Laws
TV Pgm., Prod. Dir... Cecil W. Barker
TV Program Manager... Alvin G. Flanagan
Sales Promotion Dir... John S. Hansen
Dir. of News & Special Events... F. La Tourette
Production Manager... Darrell E. Ross
Publicity Diector... Victor E. Rowland
Film Director... Eloise Reeves
Manager TV Engr... Cameron G. Pierce
Tech. Operations Mgr... Philip G. Caldwell
Consulting Engineers... Karl & Kennedy

KLAC-TV
HOLLYWOOD—1948
Channel: 13... AP: 15.75 Kw... VP: 31.4 Kw.
Owned-Oper. By... KMTR Radio Corp.
Here is a comparison of 3 different TV rating services for Los Angeles, 6:00-10:00 p.m., Sunday through Saturday, November 1951.

KTLA leadership is built on community service.

KTLA has created its own top-rated programs, developed its own star "announcer-personalities." When these announcers speak, audiences have confidence in what they say. They get results!
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<th>Channel</th>
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<th>Business Address</th>
<th>Phone Number</th>
<th>Transmitter Location</th>
<th>Air Time</th>
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<th>Program Director</th>
<th>National Adv. Mgr.</th>
<th>Operations Director</th>
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<td>National Broadway Co.</td>
<td>Sunset &amp; Vine St.</td>
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<td>Mt. Wilson</td>
<td>70 hours weekly</td>
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<td>CBS Inc.</td>
<td>1313 N. Vine St.</td>
<td>Hollywood 9-1212</td>
<td>Mt. Wilson</td>
<td>76 3/4 hours weekly</td>
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<td>1313 N. Vine St.</td>
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<td>76 3/4 hours weekly</td>
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**KTLA**  
LOS ANGELES—1947  
PARAMOUNT  
Channel: 5  
AP: 15 Kk.  
VP: 30 Kw.  
Owned-Oper.: Paramount TV Productions, Inc.  
Business Studio Address: 5451 Marathon St.  
Phone Number: Hollywood 9-3181  
Transmitter Location: Mt. Wilson  
Air Time: 70 hours weekly  
News Service: UP, Acme & TeleneWS  
Representative: Paul H. Raymer  
Membership: NATB  
Gen. Mgr. & V-P: Paramount  
T-V Pros.: Klaus Landsberg  
Sales Manager: Harry Maynard  
Publicity Director: Howard Wormser  
Production Supervisor: J. Gordon Wright  
Director of News & Special Events: Jon Rice  
Manager Studio Operations: Charles Theodore  
Film Director: Leland G. Muller  
Director of Remotes: John Silva  
Chief Engineer: Raymond Moore

**KTTV**  
LOS ANGELES—1949—DuM  
Channel: 11  
AP: 16.6 Kw.  
VP: 30.9 Kw.  
Owned-Oper.: KTTV, Inc.  
Business Address: 5746 Sunset Blvd.  
Phone Number: Hollywood 2-7111  
Transmitter Location: Mt. Wilson  
Air Time: 76 3/4 hours weekly  
News Service: AP  
Representative: Blair-TV, Inc.  
President: Norman Chandler  
General Manager: Richard A. Moore  
Commercial Manager: Frank G. King  
Operations Director: Robert Purcell  
Prom. Pub. Dir.: John R. Vib  
Dir. of Production: Bob Breckner  
Film Director: Tom Corradine  
Chief Engineer: Edward Benham  
Consulting Engineer: Craven, Lohnes and Culver, Washington, D. C.

**KFMB-TV**  
SAN DIEGO—1949—ABC-CBS-NBC  
DUMONT  
Channel: 8  
AP: 12.7 Kw.  
VP: 27 Kw.  
Owned-Oper.: Kennedy Bstg. Co.  
Business Address: 1405 Fifth Ave.  
Phone Number: Main 2114
More national spot advertisers buy KTTV than any other Los Angeles TV station.

For complete details on the market and KTTV, ask your Blair-TV man.

KTTV

Los Angeles Times Television
U. S. TELEVISION STATIONS

KGO-TV
SAN FRANCISCO—1949—ABC
Channel: 7 . . . . AP: 13 Kw. . . VP: 27 Kw.
Business Address . . . 155 Montgomery St.
Phone Number . . . . . . Exbrook 2-6544
Transmitter Location . . Mt. Sutro, ABC TV Ctr.
Air Time . . . . . . . . . 85 hours weekly
Representative . . . . . . . . . . ABC Spot Sales
President (ABC) . . . . . . . . . . Robert E. Kinner
Gen. Sta. Mgr. . . . . . . . . . . Gayle V. Grubb
Commercial Manager . . . . . . . . . . Vincent Francis
Program Director . . . . . . . . . . Blyce Wright
Promotion Director . . . . . . . . . . Gordon Grannis
Dir. of News and Spec. Events . . . . . . Vic Reed
Production Manager . . . . . . . . . . Bill Hollenbeck
Publicity Director . . . . . . . . . . Gordon Grannis
Film Director . . . . . . . . . . Phyllis Towner
Dir. of Remotes . . . . . . . . . . Bill Hollenbeck
Chief Engineer . . . . . . . . . . A. E. Evans
Consulting Engineer . . . . . . . . . . Keary & Kennedy

KPIX
SAN FRANCISCO—1948—CBS
DUMONT
Channel: 5 . . . . AP: 16.2 Kw. . VP: 30.5 Kw.
Owned-Oper. By . . . . KPIX, Inc.
Bus. Studio Address . . . Mark Hopkins Hotel
Phone Number . . . . . . PR ×pect 6-8200
Trans. Location . . . . Roof, Mark Hopkins Hotel
Air Time . . . . . . . . . 85 hours weekly
News Service . . . . . . . . . . INS, UP
Representative . . . . . . . . . . Katz
Membership . . . . . . . . . . NARTB
President . . . . . . . . . . Wesley I. Dumm
Sta. Gen. Mgr. . . . . . . . . . . Philip G. Laskey
Commercial Manager . . . . . . . . . . Lou Simon
Program Director . . . . . . . . . . Sanford Spillman
Production Manager . . . . . . . . . . George Mathiesen
Promotion Dir. . . . . . . . . . . Kay Mulvihill
Film Director . . . . . . . . . . William Ray
Dir. of Engineering . . . . . . . . . . A. E. Towne
Consulting Engineer Universal Research Labs

KRON-TV
SAN FRANCISCO—1949—NBC
Channel: 4 . . . . AP: 7.7 Kw. . VP: 14.5 Kw.
Business Studio Address . . . 901 Mission St.
Phone Number . . . . . . GA × field 1-1112
Transmitter Location . . TV Peak, San Bruno Mt.
Air Time . . . . . . . . . 70 hours weekly
News Service . . . . . . . . . . AP
Representative . . . . . . . . . . Free and Peters
General Manager . . . . . . . . . . Charles Thieriot
Director of Television . . . . . . . . . . Harold P. See
Commercial Manager . . . . . . . . . . Norman Louvau
Program Director . . . . . . . . . . A. H. Constant
Chief Engineer . . . . . . . . . . R. A. Isberg

CONNECTICUT

WNHC-TV
NEW HAVEN—1948
ABC-CBS-NBC-DuM
Channel: 6 . . . . AP: 7.5 Kw. . VP: 15.1 Kw.
Owned-Oper. By . . . . . . . . . . The Elm City Bcstg. Corp.
Business-Studio Address . . . 1110 Chapel St.
Phone Number . . . . . . . . . . 6-8826
Transmitter Location . . . . . Gaylord Mt.
Air Time . . . . . . . . . . 100 hours weekly
News Service . . . . . . . . . . AP, INS
Representative . . . . . . . . . . Katz
Membership . . . . . . . . . . NARTB
President . . . . . . . . . . Patrick J. Goode
Sec-Treas . . . . . . . . . . Aldo De Dominics
General Manager . . . . . . . . . . James T. Milne
Commercial Manager . . . . . . . . . . Vincent J. Callanan
Production Manager . . . . . . . . . . David K. Harris
Dir. of News &
Special Events . . . . . . . . W. Rockwell Clark
Publicity Director . . . . . . . . William Dukeshire
Chief Engineer . . . . . . . . . . Vincent De Laurentis

DELAWARE:

WDEL-TV
WILMINGTON—1949—NBC-DuM
Channel: 7 . . . . AP: .5 Kw. . VP: 1 Kw.
Owned-Oper. By . . . . . . . . . . WDEL, Inc.
Business-Studio Address . . . 10th & King Sta.
Air Time . . . . . . . . . . 85 hours weekly
Phone Number . . . . . . . . . . 7268
Transmitter Location . . . . New Castle County
News Service . . . . . . . . . . UP
Representative . . . . . . . . . . Meeker
Membership . . . . . . . . . . NARTB
Station Executive . . . . . . . . . . Clair R. McCollough
Station Manager . . . . . . . . . . J. German Walsh
National Sales Manager . . . . . . J. Robert Gulick
Program Director . . . . . . . . . . James Adshead
Technical Director . . . . . . . . . . J. E. Mathiot
WE'VE borrowed a few phrases from Old Abe to illustrate what Washingtonians already know— that WTTG is a station dedicated to the service of our community.

For six years, Washington's first television station has carried more locally-produced programs than any other station in this area.

Six years of outstanding local programs, outstanding local personalities, creative program ability and production know-how.

If you have an eye for Washington business—place your sales message on WTTG, Washington's first and most locally-minded television station.

WTTG

CHANNEL 5 IN WASHINGTON

Owned and Operated by Allen B. DuMont Laboratories, Inc.

Represented by Harrington, Righer & Parsons, Inc.
New York • Chicago
Richard Railton Company
San Francisco

NOW IN OUR 6TH YEAR
WTTG
WASHINGTON—1947—DuM
Channel: 5...AP: 10.5 Kw...VP: 17.5 Kw.
Owned-Oper. By: Allen B. DuMont Labs., Inc.
Business-Studio Address: Hotel Raleigh
Phone Number: Sterling 5300
Transmitter: 5217 19th Rd., N. : Arlington
Air Time: 100 hours weekly
News Service: UP
Representative: Harrington, Righter, Parsons
President: Dr. Allen B. DuMont
General Manager: Walter Compton
Commercial Manager: Perry Walders
Program Director: Roger Coelos
Film Director: Jules Huber
Chief Engineer: Malcolm M. Burleson

FLORIDA

WMBR-TV
JACKSONVILLE—1949
ABC-CBS-NBC
Channel: 4...AP: 7.4 Kw...VP: 14.8 Kw.
Owned-Operated By: Florida Bestg. Co.
Business Address: B. O. Box 5187
Phone Number: 9-4475
Transmitter Location: Southamptan & Vine
Air Time: 95 hours weekly
News Service: INS
Representative: Avery-Knodel
General Manager: Glenn Marshall, Jr.
Pgm., Prom. Director: Bernie Adams
News Dir., Prod. Mgr.: Bill Terry
Chief Engineer: Ernest Vordermark
Consulting Engineer: Andrew Ring

WTVJ
MIAMI—1949—ABC-CBS-NBC-DuM
Channel: 4...AP: 8.25 Kw...VP: 16.5 Kw.
Owned-Oper. By: Wometco Theatres
Business-Studio Address: 17 3rd St., N.W.
Transmitter Location: Everglades Hotel
Air Time: 105 hours weekly
News Service: UP
Representative: Free & Peters
President: Mitchell Wolfson
Vice-Pres., Gen. Mgr.: Lee Ruwitch
Business & Sales Mgr.: John S. Allen
Program Director: Lee Phillips
Pub. & Prom. Director: Burt Toppan
Film Director: Labe B. Mele
National Sales Mgr.: Arthur L. Gray
Dir. of News & Special Events: Ralph Renick
Program Coordinator: John A. Shute
Chief Engineer: Earl W. Lewis

WNBW...
your best TV buy

IN WASHINGTON

The WNBW coverage area includes the District of Columbia, nine Virginia counties, six in Maryland and one in West Virginia—an area with a population of 1,717,200 and an effective buying income of $2,588,621,000.

WNBW IS IN ITS FIFTH YEAR OF OPERATION IN THE NATION'S CAPITAL.

WNBW has such outstanding news commentators as Morgan Boothy and Leif Eid, such unique woman's shows as "Inga's Angle"—and originates such distinguished network programs as "Battle Report," "American Forum," "Meet the Press" and "Richard Harkness and the News."

WNBW IS FIRST IN 178 OUT OF 363 QUARTER-HOUR PERIODS ON THE AIR, WITH THE REMAINING 185 DIVIDED AMONG THREE OTHER LOCAL TV STATIONS.

Out of 70 quarter-hour segments between 3:30 and 7 p.m., Monday through Friday, WNBW is first in 57.

WNBW—FIRST IN FILM SHOWS, CHILDREN'S PROGRAMS, SPORTS AND SPECIAL EVENTS!

(Ratings—American Research Bureau, Mar. 1-8, 1951)
[Market data—Sales Management Survey of Buying Power, 1951]
THE FACTS ABOUT JACKSONVILLE

- It's a One-Station-Market
- It has 52,000 TV families
- This means 43.3% penetration
- WMBR-TV has 100% share of audience

- You can reach this audience for only 72¢ per thousand
- WMBR-TV is Florida's only interconnected station
- The station beams 162 live network shows and 32 live local shows each week.

WMBR-TV CIRCULATION

JANUARY 1, 1952

<table>
<thead>
<tr>
<th>COUNTIES</th>
<th>FAMILIES*</th>
<th>TV SETS**</th>
</tr>
</thead>
<tbody>
<tr>
<td>FLORIDA</td>
<td></td>
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</tr>
<tr>
<td>Baker</td>
<td>1,600</td>
<td>202</td>
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<tr>
<td>Bradford</td>
<td>3,000</td>
<td>638</td>
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<tr>
<td>Clay</td>
<td>4,800</td>
<td>900</td>
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<td>Duval</td>
<td>85,900</td>
<td>43,472</td>
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<td>Nassau</td>
<td>3,700</td>
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<td>Putnam</td>
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<tr>
<td>St. Johns</td>
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<td>1,920</td>
</tr>
<tr>
<td>Union</td>
<td>2,200</td>
<td>58</td>
</tr>
</tbody>
</table>

| GEORGIA  |           |           |
| Camden   | 1,500     | 695       |
| Charlton | 1,200     | 550       |
| TOTALS   | 120,100   | 52,000    |

*Sales Management-1951  **RTMA and Dealers Estimates

CURRENT AVAILABILITIES

"Come Into the Kitchen" Monday thru Friday

Conducted by Nell Smith who has 20 years experience lecturing on and demonstrating foods and appliances. She speaks with authority to the women of Jacksonville as an expert on food and food products.

"Money Talks" Monday thru Friday

A telephone quiz with accumulative jack-pot. Musical films, a charcoal artist and rear-view projection gives the clues; viewers are called and asked to identify the song.

Live, Film or Slide copy accepted
### GEORGIA

**WAGA-TV**  
**ATLANTA—1949—CBS-DuM**  
Channel: 5  
AP: 13.5 Kw  
VP: 26.5 Kw.  
Owned-Operated By:  
Fort Industry Co.  
Bus.-Studio Address: 1018 W. Peachtree, N.W.  
Phone Number: 15 Emerson 2541  
Trans. Location: 1018 W. Peachtree, N.W.  
Air Time: 105 hours weekly  
News Service:  
Representative:  
President: George B. Storer  
Commercial Manager: John W. Collins, Jr.  
News Director: Dale Clark  
Chief Engineer: George B. Smith  
Consulting Engineer: A. Earl Cullum, Jr.

### ILLINOIS

**WBKB**  
**CHICAGO—1941—CBS**  
Channel: 4  
AP: 12.7 Kw.  
VP: 25.4 Kw.  
Owned-Operated By:  
Balaban & Katz Corp.  
Bus.-Studio Address: 175 North State St.  
Phone Number: RAndolph 6-8210  
Transmitter Location: 33 North LaSalle St.  
Air Time: 110 hours weekly  
News Service:  
Representative:  
Membership: TBA  
Gen., Sta. Manager: John H. Mitchell  
Controller: Mathew E. Vietsacker  
Program Manager: S. C. Quinlan  
Dir. of News & Spec. Events: Umer Turner  
Publicity Director: Lee Salberg  
Production Manager: William Ryan  
Film Director: Carl Russell  
Chief Engineer: William P. Kusack

### U.S. TELEVISION STATIONS

### GEORGIA

**WLTW**  
**ATLANTA—1951—ABC**  
Channel: 8  
AP: 12.5 Kw.  
VP: 23.8 Kw.  
Owned-Oper. By: Broadcasting Inc.  
Address: 15 Forsyth S.W.  
Phone Number: CPress 6676  
Transmitter Location: 1601 W. Peachtree St.  
Air Time: Varies  
News Service:  
Representative:  
Walter C. Sturdivant  
Vice-Pres. & Gen. Mgr.: William T. Lane  
Commercial Manager: George P. Moore  
Program Director: Roger O. Van Duzer  
Technical Director: Harvey A. Alford  
Traffic Manager: Ann Hutchison  
Film Director: John Barry

### ILLINOIS

**WSB-TV**  
**ATLANTA—1948—NBC**  
Channel: 2  
AP: 25 Kw.  
VP: 50 Kw.  
Owned-Oper. By: The Atlanta Newspapers  
Address: 1801 W. Peachtree  
Phone Number: 3827  
Air Time: 98 hours weekly  
Newspaper Affiliations: Atlanta Newsp., Inc.  
News Service: UP  
Representative:  
Petry Membership: NARTB  
Managing Director: J. Leonard Reinhart  
General Manager: John M. O'Toole, Jr.  
Commercial Manager:  
Frank Gaither  
Program Director: Mark O'Sullivan  
Publicity Director: Wayne Anderson  
Film Director: Jean Hendrix  
Chief Engineer: C. F. Daugherty

### WENR-TV**  
**CHICAGO—1948—ABC**  
Channel: 7  
AP: 14.0 Kw.  
VP: 28.3 Kw.  
Business-Studio Address: 20 N. Wacker Dr.  
Phone Number: ANdover 3-4000  
Transmitter Location: Atop Opera Bldg.  
Air Time: 94% hours weekly  
News Service:  
Representative:  
V.P. in Chg.: John H. Norton, Jr.  
Sta. Sales Mgr.: Roy McLaughlin  
Program Director: James S. Pollack  
Promotion Director: Dean D. Linger  
Dir. of News & Spec. Events: Cornelius O'Dea  
Publicity Director: Elliott Henry  
Film Director: Polly Thompson  
Chief Engineer: Edward C. Horstman

### WNBQ**  
**CHICAGO—1949—NBC**  
Channel: 5  
AP: 12.29 Kw.  
CP: 23.25 Kw.  
Business-Studo Address: Merchandise Mart  
Phone Number: SUPerior 7.8300  
Transmitter Location: Civic Opera Bldg.  
Air Time: 94 hours weekly  
News Service:  
Representative:  
V.P. & Gen. Mgr.: Harry Kopf  
TV Manager: Jules Herveyaux  
Commercial Manager: John J. McPartlin  
Program Director: George Heinemann  
Promotion Director: John Keys
HERE'S **TV** COVERAGE

... A WGN-TV advertiser made an introductory offer on his first program... a one minute announcement at 11:45 p.m. Sunday night. Within 24 hours, more than 2300 cards were received from

- 91 Cities in Illinois
- 25 Cities in Indiana
- 3 Cities in Wisconsin
- 2 Cities in Michigan

Early or late... if you want results...

call your WGN-TV representative for availabilities
U. S. TELEVISION STATIONS

Dir. of News & Spec. Events... William B. Ray
Publicity Director................. Jack Ryan
Film Procurement............... Isabel Cooney
Chief Engineer.................. Howard C. Luttgens

WGN-TV
CHICAGO—1948—DuM
Channel: 9........AP: 14.5 Kw........VP: 23.0 Kw.
Owned-Operated By............... WGN, Inc.
Business Address............. 441 N. Michigan Ave
Phone Number................. Superior 7-0100
Transmitter Location............ Tribune Tower
Air Time...................... 95-100 hours weekly
Newspaper Affiliation............ Chicago Tribune
News Service.................... AP, UP, AP
Representative................. George F. Hollingbery
President........... Col. Robert R. McCormick
Station Manager............ Frank P. Schreiber
Commercial Manager............ William A. McGuiness
TV Sales Manager............ Ted Weber
Program Director.............. Jay E. Faraghan
Newsreel Director.............. Spencer Allen
Operations Director............. George E. Peterson
Promotion Director............ Charles A. Wilson
Publicity Director.............. James Hanlon
Film Director.................. Elizabeth Bain
Director of Remotes............ Donald Cook
Chief Engineer................ Carl J. Meyers

WFBM-TV
INDIANAPOLIS—1949
ABC-CBS-NBC-DuM
Channel: 6........AP: 18.1 Kw........VP: 30.8 Kw.
Owned-Operated By............... WFBM, Inc.
Bus. Studio Address............. 1330 N. Meridian St
Phone Number............... Lincoln 8506
Transmitter Location............ Merchants Bank Bldg.
Air Time...................... 105 hours weekly
News Service.................... AP, INS
Representative............... Katz
Membership............. NARTB
Pres, Gen, Sta, Mgr............. Harry M. Bitner, Jr.
Comm. Manager............... William F. Kiley
Program Director.............. Hugh Kibbey
Promotion Director............. David F. Milligen
Dir. of News............... Gilbert Forbes
Film Director.................. Earl Johnson
Chief Engineer............... Harold S. Holland

WHBF-TV
ROCK ISLAND—1950—ABC-CBS
DuM
Channel: 4........AP: 11.7 Kw........VP: 23.5 Kw.
Bus.-Trans. Address............ Telco Bldg., 231 18th St.
Phone Number............... R. I. 6-5441
Air Time...................... 80 hours weekly
News Service.................... INS
Representative............... Avery-Knodel, Inc.
Membership..................... NARTB
President........... Ben H. Potter
Gen., Sta, Mgr................. Leslie C. Johnson
Commercial Manager............ Maurice Corken
Program Director.............. Forrest W. Cooke
Promotion Director............ (Miss) Fern Hawks
Prod. News, Spe, Ev, Dir........ Charles F. Harrison
Publicity Director............ (Miss) Fern Hawks
Chief Engineer............... Robert J. Sinnett
Consulting Engineer.......... E. C. Page

WHY IS AP
THE BEST?

BECAUSE—AP is more experienced than any other news service... more than 100 years collecting and distributing news.
First in educational television

Telecasting...

Bringing to Central Iowa’s quarter-million television viewers the vast resources of the Iowa State College in homemaking, agricultural and cultural information, plus selected programming from all four television networks.

Teaching...

The nation's only fully-licensed television station to be owned and operated by an educational institution offers specialized professional training for selected students in TV engineering, program and production. Facilities include related college departments together with the Television Theatre and workshop.

Program Development...

Research and experimental work in cooperation with the United States Department of Agriculture, the Fund for Adult Education, an Independent organization established by the Ford Foundation, and the Commission on Christian Education and Iowa Interchurch Council.

WOI - TV
IOWA STATE COLLEGE
AMES, IOWA

NBC-TV CBS-TV ABC-TV DuMont-TV
IOWA

WOI-TV
AMES—1950

Channel: 9...AP: 15.6 Kw...VP: 15.6 Kw.
Address...305 Brady St.
Telephone...3-3661
News Service...UP
Representative...Free & Peters, Inc.
Membership...NARTB
President...Col. B. J. Palmer
Vice-Pres. & Treas...D. D. Palmer
Sales Manager...Ernest Sanders
Sales Mgr...Mark Wodlinger
Program Director...Charles Freburg
Director of News...Fred Reed
Director of Sales...Bob Frank
Publicity Director...Paul Ives
Film Director...Ken Wagner
Chief Engineer...Paul Arvidson
Executive...A. D. Ring & Co.

WOC-TV
DAVENPORT—1949—NBC

Channel: 5...AP: 12.5 Kw...VP: 22.9 Kw.
Address...305 Brady St.
Telephone...3-3661
Representative...Free & Peters, Inc.
Membership...NARTB
President...Col. B. J. Palmer
Vice-Pres. & Treas...D. D. Palmer
Sales Manager...Ernest Sanders
Sales Mgr...Mark Wodlinger
Program Director...Charles Freburg
Director of News...Fred Reed
Director of Sales...Bob Frank
Publicity Director...Paul Ives
Film Director...Ken Wagner
Chief Engineer...Paul Arvidson
Consulting Engineer...A. D. Ring & Co.

KENTUCKY

WAVE-TV
LOUISVILLE—1948—ABC-NBC-DuM

Channel: 5...AP: 12.1 Kw...VP: 24.1 Kw.
Address...334 East Broadway
Telephone...Wabash 2201
News Service...AP, INS
Membership...NARTB

MARYLAND

WAAM-TV
BALTIMORE—1948—ABC-DuM

Channel: 13...AP: 13.8 Kw...VP: 26.1 Kw.
SOLD DOWN THE RIVER

UP THE RIVER

ACROSS THE RIVER

When Advertised on WOC-TV

WOC-TV Sells!

In fact, WOC-TV’s reputation as a Selling Medium is growing so rapidly that this station is approaching the SOLD OUT stage. There are a few good program and announcement availabilities left, so you’d BETTER ACT NOW.

Better act now . . . if you want to reach WOC-TV’s 23 county good viewing area. Better act now . . . and get on the station with the “know how” to stimulate the buying urge of people in the Quint-City area . . . people with a per capita effective buying power 30.2% above the national per capita average (Sales Management 1951 “Survey of Buying Power”).

Let us or your nearest F & P office hear from you . . . and shortly you’ll hear from a vast TV audience that responds to sales messages carried by WOC-TV . . . the station that SELLS!

WOC-TV, Channel 5
Davenport, Iowa

Free & Peters, Inc.
Exclusive National Representatives

The QUINT CITIES

Col. B. J. Palmer, President
Ernest C. Sanders, Resident Manager

1072
MASSACHUSETTS

W B Z - T V
BOSTON—1948—NBC
Address: 1170 Soldiers Field Rd. Phone Number: ALgonquin 4-5670
Sales Manager: Walter Evans
Station Manager: W. C. Swarley
Program Manager: W. Gordon Swan
Film Librarian: I. H. Lawton
Chief Engineer: W. H. Hauser

W N A C - T V
BOSTON—1948—ABC-CBS-DuM
Business-Studio Address: 21 Brookline Ave. Phone Number: Commonwealth 6-0800
Transmitter Location: Medford
Air Time: 105 hours weekly
News Service: UP
Representative: H-R Reps. Inc.
President: William O'Neill
Exec. V.P. & Gen. Mgr.: Linus Travers
V.P. In Chg. TV: George Steffy
Publicity Director: Paul Keyes
Film Director: James Pike
Technical Director: Harry Whittemore

MICHIGAN

W J B K - T V
DETOUR—1948—CBS-DUMONT
Business-Studio Address: 500 Temple Phone Number: Temple 3-7900
Transmission Location: 8009 Lyndon Air Time: 110 hours weekly
News Service: INS. UP
Representative: NARTB
President: George B. Storer
V.P., Managing Dir.: Gayle V. Grubb
General Manager: Richard E. Jones
Production Manager: Lanny Pike
Dir. of News & Special Events: Larry Rupple
**U. S. TV STATIONS**

**WWJ-TV**  
**DETROIT—1947—NBC**  
Channel: 4  AP: 10.25 Kw  VP: 20.5 Kw  
Owned-Operated By: Evening News Assoc.  
Business-Studio Address: 615 W. Lafayette  
Phone Number: WOodward 2-2000  
Transmission Loc: Eight Mile & Myers Rd.  
News Service: The Detroit News  
News Affiliation: AP, UP  
Representative: Hollingbery  
Membership: NARTB  
Sta. Mgr: Willard E. Walbridge  
Program Director: Melvin C. Wiseman  
Promotion Director: Jake Albert  
News Producer: Tom Sutton  
Production Manager: Walter Koste  
Publicity Director: Fran Harris  
Film Director: Douglas Wright  
Chief Engineer: Edgar J. Love  
Consulting Engineer: William L. Foss

**WXYZ-TV**  
**DETROIT—1948—ABC**  
Channel: 7  AP: 13.9 Kw  VP: 27.9 Kw  
Owned-Operated By: WXYZ, Inc.  
Business Address: 1700 Mutual Bldg.  
Phone Number: WOodward 3-8321  
Transmission Location: Maccabees Bldg.  
Air Time: 126 hours weekly  
News Service: AP, UP  
Representative: ABC Spot Sales  
President: James G. Riddell  
Commercial Manager: Harold Christian  
Station Manager: John Pival  
Promotion Director: William Morgan  
Dir. of Spec. Events & News: Richard Femmel  
Film Director: Ken Simms  
Chief Engineer: Charles Kocher

**WOOD-TV**  
**GRAND RAPIDS—1951**  
**ABC-CBS-NBC-DuM**  
Channel: 7  AP: 10 Kw  VP: 20 Kw  
Address: Grand Rapids Nat'l Bank Bldg.  
Phone Number: 9-4211  
Air Time: 84 hours weekly  
News Service: AP  
Representative: Katz  
Membership: NARTB  
President: Harry M. Bitner, Sr.  
General Manager: Willard Schroeder  
Program Director: Franklin Sisson  
Promotion Director: Howard Silbar  
Dir. News & Spe. Events: Bob Runyon  
Production Manager: Hal Kaufman  
Film Director: Clark Grant  
Chief Engineer: Robert Wilson  
Consulting Engineer: Harold M. Holland
**U. S. TELEVISION STATIONS**

### WKZO-TV
**Kalamazoo—1950**
**ABC-CBS-NBC-DuM**

Channel: 3. AP: 8.0 Kw. VP: 16.0 Kw.  
Owned-Operated By: Fetzer Bcstig Co.  
Address: 124 W. Michigan Ave.  
Phone Number: 3-1223  
Transmitter Location: Mr. N. Plainwell, Mich.  
Air Time: 93 hours weekly  
Representative: Avery-Knodel, Inc.  
Membership: NARTB  
Pres.: Gen. Sta. Mgr.: John E. Fetzer  
Commercial Manager: Donald W. DeSmit, Jr.  
Pgm. Prom., Film Dir.: Harry E. Travis  
Pub. Affairs Adviser: Dr. Willis F. Dunbar  
Chief Engineer: Carl E. Lee  
Consulting Engineer: Paul F. Godley

### WTCN-TV
**Minneapolis—1949**
**ABC-CBS-DuM**

Channel: 4. AP: 9.2 Kw. VP: 17.9 Kw.  
Bus. Studio Address: Radio City—50 S. 9th St.  
Phone Number: 10552  
Owned-Oper. By: Mid-Continent Radio-TV Inc.  
Transmitter Location: Foshay Tower  
Air Time: 112 hours weekly  
News Service: AP, UP, INS  
Representative: Free & Peters  
President: W. J. McNally  
General Manager: F. Van Konyenburg  
Sales Manager: Robert N. Ekstrom  
Prom., Sales Director: Robert N. Wold  
Film Director: Harry C. Jones  
Director of TV: Sherman Headley  
Chief Engineer: John M. Sherman

### WJIM-TV
**Lansing—1950—ABC-CBS-DuM**  
**NBC**

Channel: 6. AP: 20.6 Kw. VP: 10.3 Kw.  
Owned-Oper. By: WJIM, Inc.  
Address: Bank of Lansing Bldg.  
News Service: INS  
Phone: 2-1333  
Representative: H.R. Representatives  
Pres.: Gen. Mgr.: Harold F. Gross  
Station Manager: Howard K. Finch  
Commercial Manager: Roger S. Underhill  
Film Director: Emil Popke

### MINNESOTA

### KSTP-TV
**St. Paul-Minneapolis—1948**  
**NBC**

Channel: 5. AP: 17.3 Kw. VP: 24.7 Kw.  
Owned-Operated By: KSTP, Inc.  
Bus., Trans. Lo.: 3415 University Ave., St. Paul  
Phone Number: Prior 2717  
Air Time: 101½ hours weekly  
News Service: AP, UP  
Representative: Edward Petry  
Membership: NARTB  
Pres.: Gen. Mgr.: Stanley E. Hubbard  
V.P., Treas., Asst. Mgr.: K. E. Hance  
V.P. in Chg. Sales: Miller C. Robertson  
Program Director: Del Franklin  
Promotion Director: Joseph C. Cook  
Chief Engineer: John McMahon  
Consulting Engineer: Andrew D. Ring

### KSDK-TV
**St. Louis—1947**  
**ABC-CBS-NBC-DuM**

Channel: 5. AP: 8.0 Kw. VP: 16.0 Kw.  
Address: 1111 Olive St.  
Phone Number: MAin 1111  
Air Time: 110 hours weekly  
News Service: AP, INS  
Representative: Free & Peters  
Membership: NARTB  
President: Joseph Pulitzer  
Gen. Sta. Mgr.: George M. Burbach  
Program Director: Harold Grams  
Chief Engineer: J. E. Risk  
Sales Manager: Guy E. Yeldell  
Promotion Director: David Pasternak

**MISSOURI**

### WDAF-TV
**Kansas City—1949**  
**ABC-CBS-NBC-DuM**

Channel: 4. AP: 11 Kw. VP: 22 Kw.  
Owned-Oper. By: Kansas City Star Co.  
Business Address: 1729 Grand Ave.  
Phone Number: Harrison 1200  
Studio-Trans. Location: 31st and Summit Sts.  
Air Time: 85 hours weekly  
Newspaper Affiliation: The Kansas City Star  
News Service: AP  
Representative: Harrington, Righter, & Parsons  
President: Ray A. Roberts  
Managing Director: Dean Fizer  
Commercial Manager: E. M. Russo  
Station Manager: Bill Bates  
Chief Engineer: Joseph Flaherty

1075
have recorded the Maryland Scene for Television's Pioneer Newsreel

Translated into feet, this is staggering newsreel film footage of 1,980,000 on The Sunpapers Television News since its inception. But even this does not tell the complete story. It's a story of the recording of some 7000 separate news events; the story of a newsreel, appearing twice daily, which has never missed an edition; the story of Marylanders sitting in front of more than 350,000 television sets in the Baltimore community watching local news events almost as soon as they happen.

And still the story is not all told. The full sense of it cannot be appreciated without some knowledge of the importance of the community service rendered. For longer than four years, the Sunpapers Television News has done a job dedicated to public service, accuracy and integrity.

Spot availabilities
7 days a week

IN MARYLAND
MOST PEOPLE WATCH

Represented by THE KATZ AGENCY, INC.
NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO • CHICAGO • ATLANTA • DALLAS • LOS ANGELES • TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM THE COLUMBIA BROADCASTING SYSTEM
NEBRASKA

KMTV
OMAHA—1949—ABC-CBS-DuM
Channel: 3. AP: 8.4 Kw. VP: 16.7 Kw.
Owned-Oper. By: Wm. Robert Webster, Mgr.
Bus.-Trans. Address: TV Ctr., 2615 Farnam St.
Phone Number: WEBster 9800
Air Time: 93 hours weekly
News Service: UP
Representative: Katz Agency
President: Edward W. May
V.P., Gen. Sta. Mgr.: Owen Saddler
Commercial Manager: Howard Peterson
Program Director: Glenn Harris
Promotion Director: Joe Baker
Dir. of News and Spe. Events: Floyd Kalber
Production Director: Lew Jeffrey
Film Director: Bill Witt
Chief Engineer: R. J. Schroeder
Consulting Engineer: Wm. L. Foss

WOW-TV
OMAHA—1949—NBC
Channel: 6. AP: 9.0 Kw. VP: 17.2 Kw.
Owned-Oper. By: Radio Station WOW, Inc.
Business Address: 3509 Farnam St.
Phone Number: WEBster 3400
Studio-Transmitter Location: 3509 Farnam St.
Air Time: 98 hours weekly
News Service: AP, UP
Representative: Blair TV
Membership: NARTB
President: E. T. Meredith, Jr.
General Manager: Frank P. Fogarty
National Sales Mgr.: Robert M. Dooley
Program Director: Lyle DeMoss
Promotion, Publicity Director: Bill Wiseman
Dir. of News & Spec. Events: Ray Clark
Production Manager: Soren Munkhof
Chief Engineer: Wm. J. Kotera

NEW MEXICO

KOB-TV
ALBUQUERQUE—1948
ABC-CBS-NBC-DuM
Channel: 4. AP: 2.5 Kw. VP: 5 Kw.
 Owned-Oper. By: Albuquerque Broadcasting Co.
Bus.-Studio Address: 234 So. 5th
Phone Number: 3-4411
Transmitter: 905 So. Buena Vista Blvd.
Air Time: 45 hours weekly
News Service: AP
Pres., Gen. Mgr.: T. M. Pepperday
Sta. Mgr., Chief Engineer: George S. Johnson
Program Director: Dorothy B. Smith
Program Manager: Dorothy B. Smith

NEW YORK

WNBF-TV
BINGHAMTON—1949
ABC-CBS-NBC-DuM
Channel: 12. AP: 11.7 Kw. VP: 23.5 Kw.
Owned-Oper. By: Clark Associates, Inc.
Business Address: P. O. Box No. 48
Phone Number: 2-3461
Transmitter Location: Ingraham Hill
Air Time: 85 hours weekly
News Service: UP
Representative: Bolling
President: John C. Clark
General Manager: C. D. Mastin
Station Manager: L. L. Rogers
Commercial Manager: Stanley N. Helslap
Radio, Pgm. Dir.: E. M. Scala
Promotion Director: E. B. McCloskey
Chief Engineer: L. H. Stantz
Consulting Engineer: Jansky & Bailey

WBTN-TV
BUFFALO—1948—ABC-CBS-NBC DuM
Channel: 4. AP: 10.2 Kw. VP: 16.2 Kw.
Owned-Oper. By: WBEN, Inc.
Phone Number: MOhawk 0930
Studio, Transmitter Location: Hotel Statler
Air Time: 82 hours weekly
News Service: AP, INS
Representative: Harrington, Righter & Parsons, Inc.

1077

**WABD**
NEW YORK—1944—DuM
Business Address: 515 Madison Ave.
Phone Number: MURray Hill 8-2600
Air Time: 64 hours weekly
Transmitter Location: Empire State Bldg.
News Service: INS
Membership: NARTB
President: Dr. Allen B. DuMont
General Manager: Chris J. Wittig
Director of Sales: Ted Bergmann
Pgm. Prod. Dir.: James L. Coddigan
Engineering Director: Rodney D. Chipp
Director of News: Marian Glick
Pub. Rela. & Pub. Dir.: Gerald Lyons
Film Dept. Mgr.: Donald A. Stewart

**WCBS-TV**
NEW YORK—1941—CBS
Phone Number: PLaza 5-2000
Transmitter Location: Empire State Bldg.
Air Time: 95 hours weekly
News Service: AP, INS, UP
Representative: CBS TV Spot Sales
President (CBS TV): J. L. Van Volkenburg
President (CBS Inc.): Frank Stanton
General Manager: Craig Lawrence
Asst. to Gen. Mgr.: Clarence Worden
Sales Manager: George Dunham
Program Director: Richard Doan
Promotion Manager: Robert G. Patt
Chief Engineer: Robert G. Thompson

**WJZ-TV**
NEW YORK—1948—ABC
Phone Number: SUSquehanna 7-5000
Transmitter Location: Empire State Bldg.
Air Time: 94 hours weekly
News Service: UP
Representative: ABC TV Spot Sales
President (ABC): Robert E. Kintner
General Manager: Trevor Adams
Program Director: Hal Hough
Promotion Director: Phil Bernstein
Dir. News & Spec. Events: John Madigan
Production Manager: Anthony Hannig
Film Director: Nat Fowler
Chief Engineer: William Trevarthen
Consulting Engineer: Ear & Kennedy

**WNBTV**
NEW YORK—1941—NBC
Transmitter Location: Empire State Bldg.
Air Time: 115 hours weekly
News Service: AP, INS, UP
Representative: NBC Spot Sales Dept. President: Joseph H. McConnell
General Manager: Ted Cott
Commercial Manager: John H. Reber
Program Director: Dick Pack
TV Prod. Supervisor: Ivan Rainer
Film Director: Beulah Jarvis
Chief Engineer: F. A. Wankel

**WOR-TV**
NEW YORK—1949—MBS
Channel: 9. AP: 11.0 Kw. VP: 22.0 Kw. Owned-Oper. By: General Teleradio, Inc. Business Address: 1440 Broadway Phone Number: LONgacre 4-8000
Transmitter Location: N. Bergen, N. J.
Air Time: 100 hours weekly
News Service: UP
Station Representative: Carter-Kettle, Keenan & Eckelberg
Membership: NARTB
President: Theodore C. Streibert
V.P. Chg. of Sales: R. C. Maddux
TV Operations Mgr.: Eugene S. Thomas
V.P., Pgm. Dir.: Julius F. Seebach, Jr.
Promotion Director: Joseph Cramer
Dir. of News & Special Events: Dave Driscoll
TV Program Manager: Harvey Marlowe
Publicity Director: Robert Blake
Film Director: Melvin Fenster
Chief Engineer: J. R. Popple
Consulting Engineer: George C. Davis

**WPIX**
NEW YORK—1948
WHAM-TV
ROCHESTER—1949
ABC-CBS-NBC-DuM

Channel: 6...AP: 8.65 Kw...VP: 21.3 Kw.
Owned-Oper. By...Stromberg Carlson Co.
Business Address...201 Humboldt St.
Phone Number...Culver 7240
Transmitter Location...Pinnacle Hill, Brighton
Air Time...90-95 hours weekly
News Service...UP
Representative...Hollingsbery
Membership...NARTB
President...F. M. Flynn
V.P., Gen. Mgr...G. Bennett Larson
Comm. Manager...John Noone
Program Manager...Louis B. Ames
Publicity Director...L. A. Hollingsworth
Promotion Director...Adrien Rodner
Chief Engineer...Tom Howard
Film Director...Tony Azzato

WHY IS AP THE BEST?

BECAUSE—AP has more news correspondents, more news bureaus, more miles of news wire than any other news service.
WHEN

THE GREAT SYRACUSE MARKET CONTINUES TO GROW MORE AND MORE DESIRABLE WITH AREA INDUSTRY AND BUYING POWER AT NEW HIGHS!

WHEN TELEVISION CONTINUES TO RANK FIRST IN THE SYRACUSE MARKET

- Central New York's only TV station with complete studio and remote facilities.
- The Empire State's only BASIC CBS-TV Network Station.*
  * N.Y.C. excluded
- Tops in local programs.
- Now in its Fourth year of continuous service.
- Also airing top TV programs from ABC and DUMONT.
- First in Public Service.
- Represented by THE KATZ AGENCY

SYRACUSE

A MERIDITH TV STATION
WHEN
SYRACUSE—1948—ABC-CBS-DuM
Channel 8 . AP: 13 Kw . . VP: 27 Kw.
Owned-Oper. By: Meredith Syracuse TV Corp.
Address . . . . . 101 Court St.
Phone Number . . 3-1126
Air Time . . . . . 102 hours weekly
News Service . . . . . . . . . UP
Representative . . . . . . . . Katz
Membership . . . . . . . . . NARTB
President . . . . . . . . . E. T. Meredith, Jr.
V.P., Gen. Mgr. . . . . Paul Adanti
Commercial Mgr. . . . . W. H. Bell
Promotion Director . . . . E. F. Ryan
Program Director . . . . Gordon J. Alderman
Production Manager . . . . Albert Rein
Chief Engineer . . . . . . . . H. E. Crow

WKTV
UTICA—1949—ABC-CBS-NBC-DuM
Channel 13 . AP: 12.5 Kw . . VP: 25 Kw.
Owned-Oper. By: Copper City Bcastg. Corp.
Business Address . . . . . . . P. O. Box 386
Phone Number . . 3-0404
Transmitter Location . . . . . Deerfield
Air Time . . . . . 93 hours weekly
News Service . . . . . . . . AP
Representative . . . . . . . . Donald Cooke, Inc.
President . . . . . . . . . Myron J. Kallet
Gen., Sta. Manager . . . . Michael C. Fusco
Comm., Prom. Mgr. . . . . John J. MacDavitt
Program Director . . . . Jack Fredericks
Production Manager . . . . Edwin Whittaker
Film Director . . . . . . . . Joseph Casaletta
Chief Engineer . . . . . . . . DeForest T. Layton, Jr.
Consulting Engineer . . . . George P. Adair

NORTH CAROLINA
WBTV
CHARLOTTE—1949
ABC-CBS-NBC-DuM
Channel 3 . . AP: 8.2 Kw . . VP: 16.3 Kw.
Business-Studio Address . . . . . Wilder Bldg.
Phone Number . . . . 3-8833
Transmitter Location . . . . . Spencer Mt., Gastonia
Air Time . . . . . 85 hours weekly
News Service . . . . . . . . . INS, UP, AP, Transradio
Representative . . . . . . . . TV Spot Sales
Membership . . . . . . . . . NARTB
President . . . . . . . . . Joseph M. Bryan
General Manager . . . . Charles H. Crutchfield
Station Manager . . . . . . . Charles E. Bell
Commercial Manager . . . . Wallace J. Jorgenson
Promotion Director . . . . . J. R. Covington
Publicity Director . . . . Louise Walker
Film Director . . . . William Quinn
Chief Engineer . . . . M. J. Minor
Consulting Engineer . . . . A. D. Ring

WFMY-TV
GREENSBORO—1948
Channel 2 . . AP: 84 Kw . . VP: 16.72 Kw.
Owned-Operated By: Greensboro News Co.
Address . . . . . 212 N. Davie St.
Phone Number . . . . 3-8611
Air Time . . . . . 78 hours weekly
News Service . . . . . . . . UP
Representative. Harrington, Richter & Parsons
Membership . . . . . . . . NARTB
President . . . . . . . . . C. E. Jeffress
General Manager . . . . . . . G. A. Kellogg
Commercial Manager . . . . . Virgil V. Evans
Program Director . . . . . . . Gomer R. Lesch
Chief Engineer . . . . William E. Neill
Consulting Engineer . . . . Craven, Lohnes, & Calver

OHIO
WCPO-TV
CINCINNATI—1948—ABC-DuM
Channel 7 . . AP: 24 Kw . . VP: 12 Kw.
Owned-Oper. By: Scripps-Howard Radio, Inc.
Business Address . . . . . 2345 Symmes St.
Phone Number . . . . . . . . Capital 0777
Studio-Transmitter Location . 2345 Symmes St.
Air Time . . . . . 127 hours weekly
News Service . . . . . . . . UP
Representative . . . . . . . . The Branham Co.
President . . . . . . . . . Jack R. Howard
V.P., Gen. Mgr. . . . . M. C. Watters
Station Manager . . . . Harry LeBrun
Commercial Manager . . . . . J. P. Smith
Fm., Prod. Dir. . . . . . . . Ed Weston
Prom., Pub. Dir. . . . . . . . . Jack Sebastian
Dir. of News & Spec. Events . . Bob Otto
Film Director . . . . . . . . Dolores Jenkins
Director of Remotes . . . . . M. Bowden
Chief Engineer . . . . . . . . Paul Adams

WKRC-TV
CINCINNATI—1948—CBS
Channel 11 . . AP: 12.3 Kw . . VP: 24.5 Kw.
Owned-Oper. By: Radio Cincinnati, Inc.
Business Address . . . . . Times-Star Bldg.
Phone Number . . . . . . . . Garfield 1331
Trans. Location . . . . Highland & Dorchester Aves.
Air Time . . . . . .117½ hours weekly
News Service . . . . . . . . AP
Representative . . . . . . . . The Katz Agency, Inc.
Membership . . . . . . . . NARTB
WNBK CHANNEL 4

"THERE'S MORE ON FOUR"

MORE MUSIC
MORE COMEDY
MORE DRAMA
MORE COWBOYS

YES—and MORE VIEWERS—too!
Here's looking at YOU—
For looking at US

WNBK CHANNEL 4
NBC TELEVISION
IN CLEVELAND

WLBW-T
CINCINNATI—1948—NBC

Channel: 4...AP: 19.5 Kw....VP: 23.5 Kw.
Owned-Operated By: Croley Bestg. Corp.
Address: 140 W. Ninth St.
Phone Number: Cherry 1622
Air Time: 115-130 hours weekly
News Service: UP Representative
Chairman of the Board: James D. Shouse
President: R. E. Dunville
Dir. of TV Oper. & V.P.: John T. Murphy
Adm. Asst. to V.P.: William I. McCluskey
Program Director: Lin Mason
Sales Manager: George Moore
Gen. Sales Mgr.: David E. Patridge
Chief Engineer: Howard Lepple
Consulting Engineer: Weldon & Carr

WEWS
CLEVELAND—1947—ABC-CBS

Channel: 5...AP: 8.15 Kw....VP: 16.0 Kw.
Owned-Oper. By: Scripps-Howard Radio, Inc.
Business-Studio Address: 1816 E. 13th St.
Phone Number: Tower 1-5454
Transmitter: 7080 State Rd., Parma, O.
Air Time: 106 hours weekly
News Service: UP Representative
President: Jack R. Howard
Vice-Pres., Gen. Mgr.: James C. Hanrahan
Station Director: J. Harrison Hartley
Advertising Manager: Floyd E. Weidman
Dir. of News & Spec. Events:
Publicity Director: Donald L. Ferris
Director of Remotes: Ernest E. Sindelar
Technical Director: Joseph B. Epperson

WNBK
CLEVELAND—1948—NBC

Channel: 4...AP: 20.26 Kw....VP: 39.22 Kw.
Business-Studio Address: 815 Superior Ave.
Phone Number: Cherry 1-0842
Transmitter Location: Brecksville, O.
Air Time: 91 1/2 hours weekly
News Service: AP, UP
U.S. TV STATIONS

Representative .............. NBC Spot Sales
Membership .................. NARTB
President (NBC) ............... Joseph H. McConnel
General Manager ............. John McCormick
Comm. Manager ............... Harold L. Gallagher
Program Manager ............. Philip L. Worcesier
Dir. of News & Spec. Events .... Edward R. Wallace
Promotion Director ........... Albert M. Henderson
Film Director ................. Albert L. Odeal
Engineer-in-Charge .......... S. E. Leonard
Oper. Sup .................... Andrew L. Hammerschmidt


W X E L
CLEVELAND—1949
ABC-CBS-DuM

Channel: 9 ........ AP: 13.0 Kw ........ VP: 25 Kw.
Owned-Oper. By ............ Empire Coil Co., Inc.
Address ........ Pleasant Valley & State Rds.
Phone Number ........ Victory 3-8400
Air Time ................. 100 hours weekly
News Service ............ UP, AP
Representative ............ Katz
President ................ Herbert Mayer
Sta., Gen. Mgr. .......... Franklin C. Snyder
Publicity Director ....... Barbara Snyder
Asst. Comm. Mgr. ......... R. C. Wright
Dir. of News & Spec. Events ... Robert Rowley
Film Director ............ Nicholas Boris
Director of Remotes ....... Clapp Dopp
Chief Engineer ............ Thomas Friedman


W B N S - T V
COLUMBUS—1949—CBS

Channel: 10 ........ AP: 12.15 Kw ........ VP: 24.3 Kw.
Owned By ............... Dispatch Printing Co.
Business Address ........ 33 N. High St.
Phone Number ........ Fletcher 2811
Transmitter Location .... 495 Olentangy Blvd.
Air Time ............... 100 hours weekly
Newspaper Affiliation .... Columbus Dispatch
News Service ............ AP
Station Representative .... Blair
Membership ................ NARTB
Dir. of Television ........ Richard A. Borel
Sta. Mgr., Film Dir. .......... Edward H. Bronson
Sales Director ............ Robert D. Thomas
Program Director ........ Jerome R. Reeves
Dir. of News and Spec. Events ... Chester S. Long
Chief Engineer ............ Leste; H. Nafzger
Consulting Engineer .......... Jansky & Bailey


W L W - C
COLUMBUS—1949—NBC

Channel: 3 ........ AP: 7.6 Kw ........ VP: 15.2 Kw.
Owned-Operated By ...... Crosley Bscstg. Corp.

Drumming up sales
for WTVN advertisers
in Central Ohio

5 Reasons
WHY WISE BUYERS CHOOSE WTVN

1. Because of programming the desires of the audience:
   - WTVN SELLS!

2. Because of unique and clever promotion:
   - WTVN SELLS!

3. Because of superior merchandising:
   - WTVN SELLS!

4. Because of technically perfect production:
   - WTVN SELLS!

5. Because it has the newest, most modern TELEVISION CENTER in the country:
   - WTVN SELLS!

Affiliated with ABC and DuMont

WTVN
Channel 6 . . . COLUMBUS, OHIO

Closely associated with Television Station WICU, Erie, Pa; Radio Stations WTOD, Toledo, Ohio, and WHOO, Orlando, Fla., and The Erie Dispatch, Erie, Pa.

Represented by Headley-Reed Company
U. S. TELEVISION STATIONS

Business Address...3165 Olentangy River Rd.
Phone Number..............Jefferson 5441
Trans. Location...3165 Olentangy River Rd.
Air Time....................125 hours weekly
News Service.................UP
Station Representative..WLW Sales Offices
President..................Robert E. Dunville
Gen., Sta. Mgr.............James Leonard
Commercial Mgr...........C. George Henderson
Promotion Director.........Juanita Wilcox
Production Manager........Walter S. Jacobs
Publicity Director........Juanita Wilcox
Film Director..............Nicholas Luppino
Chief Engineer.............Charles Sloan

WTVN
COLUMBUS—1949—ABC-DuM

Channel: 6. AP: 10.0 Kw. CP: 19.7 Kw.
Owned-Oper. By.............Picture Waves, Inc.
Address.....................50 W. Broad St.
Phone Number..............Fletcher 1529
Trans. Location.........LeVeque-Lincoln Tower
Air Time....................90 hours weekly
News Service................AP
Representative.............Headley-Reed
President..................Edward Lamb
Gen., Station Manager......John Rossiter
Commercial Manager........Roger J. LaReau
Director of News & Special
Events.......................Wallace Schneider
Production Director........William Wagner
Film Director..............R. L. Dickendasher
Chief Engineer.............Joseph Gill
Consulting Engineer.......MacIntosh & Ingalls

WHIO-TV
DAYTON—1949—ABC-CBS-DuM

Channel: 13. AP: 13 Kw. VP: 24 Kw.
Business Address..........45 S. Ludlow St.
Owned-Oper. By............Miami Valley Bestg. Corp.
Phone Number...............ADams 2261
Transmitter Location.....1414 Wilmington Ave.
Air Time....................110 hours weekly
News Service................INS. AP
President...................James M. Cox, Jr.
Managing Director........J. Leonard Reinsch
General Manager...........Robert H. Moody
Commercial Manager........Harry Young, Jr.

Eyes and Ears of a GOOD CITIZEN

Eyes and Ears of a LIVE SALES MAN

Ask National Representative
George P. Hollingbery Co. for
Data, Details and Availabilities

1084
### U. S. Television Stations

**WLW-D**  
**Dayton—1949—NBC**  
Channel: 5 ... AP: 8 Kw. ... VP: 16 Kw. 
Owned-Oper. By: ... Crosley Bcstg. Corp. 
Business-Studio Address: ... Television Square, 
4595 S. Dixie Highway 
Phone Number: ... Walnut 2101 
Transmitter: ... W. Carrollton & Frytown Rd. 
Air Time: ... 117 hours weekly 
News Service: ... UP 
Representative: ... WLW Offices, New York, Chicago, Hollywood 
Membership: ... NARTB 
Station Manager: ... H. Peter Lasker 
Commercial Manager: ... Wm. J. Williamson 
Program Manager: ... Neal Van Els 
Prom. Pub. Dir.: ... Dorothy A. Sanders 
Dir. of News & Spec. Events: ... Omar Williams 
Film Director: ... John Spofford 
Production Manager: ... Robert Head 
Chief Engineer: ... Lester Sturgill 
Phone Number: ... Britton 2161 
Studio Address: ... 500 E. Britton Rd. 
Air Time: ... 95 hours weekly 
News Service: ... AP, UP 
Representative: ... Katz 
Pres.: Gen. Mgr.: ... E. K. Gaylord 
V.P., Sta. Mgr.: ... P. A. Sugg 
Asst. Manager: ... Hoyt Andres 
Program Director: ... Robert Olson 
Promotion Director: ... Ray Scales 
Adm. Assistant: ... Eugene B. Dodson 
Film Director: ... Keith Mathers 
Chief Engineer: ... H. J. Lovell

**KOTV**  
**Tulsa—1949**  
**ABC-CBS-NBC** 
Channel: 6 ... AP: 8.5 Kw. ... VP: 16.6 Kw. 
Owned-Oper. By: ... Cameron Television, Inc. 
Business Address: ... 302 S. Frankfort St. 
Phone Number: ... 2-9233 
Transmitter Location: ... National Bank of Tulsa Bldg. 
Air Time: ... 98 hours weekly 
News Service: ... UP 
Station Representative: ... Petry 
President: ... George E. Cameron, jr. 
General Manager: ... Maria Helen Alvarez 
Commercial Manager: ... John B. Hill 
Program Director: ... G. Don Thompson 
Dir. of Publicity: ... Robert Freeland 
Film Director: ... Bill Dicks 
Chief Engineer: ... George Jacobs

**WSPD-TV**  
**Toledo—1948**  
**ABC-CBS-MBS-NBC-DuM** 
Channel: 13 ... AP: 14.4 Kw. ... VP: 27.4 Kw. 
Owned-Oper. By: ... The Fort Industry Co. 
Business-Studio Address: ... 136 Huron St. 
Phone Number: ... Adams 3175 
Transmitter Location: ... 26 Superior St. 
Air Time: ... 92 hours weekly 
News Service: ... AP. INS. UP 
Representative: ... Katz 
Membership: ... TBA, NARTB 
President: ... George B. Storer 
(General Manager)  
Gen. Sta., Comm. Mgr.: ... Allen L. Haid 
Program Director: ... Robert B. Evans 
Promotion-Publicity Dir.: ... Rick Gowley 
Dir. of News & Spec. Events: ... James Uebelhart 
Film Director: ... Elaine Phillips 
Chief Engineer: ... William Stringfellow

**OKLAHOMA**

**WKY-TV**  
**OKLAHOMA CITY—1949**  
**ABC-CBS-NBC-DuM** 
Channel: 4 ... AP: 6.2 Kw. ... VP: 12.1 Kw. 
Owned-Oper. By: ... WKY Radiophone Co.

**PENNSYLVANIA**

**WICU**  
**ERIE—1949—ABC-CBS-NBC-DuM** 
Channel: 12 ... AP: 1.75 Kw. ... VP: 3.4 Kw. 
Owned-Oper. By: ... Dispatch Incorporated 
Bus.-Trans. Address: ... 3515 State St. 
Phone Number: ... 4-6371 
Air Time: ... 120 hours weekly 
News Service: ... AP 
Representative: ... Headley-Reed 
President: ... Edward Lamb 
General Manager: ... Herbert S. Stewart 
Program Director: ... Don Leik 
Film Director: ... John W. Cook 
Chief Engineer: ... Michael Csap 
Consulting Engineer: ... Macintosh & Inglis
U. S. TELEVISION STATIONS

WJAC-TV
JOHNSTOWN—1949
ABC-CBS-NBC-DuM
Channel: 13...AP: 4.7 Kw...VP: 9.3 Kw.
Owned-Operated By. WJAC, Inc.
Business Address...329 Main St.
Phone Number...9-1965
Transmission Location. Laurel Hill Mountain
Air Time......92 hours weekly
News Service...AP
Representative...Katz
Membership...NARTB
President...Walter W. Krebs
Station Manager...Alvin D. Schrott
Chief Engineer...Theodore Campbell
Consulting Engineer...McNary

WAGL-TV
LANCASTER—1949
ABC-CBS-NBC-DuM
Channel: 4...AP: 1 Kw...VP: 1 Kw.
Owned-Operated By...WGAL, Inc.

BUY 1 • GET 3
A Spot Buy on WJAC-TV
Will Put Your Story in
JOHNSTOWN - PITTSBURGH - ALTOONA
Check the KATZ Agency NOW

WJAC-TV — Channel 13
The Johnstown Tribune
Publishing Co. Station

WCAU-TV
PHILADELPHIA—1948—CBS
Channel: 10...AP: 14 Kw...VP: 25 Kw.
Owned-Operated By...WCAU, Inc.
Business-Studio Address...1822 Chestnut St.
Phone Number...LOcust 7-7700
Transmission Location...12 S. 12th St.
News Service...AP, UP
Representative...CBS TV Spot Sales
President...Donald W. Thornburgh
Asst. General Manager...Joseph L. Tinney
V.P. & TV Director...Charles Vanda
Film Director...Thomas Freebairn-Smith
V.P. & Prom. & Pub. Dir...Robert N. Pryor
Director of News...Alfred T. Ringler
V.P. & Technical Director...John G. Leitch

WPTZ
PHILADELPHIA—1941—NBC
Channel: 3...AP: 8.0 Kw...VP: 16.0 Kw.
Business Address...1600 Architects Bldg.
Phone Number...LOcust 4-2244
Transmission Location...1300 E. Mermaid Lane, Wyndmoor
Air Time...115 hours weekly
News Service...UP
Station Representative...NBC Spot Sales
Vice-Pres., Gen. Mgr...Ernest B. Loveman
Asst. Gen. Mgr...Roland V. Tooke
Comm. Mgr...Alexander W. Dannenbaum, Jr.
Mgr. of Pgm. Operations...Preston Stover
Pub., Prom. Dir...John J. Kelly
Chief Engineer...Raymond J. Bowley
Consulting Engineer...George C. Davis
W F I L - T V
PHILADELPHIA—1947—ABC-DuM

W D T V
PITTSBURGH—1949
ABC-CBS-NBC-DuM

TENNESSEE

W M C T
MEMPHIS—1948
ABC-CBS-NBC-DuM

W S M - T V
NASHVILLE—1950
ABC-CBS-DuM-NBC

RHODE ISLAND

W J A R - T V
PROVIDENCE—1949
ABC-NBC-CBS-DuM
America's newest television station ... XELD-TV, Brownsville, Texas, and Matamoros, Mexico, has created a new television market of unusual importance to advertisers.

XELD-TV's 2.8 kilowatts will cover the entire Rio Grande Valley, where television is eagerly awaited by 310,400 United States citizens and, below the border, by 200,000 Mexican citizens who buy United States products. This market, the third largest in Texas, is actually larger than Rochester, Memphis or Dayton. Its wealth produced more than $217,707,000 in retail sales during 1950.

A CBS affiliate represented by Blair-TV, XELD-TV is managed and staffed by veterans in Southwest advertising.

Spot clients are assured saturation of this productive market through use of both Spanish and English on local programming. Currently there are 11,100 TV sets, with hundreds more being installed daily throughout the rich, home-loving Rio Grande Valley.

Advertisers who establish their franchises now will profit most from this unusually heavy interest in television among people with money to spend. Call Blair-TV today!

XELD-TV
Brownsville, Texas, and Matamoros, Mexico
CBS Affiliate
Channel 7 2.8 Kilowatts ERP MONTE KLEBAN, General Manager
Sales Office: 1111 S. E. Levee St., Brownsville

Nationally Represented by Blair TV Inc.
U. S. TV STATIONS

Commercial Manager................Irving Waugh
Program Director....................Jack Stapp
William R. McDaniel
News & Spec. Events Dir............Harold Baker
Production Manager...............Shelton Weaver
Film Director.......................Elmer Cartwright
Chief Engineer......................Aaron Shelton

TExAS

X E L D - T V
BROWNSVILLE—1951
ABC-NBC-CBS-DuM

Channel: 7......AP: 1.4 Kw......VP: 2.8 Kw.
Owned-Oper. By..............Romulo O’Farril Sr.
Address...............1111 S. E. Levee St.
Phone Number..............Brownsville 2-8953
Transmitter Location....Matamoros, Tams.
Air Time...............60 hours weekly
News Service..............INS
Representative..........Blair-TV Inc.
President...............Romulo O’Farril Sr.
General Manager........Bert Harris
Program Manager........Bert Metcalf
Commercial Manager....Jack Rathbun
Traffic Manager.........Betty Pitt
Chief Engineer...........Bill Sloat

K R L D - T V
DALLAS—1949—CBS

Channel: 4......AP: 13.5 Kw......VP: 27.3 Kw.
Owned-Operated By.......KRLD Radio Corp.
Business Address........Herald Square
Phone Number...............RAndolph 6811
Transmitter Location....Herald Square
Air Time...............94½ hours weekly
Newspaper Affiliation...Dallas Times Herald
News Service..............AP, INS, UP
Representative...........Branham
Membership...............NARTB
President...............J. W. Runyon
Gen. Sta. Mgr.............Clyde W. Rembert
Commercial Manager......William A. Roberts
Program Director........Roy S. George
Promotion Director......A. J. Putman
Dir. of News and Spec. Events..Wilson Shelley
Production Manager........Vas Box
Film Director.............Nick Mueller
Chief Engineer............Roy M. Flynn
Consulting Engineer.....Craven, Lohnes and Culver

KRLD-TV
CHANNEL 4 DALLAS

TEXAS' MOST POWERFUL TELEVISION STATION

VIDEO 27,300 watts — AUDIO 13,600 watts

Exclusive DALLAS-Ft. WORTH outlet for CBS TELEVISION PROGRAMS!

Serving the Southwest’s largest metropolitan market.

More than a Million Urban Dwellers within the 50 mile radius. More than TWO million population within the 100-mile area.

This is why KRLD-TV is your best buy

John W. Runyon, President
Clyde W. Rembert, General Manager

The Branham Company
Exclusive Representative

1089
The Houston Chamber of Commerce Research and Statistics Committee release of January 1, 1952 shows 43,837 people increased the City of Houston's population to an estimated total of 640,000 living within the city's incorporated area. METROPOLITAN HOUSTON added 67,299 people to its population, for a total of 874,000 people living in Harris County.

KPRC-TV

the fastest growing television station in the Great Southwest

INCREASED ITS POPULATION 8.3%

IN A SINGLE YEAR . . .

KPRC-TV has NEARLY DOUBLED its number of TV Set owners in 1951. As of January 1, 1952, KPRC-TV has been reaching over 116,000 families in METROPOLITAN HOUSTON. Each day that passes brings increased totals in both population and TV Sets. NO MARKET offers greater possibilities — NO STATION offers greater factual percentages to prove it's FIRST in the SOUTH'S FIRST MARKET!

JACK HARRIS
General Manager

Nationally Represented by
EDWARD PETRY & CO.
WFAA-TV
DALLAS—1949—ABC-NBC-DuM

Channel: 8......AP: 13 Kw......VP: 27.1 Kw.
Owned-Operated By......A. H. Belo Corp.
Business Address.......... 1122 Jackson St
Phone Number.............. Riverside 3316
Transmitter Location...... 3000 Hines Blvd.
Air Time.................. 90 hours weekly
Newspaper Affiliation..... The Dallas Morning News
News Service................ UP, AP
Representative.............. Petry
President.................. E. M. (Ted) Dealey
Sup. of Radio & TV....... Martin B. Campbell
Manager................... Ralph W. Nimmons
Program Director.......... Lawrence E. DuPont
Sales Prom. Dir........... Mrs. Wynnona Portwood
Production Manager........ E. Ashley Dawes
Publicity Director......... Harry L. Koelnsberg
Film Director................ Howard Anderson
Chief Engineer............... William C. Ellis
Technical Supervisor...... Carlos Dodd
Consulting Engineer........ A. Earl Cullum

WBAP-TV
FORT WORTH—1948—ABC-NBC

Channel 5........AP: 16.4 Kw......VP: 8.2 Kw.
Owned-Operated By..... Carter Publications, Inc.
Address.............. 3900 Barnett St.
Phone Number.............. Lockwood 1981
Air Time.................. 95 hours weekly
News Service................ AP
Newspaper Affiliation..... Fort Worth Star-Telegram
Representative.............. Free & Peters
Membership.................. NARTB
President.................. Amon Carter
Director................... Harold Hough
General Manager.......... George Cranston
Commercial Manager....... Roy Bacus
Program Director.......... Bob Gould
Prom., Pub. Dir......... Thaine Engle
Dir. of News & Spec. Events. James A. Byron
Production Manager...... Tommy Thompson
Film Director............... Lynn Trammell
Director of Remotes....... Sid Smith
Chief Engineer............... R. C. Stinson
Consulting Engineer....... A. D. Ring

KPRC-TV
HOUSTON—1949—ABC-CBS

Channel 2........AP: 7.5 Kw......VP: 15 Kw.
Address.................. Lamar Hotel
Air Time.................. 100 hours weekly
Representative.............. Petry
President.................. W. P. Hobby
Commercial Manager....... Jack McGrew
Program Director.......... Bert Mitchell
Chief Engineer............... Paul Huhndorf
General Manager.......... Jack Harris
Promotion Director....... Marsh Callaway
Dir. of News & Spec. Events..... Pat Fichaerty
Publicity Director......... Fredora Alexander
Film Director............... Mathiau Brooks
Consulting Engineer....... MacIntosh & Ingalls

KEYL
SAN ANTONIO—1950
ABC-CBS-DuM

Channel: 5.......AP: 9.0 Kw......VP: 17.9 Kw.
Owned-Oper. By...... San Antonio TV Company
Business Address........ Transit Tower
Phone Number............ Garfield 8151
Transmitter Location.... Transit Tower
Air Time................ 55 hours weekly
News Service............... UP
Representative............. Blair-TV Inc.
President.................. George B. Storer
Commercial Manager....... W. E. Kelley
Exec. Vice-Pres............. Lee B. Waller
Managing Director......... George B. Storer Jr.

WOAI-TV
SAN ANTONIO—1949—NBC

Channel 4......AP: 10.8 Kw......VP: 21.6 Kw.
Owned-Oper. By...... Southland Industries, Inc.
Address.............. 1031 Navarro St.
Phone Number............ Garfield 4221
Air Time................ 52 hours weekly
News Service............... AP, INS, UP
Representative.............. Petry
President.................. Hugh A. L. Halff
Gen., Sta. Mgr............. Arden X. Pangborn
Prom. Mgr.................. Dallas Wyant
Program Manager.......... W. Perry Dickey
Film, Prod. Mgr........... Edward D. Hyman
Dir. of News & Spec. Events. Austin Williams
Publicity Director......... Imogene Stanley
Director of Remotes......... Ed Hyman
Director of Engineering..... C. L. Jeffers
Consulting Engineer....... A. D. Ring

1091
UTAH

KDYL-TV
SALT LAKE CITY—1948—NBC
Channel: 4 AP: 4 Kw. VP: 2 Kw.
Owned-Oper. By: Intermountain Bcstg. & TV Corp.
Business Address: 143 S. Main
Phone Number: 5-2991
Studio Address: TV Playhouse, 68 Regent St.
Transmitter Location: 2nd South & Main
Air Time: 84 hours weekly
Station Representative: Blair-TV
Membership: NARTB
Pres., Gen. Sta. Mgr.: S. S. Fox
Director of TV: John Baldwin
Commercial Manager: George A. Proval
Program Director: Dan Rainier
Promotion Director: Del Leason
Film Director: C. W. Eckhardt
Director of Remotes: Wal Lambourne
Chief Engineer: Alan Gunderson

KSL-TV
SALT LAKE CITY—1949
ABC-CBS-DuM
Channel: 5 AP: 9.5 Kw., VP: 18.4 Kw.
Owned-Oper. By: Radio Service Corp. of Utah
Business Address: 145 Motor Ave.
Phone Number: 5-4641
Transmitter Location: Union Pacific Bldg.
Air Time: 157 hours weekly
News Service: AP, UP
Representative: CBS TV Spot Sales
Membership: NARTB
President: J. Reuben Clark, Jr.
General Manager: C. Richard Evans
Station Manager: D. Lennox Murdoch
Program Director: Wayne Richards
Promotion Director: A. Richard Robertson
Director of News: Paul Alexander
Production Manager: Scott R. Clawson
Publicity Director: A. Richard Robertson
Film Director: Richard V. Thiriat
Director of Remotes: Wayne Richards
Chief Engineer: Vincent Clayton
Consulting Engineer: A. Ring

Owned-Operated by: WTAR Radio Corp.
Business Address: 720 Boush St.
Phone Number: 56711
Air Time: 90 hours weekly
Transmitter Location: 720 Boush St., Norfolk
Newspaper Affiliation: Norfolk Newspapers, Inc.
News Service: AP
Representative: Mrs. Petry
Membership: NARTB, BAB
Pres., Gen. Mgr.: Campbell Arnoux
Gen. Sales Mgr.: Robert M. Lambe
Prod., Pgm. Dir.: Winston Hope
Pub., Prom. Dir.: Fred Lowe
Director of News: Gilbert McLeod
Film Director: Harry L. Nicholas
Chief Engineer: Dick Lindell
Consulting Engineer: Jansky & Bailey

W T V R
RICHMOND—1946—NBC
Channel: 6 AP: 10 Kw. VP: 20 Kw.
Owned-Oper. By: Havens & Martin, Inc.
Address: 3301 W. Broad St., P. O. Box 3229
Phone Number: 5-6811
Transmitter Location: Staples Mill Rd.
Air Time: 90 hours weekly
News Service: Transradio
Station Representative: Blair TV
Pres., Gen. Sta. Mgr.: Wilbur M. Havens
Program Director: Conrad Rianhard, Jr.
Dir. of News & Spec. Events: John Shand
Chief Engineer: James Kyle
Consulting Engineer: McNary & Wrathall

WASHINGTON

KING-TV
SEATTLE—1948
ABC-CBS-NBC-DuM
Channel: 5 AP: 3 Kw. VP: 5 Kw.
Owned-Operated by: King Bcstg. Co.
Business Address: Smith Tower
Phone Number: Mutual 1090
Transmitter Location: 301 Galer
Air Time: 92 hours weekly
News Service: AP, UP, INS
Representative: Blair-TV
President: Mrs. A. Scott Bullitt
V.P., Gen. Mgr.: Otto P. Brandt
Commercial Manager: Al Hunter
Program Director: Lee Schulman
Dir. of Engineering: John J. Shawcroft
Consulting Engineer: James L. Middlebrooks
Consulting Engineer: William Fass
WSAZ-TV
HUNTINGTON—1949
ABC-CBS-NBC-DuM

Channel: 5.....AP: 8.4 Kw.....VP: 16.8 Kw.
Owned-Operated By......WSAZ, Incorporated
Address.....................W. Virginia Bldg.
Phone Number ................3-9441
Transmitter Location........8th Street Road
Air Time....................90 hours weekly
Newspaper Affiliation.....Huntington Advertiser
News Service................AP
Station Representative......Katz
President.................Col. J. H. Long
Gen. Comm., Sta. Mgr.......Lawrence H. Rogers II
Program Director........James H. Ferguson
Promotion Director........Harold W. Shriber
Dir. of News and Spec. Events...Nick Basso
Film Director................Ned R. Brooke
Traffic Director.............Elizabeth Conaty
Director of Remotes........John P. Clay
Chief Engineer..............Leroy E. Kilpatrick
Consulting Engineer........William L. Foss

WTMJ-TV
MILWAUKEE—1947—ABC-CBS
NBC-DuM

Channel: 3......AP: 10.2 Kw......VP: 16.1 Kw.
Owned-Oper. By...............The Journal Co.
Business-Trans. Address.....720 East Capitol Drive
Phone Number...............MArquette 8-6000
News Service...............AP
Air Time....................105 hours weekly
Representative..............Harrington, Righter & Parsons, Inc.
Membership................NARTB
Walter J. Damm
Asst. Gen. Mgr...............L. W. Herzog
Station Manager............R. G. Winnie
Sales Manager............Neale V. Bakke
Asst. to the Manager........George Comte
Asst. to the Mgr............George Nicoud
Program Manager............James Robertson
Mgr. Radio & TV Engng......Phillip Laeser
News Editor................Jack Krueger

WSAZ-TV
Delivers an EXCLUSIVE 63 County Market area of Over:

2,418,300* population

in VA. — W. VA. — KY. — OHIO
BUYING INCOME: $2,203,252,000
RETAIL SALES: $1,412,323,000
FAMILIES: 609,600

* All figures courtesy Sales Management
"Survey of Buying Power" 1951

ABC — CBS — NBC — DTN
National Representative:
THE KATZ AGENCY

1093
THE TELEVISION CODE
OF THE NARTB

PREAMBLE

TELEVISION is seen and heard in every type of American home. These homes include children and adults of all ages, embrace all races and all varieties of religious faith, and reach those of every educational background. It is the responsibility of television to bear constantly in mind that the audience is primarily a home audience, and consequently that television's relationship to the viewers is that between guest and host.

THE REVENUES from advertising support the free, competitive American system of telecasting, and make available to the eyes and ears of the American people the finest programs of information, education, culture and entertainment. By law the television broadcaster is responsible for the programming of his station. He, however, is obligated to bring his positive responsibility for excellence and good taste in programming to bear upon all who have a hand in the production of programs, including networks, sponsors, producers of film and of live programs, advertising agencies, and talent agencies.

THE AMERICAN businesses which utilize television for conveying their advertising messages to the home by pictures with sound, seen free-of-charge on the home screen, are reminded that their responsibilities are not limited to the sale of goods and the creation of a favorable attitude toward the sponsor by the presentation of entertainment. They include, as well, responsibility for utilizing television to bring the best programs, regardless of kind, into American homes.

TELEVISION, and all who participate in it are jointly accountable to the American public for respect for the special needs of children, for community responsibility, for advancement of education and culture, for the acceptability of the program materials chosen, for decency and decorum in production, and for propriety in advertising. This responsibility cannot be discharged by any given group of programs, but can be discharged only through the highest standards of respect for the American home, applied to every moment of every program presented by television.

IN ORDER that television programming may best serve the public interest, viewers should be encouraged to make their criticisms and positive suggestions known to the television broadcasters. Parents in particular should be urged to see to it that out of the richness of television fare, the best programs are brought to the attention of their children.
ADVANCEMENT OF EDUCATION AND CULTURE

1. Commercial television provides a valuable means of augmenting the educational and cultural influences of schools, institutions of higher learning, the home, the church, museums, foundations, and other institutions devoted to education and culture.

2. It is the responsibility of a television broadcaster to call upon such institutions for counsel and co-operation and to work with them on the best methods of presenting educational and cultural materials by television. It is further the responsibility of stations, networks, advertising agencies and sponsors consciously to seek opportunities for introducing into telecasts factual materials which will aid in the enlightenment of the American public.

3. Education via television may be taken to mean that process by which the individual is brought toward informed adjustment to his society. Television is also responsible for the presentation of overtly instructional and cultural programs, scheduled so as to reach the viewers who are naturally drawn to such programs, and produced so as to attract the largest possible audience.

4. In furthering this realization, the television broadcaster:
   a) Should be thoroughly conversant with the educational and cultural needs and desires of the community served.
   b) Should affirmatively seek out responsible and accountable educational and cultural institutions of the community with a view toward providing opportunities for the instruction and enlightenment of the viewers.
   c) Should provide for reasonable experimentation in the development of programs specifically directed to the advancement of the community’s culture and education.

ACCEPTABILITY OF PROGRAM MATERIAL

Program materials should enlarge the horizons of the viewer, provide him with wholesome entertainment, afford helpful stimulation, and remind him of the responsibilities which the citizen has toward his society. Furthermore:

   a) (i) Profanity, obscenity, smut and vulgarity are forbidden, even when likely to be understood only by part of the audience. From time to time, words which have been acceptable, acquire undesirable meanings, and telecasters should be alert to eliminate such words.
   (ii) The Television Code Review Board (see V, Section 3, page 25) shall maintain and issue to subscribers, from time to time, a continuing list of specific words and phrases, the use of which should not be used in keeping with this subsection. This list, however, shall not be considered as all-inclusive.
   b) (i) Attacks on religion and religious faiths are not allowed.
   (ii) Reverence is to mark any mention of the name of God, His attributes and powers.
   (iii) When religious rites are included in other than religious programs, the rites are accurately presented, and the ministers, priests and rabbis portrayed in their callings are vested with the dignity of their office and under no circumstances are to be held up to ridicule.
   c) (i) Contests may not constitute a lottery.
(ii) Any telecasting designed to "buy" the television audience by requiring it to listen and/or view in hope of reward, rather than for the quality of the program, should be avoided. (Reference, Contests, page 18.)

d) Respect is maintained for the sanctity of marriage and the value of the home. Divorce is not treated casually nor justified as a solution for marital problems.

e) Ilicit sex relations are not treated as commendable.

f) Sex crimes and abnormalities are generally unacceptable as program material.

g) Drunkenness and narcotic addiction are never presented as desirable or prevalent.

h) The administration of illegal drugs will not be displayed.

i) The use of liquor in program content shall be de-emphasized. The consumption of liquor in American life, when not required by the plot or for proper characterization, shall not be shown.

j) The use of gambling devices or scenes necessary to the development of plot or as appropriate background is acceptable only when presented with discretion and in moderation, and in a manner which would not excite interest in, or foster, betting nor be instructional in nature. Telecasts of actual sport programs at which on-the-scene betting is permitted by law should be presented in a manner in keeping with Federal, state and local laws, and should concentrate on the subject as a public sporting event.

k) In reference to physical or mental afflictions and deformities, special precautions must be taken to avoid ridiculing sufferers from similar ailments and offending them or members of their families.

l) Exhibitions of fortune-telling, astrology, phrenology, palm-reading, and numerology are acceptable only when required by a plot or the theme of a program, and then the presentation should be developed in a manner designed not to foster superstition or excite interest or belief in these subjects.

m) Television drama shall not stimulate news or special events in such a way as to mislead or alarm. Reference is made to the section of the Code on News.

n) Legal, medical and other professional advice, diagnosis and treatment will be permitted only in conformity with law and recognized ethical and professional standards.

o) The presentation of cruelty, greed and selfishness as worthy motivations is to be avoided.

p) Unfair exploitation of others for personal gain shall not be presented as praiseworthy.

q) Criminality shall be presented as undesirable and unsympathetic. The condoning of crime and the treatment of the commission of crime in a frivolous, cynical or callous manner is unacceptable.

r) The presentation of techniques of crime in such detail as to invite imitation shall be avoided.

s) The use of horror for its own sake will be eliminated; the use of visual or aural effects which would shock or alarm the viewer, and the detailed presentation of brutality or physical agony by sight or by sound are not permissible.
t) Law enforcement shall be upheld, and the officers of the law are to be portrayed with respect and dignity.

u) The presentation of murder or revenge as a motive for murder shall not be presented as justifiable.

v) Suicide as an acceptable solution for human problems is prohibited.

w) The exposition of sex crimes will be avoided.

x) The appearances or dramatization of persons featured in actual crime news will be permitted only in such light as to aid law enforcement or to report the news event.

RESPONSIBILITY TOWARD CHILDREN

1. The education of children involves giving them a sense of the world at large. Crime, violence and sex are a part of the world they will be called upon to meet, and a certain amount of proper presentation of such is helpful in orienting the child to his social surroundings. However, violence and illicit sex shall not be presented in an attractive manner, nor to an extent such as will lead a child to believe that they play a greater part in life than they do. They should not be presented without indications of the resultant retribution and punishment.

2. It is not enough that only those programs which are intended for viewing by children shall be suitable to the young and immature. (Attention is called to the general items listed under “Acceptability of Program Materials.”) Television is responsible for insuring that programs of all sorts which occur during the times of day when children may normally be expected to have the opportunity of viewing television shall exercise care in the following regards:
   a) In affording opportunities for cultural growth as well as for wholesome entertainment.
   b) In developing programs to foster and promote the commonly accepted moral, social and ethical ideals characteristic of American life.
   c) In reflecting respect for parents, for honorable behavior, and for the constituted authorities of the American community.
   d) In eliminating reference to kidnapping of children or threats of kidnapping.
   e) In avoiding material which is excessively violent or would create morbid suspense, or other undesirable reactions in children.
   f) In exercising particular restraint and care in crime or mystery episodes involving children or minors.

DECENCY AND DECORUM IN PRODUCTION

1. The costuming of all performers shall be within the bounds of propriety, and shall avoid such exposure or such emphasis on anatomical detail as would embarrass or offend home viewers.

2. The movements of dancers, actors, or other performers shall be kept within the bounds of decency, and lewdness and impropriety shall not be suggested in the positions assumed by performers.

3. Camera angles shall avoid such views of performers as to emphasize anatomical details indecently.
4. Racial or nationality types shall not be shown in television in such a manner as to ridicule the race or nationality.
5. The use of locations closely associated with sexual life or with sexual sin must be governed by good taste and delicacy.

COMMUNITY RESPONSIBILITY

A television broadcaster and his staff occupy a position of responsibility in the community and should conscientiously endeavor to be acquainted fully with its needs and characteristics in order better to serve the welfare of its citizens.

TREATMENT OF NEWS AND PUBLIC EVENTS

News

1. A television station's news schedule should be adequate and well-balanced.
2. News reporting should be factual, fair and without bias.
3. Commentary and analysis should be clearly identified as such.
4. Good taste should prevail in the selection handling of news:
   Morbid, sensational or alarming details not essential to the factual report, especially in connection with stories of crime or sex, should be avoided. News should be telecast in such a manner as to avoid panic and unnecessary alarm.
5. At all times, pictorial and verbal material for both news and comment should conform to other sections of these standards, wherever such sections are reasonably applicable.
6. Pictorial material should be chosen with care and not presented in a misleading manner.
7. A television broadcaster should exercise due care in his supervision of content format, and presentation of newscasts originated by his station; and in his selection of newscasters, commentators, and analysts.
8. A television broadcaster should exercise particular discrimination in the acceptance, placement and presentation of advertising in news programs so that such advertising should be clearly distinguishable from the news content.
9. A television broadcaster should not present fictional events or other non-news material as authentic news telecasts or announcements nor should he permit dramatizations in any program which would give the false impression that the dramatized material constitutes news. Expletives, (presented aurally or pictorially) such as "flash" or "bulletin" and statements such as "we interrupt this program to bring you . . ." should be reserved specifically for news room use. However, a television broadcaster may properly exercise discretion in the use in non-news programs of words or phrases which do not necessarily imply that the material following is a news release.

Public Events

1. A television broadcaster has an affirmative responsibility at all times to be informed of public events, and to provide coverage consonant with the ends of an informed and enlightened citizenry.
2. Because of the nature of events open to public, the treatment of
such events by a television broadcaster should be effected in a manner to provide for adequate and informed coverage as well as good taste in presentation.

Controversial Public Issues

1. Television provides a valuable forum for the expression of responsible views on public issues of a controversial nature. In keeping therewith the television broadcaster should seek out and develop with accountable individuals, groups and organizations, programs relating to controversial public issues of import to its fellow citizens; and to give fair representation to opposing sides of issues which materially affect the life or welfare of a substantial segment of the public.

2. The provision of time for this purpose should be guided by the following principles:
   a) Requests of individuals, groups or organizations for time to discuss their views on controversial public issues, should be considered on the basis of their individual merits, and in the light of the contribution which the use requested would make to the public interest, and to a well-balanced program structure.
   b) Programs, devoted to the discussion of controversial public issues should be identified as such, and should not be presented in a manner which would mislead listeners or viewers to believe that the program is of entertainment, news or any other character.

Political Telecasts

Political telecasts should be clearly identified as such, and should not be presented by a television broadcaster in a manner which would mislead listeners or views to believe that the program is of any other character.

Religious Programs

1. It is the responsibility of a television broadcaster to make available to the community as part of a well-balanced program schedule adequate opportunity for religious presentations.

2. The following principles should be followed in the treatment of such programs:
   a) Telecasting which reaches men of all creeds simultaneously should avoid attacks upon religion.
   b) Religious programs should be presented respectfully and accurately and without prejudice or ridicule.
   c) Religious programs should be presented by responsible individuals, groups, and organizations.
   d) Religious programs should place emphasis on broad religious truths, excluding the presentation of controversial or partisan views not directly or necessarily related to religion or morality.

3. In the allocation of time for telecasts of religious programs it is recommended that the television station use its best efforts to apportion such time fairly among the representative faith groups of its community.

PRESENTATION OF ADVERTISING

1. Ever mindful of the role of television as a guest in the home, a television broadcaster should exercise unceasing care to supervise the form in which advertising material is presented over his facilities. Since tele-
vision is a developing medium, involving methods and techniques distinct from those of radio, it may be desirable, from time to time, to review and revise the presently suggested practices.

(a) Advertising messages should be presented with courtesy and good taste; disturbing or annoying material should be avoided; every effort should be made to keep the advertising message in harmony with the content and general tone of the program in which it appears.

b) A sponsor's advertising messages should be confined within the framework of the sponsor's program structure. A television broadcaster should seek to avoid the use of commercial announcements which are divorced from the program either by preceding the introduction of the program (as in the case of so-called "cow-catcher" announcements) or by following the apparent sign-off of the program (as in the case of so-called "trailer" announcements). To this end, the program itself should be announced and clearly identified before the sponsor's advertising material is first used, and should be signed off after the sponsor's advertising material is last used.

c) Advertising copy should contain no claims intended to disparage competitors, competing products, or other industries, professions or institutions.

d) Since advertising by television is a dynamic technique, a television broadcaster should keep under surveillance new advertising devices so that the spirit and purpose of these standards are fulfilled.

e) Television broadcasters should exercise the utmost care and discrimination with regard to advertising material, including content, placement and presentation, near or adjacent to programs designed for children. No considerations of expediency should be permitted to impinge upon the vital responsibility towards children and adolescents, which is inherent in television, and which must be recognized and accepted by all advertisers employing television.

f) Television advertisers should be encouraged to devote portions of their allotted advertising messages and program time to the support of worthy causes in the public interest in keeping with the highest ideals of the free competitive system.

g) A charge for television time to churches and religious bodies is not recommended.

ACCEPTABILITY OF ADVERTISERS AND PRODUCTS

General

1. A commercial television broadcaster makes his facilities available for the advertising of products and services and accepts commercial presentations for such advertising. However, a television broadcaster should, in recognition of his responsibility to the public, refuse the facilities of his station to an advertiser where he has good reason to doubt the integrity of the advertiser, the truth of the advertising representations, or the compliance of the advertiser with the spirit and purpose of all applicable legal requirements. Moreover, in consideration of the laws and customs of the communities served, each television broadcaster should refuse his facilities to the advertisement of products and services, or the use of advertising scripts, which the station has good reason to believe would be objectionable
to a substantial and responsible segment of the community. The foregoing principles should be applied with judgment and flexibility, taking into consideration the characteristics of the medium and the form and content of the particular presentation. In general, because television broadcast is designed for the home and the family, including children, the following principles should govern the business classifications listed below:

a) The advertising of hard liquor should not be accepted.

b) The advertising of beer and wines is acceptable only when presented in the best of good taste and discretion, and is acceptable subject to federal and local laws.

c) Advertising by institutions or enterprises which in their offers of instruction imply promises of employment or make exaggerated claims for the opportunities awaiting those who enroll for courses is generally unacceptable.

d) The advertising of firearms and fireworks is acceptable only subject to federal and local laws.

e) The advertising of fortune-telling, occultism, spiritualism, astrology, phrenology, palm-reading, numerology, mind-reading or character-reading is not acceptable.

f) Because all products of a personal nature create special problems, such products, when accepted, should be treated with especial emphasis on ethics and the canons of good taste; however, the advertising of intimately personal products which are generally regarded as unsuitable conversational topics in mixed social groups are not acceptable.

g) The Advertising of tip sheets, race track publications, or organizations seeking to advertise for the purpose of giving odds or promoting betting or lotteries is not acceptable.

2. Diligence should be exercised to the end that advertising copy accepted for telecasting complies with pertinent federal, state and local laws.

3. An advertiser who markets more than one product should not be permitted to use advertising copy devoted to an acceptable product for purposes of publicizing the brand name or other identification of a product which is not acceptable.

Advertising of Medical Products

1. The advertising of medical products presents considerations of intimate and far-reaching importance to the consumer, and the following principles and procedures should apply in the advertising thereof.

a) A television broadcaster should not accept advertising material which in his opinion offensively describes or dramatizes distress or morbid situations involving ailments, by spoken word, sound or visual effects.

b) Because of the personal nature of the advertising of medical products, claims that a product will effect a cure and the indiscriminate use of such words as “safe”, “without risk”, “harmless”, or terms of similar meaning should not be accepted in the advertising of medical products on television stations.

Contests

1. Contests should offer the opportunity to all contestants to win on
the basis of ability and skill, rather than chance.

2. All contest details, including rules, eligibility requirements, opening and termination dates should be clearly and completely announced and/or shown or easily accessible to the viewing public, and the winners' names should be released and prizes awarded as soon as possible after the close of the contest.

3. When advertising is accepted which requests contestants to submit items of product identification or other evidence of purchase of product, reasonable facsimiles thereof should be made acceptable.

4. All copy pertaining to any contest (except that which is required by law) associated with the exploitation or sale of the sponsor's product or service, and all references to prizes or gifts offered in such connection should be considered a part of and included in the total time allowances as herein provided. (see Time Standards for Advertising Copy.)

**Premiums and Offers**

1. Full details of proposed offers should be required by the television broadcaster for investigation and approval before the first announcement of the offer is made to the public.

2. A final date for the termination of an offer should be announced as far in advance as possible.

3. Before accepting for telecast offers involving a monetary consideration, a television broadcaster should satisfy himself as to the integrity of the advertiser and the advertiser's willingness to honor complaints indicating dissatisfaction with the premium by returning the monetary consideration.

4. There should be no misleading descriptions or visual representations of any premiums or gifts which would distort or enlarge their value in the minds of the listeners.

5. Assurances should be obtained from the advertiser that premiums offered are not harmful to person or property.

6. Premiums should not be approved which appeal to superstition on the basis of "luck-bearing" powers or otherwise.

**Time Standards for Advertising Copy**

1. As a guide to the determination of good telecast advertising practice, the time standards for advertising copy, presently suggested, are as follows:

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<tr>
<th>Length of Program (minutes)</th>
<th>Length of Advertising Message (minutes and seconds)</th>
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<tr>
<td>Day and Night</td>
<td>Class &quot;A&quot; Time</td>
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2. The time standards set forth above do not affect the established practice of reserving for station use the last 30 seconds of each program for station break and spot announcements.

3. Announcement programs are designed to accommodate a designated number of individual live or recorded announcements, generally one minute in length, which are carried within the body of the program and are available for sale to individual advertisers. Normally not more than 3 one-minute announcements (which should not exceed approximately 125 words if presented live) should be scheduled within a 15-minute period and not more than six such announcements should be scheduled within a 30-minute period in local announcement programs; however, fewer announcements of greater individual length may be scheduled provided, that the aggregate length of the announcements approximates three minutes in a 15-minute program or six minutes in a 30-minute program. In announcement programs other than 15 minutes or 30 minutes in length, the proportion of one minute of announcement within every five minutes of programming is normally applied. The announcements must be presented within the framework of the program period designated for their use and kept in harmony with the content of the program in which they are placed.

4. Programs presenting women's services, features, shopping guides, market information, and similar material, provide a special service to the listening and viewing public in which advertising material is an informative and integral part of the program content. Because of these special characteristics the time standards set forth above may be waived to a reasonable extent. In the present state of experimentation in programming and advertising techniques in television programs of this type no definite limitations to these exceptions are set forth at this time.

5. Any casual reference in a program to another's product or service under any trade name or language sufficiently descriptive to identify it should, except for normal guest identifications, be condemned and discouraged.

6. Stationary backdrops or properties in television presentations showing the sponsor's name or product, the name of his product, his trade mark or slogan may be used only incidentally. They should not obtrude on program interest or entertainment. "On Camera" shots of such materials should be fleeting, not too frequent, and mindful of the need of maintaining a proper program balance.

**Dramatized Appeals and Advertising**

Appeals to help fictitious characters in television programs by purchasing the advertiser's product or service or sending for a premium should not be permitted, and such fictitious characters should not be introduced into the advertising message for such purposes. When dramatized advertising material involves statements by doctors, dentists, nurses or other professional people, the material should be presented by members of such profession reciting actual experience or it should be made apparent from the presentation itself that the portrayal is dramatized.

**Sponsor Identification**

Identification of sponsorship must be made in all sponsored programs
TELEVISION CODE — NARTB

in accordance with the requirements of the Communications Act of 1934, as amended, and the Rules and Regulations of the Federal Communications Commission.

* REGULATIONS AND PROCEDURES

The following REGULATIONS AND PROCEDURES shall obtain as an integral part of the Television Code of the National Association of Radio and Television Broadcasters:

I     Name

The Name of this Code shall be the Television Code of the National Association of Radio and Television Broadcasters.*

II     Purpose of the Code

The purpose of this Code is cooperatively to maintain a level of television programming which gives full consideration to the educational, informational, cultural, economic, moral and entertainment needs of the American public to the end that more and more people will be better served.

III    Subscribers

Section 1. Eligibility

Any individual, firm or corporation which is engaged in the operation of a television broadcast station or network, or which holds a construction permit for a television broadcast station within the United States or its dependencies, shall, subject to the approval of the Television Board of Directors as hereinafter provided, be eligible to subscribe to the Television Code of the NARTB to the extent of one subscription for each such station and/or network which it operates or for which it holds a construction permit; provided, that a non television-member of NARTB shall not become eligible via code subscription to receive any of the member services or to exercise any of the voting privileges of a member.

Section 2. Certification of Subscription

Upon subscribing to the Code, subject to the approval of the Television Board of Directors, there shall be granted forthwith to each such subscribing station authority to use the "NARTB Television Seal of Approval", a copyrighted and registered seal to be provided in the form of a certificate, a slide and/or film, signifying that the recipient thereof is a subscriber in good standing to the Television Code of NARTB. The seal and its significance shall be appropriately publicized by the NARTB.

Section 3. Duration of Subscription

Subscription shall continue in full force and effect until thirty days

* "Television Board. The Television Board is hereby authorized:—(4) to enact, amend and promulgate standards of practice or codes for its Television members, and to establish such methods to secure observance thereof as it may deem advisable; —", By-Laws of The National Association of Radio and Television Broadcasters, Article VII Section 2, B. (4).
after the first of the month following receipt of notice of written resignation. Subscription to the Code shall be effective from the date of application subject to the approval of the Television Board of Directors; provided, that the subscription of a television station going on the air for the first time shall, for the first six months of such subscription, be probationary, during which time its subscription can be summarily revoked by an affirmative two-thirds vote of the Television Board of Directors without the usual processes specified below.

Section 4. Suspension of Subscription

Any subscription, and/or the authority to utilize and show the above-noted seal, may be voided, revoked or temporarily suspended for television programming which, including commercial copy, by theme, treatment or incident, in the judgment of the Television Board constitutes a continuing, willful or gross violation of any of the provisions of the Television Code, by an affirmative two-thirds vote of the Television Board of Directors at a regular or special meeting; provided, however, that the following conditions precedent shall apply: (1) The subscriber shall be advised in writing by Registered Mail of the charges preferred; (2) Such subscriber shall have a right to a hearing and may exercise same by filing an answer within 10 days of the date of such notification; (3) Failure to request a hearing shall be deemed a waiver of the subscriber’s right thereto; (4) If hearing is requested by the subscriber, it shall be designated as promptly as possible and at such time and place as the Television Board may specify. Oral and written evidence may be introduced by the subscriber and by the Television Code Review Board (hereinafter provided for). Oral argument may be had at the hearing and written memoranda or briefs may be submitted by the subscriber and by the Television Code Review Board. The Television Board of Directors may admit such evidence as it deems relevant, material, and competent and may determine the nature and length of the oral argument and the written argument or briefs to be submitted. The Television Board of Directors shall decide the case as expeditiously as possible and shall notify the subscriber and the Television Code Review Board in writing of the decision.

Section 5. Additional Procedures

The Television Board of Directors shall, from time to time, establish such additional rules of procedure as, in its opinion, may be necessary for the proper administration of the Code; provided, that special considerations shall be given to the procedures for receipt and processing of complaints and to necessary rules to be adopted from time to time, taking into account the source and nature of such complaints; such rules to include precautionary measures such as the posting of bonds to cover costs and expenses of processing same; and further provided, that the Board of Directors shall take the steps necessary to insure the confidential status of any proceedings before it.

Section 6. Amendment and Review

Because of the new and dynamic aspects inherent in television broadcast, the Television Code, as a living, flexible and continuing document, may be amended from time to time by the Television Board of Directors; provided that said Board is specifically charged with review and reconsideration of the entire Code, its appendices and procedures, at least once each year.
Section 7. Termination of Contracts

All subscribers on the air at the time of subscription to the Code shall be permitted that period prior to and including the earliest legal cancellation date to terminate any contracts, then outstanding, calling for program presentations which would not be in conformity with the Television Code, provided, however, that in no event shall such period be longer than fifty-two weeks.

IV

Rates

Each subscriber shall pay 'administrative' rates in accordance with such schedule at such time, and under such conditions as may be determined from time to time by the Television Board (see Article VII Section 2.B (3) and (4), By-Laws of the NARTB); provided, that appropriate credit shall be afforded to a television member of the NARTB against the regular dues which he or it pays to NARTB-TV.

V

The Television Code Review Board

Section 1. Composition

The Television Board of Directors shall establish a continuing committee entitled the Television Code Review Board, upon the promulgation of the television code. The Review Board shall be composed of five members, all of whom shall be from the Television membership of NARTB. Members of the Television Board of Directors shall not be eligible on the above specified Review Board. Members of the Review Board shall be appointed by the President of the NARTB, subject to confirmation by the Television Board of Directors. Due consideration shall be given, in making such appointments, to factors of diversification of geographical location, company representation and network affiliation. Those members appointed, following promulgation of the Code, shall serve until immediately following the annual NARTB Convention of 1952. Thereafter a term shall be for one year.

A. Limitation of Service

A person shall not serve consecutively as a member of the Review Board for more than two years.

Section 2. Quorum

A majority of the membership of the Television Code Review Board shall constitute a quorum for all purposes unless herein otherwise provided.

Section 3. Authority and Responsibilities

The Television Code Review Board is authorized and directed:

(1) To maintain a continuing review of all television programming, especially that of subscribers to the television code of the NARTB; (2) to receive, screen and clear complaints concerning television programming; (3) to define and interpret words and phrases in the Television Code; (4) to develop and maintain appropriate liaison with government agencies and with responsible and accountable organizations and institutions; (5) to inform, expeditiously and properly, a subscriber to the Television Code of complaints or commendations, as well as to advise all subscribers
concerning the attitude and desires program-wise of accountable organizations and institutions, and of the American public in general; (6) to review and monitor, if necessary, any certain series of programs, daily programming, or any other program presentations of a subscriber, as well as to request recordings, aural or kinescope, or script and copy, with regard to any certain program presented by a subscriber; (7) to reach conclusions, and to make recommendations or prefer charges to the Television Board of Directors concerning violations and breaches of the Television Code by a subscriber; (8) to recommend to the Television Board of Directors, amendments to the Television Code.

A. Delegation of Powers and Responsibilities

The Television Code Review Board may delegate, from time to time, such of its above-specified responsibilities, as it may deem necessary and desirable, to a Staff Group of the NARTB-TV.

B. Meetings

The Television Code Review Board shall meet regularly at least four times a year at a date to be determined by it in the months of January, March, June and September. The chairman of the Review Board may at any time on at least five days' written notice call a special meeting of the Board.

* * * * *

APPENDIX A

Additional Procedures Relating to Administration, Hearings and Decisions*

I

THE TELEVISION CODE REVIEW BOARD

AUTHORITY AND RESPONSIBILITIES

(Reference: Television Code, Regulations and Procedures, V, Section 3)

Section 1—Preferring of Charges — Conditions Precedent

Prior to the preferring of charges to the Television Board of Directors concerning violation of the code by a subscriber, the Television Code Review Board (1) shall have appropriately, and in good time, informed and advised such subscriber of any and all complaints and information coming to the attention of the Television Code Review Board and relating to the programming of said subscriber, (2), shall have reported to, and advised, said subscriber by analysis, interpretation, recommendation or otherwise, of the possibility of a violation or breach of the Television Code by the subscriber, and (3), shall have served upon the subscriber by Registered Mail a Notice of Intent to prefer charges, at least twenty days prior to the filing of any such charges with the Television Board of Directors. During this period the Television Code Review Board may, within its sole discretion, reconsider its proposed action based upon such written reply as the subscriber may care to make, or upon such action as the subscriber may care to take programwise, in conformance with the analysis, interpretation, or recommendation of the Television Code Review Board.


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A. Notice of Intent

The Notice of Intent shall include a statement of the grounds and reasons for the proposed charges, including appropriate references to the Television Code.

B. Time

In the event that the nature of the program in question is such that time is of the essence, the Television Code Review Board may prefer charges within less than the twenty days above specified, provided that a time certain in which reply may be made is included in its Notice of Intent, and provided that its reasons therefor must be specified in its statement of charges preferred.

Section 2 Confidential Status

Hearings shall be closed; and all correspondence between a subscriber and the Television Code Review Board and/or the Television Board of Directors concerning specific programming shall be confidential; provided, however, that the confidential status of these procedures may be waived by a subscriber.

Section 3 The Charges

The charges preferred by the Television Code Review Board to the Television Board of Directors shall include the grounds and reasons therefor, together with specific reference to the Television Code. The charges shall contain a statement that the conditions precedent, hereinbefore described, have been met.

II

HEARINGS AND DECISIONS—TELEVISION BOARD OF DIRECTORS

(Reference: Television Code, Regulations and Procedures, III, Section 4)

The following additional rules and procedures shall obtain in such hearings as may be held pursuant to the Television Code, Regulations and Procedures, III, Section 4:

Section 1—Notice

A subscriber shall be advised in writing by Registered Mail of the charges preferred, which notice shall include a statement of the grounds and reasons for such charges, together with appropriate reference to the Television Code.

Section 2—Presentation; Representation

A subscriber against whom charges have been preferred, and who has exercised his right to a hearing, shall be entitled to effect presentation of his case personally, by agent, by attorney, or by deposition and interrogation.

Section 3—Intervention

Upon request by the subscriber-respondent or the Television Code Review Board, the Television Board of Directors in its discretion, may permit the intervention of one or more other subscribers as parties-in-interest.

Section 4—Transcript

A stenographic transcript record shall be taken and shall be certified by the Chairman of the Television Board of Directors to the office of the Secretary of the National Association of Radio and Television Broadcasters, where it shall be maintained. The transcript shall not be open to
inspection unless otherwise provided by the party respondent in the proceeding.

Section 5—Television Code Review Board; Counsel
The Television Code Review Board may, at its discretion, utilize the services of an attorney from the staff of the NARTB for the purpose of effecting its presentation in a hearing matter.

Section 6—Order of Procedure
At hearings, the Television Code Review Board shall open and close.

Section 7—Cross Examination
The right of cross-examination shall specifically obtain. Where procedure has been by deposition or interrogatory, the use of cross-interrogatories, shall satisfy this right.

Section 8—Authority of Presiding Officer; of Television Board of Directors
The Presiding Officer shall rule upon all interlocutory matters, such as, but not limited to, the admissibility of evidence, the qualifications of witnesses, etc. On all other matters, authority to act shall be vested in a majority of the Television Board unless otherwise provided. (Reference; Television Code, Regulations and Procedures, III, section 4).

Section 9—Films, Transcriptions, etc.
Films, kinescopes, records, transcriptions, or other mechanical reproductions of television programs, properly identified, shall be accepted into evidence when relevant.

Section 10—Continuances and Extensions
Continuance and extension of any proceeding or for the time of filing or performing any act required or allowed to be done within a specific time may be granted upon request, for a good cause shown. The Board or the Presiding Officer may recess or adjourn a hearing for such time as may be deemed necessary, and may change the place thereof.

Section 11—Findings and Conclusions
The decision of the Television Board of Directors shall contain findings of fact with conclusions, as well as the reasons or bases therefor. Findings of fact shall set out in detail and with particularity all basic evidentiary facts developed on the record (with appropriate citations to the transcript of record or exhibit relied on for each evidentiary fact) supporting the conclusion reached.

Section 12—Reconsideration or Rehearing
A request for reconsideration or rehearing may be filed by parties to the hearing. Requests for reconsideration or rehearing shall state with particularity in what respect the decision or any matter determined therein is claimed to be unjust, unwarranted, or erroneous, and with respect to any finding of fact shall specify the pages of record relied on. If the existence of any newly-discovered evidence is claimed, the request shall be accompanied by a verified statement of the facts together with the facts relied on to show that the party, with due diligence, could not have known or discovered such facts at the time of the hearing. The request for rehearing may seek:

a. Reconsideration
b. Additional oral argument
c. Reopening of the proceedings
d. Amendment of any findings, or
e. Other relief.
Section 13—Time for Filing

Requests for reconsideration or rehearing shall be filed within ten (10) days after receipt by the respondent of the decision. Opposition thereto may be filed within five (5) days after the filing of the request.

Section 14—Penalty, Suspension of

At the discretion of the Television Board, application of any penalty provided for in the decision may be suspended until the Board makes final disposition of the request for reconsideration or rehearing.

Section 15—Disqualification

Any member of the Television Board may disqualify himself, or upon good cause shown by any interested party, may be disqualified by a majority vote of the Television Board.

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**TV PRODUCTION FORECAST**

*By Dr. Allen B. DuMont*

(Continued from Page 1021)

The increased quality of programming.

A good year is in prospect at manufacturer, distributor and dealer levels, although rising costs and higher corporate taxes will cut into profit structures.

Even though the industry doubled its output of electronic equipment for the armed forces during 1951, the tremendous production role it is to play in the national defense effort is still to be written. This will come into sharp focus during 1952.

It is almost an impossibility to exaggerate the importance of electronics in our defense planning. All phases of the military establishment—land, sea and air—are putting electronics to increasingly important uses. Today’s modern airplanes are but platforms carrying vast quantities of electronics equipment. Naval vessels are dependent upon radar and sonar as navigational and protective aids. Ground radar, the first line of defense against enemy attack, guided missiles, atomic warheads, proximity fuses, weather reporting, mine detection, and all forms of communication are wholly dependent upon electronics.

One prominent defense spokesman summed it up when he recently stated that every modern weapon today, with the exception of small side arms, must include, at least, some electronics equipment.

Production and deliveries of military electronics equipment will swing into its full tempo in 1952. Conversion of existing facilities to defense production has virtually been completed. The important role of electronics in the national rearmament schedule is sharply defined and the program is already underway.

By the end of the first quarter of 1952, production of military electronics equipment will have reached a peak, aggregating a total of $600 million, and remaining there throughout the year.

The Du Mont organization is already in step with the industry’s war effort. At present the military backlog is well over $65 million and we expect to be in high gear on defense projects by spring. By that time, we anticipate that approximately 60 per cent of the firm’s business will be concerned with defense contracts. The combination of military and civilian orders will mean an all-time high sales year for Du Mont of between $100-125 million, well over 1950’s record-breaking total of $76 million, and double the 1951 sales figure.

Industry-wise the military and civilian orders will mean a new peak figure for productivity and sales. This year will see the electronics industry take its place in the public’s eye as one of America’s top industries. Its 1952 record will pale all past achievement with an increasingly effective marshalling of its manpower, resources and facilities in contributing to the national welfare.
TV PERSONALITIES
1951-1952

A Pictorial Parade of some of the leaders of television—from the station, agency, network and production fields—during the past year.
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<thead>
<tr>
<th>Name</th>
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HARRY BANNISTER, veteran broadcaster, is director of station relations with NBC. Harry entered radio in 1931 as a salesman for WMBC in the Motor City. Later he went with WJR, Detroit and in 1933 he joined WWJ as a salesman. Harry became sales mgr. for WWJ and in 1941 was appointed gen. mgr. He is a former member of the board of directors of the NAB and served as a member of the Stations Planning and Advisory Committee of NBC.

GEORGE M. BURBACH, gen. mgr. of KSD and KSD-TV, St. Louis, is a native of that city. He is secretary of the Pulitzer Publishing Co., which owns the St. Louis Post-Dispatch as well as the two broadcasting stations. In 1913 George left the Munsey newspapers to become advertising mgr. of the Post-Dispatch. In 1922 KSD went on the air and George was placed in charge of its program and business departments. He was named gen. mgr. in 1933 and his foresight resulted in the inauguration of KSD-TV in Feb., 1947.

PAUL ADANTI, gen. mgr. of WHEN, Syracuse, has held that post since 1948. A Union College grad he started in radio at WMBO after a brief teaching career. Two years later he moved to WSYR, Syracuse, followed by a stint at WGY, Schenectady. Paul moved into TV in 1940 at WRGB where he became chief of technical operations. WHEN was his next stop in 1948, where, in two years, he saw the number of TV sets in the area rise from 100 to a figure in excess of 85,000. Weekly program hours quadrupled in that time.

KENNETH H. BERKELEY, v.p. and gen. mgr. of the Evening Star Broadcasting Co. and its three stations, WMAL, WMAL-FM and WMAL-TV, Washington, D. C. is a native Washingtonian, who has been in radio business since 1923. Prior to joining WMAL in 1942 he was connected with WRC, Washington, where he also saw service as gen. mgr. Ken followed the tide of TV and in October 1947 WMAL-TV was born. This station holds the distinction of being the first TV outlet to announce a seven-nights-a-week schedule.

MILTON BLINK, v.p. and co-owner of Standard Radio Transcriptions, and secy.-treas. of United Television Programs, was educated at the Universities of Chicago and Michigan. He masterminded the Wisconsin Players workshop Series on WIMS, Milwaukee, in 1926, and produced one of the first three commercial transcription programs. In 1933 Milton established and became co-owner of Standard Transcriptions. Later year Milton, Gerald King, Richard Dorso and Edward Petry organized United Television Programs.

DON EMILIO AZCARRAGA, who developed XEW, Mexico City, and Radio Programmes De Mexico, transcribed radio network, today is busily engaged in launching a new TV station in the Federal District as well as planning a Latin-American TV film network. Don Emilo knows television. He is hopeful that in the development of the art in Mexico it will be made available to the masses through the medium of theater television. To this end he has pioneered in the development of an experimental TV theater.
OTTO BRANDT, v.p. and gen. mgr. of the King Broadcasting Co., Seattle, Wash., started in radio as a page-boy at NBC in 1933. When the Blue and Red networks separated in 1942, he went with ABC. He rose to the position of v.p. in charge of TV stations with responsibility for the coordination of the net's five O&O's, national spot and local sales and television station relations. After three years in the Air Force, Otto returned to take the helm of the King Broadcast Co., owners of KING and KING-TV.

HARRY M. BITNER, JR., pres. and gen. mgr. of WFBM and WFBM-TV, Indianapolis, was first a reporter and rewrite man for the Baltimore News Post and later joined the staff of WFBM as an assistant program director. He became office manager of the station and in 1942 he was promoted to general mgr. After three years of naval service during the war he returned to WFBM as pres. and gen. mgr. in 1946. Under Harry's leadership, in May of 1949, WFBM, Inc. launched the first TV station in Indiana, WFBM-TV.

BOB BALLIN, v.p. in J. Walter Thompson's New York office, tried insurance, real estate, and show business before spending 12 years as announcer and entertainer for WHN and CBS. N. Y. Ruthrauff & Ryan persuaded him, in 1942, to produce their Vox Pop show and subsequently the Jack Benny show. When Benny went over to Foote, Cone and Belding, so did Bob and soon became a v.p. of the new agency. Next stop was JWT where he is now responsible for Ford Motor Company's radio and television activities.

CLARENCE G. ALEXANDER, dir. of network operations for Dumont, is a TV pioneer. In the administrative and operational end of the medium he assisted in setting up the first NBC organization in 1936. The "call to arms" sent Clarence to the Air Force until 1946 when he returned to NBC as business mgr. and administrative ass't. to the gen. mgr. of NEC-TV. After a brief tenure as asst. to Leonard Eckhart, he joined DuMont in April 1950.

CAMPBELL ARNOUX, pres. and gen. mgr. of WTAR Radio Corp. (WTAR & WTAR-TV), Norfolk, is New York born and Texas bred. A Texas U. grad, he broke into newspaper work with the Ft. Worth Record and later the Ft. Worth Star-Telegram. Between times he saw service in World War I, tramped around the world, and worked with Red Cross. At the Telegraph in Ft. Worth "Cam" got his start in radio as manager of the paper's station, now WBAP. Since then he's been with KTHS, and finally WTAR-TV.

TREvor ADAMS, mgr. of WJZ-TV, N. Y., has had a wide background in radio and television sales, highlighted by a stint as asst. sales dir. for the DuMont network. A New York native, Adams was educated in Florida, later served as sales mgr. for the Texas State Network. Gotham was next where he served as sales mgr. of WMCA and WBN (now WMGM) and as sales mgr. of WINS. He formed a radio and TV representative firm with his father and then served as radio and TV director for the N. Y. Yankees before joining Dumont.
MARIA HELEN ALVAREZ, gen. mgr. of KOTV, Tulsa, and the only woman chief exec. in station TV, started in radio in 1943 as a continuity writer for a Tulsa radio station. From there she went to program writing, news-casting and finally time sales when she retired from radio in favor of TV. Her studious efforts in the new medium were crowned when oilman George E. Cameron, Jr., then forming Cameron Television Inc., chose her to head up the organization which operates KOTV. She took the helm on Nov. 30, 1949.

CHARLES EDWARD BELL, dir. of TV for the Jefferson Standard Bctsg. Co., Charlotte, N. C., started his career in radio at WIS while a student at U. of South Carolina where he was promoted to chief studio engineer upon graduation. World War II took him away but he returned to WIS when discharged and later managed stations in Orangeburg and Chester, S. C., before joining WBTV. Charley is a member of the Academy of Radio and Television Arts and Sciences and the Radio Executives Club of N. Y.

JACK BARRY, half of the package production form of Barry and Enright, is best known for his two top-rated shows, "Juvenile Jury" and "Life Begins at 80." After graduation from the U. of Penn, he took a summer school radio course at Northwestern Univ. which led to his first job at WTTM, Trenton. Two years later he went to WOR, where he teamed with Dan Enright to produce their first kiddie panel show. Now pacted with NBC-TV for two years, juvenile Jury has made a great success for Barry.

BURT BALABAN, dir. of programming and production for Paramount TV Productions Inc., was born in Chicago and attended Roanoke College before World War II sent him to the Pacific as a Marine Corps photographer. At war's end Burt began work with Paramount Television where he concentrated his work on obtaining film programs for KTLA and WBKE, Chicago. Later he became mgr. of Paramount's Television film dept. in charge of KTLA film programming and the company's syndicated program distribution.

DON BLAUNUT, dir. of the radio-TV dept. of Peck Advertising Agency, is a native New Yorker, a veteran of World War II, and a graduate of Ohio State University. His advertising career began with Huber Hoge and Sons Agency as time buyer and production supervisor. Next he served with the H. B. Humphrey Agency, where he handled radio and TV for the Greystone Press account, plus spot and national time buying. In 1950 he joined Peck and a short time later was advanced to his present position.

RICHARD B. HULL, gen. mgr. of WOI-TV, Iowa State College station, Ames, is a leader in educational programming. His record includes three terms as president of the National Association of Educational Broadcasters and a term as president of the Iowa Radio News Editors. Prior to joining WOI-TV, he served with a number of Minnesota stations such as WCCO, KSTP, WTGN and KUOM. Through his efforts, the Ames-Des Moines area has seen some of the best educational features.
JOHN F. KLATT. media mgr. for the Chicago office of McCann-Erickson Aqcy., has a big job supervising all radio and TV time for the midwest clients, as well as overseeing all publication space. After college, John began his career in the music field, but switched to advertising and served with both Barnes Adv. and Cramer-Krassell. He gave his talents to the U. S. Army during World War II. In 1947 John became a space and time buyer for McCann-Erickson, then asst. dir. of media and on to his present post.

CECIL D. MASTIN, gen. mgr. of WNBF-WNBF-TV, Binghamton, N. Y., was born in Fairport, N. Y. After studying law for 2 years at Syracuse University he left to pursue the study of voice in N. Y. C. He gained theatrical experience from about 5 years with 3 different acts which he wrote and produced. “Cec” went to Binghamton in 1915, established a voice studio and founded the Binghamton Civic Music Series in 1926. He became program dir. of WNBF in 1929 and became gen. mgr. in 1932.

EVERARD W. MEADE, V.P. and dir. of radio and TV for Young & Rubicam began his career as a writer with Benton & Bowles. In 1935 he joined Y&R serving that agency as a writer-producer until 1938 and worked with such shows as Jack Benny and Charlie Butterfield. His next stint was with Ruthrauff & Ryan, where he produced many of their topflight shows. After his war service, Meade returned to Y&R in 1948. At present he is working with the Pulitzer Prize Playhouse, just one of the many.

RICHARD DOAN. dir. of programs for WCBS-TV, N. Y., was born in Pratt, Kansas and is a U. of Kansas grad. He worked for several newspapers in California before heading East to become night bureau chief for the AP in Albany. Following this stint, he was successively a public relations officer in the Navy, an editor in the N. Y. bureau of AP, and associate editor of Advertising Age. Asst. radio-TV editor of administrative head of Martin Stone Associates.

DAVE DRISCOLL, dir. of news and special features at WOR and WOR-TV, has been prominent in the broadcasting field since his college days when he was sports announcer for WCCO, Minneapolis. After graduation from the University of Minnesota Dave migrated to Fergus Falls, Minnesota, where eventually he became station mgr. of KGDE. After three years at the Fergus Falls station he joined WFIL, Philadelphia, as a newscaster and in 1936 he began his career as mainstay at WOR.

HUGH A. L. HALFF, president and general manager of WOA1 and WOA1-TV (San Antonio), a native of the Lone Star State and graduate of Yale University. Following school, he joined A. E. Frank and Associates, later resigning to take a post with the Southern Equipment Co., then owners of WOA1. In 1931, he transferred to the broadcasting side of the business and in 1933, became general manager. Six years later, he became president of Southland Industries, Inc., new corporate name of the WOA1 owners.
G. P. HAMANN. general manager of radio and TV operations for WBRC (Birmingham, Ala.), got his first experience in the radio field in 1929 as a wireless operator in the Maritime Service. For eight years prior to 1940, he worked at WSMB in his hometown, New Orleans. Then he shifted to Birmingham and WBRC, serving as technical director for AM and manager for FM, before assuming his present post. Under his guidance, the television operation, first in Alabama to apply for a license, was launched in 1949.

BASIL GRILLO. executive v.p. of Bing Crosby Enterprises, has managed all of the Crosby financial interests and has organized all Crosby packages for past six years, including acting as executive producer of the " Fireside Theater" series, one of the manifold Crosby products. As a CPA in the entertainment field, he is unsurpassed for his specialization and setting up business organizations allied with show business. Grillo also has an active hand in many other Crosby ventures.

WILLIAM J. GERMAN. distributor of Eastman professional motion picture films, has organized two new companies, W. J. German, Inc., one chartered in Delaware and the other in California, to handle the firm's business. He started with Eastman in 1906 and 15 years later came to New York as mgr. of the G. M. Labs. in Long Island City as well as of the Paragon Studios and labs and San Jacq Film Printing Corp. in Fort Lee, N. J. One year later he became gen. mgr. associated with J. E. Brulatour, Eastman distributor.

JAMES M. GAINES. v.p. in charge of NBC's O&O's, first came to the network in 1942 in the station's department. Two years later he was made asst. advertising and promotion dir. for NBC, a position he held until 1945 when he was named mgr. of the planning and development department. In 1946 Jim was appointed gen. mgr. of WEAF (now WNBC) when the outlet was established as a separate operating entity. On Aug. 1, he was promoted to the post of dir. of NBC's O&O's and was elected v.p. in 1950.

JOHN GUDELD. v.p. of John Guedel Radio Productions, had to leave UCLA in 1932 to dig ditches. One depression and many jobs later, John decided that he wanted to write for the movies. Following a stint with NEA, he joined Hal Roach and finally ended up with a Los Angeles Agency where he worked out the formula for "Pull Over Neighbor," forerunner to "People Are Funny." Among his other productions are "House Party," "Life With Linkletter," and "You Bet Your Life."

MARK H. HAWLEY. supervisor of television production at N. W. Ayer & Son, Inc., began his career in radio at the age of 17 as an announcer at WMAK, Buffalo. At 19, he came to New York as a CBS staff announcer, and in the years prior to World War II, handled news broadcasts. Following a period with the Navy, he returned to found Hawley-Lord, specializing in 16mm shorts. He next became a TV producer at NBC and then switched to Sherman-Marquette agency before joining N. W. Ayer in 1950.
ROBERT E. DUNVILLE, pres. and gen. mgr. of the Crosley Bstg. Corp., at the age of 22 was the youngest advertising mgr. in St. Louis motor circles. Next he joined the sales dept. of KMOX, St. Louis, rising to asst. gen. mgr. of the station a short time later. In 1937, Bob moved to WLW, Cincinnati, and was appointed gen. mgr. of WSAL, Cincinnati, then owned by the Crosley Bstg. Corp. In 1938 he became gen. mgr. of the two stations. He next was made a v.p. of Crosley and in 1949 headed the Corporation.

MARTIN B. CAMPBELL, gen. mgr. of WFAA (Dallas), has held the job for over 18 years. He moved into broadcasting when he quit as radio editor of the Louisville Times back in 1927. In the 30’s, he moved to WFAA. Since then, the 50 kw station has become one of the most influential in the southwest, its air properties including WBAP, a 5,000 watter and a recent addition, WFAA-TV. Campbell has been a board member of the NAB, SPAC chairman of NBC, and served with the OWI in World War II.

J. HAYES, vice-president and general manager of WTOP and WTOP-TV (Washington), a Philadelphian by birth and a graduate of the University of Pennsylvania. It was in the City of Brotherly Love that Hayes began his radio and television career, starting at WIP. Later, he moved over to WOR in New York, and from there into the Army. After the war, he was station manager of WQXR for two years and then moved to WINX, the Washington Post station. When WTOP became the Post station, Hayes made his switch.

HUGH HOLE, director of radio and TV for Brooke, Smith, French & Dorrance, Inc., a post he assumed in 1948. A graduate of the University of North Carolina in 1942, Hugh entered the radio department of Benton & Bowles, where he remained for four years. In 1946, he formed Television-Radio Enterprises, Inc., his own production company. Before joining Brooke, Smith, French & Dorrance, he served as supervisor of all commercial production at Dancer-Fitzgerald-Sample, Inc.

LES JOHNSON, v.p. and gen. mgr. of WHBF-TV, Quad Cities, Rock Island, Moline, E. Moline, I11., and Davenport, Ia., became sports editor of The Argus in Rock Island after graduation from college. Later he became publisher of a weekly newspaper in Aledo, I11. Les returned to The Argus as advertising mgr. and 14 years ago assumed the general managership of WHBF. With his newspaper background he was able to build the station into a preeminent news outlet, a position which he jealously guards.

GEORGE S. JOHNSON, gen. mgr. and chief engineer for KOB-TV, Albuquerque, N. M. obtained his Amateur Operator’s license in 1922. In 1928 George graduated from the U. of Colorado, and immediately entered the radio dept. of General Electric in Schenectady, where he stayed for three years. In 1932 he left this position to become chief engineer for KOB. When KOB applied for a TV station in 1946, George was made gen. mgr. and chief engineer. Today he still retains those duties.
WALTER J. DAMM, v.p. and gen. mgr. of the Milwaukee Journal stations, WTMJ and WTMJ-TV, started his career in 1913 on the old Evening Wisconsin in Milwaukee. In 1916 he transferred to the Journal where he specialized in advertising. Walter became promotion and radio manager of the paper’s radio station in 1922 and was soon recognized as one of the new industry’s leaders. He was elected president of the NAB in 1930. Walter’s brainchild, WTMJ-TV, launched in 1947, is the nation’s seventh oldest TV station.

ARTHUR E. ARCHER, v.p. and dir. of Advertising Agency, Inc., began his radio career as a producer at NBC after graduation from Villanova College in 1923. Over a period of eight years he produced numerous shows in varied classifications. In more recent years, Art has produced the “Pontiac Variety Show,” “The Cresta - Blanca Carnival” and in a five-year stint on the West Coast such outstanding programs as the “Corliss Archer” show. His latest are “Powerhouse” and “Johnny Olsen Rumpus Room.”

E. K. JETT, v.p. and dir. of WMAR-TV, Baltimore, was well-grounded in radio and communications during his World War I Naval Service, with duty at the Naval Radio Station, Arlington, Va., and the Navy Dept. of Radio Control. In 1929 he joined the Federal Radio Commission as a senior engineer and was advanced two years later to assistant chief engineer, then chief engineer in 1938 and Commissioner in 1944. He resigned from the commission to assume his present duties on Jan. 1, 1948.

EDWARD C. HORSTMANN, chief engineer of ABC’s central division, is another quarter-century veteran in the industry. Before joining NBC as a radio operator in 1927, Ed started with Mackay Radio in Chicago where he served as chief dispatcher and traffic engineer. In 1928, he became control operator and two years later, studio engineer. In 1942, he transferred to the newly formed Blue network as chief engineer of the central division. In the past ten years, Ed has seen his staff grow from 12 to more than 100.

STANLEY E. HUBBARD, general manager and co-founder of KSTP and KSTP-TV (Minneapolis-St. Paul), got his first radio experience in 1910, when he built one of the first amateur radio transmitters in Minnesota. Following World War I service, Stan organized the first commercial airline in the U.S. and then in 1924, launched WAMD, which changed its call letters to KSTP in 1928. He began experimenting with TV in 1938 and in April 1948, began full commercial operation of television in Minneapolis.

HAROLD FAIR, director of radio and TV for Bozell & Jacobs Ad Agency, is a veteran of over 25 years in radio and TV. He was announcer-producer and later, program director at KOIL, Omaha. From there he moved to WBBM, Chicago, as announcer-producer and in 1930 he became general manager of WBEN, Buffalo. In 1932 he moved back to CBS, Chicago, then to Omaha as radio director for Bozell and Jacobs. After 13 years at WHO, Des Moines, he served as program dir. for the NAB before joining WHAS, Louisville, from where he returned to the agency.
HAL GROSS, owner and gen. mgr. of WJIM-TV, Lansing, Mich., pioneered in Michigan radio by establishing Lansing's first radio station, WJIM, 15 yrs. ago, and scored another first with WJIM-TV, established in 1950. After graduation from the Univ. of Michigan, Hal was associated with the Butterfield Theatre Corp. During World War II, he served with the Navy and was instrumental in setting up and administering the Naval Aviation V-5 program with Harry Kipke, in the Midwest region.

JACK HARRIS, general manager of KPRC and KPRC-TV (Houston), is a comparative newcomer to TV, but one of the older hands in radio. Included in the latter is a period as director of new and special events at WSM, Nashville, Tenn., and a war-time hitch as deputy to Ed Kirby, in setting up the Army's first broadcasting activities. Later he took over Radio Tokyo facilities for General MacArthur.

He entered TV in June 1950 when the Houston Post Company purchased KLEE-TV.

WILBUR M. HAVENS, owner and general manager of WMSG, WCOD and WTVR, AM, FM and TV outlets respectively in Richmond, Va., is a life-long resident of this state capital. Starting in the automotive business, Havens later became Philco battery distributor and his interest in radio was aroused. In 1926, he was granted a license for WMSG, and in 1946, received an FM grant, WCOD.

April 1948 marked the advent of the "South's First Television Station" when WTVR went on the air.

THAD HOLT, president and treasurer of the Voice of Alabama, Inc., operators of WAPI, WAFM, and WAFM-TV (Birmingham), is a native Alabaman, born in Sumterville. Graduating from Colorado College, he began his career there, being associated with Forsevelt Advertising Agency and the Wofford Oil Co. In 1937, coming back to Alabama, he joined WAPI and in 1947, launched the FM operation, WAFM. Two years later in 1949, Thad provided the organizational drive as WAFM-TV was launched by the company.

JULES HERBUVEAUX, manager of the television department in NBC's central division, got in on the ground floor of radio, conducting the first orchestral music program over KYW (Philadelphia) in 1922. Moving to WJJD (Chicago) as musical head, he conducted the first NBC program at the International Live stock Show which was destined to develop into the National Farm and Home Hour. In 1931, he became musical director for NBC's Central division. By 1939, Jules was program manager for the division.
TED COTT. gen. mgr. of WNBC and WNBT, began his radio career at 16 when he joined WNYC as an announcer, producer and dir. Ted soon found himself at CBS where he became a free-lance producer. At CBS he directed a soap opera entitled "Society Girl" and also emceed the Kostelnetz program. After a period with WNEW, N. Y., where he became v.p. Ted resigned and joined NBC as gen. mgr. of WNBC and WNBT, N. Y. His defense of Independent stations at the NAB conflag in 1950 brought him fame and recognition.

EVERETT N. CROSSBY, president of Bing Crosby Enterprises, Inc., left his own artists and talent agency years ago to become agent and personal mgr. for his brother, Bing. From shirts to cattle to oil wells, his range of activity is kaleidoscopic. His latest venture is a new corporation, known as Bing’s Things, Inc. Ev’s hand has been guiding genius responsible for most of the over-all planning of the Crosby organizations, a model of achievement in the American manner.

JAMES C. DOUGLASS, v.p. of radio and TV at Erwin, Wasey Ad Agency, has had extensive experience with major network shows. He served as co-ordinator of radio and TV advertising for the Colgate-Palmolive-PEet Co. before joining the agency. He was actively concerned in the development of all the firm’s broadcasting activities, including the Colgate Comedy Hour, Our Miss Brooks, and others. Previously he had served in the Navy and was program production mgr. for CBS in St. Louis.

DON FEDERSON, exec. v.p. and gen. mgr. of KLAC and KLAC-TV, Hollywood, entered radio from the newspaper field just eight yrs. ago as sales mgr. of KYA, San Francisco. He became gen. mgr. of the latter station in 1943. When KMTR, Los Angeles, was acquired by Dorothy Schiff, owner of KYA, Don began commuting between the two coast cities. In 1945 KMTR’s call letters were changed to KLAC and Don took over as manager. In 1948 KLAC-TV went on the air just ninety days after ground-breaking ceremonies.

EDWIN S. FRIENDLY, JR., national dir. of television sales for ABC-TV, started as an assistant buyer for BBD&O in 1945. He was soon promoted to time buyer and subsequently became a producer-director with the agency. Next he served as radio account executive before leaving BBD&O to join Al Paul Leiton Co. where he shortly was made radio-TV director. He joined ABC’s TV sales dept. in 1950 and a year later was appointed eastern sales mgr. In October of 1951 Friendly was raised to his present post.

CHARLES H. CRUTCHFIELD, v.p. and gen. mgr. of WBT and WBTV, Charlotte, N. C., got his start in radio with WSPA, Spartanburg, S. C. In 1931 he joined WBIG, Greensboro, N. C. as announcer and later became program dir. In 1933 Charley moved to WBT, Charlotte, as an announcer and by 1946 was gen. mgr. and a member of the board of directors. At the same time he was made secy.-treas. of the Jefferson Standard Bostg. Co., WBT operator. In 1947 he was made a v.p. and in 1949 doubled his duties with WBTV.
PAUL ESHLEMAN, head of manufacturing operations for Allen B. DuMont Labs., Inc., has been with the firm's mfg. div. since 1942. He served as production control mgr. followed by a brief span in an organizational capacity at WABD, N. Y. In 1947 Paul returned to the mfg. div. to organize and supervise a night shift to turn out receivers in an effort to meet the demand. Later he converted the Wright Aeronautical plant in East Paterson into the largest unit in the electronics industry.

JOHN E. FETZER, owner of WKZO-TV and chairman of the TV board of review, which is charged with enforcing the code, is a veteran of more than 30 yrs. in radio and TV. As an engineer he helped to build a number of pioneer stations in the middle west. He then became a consulting engineer and in his experience has run the gamut of jobs from announcer to president. John is president of the Fetzer Basting Co., operating WJEF, CBS outlet in Grand Rapids, and also heads up WKZO and WKZO-TV, Kalamazoo.

WILLIAM FAY, v.p. in charge of the broadcasting div. of Stromberg-Carlson and a director of that company, is gen. mgr. of its three stations, WHAM, AM-FM-TV. In 1922 he joined WGY, Schenectady as an announcer. Bill went to Buffalo in 1927 where he became studio mgr. of WMAK. In 1928 he was invited to WHAM as program mgr. and in 1929 stepped up to gen. mgr. In 1942 he was made v.p. and dir. of the Stromberg Carlson Company. Bill's particular pride is the $1,000,000 Radio City, home of WHAM.

C. RICHARD EVANS, gen. mgr. of KSL and KSL-TV, Salt Lake City, joined the station's staff as a technician in 1927. During the war he took time out to do research for the government and aided in the development of an anti-sub weapon, still being used by the U. S. Navy. In 1943 he returned to KSL as chief engineer and later was made asst. gen. mgr. of the station. In 1948 he was promoted to gen. mgr. of KSL and when the station came on the air with TV, Dick also took the reins at KSL-TV.

W. D. ROGERS, JR., vice president and general manager of KEYL-TV (San Antonio), was formerly with the Coca Cola Bottling Co. of West Texas as sales and advertising manager and served with the Air Force for three years during World War II. Coming to San Antonio in 1950, he assumed active management of KEYL, which was then under construction. In January 1951 he was elected to the TV board of directors. He has also been active in the Lions Club, the Lubbock Ad Club and the Lubbock Sales Execs Club.

DONALD A. NORMAN, newly appointed manager of KNBH (Hollywood), has been with NBC for the past eight years. Prior to going to KNBC (San Francisco) in 1943, he had worked with A. C. Nieslen as a field supervisor and Standard Brands. Other NBC posts held by Norman include: sales director of WNBC- WNBT (New York); account executive in national spot sales and manager of spot sales in the Western division. Before his recent appointment, Norman was sales manager for the NBC station.
WILFRED S. ROBERTS. director of radio and television at Pedlar & Ryan Agency, first went to NBC as a staff producer at NBC in 1936, following his graduation from the University of Wisconsin. Two years later, he was appointed assistant manager of the commercial department and in 1940, became national production manager. In 1942, he left NBC for the Office of Inter-American Affairs, heading the New York office. Before joining Pedlar & Ryan in 1948, he was also with Corday-Roberts, Inc.

TOM SLATER, vice president and associate director of the radio and television departments of Ruthrauff & Ryan, has been with that agency since 1940. Previously, he had been director of special events and sports for the Mutual network. Before getting into broadcasting, he had been on the staff of Northwestern University, Miami U and the Western College for Women in Oxford, Ohio, in addition to doing promotion work for the Scripps-Howard newspapers. He has been in the industry now for nearly 25 years.

VICTOR A. SHOLIS, vice president and director of WHAS and WHAS-TV (Louisville), is a native Scotsman who came to this country in his youth. A degree from the University of Illinois completed his formal education. Since his school days, he has been with the Chicago Daily Times, an assistant to Commerce Secretary Harry Hopkins, a director of the Clear Channel Broadcasting Service and a World War II soldier. After the war, he returned to CBS, resigning in 1947 to join WHAS.

JAMES D. HOUSE. chairman of the board of the Crosley Broadcasting Corporation, has been in this post for the past two years. Coming to radio in 1929 with CBS, Jim later went to the Stack-Goble agency and to KMOX (St. Louis) as manager. He joined Crosley in 1937 as vice president in charge of broadcasting, and since, has brought the key Crosley station (WLW) a host of national awards. In 1946, he became president of Crosley and later chairman. He is also on the Avco board, parent outfit of Crosley.

WILLARD (Bill) SCHROEDER, general manager of the Grandwood Broadcasting Company, operators of WOOD and WOOD-TV (Dothan, Alabama). Following graduation from the Missouri School of Journalism, he worked for a while in the Hearst chain. In 1936, he became a salesman at WCAE (Pittsburgh) and four years later was named sales manager. WINS (New York) came next in 1944 where he was general manager. In 1948 he was named radio-TV director of Ketchum, McLeon & Grove, going from there to WOOD in April 1950.

GOAR MESTRE, head of CMQ, Radiocentro (Havana, Cuba), using both showmanship and his business training (acquired at Yale University) has made broadcasting a going enterprise in the Pearl of the Antilles. Under his direction, Radiocentro has a 1,850 seat movie theatre, a ten story office building, restaurants, bank, drug store and assorted shops. In TV for little more than a year, Mestre has found the means to make it a success, having sold out nearly all commercial time.
JACK DeWITT, president of WSM and WSM-TV (Nashville), got his start as an amateur radio "ham" during World War I, and by 1923, had built his own radio station at home. He helped build WSM in 1925 and remained there on a part-time basis until 1928, when he joined Bell Telephone Laboratories. He came back to WSM in 1932 as chief engineer, leaving again for Bell during World War II.

Following service, he became president of WSM and under his guidance WSM-TV was launched in 1950.

MARSHALL ROSENE, general manager of WSAZ and WSAZ-TV (Huntington, West Virginia), started in radio in 1942 with WCHS (Charlestown), prior to which he had been with the Chicago Herald & Examiner, and the Ohio Citizen (Columbus). After two years at WCHS, he went to WSAZ (Huntington) as station director and in 1949 was appointed general manager of WSAZ, Inc., licensee of WSAZ and WSAZ-TV. Under his direction the TV operation was erected in a mere 58 days. Later he helped establish a microwave setup connecting three stations.

CLAIR R. McCOLLOUGH, president and general manager of the Steinman Station, which include outlets in Lancaster, Harrisburg, Reading, York and Easton, Pennsylvania and Wilmington, Delaware. A longtime veteran in the industry, McCollough has found time in addition to his regular duties, to serve on the TV code committee, as chairman of NBC's station planning and advisory committee and as president of the Pennsylvania Broadcasters Association. He is also a member of the NARTB affiliates committee.

THOMAS M. McDonnell, director of radio and TV for Foote, Cone & Belding, was one of the men who wrote dialogue for "This Is the Army," while serving as a sergeant during World War II. He came to the agency in 1947 as supervisor for all radio on the Toni account and in October 1948, was placed in charge of the radio department for the agency. Prior to joining the agency, Tom was with CBS. Accounts with which he has been closely associated, in addition to Toni, are General Foods and Rheingold.

W. R. (BIL1) McANDREW, general manager of WRC, WRC-FM and WNEW, the three NBC outlets in Washington. An old newspaper man, McAndrew went to the sports desk of the Washington Times-Herald in 1935, following graduation from Catholic University. Before going to WRC in 1944, Bill worked with U.P., the capital office of the NBC red network, Broadcasting Magazine and the Board of Economic Welfare. He held several posts with WRC until 1949, when he was named general manager of the three stations.

HAROLD L. MORGAN, JR., vice president of the ABC-TV program department, started with the network (then Blue) in November 1943. Originally, he started as a research analyst, following graduation from Harvard. Morgan left Wall St. in 1937 to work with Earl Anderson, then a consultant to Edward J. Noble. When the latter bought WMCA in 1941, Morgan joined the station as personnel manager and purchasing agent and two years later, when Noble bought the Blue network, he switched over.
TOM McDermott, director of television at Benton & Bowles, came to the agency in 1942, following experience at WNYC and WOV (New York). He first wrote and directed a series with Irene Wicker and then later, directed "When a Girl Marries" and the "Prudential Family Hour." "Wendy Warren and the News" is one of his originations. Not content with practical experience, Tom, a graduate of Manhattan College, has taken postgraduate drama courses at Columbia, Fordham, NYU and the New School.

RICHARD A. MOORE, general manager of KTTV (Los Angeles), has been honored by the Academy of Television Arts and Sciences and has been cited by the Congress of Parents and Teachers Association and the Southern California Association for Better Radio and Television. A graduate of Yale Law School, Moore previously was a key figure in launching the ABC-TV network, and prior to assuming his present post in 1951, was director of TV for the ABC Western division and KECA-TV (Hollywood).

JOHN R. SHEEHAN, director of radio and television at Cunningham & Walsh, Inc., started in radio with WGY (Schenectady) in 1934. Two years later, he became manager of international broadcasting for General Electric. Experiences gained in this post resulted in his being lent to the government during the war, John serving with the OWI as chief facilities bureau in New York. Prior to his joining Cunningham & Walsh, he served at Buchanan & Co. as director of radio and television.

VICTOR SEYDEL, radio and television director of Anderson and Cairns Agency, got his start in show business, working as a song-and-dance man. He jumped later to join Jerome Cargill Production Agency as a producer. In 1940, he went to the Blue net, moving from there in 1944 to become Eastern radio and TV director in the New York office of Walker & Downing Agency, leaving there in 1949 to take a similar position with the Anderson & Cairns Agency. He is a native of Grand Rapids, Michigan.

ALVIN SCHROTT, manager of WJAC-TV (Johnstown, Pa.), has been with the Johnstown Tribune Publishing Company (parent company of the station) since 1932. He remained with the paper in one capacity or another, except for World War II Navy service, until 1949 when WJAC-TV was opened. Although inexperienced in the broadcasting field, was selected to head the new station. Since September 15, 1949, when WJAC-TV took the air, the station’s performance has more than proved the choice a good one.

FRANK P. SCHREIBER, manager and treasurer of WGN, Inc., operators of WGN, WGNB and WGN-TV (Chicago). Associated with the parent Tribune Company for more than 30 years, he has taken an active part in the development of its radio and television properties. He joined WGN in 1931 as director of public relations and in 1940 was named station manager. When Mutual was formed in 1936, Frank was present. He is a native of the Windy City and a graduate of Northwestern University at nearby Evanston.
ROGER PRYOR, director of television for the New York office of Foote, Cone & Belding, started in Summer Stock at the age of 18, and since has taken leading parts on Broadway and Hollywood. Radio followed with Pryor leading an orchestra and em-ceeing the “Gulf Screen Guild Program” and appearing on the U. S. Steel program, “The Pause That Refreshes” and “The Hildegarde Show.” He took his TV position in 1947 and has handled television productions for a number of the agency’s leading accounts.

PRESTON H. PUMPHREY, in charge of television at Maxon, Inc., since his graduation from Ohio Wesleyan University has served on the production staffs of NBC and Benton & Bowles as radio director for Fuller Smith, Ross, Inc. and Warwick & Legler, Inc. Turning to TV in 1947, he joined Maxon. Radio shows he has produced and directed include “The Fred Allen Show,” “Metropolitan Opera Auditions” and “Minute Mysteries.” Friday night boxing bouts for Gillette and the Kentucky Derby are to his credit in TV.

TONY PROVOST, vice president and member of the board of directors of Hearst Radio, Inc., as well as supervising all Hearst broadcasting operations: WBAL and WBAL-TV (Baltimore) and WISN AM and FM (Milwaukee). Tony first joined Doremus and Company following his getting a degree from William and Mary, then later worked under Thorne Smith. Before joining Hearst, he also was associated with Miller Tape Recording Company, the Empire Broadcasting Company and NBC as program director of their key outlet.

OWEN SADDLER, general manager of KMTV (Omaha), has had a varied career. He has been an English instructor at two universities, a newspaper reporter and a legal assistant in the E. I. du Pont de Nemours and Co. department. He came to radio in 1938 at KMA (Shenandoah, Iowa), becoming its general manager in 1945. When KMTV was opened in 1949, Saddler was at the helm. Today, he leads a busy life, shuttling between WBTV and KMA, where he still holds the post of general manager.

A. CARL RIGROD, radio and TV executive at Donahoe & Co. advertising agency. Getting his degree in journalism at the University of Missouri, Rigrod moved into the motion picture field. He was publicity agent for Universal Pictures for a period and later wrote and directed the first studio TV program sponsored by a film company (RKO). Today, he directs all radio advertising activities for MGM plus others and serves as director of motion picture, radio and television departments at the agency.

JAMES G. RIDDELL, president of WXYZ, Inc. (Detroit), is a native of Glasgow, Scotland, coming to the U.S. at an early age and residing in Detroit. Radio struck his fancy and he got his beginning at WXYZ as an office boy in 1931. Successively he became traffic manager, sales manager and commercial manager and when in 1942, WXYZ was sold to ABC, Jim was made general manager. The television operation was begun under his guidance in 1950, he was named president of the corporation.
COL. B. J. PALMER, owner and operator of WHO (Des Moines), WOC (Davenport) and WOC-TV, started in radio back in its earliest days, getting a license for WOC in 1922. Later he added WHO, buying it from the Bankers Life Insurance Company during the depression. In addition to bringing radio to Iowa, Palmer lists other firsts: first Iowa TV station; first to serve the Quad cities, first station to telecast a hog auction and first station to telecast Three-I League baseball games.

WILLIAM S. PALEY, chairman of the board of directors of the Columbia Broadcasting System, started in radio in 1923 as president of the year-old CBS network, a post he held until 1946, when he took his present position. Under his direction, the radio network has expanded widely and TV has been started. From 1943 to 1945, Bill took a leave of absence for a special assignment overseas with OWI and later was named radio chief of the Psychological Warfare Division of SHAPE.

PAUL RAIBOURN, vice president of Paramount Pictures Corp., heads that company's TV interest as president of Paramount Television Productions, Inc. His early surveys lead to Paramount's investment in 1938 in DuMont Laboratories, the establishment of KTLA (Los Angeles) in 1942, pioneering of large screen theatre TV and the development of the Paramount video transcription system. Raibourn, who has an electrical engineering degree from the University of Illinois, has been with Paramount since 1921.

IRVING ROBERT ROSENHAUS, president and general manager of WATV (Newark), originally got a law degree from John Marshall Law College and practiced that profession for a few years. Changing his mind, he went to the Bremer Broadcasting Corporation as assistant manager of WAAT, helping guide that station to a predominant role in the North Jersey market. In 1947, when the corporation got a CP for a TV station, Irv took over and in May of 1948, WATV was opened under his leadership.

JOHN M. OUTLER, JR., general manager of WSB and WSB-TV (Atlanta), a native of Metcal, Ga., and a graduate of Emory College. Following school, he became classified ad manager at the Augusta Herald. The Atlanta Journal followed in 1916, and there he remained until 1930 when he joined WSB as business manager. In 1944, he was appointed general manager of the radio outlet and in 1948, when the television operation was launched, he assumed the double duties of general manager for both AM and TV.

COL. HOWARD NUSSBAUM, radio and TV director in the Harry B. Cohen Advertising Agency, was a TV director for NBC prior to the war, at which time, he organized the radio department for the Air Force. Later, he organized the combat reporting of the European invasion. Leaving service, he became national production manager and Eastern program manager for ABC Productions. He remains in an advisory capacity to the Secretary of Defense in matters relating to the North Atlantic Security Pact.
EDWARD D. MADDEN, v.p. of NBC-TV, joined the network Feb. 1, 1950 as assistant to Joseph H. McConnell, president. Six months later he was promoted to v.p. and assigned to the networks TV dept. Madden has been exec. v.p. and dir. of the American Newspaper Adv. Network, and prior to this he served for 12 years as a v.p. and dir. of McCann-Erickson. During his agency association Madden had an outstanding record in the field of research, media, marketing, merchandising, and advertising.

ARDEN X. PANGBORN, general manager of WOAI and WOAI-TV (San Antonio), left his post as managing editor of the Portland "Oregonian" in 1940 to enter radio as manager of KGW and KEX, the then Red and Blue network outlets in that city. A native of Kansas, Pangborn spent most of his life in Oregon. Later he returned to his former post at the "Oregonian," from which he resigned in 1951 to accept the general managership of the Southland Industries stations. In addition, Pangborn has also been active in NARTB.

EDWARD R. HITZ. Eastern sales manager for NBC television, a quarter-century veteran with the network. For most of the time he has worked in a sales capacity in New York except for 1934-35 when he headed the net's Philadelphia office. In 1939, Ed became assistant to the vice president in charge of sales and in 1946 was appointed assistant sales manager of the Eastern network. Following a term as assistant director of network sales, he moved into his present position.

JOHN HUGHES NORTON, JR., vice president in charge of the ABC Central division, graduated from the University of Maryland in 1923 and has been in the industry ever since, with the exception of ten years spent in Wall St. He joined ABC's commercial engineering department in 1931 and shortly thereafter became assistant sales manager of the net's O & O stations. When the Red and Blue networks were split, he went to the latter. After holding several ABC posts, he took his present position in 1948.

JOHN McPARTLIN, sales manager for WNBQ (Chicago), has been with NBC since 1944. Prior to that, he was with General Tire and Rubber Company and the Public Service Company of Northern Illinois, both in sales capacities. Following a period with NBC as a national spot salesman, he was made coordinator of TV sales for NBC-Chicago in 1948. Two years later, he moved into his present post, in which he has been responsible for bringing some of the top accounts to the station.

F. VAN KONYENBURG, v.p. and gen. mgr. of WTCN, WTCN-TV, Minneapolis-St. Paul, Minn., started in the adv. field as a member of the promotion dept. of the Milwaukee Journal. Van stayed with newspaper adv. until 1935, when the Minneapolis Tribune, paper paying his weekly check, combined with the St. Paul Dispatch-Pioneer Press and purchased WTON. From then on Van became a time salesman for WTCN and 12 years later became general mgr. Under his guidance WTCN has added FM and a TV license.

ROBERT B. HANNA, station manager of WGY-WRGB-WGFM, Schenectady, a General Electric veteran since 1929, when he graduated from Butler University. At the New York World's Fair in 1939-40, he was in charge of the company's "House of Magic" exhibit. World War II took him into the Army Signal Corps from which he returned to G.E. Though he has been in his present post since only September 1949, he is well known in up-state New York, having taken part in numerous civic organizations in the area.

JACK POPPELE, vice president in charge of engineering for WOR (New York) and a member of the MBS board of directors. Jack's radio activity began in 1922 when he first helped put WOR on the air at Newark, N. J. The tiny 250 watter has grown to 50 kw since then, and a television outlet has been added. His associations in the industry are numerous: a fellow of the IRE, director of the veteran Wireless Operators Association, member of the Society of Motion Picture Engineers and former president of the TV Broadcasters.

DONALD M. MCCLURE, television director of N. W. Ayer and Son, Inc., New York. Upon getting his degree from the drama department at Carnegie Tech, Don acted, wrote and directed for Universal Pictures, First National and RKO in Hollywood. He got his first taste of radio as director of remote pickups for Ripley's "Believe It Or Not" and after a wartime hitch in the Navy, became director of television production at the Ayer agency. He is a past president of the American Television Society.

CLYDE W. REMBERT, manager director of KRLD, AM-FM-TV, Dallas Times Herald stations, has been at KRLD since 1926, starting as an advertising salesman. Moving up the ladder, he was named managing director for radio in 1939 and assumed the same role for the TV outlet when it started. A native of South Carolina, Clyde moved to Texas at the age of 11 and has been there since. Outside associations in the past include membership on the Columbia Affiliates Advisory Board and the NARTB board from district 13.

ADRIAN SAMISH, vice president and director of radio and TV for Dancer-Fitzgerald-Sample, Inc., since the age of 17 he has been an actor, director and stage manager in Broadway and Summer stock productions as well as a director for movies. He has worked in radio since 1935, having worked with Arthur Kudner and Young & Rubicam before becoming v.p. in charge of radio and TV programs for ABC. Since leaving the latter for D-F-S, he has handled all of the agency's TV productions.
MERLE S. JONES, v.p. in charge of stations and general services for CBS-TV, previously served as gen. mgr. of two CBS O&O's, KNX-radio and KTLA-TV in Los Angeles. In addition he was head of the Columbia Pacific Network. At present he is also charged with responsibility for CBS owned TV stations, the dept. handling national spot advertising for a selected list of CBS-TV stations, and the CBS-TV film syndicate. He shuttles between the east and west coasts in the disposition of his duties.

KEN CARTER, gen. mgr. of WAAM-TV (Baltimore) entered the medium about ten years ago as time salesman for a local indie. Later, he assumed the duties of national sales manager, general sales manager, and, when TV was added, he became general sales manager of the combined operation. After his resignation from WBAL, Ken moved to WMAR-TV on special sales assignments. He joined WAAM in October 1949 as local sales manager, and was made general manager in October 1950.

GEORGE FREY, v.p. of network sales for NBC-TV, started as a radio repairman for the network in 1926. After two yrs., he was appointed a contact clerk in the sales dept., subsequently advancing to salesman and network salesman in 1938. Promotions thereafter were: sales service mgr. in 1940; asst. sales mgr. in 1945; eastern sales mgr. in 1946; dir. of network sales in 1947, and in 1949 he was appointed dir. of TV sales for NBC. George has played a key role in NBC's leadership in gross billings for TV.

ALFRED L. HOLLENDER, vice president of Louis G. Cowan, Inc., is a native of the Windy City with a degree from the University of Illinois in engineering and journalism. Following his school days, he joined WJJD (Chicago), serving in various roles. Next, he became program director at WIND. World War II found him serving at Gen. Eisenhower's headquarters with the Psychological Warfare Division. When Cowan formed his own packaging company, Al joined him as a stockholder and vice president.

M. C. WATTERS, vice president and general manager of WCPO and WCPO-TV (Cincinnati), started in radio with NBC following his graduation from Georgetown University. He next became radio director of the Lewis Edwin Ryan agency which he left to become general manager of WHEC (Rochester). Before joining WCPO in 1938, as general manager, he also served with WCHS (Charleston, W. Va.). He was made a vice president two years later and in 1941, a director of the corporation.

ROBERT F. JAMIESON, sales service mgr. for CBS-TV was previously with DuMont Network. Bob has just about run the TV gamut, from selling and installing sets to sales mgr. He made his TV debut in 1939, when he left a job with Loose-Wiles Biscuit Co. to become a TV installer for a Paterson, N. J. appliance store and then went on to DuMont Labs, Inc. to get his break in 1941. He learned the business from different angles and became mgr. of station relations in 1950.
MYRON P. KIRK, v.p. and executive director of radio and TV at the Kudner Agency, Inc., came to his present post through experience in the banking, brokerage, agency, theatre, and movie business. From 1933 to 1941 he was in Hollywood as a v.p. of United Artists. Kirk has been one of the inspirational personalities behind Milton Berle's "Texaco Star Theatre." He joined the Kudner agency in 1941 as director of radio and later became v.p. in charge of radio and television.

WALTER COMPTON, gen. mgr. of WTTG, Washington, D. C., entered radio in 1935 with WDBJ, Roanoke. The next few yrs, saw him at WCSC, Charleston; WIS, Columbia; and at Greenville as program dir. of WFEC. Walter moved to WOL (D. C.), where he was White House announcer for WOL and Mutual. In 1939 he originated "Double Or Nothing," first of the quiz shows. He left WOL and Mutual in 1945 to study TV, and later originated the first daily TV news program. He was appointed gen. mgr. of WTTG in 1948.

LYLE DeMOSS, program director of WOW-AM, Omaha, Neb., started his career as an announcer and singer in 1923 on the Anthony, Kansas, experimental station 9DXH. In 1926 he joined the staff of KGBZ, York, Neb., and later while attending the University of Nebraska at Lincoln, Lyle began his broadcast chores at KFAB, WOW his next stop where he became production manager in 1937. His early start in radio makes him an honored member of the Radio Pioneers. Lyle is married and has two sons.

GEORGE CRANSTON, mgr. of WBAP, AM-FM-TV, Fort Worth, was born in Edinburgh, Scotland, Sixteen when he landed in Canada, George attended the Univ. of Manitoba. He served in World War I and then studied concert singing. Returning to Canada he participated in one of the first radio programs in Nov. 1919. Next he went to Chicago and free-lanced around WLS, WEBH, and WGN. In 1928 he joined CKY, Winnipeg as dir., producer, and writer. He moved to Texas to become mgr. of WBAP in 1930.

WALTER CRAIG, v.p. in charge of radio and TV at Benton & Bowles, Inc., was born in St. Louis and has been in show business since childhood. In 1930 he moved from the stage and became program dir. of World Bcast. System. Later he headed his own production firm but a forced retirement sent him to Bucks County, Pa., for two years of Guernsey cattle raising. He returned as program dir. of WMCA, N. Y., and in Nov., 1942, joined Benton & Bowles. At present he is handling many of the agency's top shows.

ANDREW V. CHRISTIAN, TV producer with McCann-Erickson, Chicago, broke into radio at WGY (Schenectady), as writer, actor and director while attending Union College. Then came years in Summer stock, Broadway productions and network radio shows, interrupted by service in WW II. Directly after, he went to CBS-TV (Chicago), as writer-producer-director. In 1950, he joined McCann-Erickson. For the 1951 campaign of the Community Fund of Chicago, Andy produced a 2-hr. TV show on 3 stations.
ROBERT W. KELLY, dir. of radio and TV for J. D. Tarcher Advertising Agency, has a sound business background to equip him for his specialty of TV spot commercials. Aside from McKesson and Robbins-sponsored "Date With Judy," all broadcasting activities supervised by Bob have to do with spots, for such leading advertisers as Benrus Watch Co., Persona Blades, White Rose Tea, and others. Prior to joining Tarcher, Bob was serving as executive for a major oil company. He is a New England native.

DON L. KEARNEY, national mgr. for ABC-TV Spot Sales, was formerly head of the co-operative program sales dept. of the Mutual Broadcasting System. In addition to the primary task of selling the basic concept of spot TV, Don's duties include the assembling of a library of outstanding film programs and station-produced live programs available for sponsorship by national advertisers. In 1949 Don had the distinction of being the only station representative to address an ANA convention.

STEVENS P. JACKSON, dir. of TV at William Warren, Jackson and Delaney, first broke into the advertising field when he joined Benton & Bowles Agency after being educated at Duke. He next became an account executive for WHN, N. Y., and then in the same capacity for WMCA, N. Y., following which he saw service in the Coast Artillery Corps. At war's end, he returned to his old post at WMCA, and a year later joined the William Warren Agency as an account exec. and soon became a partner and dir. of TV.

CHARLES E. RYND, chairman of the board of the Audio-Video Products Corporation and its subsidiaries, Audio-Video Recording Company, Inc. and A-V Tape Libraries, Inc. From 1935 to 1942, Charlie was with NBC in sales and traffic. Moving to ABC as sales service manager, he later became vice president and assistant secretary of the company. Being interested in delayed broadcasts through tape, he formed Audio-Video in 1948 when he left the network field to become president of the organization.

JOHN S. DAVIDSON, v.p. and dir. of radio and TV for Fletcher D. Richards, Inc., is a New York native and a Yale graduate. He entered the radio business in sales and programming at NBC in 1926. Before that he had been with Judge and the Selznick Motion Picture Co. In 1931 Jack went with Ruthrauff & Ryan. Three years later found him associated with Young & Rubicam. Two years with J. M. Mathes followed Y&R and preceded a short stint with Federal Advertising Agency. He joined Richards in 1947.

GEORGE FOLEY, president of Foley and Gordon, Inc., TV production firm, has an agency background, which has proved invaluable in helping him develop programs which can effectively be used in merchandising campaigns. Foley was public relations dir. for Newell-Emmett before taking over the reins at Cecil and Presbrey's TV dept. Biggest of the Foley properties at present is "Tales of Tomorrow" on ABC-TV. First of the adult science fiction shows, it is already being widely imitated by other producers.
THOMAS B. McFADDEN, general manager of NBC-TV's owned and operated KNBH (Hollywood), started at the bottom in network, taking a job as a page in 1934. He has held since that time various positions: news writer in the net's N. Y. newsroom, news broadcaster at WGY (Schenectady) and WRC (Washington), director of news and special events for NEC, assistant manager and later manager of WNBC and WNBT (New York). During World War II, he served first with Naval Intelligence and later with the Army.

JOHN McCORMICK, general manager of WTAM-WNBK (Cleveland), started in the industry as an announcer for WGES (now WINN, New York) in 1929. Next step was WKRC (Cincinnati) in 1934 as manager. Two years later, he was named manager of WCCO (Minneapolis). In 1940 he came to Chicago in NBC network sales. From February 1945 to May 1946, he was radio director for the Republican National Committee, at which time he returned to NBC sales in Chicago. He assumed his present post in 1948.

PHILIP G. LASKY, exec. v.p. and gen. mgr. of KPIX television and KSFO, San Francisco, was a "ham" operator as a boy and later became a shipboard wireless operator. After a short time as a reporter on the Denver Post, he worked briefly at KFEL and KLX, Denver, KDYL, Salt Lake City, and in 1935 became manager of KSFO (then KTAB). 1940 he became a partner in KROW, Oakland, which he directed until it was sold in 1945. He returned to the management of KSFO and in 1947 took over its TV outlet KPIX.

CARL KING, v.p. of Sterling Television Co., was born in St. Louis and studied at the Univ. of Chattanooga, followed by a semester of law at Georgetown. His radio career was a well rounded one, including stints as newscaster, disc jockey and executive in many cities throughout the country. Since 1949 Carl has worked exclusively in television and films. At Sterling he has his hands full with production and management details, but finds time to star in his own show, "King Crossroads."

GAINES KELLEY, gen. mgr. of WFMY-FM and WFMY-TV since the station first went on the air in March, 1948, was born in Birmingham, Ala. and attended the Birmingham Y.M.C.A School of Technology. He was associated with the Progressive Farmer, the South's biggest farm journal for 21 years and from 1932 to 1948 he was classified advertising mgr. of the Greensboro Daily News and the Greensboro Record, owners of WFMY operations. He is a past president of the local Lions Club.

H. PIERSON MAPES, radio and TV dir. of the Hutchins Adv. Co., Inc. N. Y., came to TV via the adv. and merchandising field. He first joined the May Radio and TV Corp. in 1930, and in 1933 had risen to the position of sales promo. and merchandising mgr. In 1935 he moved from May organization to the Hutchins Agy. where he handles the Philco TV Playhouse on NBC-TV. Pierson is charged with the responsibility of supervising Philco's TV programming, also taking part in Co.'s policies.
GAYLE V. GRUBB, v.p. and managing director of WJBK, Detroit, started with KFAB, Lincoln, Neb., where he was most everything from song writer to mom. Later he joined WKY, Oklahoma City, as g.m. and built that station into one of the top in the country. Gayle was also associated with KGO and KGO-TV, San Francisco, Calif. During his student days at Nebraska University, Gayle was getting his future to a successful career by editing his college paper, writing stories and cartoons.

WILLIAM VON ZEHLE, is head of the advertising firm bearing his name, owner of Package Shows, Inc., and producer of DuMont’s “It’s In The Bag.” In the past he was associated with WNEW, WHN and WINS, and was a radio director in Hollywood for M. C. A. Bill has been most everything from a sailor to a salesman. Bill’s father was a baron and his mother the niece of Lord Lister, of antiseptic fame. Despite this background Bill has a shirt sleeved attitude toward his work and life.

WILLIAM C. SWARTLEY, station manager of the Westinghouse Radio Stations in New England, got started in radio with the parent organization following his graduation from Cornell University. After several administrative posts, Bill became manager of the Westinghouse outlets in Ft. Wayne (WOWO and WGL). In 1940, he was named station manager of WBZ and WBZ (Boston). Army service came next and then he returned to New England. His work today includes both radio and TV.

FREDERICK A. LONG, dir. of radio and TV at Geyer, Newell & Ganger, Inc., joined the agency in 1946 as radio production mgr. and later became asst. dir. of the department. After starting in radio in 1927 he produced and directed on all the national nets; served as program dir. in Washington for CBS, was head of radio for Lord & Thomas in Chicago, served, during World War II, as dir. of U. S. radio activities, and until 1945 was account exec. and motion picture and TV dept. head with BBDO.

WILSON M. TUTTLE, v.p. and dir. of radio and TV at Ruthrauff & Ryan, Inc., is charged with the responsibility of presenting the new Dodge-ANTA half on ABC, and new College Bowl series. TuttIe started as an actor-writer-director in the theatre. In 1936 he joined WOR as a staff director and remaining with the station until 1939. He then went to R. & R. and 3 years later joined A. & S. Lyons. Returning to R. & R., he was elected to his present post in 1946.

KENNETH W. STOWMANN, TV sales mgr. of WFIL-TV, Phila., is a veteran of 25 years in the broadcasting field. He joined WFIL staff in 1945 as assistant to the gen. mgr., following 3½ years with the U. S. Navy. Before assuming his present position in 1948, Ken directed WFIL-TV operations for more than a year. While in the service he was a lieutenant on the staff of Rear Admiral C. E. Rosen-
HY M. STEED, mgr. of WLAV, AM-FM-TV, Grand Rapids, Mich., deserted a law career in Illinois before joining the Army in 1917. Soon after his enlistment he became a leader of the 54th Field Artillery Band. Following the war Hy toured the U. S. and Canada with a group from his military band. He left show business flat for radio at WWJ, Detroit, and has been in radio ever since, taking on executive duties in 1929 with WMBC. In 1940 Hy moved across the state to become mgr. of WLAV.

R. G. WINNIE, station mgr. of WTMJ and WTMJ-TV, The Milwaukee Journal stations, has been with the stations for 23 years. Starting as an announcer in 1929, after graduation from the U. of Wisconsin, he broadcast play-by-play sports and kept it up for 18 years. During this time Russ advanced from job to job with WTMJ, finally becoming asst. mgr., and then station manager in 1946. At this time Russ retired from on-the-air work in order to devote his entire time to station management.

NAT WOLFF, v.p. in charge of radio-TV production at Young & Rubicam was head of all radio on the West Coast for the OWI during World War II, and later organized the New York office and remained there for the duration. After the war he joined MGM as an executive but soon returned to radio where he became a top-flight writer as well as producer-director. In the latter capacity, he joined the team of Ronald and Benita Colman and Don Quinn in "The Halls of Ivy." He joined Y & R in 1951.

FRANKLIN SNYDER, v.p. and station mgr. of WXEL, Cleveland, O., joined the Jones & Laughlin Steel Corp. after graduation from the Carnegie Institute of Technology. In 1938 Frank and several of his friends formed the Quality Laboratories. This organization lasted five years and Frank went on to the Dravo Corp., and in 1944 transferred to the Magnetic Metals Co. Resigning from Magnetic Metal in 1949, he helped construct and organize WXEL and finally assumed active management.

CLINTON F. WHEELER, JR., director of radio and TV for Hewitt, Ogilvy, Benson and Mather, started by doing public relations for WGN, Chicago. Prior to the war he spent two years with KFRC, ABC affiliate, as announcer, producer-director and newscaster. Following this he embarked on a 3½-year tour of duty in the radio intelligence division of the U. S. Coast Guard. Before joining Hob&M, Clint was a member of the TV account service department of B. B. D. & O.

SYLVESTER L. WEAVER, v.p. in charge of TV for NBC, came to the Web from Y & R, where he was v.p. in charge of Radio and TV. His career started with writing advertising copy in Los Angeles, and turning to radio program production with CBS-Don Lee Web. Before joining Y & R in 1938 he was program mgr. of KFRC, San Francisco. During the war Pat served with the Office of Coordinator of Inter-American Affairs, then as commander of an escort ship in the South Atlantic’s "Torpedo Junction."
WILLIAM L. WEDDELL, v.p. in charge of radio and TV of Leo Burnett Co., Inc., with headquarters in Chicago, has been in the broadcasting field since graduation from the University of Chicago. He was with NBC, Chicago, as sales promotion mgr. and went on to Ervin Wasey & Co. to become radio director. Before joining Leo Burnett Agency, in 1946, he returned to NBC. Among outstanding TV programs handled by Burnett are "Say It With Acting," "Smiling Ed McConnell" for the Brown Shoe Co.

READ HAMILTON WIGHT, dir. of radio and TV with J. M. Mathes, Inc., is a Harvard grad and got his first business experience with Procter & Gamble in the advertising dept. in Cincinnati. Read followed with positions as radio dir. for H. W. Kaster and Sons, Chicago; v.p. and Chicago mgr. of the World Besty System; manager of Chicago and Midwest radio department for the William Morris Agency and from 1946-1948 he was with ABC as executive producer of the "Paul Whiteman Record Club," and "Stop the Music."

WILLIAM PAUL WARWICK, radio and TV director for Warwick and Legler, Inc., was associated with ABC and NBC-TV. Bill joined the agency two years ago and is currently producer-director for the Pabst Blue Ribbon Bouts, supervisor of "The Plainclothes Man," and the Hoffman Beverages "Children's Hour." In handling the Pabst bouts, Bill set up the first network sports telecasts from St. Louis, Detroit, and San Francisco. In connection with the work Bill has traveled some 200,000 miles.

JAMES LEONARD, gen. mgr. of WLW-C, Columbus, O., started in radio as announcer, producer, and sportscaster for the Univ. of Florida's station WRUF, in 1934. Two years after his graduation he joined the staff of WLW in Columbus. Jim became one of the station's outstanding stars and in 1944 accepted the position of program director for WSAI, Cincinnati, which served to prepare him for his promotion to gen. mgr. of WLW-C in 1949. Columbus's first TV station has paid off under his command.

NATHAN LORD, v.p. and gen. mgr. of WAVE and WAVE-TV, Louisville, Ky., is a native of Louisville, returning in 1920 after a sojourn in Alberta, Canada. He became a reporter for the Post and The Courier-Journal and eight years later left the newspaper as day city editor to become advertising mgr. of the Girdler Corp. In 1933 he went with the Herald Post and in the same year became v.p. and gen. mgr. of WAVE, Inc. WRXW, FM outlet was added in 1947 and WAVE-TV on Nov. 24, 1948.

E. R. VADEBONCOEUR, v.p. and gen. mgr. of Central N. Y. Broadcasting Corp., operators of WSYR, AM-FM-TV, Syracuse, is forced to give up the daily news program which he has broadcast for the past twelve years, because of duties in running 3 mediums. His news covered some of history's most important events including broadcasts from New Guinea and the Pacific, as well as from Europe. He took over the news stint two weeks before Hitler invaded. Previously he had handled promotion for WSYR.
HERBERT B. WEST, head of the TV department at BBDO, is a graduate of Birmingham-Southern College in Alabama, his native state. He began his career with the William Wrigley Co. on a sales promotion crew and from there, joined BBDO. Sixteen years have passed since he joined the agency and he has served as a copywriter, radio account executive and account executive. His work today includes the supervision of some 50 TV accounts, and in addition he has also authored numerous trade articles.

NICHOLAS E. KEESELEY, v.p. in charge of radio and TV for Lennen & Mitchell, Inc. Agency, was born in Philadelphia and took his first agency job with N. W. Ayer & Son back in 1928. In 1943 he became CBS program sales head, later he opened his own artist agency. Joining Lennen & Mitchell, Keeelsey was instrumental in setting up the agency’s TV dept. He has had a hand in the production of the Old Gold Amateur Hour, "Stop the Music," the Tidewater Oil news program and many others.

H. P. LASKER, gen. mgr. of WLW-D, Dayton, O., was born and educated in Europe. Experience gained in transportation advertising while in France and England helped him to land his first U. S. job in that field at WLW. He held that post for ten years before being named sales mgr. for the TV outlet in Dayton. A little over two years ago he was appointed to his present position. Pete is a devotee of sports and is a leader at many staff parties on the skating rinks, swimming pools and tennis courts.

U. A. LATHAM, gen. mgr. of WKRC-TV, Cincinnati, O., has been in TV since 1949. He has made WKRC his home for the past 15 years after leaving the sales end of automobile distribution. Having sold the mgr. of WKRC some quick automobiles, he was immediately hired for the station and in 1941 rose to the position of local sales manager. Gen. sales mgr. of the AM outlet was his next jump and in 1949 he was appointed gen. sales mgr. for WKRC-TV. One year later he was named mgr. of the station.

LINUS TRAVERS, executive v.p. and gen. mgr. of the Yankee Network, is also a "member of the board" of Mutual. While still a senior in college he joined W E A N, Providence, when shortly after he was transferred to WNAC, Boston. His career progressed when he became production chief, and later v.p. in charge of sales and production. In 1943 he was elected executive v.p. and member of the board of the Yankee Network. He is known as one of the best informed men in the radio-TV industry.

C. ROBERT THOMPSON, general manager of WBEN (AM-FM-TV), Buffalo, got his first job in radio with WAIU (Columbus) as a singer in 1925. Announcing at WCAO (Baltimore) followed in 1928. In 1931, he and Cliff Harris, leased WTBO (Cumberland, Md.) and became co-manager. In 1932, he went back to Columbus with KCAH and later to WCOL. Bob went to Buffalo in 1938 with WEBR and then to WBEN in 1942. In 1944, he became manager of WBEN and in 1950, general manager.
LEWIS H. TITTERTON, head of the radio and TV departments of Compton Advertising, Inc., has degrees from both Cambridge University and Harvard. Starting in journalism, he was assistant editor of the Atlantic Monthly in 1925 and a year later went to the Macmillan Company. He joined NBC in 1932 as a script editor and served with that network until 1944 when he joined Compton as director of radio. Later, he was named vice president in charge of radio and television.

CHARLES de YOUNG THIERIOT, gen. mgr. of KRON-FM and KRON-TV (San Francisco), was educated in France and Switzerland before coming to this country, where he got his degree from Princeton. He started out thereafter with the San Francisco Chronicle, which he left to serve in the Navy in World War II. In 1947, established his own FM operation and two years later TV. In addition to his radio positions, he is also assistant general manager of the Chronicle and director of Chronicle Publishing.

SARKES TARZIAN, president of WTTS and WTTV (Bloomington, Ind.), is a graduate of the University of Pennsylvania with an electrical engineering degree. After Penn, he went to Atwater Kent and later to RCA. World War II found him in charge of the latter’s Bloomington plant, which he left to serve in the Navy. With his discharge, he started business for himself and today, he owns plants in Pennsylvania, New Jersey and Illinois, producing tubes, tuners and selenium rectifiers.

ROBERT D. SWEZEY, general manager of WDSU (AM-FM-TV), New Orleans, is best known throughout the industry for his efforts in behalf of the NARAS- TV code, recently enacted. Actually, Bob started out as a lawyer, getting his degree from Harvard. Entering radio, he became general counsel and secretary of the Blue network from 1942 to 1944, when he left to join Mutual as vice president and general manager. In New York Bob is remembered as a past president of the Radio Execs Club.

P. A. SUGG, vice president of the WKY Radio- phone Company and manager of WKY and WK Y-T.V. (Oklahoma City) entered commercial radio with KPO (San Francisco) in 1929. After two years, he moved to NBC as control supervisor in charge of technical network operations. Service in the Navy during World War II interrupted his career, however, following discharge in 1945, he became manager of WKY. Preparations for television followed and on June 6, 1949, WKY-TV, under Sugg’s guidance, was opened.

THEODORE C. STREIBERT, president of WOR (New York), has not only brought WOR and WOR-TV into a preeminent position in New York, and also was instrumental in the founding of the Mutual network. Prior to joining WOR in 1933, he was associated with RKO and Cinema Credits Corporation. Moving up the ladder rapidly, Ted became a member of the station board of directors in 1935, executive vice president and general manager one year later and president in 1945.
Los Angeles, Calif.

Bentel, George
6006 Sunset Blvd. GRanite 8608

Bergerman—Breacher Agency
9629 Brighton Way, B. H. CRestview 6-3196

Bloom, Phil, Agency
8306 Sunset Blvd. CRestview 4-6064

Elwood, Maren, Agency
4949 Hollywood Blvd. OLympic 4786

Famous Artists Corp.
9441 Wilshire Blvd. CRestview 1-5222

French, Samuel, Inc.
7033 Sunset Blvd. HEmpstead 3146

Goldstone, Nat C.
9121 Sunset Blvd. CRestview 6-1071

Irvin, Lou
9134 Sunset Blvd. CRestview 1-7131

Kohner, Paul, Inc.
1910 Sunset Blvd. (46) CRestview 1-5165

Lichtig & Englander
8776 Sunset Blvd. CRestview 1-2141

Literary Corp. of America
915 N. La Cienega Blvd. (46) CRestview 5-7494

Morris, William, Agency
202 N. Canon Dr., Beverly Hills CRestview 1-6161

Music Corp. of America
9370 Santa Monica Blvd., B. H. CRestview 6-2001

Orsatti & Co.
300 S. Beverly Dr. CRestview 6-6241

Preminger, The Ingo, Agency
204 S. Beverly Dr., B. H. CRestview 6-8775

Ring, S. E.
1654 Cherokee GRanite 6412

Small Co., The
441 S. Beverly Dr., B. H. CRestview 5-5321

Small, Paul
8747 Sunset Blvd. (46) CRestview 1-5246

Swanson, H. N., Inc.
8523 Sunset Blvd. CRestview 15115

New York, N. Y.

American Play Co.
523 Fifth Ave. MUrrey Hill 2-0156

Bartsch, Hans
523 Fifth Ave. MUrrey Hill 2-0156

Brandt & Brandt
191 Park Ave. MUrrey Hill 3-5890

Brown, Curtis, Ltd.
347 Madison Ave. MUrrey Hill 6-6170

Century Play Co., Inc.
523 Fifth Ave. MUrrey Hill 2-0145

Fishbein, Frieda
11 W. 42nd St. LOngacre 5-1379

French, Samuel
25 W. 45th St. LUXemburg 2-4700

Hayward, Leland, Ltd.
250 W. 57th St. JUdson 6-2580

International Literary Bureau, Inc.
11 W. 42nd St. LOngacre 4-5576

King, Eleanor
19 W. 44th St. MUrrey Hill 2-6390

Leonard, Claire & Carl Cowl
516 Fifth Ave. MUrrey Hill 7-6782

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

Matson, Harold
30 Rockefeller Plaza Circle 6-2750

Morris, William, Agency, Inc.
1279 Ave. of the Americas Circle 7-2160

National Artists Bureau
156 W. 44th St. LUXemburg 2-3450

Paige, Ethel
Rm. 605, Hotel Edison 228 W. 47th St. CIRCLE 6-5000

Pauker, Dr. Edmond
1639 Broadway COLUMbus 5-1726

Reynolds, Paul R. & Son
599 Fifth Ave. MUrrey Hill 8-4767

Salisbury, Leah
234 W. 44th St. LACKawanna 4-8628

Taylor, Ethel C.
55 W. 55th St. CIRCLE 5-8620

Writers Workshop, Inc.
280 Madison Ave. LExington 2-9873

1140
### MANAGERS AND AGENTS

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

<table>
<thead>
<tr>
<th>NEW YORK</th>
<th>NEW YORK</th>
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<tbody>
<tr>
<td>Affiliated Artists</td>
<td>20 East 53rd St.</td>
</tr>
<tr>
<td>Alexander, Willard, Inc.</td>
<td>30 Rockefeller Plaza</td>
</tr>
<tr>
<td>All America Artists, Inc.</td>
<td>1819 Broadway</td>
</tr>
<tr>
<td>Appell, James S.</td>
<td>400 Madison Ave.</td>
</tr>
<tr>
<td>Ashley, Ted</td>
<td>545 Fifth Ave.</td>
</tr>
<tr>
<td>Becker, V. S., Advertising Service</td>
<td>595 Fifth Ave.</td>
</tr>
<tr>
<td>Bestry, Harry</td>
<td>254 W. 54th St.</td>
</tr>
<tr>
<td>Briscoe &amp; Goldsmith, Inc.</td>
<td>525 Fifth Ave.</td>
</tr>
<tr>
<td>Brooks, Ted</td>
<td>134 East 57th St.</td>
</tr>
<tr>
<td>Chase, E. &amp; R. Co. Inc.</td>
<td>424 Madison Ave.</td>
</tr>
<tr>
<td>Coe, Roberts Associates</td>
<td>500 Madison Ave.</td>
</tr>
<tr>
<td>Collins, Ted</td>
<td>1819 Broadway</td>
</tr>
<tr>
<td>Columbia Artists Management, Inc.</td>
<td>113 West 57th St.</td>
</tr>
<tr>
<td>Consolidated Radio Artists, Inc.</td>
<td>30 Rockefeller Plaza</td>
</tr>
<tr>
<td>Cooper, Frank Associates</td>
<td>521 Fifth Ave.</td>
</tr>
<tr>
<td>DeGroot, Roy Consultants, Inc.</td>
<td>531 Fifth Ave.</td>
</tr>
<tr>
<td>Ebbin, Milton</td>
<td>1270 Sixth Ave.</td>
</tr>
<tr>
<td>Evans &amp; Weinhold</td>
<td>1115 West 57th St.</td>
</tr>
<tr>
<td>Fadiman Associates, Ltd.</td>
<td>1501 Broadway</td>
</tr>
<tr>
<td>Famous Artists Corp. of N.Y.</td>
<td>510 Fifth Ave.</td>
</tr>
<tr>
<td>Fanthom &amp; Marco, Inc.</td>
<td>1501 Broadway</td>
</tr>
<tr>
<td>Herman Fialkoff Agency</td>
<td>1560 B’way</td>
</tr>
<tr>
<td>Frederick Bros. Agency, Inc.</td>
<td>87 W. 44th St.</td>
</tr>
<tr>
<td>Gabbe, Lutz &amp; Heller</td>
<td>1619 B’way</td>
</tr>
<tr>
<td>Gale, Inc.</td>
<td>48 West 48th St.</td>
</tr>
<tr>
<td>General Artists Corp.</td>
<td>1270 Sixth Ave.</td>
</tr>
<tr>
<td>Getts, Clark H.</td>
<td>430 Park Ave.</td>
</tr>
<tr>
<td>Gibbs, John E., &amp; Co.</td>
<td>30 Rockefeller Plaza</td>
</tr>
<tr>
<td>Glaser, Joe, Inc.</td>
<td>745 Madison Ave.</td>
</tr>
<tr>
<td>Goodman, Martin</td>
<td>3445 Madison Ave.</td>
</tr>
<tr>
<td>Warwick Hotel</td>
<td>Circle 7-3025</td>
</tr>
<tr>
<td>Greshler, Abner J.</td>
<td>1270 Sixth Ave.</td>
</tr>
<tr>
<td>Grossman, Al</td>
<td>1270 Sixth Ave.</td>
</tr>
<tr>
<td>Haensel &amp; Jones</td>
<td>113 West 57th St.</td>
</tr>
<tr>
<td>Hahlo, Sylvia</td>
<td>711 Fifth Ave.</td>
</tr>
</tbody>
</table>

### New York City Addresses

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Telephone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hanna, Mark</td>
<td>654 Madison Ave.</td>
<td>Teleton 8-8730</td>
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<tr>
<td>Haywood, Leland, Ltd.</td>
<td>250 W. 57th St.</td>
<td>Judson 6-2580</td>
</tr>
<tr>
<td>Hurlock Attractions, Inc.</td>
<td>711 Fifth Ave.</td>
<td>Murray Hill 9-6000</td>
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<tr>
<td>International Artists Corp.</td>
<td>420 Madison Ave.</td>
<td>Plaza 9-7490</td>
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<tr>
<td>Karn, Estella H.</td>
<td>49 West 45th St.</td>
<td>Luxembourg 2-1770</td>
</tr>
<tr>
<td>Sonny Kendis, Inc.</td>
<td>1776 B’way</td>
<td>Plaza 7-2070</td>
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<tr>
<td>Kerr, Bob</td>
<td>1270 Sixth Ave.</td>
<td>Columbia 5-8051</td>
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<tr>
<td>Leddy, Mark J.</td>
<td>48 West 48th St.</td>
<td>Plaza 7-3760</td>
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<tr>
<td>Lengel, William C. Literary Associates</td>
<td>67 West 44th St.</td>
<td>Murray Hill 2-3606</td>
</tr>
<tr>
<td>Lipset, Benjamin B.</td>
<td>1350 Broadway</td>
<td>Chickering 4-2466</td>
</tr>
<tr>
<td>Leipziger, Syd</td>
<td>730 Fifth Ave.</td>
<td>Circle 7-5980</td>
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<tr>
<td>Management Corp. of America</td>
<td>598 Madison Ave.</td>
<td>Plaza 9-7500</td>
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<tr>
<td>William McCaffrey Agency</td>
<td>501 Madison Ave.</td>
<td>Eldorado 5-1076</td>
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<td>Metro Artist Bureau</td>
<td>730 Fifth Ave.</td>
<td>Circle 6-8470</td>
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<tr>
<td>Michaud, Arthur T.</td>
<td>1619 Broadway</td>
<td>Circle 7-2900</td>
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<td>Mindling, Louis A.</td>
<td>113 West 57th St.</td>
<td>Circle 5-5370</td>
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<td>Morris, William Agency, Inc.</td>
<td>1270 Sixth Ave.</td>
<td>Circle 7-2160</td>
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<td>Morrow, Marjorie</td>
<td>1501 Broadway</td>
<td>Chickering 4-0644</td>
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<tr>
<td>Moses, John H.</td>
<td>730 Fifth Ave.</td>
<td>Circle 6-2677</td>
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<tr>
<td>Music Corp. of America</td>
<td>598 Madison Ave.</td>
<td>Plaza 9-7500</td>
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<tr>
<td>National Concert &amp; Artists Corp.</td>
<td>711 Fifth Ave.</td>
<td>Plaza 9-6000</td>
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<td>National Radio &amp; Theatrical Bureau</td>
<td>1650 Broadway</td>
<td>Judson 6-3550</td>
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<tr>
<td>North, Meyer B.</td>
<td>1564 Broadway</td>
<td>Plaza 7-3445</td>
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<td>O’Connor, John</td>
<td>1697 Broadway</td>
<td>Circle 5-4920</td>
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<tr>
<td>Okun, Lillian</td>
<td>2 West 57th St.</td>
<td>Tralakzer 7-8916</td>
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<tr>
<td>Peed, Earl S.</td>
<td>270 Park Ave.</td>
<td>Plaza 8-3161</td>
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<tr>
<td>Pratt, Ben</td>
<td>225 East 50th St.</td>
<td>Plaza 8-0593</td>
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<td>Richard, Max</td>
<td>1776 Broadway</td>
<td>Plaza 7-6414</td>
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<tr>
<td>Roberts, Bob Levitt</td>
<td>306 Seventh Ave.</td>
<td>Judson 6-0026</td>
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<td>Roberts, Kay</td>
<td>420 Madison Ave.</td>
<td>Plaza 9-7490</td>
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<td>Shurr, Louis</td>
<td>1501 Broadway</td>
<td>Chickering 4-8340</td>
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<td>Simon, Arthur</td>
<td>420 Madison Ave.</td>
<td>Plaza 9-7490</td>
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<td>Soubaine, Henry, Inc.</td>
<td>30 Rockefeller Plaza</td>
<td>Circle 7-5666</td>
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<td>Special Attractions, Inc.</td>
<td>48 West 48th St.</td>
<td>Plaza 7-3380</td>
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<td>Stanley, Aileen</td>
<td>1619 Broadway</td>
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<td>Stark, Wilbur</td>
<td>551 Fifth Ave.</td>
<td>Murray Hill 7-6320</td>
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<tr>
<td>Storer, Douglas F.</td>
<td>1270 Sixth Ave.</td>
<td>Circle 7-6325</td>
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<tr>
<td>Vallone, Mike</td>
<td>1270 Sixth Ave.</td>
<td>Circle 7-0162</td>
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</tbody>
</table>

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FILMS’ PLACE IN TELEVISION

By GEORGE T. SHUPERT, Vice President, Peerless Television Productions, Inc.

NOT so long ago television producers were divided into two camps—those who felt films would play an important role in television and those who felt that all television programs must be live. Today, several years later and with the wisdom born of experience, the dividing line between the two factions is barely perceptible. Both have learned that neither live nor filmed programs offer the complete answer to every program need. Each has its place and each complements the other to make up a well balanced television program.

The scope of a live television program is limited, and like the legitimate theatre, it often suffers from shortness of reach in its story telling department. The theatre can overcome this lack of scope by the personal magnetism of the actors who appear on the stage almost within arms reach of the audience. Live television, however, cannot thus compensate for its weaknesses, for with television, no matter how the picture originates, the end result as it appears in the viewer’s home is a motion picture.

Filmed television programs can be shown time again and always in the same flawless manner without fluffs or accidents which can be most embarrassing to a sponsor. They cost less, too, because original costs can be amortized over many markets. Films are the only sure way that local and regional sponsors can compete with high priced network talent.

The past year has seen a great increase in the use of filmed television programs. During 1951, microwave relays began carrying live television signals from coast to coast, and sponsors discovered that the time differential offered a real stumbling block. The result has been that several national advertisers are again conducting studies to see if they might not do better with film.

I believe that we are just entering a period when many of these advertisers will turn to film to supply the bulk of their program needs. General David Sarnoff’s recent prediction that as much as 75 per cent of all television programs will eventually be on film, may well become a reality by the end of 1952. And when one considers that less than 40% of all television programs are today on film, he begins to realize the magnitude of the task confronting the film producers.

During 1951 there was a great change in the qualitative as well as the quantitative aspect of films for television. While at the beginning of the year, well over a hundred film producers with varying degrees of talent were engaged in television film production, today less than one-third of this number are so engaged; many of these find the going rather difficult. The incompetents, the shoestring producers, and that fringe element that is ever present when it appears that there is a “fast buck” to be made, are falling by the wayside. And the expanding field for television film product is beginning to attract some really competent motion picture producers. They bring to television the production know-how and financial stability which to date has been largely lacking. Perhaps the most encouraging news to those desiring the best in filmed entertainment is the entrance of such successful Hollywood producers as Edward Small.

And feature films are establishing themselves as quality television fare now that better product is being released. Recently we released a group of top features to television stations and advertisers. They are commanding excellent ratings wherever they play. These results again prove that entertaining, well-made films, whether produced directly for television or not, can attract and hold an audience and pay off for the sponsor.

When the freeze on television station construction is lifted, films will be ready and waiting to allow the new television operator to get on the air quickly, economically, and with a program quality impossible to duplicate locally. Films will lessen a station’s dependence on network programs and they may eventually change the entire structure of television networking. Whatever way we look at it, television seems destined to grow and prosper during 1952, and films will continue to solve many knotty program problems.
AUDIOGRAPH STUDIOS, INC.

Complete studio facilities for the production of films for television or industry.

"From a 30 second flash to a complete feature production"

- Complete production staff
- Large sound stage, 25 foot ceiling
- Sets, lighting
- Two dressing rooms

- Sound on film, sprocket tape, 1/4" tape and disc
- Large, comfortable conference rooms
- Two control rooms
- Cutting room

We invite you to use our complete studio facilities for your film productions under your supervision or to engage us to produce the film for you, either in our large studio or on location.

AUDIOGRAPH STUDIOS, INC.

846 Seventh Avenue, New York
"In the heart of the Theatrical Center"

PL. 7-6208
The 16 mm, sound-on-film portable Recording System combines the highest fidelity in 16 mm recording practice with wide flexibility and simplicity of operation. The system is completely portable and is capable of recording either negative or direct positive variable area and variable density sound tracks.

The 16 mm. Film Phonograph unit provides the finest quality in high fidelity re-recording and playback. The unique optical system, giving an unusually narrow reproducing image with high light output, accomplishes a material reduction in photocell hiss—essential for quality reproduction.

The Model F Prime Recording Optical System and Galvanometer is a light modulating unit for recording sound photographically upon standard film. This system requires no special servicing or spare parts (other than recording lamp). Detailed instructions for mounting in your recorder are included.

The 16 mm. Professional Camera is the result of J. A. Maurer research and development in the 16 mm. field. Designed specifically for professional use, it is equipped with precision high-power focusing and the finest view-finder made.

Standard equipment includes: 235° dissolving shutter, automatic fade control, view-finder, sunshade and filter holder, one 400 foot gear-driven film magazine, a 60-cycle 115-volt synchronous motor, one 8-frame handcrank, power cable and a lightweight carrying case.

For additional information, please write us.

J. A. Maurer, Inc.
37-01 31st St., Long Island City 1, N.Y.
Cable Address: JAMAUER
Academy Film Productions, Inc.
123 W. Chestnut St., Chicago 10, Ill.
Phone: M-Chicago 20128
Pres. & Dir. of Pro. ........ Bernard Howard
Services Offered—Producer of films for television—commercial and shows: Complete planning, writing, producing and directing of all kinds of motion pictures; industrial and educational films; animations; TV consultant to agencies.

Acme Telelectronix Div. of NEA Service Inc.
W. 3rd and Lakeside, Cleveland 13, Ohio
Phone: MA 1-7300
Vice-President .................. Meade Monroe
Branch Offices
461 8th Ave., New York, N. Y.
Phone: L-Ongacere 3-5160
Eastern Manager .................. R. W. Johnson
News Bldg., 814 Mission St., San Francisco, Calif.
Phone: G-Arfield 1-4158
Western Manager .............. Sherman Montrose
Tribune Bldg., Chicago, Ill.
Phone: S-Uperior 7-8320
Midwest Manager ............... J. L. Herman
Services Offered—TV package programs, production, news pictures and photos in slides, Telephoto service, TV scripts.

Advance Film Productions, Inc.
729 Seventh Ave., New York 19, N. Y.
Phone: Circle 5-6873
President ..................... Chas. A. Alicheate
Executive Vice-President Chg. of Production .................. Wm. E. Wild
Services Offered—Producer of films for television, commercials and shows: Complete planning, writing and production, fully equipped, Projection theaters, Cutting Rooms, Stock shot library.

A. F. Films, Inc.
1600 Broadway, New York 36, N. Y.
Phone: Circle 7-2850
President ..................... Nicolas Bongard
Director ..................... Rosalind Kossoff
Services Offered — Distribution of short educational films internationally produced. TV films for distribution in U. S. and Canada.

All-Scope Pictures, Inc.
7525 Beverly Blvd., Hollywood 36, Calif.
Phone: WYoming 1128
President ..................... Gordon S. Mitchell
Vice-President .................. C. D. Owens
Secretary-Treasurer ............. L. B. Mitchell
Chairman of Bd .................. G. L. Carrington
Services Offered—Producer of sponsored films education, advertising and TV. Also specialize in one minute and 20 second spot commercials for TV. Have very fine animation department.

Allegro Pictures, Inc.
4024 Radford Ave., Studio City, Calif.
Phone: Sunset 2-1121
Executive Producer ............. William Lava
Business and Sales Manager .... Al Kavelin
Producer-Director ............. Maurice Wright
Producer & Production
Coordinator ..................... Marjorie Morrison
Story Editor ..................... Laura E. Hanson

Allen & Allen Productions
3947 W. 59 Place, Los Angeles 43, Calif.
Phone: AX 3-3314
Directing Mgr ..................... George E. Allen
Services Offered—TV package programs.

Ambassador Films, Inc.
118 W. 57 St., New York 19, N. Y.
Phone: Circle 7-1900
Pres. & Exec. Producer ........ Eugen Sharin
Secretary ..................... Irwin Belken
Story Editor .............. Steven Vas
Director ..................... Leopold Hainisch
Services Offered—Short subjects produced for TV. Exclusive contracts with: Vienna Philharmonic Orchestra, Vienna Choir Boys, La Scala Opera of Milan, Salzburg Marionettes.

American Film Co.
1329 Vine St., Philadelphia 7, Pa.
Phone: WAlnatt 2-1800
Mgr. ......................... Ben Harris
Gen. Sales Mgr .............. Jack H. Harris
Services Offered—We serve 35 and 16mm. film to TV stations, also cutting, editing, and photographing of events of all kinds. We also handle any form of advertising through the American advertising agency headed by Jack H. Harris at the above address.
ACME
35 MM - FILM LABORATORIES - 16 MM

(ASSURED)

Color Prints

- B&W Developing and Printing
- B&W Reversal
- Ink Edge Numbering
- Magnetic Recording Truck for Motion Picture and TV Production
- New Electrical Sound Color Release Printing

Long before Television was a reality, we were experimenting on film techniques for this medium with Don Lee—first T. V. station in America.

HILLSIDE 7471
1161 North Highland Avenue • Hollywood 38, California
American Film Producers
1600 Broadway, New York 19, N. Y.
Phone: Plaza 7-5915
Executive Producers........Robert Gross,
Lawrence A. Glesnes
Editorial Chief...........Lester J. Orlebeck
Script and Creative Chief...David Mathews
Sales Representative........Joseph R. Miller
Services Offered—Sponsored motion picture films and slide films for theatres, television, education, training, etc. Color or black and white; 16 or 35mm.; production and distribution.

Executive Producers Robert Gross, Lawrence A. Glesnes
Editorial Chief Lester J. Orlebeck
Script and Creative Chief David Mathews
Sales Representative Joseph R. Miller

Animation House, Inc.
347 Madison Ave., New York 17, N. Y.
Phone: Murray Hill 2-8184
Sales Director...........Irving Bunnelle
Services Offered—TV Commercials, live action, stop motion, animations, black and white, color, 35mm or 16mm.

Evan J. Anton Productions, Ltd.
514 West 57th St., New York 19, N. Y.
Phone: Circle 6-0118
President..................Evan J. Anton
Vice-Press..................Vera Kay
Services Offered—Producers of industrial and documentary films and slides, TV commercials and spots.

Archer Productions, Inc.
35 W. 53rd St., New York 19, N. Y.
Phone: Judson 6-2690
President..................Ray J. Mauer
Services Offered—TV scripts, package programs, production.

Arena Stars, Inc.
366 N. Camden Drive, Beverly Hills, Calif.
President .................Ralph Wonders
IN TV FILMS

you get more for your money

with

SNADER

DICK TRACY

39 THRILLING HALF-HOURS NOW AVAILABLE

INTRODUCING

"Kid Magic"

39 QUARTER-HOURS

featuring

RALPH BYRD
JOE DEVLIN
LYLE TALBOTT

an exciting world
of fantasy for
kids under 90!

Washington Spotlight

A NEW QUARTER-HOUR EPISODE RELEASED EVERY WEEK!

At Last, a WESTERN DRAMA that's really different!

Boothill

39 THRILLING
HALF HOURS READY THIS FALL!

Unusual adult stories with a psychological

twist... based on the characters buried in

the famous Boothill Cemetery in Phoenix,

Arizona.

This Is The Story

78 QUARTER-HOURS NOW AVAILABLE!

ED PRENTISS, America's
greatest story teller....
offers true and unusual
tales, each with a surpris-
gringly different ending!

Alexander Korda

FEATURE FILMS

800 STAR
STUDDED

TELESCRIPTIONS

A complete library of brand-new musical films featuring:

* PEGGY LEE  * LANNY ROSS  * KING COLE TRIO  * GINNY SIMMS  * MEL TORME
* TONI ARDEN  * and more than 100 other stars!

for full details contact

SNADER TELESCRIPTIONS SALES, INC.

MAIN OFFICE: 328 SOUTH BEVERLY DRIVE, BEVERLY HILLS, CALIFORNIA

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229 W. 42nd  59 E. Van Buren  1900 Euclid  735 Spring
Art Reels Co.
510 Cathedral Parkway, New York 22, N. Y.
Phone: MONument 6-2271
Pres., Producer-Director.............Stephen L. Sharff
Sound Department...............Lucille Berkon
Writer..............................Peter Packer
Cameraman..........................Stan Patakowski
Services Offered—Complete TV film production facilities, dramatic and documentary films.

Atlas Film Corp.
1111 S. Blvd., Oak Park, Ill.
Phone: AUSTin 7-8620
Vice-Pres. & Gen. Mgr.............L. P. Mominee
V.P., Chg. Sales..................Edward Schager
V.P., Chg. Adv. & Prom...........Frederick K. Barber
V.P. & Dir. of TV.................Norman C. Lindquist
Services Offered—Production of 16mm. and 35mm. motion pictures and slide films—in color or black and white, with RCA Sound. Experienced creative staff for TV commercials and programs.

Atlas Television Corp.
15 West 4th St., New York, N. Y.
Phone: MU 7-5535
President............................Henry Brown
Services Offered—American and British features; half- and full-hour Westerns; Comedy shorts; one hour comedy programs; an extensive library of comedy and musical vignettes, 3-5 minutes.

Bailey Films, Inc.
6509 De Longpre Ave., Hollywood 28, Calif.
Phone: HILLSIDE 7949
President.........................Albert R. Bailey
Vice-President.....................Delmar F. Hancock
Secretary-Treasurer...............Virginia B. Ryder
Services Offered—Three dimensional animation and live action shorts, educational motion pictures, advertising films, and special television subjects.

Basch Radio & Television Productions
(See Program Producers.)

Bengal Pictures
15108 Plummer, San Fernando, Calif.
Phone: Empire 2-1984
Business Manager..............Phil E. Cantonwine
Story, Narration, Research........Cheri Le Blanch
Narrator............................Perry King
Services Offered—TV pictures made to order. TV subjects for sponsors, rent and outright sale.

Cineffects, Inc.
115 West 45th Street New York 36, N. Y.
Phone: Circle 6-0951-2-3-4

FOREMOST PRODUCERS AID IN THE EAST

and

A Complete Service of Technical and Cartoon Animation

Black and White or Color —— 16 or 35mm

for

Television, Theatrical and Non-Theatrical Productions

SPECIAL EFFECTS

Maps . . . Inserts . . . Art Titles
Slide Films . . . 35mm Kodachrome Duplicates
For the Very Finest in
Motion Picture Programming

Use Commonwealth

Major Company Features
Westerns
Cartoons
Serials
Comedies

Commonwealth Film and Television, Inc.
M. D. Sackett, Pres.
723 Seventh Avenue New York 19, N.Y. Circle 5-6456
William F. Broidy Productions, Inc.
4376 Sunset Drive, Hollywood 27, Calif.
Phone: NOrmandie 2-9181
President .................. William F. Broidy
Vice-President .................. Wesley Barry
Treasurer .................. Earl Revoir
Secretary .................. Barnett Shapiro
Services Offered—We produce films for television. We will film for others supplying our motion-picture trained personnel and know-how, and we package shows.

The Bray Studios Inc.
729 Seventh Ave., New York 19, N. Y.
Phones: Circle 5-4582-3
President .................. J. R. Bray
Vice-Pres. & Secy. .............. Paul A. Bray

Al Buffington Productions
6711 Sunset Blvd., Hollywood 28, Calif.
Phone: HOLlywood 9-8367
Sales & Program Mgr. Albert B. Buffington
Staging Mgr. .............. Milford Capman
Script Editor .............. Donna Kellogg
Services Offered—Live package show, both national and local, AM and TV. Filming of commercial film for TV. Making of radio transcriptions.
These spots before your eyes were produced by

Sarra, Inc.
New York • Chicago
TV FILM PRODUCERS

Calhoun Studios
266 East 78th St., New York 21, N. Y.
Phone: RE 4-8017

Director of Photography............. Brian Calhoun
Producer-Director................. William S. Kent
Sound Engineer...................... Howard Kaiser
Talent and Scripts.................. Robert K. Adams
Art Director......................... Larry Hotcaveg
Film Editor.......................... Lottie Schaler
Sales Manager......................... William Hyer
Public Relations Director........... William Hyer

Services Offered—Aid conditioned, sound-proofed and completely equipped for the production of 16mm and 35mm motion pictures for Television, Industry, Education and Entertainment.

Campus Film Productions
161 Remsen St., Brooklyn 2, N. Y.
Phone: TR 5-6296-7-8

Exec. Pro............................ Nat Campus

Capitol Records, Inc.
Broadcast Division
Sunset and Vine, Hollywood 28, Calif.
Phone: HOLlywood 9-8171
N. Y. Phone: Circle 5-5725

General Manager.............. Clifford E. Ogden
Eastern Representative............ Alvin King
Southern Representative.......... Jack Barton

Sales Manager......................... William Hyer
Public Relations Director......... William Hyer

Services Offered—Producers and distributors of Capitol Transcribed Music Library Services for AM, FM, TV.

Caravel Films, Inc.
730 Fifth Ave., New York 19, N. Y.
Phone: Circle 7-6111

President...................... David I. Pineus

Services Offered—Industrial and TV films to order.

CBS-TV Film Sales
485 Madison Ave., New York 22, N. Y.
Phone: PLaza 5-2000

Vice-Pres. in Charge............. Merle S. Jones
Operations Director.............. Fred J. Hahlstedt

Branch Offices
410 N. Michigan, Chicago, Ill.
Phone: WH 4-6000

Exec. in Charge..................... Charles Reeves
63 S. Main St., Memphis, Tenn.
Phone: 37-5612

Exec. in Charge..................... H. H. Holtshouser

China Film Enterprises of America, Inc.
165 West 46th St., New York 36, N. Y.
Phone: CO 5-4082

President...................... Hsing-Ching Weng
Secretary......................... Virginia Dzung Weng

Seaboard Studios, inc.
157 EAST 69th ST., NEW YORK 21, N.Y.

Seaboard presents

The Largest, Fully-Staffed, Most Completely Equipped

INDEPENDENT SOUND STUDIOS
in Manhattan...

for the production of TV Commercials, Business and Entertainment Films, Sound Slide Films, and Convention Shows and Playlets!

THREE STAGES
10 minutes from Grand Central and Radio City,
15 minutes from Times Square.

Outlines, estimates and names of satisfied agencies and advertisers supplied on request.

SEABOARD STUDIOS, INC.
157 East 69th St., New York 21, N. Y. Phone: REgent 7-9200
Programs Starring
GROUCHO MARX
JACKIE GLEASON
LOUELLA PARSONS
RED SKELTON

"You Bet Your Life"
"Life of Riley"
"My Week in Hollywood"
(Integrated Commercials)

FILMED For TV
(Partial List)

For Agencies
BBD&O
Benton & Bowles
BIOW
Russell Seeds
J. Walter Thompson
Warwick & Legler

For Networks
ABC
CBS
NBC

For Sponsors
Bulova
Chevrolet
DeSoto-Plymouth
Elgin American
Meyenberg Milk Products
Pabst Blue Ribbon Beer
Procter & Gamble
Standard Oil Company

Facilities Available to You:
Fully Equipped Sound Stage
Fully Equipped Editing Rooms
Complete Lighting
Licensed Sound

Filmcraft patented multiple camera and synch control machine (up to 8 cameras)
TV Film Theater: Audience capacity 500
50 X 60 film stage

I. LINDENBAUM, Pres.
Hollywood
8451 Melrose Avenue
WEBster 3-9281

F. H. FODOR, Prod. Super.
New York
Chicago
Cineffects, Inc.
115 W. 45th St., New York 19, N. Y.
Phone: Circle 6-0951
President ..................Nathan Sobel
Secretary-Treasurer ...........Isaac Hecht
Services Offered—Special optical effects, photography of titles, animation, trailers, song reels, slide films, TV presentations in 16 and 35mm. black and white and 16mm. Kodachrome.

Cinematica Films
42-45 160th St., Flushing, N. Y.
Phone: Flushing 8-1935
President ..................George L. George
Services Offered—Industrial, documentary, theatrical and TV films to order.

Cinetel Corp.
119 W. 57th St., New York 19, N. Y.
Phone: JUdson 2-4813
President ..................Ed Woodruff
Services Offered—TV films, westerns.

Cine-Tele Productions
1161 No. Highland Ave., Hollywood 38, Calif.
Phone: Hillside 7475
Executive Producer .............Harry J. Lehman
Secretary ....................Jacques R. Lehman
Cameraman ........................Herman Schopp
Script Writer ........................Betty Doyle

Cine-Colorfilm Labs, Inc.
424 E. 89th St., New York, N. Y.
Phone: Sacramento 2-5837
President ..................Sam Marcus
Services Offered—Creators and producers of slides, slide films, color or black and white. Processing, suppling, 16 and 35mm film—color prints—color transparencies—originals shot or duplicated.

Cinema Service Corp.
106 West End Ave., New York 23, N. Y.
Phone: TR 3-1411
Director ....................Joseph Seiden
Sound Eng. (Chief) ...............M. Dichter
Camera Dept. (Chief) ..................H. H. Seiden
Prod. Supervisor ..................Philip Feld
Electrical Dept. ..................James Pratt
Construction Dept. ..................R. Peterson
Editing Dept. ..................Ruth Gordon
Script Dept. ..................Matilda Blumberg
Sales ..............................M. Gordon
Services Offered—Complete studio with both 35mm and 16mm camera and sound equipment. Also lighting and location facilities.

To Assure BIGGER AUDIENCES
and HAPPIER SPONSORS

“Sign up” these Star Entertainers — now on 16mm Films

LUM 'N' ABNER — SCATTERGOOD BAINES

POST PICTURES
13 Feature Family Package

This series is an assured audience and sales builder. Based on 17 years of proved sales success in radio, with a pre-established, responsive, family audience. Package includes 6 happy, appealing LUM 'N' ABNER features, 6 ever-popular SCATTERGOOD BAINES features and the fast-moving mystery SHADOWS OF THE ORIENT.

For details, write for complete catalog of POST TV features.

Headquarters for the finest motion pictures since 1938

KEEP POSTED WITH . . .

POST PICTURES CORP.
115 W. 45th St., New York 36, N. Y.
WE MEAN BUSINESS . . . AND SO DO OUR FILMS!
YOU SHOULD KNOW ABOUT
ARCHER PRODUCTIONS

We set about building . . . no, creating . . . the kind of film company we felt could do the most good for an advertiser or an advertising agency.

We think we’re on the right track. In three years, we’ve outgrown our premises three times, and have turned out more films than most producers we know of in our particular field.

We’re convinced one reason customers like our operation and our product is that we’re in this business ALL THE WAY . . . body and soul, heart and imagination, skill and facilities. That means something to you, as a buyer of television or industrial films. For instance:

THE PERMANENT, FULL-TIME STAFF of Archer . . . producers, writers, directors, scenic designers, artists, animators, sound and film technicians, studio hands . . . are hand-picked specialists of creditable accomplishment in their respective fields. Here is talent with teamwork, in a capable and permanent unit that doesn’t have to pick up an undue amount of floating, free-lance help to get an important job done.

THE ADVERTISING AGENCY BACKGROUND OF OUR KEY PERSONNEL is coupled with solid experience in television, the stage, radio and music as well as in motion pictures. That means we can speak your language . . . and when the time for talking’s past, we know how to buckle down and produce films that produce for you.

OUR OWN STUDIO is unsurpassed for television film production. Acoustics are excellent, floor space is unobstructed (60’ x 65’) and head-room (25’ ceiling) are ample. Optimum size and modest studio overhead help keep the price of your film where it ought to be.

UP-TO-THE-MINUTE SOUND EQUIPMENT includes both studio installation and portable Fairchild systems. Sound tracks are clean and of high quality.

OUR CREATIVE IMAGINATION . . . disciplined in the advertising arts . . . is a powerful idea machine waiting for you to push the button. We’ve got ideas to share, ideas to spare, ideas from fertile and practical minds for your own special use and profits. If you like, we’ll plan and write forceful TV spots or programs, or industrial films . . . in entirety or in collaboration with your own staff.

OUR OWN ANIMATION DEPARTMENT operates full-time, the year ’round, contains some of the finest talent in the business.

OUR CUSTOMERS include some 35 advertisers of fine reputation. Most are national in scope, but we’re pains-taking with smaller firms, too. In 3 years we’ve turned out 650 films OF VARIOUS LENGTHS and for various purposes.

OUR PRODUCT speaks for itself; we’d rather screen it for you than haul out our press clippings, the awards we’ve won, the letters from happy customers. We’re grateful for past recognition, but want it known that our greatest work is in the future. We’d like the privilege of doing some of it for you.

Archer Productions, Incorporated
Sales Department: 35 West 53 Street, New York 19, N. Y.
Judson 8-2690
1158
Geo. W. Colburn Laboratory
Inc.
164 No. Wacker Dr., Chicago 6, Ill.
Dir. of Prod. Service........Henry Ushijima
Supervising Editor.........Roy Robert Luce
Services Offered—16mm film technical and
laboratory services. Photography, processing,
edge-numbered work prints, editing and con-
forming, sound recording, re-recording, ti-
tling, animation, printing.

Commonwealth Film &
Television, Inc.
723 Seventh Ave., New York 19, N. Y.
Phone: Circle 5-6456
President................Mortimer D. Sackett
Vice-President............Jerome S. Hyams
Treasurer ..................S. Sackett
Secretary ..................A. Goldstein
Services Offered—TV producers and dis-
tributors.

Compagnie Francaise
De Films
73 Champs Elysees, Paris
Phone: Elysees 21-30
President ..................A. Tinchant
TV Advisor ..................Val Williams
Services Offered—Production and packag-
ing of TV shows made in France for agen-
cies and shows.

Consolidated Television Sales
A Division of Consolidated
Television Productions, Inc.
Phone: HOllywood 9-6369
N. Y. Phone: MUrray Hill 6-7543
Chairman of the Board........Norman Chandler
President............................W. B. Clum
National Sales Manager......Peter W. Robeck
Eastern Sales Manager......Halsey V. Barrett
Sales Promotion Manager....John M. Asher
Midwest Representative......Stuart V. Dawson
Services Offered—National distribution and
sale of television films, including films pro-
duced by other companies as well as those
produced in our studios.

Frank Cooper Associates
Agency
7225 Hollywood Blvd., Los Angeles 46, Calif.
Phones: HOllywood 9-3737; HIlside 2297
521 Fifth Ave., New York 17, N. Y.
Phone: VAnderbilt 6-5661-2
Owner ......................Frank Cooper
Services Offered—Personal management of
talent and writers as well as the production
of radio and television shows.

Mr. Producer

If it's sound
in the east
it's Reeves

That's the opinion of hundreds of
producers using Reeves facilities.

REEVES SOUND STUDIOS, INC.
304 EAST 44th STREET • NEW YORK 17, N. Y. • OREGON 9-3550
The Largest Sound Service Organization in the World.
Courneya Productions
1566 North Gordon, Hollywood, Calif.
Phone: Granite 5920
Owner-Producer .............Jerry Courneya
Production Mgr.............James Fleming
Scripts .......................Bob Bennett
Editor (Film) ...............Stuart Frye
Services Offered—Novelty, Sport, Comedy, Short Subjects, Sponsor Tailored Films and Commercials.

Bing Crosby Enterprises, Inc.
9336 Washington Blvd., Culver City, Calif.
Phone: Vermont 8-2174
Dir. of TV Sales .............Charles B. Brown
Services Offered—Package programs, production, TV sales.

Crysta! Pictures, Inc.
1564 Broadway, New York 19, N. Y.
Phone: Plaza 7-5130
President ....................Melvin M. Hirsh
Services Offered—Distributor of features, western, dramas and travelogues. Now in production several packages consisting of groups of half-hour programs in units of 13.

Shamus Culhane Productions
207 East 37th St., New York 16, N. Y.
Phone: Murray Hill 2-8243
President ...............Shamus Culhane
Vice-President ..........Morris Coppersmith
Sec. & Treas..................Maxine Marx
Services Offered—complete production of animated and live-action motion pictures and slide-films. Television commercials and industrial films also in black and white and color. Permanent staff includes producers, directors, animators, editors, creative writers, and production designer.

D. P. M. Productions, Inc.
62 W. 45th St., New York 19, N. Y.
Phone: MU 2-0040
President ..............Dorothy P. Maulsby

De Frenes Co.
1909 Buttonwood St., Philadelphia 30, Pa.
Phone: Rittenhouse 6-1686
Pres., Gen. Mgr ............Joseph De Frenes
Services Offered—Production of 16mm. & 35mm. films, black & white, color.

Depicto Films, Inc.
254 W. 54th St., New York 19, N. Y.
Phone: Columbus 5-7621
Services Offered—Complete commercial and TV film, slidefilm and slide production, including art, writing, visualizing, animation, location and studio shooting.

Your Assurance of QUALITY
Because of the sound foundation on which the name of HEDWIG has been built, the trade may be assured of integrity and dependability.

FILMS FOR TELEVISION
PROGRAMS EDITED TO FIT SPECIFIC TIME SEGMENTS
Telecast’s selection includes dramas, sports, musicals, travel, cartoons, comedies, religious, short and feature subjects and educational studies.

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TFI-TV ** TELECAST FILMS INC.
112 W. 48th Street New York 19, N. Y.
Judson 6-5480
Desilu Productions, Inc.
Business Office:
Phone: Hollywood 9-2281
President ................. Desi Arnaz
Vice-President ........... Lucille Ball
Secretary-Treasurer ...... Andrew G. Hickox
Representative ........... Don W. Sharpe
Publicity ................. Ken Morgan
Services Offered—Complete production facilities from script to final editing.

Sherman H. Dryer Productions
667 Madison Ave., New York 22, N. Y.
Phone: TEMpleton 8-7827
President ............... Sherman H. Dryer
Services Offered—TV programs, talent, scripts.

The Jean Dubois Company
927 21st St., Denver 2, Colo.
Phone: East 8122, Main 5401
Owner, Gen. Mgr. .......... Jean M. F. Dubois
Secretary ................... L. E. Turner
Services Offered—TV Shorts, Newsreels, Commercial Shorts, complete TV films, excepting cartoons and animation.

Dudley Pictures Corp.
9908 Santa Monica, Beverly Hills, Calif.

Phone: CR 1-7258
501 Madison Ave., New York, N. Y.
Phone: EL 5-1076
President ................. Carl Dudley
Bus. Mgr., Treasurer ...... Gene Barnes
Exec. Vice-Pres. .......... Don McNamara

Services Offered—Producers of theatrical, commercial television and educational short subjects.

Dynamic Films, Inc.
112 West 89th St., New York 21, N. Y.
Phone: TR 3-6221
President .................. Henry Morley
Treasurer .................. Nathan Zucker
Production Manager ...... Carson Davidson
Editorial Chief .......... Luke Bennett
Sound Engineer .......... John DeBlau
Public Relations .......... Sydney Ascher

Services Offered—Complete motion picture production and recording facilities for commercials and programming. Animation department, Dynamicam multi-camera production in 16 mm and 35mm. Mobile sound and camera units for location production.

Educational Films Corp.
1501 Broadway, New York 18, N. Y.
Phone: PENnsylvania 6-1780
President ................. Earl W. Hammons
Vice-Pres., in chg. Sales ...... Roy McCune

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dynamic films, inc.
Experience Plus
Complete Production Facilities
112 W. 89th St., N. Y. 24 • TR 3-6221
Services Offered—Films for theatrical release, for educational purposes, television shows live or on film. Producing on the West Coast and in New York.

Emerson Film Corp.
c/o Republic Studios
Phone: Sunset 2-1121
Producer ................. Jason Bernie
V.P. charge of Sales ........ William Norins
Production Manager ....... Bartlett Carre
Cameraman .............. Walter Strenge

Services Offered—Complete production for TV, Educational, and Feature Films. Currently producing films for Encyclopaedia Britannica Films, and TV Films for Union Television Corp.

Endorsements, Inc. (TV)
9172 Sunset Blvd., Hollywood 46, Calif.
Phone: Crestview 6-1272
500 Fifth Ave., New York 36, N. Y.
Phone: Chickering 4-7257
President (N. Y.) ............. Jules Alberti
Vice-Pres. ............... Dr. Harold S. Wadro
Sec.-Treas. ............... Hazel F. McCabe
Chg. Prod. ............... E. Galey
V.P. (W. Coast) ............. Stella Ross

Services Offered—Endorsements and testimonials live and film for TV.

Excelsior Pictures Corp.
1564 Broadway, New York 19, N. Y.
Phone: Circle 5-6157
President .............. Walter Bibo

Services Offered—Rent various features and shorts.

Explorers Pictures Corp.
1501 Broadway, New York, N. Y.
Phone: LO 45592
Pres.-Gen. Sales Mgr. ......... Jules B. Weill
Asst. Sales Mgr. .............. Murray M. Kaplan

Services Offered—Motion picture films for TV, feature and half hour length.

Fair Deal Motion Picture Ser.
2040 Chatterton Ave., New York 61, N. Y.
Phone: TAlmadge 9-6728
Owner & President .......... Louis D. Colson

Services Offered—We offer package film shows for TV use.

Jerry Fairbanks, Inc.
6052 Sunset Blvd., Hollywood 28, Calif.
Phone: HUDson 2-1101
157 E. 69 St., New York 21, N. Y.
Phone: TRafalgar 9-3352

Pres., Exec. Producer ...... Jerry Fairbanks

WILLIAM F. BROIDY PRODUCTIONS, INC.

FILMS

Television

Theatrical

Commercial

“Wild Bill Hickok” current on TV for Kellogg’s (Leo Burnett Co., Inc.)


5545 Sunset Blvd.
Hollywood 28, Calif.

Phone — Hempstead 6844

1162
V.P. Chg. of Studio Operations—Sid Rogell
V.P. Gen. Sales Mgr.—Ralph Cattell
Chg. Eastern Production—Robert Lawrence
Chg. Chicago Branch Office—B. N. Darling
Production Manager—Raoul Pagel
Director, Scenario Dept.—Lou Lilly
Director, Musical Dept.—Edward Paul
Director, Publicity Dept.—Reavis Winckler
Director, Sound Dept.—Lawrence Aicholtz
Director, Animation Dept.—Manny Gould

Services Offered—Producers of all types of films for television, including package programs, agency shows, spot announcements, and special featurettes. Also commercial and theatrical motion picture producers.

Federated Television Productions, Inc.
40 East 40th St., New York 16, N. Y.
Phone: Murray Hill 5-7220
President—Hubert V. Chain
Vice-President—William Haussler
Secretary—Robert Bell
Treasurer—John Nickerson III

Services Offered—Custom built video film programs and commercials—filmed in our own studios with our own equipment—sound and cameras. Syndicated film series.

Paul J. Fennell Co.
1159 N. Highland Ave., Hollywood 38, Calif.
Phone: Gladstone 1657
40 E. 40th St., New York 16, N. Y.
Phone: Murray Hill 9-4268
President-Dir.—Paul J. Fennell
Technical Dir.—John E. Burks
New York Rep.—Jerome B. Harrison

Services Offered—Specialty—Films for TV with emphasis on Animation.

Filmack Corp.
1327 S. Wabash Ave., Chicago 5, Ill.
Phone: Harrison 7-3395
President—Irving Mack

Services Offered—TV commercials.

Filmcraft Productions
8451 Melrose Ave., Los Angeles 46, Calif.
Phone: Webster 3-9261
President—Isidore Lindenbaum
Production Director—Ferenz H. Fodor
Administrative Assistant—Jack Shallow
Client Relations—Paul Schmutz, Jr.
Director of Photography—James Van Trees
Head Editor—Norman Colbert
Sound Engineer—Paul Schmutz, Jr.

Services Offered—Film programs and film commercials made especially for TV on con-
tract for other producers, networks or agencies, or as complete packages. Complete stage, sound, editing, and other facilities available for full TV film production.

**Filmeffects of Hollywood**
1153 N. Highland Ave., Hollywood 38, Calif.
*Phone:* Hollywood 9-5800
Manager .................. Charles Leeds
*Services Offered*—Specialized 35mm and 16mm color and black and white laboratory services for motion pictures and television. Special effects, blow-ups, reductions, color release printing, slide film duplication experimental projects.

**Film Makers, Inc.**
1600 No. Broadway, New York 19, N. Y.
*Phone:* REgent 7-5459
President .................. J. H. Lenauer
*Services Offered*—TV film production.

**Films For Industry, Inc.**
135 W. 52nd St., New York 19, N. Y.
*Phone:* PLaza 3-2800
Pres., Prod. Mgr. ............ Joseph McCaffery

**Films of the Nations, Inc.**
62 W. 45th St., N. Y. 19, N. Y.
*Phone:* Murray Hill 6-0400
Pres. ................. Henry M. Moolman
V. Pr. .......... Birger Nordholm, Jos. P. Bourdrez
Treasurer ............. Henry Pillichody
Secretary ............. William Rosenfeld
Exec. Dir. ............. Maurice T. Groen
*Services Offered*—Producers and distributors of 16mm, sound films, color or black and white, featuring films made for foreign governments, showing their countries, people, industries, handicrafts, history and culture.

**Five Star Productions**
6530 Sunset Blvd., Hollywood 28, Calif.
*Phone:* EMPstead 4807
Exec. Producer .......... Harry Wayne McMahan
Production Dir. .......... Chet Glassley
Technical Dir. .......... Taylor Byars
Dir. Creative Copy ........ Charles F. Chaplin
Casting ................. Judy McMahan
Secretary-Treas. .......... Bernice C. McQuown

**RAY MERCER & CO.**
MOTION PICTURE
and
TELEVISION SPECIAL EFFECTS
35mm and 16mm

The Only
COMPLETE
OPTICAL
DEPARTMENT

TITLES

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BLACK • WHITE • COLOR
and SOUND

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8436

4241 NORMAL AVE.
1½ BLOCKS EAST of CITY COLLEGE
HOLLYWOOD — 27, California

NOrmandy
7838
Services Offered—In business 12 years, Five Star Productions specializes in motion picture and TV film spots, with more than 3,000 such ad-films to its credit.

**Hardie Frieberg Television Enterprises, Inc.**
270 Park Ave., New York 17, N.Y.
Phone: Murray Hill 8-0230
President ..................Hardie Frieberg
Treasurer ..................Bernard Samuels
Secretary ..................Fluff Blome

**Services Offered**—Program production, talent, live and film TV programs.

**Gainsborough Associates**
(See Program Producers)

**William J. Ganz Co.**
40 E. 49th St., New York 17, N.Y.
Phone: Eldorado 5-1443
President ..................William J. Ganz
TV Consultant & Producer........Jason B. Goldman
Chg. of Production ............E. J. Spiro
Chg. of Distribution ..........Herbert Dietz
Office Manager .............Jean Pomerance

**Services Offered**—Producers of motion pictures, slide films and films for TV, theatrical and non-theatrical audiences. Also, distributors of motion pictures through The Institute of Visual Training.

**General Television Corp.**
1501 Broadway, New York 18, N.Y.
Phone: Longacre 4-8234
TV Director ..................Irvin Shapiro

**Services Offered**—Educational shorts nature study shorts.

**Glenar Productions**
6618½ Sunset Blvd., Hollywood 28, Calif.
Phone: Hillside 0406
Owner ..................Sid Glenar

**Services Offered**—Producer of theatrical, educational, commercial, TV motion pictures. Complete animated cartoon facilities.

**Jack Goetz**
1740 Broadway, New York, N.Y.
Phone: Judson 6-1700
Owner ..................Jack Goetz

**Services Offered**—Lab. service for all TV requirements; 16 & 35mm.

On Television

GREATEST STORY EVER TOLD (Series)
FIGHTS FOR FREEDOM (Series)
(In Preparation) MISSING PERSONS & The COWBOY-DETECTIVE

The Charles E. Skinner Productions

**Producers • Adapters • Consultants**

TELEVISION • MOTION PICTURES • RADIO

1600 Broadway (Suite 312)
SU. 7-5672

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RKO-RADIO PICTURES, Inc.
TWENTIETH-CENTURY FOX

STUDIO FACILITIES

New York—Miami Beach—Hollywood

Contract Producing for Package Producers

Producers of Sponsored Sales Influence, Commercial Films

NATIONWIDE & FOREIGN Television & Non-Theatrical Distribution

Creator of the
FILM — LIVE INTEGRATION
Method

Formerly TV Adapter — DIRECTOR
(Pall Mall Cigarettes)
THE BIG STORY
TV FILM PRODUCERS

John Guedel Radio Productions
(See Program Producers for detailed listing)

Guerin Enterprises, Inc.
427 N. Euclid Ave., St. Louis 8, Mo.
Phone: Rosedale 5592
President .................... Fort B. Guerin, Jr.
Executive Vice-President ........... Thomas J. Shands
V-P. Dir. of Prod. & Sales .......... Bert Samson

Services Offered—Television and commercial movies. New process color and sound for TV. News service in movies and around the country location shooting for TV, also feature length movies.

Hack Productions
535 N. Laurel Ave., Los Angeles 48, Calif.
Owner ...................... Herman Hack
Services Offered—This series features The Frontier Parson, Herman Hack. They are youth program films, mostly for churches and schools. They are sold on lease fee and the rentals are handled by Film Rental Libraries. TV write for details.

The Jam Handy Organization
2821 E. Grand Blvd., Detroit 11, Mich.

Hannum Television Productions
567 Seventh Ave., New York 18, N. Y.
Phones: CH. 4-3447, LA. 4-4652
President ...................... Bob Hannum

Services Offered—TV program production, film production, film and animated commercials, TV Art Service for commercials, titles, sets, and production design.

Hawley-Lord, Inc.
316 W. 57 St., New York 19, N. Y.
Phone: JUdson 6-3750

Complete Rear Screen Projection Service
SCREENS — PROJECTORS — SLIDES — FOOTAGE — TRANSLUCENTS

BACKGROUNDs UNLIMITED
STILL — MOVING — SPECIAL EFFECTS

FOR LIVE OR FILM TV
ABC — NBC — CBS

"BETTER EFFECTS WITH TELEFEX"
President Andre Lord
Secretary Gordon Shadwick
Treasurer Lewis Abbott

**Services Offered**—One reel sports and nature study short subjects available for TV rental through Sterling TV Co., Inc.

**Sam Hayes Productions**
6000 Sunset Blvd., Hollywood 28, Calif.
Phone: Hollywood 9-4584
Pres. & Gen. Mgr. Sam Hayes

**Services Offered**—Producers of short subjects and commercials for television on 16mm film. Currently marketing: “A Family Quiz,” Christie Comedies.

**Leslie Helhena**
320 Broadway, New York 7, N. Y.
Phone: WO 4-2478
President Charles B. Alline, Jr.

**Services Offered**—1 minute commercials.

**Paul Hoefler Productions**
7934 Santa Monica Blvd., Los Angeles 46, Calif.
Phone: Hollywood 9-2001
Producer Paul L. Hoefler
Business Manager E. M. Bennett
Secretary Ruby Newstrand

**Services Offered**—Furnish one and two reel films of adventure, travel and special interest topics through our New York agent, Zach Bayn Films.

**Hoffberg Productions Inc.**
362 W. 44th St., New York 18, N. Y.
Phone: Circle 6-9031
President Jack H. Hoffberg

**Services Offered**—Motion pictures for television.

**Hollywood At Work, Inc.**
Phone: Hollywood 9-5981
Executive Producer Robert Gurney
Producer Larry De Soto
Associate Producer Edward Belfer
Writer-Director Thomas J. McGowan

**Services Offered**—Hollywood at Work takes a completed or almost completed feature film and makes a half hour TV film either on a personality or personalities in the feature.

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Since 1936

**Specializing . . .**

16M B/W RELEASE PRINTING
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COMMERCIAL
EDUCATIONAL

DEVELOPING ☆ PRINTING ☆ OPTICAL REDUCTIONS

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6018 FOUNTAIN AVE. HOLLYWOOD 28, CALIF.
TEL: HEMPSTEAD 1744
TV FILM PRODUCERS

Hour Glass Productions
6325 Sunset Blvd., Hollywood 28, Calif.
Phone: HEmpstead 1161
President .................Wanda Tuchock
Vice-President .............George de Normand

Lucille Hudiburg Productions
131 E. 51st St., New York 22, N. Y.
Phone: EL 5-3508
Producer ....................Lucille Hudiburg
Services Offered—Complete packages including: "Variety," "Drama," "Participation" "Fashion," and Puppet Shows. We also are TV and radio consultants and make films on assignment. Have a group of writers and a song writing unit available for other shows.

Hurrell Productions Inc.
(Subsidiary of Walt Disney Productions)
2400 W. Alameda Ave., Burbank, Calif.
Phone: ROckwell 9-2158
President ....................George E. Hurrell
New York Office
RKO Bldg., 1270 6th Ave., New York, N. Y.
Phone: Judson 6-3442
Services Offered—TV package programs (and commercials) and production.

Illustrate, Inc.
1532 Cahuenga Blvd., Hollywood 28, Calif.
Phone: HE 2126
N. Y. Phone: ELdorado 5-1422
President .....................Donald A. Dewar
Secretary-Treasurer ............Carleton W. Boyd
Services Offered—Film and live TV packaging including cartoon production.

IMPS, Inc. International Movie Producers’ Service
515 Madison Ave., New York 22, N. Y.
Phone: ELdorado 5-6620
President, Producer, Dir......Ben Gradius
Supervising Editor .............Jean Oser
Production Supervisor ..........Walter Sachs
Services Offered—IMPS produces documentary, commercial TV spots, and industrial films.

International Film Foundation, Inc.
1600 Broadway, New York 19, N. Y.
Phone: CI 6-9438
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.

WHITEHEAD TV PICTURES INC.

TV FILM COMMERCIALS
INDUSTRIALS
FEATURES

MANUFACTURING SPECIALISTS
MOTION PICTURE EQUIPMENT
COMPLETE MANUFACTURING FACILITIES
REPAIRS
NEW & USED EQUIPMENT
25 YEARS OF SERVICE

WHITEHEAD INC.
630 NINTH AVE.
NEW YORK, N. Y.
International Geographic Pictures
1776 Broadway, New York 19, N. Y.
Phone: Circle 6-4486
Executive-Pres. .......... J Allen Julier
Services Offered—Producers of educational motion pictures.

International News Service
235 E. 45th St., New York, N. Y.
Phone: MU 7-8800
Mgr. TV Sales ............... Robert H. Reid
Services Offered—In association with Tele-news Productions: Daily, weekly, sports newsreels; Also film features; INP photos; INS leased wire; Projectall balopticon.

International 16mm. Corp.
(See Program Producers)

International Tele-Film Productions, Inc.
331 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 7-9116
President .................... Paul F. Moss
Services Offered—TV live and film package shows, recordings, talent.

The Jaffe Agency, Inc.
38 E. 57th St., New York, N. Y.
Phone: PLaza 9-6693
General Manager .............. Paul Radin
Branch Office
8553 Sunset Blvd., Hollywood 46, Calif.
Phone: CRestview 6-6121
General Manager .............. Don A. Davis
Services Offered—Representation for sale of radio and television packages; creation of packages; represent personalities, writers, directors, etc.

Jason Comic Art
480 Lexington Ave., New York 17, N. Y.
Phone: PLaza 3-9370
Director ....................... Leon Jason
Services Offered—TV film, production, talent, puppet design.

Jewell Radio and Television Productions
185 No. Wabash Ave., Chicago 1, Ill.
Phone: FInancial 6-4474
President ...................... James E. Jewell
Vice-President ............... W. Ralph Jewell
Manager ...................... Charles P. Flynn
Secretary ..................... Jane I. Cohan
Services Offered—A complete radio and

Lalley and Love, Inc.
film spots and programs

3 EAST 57th STREET
NEW YORK 22, N. Y.

ELDORADO 5-1382-3
television production service. Scripts, Copy, Music, Direction. Transcribed package shows, spots.

**Junior Programs, Inc.**
22 Lawrence St., Newark 5, N. J.
*Phone: MArket 2-0770*
Pres., & Exec. Dir. . . . Dorothy L. McFadden

*Services Offered—Package shows for children’s audiences, also scripts, and consultant service for TV.*

**Bernard E. Karlen Productions**
270 Park Ave., New York 17, N. Y.
*Phone: PL 9-3107*
Exec. Producer . . . . Bernard E. Karlen
Associate Producer . . . Roland N. Karlen

*Services Offered—Package program, both film and live. Production consultant, supply film clips for integrated shows, commercials and scripts.*

**Roger Kay Enterprises, Inc.**
666 Fifth Ave., New York 19, N. Y.
*Phone: MU 8-2164*
Executive Producer . . . . Roger Kay

*Services Offered—Creators, producers, packagers of TV and radio programs, live, transcribed, and film. Consultants on programming, TV show doctoring, Commercials.*

**Victor Kayfetz Productions**
130 E. 56th St., New York 22, N. Y.
*Phone: MUrrey Hill 8-1707*
Client Liaison Director . . . Allan P. Snady
Animation Dept. Dir. . . . Russell Shenton, Jr.
Art Director . . . . Wm. L. Steinel

*Services Offered—Victor Kayfetz Productions produces motion pictures: TV program series, TV program films (filler material), TV commercial spot films. We own complete 16mm. and 35mm. production equipment and are staffed by experienced film, stage, and radio personnel. Animated motion pictures.*

**Herbert Kerkow, Inc.**
480 Lexington Ave., New York 17, N. Y.
*Phone: EL dorado 5-0683*
President . . . . Herbert Kerkow

*Services Offered—TV films.*

**F. W. Kline Productions, Inc.**
595 Fifth Ave., New York 17, N. Y.
*Phone: PLaza 8-2000*
President . . . . Fred W. Kline

*Services Offered—Produce motion pictures for TV.*
Kling Studios, Inc.
601 N. Fairbanks Court, Chicago 11, Ill
Phone: Delaware 7-0400
President ....................Robert Eirinberg
Vice-President ..................Lee Blevins
Dir. Motion Pic. & TV Dir. ..........Fred Niles

Services Offered—Complete production of TV commercials, film package shows TV. Services include full recording facilities, 35mm. & 16mm. production, black-and-white, or color, and animation.

Knickerbocker Productions, Inc.
1600 Broadway, New York 19, N. Y.
Phone: Circle 6-9850
President ....................Howard A. Lesser
Secy.-Treas. ....................Mary Morrissey
Vice-President ..................Thomas S. Dignan

Services Offered—Producers of all types of Motion pictures for screen and TV.

Larry Kurtze
360 N. Michigan Ave., Chicago 1, Ill.
Phone: Randolph 6-5246
Owner .........................Larry Kurtze

Services Offered—Development of live or filmed TV shows. General copy and production services for broadcast media.

Laalley & Love Inc.
3 East 57th St., New York, N. Y.
Phone: Eldorado 5-1382
President and Production ..........James A. Love
Vice-Pres. and Sales ............John B. Laalley
Editor ..........................Bill Henry
Assistant Director ................Art Steckler

Services Offered—Producers of TV commercials, features and industrial films. Complete facilities. Live action, animation and special effects.

Albert Lang Productions Inc.
1320 Edgecliffe Dr., Los Angeles, 26, Calif.
Phone: Normandy 19536
President & Gen. Mgr............Albert E. Lang
V.-P. & Secretary ..............Olga Haney


Lawrence & Lee, Inc.
Phone: Hillside 0101
President ......................Jerome Lawrence
Vice-President ..................Robert E. Lee

Services Offered—Production consultants.

Serving
the best
in film fare
to stations
everywhere!

Television Film Booking Office
PRODUCERS REPRESENTATIVES
incorporated
1270 Avenue of the Americas
New York 20, N. Y.
Les Lear Productions Corp.
Hotel Sherman, Chicago 1, Ill.
Phone: FFranklin 2-2100
President .................. Les Lear
Account Executives .......... Milt Parlow, Jack Curran
Services Offered—Radio, TV and film production, personal management.

Gene Lester Productions
1487 N. Vine St., Hollywood 28, Calif.
Phone: Hillside 7287
Producer-Director ............ Gene Lester
Cameraman .................. John S. Nash
Production Manager .......... Martin Sperber
Sound ...................... Robert Ernst
Services Offered—Complete facilities for production of 10 sec. to feature length films.

Edward Lewis Productions
Motion Picture Center Studios
Phone: HO 9-9861, Ext. 43
Producer .................... Edward Lewis
Assistant Producer .......... Paul Gercik
Production Manager .......... William Stephens
Services Offered—Production of motion picture film for TV.

BEFORE YOU MAKE A MOVIE
FOR SCREEN OR TV, SEE—
Charles Curran
Steve Fitzgibbon
Don Langan
or Fred Kelly

Times Square Productions, Inc.
145 West 45th St., New York
Phone Circle 6-4443

Jack Currier Lewis
515 Madison Ave., New York 22, N. Y.
Phone: Eldorado 5-0257
Owner .................. Jack Currier Lewis
General Manager .......... Wm. P. Popp
Women's Programs ...... Margaret Tester
Services Offered—Television and radio packaged programs; film or live. Advisors on TV and radio problems.

Libra Film Distributors & Producers
6525 Sunset Blvd., Hollywood 28, Calif.
Phone: GL 7960; HE 1161
President .................. Miss Loy Lester
V.P., in Ch. of Prod. .... Charles M. McCoy
Sec-Treas. ................. M. Briese
Exec. Director .......... C. Mandell
Exec. Producer .......... Charles M. McCoy
Producer .................. John Leslie Hamilton
Producer .................. Robert Smigel

MALLARD TV INC.
The Film Buying Service for Television Stations
1. Acts as your station's resident film buyer in New York.
2. Obtains film to fit your programming, at your budget price.
3. Inspects prints, arranges shipping, follows through.
4. Checks invoices against your telecast performance report.
5. Keeps you informed of latest developments in the film market.

MALLARD SERVICE IS AVAILABLE TO ONLY ONE STATION IN EACH MARKET

MALLARD
120 Wall Street
New York 5
Digby 4-3182
Lion Television Pictures Corp.
1501 Broadway, New York 18, N. Y.
Phone: PEnnsylvania 6-1780
President .................. E. W. Hammons
Vice-President ............ Robert M. Savini
Services Offered—Financing TV shows and packages. Offering to TV stations packages of 13 Handy Andy episodes of 12½ minutes each.

Loucks-Norling Studios
245 W. 55th St., New York 19, N. Y.
Phone: CO 5-6974
Partners .......... J. A. Norling & Wil Marcus
Services Offered—The production of industrial sales promotional, public relations, personnel training and educational motion pictures and slide films.

Major-Minor Productions
5927 Sunset Blvd., Hollywood 28, Calif.
Phone: GL 9268
Producer and Director . . . . Stuart M. Nathanson
Producer and Director . . . . Ronald L. Stanton
Musical Director ........... Ruby Raksin
Services Offered—Production, packaging, and Merchandising of Juvenile Television shows.

THE TEEVEE CO.
Producers of
THE BIG
“LITTLE THEATRE”
TV SHOW

The Short-Short-Story Sensation
Now On the Air

Coast to Coast

211 So. Beverly Drive
CRestview 5-1076 Beverly Hills, Calif.

Mallard TV, Inc.
120 Wall Street, New York 5, N. Y.
Phone: Digby 4-3182
President .................. S. Mukamal
Services Offered—Film Brokers for TV stations.

Mannon Sound Stages
112 W. 9th St., New York, N. Y.
Phone: TR 3-1800
Owner, Gen. Studio Mgr.... James Pagliaro
Services Offered—Sound studios for rental for TV pictures.

Arnold Marquis Productions, Inc.
Phone: HO 9-5119
President .................. Arnold Marquis
Services Offered—Write, direct, produce and package radio and television programs and spots.

Mercury International Pictures, Inc.
2330 W. Third St., Los Angeles 5, Calif.
Phone: Dunkirk 9-3876

HOW DO YOU DO
LADIES AND GENTLEMEN
HOW DO YOU DO?

This is NORMAN BROKENSHIRE
announcing a new low-budget show
“The Handy Man”, a brand new series of how-to-do-it shows. Each complete, 3½ minutes long.

THE PRINCETON FILM CENTER, INC.
303 PARK AVE. PL. 5-0322

1173
TV FILM PRODUCERS

President .................V. E. Ellsworth

Services Offered—Complete production of films for television from script to final print including mediums of animation, puppet animation, live action, live sound in 16mm and 35mm.

Charles Michelson, Inc.
15 W. 47th St., New York 36, N. Y.
Phone: Plaza 7-0695

President ..................Charles Michelson
Divisional Sales Mgr. ...Sidney Guber

Services Offered—Open end TV film program series; special Christmas spots film series; minute film spots for jewelry store sponsorship; E. M. I. Gennett and Speedy-Q sound effect record library.

Carlton E. Morse Productions
1500 N. Vine St., Hollywood 28, Calif.
Phone: Hollywood 9-6161

President ..................Carlton E. Morse

Services Offered—TV film programs, production.

Motion Picture Productions Inc.
(See Program Producers)

Motion Pictures Stages, Inc.
3 E. 57th St., New York 22, N. Y.
Phone: Plaza 3-4840

President ..................C. F. Vetter, Jr.
V.P. Chg. Spec. Prod. ...Burgess Meredith
Vice-President ............Max Kreindler
Vice-President ..............................Barrett Gallagher
Treasurer ..................Martin L. Scott
Secy. ..................Gerald Margolis

Services Offered—Complete film production service organization specializing in serving TV film producers. All production facilities and services available, including sound stages, sound recording, editing, projection, set building, crew hiring, and general production assistance.

Movie Advertising Bureau
70 E. 45th St., New York 17, N. Y.
Phone: Murray Hill 6-3717

Dir. of National Sales ......Claude F. Lee

Services Offered—Spot commercials for TV and theatre.

Murphy-Lillis Productions, Inc.
723 Seventh Ave., New York 19, N. Y.
Phone: Plaza 7-8144

ATLAS TELEVISION CORPORATION

Films for Television
FIFTEEN WEST FORTY-FOURTH STREET
NEW YORK, N. Y.
MURRAY HILL 7-5535

HENRY BROWN—President

We offer an intelligent service and an extensive library to the users of television films.

• FEATURES
  AMERICAN AND BRITISH

• WESTERNS
  HALF AND FULL HOUR VERSIONS

• COMEDY SHORTS
  SPECIALLY PREPARED FOR YOUR TIME SLOT

• COMEDY CARNIVALS
  A TREASURY OF HUMOR — IN ONE HOUR PROGRAMS

• TEVE-ETTES
  AN EXTENSIVE LIBRARY OF COMEDY AND MUSICAL VIG-Nettes 3-5 MINUTES
President .................. Owen Murphy
Vice-Pres. & Treas. ........ James M. Lillis
Production Chief .......... Elwood Siegel
Chief Editor .............. Joseph Josephson

Services Offered—Complete motion picture production services; Commercial, advertising, and institutional films especially made for TV; Scripts, photography art and animation facilities.

**Murphy-Thomas Productions**
General Service Studios, Hollywood, Calif.

**Nation Wide Television Corp.**
1501 Broadway, New York 18, N. Y.
Phone: LOnagre 4-8234
President .................. Irvin Shapiro
Treasurer .................. M. Mermelstein

Services Offered—Feature films, streamliners.

**National Screen Service Corp.**
1600 Broadway, New York 19, N. Y.
Phone: Circle 6-5700
Adv., Publ. Director .... Melvin L. Gold

Services Offered—Television film commercials, TV trailers, weather spots, station breaks, openings, titles, etc.

**Ted Nemeth Studios**
729 7th Ave., New York 19, N. Y.
Phone: Circle 5-5147-3
Production Director ........ Ted Nemeth
Art Dir.—Dir. ............. M. E. Bute

Services Offered—Producers, distributors of film made specifically for TV producers of TV film spots and commercial films.

**Official Films, Inc.**
(Official Television Inc.)
25 West 43rd St., New York 19, N. Y.
Phone: PLaza 7-0100
President ................ William R. Goodheart, Jr.
Chairman of the Board ... Isaac D. Levy

Services Offered—Producer and distributor of 8mm and 16mm sound and silent films for home, institutions, television.

**Newsreel Service**
5 Centre Market Place, New York 13, N. Y.
Phone: CAnal 6-3284
Production Manager .... Howard Smythe
General Manager ........ Charles Beckman
Chief Cameraman .......... Larry Racies

Services Offered—Spot news coverage, 16 or 35 mm sound—24 hour service. Film inserts for live TV shows. Complete production facilities for TV shows on film.

**Tel Ra Productions**
America's leading producers of TV sports programming. Famous shows include . . .

- TOUCHDOWN
- TELESPORTS DIGEST
- MAJOR LEAGUE FOOTBALL HIGHLIGHTS
- IDEAS ON PARADE
- BASEBALL BRIEFS
- DOWN THE STRETCH
- DICK DUNKEL'S FOOTBALL RATINGS

(Complete production and programming facilities)

Tel Ra films have been used with great success by foremost national advertisers.

**Tel Ra Productions**
1518 Walnut Street, Philadelphia 2, Pa.
Kingsley 5-8540

**WHY IS AP THE BEST?**

BECAUSE—AP is faster, more complete, more accurate than any other news service.
Nothing New Under the Sun Productions
240 S. Beverly Dr., Beverly Hills, Calif.
Phone: CREstview 4-5191
Producer ...................... Mitchell Gertz
Services Offered—Will produce on contractual basis TV commercials and features.

Olio Video Television Productions, Inc.
20 East 42nd St., New York 17, N. Y.
Phone: MU 2-2318
President ..................... Harvey Cort
Treasurer .................... Milton Subotsky
Services Offered—TV live and film production, film library of western and feature films. Fully-equipped sound studio.

Paramount Television Productions Inc.
1501 Broadway, New York 18, N. Y.
Phone: BBYant 9-8700
Vice-President .......... George T. Shupert
Branch Office
5451 Marathon St., Los Angeles 38, Calif.
Phone: Hollywood 9-6363
Vice-President ............ Klaus Landsberg
Services Offered—TV package programs, production, video transcription service, sales distribution.

Paul Parry Productions
7557 Sunset Blvd., Hollywood 46, Calif.
Phone: Granite 4774
Exec. Producer ................ Paul Parry
Dir. of Photography ............ Ray Foster
Services Offered—Production of commercials any specified length, production of scripts to order.

Pathescope Productions
(Pathescope Co. of America Inc.)
580 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-3200
President ..................... Edward J. Lann
Services Offered—Television commercial production.

Ray Patin Productions
4201 Sunset Blvd., Los Angeles 29, Calif.
Phone: NOrmandic 1-2174
President ..................... Ray Patin
Vice-President ............ Gus Jekel
Production Manager ............ Gerald Ray
Services Offered—Complete production of animated television commercial films with live action sequences.

Peerless Film Processing Corp.
165 West 46th St., New York 36, N. Y.
Phone: PLaza 7-3630
President .............................. Kern Moyse
Vice-Press., Treas. .............. R. S. Moyse
Asst. Secy-Treas. .............. Barbara Holz
Eastern Sales Mgr. ........... Raoul J. Menendez
Mgr., Special Services Dept. .... Allan De Forest
West Coast Branch
959 Seward St., Hollywood 38, Calif.
Phone: GGranite 9223
Vice-President, Chg. Western Op. Victor C. Krupa
Secy., Branch Mgr. ............ Suzon Steinle Krupa
Plant Manager .................... Thomas E. Ayers
Services Offered—Peerless film treatment to safeguard films against damage and deterioration; Peer-Rem treatment to stretch shrunken negatives; film cleaning and inspection; complete film distribution and library servicing; film shipping service to TV stations; distributor of reels, cans, shipping cases.

Polaris Pictures, Inc.
5850 W. 3rd St., Los Angeles 36, Calif.
Phones: YOrk 8058; WEBster 3-4608
President ....................... Juan C. Hutchison
Vice-President .................... Perry King
Services Offered—Complete production facilities on contract and sub-contract level.

Post Pictures Corp.
115 W. 45th St., New York 19, N. Y.
Phone: LU 2-4870
President ...................... Harry A. Post
Secretary ....................... Eli W. Post
TV Sales ........................... Alan I. Post
Services Offered—Packages of features and short subjects, Film distributor film rental.

Primrose Productions Co.
1040 No. Las Palmas, Hollywood 38, Calif.
Phone: GR 3111
Executive Producer ................ J. P. Lane
Producer ........................ Richard L. Morley
Production Manager ............ Val Lindberg
Services Offered—Producers of television series or individual films, commercial and industrial films.

The Princeton Film Center, Inc.
300 Park Ave., New York 21, N. Y.
Phone: PLaza 5-0322
Carter Road, Princeton, N. J.
Phone: Princeton 3550
Executive Director ............. Gordon Knox
Vice-President .................... Jack Barbass
Treasurer ....................... Gordon Blair
Prod. Mgr. ..................... L. H. Holton
Writers ......................... John Capsi, Sunner Lyon, Ardis Smith.
Chief Editor .................... Robert Webb
Distrib. Mgr. .................... Lash Bauman
Services Offered—Production and distribution facilities for television films of all types.
Producers Representatives, Inc.
1270 Ave. of the Americas, N. Y. 20, N. Y.
Phones: PLaza 7-6990-1-2
President..........................Irving M. Lesser
Secty. Treas.........................Seymour Poe
TV Manager........................Virginia Phillips
Services Offered—A complete motion picture distribution service to TV stations for features, westerns, serials and shorts and color shorts.

Rao Video, Inc.
366 Madison Ave., New York 17, N. Y.
Phone: VAndertbilt 6-3147
President..........................Robert A. Orenbach
Services Offered—TV package shows and custom built productions—live and film. Spot commercials and jingles, film or animation. TV consultants and specialists in low budget programming for all types of accounts.

Radio Features of America
(See Program Producers)

Radiovision Corp.
1125 S. Elm Drive, Los Angeles 35, Calif.
Phone: CREstview 5-1723
President..........................Walter J. Nelson
Services Offered—Sport pictures and cartoons for rental to TV.

Reid H. Ray Film Industries, Inc.
2269 Ford Parkway, St. Paul 1, Minn.
Phone: Emerson 1393
208 S. LaSalle St., Chicago 4, Ill.
Phone: Financial 6-0897
Pres. Gen. Mgr. ......................Reid H. Ray
Sales Mgr. .........................Chicago Off. Frank Balkin
Sales Mgr. .........................Film Ad Div. Elmer Merten
Sales Mgr. .........................St. Paul Off. R. V. Jeffrey
Vice-President ......................W. H. Ringold
Secretary .........................Alice M. Griswold
Prod. Asst. .........................E. H. Polsfuss
Services Offered—Motion picture and slide film production B and W and Color, 35mm. and 16mm., sound recording RCA film, tape, acetate, laboratory processing.

RD-DR Corp.
(Reader's Digest—deRochemont)
35 W. 45th St., New York 19, N. Y.
Phone: LU 2-1440
Chairman of Board ..................Louis de Rochemont
President .........................Borden Mace
Vice-President ..................Louis de Rochemont
Secretary .........................Ambrose Doskow
Treasurer .........................Martin J. Maloney
Services Offered—Feature, commercial and educational film producers.

Roland Reed Productions, Inc.
275 S. Beverly Dr., Beverly Hills, Calif.
Phone: CREstview 6-1101
President .........................Roland Reed
Services Offered—Complete motion picture facilities.

Reeves Sound Studios Inc.
304 East 44th St., New York, N. Y.
Phone: OR 93550
Vice-President ....................Chester L. Stewart
Services Offered—Sound recording for motion pictures.

Regal Television Pictures Corp.
151 W. 46th St., New York 19, N. Y.
Phone: LU 2-1877
President .........................Moe Kerman
Vice-Pres. .........................Joe Felder
Services Offered—Distribution of motion pictures including features, streamliners, and shorts, for TV showings.

Regency Productions, Inc.
112 W. 48th St., New York 19, N. Y.
Phone: JUDson 2-0274
President .........................Joseph Schaeffer
Services Offered—Film assignments 35mm., 16mm., black and white or color. Film sequences for TV shows ("Martin Kane, Private Eye"). Filmed commercials for TV.

RKO Pathe, Inc.
625 Madison Ave., New York 22, N. Y.
Phone: PL 9-3600
Vice-Chairman of Bd. ..............Ned E. Depinet
President .........................Harry Michelson
Vice-Pres. & Gen. Mgr. ..............Jay Bonfield
Treasurer .........................James H. Herries
Secretary .........................Joseph Laub
Comptroller ....................Garrett VanWagner
Production Mgr. ..................J. Douglas Travers
Television Consultant ................Edward R. Evans
Services Offered—Producer of short subject releases for RKO Radio Pictures; producers and TV films on contract.

Hal Roach Studios, Inc.
8822 W. Washington Blvd., Culver City, Calif.
Phone: VEmont 82185
President .........................Hal E. Roach
Vice-President .....................Hal Roach, Jr.
Vice-Pres. & Prod. Mgr. ..............S. S. Van Keuren
Services Offered—Complete motion picture production facilities for the production of TV commercials and programs.

R. S. Robbins
163 Bleecker St., New York 12, N. Y.
Phone: SPRing 7-2568
President. R. S. Robbins  
Mgr. of Prize Promotion. Edward E. Finch  
Services Offered—Radio and television prizes.  

Bob L. Roberts Productions  
800 Seventh Ave., New York 19, N. Y.  
Phone: JU 6-9025  
President. Bob Levitt Roberts  
Services Offered—Radio and TV live or film Package Productions. Personal Management. Television and radio training.  

Rocket Pictures, Inc.  
6108 Santa Monica Blvd., Hollywood 38, Calif.  
Phone: GR 7131  
President. J. Richard Westen  
Vice-President. J. Harry Elbert  
Exec. Vice-President. Harlow Wilcox  
Services Offered—Producers of industrial, institutional and sales training motion pictures and slide films, and TV commercials.  

Frederick E. Rockett Co.  
6063 Sunset Blvd., Hollywood 23, Calif.  
Phone: Hillside 3183  
General Manager. Fred K. Rockett  
Production Supervision. Betty King  
Photographic Department. Alfred Higgins  
Art Department. George Coart  
Studio Superintendent. James Conley  
Electrical Department. Frank Contardo  
Services Offered—Complete facilities including fully equipped modern sound proof stage and all electrical and illuminating equipment. Many standing sets. Every service from script to screen.  

Rogell Productions Inc.  
1010 N. Las Palmas, Hollywood 38, Calif.  
Phone: Granite 3111  
Owner. Albert S. Rogell  
Services Offered—Package, features and film productions.  

Roland Reed Productions  
275 So. Beverly Dr., Beverly Hills, Calif.  
CR 6-1101  
President. Roland D. Reed  
Vice-President. Guy V. Thayer, Jr.  
Secy-Treas. Hazel Hall  
Production Manager. Dick L'Estrenge  
Supervising Film Editor. Roy Luby  
Services Offered—Producers of commercial, industrial and television films.  

Rollow-Clark & Co.  
108 Oak St., Denton, Tex.  
Phone: 1523  
Co-owner Bill Rollow  
Services Offered—TV film production.  

Rosamond Productions, Inc.  
8913 Sunset Blvd., Hollywood 46, Calif.  
Phone: CRestview 4-5401  
President. David Chudnow  
Vice-President. Rosamond Chudnow  
Sec. & Treas. Byron Chudnow  
Services Offered—Producing motion picture pictures for TV.  

Danny Rouzer Studio  
7022 McIrose Ave., Hollywood 38, Calif.  
Phone: Yo 2494  
President & Owner. Danny Rouzer  
Vice-President. Jan Edgar  
Services Offered—Complete 16mm. production service, including sound stage, cameras, lights, sound recording, projection, cutting & editing, special effects, titling, and complete operating personnel. Member: I.A.T.S.E. Local 659; S.M.P.T.E.  

Ruby Film Company  
729 Seventh Ave., New York 19, N. Y.  
Phone: Circle 5-5640  
Production Mgr. Edward Ruby  
Services Offered—Producers of every type of motion picture production from commercials to serials. Own and operate all facilities, owns Ruby Editorial Service.  

Sack Television Enterprises  
Film Exchange Bldg., 308 S. Harwood, Dallas 1, Tex.  
Phone: Sterling 3069  
General Manager. Alfred N. Sack  
Sales Manager. Julius M. Sack  
New York Office  
358 West 44th St., New York, N. Y.  
Phone: JUdon 6-2258  
Services Offered—Rental of open end films, amusement shorts, educational shorts, musical shorts, features, westerns and serials, and group of twenty-nine three-minute “soundies.”  

Bernard L. Sackett Television Productions  
(See Program Producers)  

Sanft-Costa Television Features  
17 E. 42nd St., New York 17, N. Y.  
Phone: MUrray Hill 2-6770-6771  
Co-Producers. Sidney Sanft, Don Costa  
Services Offered—Producers of complete live TV packages. Video shows (live or film) created on assignment. Spot commercials created and produced on assignment. Producers of TV Film programs, open end, for local or national spot advertisers.  

Sarra, Inc.  
200 E. 56th St., New York 22, N. Y.  
Phone: MUrray Hill 9-0905  
President. Valentino Sarra  
Sales Prod. Mgr. Jack Henderson
Branch Office
16 East Ontario St., Chicago 11, Ill.
Phone: WHitehall 4-5151
Dir. of Film Planning........Joseph G. Betzer
Production Manager........Harry W. Lange
Services Offered—TV film production.

Screen Gems Inc.
729 Seventh Ave., New York 19, N. Y.
Phone: Circle 5-5044
Gen. Manager..................Ralph M. Cohn
West Coast Prod. Mgr..........Jules Bricken
Editorial Chief................Daniel Heiss
N. Y. Sales Mgr..............Philip Frank
Pub. Rel. Chief..............Will Baltin
Business Manager.............Floyd Weber
Services Offered—Production and distribution of films for television, television commercials and television animated commercials.

Screen Televideo Prod.
328 So. Beverly Dr., Beverly Hills, Calif.
Phone: CRestview 6-1721
Executive Producer..........Gilbert A. Ralston
Production Manager.........Arthur B. Chapman
Auditor......................Frances Wilkinson
Services Offered—Custom production and distribution of television films.

Seaboard Studios
157 E. 69 St., New York 21, N. Y.
Phone: REgent 7-9200
President......................Sandford R. Johnson
Vice-President..............Arthur B. Chapman
Services Offered—Producers of industrial motion pictures, TV film commercials and slide films. Completely equipped motion picture facilities with largest independent sound stage in Manhattan.

Seidel Films
853 Seventh Ave., New York 19, N. Y.
Phone: PL 7-1597
Manager.....................Tom Seidel
Services Offered—TV film production.

Sentinel Productions
(div. of Sentinel Enterprises, Inc.)
(See Program Producers)

Skibo Productions, Inc.
165 W. 46th St., New York 19, N. Y.
Phone: Plaza 7-2265
President-Treas............Patrick E. Shanahan
Secretary..................George Blake
Bd. of Directors...........Patrick E. Shanahan,
George Blake, F. R. Normand
Services Offered—16m. and 35mm. sound films for TV rental. Educational, comedies, novelties, musicals, features and short subjects.

The Charles E. Skinner Productions
1600 Broadway, New York, N. Y.
Phone: SU 7-5672
Executive Producer..........Charles E. Skinner
Associate Producer.........Robert Sloan
Production Manager.........Jack Aichele
Film Music Editor..........Alphonse Corelli
Musical Director..........Skitch Henderson
Film Editorial Supervisor...Joe Josephson
Set Designer.................Charles Carlotti
Gen. Production Supervisor...William Toth
Camera Directors...........Joseph Brun,
George Webber
General Business Mgr........Melville Ruick
Assoc. Prod., West Coast Rep. Albert Kelley

Stephen Slesinger, Inc.
247 Park Ave., New York 17, N. Y.
Phone: ELdorado 5-2544
President....................Stephen Slesinger
Services Offered—TV films, based on the following properties: “Red Ryder,” “King of the Royal Mounted,” and “Ozark Ike.”

Snader Telescriptions Corp.
177 So. Beverly Dr., Beverly Hills, Calif.
Phone: CR 5-4541
N. Y. Phone: LOnguare 43971
President.....................Louis D. Snader
Vice-President..............Robert M. Snader
Director.....................Duke Goldstone
Casting Director..........Phil Bloom
Musical Director..........Harry Zimmerman
Production Manager........Jesse Corallo
Services Offered—Producers of motion picture film for television. Sales handled through Snader Telescriptions Sales, Inc., Reuben R. Kaufman, President, with offices in Beverly Hills, New York, Chicago, Atlanta and Cleveland.

Special Purpose Films, Inc.
44 W. 56th St., New York 19, N. Y.
Phone: JUDson 6-0020
President....................John Fox

Specialty Television Films, Inc.
1501 Broadway, New York 36, N. Y.
Phone: LO 4-5592
Pres., Gen. Sales Mgr........Jules B. Weill
Vice-President.............Murray M. Kaplan
Services Offered—Motion picture film, features and half-hour, for television broadcasting.
Al Stahl Productions
1600 Broadway, New York, N.Y.
Phone: Columbus 5-29923
President .................. Al Stahl
Vice-President .............. Irwin Stahl
Sales Manager ............. Stanley Benford
Director .................. Leroy Sylverst

Services Offered—Complete production facilities for live action production on film.

Standard Television Corp.
1501 Broadway, New York 18, N.Y.
Phone: Longacre 4-8234
President .................. Irvin Shapiro

Services Offered—Major feature films and shorts.

Station Distributors, Inc.
40 East 51st St., New York 22, N.Y.
Phone: Plaza 9-4593
President .................. Walker Stuart

Services Offered—Package programs.

Sterling Television Co., Inc.
316 W. 57 St., New York 19, N.Y.
Phone: JUdson 6-3750
President .................. Saul J. Turell
Secy. Treasurer .......... Robert E. Rhoads
Head of Agency Sales ..... Bernard Schulman
Manager of TV Dept. ..... Bernice S. Coe
Stock Shot Div. Mgr. ... Richard Carlton

Services Offered—Producer and distributor of TV features, shorts and film series.

Wilbur Streech Productions
1697 Broadway, New York 19, N.Y.
Phone: JUdson 2-3816
Owner .................. Wilbur J. Streech

Services Offered—Production of all types of motion pictures including animation, live action, stop motion and special effects. Specialist in TV film commercials.

Irvin Paul Sulds, Inc.
654 Madison Ave., New York 21, N.Y.
Phone: Templeton 8-7025
President .................. Irvin Paul Sulds

Services Offered—Script, production supervision for one minute commercials and five minute shorts. Longer features also available.

Taylor Productions, Inc.
6700 Sunset Blvd., Hollywood 28, Calif.
President .................. Gordon Van Dover

Services Offered—Write produce and direct. TV film spots.

The TeeVee Company
211 S. Beverly Drive, Beverly Hills, Calif.
Phone: Crestview 5-1076
President .................. Gifford Phillips
Asst. to Pres. .............. Ludlow Flower, Jr.

V.P., Gen. Mgr. ............. Marc Frederic

Services Offered—Custom-built TV shows, film and live; spot commercials.

Tel-Air Associates
366 Madison Ave., New York 17, N.Y.
Phone: VA 6-3417
Partners .................. Seymour Kaplan, Mort H. Singer, Jr.

Services Offered—Film programs, spot commercials, animation.

Tele-America Inc.
170 S. Beverly Dr., Beverly Hills, Calif.
Phone: CR 5-1270
President .................. Thorn L. Brooks
Vice-President ............. Howard Taylor

Services Offered—Producers of live and film TV productions. Also all kinds of commercials.

Telecast Films, Inc.
112 W. 48th St., New York 19, N.Y.
Phone: JUdson 6-5480
President .................. W. K. Hedwig
Secy. Treasurer .......... G. W. Hedwig

Services Offered—Rentals 16mm. sound and silent films for TV programming; all types incl. features, westerns, short subjects, comedies, travel, etc.

Telefex Productions
Phone: HO 9-6211
Pres. & Gen. Mgr. .......... Donna Fargo
Vice-President ............. Victor Schulman
Secretary Treasurer ...... Louis Landon
Mgr., Photo-Lab Dept. ..... Joe Paul
Staff Writer .............. Brice Knox
Staff Consultant .......... Ted London

New York Branch
730 Fifth Ave., New York 19, N.Y.
Phone: Plaza 7-3091

N. Y. Sales Manager ............ Jerry Kelly

Services Offered—Live, recorded and film TV’s only complete rear screen projection service. Still, moving, special effect projectors, screens, frames, slides, footage, consultation and production. Telefex Telarc, Bell-Howell TV adapted Filmoarc, VisualCast TV model; Roto-Scene Telefex productions built around telefex screens and employing still moving, and special effect backgrounds.

Telenated Cartoons
70 E. 45th St., New York 17, N.Y.
Phone: Murray Hill 6-8933
Prod.-Dir. .................. Saul Taffet

Services Offered—Production of TV film commercials; storyboards; jingles. Animated cartoons; live action; animated and optical effects in color or black and white; 35mm. or 16mm. facilities.
**Telemount Pictures, Inc.**
5255 Clinton St., Los Angeles 4, Calif.
Phone: Hollywood 9-8321
President .................. Henry B. Donovan
Secretary-Treasurer ...... Marie Copenhaver

*Services Offered*—Producers of TV films and live programs and commercial films, 35 mm and 16 mm. Black and white and color films.

*Telespak Inc.*
201 N. Carmelina Ave., Los Angeles 49, Calif.
President .................. C. Robert Longenecker

*Services Offered*—Creation and production of programs, both film and live for TV. Distribution of program material. Representation of talent for TV, acting and creative.

*Telepix Corporation*
Times Tower Bldg., 1475 Broadway, New York 18, N. Y.
Phone: Pennsylvania 6-1021-2
President .................. Albert G. McCarthy
Vice-President ............ Richard Freitas
Secretary .................. Rita Fables

*Services Offered*—TV films.

*Television Arts Productions, Inc.*
2733 Stuart Street, Berkeley, Calif.
Phone: Berkeley 7-5301
Business Mgr. ............ J. T. Ward

*Services Offered*—Cartoon Productions of daily comic strip series—for television—Creators of “Crusader Rabbit” series for NBC—animated cartoons for commercials.

*Television Cartoons, Inc.*
155 W. 46th St., New York 19, N. Y.
Phone: JUdson 6-1650
Chg. of Prod. ............ Robert N. Brotherton, Arthur L. Goldman

*Services Offered*—Producers of commercial films for television, 10 seconds to 1 minute or longer. Services include full cartoon animation, live motion picture photography, stop motion or special effects to order.

*Television Exploitation Inc.*
1450 Broadway, New York 18, N. Y.
Phone: WEsonga 7-2055
President .................. Leonard J. Ackerman
Vice-Pres. & Mgr. ......... Louis N. Friedland

*Services Offered*—In the television field, distributes, purchases, and produces full length features and short subjects.

*Television Guild Productions Inc.*
210 No. Larchmont, Hollywood 4, Calif.
Phone: HO 9-2895
Production Manager ............ Jack Miles

*Services Offered*—Complete studio facilities for rent. Producers of TV commercials and shorts.

*Television Screen Productions, Inc.*
17 East 45th St., New York 17, N. Y.
Phone: Murray Hill 2-8827
President .................. Charles J. Basch, Jr.
Treasurer .................. Clarence Schmidt
Secretary .................. Frankie Basch

*Services Offered*—Film programs, film spots, industrial training and documentary films, slide films. Will rent studio facilities with, or without, cameramen, scripts, direction and cast.

*Tel Ra Productions*
1518 Walnut St., Philadelphia 2, Pa.
Phone: Kingsley 5-8540
Producer .................. W. Wallace Orr
Director of Programming & Sales ............ George J. Kerrigan, Jr.
Director of Production .......... Dan Wise
Film Editor .................. Raymond Brown
Film Editor .................. Joe Arnold

*Services Offered*—Complete facilities for producing TV film shows and commercials. Largest producers of film TV sports programs in the country.

*Times Square Productions Inc.*
145 West 45th St., New York 19, N. Y.
Phone: Circle 6-4443
President .................. Chas. W. Curran
V.P.-Production ............ Stephen E. Fitzgibbon
V.P.-Sales .................. Donald Langan

*Services Offered*—Specializing in the production of live-action, live-sound motion picture subjects for TV commercials and programs, for business, training and entertainment, in black and white and color. Producers of package shows on film.

*Time for Beany*
Phone: GAlamont 6-1444
Executive Producer .......... Bob Clampett
General Manager ............ D. J. Noverine

*Services Offered*—Produce five 15-minute films per week syndicated nationally through Paramount Television Productions, Inc.

*Transfilm Inc.*
35 W. 45 St., New York 19, N. Y.
Phone: LU 2-1400
President .................. William Miesegaes
Vice-President ............ Walter Lowendahl
Vice-Pres. .................. William Burnham
Secretary-Treasurer ..... Peter A. Schlenker

*Services Offered* — Complete facilities for
production of motion pictures, animation and slide films, for TV, black and white or color; 16mm. or 35mm. Permanent staff of producers, directors, writers, animators, artists, cameramen, film editors.

**Transvideo Corp. of America**
2 W. 46 St., New York 29, N. Y.
Phone: LU 2-1280
President ............. Theodore A. Parisi

**Tri-Video Productions, Inc.**
15 Central Park West, New York 23, N. Y.
Phone: Columbus 5-0060
President ............. Jack Goldstein

**TV Ads Inc.**
3839 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 8-1323
President ............. Doria Balli
Sales Manager .......... Gene Grant
Services Offered—Specialists in producing 16mm., 35mm., black and white, or color television film commercials, using animated cartoons, live action, or stop motion.

**TV-Programs, Inc.**
350 Fifth Ave., New York 1, N. Y.
Phone: CHicking 4-1374
President ............. Edward Roberts, Jr.
Vice-President .......... Willard P. V. Voorhees
Treasurer ............. William Mills, III
Director of Sales .......... David Horwich
Director of Advertising & Promotion .......... Jacob Van Aernam, Jr.
Services Offered—Full production from conception of idea through writing and direction right up to camera; authorized sales representatives for recognized TV film companies and on occasion other independent producers.

**United Artists Television Corp.**
729 Seventh Ave., New York 19, N. Y.
Phone: Circle 5-6000
Director of Television .......... John H. Mitchell
Asst. Dir. of TV .......... Miss Louise E. Raphael
East Coast Sales Rep .......... Robert Brahms
West Coast Sales Rep .......... Miss Beck Barnes
Mid-West Sales Rep .......... Robert O’Brien
Services Offered—Production and distribution of television films.

**United Press Associations**
(See Program Producers)

**United Productions of America**
4440 West Olive Ave., Burbank, Calif.
Phone: CHarleston 0-7171

New York Division—670 Fifth Ave.,
New York 19, N. Y.
Phone: Plaza 3-1672
Pres. & Exec. Produce .......... Stephen Bosustow
Vice-Pres. in chg. N. Y. Office .......... Edward F. Cullen
Vice-President ............. John Hubley
Vice-President .......... A. D. Woolery
Vice-President .......... Robert Cannon
Services Offered—Producers of TV film programs and commercials—specializing in animation, also animation production services.

**United Television Programs Inc.**
360 N. Michigan Ave., Chicago 1, Ill.
Phone: CEntral 6-0401
Co-owner ............. Milton Blink
Branch Offices
444 Madison Ave., New York 22, N. Y.
Phone: Plaza 3-4620
Manager ............. Aaron Beckwith
140 N. La Brea, Los Angeles 36, Calif.
Phone: Webster 9-1981
Co-Owner ............. Gerald King
Services Offered—TV package programs.

**Unity Television Corp.**
1501 Broadway, New York 8, N. Y.
Phone: LOngeac 4-8234
President ............. Arthur A. Mayers
Treasurer ............. Martin Mermelstein
TV Director ............. C. Lazar
Services Offered—Film producers, open end films, feature films, educational shorts, cartoons, sport reels, serials, series films, special spots featuring top name personalities, westerns.

**Vallee Video Inc.**
6611 Santa Monica, Hollywood 36, Calif.
Phone: Hillside 6118
President ............. Rudy Vallee
Vice-President .......... B. S. Otto
Secretary ............. D. Hall
Manager ............. John W. Swallow
Services Offered—Full film studio for TV, Stage, Cutting Room, Projection Room, Dressing Rooms.

**Van Praag Productions**
1600 Broadway, New York, N. Y.
Phone: PLaza 7-2857
Services Offered—Producers and distributors of film made for TV. Producers of commercial and theatrical motion pictures. Producers of video film spots; package programs for networks, agencies and local sponsors.

**Video Drama Productions**
505 Fifth Ave., New York 17, N. Y.
Phone: MU 2-0326
Adrian Weiss Productions
655 No. Fairfax Ave., Los Angeles 36, Calif.
Phone: WElston 5287
Producer...............Adrian Weiss
Exec. in Chg. of Production.....Louis Weiss
Services Offered—Production organization geared to produce all types of TV films from 20 minute spots to one hour shows.

Louis Weiss & Co.
655 No. Fairfax Ave., Los Angeles 36, Calif.
Phone: WElston 5287
Distribution Director.........Adrian Weiss
Asst. Distr. Director.........Louis Weiss
Services Offered—Distribution organization, geared to distribute all types of television shows throughout the country.

West Coast Sound Studios
510 W. 57th St., New York 19, N. Y.
Phone: Circle 7-2062
V.P. & Manager...............Martin Henry
Services Offered—Full 35mm. and 16mm. film production facilities: 35mm. RCA sound equipment; Fairchild sync. disc recording. Division of Video Varieties Corp.

Whitehead TV Pictures, Inc.
630 Ninth Avenue, New York, N. Y.
Phone: Circle 5-7240
President................Charles G. Whitehead
Services Offered—Producers of TV film commercials, industrials, features and short subjects.

Frank Wisbar Productions Inc.
7324 Santa Monica, Hollywood 36, Calif.
Phone: 2-2286
Owner ..................Frank Wisbar
Services Offered—Film productions.

Wolff-Feldman Enterprises, Inc.
21 W. 42 St., New York 18, N. Y.
Phone: LA 4-3450
President ................Max Wolff
Secretary-Treas. ............Robert Feldman
Exec. Producer...............Les Wintz
Services Offered—Talent representatives, casting, production, and packaging of films.

World Video, Inc.
(See Program Producers)

Young America Films, Inc.
18 E. 41 St., New York 17, N. Y.
Phone: LE 2-4111
President ..................Stuart Scheftel
Exec. Vice-Prez............Godfrey Elliott
Services Offered—Offers educational films for TV rental.
Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rustproof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

FOR ALL "TV" CAMERAS
"BALANCED" TV TRIPOD

This tripod was engineered and designed expressly to meet all video camera requirements. Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below: 3 wheel portable dolly with balanced TV Tripod mounted.
SERVICES TO TV PRODUCERS

Large Screen

Lenses

Projectors

Spot and Flood Lamps

Draperies and Fabrics

Storage Vaults

Laboratories

Raw Stock

Stock Shot Libraries

Cartoon Producers

Costumes
TV SERVICE FIRMS
(Also see Equipment Manufacturers)

Large Screen

General Precision Laboratory, Inc., 63 Bedford Rd., Pleasantville, N. Y.
Radio Corporation of America, Camden, N. J.
S.O.S. Cinema Supply Corp., 602 West 52nd St., New York 19, N. Y.
United Paramount Theatres, Television Div., 1501 Broadway, New York 18, N. Y.

Lenses

Bausch & Lomb Optical Co., 739 St. Paul St., Rochester, N. Y.
Century Projector Corp., 729 7th Avenue, New York, N. Y.

Projectors

DeVry Corp., 1111 Armitage Ave., Chicago, Ill.
Kollmorgen Optical Co., 2 Franklin Avenue, Brooklyn 11, N. Y. (Also focusing scopes)
National Theatre Supply, 92 Gold St., New York, N. Y.
Projection Optics Co., Inc., 330 Lyell Avenue, Rochester, N. Y.
Raytone Screen Corp., 165 Clermont Ave., Brooklyn 5, N. Y.

Color Service
COMPANY, INC.

115 West 45th Street    New York 36, N. Y.

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- REVERSAL • NEGATIVE — POSITIVE

16mm REVERSAL B&W • COLOR SLIDE FILM PRINTING
**SPOT AND FLOOD LAMPS**

- Adams Lighting, Inc., 48 W. 27th St., New York, N. Y.
- Anplex Corp., 111 Water St., Brooklyn 1, N. Y.
- Ariel Davis Supply Co., 373 West South Temple, Salt Lake City, Utah
- Best Devices Co., Inc., 3459 W. 104th St., Cleveland 11, O.
- Capitol Stage Lighting Co., 527 W. 45th St., New York, N. Y.
- Compeo Corp., 2251 W. St. Paul Avenue, Chicago 47, Ill.
- Display Lighting, Inc., 417 E. 61st St., New York, N. Y.
- Durlo-Test Corp., North Bergen, N. J.
- General Electric Co., Nela Park, Cleveland, Ohio.
- Kiegl Bros., 351 W. 50th St., New York 19, N. Y.
- Lustra Corporation of America, 36 Washington St., Brooklyn 1, N. Y.
- Metropolitan Scenic Studios, Inc., 1611 Davenport St., Omaha 2, Nebraska.
- National Theater Supply, 92 Gold St., New York, N. Y.
- Radiant Lamp Corp., 300 Jelliff Ave., Newark 8, N. J.
- S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 10, N. Y.
- Strong Electric Corp., 87 Park Avenue, Toledo, Ohio.
- Sylvanii Electric Products Co., 505 Fifth Avenue, New York 15, N. Y.
- Wenzel Projector Co., 2505 S. State St., Chicago 16, Ill.
- Westinghouse Electric Corp., Lamp Division, Bloomfield, N. J.
- DeVry Corp., 1111 Armitage Ave., Chicago, Ill.
- International Projector Corp., 55 LaFrance Ave., Bloomfield, N. J.
- Kiegl Bros., 351 W. 50th St., New York 19, N. Y.
- Mitchell Camera Corp., 666 West Harvard St., Glendale 4, Calif.
- Motograph, Inc., 4431 W. Lake St., Chicago 24, Ill.
- National Theater Supply, 92 Gold St., New York, N. Y.
- Radio Corp. of America, Camden, N. J.
- S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 10, N. Y.
- Wenzel Projector Co., 2505 S. State St., Chicago 16, Ill.

**CARPET**

- Bigelow-Sanford Carpet Co., 140 Madison Ave., New York, N. Y.
- Goodall Fabrics, Inc., 525 Madison Ave., New York, N. Y.
- C. H. Masland & Sons, Carlisle, Pa.
- Radio Corp. of America, Camden, New Jersey.
- Alexander Smith & Sons Carpet Co., 295 5th Ave., New York 16, N. Y.

**TV SERVICE FIRMS**

**BACKGROUND PROCESSES**

**LOS ANGELES, CALIF.**

- Acme Film Laboratories, Inc.
  1161 N. Highland Ave. (38) Hillside 7471
- Anderson, Howard A.
  General Service Studios
  1611 Cosmo St. Hudson 2-1247
- Cinecolor, Inc.
  2500 S. Olive St., Burbank Stanley 7-1126
- Cinema Research
  7000 Romaine, Hollywood (38) Hudson 2-7464
- Consolidated Films Industries, Inc.
  959 Seward St. Hollywood 9-1441
- Dunnecolor Corp.
  932 N. La Brea Ave. Granite 3174
- FilmEffects of Hollywood
  1153 N. Highland Ave. Hollywood 9-5808
- Hansard, R. L.
  8822 W. Washington Blvd., Culver City
- Mercer, Ray
  4241 Normal Ave. Olympa 8436
- Pacific Title & Art Studio
  6350 Santa Monica Blvd., Hempstead 5611
- Patho Industries, Inc.
  6828 Santa Monica Blvd., Hollywood 9-3961
- Rabin, Jack
  7324 Santa Monica.. Hudson 2-5463
- Schmid, Al
  1041 N. Formosa Ave. Granite 5111
- Smulwood Process
  7324 Santa Monica Blvd., Hollywood 9-5060
- Technicolor Motion Picture Corp.
  6311 Romaine St. Granite 1101
- Telefax
  5732 Sunset Blvd. PL 7-0780
- Williams Lab
  1040 N. McCadden Place.. Hillside 8131

**STORAGE VAULTS**

**LOS ANGELES, CALIF.**

- Bekins Van & Storage Co.
  1025 N. Highland Ave. Hollywood 9-8181
- Lyons Van & Storage Co.
  6372 Santa Monica Blvd. Hollywood 9-1401

**NEW YORK, N. Y.**

- Bonded Film Storage Corp.
  630 Ninth Ave. Judson 6-1030
- Consolidated Film Industries
  3260 Republic Pictures Corp.
  1740 Broadway Judson 6-1700
- Lloys Film Storage Corp.
  729 Seventh Ave. Columbus 5-5400
- Miles, Joseph R., Film Storage
  729 Seventh Ave. Judson 6-4954
- United Storage Corp.
  630 Ninth Ave. Judson 6-1030
TRafalgar ST.
PORTLAND
Judson RAdeliff
LOngacre
TEnsin
5-5592
CHICAGO
DALLAS
Circle
SAratoga
RIttenhouse
Circle
PLaza
Circle
ENdicott
DAly
EMpire
Circle
SAKLFRANCISCO
Circle
Circle
DETROIT
Mecca
Rainbowlab,
Patlie
National
Southwest
Jamieson
Motion
Precision
Paramount
Welsh,
Producers
Paramount
Variety
Hausman,
Kscar
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RAW STOCK

Anseo
Anseo Division of General Aniline & Film Corp.,
Binghamton, N. Y.; 405 Lexington Ave.,
Murray Hill 6-0555, New York 19, N. Y.; 6424
Santa Monica Blvd., Hollywood 9-2918, Holly-
wood 38, California.

DuPont
L. E. du Pont de Nemours and Co. (Inc.),
Photo, Bracts. Division, Wilmington, Del.;
6656 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., Fort Lee 8-5106;
6700 Santa Monica Blvd., Hillside 6131, Holly-
wood 38, Calif.; 6040 N. Pulaski Rd., Irving-
8-4064, Chicago, Ill.

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TV's top intensity of audience attention demands defect-free film for telecasting Kinescopes, Commercials and Features.

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ATLANTA • KANSAS CITY • DALLAS
Toronto • London • Brussels • Berne • Sydney • Mexico City
18 YEARS EXPERIENCE IN SAFEGUARDING FILM
CARTOON PRODUCERS

LOS ANGELES, CALIF.

Disney, Walt
2410 W. Alameda, Burbank...Rockwell 9-3461

Glenar (Sid) Productions
6618 1/2 Sunset Blvd. (38)...Hollywood 0406

Lantz, Walter
861 N. Seward St. (38)...Hollywood 9-2907

Metro-Goldwyn-Mayer
Culver City ...TExas 0-3311

United Productions of America
4440 Lakeside Dr., Burbank., Charleston 0-7171

Warner Bros. Cartoons, Inc.
1351 N. Van Ness Ave........Gladstone 4131

NEW ROCHELLE, N. Y.

Terry, Paul
271 North Ave..NEW Rochelle 2-3467

NEW YORK, N. Y.

Disney, Walt, Productions
1276 Ave. of Americas......Judson 6-3442

Eshbaugh, Ted, Studios, Inc.
109 W. 64th St............Trafalgar 3-0729

Famous Studios
23 W. 45th St............Luxemburg 2-4500

Smith, Fletcher, Studios, Inc.
321 E. 44th St............Murray Hill 5-6626

VENTILATION EQUIPMENT

Carrier Corp., 300 South Geddes St., Syracuse, New York.

Frigidaire Division, General Motors Corp., 300 Taylor St., Dayton, Ohio.

General Electric Co., 5 Lawrence St., Bloomfield, N. J.

General Elec. Co., 1 River Road, Schenectady, N. Y.

Governair Corp., 513 N. Blackwelder, Oklahoma City, Okla.

McQuay, Inc., 1600 Broadway, N. E. Minneapolis 13, Minn.

National Theatre Supply, 92 Gold St., New York, N. Y.

S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 10, N. Y.

Trane Company, LaCrosse, Wisc.

Typhoon Air Conditioner Co., Inc., 794 Union St., Brooklyn, N. Y.

United States Air Conditioning Co., Como Ave., S.E., at 35rd Minneapolis 14, Minn.


Worthington Pump & Machinery Corp., Harrison, N. J.

York Corp., York, Pa.

STOCK SHOT LIBRARIES

LOS ANGELES, CALIF.

Camera Craft Audio Visual Sales & Rentals Co.
1153 N. Highland Ave......Hollywood 9-3808

Ideal Pictures Corp.
2408 W. 7th St..............DUnkirk 7-8228

General Film Library
1426 N. Beachwood Drive (28)

Independent Film Library
c/o Hal Roach Studios, Culver City

Mercer, Ray & Co.
4241 Normal Ave., (27)....Olympia 8436

Wild Life Film Co.
5151 Strohm, N. Hollywood...SStanley 7-5845

NEW YORK, N. Y.

Advance Film Libraries
729 Seventh Ave..............Circle 5-6873

Lloyd's Film Library
729 Seventh Ave..............Columbus 5-5400

Miles Film Library
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KGO Pathe, Inc.
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Anderson, Howard A.  
1611 Cosmo St., Hollywood 28, Calif.; HUDson 3-1247.

Anseco  
Anseco Division of General Aniline & Film Corp.  

Chuncolor, Inc.  
2800 W. Olive St., Burbank, Calif.; ROckwell 9-1126.

Cinema Research  
7000 Romaine, Hollywood 38, Calif.; HUDson 2-7464.

Color Research Corp.  
165 E. 106th St., New York, N. Y.; SACramento 2-7830.

Color Reproduction Co.  
7936 Santa Monica Blvd., Hollywood 46, Calif.; HILLside 8225.

Dunningcolor Corp.  
Laboratory, 922 N. La Brea Ave., Hollywood, 38, Calif.; GRanite 3174.

Eastman Kodak Co.  
Rochester, N. Y.

Film Effect  
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Flora Color  
1103 El Centro Ave., Hollywood, Calif.; GRanite 9559.

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Polacolor Process  

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Trucolor  
Republic Pictures Corp., 1740 Broadway, New York 19, N. Y.; JUDson 6-1500.

Cain-Schumann Music Service  
4606 N. Radford Ave., N. Hollywood, Calif.  
STanley 7-3732.

Filmusic, Inc.  
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JUDson 6-4155.

Shaindlin, Jack  
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JUDson 6-4155.

Velazco Emil  
723 Seventh Ave., New York 19, N. Y.  
PLaza 7-8530.

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Consolidated Film Industries, Inc.  

Eastman Kodak Co.  
6706 Santa Monica Blvd. Hollywood 9-3101.

Hollywood Film Enterprises, Inc.  
6060 Sunset Blvd. Hillside 2181.

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6823 Santa Monica Blvd. Hollywood 9-3961.

RCA  
1016 N. Sycamore Ave. Hillside 5171.

NEW YORK, N. Y.

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846 Seventh Ave. PLaza 7-6208.

Bonded’s Film Center Theater  
630 Ninth Ave. JUDson 6-1030.

Johnny Victor Theater  
40 W. 49th St. Circle 6-4030.

Lloyds  
729 Seventh Ave. COLumbus 5-5400.

Miles Public Projection Theaters  
729 Seventh Ave. Circle 5-6873.

Preview Theater  
1900 Broadway Circle 6-0855.

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Berthe, Mme.  
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Brooks Costumes  
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Eaves Costume Co., Inc.  
151 W. 46th St. PLaza 7-3230.

Flair Theatrical Costume Co.  
1658 Broadway PLaza 7-3638.

Lillien Costume Co.  
1658 Broadway Circle 5-1198.

Variety Costume Exchange  
1658 Broadway COLumbus 5-8789.

BACKGROUND MUSIC COMPOSERS

Applebaum, Louis  
National Film Board of Canada, Ottawa. Ottawa 2-5211.

Associated Music, Inc.  
9032 Burton Way, Beverly Hills, Calif. CRESTview 4-6151.
WHAT HAPPENS TO TV FILMS

By CHARLES B. BROWN, Vice-President, Bing Crosby Enterprises, Inc.

It is only fair to begin by stating that a great improvement in TV film handling has come about in the past year, yet much still remains to be done. Now for a few examples.

The shipping department was about to rush ship, without sufficient check-up, a "Royal Playhouse" film. The can which had come in from a station was imprinted with the title "Royal Playhouse", but a last minute impulse to peek inside revealed a print of a Laurel & Hardy comedy. Another evil event, is the decision of the station film man to cut in a local commercial in a spot other than set up by the studio after a long study of the dramatic script and the pace of the story itself as filmed. With the nonchalance of a one armed butcher making an off hand cut, our friend cuts right through the heart of a situation and the plot almost bleeds to death, while the viewer wishes the sponsor had. Sometimes too, for the sake of a too lengthy local commercial, done live by the cousin of the sponsor's third wife, a section of the film is neatly sliced out and beautifully spliced right through a portion of a scene, the offending section of "The Hired Girl" coming back months later in a can with "The Celebrated Mrs. Rowland." Mrs. Rowland doesn't like it and we don't either, to say nothing of the viewer who after seeing the back of a character going out when he hadn't obviously quite gotten in, was faced with the horns of a dilemma; should he stop drinking or television? In the meantime, the mutilated print with the missing section, had of necessity been replaced with a new copy. Multiply this by the right quotient of fifty-two programs in forty markets or so and the cost is considerable.

We sometimes receive return shipments with the film loose on the reel. Some of the actors in the coiled up mess must surely suffer from strangled hernia. The emulsion, of course, is scratched and a new print often required.

Another difficulty, is that of the lost program. It goes on the air and then into thin air. For example, how to account for one print of "Man Without a Country" turning up eight months after it went out over Station A and comes back from Station B, where it never was scheduled, and spliced into a section of "Canterville Ghost." It's really uncanny and unbelievable, except to our shipping clerk who fortunately has astigmatism and is not too surprised at visual incongruity.

Yet another and very real problem, is that of running film A when B was scheduled, promoted, merchandised and publicized. For example, imagine the embarrassment to all concerned when we had built up a lady in her home town where the picture featuring her was to be shown. She was unfortunately divorced the week of the showing amidst much local publicity, but to cap it off, instead of her picture, one set for two weeks hence was run, believe it or not Ripley, entitled "No Strings Attached." We have tried to cut to a minimum the number of days between arriving shipments, but in winter months we are sometimes forced to play it safe and ship two to three weeks at a time. The station film department, in its all too busy schedule, at times grab any can marked "Royal Playhouse" and on it goes.

One of the most irritating of all irritants is the situation where a local advertiser requests his title or introduction over and above a normal identification and opening or closing commercial. Inasmuch as thirty minutes ever remains inelastic, out comes the cleaner and up comes the hodge podge of elements. Sometimes too, the whole story has been shortened or normal credits chopped off to a point where the show irritates the viewer instead of soothing him to a point where the commercial is accepted and effective.

The situation, as a whole, today is far better than a year ago, yet I believe that at all NARTB conventions there should be a discussion meeting, not a panel, between representatives of distribution organizations and station film department heads, in which film handling methods should be discussed. Out of such group meetings would come many ideas which both sides and, for that matter, producers as well could apply to bring about smoother, more efficient operation.

1192
Programs
1951
TV - AM

Titles

Sponsors

Products

Networks

TV Stations

Advertising Agencies:
# COMMERCIAL TV PROGRAMS—1951

*(Network and Local)*

The following pages contain an alphabetical listing by program title of the four national television networks' commercial programs as well as locally sponsored programs of television stations in operation during 1951. The programs listed are for the 12-month period ending Dec. 31, 1951. Listing includes program title, sponsor and product, network or station and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, DuMont, NBC and the television stations listed.

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<td>WGN-AM</td>
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Note: The text appears to be a list of advertisers, possibly related to radio or television, with various mentions of names and possibly time slots or formats.
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<thead>
<tr>
<th>TITLE</th>
<th>SPONSOR-PRODUCT</th>
<th>STATION</th>
<th>ADVERTISING AGENCY</th>
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<td>Dinner Winner</td>
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<td>Philip Morris &amp; Co., Ltd., Inc.</td>
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<td>Dundon &amp; Rosenbush</td>
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<td>Leo Burnett</td>
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<td>Joanna Western Mills</td>
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<td>Lennen &amp; Mitchell</td>
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Grand Marquee
Greatest Fights of the Century
Greatest Fights of the Century
Greatest Fights of the Century
Greatest Fights of the Century
Groucho Marx—You Bet Your Life
Gruen Guild Theatre
Gruen Theatre
Guest Room

Hail the Champ
Hail the Champ
Half Pint Party
Hands of Destiny
Hands of Destiny
Hands of Mystery
Happiness Exchange
Happy Valley Folks
Harmony for Happiness
Harry Owens
Harry Owens
Hawkins Falls
Hayride
Headline Clues
Healthy, Wealthy & Wise
Heart of America Newsreel
Heart of America Newsreel

Hauser Nash Sales, Inc.
Cheseborough Mfg. Co.
Cheseborough Mfg. Co.
Cheseborough Mfg. Co.
Cheseborough Mfg. Co.
Vaseline Cream Hair Tonic
Cheseborough Mfg. Co.
Vaseline Hair Tonic
DeSoto Div., Chrysler Corp.
Automobiles
Gruen Watch Co.
Wrist & Pocket Watches
Gruen Watches
Participating

American Vitamin
Fred W. Amend Co.
Chuckles
Sam Smith Shoe Co.
Little Yankee Shoes
Coca Cola Bottling Co. of N. Y.
Coca Cola
Wiss Shears
Bond Clothes
White Rock Sparkling
Hays Super Market
Brain Stationery & Sporting Goods Co.
Seruel, Inc.
United Air Lines
Lever Bros.
Surf
Hoffman Radio Corp
Radios & TV Sets
Tidewater Associated Oil Co.
Tydol
Honey Kurst Bread
Home Federal Savings & Loan Assn.
Parkview Drug Stores
Drugs, etc.

WNBJ
WSM-TV
KTLA
NBC-TV
WAVE-TV
NBC-TV
ABC-TV
DuMont
WKY-TV

WLW-C
ABC-TV
WABD
WABD
DuMont
WABD
WTTV
KMTV
KTLA
KTLA
NBC-TV
WOAI-TV
DuMont
WAVE-TV
WDAF-TV
WDAF-TV

Guenther-Bradford
Cayton, Inc.
Cayton, Inc.
Cayton, Inc.
Cayton, Inc.
Batton, Barton, Durstine & Osborn, Inc.
McCann-Erickson, Inc.
McCann-Erickson, Inc.
Henri, Hurst & McDonald, Inc.
Dancer-Fitzgerald-Sample
Wm. Esty Co., Inc.
Ellington & Co.
Grey Advertising
Kenyon & Eckhardt
Anderson & Roll
Batton, Barton, Durstine & Osborn, Inc.
N. W. Ayer & Son
N. W. Ayer & Son
Walter McCready
Lennen & Mitchell, Inc.
Doe-Anderson
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Let's Look at Sports

Lionel TV Glee Club

Losing You Again

Live Life Like a Millionaire

Live Wrestling

Local News

Lola & Circle Star Ranch Boys

Lone Ranger, The

Lone Ranger, The

Look to Lazarus

Looking With Long

Lorraine Cugat Show

Lorraine Cugat Show

Love of Life

Lux Video Theatre

SPONSOR-PRODUCT
Lucky Tiger Manufacturing Co.
Mallermee's, McEwen Laundry
Arnold Bakers
Bread, Rolls, Cakes
Green Giant Co.
Niblets & Peas
Dye Home Improvements
Admiral Corp.
TV & Radio Sets, Refrigerators, Ranges
Linton's Restaurants
Lit Brothers
Continental Baking
Red Top Brewing
Grove Laboratories
Grant's Home & Hardware Co.
South Texas Appliance Co.
Admiral Appliance

Lofgren Motorola Co.
Participating Sponsorship
American Bakers
Bread & Bakery Products
General Mills, Inc.
Bisquick, Mixes

General Mills
F. & R. Lazarus Dept. Store
Ohio Fuel Gas Co.
Vitamin Corp. of America
Vitamin Corp. of America
American Home Products
Lever Bros.
Lux Soap

STATION
WNBQ
WSM-TV
ABC-TV
ABC-TV
WJNB-AM
WJNB-AM

ADVERTISING AGENCY
Grant Advertising, Inc.
Benton & Bowles, Inc.
Leo Burnett Co.
Erwin Wasey & Co.
Lamb & Keen, Inc.
Al Paul Lefton Co., Inc.
By Station
Bernard M. Brooks

Mc

Madison Square Garden

Madison Square Garden

Maid's Kitchen

Madison Square Garden

Sidles Co.

Appliances

Tri-State Appliance

Onondaga County Savings Bank

WHEN

KMTV

WSAZ-TV

Anderson & Roll

Direct
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Saturday Movie Night
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Saturday Night at the Garden
Saturday Night at the Garden
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WABD
C. N. Stahl
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<td>The Tullis Co.</td>
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<td>Your Hit Parade</td>
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<td>Your Show of Shows</td>
<td>Benrus Watch Co. Watches, Clocks</td>
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<td>Zoo Parade</td>
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<td>NBC-TV</td>
<td>Ruthrauff &amp; Ryan</td>
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# Commercial AM Programs of 1951 (Network)

The following pages contain a complete alphabetical listing by program title of the four national networks' commercial programs heard during the 12-month period ending Dec. 31, 1951. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, MBS, and NBC. Abbreviations: PC. Pacific Coast.

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<td>Hearing Aids</td>
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| Challenge of the 50s—Years of Crises | American Oil Co.  
                     | Amoco Gas, Lubricants, Tires, Batteries,  
                     |         |                                        |
| Challenge of the 50s—Years of Crises | Sealy Mattress Co.  
                      | Mattresses                                                     | CBS     | Alvin Wilder                           |
| Champion Roll Call              | Champion Spark Plug Co.                                          | ABC     | MacManus, John & Adams                  |
| Charlie Wild, Private Detective | Wildroot Co., Inc.                                              | CBS     | Batten, Barton, Durstine & Osborn, Inc. |
| Charles Collingwood             | Household Finance Corp.                                          | CBS     | Needham, Louis & Brorby, Inc.           |
| Chemical Engineering Society Dinner | Phillips Petroleum Co.  
                     | Gasoline & Oil                                                  | MBS     | Lambert & Feasley, Inc.                 |
| Chet Huntley                    | Household Finance Corp.                                          | CBS     | Needham, Louis & Brorby, Inc.           |
| Chet Huntley, News              | MJB Co.                                                         | ABC     | Batten, Barton, Durstine & Osborn, Inc. |
| Chicago Finals of Golden Gloves Bouts | Admiral Corp.  
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Kenneth Banghart and the News | American Tobacco Co. | NBC |
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Joseph Castor & Associates
Robert W. Orr & Associates
Knox Reeves Adv.
Warwick & Legler, Inc.
Roy S. Durstine, Inc.
Henri, Hurst & McDonald
Arthur Meyerhoff & Co.
N. W. Ayer & Son
Ted Bates
Schwimmer & Scott, Inc.
John F. Murray Adv. Agency
Benton & Bowles, Inc.
Batten, Barton, Durstine & Osborn, Inc.
Chas. W. Hoyt
Maxon, Inc.
Warwick & Legler, Inc.
Wm. Esty & Co., Inc.
Wm. Esty & Co., Inc.
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<td>Renfro Valley Sunday Morning Gatherin'</td>
<td>General Foods Corp.</td>
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<td>Post's Cereals, Sure-Jell, Maxwell House Tea, Baker's Coconut</td>
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<td>Renfro Valley—Country Store</td>
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<td>Robert Q. Lewis Show</td>
<td>Gillette Safety Razor Co.: Toni Div.—Toni Home Permanent, Creme Shampoo</td>
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<td>Foote, Cone &amp; Belding Co.</td>
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<td>Liggett &amp; Myers Tobacco Co., Inc.: Chesterfield Cigarettes</td>
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<td>National Biscuit Co.: All Products</td>
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<td>McCann-Erickson, Inc.</td>
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<td>Arthur Meyerhoff &amp; Co.</td>
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| Sammy Kaye Sunday Serenade                | Sylvania Electric Products
Television Receivers and Radios | ABC     |
| Sanka News Roundup                        | General Foods
Sanka Coffee | ABC     |
| Second Mrs. Burton                        | General Foods Corp.
Post's Cereals, Postum, Swans Down Flour, Pectin | CBS     |
| Sergeant Preston of the Yukon             | Quaker Oat Co.
Quaker Puffed Grains and/or Other Products | MBS     |
| Sheriff, The                              | American Chicle Co.
Clorets | ABC     |
| Sheriff, The                              | Pacific Coast Borax Co.
Mule Team Borax and Boraxo | ABC     |
| Sheriff, The                              | Proctor and Gamble
Ivory Soap | ABC     |
| Sid Walton Show                           | Niress Industries
“Baby Blue Eyes” Doll | CBS     |
| Sidney Walton                             | Airways Corp.
Dutch Bulbs | MBS     |
| Sidney Walton—News                        | Book Associates
Books | MBS     |
| Silver Eagle, The                         | General Mills, Inc.
Cheerios, Cake Mixes | ABC     |
Auto Batteries | CBS     |
| Sing It Again                             | Carter Products, Inc.
Arrid, Rise Shave Cream | CBS     |
| Sing It Again                             | Luden's, Inc.
Cough Drops, Candy Bars | CBS     |
| Sing It Again                             | Sterling Drug Inc.
Bayer Aspirin, Phillips Milk of Magnesia Tablets | CBS     |
| Sky King                                  | Derby Foods, Inc.
Peter Pan Peanut Butter & Peanut Products | MBS     |
| Smilin' Ed McConnell and His Buster Brown Gang | Brown Shoe Co.
Buster Brown Shoes | NBC     |
| Soap Box Derby                            | General Motors Corp.
Chevrolet Motor Div.—Chevrolet Cars | CBS     |
| Somerset Maugham Theatre                  | Bymart, Inc.
Tintair | CBS     |

Roy S. Durstine, Inc.
Young & Rubicam, Inc.
Young & Rubicam, Inc.
Sherman & Marquette, Inc.
Dancer-Fitzgerald-Sample, Inc.
McCann-Erickson, Inc.
Compton Adv.
Huber Hoge & Sons, Inc.
Dorland, Inc.
Huber Hoge & Sons
Knox Reeves Adv.
Anderson-McConnell Adv. Agency
Sullivan, Stauffer, Colwell & Bayles, Inc.
J. M. Mathes, Inc.
Dancer-Fitzgerald-Sample, Inc.
Needham, Louis, & Brophy, Inc.
Leo Burnett Co.
Campbell-Ewald Co., Inc.
Cecil & Presbrey, Inc.
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<td>The Bill Lang Show</td>
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<td>The Falcon</td>
<td>Kraft Foods Co.</td>
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<td>Orange-Crush &amp; Old Colony Beverages</td>
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<td>The Law and You</td>
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<td>Spearmint Chewing Gum</td>
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<td>The Railroad Hour</td>
<td>Association of American Railroads</td>
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<td>The Red Foley Show</td>
<td>Swift &amp; Company</td>
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<td>Jewel Shortening &amp; Salad Oil</td>
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<td>The Roy Rogers Show</td>
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<td>The Shadow</td>
<td>U. S. Army &amp; U. S. Air Force</td>
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<td>Recruiting</td>
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<td>The Shadow</td>
<td>Wildroot Co., Inc.</td>
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<td>Wildroot Toilet Preps, &amp; “Frostilla” Hand Lotion</td>
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<td>The $64 Question</td>
<td>Radio Corporation of America</td>
<td>NBC</td>
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<td>The Telephone Hour</td>
<td>Bell Telephone System</td>
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<td>The Tide Show Starring Jack Smith,</td>
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<td>Dinah Shore, Ginny Simms</td>
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<td>Signal Oil Co.</td>
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<td>Barton A. Stebbins Adv. Agency</td>
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<td>Gasoline &amp; Oil</td>
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<td>The Woman in My House</td>
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<td>Schneider, Beck &amp; Werner</td>
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<td>United States Steel Corp.</td>
<td>NBC</td>
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<td>Theatre of Famous Radio Players</td>
<td>Lewis Food Co.</td>
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<td>Rockett-Lauritzen</td>
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<td>Gillette Safety Razor Co.</td>
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<td>Foote, Cone &amp; Belding Co.</td>
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<td>This Is Nora Drake</td>
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<td>Wm. H. Weintraub Co., Inc.</td>
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<td>Kenyon &amp; Eckhardt</td>
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<td>Sweeney &amp; James Co.</td>
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# FM STATIONS IN OPERATION

As of Jan. 1, 1952

## ALABAMA

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<td>Piedmont Service Corp.</td>
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<td>James L. Coley, Pres.</td>
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<td>Andalusia</td>
<td>WCTA-FM</td>
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<td>J. Dige Bishop, Exec. V.-P.</td>
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<td>WHMA-FM</td>
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<td>Bessemer</td>
<td>WJLN</td>
<td>Johnston Bestg. Co.</td>
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<td>Birmingham</td>
<td>WAFM</td>
<td>Voice of Ala., Inc.</td>
<td>99.5</td>
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<td>Mobile</td>
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<td>R. B. Chapman</td>
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<td>Mesa</td>
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<td>Estate of G. W. Covington</td>
<td>94.5</td>
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## ARIZONA

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## CALIFORNIA

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<td>Eureka</td>
<td>KRED</td>
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<td>KJQR</td>
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**DISTRICT OF COLUMBIA**

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**FLORIDA**

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**GEORGIA**

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FM Stations in Operation

**IDAHO**

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**INDIANA**

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**IOWA**

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**Michigan**

- Ann Arbor: WPAG-FM
- Battle Creek: WELL-FM
- Bay City: WBCM-FM
- Benton Harbor: WHFB-FM
- Detroit: WDET
- Grand Rapids: WFRS
- Flint: WJLJ
- Grand Rapids: WLAV-FM
- Jackson: WIBM-FM
- Mt. Clemens: WLML
- Muskegon: WKBJZ-FM
- Owasso: WQAP-FM
- Pontiac: WCAR-FM
- Royal Oak: WINC
- Saginaw: WSAM-FM
- Wyandotte: WJJW

**Minnesota**

- Mankato: KYSM-FM
- Minneapolis: KTIS-FM
- Minneapolis-St. Paul: WTCA-FM
- WFRM-FM
- JDJX-FM
- WMQX-FM
- KFVS-FM
- KGMO
- KWOS-FM
- WMBH-FM
- KCMO-FM
- KBOA-FM
- KWOC-FM
- KXOK-FM
- KDBO-FM
- KTTS-FM
- KFOR-FM
- KBON-FM
- KENO-FM
- WTSV-FM
- WKXR-FM
- WOTW-FM

**Missouri**

- Cape Girardeau: KFVS-FM
- Jefferson City: KWOS-FM
- Joplin: WMBH-FM
- Kansas City: KCMMO-FM
- Kennett: KBOA-FM
- Poplar Bluff: KWOC-FM
- St. Louis: KXOK-FM
- Sedalia: KDBO-FM
- Springfield: KTTS-FM
- Lincoln: KFOR-FM
- Omaha: KBON-FM
- Las Vegas: KENO-FM
- Claremont: WTSV-FM
- Manchester: WKXR-FM
- Nashua: WOTW-FM

**Nebraska**

- Lincoln: KFOR-FM
- Omaha: KBON-FM
- Las Vegas: KENO-FM
- Claremont: WTSV-FM
- Manchester: WKXR-FM
- Nashua: WOTW-FM

**New Hampshire**

- Alpine: WFMN
- Alpena Park: WFPK-FM
- Atlantic City: WSJN-FM
- Bridgeport: WPSE
- Elizabeth: WAAT-FM
- Newark: WJMR-FM
- New Brunswick: WCTC-FM
- Newbury: WXNN
- Plainfield: WXNJ
- Trenton: WTOA

**New Jersey**

- Alpine: WFMN
- Alpena Park: WFPK-FM
- Atlantic City: WSJN-FM
- Bridgeport: WPSE
- Elizabeth: WAAT-FM
- Newark: WJMR-FM
- New Brunswick: WCTC-FM
- Newbury: WXNN
- Plainfield: WXNJ
- Trenton: WTOA

**Executive Officers**

- Minnesota: Dr. William Graham, Pres.
- Nebraska: James Stuart, Pres.
## NEW YORK

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## NORTH CAROLINA

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FM Stations in Operation

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<th>City</th>
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<th>Frequency (mc)</th>
<th>Chief Executive</th>
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<td>WQAN-FM</td>
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<td>Edward J. Lynett, Jr., Elizabeth R. Lynett, Owners</td>
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<td>Sharon</td>
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<tr>
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<td>105.5</td>
<td>Mrs. M. S. Palmer, Pres.</td>
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**RHODE ISLAND**

| Providence | WJAR-FM | The Outlet Co. | 95.5 |
| Providence | WJAR-FM | Providence Journal Co. | 105.1 |
| Providence | WPRO-FM | Cherry & Webb Bestg. Co. | 92.3 |
| Providence | WWON-FM | Woonsocket Bldg. Co. | 105.5 |

**SOUTH CAROLINA**

| Anderson   | WCAC        | Wilton E. Hall, Inc. | 101.1 |
| Anderson   | WCSC-FM     | WCSC, Inc.           | 96.9  |
| Charleston | WTMF-FM     | Atlantic Coast Bestg. Co. | 95.1 |
| Columbia   | WIFM-FM     | Bestg. Co. of the South | 95.1 |
| Greenville | WFLM-FM     | Greenville Bestg. Co. | 94.3  |
| Greenville | WMRC-FM     | Textile Bestg. Co.   | 94.9  |
| Greenville | WGRS-FM     | Giese, Inc.          | 94.5  |
| Greenville | WHRI-FM     | York County Bestg. Co. | 97.5 |
| Spartanburg| WBXY        | Soarant Radiocasting Co. | 100.5 |
| Spartanburg| WSPA-FM     | The Bestg. Co. of the South | 98.9 |

**TENNESSEE**

| Bristol    | WOPI-FM     | Radiophone Bestg. Sta. WOPI, Inc. | 96.9 |
| Chattanooga| WDDM-FM     | WDOD Bestg. Corp. | 96.5 |
| Jackson    | WTVS-FM     | WJAI, Inc.          | 96.1  |
| Johnstown  | WJHL-FM     | Kingsport Bestg. Co. | 95.5 |
| Kingsport  | WKPT-FM     | Radio Station WBIR, Inc. | 93.3 |
| Knoxville  | WBIR-FM     | Memphis Pub. Co.     | 99.7  |
| Memphis    | WMCF        | WSX Best. Station.   | 97.5  |

**TEXAS**

| Amarillo   | KFDA-FM     | Amarillo Bestg. Corp. | 100.3 |
| Baytown    | KREL-FM     | Tri-Cities Bestg. Co. | 92.1 |
| Beaumont   | KRHC-FM     | The Enterprise Co.    | 99.9  |
| Brownsville| KMC-FM      | Mary Hardin-Baylor Coll | 97.1 |
| Cleburne   | KCLE-FM     | Medco, Inc.          | 104.5 |
| Dallas     | KXLM-FM     | Variety Bestg. Co., Inc. | 104.5 |
| Dallas     | KRLD-FM     | KRDL Radio Corp.     | 92.5  |
| Denton     | WRR-FM      | City of Dallas       | 101.1 |
| Edinburg   | KDNT-FM     | Harwell V. Shepard.  | 106.3 |
| Fort Worth | KURV-FM     | J. C. Looney.        | 104.9 |
| Galveston  | KLUF-FM     | Carter Publications, Inc. | 100.3 |

*Chief Executives for additional stations listed.*
THE coming of television in sports necessitated the "education" not only of the viewer, but of the experienced radio broadcaster as well.

Everybody knows by now that the greatest problem that confronted established radio sportscasters, when they turned to television, was the question of when to talk and when not to talk.

I believe it's reasonable to say that the average sportscaster on television today has struck a happy medium. He talks when he has something to say, but he is smart enough to let the little pictures do their share of the talking too.

As anyone who has worked in both media can tell you, there is a vast difference between covering sports on radio and doing them on TV. You certainly have to be better informed when you're doing television. Your audience is in a position to check on much of what you say. If you glibly have Joe Doakes racing across for the tying touchdown—when it was actually Bob Jones—you're in trouble. If you call an end run an off-tackle play, everybody knows instantly that you don't know what you're talking about. A thorough knowledge of the rules, the tactics and the personnel of the game you are covering is far more essential in TV than it was on radio, although it certainly was—and is—important there too.

Taking a look at the other side of the coin, I think the crew producing a telecast of a sports event is under much heavier pressure to give the viewers a more interesting show than is the radio crew. You have to fight monotony on television all the time. Because your cameras are making the watcher feel he is inside the stadium or arena, he gets impatient if he is inside the stadium or arena, he gets impatient if he is given only a restricted view of the proceedings. He wants your cameras to be as free and as inquisitive as his eyes would be if he were in on a ticket.

Broadcasting and telecasting range from the simplicity of baseball to the complexity of football.

In my opinion the easiest sport to broadcast or telecast is baseball because the action is comparatively slow, and the line-ups remain fairly consistent throughout a game. The broadcaster is very close to the scene of action and the rules and fundamentals of the game are simple. In fact, it's pretty safe to say that seventy-five out of a hundred professional baseball players in this country—with fair voices—could eventually become top-flight baseball broadcasters.

The other extreme is football. Football is difficult to broadcast because the whole game is designed to deceive and confuse—the opposition and the spectators alike. The constant use of substitutions during a football game makes it very difficult for the fans to keep up with the progress of the contest. In a stadium holding 90,000 people, football men and coaches will tell you not more than 20,000 are entirely familiar with what's going on down the field. That ratio I am sure would be even greater in the TV homes of the nation. The bringing of a football game to the listening and viewing audiences therefore demands a true knowledge of the game and requires much more explanation and commentary than any other sport.

Of course, we're all familiar with the gags about the radio broadcaster sounding as though he were describing a different game from the one appearing on the television screen. Personally, I think this problem has been grossly exaggerated, but there is no question that the radio announcer, feeling the responsibility of setting the scene, and providing his listeners with a general description of the event—as well as specific information—has to come up with a much more colorful job than does the TV-caster. After all, the latter merely has to fill in what the screen does not show. There's certain "on the scene" excitement attached to all sports—especially football and basketball—and while I agree that TV broadcasters must guard against too much conversation, the TV audience still seems to enjoy a bit of color and background—that little extra something that transmits to them the thrill of being part of the attending throng.

Wismer

By HARRY WISMER, General Executive of MBS
International Broadcast Stations
In The United States

☆

Stations of Mexico

☆

Radio Cadena Nacional, S. A.

☆

Radio Programas de Mexico, S. A.

☆

AM Stations of Cuba

☆

TV Stations of Cuba
# INTERNATIONAL STATIONS IN THE UNITED STATES

<table>
<thead>
<tr>
<th>Licensee and Location</th>
<th>Call Letters</th>
<th>Ownership</th>
<th>Power</th>
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INSTITUCION MEXICANA DE RADIO

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Stations of Mexico

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all MEXICO will hear your message through

RCN
Affiliated 75 Broadcasting Stations

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AGUA PRIETA, SON.
CAMARGO, CHIH.
CIUDAD JUAREZ, CHIH.
CIUDAD OBREGON, SON.
COATZACOALCOS, VER.
CUAUTLA, MOR.
CULIACAN, SON.
CHIHUAHUA, CHIH.
DELICIAS, CHIH.
DURANGO, DGO.
GUADALAJARA, JAL.
HERMOSILLO, SON.
HUATABAMPO, SON.
JALAPA, VER.
LA BARCA, JAL.
LEON, GTO.
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MAGDALENA, SON.
MATAMOROS, TAMPS.
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MERIDA, YUC.
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SAN LUIS POTOSI, SLP.
SAN LUIS RIO COLORADO, SON.
SANTA ANA, SON.
SANTA BARBARA, CHIH.
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TEPIC, NAY.
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SAN PEDRO TLAQUEPAQUE, JAL.
TORREON, COAH.
URUAPAN, MICH.
VERACRUZ, VER.
VILLA ACUNA, COAH.
ZACATECAS, ZAC.
ZAMORA, MICH.
Radio Cadena Nacional, S. A.

Head Office: Vallarta #1
General Offices: Vallarta #1
Phones:
Head Office: 21-01-78—36-84-68
P. O. Box 7892
Mexico City, Mexico

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Sub-Manager........................................................................ José Horacio Septién
Assistant Manager—Accounting ......................................... Raquel Burgos Romero
Assistant to President....................................................... María Vázquez
Sales Manager..................................................................... Héctor Ventura de Castro
Head of Control.................................................................... Valente Garza Garcia
Advertising Department...................................................... Jorge Suarez Lozano

AFFILIATED STATIONS IN MEXICO

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### Call Letters | City | Call Letters | City
--- | --- | --- | ---
XEHX | Huatabambo, Son. | XEXT | Tepic, Nay. |
XEJW | Jalapa, Ver. | XEBG | Tijuana, B. C. |
XELB | La Barca, Jal. | XEAU | Tijuana, B. C. |
XERZ | Leon, Gto. | XEXX | Tlaquepaque, Jal. |
XECU | Los Mochis, Sin. | XESP | Torreon, Coah. |
XEDJ | Magdalena, Son. | XETB | Torreon, Coah. |
XEO | Matamoros, Tamps. | XEOB | Uruapan, Mich. |
XEMT | Matamoros, Tamps. | XEFN | Veracruz, Ver. |
XERJ | Mazatlan, Sin. | XETF | Villa Acuna, Coah. |
XEDS | Mazatlan, Sin. | XERF | Villa Acuna, Coah. |
XEZ | Merida, Yuc. | XEDH | Zacatecas, Zac. |
XEMQ | Merida, Yuc. | XEXZ | Zamora, Mich. |
XEMH | Merida, Yuc. | XEZM | Zamora, Mich. |
XED | Mexicali, B. C. | XEGT |  |

**AFFILIATED STATIONS IN MEXICO CITY**

### Call Letters | City | Call Letters | City
--- | --- | --- | ---
XEX | Mexico, D. F. | XEDA | Mexico, D. F. |
XEB | Mexico, D. F. | XEB | Mexico, D. F. |
XELA | Mexico, D. F. | XERH | Mexico, D. F. |
XEL | Mexico, D. F. | XEN | Mexico, D. F. |
XEK | Mexico, D. F. | XEJP | Mexico, D. F. |
XEAI | Mexico, D. F. |  |  |
XEBZ | Mexico, D. F. | Radio Mil | Mexico, D. F. |
XELZ | Mexico, D. F. | XERC | Mexico, D. F. |
XEMX | Mexico, D. F. | XEQR | Mexico, D. F. |
Radio 6.20 | Mexico, D. F. | XEQB | Mexico, D. F. |
Radio 590 | Mexico, D. F. | XEQK | Mexico, D. F. |
XESM | Mexico, D. F. |  |  |
XEMC | Mexico, D. F. |  |  |

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**Radio Programas de Mexico, S. A.**

*Head & General Offices: Bucareli 109*

*Phones:*

Head Office: 35-13-73—12-72-34

General Offices: 36-29-01—12-65-44—13-91-14

*P. O. Box 1324*

*Mexico City, Mexico*

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**PERSONNEL**

President & General Manager: Clemente Serna Martinez

Assistant Manager—Commercial: Antonio Eufracio Ontiveros

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## AFFILIATED STATIONS IN MEXICO

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<th>City</th>
<th>Call Letters</th>
<th>City</th>
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THE FIRST NATIONAL TELEVISION NETWORK IN LATIN AMERICA!

In March 1952 CMQ-TV will inaugurate its National Television Network, which will cover 80% of the Cuban territory—a market of over FIVE MILLION consumers. Besides the Havana station, now in actual operation, FOUR other television stations will be in operation in Matanzas, Santa Clara, Camaguey and Santiago de Cuba.

CMQ Television now offers the advertiser, THROUGH ITS NATIONAL NETWORK, total and efficient coverage of the Island of Cuba - THIRD NATION OF THE WORLD IN TRADE WITH THE U.S. AND FIRST IN LATIN AMERICA.

EXCLUSIVE REPRESENTATIVE:
Melchor Guzmán, 45 Rockefeller Plaza, New York City, N. Y.

LOCATION AND POWER OF STATIONS

<table>
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<tr>
<th>STATION</th>
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<td>MATANZAS</td>
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<td>760</td>
<td>9382 W.</td>
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<td>STA. CLARA</td>
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<td>CAMAGÜEY</td>
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<td>STGO. DE CUBA</td>
<td>2</td>
<td>5000 watts</td>
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IN CUBA... LET CMQ-TV SELL FOR YOU

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# Stations of Cuba

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<th>Call Letters</th>
<th>Frequency (Kcs.)</th>
<th>Power (Kw.)</th>
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### Stations of Cuba

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<th>Power (Kw.)</th>
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Stations of Cuba

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Television Stations of CUBA

UNION TELEVISION, S. A
Mazon 52, Habana, Cuba
Cable: Unratel
Telephone: U-6056 — U-5323

CIRCUITO CMQ, S. A.
Radiocentro, Habana, Cuba
Director General ........... Goar Mestre
Director of News and Public Relations ....... Abel Mestre
General Sales Manager ....... Arturo Chabau
Director of Personnel .......... Rene Puig
Manager of TV Program Dept. ....... Ramiro Gomez Kemp
Manager of Advertising and Promotion ...... Miguel A. Ma.tin

Manager of Film Procurement Dept. ....... Jenny Torres

U. S. REPRESENTATIVE
Melchor Guzman Company
45 Rockefeller Plaza
New York City — Circle 7-0624

STATIONS

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<td>Matanzas</td>
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Way back in 1922, the late Henry C. Gates, well known industrialist, decided to make the name GATES synonymous with service in the electronics field.

Today, 30 years later, it would be a rare exception to find anyone who does not know about GATES products.

One of the oldest manufacturers of electronic equipment in the world, the GATES RADIO COMPANY specializes in radio transmitting equipment of all types — AM, FM, TV, Communications, etc.

By so specializing — and through production efficiency — GATES is able to offer higher quality at more modest prices.

No job is too large or small, too complex or simple for GATES to tackle.

Because GATES itself manufactures a large number of the components that go into finished GATES equipment, designs are not assemblies built to the convenience of someone else's particular size of material.

This means GATES offers "custom-built" quality and efficiency at prices that pleasantly surprise.

All of these points are of outstanding importance to you — are specific reasons for wanting your transmitting equipment to bear that familiar and trusted name — GATES.

GATES PRODUCTS

- Commercial broadcasting equipment
- Commercial communications transmitting equipment
- Television transmitting equipment
- Frequency modulated transmitting equipment
- Mobile transmitting equipment
- Audio equipment including: broadcast, recording, public address
- Specially designed electronic instruments including: vibration fatigue apparatus, laboratory hearing aid equipment, recording equipment
- And many other items.

GATES RADIO COMPANY • MANUFACTURING ENGINEERS • QUINCY, ILLINOIS, U. S. A.

2700 Polk Avenue, Houston, Texas • Warner Building, Washington, D. C. • International Division, 13 East 40th Street, New York City • Canadian Marconi Company, Montreal, Quebec, Canada
Radio-TV Equipment Manufacturers

☆

RTMA Personnel — Committees

☆

Consulting Engineers

☆
reasons why engineers everywhere select PRESTO above all others

TAPE RECORDERS
PRESTO rack mounted RC-10 24

PRESTO portable RC-10 14
High fidelity tape recorder with rotary type selector control. Speeds of 7½" and 15" per sec.

PRESTO portable PT-920
The top buy in portable tape recorders. 10 watt amplifier, two speakers and amplifier in one case. 3 motors, no take-up clutch.

PRESTO tape reproducer TL-10
New and improved. Permits tape playback on 16" turntable at 7½" or 15"/sec. Plugs into standard speech input equipment.

DISC RECORDERS
PRESTO studio console 8 D-G
Direct gear drive, twin motors. 8 feed pitches in each direction. Radial cantilevered overhead with 1-D cutting head.

PRESTO portable 6-N
Low mechanical noise level; excellent accuracy at 78 and 33½ rpm; 1-D cutting head. Micro-groove attachment available.

RECORDING AMPLIFIERS
PRESTO 92-B
For rack mounting. 60 watts, push button selector for recording characteristics. Removable front panel for easy maintenance.

PRESTO portable 90-B
Distortion of less than 1.5% at maximum output, 3 microphone input with mixer and master gain control. Complete facilities for remote recording.
A LIST OF IMPORTANT RADIO, TELEVISION AND FM

EQUIPMENT FIRMS

Admiral Corporation
3800 W. Cortland St., Chicago 47, Ill.
Phone: Spaulding 2-0100
N. Y. Phone: Plaza 7-7500
President .................. Ross D. Siraguza
Exec. Vice-Pres. .......... John B. Huarisa
Vice-Pres., Appliance Div., Lee H. D. Baker
Vice-Pres., Real Estate, Richard F. Dooley
Vice-Pres., Electronics Div., R. A. Graver
Vice-Pres., Sales ........ Wallace C. Johnson
Vice-Pres., Purchasing .......... Frank J. Kazda
Vice-Pres., Prod. .......... Cy S. Rossate
Vice-Pres., Eng. .......... Kenneth D. Turner
Treasurer ................ Lynn C. Park
Secretary .................... George E. Driscoll
Assistant Secretary....... Frank H. Uriell
Comptroller ............... Edgar C. Bauer
Adv. Dir. ................. Seymour Maintz
Public Relations Dir. .... Neil T. Regan
Asgt. Dir. Mgr. .......... John Wm. Walt
TV Promotion Mgr. ....... Edwin J. Sherwood
Service Manager .......... M. J. Schinke
PRODUCTS: Television receiving sets, table models, consoles and TV-radio-phonograph combinations. Table model AM radios, AM-FM radio phonograph combinations. Dual-temp and conventional refrigerators, electric ranges.

Allen-Bradley Company
Phone: Mitchell 5-5151
Pres. & Sales Manager .... F. F. Looch
Radio Sales Mgr. ........ D. S. W. Kelly
Chief Engineer .......... J. J. Mellon
Credit Manager .......... E. M. Kroening
Purchasing Agent ......... Theron C. Child
Advertising Mgr. ......... A. H. Fensholt
Industrial Relations Mgr. George Megow
Export Mgr. .............. Rockne Intern't Corp.
Service Mgr. .............. G. W. Vater
PRODUCTS: Fixed Composition Resistors, Variable Composition Resistors, Electrically operated Solenoid Contactors, AC and DC Electric Motor Control Apparatus, Power Type Relays, Push Buttons, Pressure and Temperature Controls, Limit Switches, Timing Relays, etc.

Allied Radio Corp.
833 W. Jackson Blvd., Chicago 7, Ill.
Phone: Haymarket 1-6800
Pres. & Gen. Mgr. ........ A. D. Davis
Treasurer ................ A. E. Davis
Merchandising Manager ... Alex Brodsky
Sales Manager .......... S. H. Levey
Sales Promotion Mgr. .... J. W. Rubin
Gen. Superintendent .. W. M. Kordsen
Office Manager .......... A. Shapiro
Operations Manager ...... Fred Schnurstein
PRODUCTS: Distributors of radio, TV, and industrial electronics parts and equipment including broadcast station tubes, parts, and supplies.

American Structural Products Co.
subsidiary of
Owens-Illinois Glass Co.
Box 1935, Toledo 1, O.
Phone: FA 6543
President .................. S. J. McGiveran
Gen. Sales Mgr. ........ E. B. Dennis, Jr.
Industrial & Electronics
Sales Mgr. ................. J. P. Kearney
Sales Promotion Mgr. .... Harlan Hobbs
Advertising Mgr. .......... W. E. McWhorter
PRODUCTS: Cathode ray bulbs, hand blown hard and soft glass bulbs, and line glass tubing, electronic glass, tube and rod specialties.

Amperex Electronic Corp.
25 Washington St., Brooklyn 1, N. Y.
Phone: MAin 5-2050
Pres. & Sales Manager .... Sam Norris
Dir. of Engineering ....... Simon Weston
Purchasing Agent ......... Arnold Fricke
Advertising Mgr. ........ Louis Shappe
Export Managers .......... Rocke International
PRODUCTS: Tubes: Transmitting, Power. Photo, X-Ray, Radiation Counter, Magnets, Special Purpose, Vacuum Condensers, Sub-miniature tubes, all tube accessories, etc.

Amplex Corp.
934 Charter St., Redwood City, Calif.
Phone: EMerson 8-1171
Chmn. of Board .......... T. Kevin Mallen
President .................. A. M. Poniatoff
V.P.-Gen. Mgr. .......... George I. Long
Secretary ................. C. E. McSharry
Mgr. Prod. Engr. Dept. ... Harrison Johnston
Comptroller .............. Thomas L. Taggart
PRODUCTS: Magnetic Tape Recorders, Tape Film Synchronizing Equipment.

American Television & Radio Co.
300 East Fourth St., St. Paul 1, Minn.
Phone: Cedar 3791
Pres. & Sales Mgr. ....... Albert A. Goffstein
Chief Engineer .......... Albert A. Goffstein
Credit Manager .......... Henry Blebert
Purchasing Agent ...... Albert A. Goffstein
Export Managers...........Lincoln Export Co.
Service Manager............Allan Degnan
PRODUCTS: Auto Radio Vibrators, Heavy Duty Inverter Vibrators, DC-AC Inverters, Vibrator Packs, Battery Eliminators, and Rectifier Power Supplies.

**Amy, Aceves & King, Inc.**
11 W. 42 St., New York 18, N. Y.
Phone: L.Ongac 5-6622
President ..................Ernest V. Amy
Pur. Agt. & Credit Mgr.......Frank King
Chief Engineer.............Julius G. Aceves
Sales Manager.............F. A. Klingenschmitt
PRODUCTS: Master antenna systems, TV and FM antennas. Electronic developments.

**Andrea Radio Corp.**
27-01 Bridge Plaza North, L.L.C., N.Y.
Phone: STillwell 4-5411
President ..................Frank A. D. Andrea
Sales Manager...............Lynn Eaton
Gen. Sec. & Chief Engineer...H. J. Heindel
Plant Mgr..................Joseph A. Poitras
Service Mgr................Joseph Haug
Credit Manager.............Victor J. Buck
Purchasing Agent...........Bruce B. Donald
Industrial Relations Mgr.....John Andrea
Export Manager.............Ramón Masvidal
PRODUCTS: Radio and TV-FM receivers and TV-AM-FM phono. combinations.

**Andrew Corporation**
363 E. 75 St., Chicago 19, Ill.
Phone: TRiangle 4-4400
Chairman, Bd. of Dir......Dr. V. J. Andrew
President ..................Mrs. A. S. Andrew
V.P. & Gen. Mgr...............C. R. Cox
Production Mgr...............D. M. Smith
Chief Engineer.............J. S. Brown
Controller..................H. L. Colman
Sales Manager...............J. A. Estelle
PRODUCTS: Coaxial transmission line FM-AM-TV, antennas FM broadcast, antenna phasing equipment and accessories, tower lighting equipment, indicating devices (misc.), monitoring equipment relays, transformers, UHF and VHF equipment and accessories.

**Ansley Radio & Television, Inc.**
83 Tremont St., Meriden, Conn.
Phone: S-6606
President ..................T. S. Harris
Vice-President...............P. G. Kramer
Chief Engineer...............J. Sieger
PRODUCTS: Television Receivers, AM-FM Radios, Phonograph Combinations.

**The Astatic Corporation**
Harbor & Jackson Sts., Conneaut, O.
Phone: 12-656
President ..................L. D. Cahoon
Vice-Pres. & Gen. Mgr.....George B. Fraser
Vice-Pres., & Sec............C. M. Chorpening
Vice-Pres., & Asst. Sec.....F. H. Kuhlman
Chmn. of Bd. & Asst. Treas....James H. Ross
Sales Manager.............W. J. Doyle
Chief Engineer.............G. A. Morrell, Jr.
Plant Superintendent......R. G. James
Purchasing Agent...........H. J. Greene
PRODUCTS: All channel TV & FM boosters, U.H.F. converters.

**Audak Company**
500 Fifth Ave., New York 18, N. Y.
Phone: LA 4-7233-724
President ..................Maximilian Weil
Vice-President...............Geo. V. Sullivan
Advertising................Hart Lehman
Secretary...................J. C. Parvey
PRODUCTS: Electronic reproducing and recording equipment.

**Audio Devices, Inc.**
444 Madison Ave., New York 22, N. Y.
Phone: PLaza 3-0973
President ..................Wm. C. Speed
Vice-President-Sec.........Bryce Haynes
BRANCH OFFICE: Allan H. Dodge, West Coast, Mgr., 1006 N. Fairfax Ave., Hollywood 46, Calif.
Phone: Hollywood 9-8902
PRODUCTS: Recording discs (Audiodes), recording and playback points (Audio-points), Magnetic Recording Tape (Audiotape).

**Audio Masters Co.**
341 Madison Ave., New York 17, N. Y.
Phone: MRray Hill 3-3881
President ..................Herbert Rosen
PRODUCTS: Transcription and electric playback machines, recording tape, tape playback machine.

**Audio & Video Products Corporation**
730 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-3091
President ..................Charles E. Rynd
Vice-President...............Percy L. Deutsch
Vice-President...............Russell O. Hudson
Vice-President...............Thomas P. Robinson
Vice-President...............W. Oliver Summerlin
Vice-President...............Fred M. Thrower
Vice-Pres., Treas., & Assistant Secretary...............Richard S. Rynd
Secretary...................Norah K. Donovan
Director of Adv. & Sales Promotion...............Leon A. Wortman
Lansing, McIntosh Amplifiers, Minnesota Mining & Manufacturing magnetic tape, Pickering, Telefax TV Productions Equipment and Rear-Process Slides, Thermo-Fax Duplicators and Sheets.

**Automatic Manufacturing Corp.**
65 Gouverneur St., Newark 4, N. J.
Phone: Humboldt 5-2100
President ................. Martin H. Benedek
Vice-Pres., Charge of Sales . . . Bert E. Smith
Chief Engineer ............ Joseph A. Mazzola
Credit Mgr. ................ M. E. Silver
V.P. Charge of Mfg. ........ J. A. Heimbruch


John F. Beasly Construction Co.
P. A. Box 1624, Muskogee, Okla.
Phone: 4762
President .................. John F. Beasly
Vice-President ............ Marvin W. Kyger
Secretary-Treas. ............ James H. Beasly
Assistant Secretary ........ Andrew B. Lytle
Sales and Engineering Offices in Dallas, Texas and Chicago, Illinois.

**PRODUCTS:** Steel erectors (radio-television towers and antennas.)

**Bendix Television & Broadcast Receiver Division**
(Bendix Aviation Corp.)
East Joppa Road, Towson 4, Maryland
Phone: Towson 2200

**General Manager** ............... W. A. Mara
**General Sales Manager** ........ R. W. Fordyce
**Merchandise Manager** ......... C. J. Hassard
**Adv. & Sales Prom. Mgr.** .... W. C. Lederer
**Credit Manager** ............... H. E. B. Kerr
**Chief Engineer** ............... J. M. Miller, Jr.
**Service Manager** ............... W. P. Muller

**PRODUCTS:** 14", 16", 17" and 20" TV receivers, both table models and console. AM and FM Console radios; 3 speed phonos on some models.

**Bendix Radio, Broadcast Receiver & Television, Division of Bendix Aviation Corp.**
Baltimore 4, Md.
Phone: TUxedo 4020

**General Manager** ............... W. A. Mara
**Sales Manager** ............... R. W. Fordyce
**Chief Engineer** ............... J. Miller
**Advertising Manager** ......... W. C. Lederer
**Purchasing Agent** ............. J. L. Winchester

**PRODUCTS:** Radio and Television Receivers.

**The William Brand & Co.**
North and Valley Sts., Willimantic, Conn.
Phone: Willimantic 3-1661

**President** ............... William Brand
**Vice-President** ............. A. W. Brand
**Sales Manager** .............. R. H. Robinson
**Purchasing Agent** ........... J. R. Garay
**Office Manager** ............. E. F. Low
**Credit Manager** .............. H. K. Lathrop

Chicago Office, 1313 W. Randolph St., E. W. Brinson, Mgr.; Phone: SErley 8-0315


**Turbo Extruded Plastic Tubing:** Turbotherm 105, UL approved for a continuous operation at 105° C. Turbotrans is specially processed tubing of high quality used extensively for potting and baking operations, etc. Turbozone 47, special compound to meet AAF12047A specification. Turbolex 63, meets IL-I-631 requirements. Turbolex 83, general purpose tubing for moderate heat and occasional exposure to oil.

**Turbo Wire and Multi-Conductor Cables:** Turbotherm 60, types SRH and SRHV. Available with nylon jacket in standard RMA colors. Sizes 16 to 24 solid or stranded. Turbotherm 80, radio, instrument, and control hook-up wire. Approved appliance wire for 80° C. 300-600 volts with or without cotton, rayon or glass lacquered overbraid. Sizes 12 to 26 solid or stranded. Numbers 14, 16, and 18 stranded UL approved for 80° C. 1000 volts. Available also as a thin-wall instrument wire. Meets Buships 13-W-9 type LV. Nos. 22-28 in solid or stranded. RMA standard colors. Turbotherm 90, radio, instrument, and motor lead wire, with or without lacquered braid. UL approved 90° C. 600 volts. Nos. 16 to 26 solid or stranded. Turbotherm 105, motor lead and appliance wire UL approved 105° C., 600 volts. Nos. 16 to 26 solid or stranded. Turbotherm 105, hook-up and appliance wire with a lacquered glass overbraid UL approved 105° C., 300-600 volts. Nos. 16 to 26 solid or stranded. Turbolene PE, low voltage loop antenna wire. Nos. 22 and 24 solid or stranded with natural or brown insulation. Turbolene NF, high voltage appliance wire. UL approved 10,000 and 20,000 volts. Nos. 14 to 22 solid and stranded in natural white, Neon Sign Cable, UL approved 15,000 volts. Nos. 12 and 14 stranded in a natural color primary insulation with a black jacket.

**Turbo Mica Products:** Heater Plate, withstand direct contact with heat, 1000° F., 625 VPM. Flexible Plate, soft mica bonded with non-hardening adhesive varnish can be bent

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or molded whether cold or warm. Amber Segment Plate, soft edge for wearing down with copper commutator bars, 600 VPM. Molding Plate, moldable at approximately 231°F, on flat sheets, 600 VPM up to .015 inch thickness, 450 VPM .015 inch and over.

**Brook Electronics, Inc.**
34 Delhart Pl., (Box 191), Elizabeth 2, N. J. Phone: ELizabeth 2-7600
President ............................................. N. Dinion
Vice-Pres. & Chief Eng. ................. Lincoln Walsh
Purchasing Agent ............................... Frank Hill

PRODUCTS: High quality audio amplifiers.

**Browning Laboratories, Inc.**
750 Main St., Winchester, Mass.
Phone: WInchester 6-2121
President ......................................... G. H. Browning
Vice-President ............................... R. L. Purrington
Chief Engineer ................................. F. A. Spindell
Production Manager .......................... J. C. Sullivan

PRODUCTS: Piezo-electric crystals, crystal holders, constant temperature controlled ovens, frequency measuring equipment, laboratory equipment, conducting regular radio laboratory measurements, offering a completed frequency measuring service, from 10 kc to 500 mc covering both AM and FM measurements. All stations must be within receiving distance of the laboratory. Special laboratory equipment developed and tested.

**William W. L. Burnett Radio Lab.**
4814 Idaho St., San Diego 16, Calif.
Phone: Talbot 4943
Owner-Chief Eng. . William W. L. Burnett

PRODUCTS: Piezo-electric crystals, crystal holders, constant temperature controlled ovens, frequency measuring equipment, laboratory equipment, conducting regular radio laboratory measurements, offering a completed frequency measuring service, from 10 kc to 500 mc covering both AM and FM measurements. All stations must be within receiving distance of the laboratory. Special laboratory equipment developed and tested.

**Cambridge Thermionic Corp.**
445 Concord Ave., Cambridge 38, Mass.
Phone: TRowbridge 6-2800
President ....................................... Frank Lyman, Jr.
Vice-President ............................... Mary G. McGillen
Vice-President ............................... Danforth W. Comins, Jr.

PRODUCTS: Frequency measuring service for AM-FM and TV lug, terminal boards, electronic hardware, insulated terminals feed thru, coils, coil forms, chokes and tooling.

**Chicago Telephone Supply Corp.**
1142 W. Beardsley Ave., Elkhart, Ind.
Phone: 3-0310
President ......................................... J. G. Best
V. P. & Gen. Mgr. ............................... W. A. Nichols
V. P. & Gen. Mgr. ............................... B. S. Turner
Chief Engineer ................................. W. H. Budd
Credit Manager ................................. M. F. Schenck
Purchasing Agent .............................. F. A. Bundy
General Superintendent ............................ G. M. Cooper
Industrial Relations Mgr. ........................ A. M. Daily

Export Manager ................................. W. A. Nicely
Traffic Manager ................................. R. I. Corner

PRODUCTS: Composition variable resistors, wire-wound variable resistors, associated switches.

**Clarostat Mfg. Co., Inc.**
Washington Street
Dover, N. H.
Phone: DOver 975
Chairman of the Bd. ......................... John Mucher
President ................................. Victor Mucher
Sales Mgr. Distributors
Div. ................................ Fran Chamberlain
Secretary ................................. Arthur Richenthal
Exec. Vice-Pres. & Chief Engineer ........ George Mucher
V. P. in Chg. of Sales ...................... I. J. Youngblood
Jobber Sales Mgr. ............................ Fran G. Chamberlain
N. Y. Phone: MUrRill 9-2518

PRODUCTS: Volume controls, tone controls, wire wound power resistors, glasohms, resistor tubes, voltage dividers, L & T pads, attenuators, Decade Box, rotary switches, television tube beam bender.

**Capehart-Farnsworth Corp.**
3700 E. Pontiac St., Fort Wayne 1, Ind.
Phone: ANThony 5301
President ........................................ Fred D. Wilson
Chairman of the Bd. ............................ Wm. H. Harrison
Vice President (Research) .................... Philo T. Farnsworth
Vice President (Engineering) ............... Antony Wright
Treasurer ........................................... Paul H. Hartmann
Comptroller ..................................... W. F. Hoeppner
Secretary and Asst. Treas. ..................... C. H. Wiggins
Director of Sales ............................... E. Patrick Toal
Merchandise Mgr. ............................... I. C. Hunter
Director of Advertising ........................ S. A. Morrow
Director of Purchases .......................... R. B. Brown
Traffic Mgr. ...................................... R. M. Hoey
Credit Mgr. ....................................... A. E. Sibley

PRODUCTS: Capehart television receivers, AM-FM phonograph-radios, table, clock, and portable radios.

**Collins Radio Co.**
855—35th St., N. E., Cedar Rapids, la.
Phone: 3-0281
President ........................................ Arthur A. Collins
Executive V. P. (New York) .................. W. J. Barkley
Vice-Pres.-Gen. Mgr. ........................... R. S. Gates
V. P. Chg. Engr. & Mfg. ...................... L. M. Craft
Secretary-Treasurer ............................ S. J. Storm

PRODUCTS: Standard and FM broadcast station transmitters, speech equipment and accessories, Radio communication ground station and airborne transmitters and receivers for Government, commercial airlines and other industrial users. Radio amateur transmitters, receivers and accessories.

**Columbia Records, Inc.**
1473 Barnum Ave., Bridgeport 8, Conn.
Phone: Bridgeport 6-0181
President ...............Edward Wallerstein  
V. P. in Chg. of Sales...Paul E. Southard  
V. P. in Chg. of Mfg. and Engineering  
J. H. Hunter  

Dir. of Research ...............William Bachman  
Treasurer ...................William Wilkins  

Dir. of Purchases...Robert P. Robinson, Jr.  
Advertising Mgr. ..................Albert Earl  
Export Mgr. .....................L. V. Rueyschaert  
Ind. Rel. Mgr. ....................E. P. Eldridge  
Order Service Mgr. ..............Lou Morrison  


Continental Electric Co.  
715 Hamilton St., Geneva, Ill.  
Phone: GEneva 4140

President ...............H. R. McLlvaine  
Credit Manager ..............J. E. DeVleshower  
Chief Engineer ...............J. H. Cone  
Sales Engineer ...............J. S. Kirk  
Sales Manager ..................E. C. Hanson  

PRODUCTS: bushings, thyratrons, used for vacuum gauges, TV picture tubes.

Continental Electronics Mfg. Co.  
4212 Buckner Blvd., Dallas 10, Texas  
Phone: Evergreen 1137

President ...............James O. Weldon  
Vice-President ...............Lester H. Carr  
General Mgr. ....................W. M. Witty  

PRODUCTS: Broadcast transmitters, 250 watt through 50 kilowatt. Antenna phasing equipment and associated apparatus.

Corning Glass Works  
Corning, New York  
Phone: Corning 372

President ...............W. C. Decker  
V. P. & Controller ..........George D. Macbeth  
V. P. & Secretary ...............William H. Curtis  
V. P. & Treasurer ..............Chas. D. LaFollette  

PRODUCTS: Broadcast transmitters, 250 watt through 50 kilowatt. Antenna phasing equipment and associated apparatus.

Crosley Division-AVCO Mfg. Corp.  
1329 Arlington St., Cincinnati 25, O.  
Phone: Kirby 6600

PRODUCTS: Radio and TV wire products including electronic and intercommunicating wires and cables, electronic wire products including lamp cords, fixture wire, rubber jacketed cords and cord sets.

Doolittle Radio Inc.  
7421 S. Loomis Blvd., Chicago 36, Ill.  
Phone: RAdelife 3-4100

PRODUCTS: Fm-12 Frequency & modulation monitor. Monitors carrier operating frequency as well as deviation during FM modulation on any four frequencies between 25 and 150 mc. "littlefones" Models PJZ-2, three-quarters watt output, 25-50 mc, PJZ-4, two full watts output, 25-50 mc, PJZ-12, one-half watt output 150-175 mc, and PJZ-14, one full watt output 150-175 mc.
Allen B. Du Mont Laboratories, Inc.
750 Bloomfield Avenue, Clifton, N. J.
Phone: Mulberry 4-7400
for all divisions
President .................. Allan B. Du Mont
Vice-President .......... Stanley F. Potter
Director of Research ....... Thomas T. Goldsmith, Jr.
Asst. to President .......... M. W. Loewi
Asst. to President ........ Keeton Arnett
Pts. .................. C. Edwin Williams
Controller .................. B. L. Graham
Credit Manager .............. M. Morgan
Director of Industrial Relations .................. Harry Houston
General Supt. .................. Bruce T. Du Mont
Director of Advertising ... Douglas Day
TV Receiver Manufacturing Div.
33 Market St., East Paterson, N. J.
Manager .................. Paul Eschleman
Manufacturing Mgr. ........ Charles Seelig
Chief Engineer ............ Robert Cavanagh
Purchasing Agent .......... William Paton
TV Receiver Sales Div.
33 Market St., East Paterson, N. J.
Manager .................. Ernest A. Marx
Sales Manager .............. Walter L. Stickel
Advertising Manager ....... George Hakim
Sales Promotion ............. J. Calvin Affleck
Service Manager ........... Harold J. Schulman
TV Transmitter Division
1000 Main Avenue, Clifton, N. J.
Manager .................. Herbert E. Taylor
Sales Manager .................. James Tharpe
Chief Engineer ............ Gordon Gregory
Manufacturing Mgr. ......... Chester E. Greenwood
Purchasing Agent .......... Lauver Fuller
Cathode-Ray Instrument Div.
1000 Main Avenue, Clifton, N. J.
Manager .................. Rudolf Feldt
Sales Manager .............. G. Robert Mezger
Chief Engineer ............ P. Samuel Christaldi
Manufacturing Mgr. ......... Robert Svozil
Purchasing Agent .......... C. Paul Martin
Cathode-Ray Tube Div.
750 Bloomfield Ave., Clifton, N. J.
Manager .................. Irving G. Rosenberg
Asst. Manager ............. F. P. Rice
Sales Manager .................. Bill C. Scales
Purchasing Agent .......... A. R. Dutcher
Chief Engineer ............ A. Y. Bentley
Manufacturing Mgr. .......... William Carlin
Du Mont TV Network
515 Madison Ave., New York, N. Y.
Phone: Murray Hill 8-2600
Director .................. C. J. Witting
General Manager .......... C. J. Witting
Administrative Asst. .......... Norman W. Drescher
Director of Sales ............ Theodore Bergman
Asst. Dir. of Sales .......... John Bachem
Dir. of Programmings & Production ........ James L. Cadigan
Dir. of Network Oper .......... C. G. Alexander
Chief Eng., Network .................. R. Chipp
Mgr., WTTG, Wash., D. C., Walter Compton
Mgr., WDTV, Pittsburgh .......... Harold Lund
Station Relations .............. Elmore B. Lyford


Hugh H. Ebey, Inc.
Phone: Davenport 4-7000
President .................. James L. Hawley
Vice-President .............. Bernard Offerman
Secretary-Treasurer ........ Jules Sussman
Executive Personnel Manager .......... A. H. Hankinson
Chief Engineer ............ E. E. Ritter
Credit Manager ............. William T. Ludig
Sales Manager .............. W. J. Sharp

PRODUCTS: Adaptors, jacks, knobs, plugs, male and female connectors, binding posts, octal sockets, miniature sockets (seven and nine pin), terminal strips, terminal boards, special assemblies (both mechanical and electrical) true shields, metal stampings.

Electronic Specialty Co.
3456 Glendale Blvd., Los Angeles 39, Calif.
Phone: NO. 2-2168
Chicago Phone: Superior 7-572
President .................. William H. Burgess
Sales Mgr. (Shavex Div.) .......... Wm. F. Edwards
Div. Mgr., TV Service ........ W. B. Terrill
Div. Mgr., Contracts .......... D. A. Marcus

PRODUCTS: Electronic Equipment-Contract Division: Sensitometer and intervolometers, Electric shaver accessories, Shavex Div.; Shavex for changing AC to DC for a faster, smoother shave with any electric shaver (a rectifier device). TV Service Division: Do not manufacture any equipment—service only.

Electronic Tube Corp.
1200 E. Mermaid Lane, Phila., Pa.
Phone: Chestnut Hill 7-6800
President .................. Edward D. Gray
V-P., Chief Engineer .......... Henry S. Bamford
Credit Mgr. .................. C. John Seez
Purchasing Agent .......... J. Edwin Fitzgerald

PRODUCTS: Cathode Ray Receiving, Multi-Gum 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.
Emerson Radio & Phonograph Corp.
111 Eighth Ave., New York 11, N. Y.
Phone: TRafalgar 9-7000

President ........................ B. Abrams
Secretary-Treasurer ............... M. Abrams
Exec. Vice-Prs. ................. Dorman D. Israel
V.P., Govt. Contracts ............ Morton P. Rome
V.P., Purchasing ................. Harve Tullo
V.P., Works Manager ............. E. J. Kelly
Controller ........................ A. Vogel
Dir. of Engineering .............. R. T. Capodamo
Director of Sales .................. S. M. Abrams
Distribution Manager ............ Joseph Kattan
Sales Promotion Mgr. ........... Gerald Light
Public Relations Mgr. ............ E. F. Solow
Export Manager ................... Joseph Kattan
Personnel Manager ............... F. R. Certo
Parts Sales-Service Mgr. ........ Fred Abrams


Espey Manufacturing Co., Inc.
528 E. 72 St., New York 21, N. Y.
Phone: TRafalgar 9-7000

President & Treasurer ............ Nathan Pinsley
V.P. & Sales Advtg. ............... W. Walter Jablon
Vice-Pres. Production ............ Sol Pinsley
V.P. Eng. .......................... Sam Sack
Secretary .......................... Morris Pinsley


Fairchild Recording Equipment Corp.
154 St. & 7 Ave., Whitestone, N. Y.
Phone: INdependence 3-2100

President ...................... Fred R. Driessen
Vice-Pres. & Gen. Mgr. ......... Ray F. Crews
Secretary-Treasurer ............. John B. Wolff, Jr.

PRODUCTS: Sound recorders: synchronous disk recorders, synchronous magnetic tape recorders; transcription tables; magnetic cutterheads; dynamic pickups; miniature cartridges; recording equalizers; pick-up equalizers; unitized amplifier systems and audio systems. Special development projects undertaken.

Federal Telephone and Radio Corp.
100 Kingsland Road, Clifton, New Jersey
Phone: NUtley 2-3600

Executive Vice-Prs. .............. H. C. Roemer
Vice-President .................. W. Hatton
Vice-President .................. F. B. Powers
Asst. to the Exec. ............... V. P. G. T. Scharfenberger
Comptroller ..................... R. D. Osborne
Secretary ....................... W. B. Levet
Treasurer ....................... W. E. Ogilvie, Jr.
Dir. of Selenium Intelsen Div. .. S. J. Powers
Works Mgr. ..................... T. M. Douglas
General Sales Mgr. ......... R. S. Perry
Advertising Mgr. ................. Crump Smith
Sales Mgr. Vacuum Tube Div. .. C. J. Harrison

PRODUCTS: Radio and Television equipment, transmitting and rectifying tubes, TV receiving tubes, microwave radio relay links and carrier systems, HF cable, field intensity meters, radar, miniature and standard selenium rectifier stacks, battery chargers and power supplies, measuring equipment.

Freed Radio Corp.
200 Hudson St., New York 13, N. Y.
Phone: WO. 40770

President ........................... Arthur Freed
Vice-Pres. & Director of Eng. & Res. .......... Adolph H. Rosenthal
Purchasing Agent ............... Gerald Ganly
Adv-Sales Prom. ................. Harold S. Boxer

PRODUCTS: TV consoles, radio-TV consoles, radio-TV-phonographs, AM-FM radio phonographs, AM-FM radios.

Gates Radio Co.
123 Hampshire St., Quincy, Ill.
Phone: 8202

President ............................ P. S. Gates
Executive V-Pres. ............... L. I. McEwen
V.P. Sales & Engr. .............. F. O. Grimwood
Executive Secretary .......... A. S. Petzoldt
Chief Engineer ................... F. W. Wentura
Mgr., Eastern Zone Sales ...... O. J. McReynolds
N. Y. Sales Engr. ......... L. J. Cervone

PRODUCTS: AM & FM transmitters; complete speech input systems; control units; transcription turntables and recording units; antenna phasing, coupling, and control equipment; power supplies; remote amplifiers; communications and talk-back remotes; transmission line for both coaxial and open wire types.

General Electronics Inc.
101 Hazel St., Paterson 3, N. J.
Phone: MU. 4-5271

President ......................... D. E. Replogle
Gen. Mgr. ....................... C. G. Hampson, Jr.
Purchasing Agent .............. Edward Newman
Chief Engineer ................. Irving Stein

PRODUCTS: Cathode ray tubes, transmitter and electron tubes.

General Electric
Electronics Division
Electronics Park, Syracuse 1, N. Y.
Phone: 76-4411
Vice-Pres. & Gen. Mgr. Dr. W. R. G. Baker
Mgr. of Engineering I. J. Kaar
Mgr. of Marketing E. H. Vogel
Mgr. of Finance G. L. Chamberlin
Mgr. of Mfg. W. M. Barker
Mgr. of Govt. Sales V. M. Lucas
Assistant Mgr., Components Dept. R. M. Estes
Gen. Mgr., Components Dept. E. L. Hulse
Gen. Mgr., Receiver Dept. W. H. Sahloff
Gen. Mgr., Comm. & Govt. Equipment Dept. G. F. Metcalf
Gen. Mgr., Tube Dept. J. M. Lane

PRODUCTS: Radio and radio-phonograph combination receivers, TV receivers; radio and TV transmitters, antennas, and studio equipment; receiving, picture transmitting and industrial tubes, germanium diodes; components; two-way communications equipment, electronic specialty items, civilian and government radar.

The General Industries Co.
Olive and Taylor Streets, Elyria, Ohio
Phone: 2235

President Allan W. Fritzche
V.P. Sales Mgr., Motor Div. H. E. Moon
V.P. Factory Mgr., Plastic Div. O. W. Marsh
Sales Mgr., Plastic Div. Steve Hilebrant
Factory Mgr., Motor Div. Charles Walsh
Purchasing Agent Clete Heidrich
Treasurer C. F. Russert
Chief Eng., Motor Div. Howard Shumaker
Chief Eng., Plastic Div. Russell Smith
Dir. of Industrial Relations, George Morrison

PRODUCTS: Electric Phonograph motors, Smooth power motors, Disc Recording assemblies, Tape Recording assemblies, Molders of plastic parts.

General Instrument Corp.
829 Newark Ave., Elizabeth 3, N. J.
Phone: ELizabeth 3-4400

Chairman of the Board A. Blumenkrantz
Pres. & Treas. R. E. Laux
Secy. & Controller W. M. Torgersen
General Manager E. A. Freed
Director of Eng. W. P. Hilliard
Chief Engineer B. N. Fisher
Credit Manager J. T. Lenihan
Dir. of Purchases C. B. L. Towney
Export Agents Ad. Auriema, Inc.

PRODUCTS: Television Front End Tuners, Variable Condensers, Auto Radio Tuners, Automatic Record Changers.

General Laminated Products, Inc.
2857 South Halsted Street, Chicago 8, Ill.
Phone: Victory 2-0707

N. Y. Phone: Digby 9-1330

President Morris Perlman
Chief Engineer Albert Krivo
Purchasing Agent L. Robert Smith
Sales Mgr. L. D. Tenenberg

PRODUCTS: Sockets, Terminal Board Assemblies, Laminated Phenolic Parts, Battery Connectors, Coil Forms, Resistor Board Assemblies, multiple and single Male and Female Pin Plug Assemblies.

General Precision Laboratory, Inc.
63 Bedford Road, Pleasantville, N. Y.
Phone: Pleasantville 2-2000

President H. G. Place
Exec. Vice-President Herbert Barnett
Vice-Pres. & Dir. of Res. Dr. R. L. Garman
Comm. Engr. Blain Foulds
Chief Engineer W. P. Short
Mgr. Theatre TV Dept. John Sims
Govt. Contract Rep. Walter Cooper

PRODUCTS: Image Orthicon Camera Chain, 16-mm Arc Projector, 16-mm Utility Projector, Video Recording System, Rapid Film Processor, Videogam Amplifier, Video Switcher, Synchronizing Generator, Video-Film Theatre Television System.

General Radio Co.
275 Massachusetts Ave., Cambridge 39, Mass.
Phone: TRowbridge 6-4400

N. Y. Phone: WOrth 2-5837

Chairman of Board H. B. Richmond
President E. H. Locke
Vice-Pres. for Sales A. E. Thiessen
Vice-Pres. for Mfg. C. C. Carey
Secretary-Treasurer F. L. Tucker
Sales Engg. Mgr. M. T. Smith
Export Mgr. C. E. Hills, Jr.
Chief Engineer D. B. Sinclair
Publicity Mgr. C. E. Worthen
Service Mgr. H. H. Dawes

Graybar Electric Company, Inc.
420 Lexington Ave., New York 17, N. Y.
Phone: LE 2-4000

President A. H. Nicoll
Vice-President G. F. Hessler
Genl. Communications

Sales Mgr. J. W. La Marque
Mgr. Electronic Sales R. W. Griffiths

PRODUCTS: Amplifiers, antenna equipment, attenuators, cabinets, consoles, loudspeakers and accessories, monitors, recorders and accessories, speech input equipment, test equipment, towers, tower lighting equipment, transmission line and accessories, transmitters, broadcast, tubes, turntables, reproducers and accessories, wiring supplies and devices.

The Hallicrafters Co.
4401 W. Fifth Ave., Chicago 24, III.
Phone: Van Buren 6-6300

President Wm. J. Halligan
Exec. Vice-President R. W. Durst
Gen. Sales Mgr. Michael D. Kelly
Chief TV Engineer H. J. Adler
Advertising Mgr. Chas. J. Nesbitt
Service Manager Norman Cooper
Credit Manager Cal A. Sheara
Export Agents Phillips Export Corp.

PRODUCTS: TV Receivers, Short-Wave
Equipment Manufacturers

"Ham" Xmrts. and Receivers, Portable Radios, FM/AM Radios.

The Hammarlund Mfg. Co., Inc.
460 W. 34 St., New York 1, N. Y.
Phone: 1ONGaer 5-1300
President...............Lloyd A. Hammarlund
Vice-Pres. & Treas.........Joseph Lush
Sec. & Comptroller........Ed. A. Wütmer
Production Manager........Hugh A. McCloskey
Chief Engineer..............George H. Phelps
Sales Manager..............Walter E. Darden

PRODUCTS: Communication receivers, variable capacitors, remote supervisory controls.

Hartenstein-Zane Co., Inc.
225 Broadway, New York 7, N. Y.
Phone: BA 74390-1
Gen. Mgr. & Sec.............Chas. J. Hartenstein
Asst. Sec..................M. A. Hartenstein

PRODUCTS: Specialize in the design of tower foundations; erecting, lighting and painting radio towers; installing ground system for AM broadcasting, the installation of broadcasting antennae and accessories for FM & TV maintenance and repairs of radio towers, antennae & electrical accessories since 1922.

Harvey Radio Laboratories, Inc.
447 Concord Ave., Cambridge 38, Mass.
Phone: TR 065-2600
President................Frank Lyman, Jr.
Dir. Contract Adm..........Norman W. Bertelsen
Sales Engineer..............E. J. Vogel
Clerk of Corp................R. W. Martin
Chief Engineer..............B. C. Cosman
Purchasing Agent............Frank C. Waterhouse
Comptroller...............Gordon C. Gentner
Production Mgr..............E. Douglas Papke
Personnel Director.........Mary Rizzitano

PRODUCTS: High fidelity FM broadcast transmitting and studio equipment, short wave telephone and telegraph transmitters, high fidelity FM broadcast receivers, regulated power supplies, IF strips, visual alignment signal generators, galvoscopes and associated radio and electronic equipment, two-way emergency communications equipment.

Haydu Brothers
P. O. Box 1225, Plainfield, N. J.
Phone: PF 06878
President................George K. Haydu
Secy-Treas................Zoltan Haydu
Chief Engineer...............Ben Artau
Sales Manager..............Joseph Bozzelli
Purchasing Agent..........Frank del Rio

PRODUCTS: Television picture tubes, miniature receiving tubes, power tubes for transmitting and industrial use, electron guns for television picture tubes, components for all types of vacuum tubes, including receiving and transmitting, TV radio, x-ray, incandescent and special purpose tubes, equipment for the manufacture of such tubes, equipment for the manufacture of neon signs, cold cathode lamps, and various special purpose lamp machinery.

Hazelrle Electronics Corp.
58-25 Little Neck Pkwy, Little Neck, L. L., N. Y.
Phone: Flushing 7-5700
President................W. A. MacDonald
Executive Vice-President.....J. B. Dow
V.P. in Chg. of Sales........F. Robinson
V.P. in Chg. of Research.....A. V. Loughren
V.P. in Chg. of Engineering..O. M. Dunning
V.P. in Chg. of Mfrs........J. Willenbecher
Director of Procurement.....M. E. Bahm

PRODUCTS: Military types of radio and radar equipment. Air and marine electronic navigational equipment. Radio, radar and TV test equipment for laboratory and production testing.

Hytran Radio & Electronics Corp.
P. O. Box 390, 76 Lafayette St., Salem, Mass.
Phone: Salem 2260
President................Bruce A. Coffin
Chairman of Board-Treas......Lloyd H. Coffin
Vice-President..............Edgar M. Batchelder
Vice-Pres. & Sales Mgr........John Q. Adams
V.P. in Chg. of Engineering...C. F. Stromeyer
Advertising Manager.........Harry G. Burnett
Credit Manager..............M. S. Jones
Export Manager..............W. L. Urquhart

PRODUCTS: Receiving and electronic tubes; special purpose tubes, voltage regulators.

The Indiana Steel Products Co.
Valparaiso, Indiana
Phone: 178
Pres. & Treas................A. D. Plamondon, Jr.
V. P. & Gen. Mgr................R. F. Smith
V. P. & Sales Mgr..............F. A. Hayden
Advertising Manager.........I. A. Dickey


Insuline Corp. of America
3602-35th Ave., Long Island City 1, N. Y.
Phone: ASToria 8-3738
President................S. J. Spector
Secretary-Treasurer.........A. S. Spector
General Sales Mgr...........B. L. Cahn
Advertising Manager.........A. S. Chambers
Superintendent..............F. Hennke
Industrial Sales Mgr........I. Romm
Chief Engineer...............F. Lester
Purchasing Agent............H. West
Production Chief...............H. White

PRODUCTS: Adapters, Phone Pick-up; Aligning Tools; Amplifier Chassis; Angles
and Brackets
Antenna, Auto Radio; Antenna Connectors; Antenna Kits; Antennas, Home Mast; Antennas, FM & Television; Auto Radio Noise, Suppressors; Bases, Steel; Beads, Cable; Binding Posts; Binding Post Heads; Bushings, Insulated; Cabinets, Metal; Cabinets, Speaker; Cable Clamps; Chassis Base; Chassis, Bottom Plate; Chokes; Chrome Trim; Clips, Alligator; Clip, Brass Spring; Code Set, Triplex; Coils, Coil Forms; Condensers; Cords, Double Phone; Cords, Resistor; Couplers, Flexible; Cushions, Ear; Cutters, Replacement; Cutting Tools; Dial Markers; Dial Plates; Displays; Drill, Replacement; Eyelets; Equalizing Condensers; FM Antennas; Fuse Mountings; Fuse Retainers; Grid Caps; Grid Cap Shield; Grommets, Rubber; Hardware, Radio; Headphones; Insulators; Jacks; Jacks, Microphone; Jacks, Shielded; Jacks, Tip; Jacks, Transmitting; Jars, Glass; Knobs; Lugs, Soldering; Lugs, Spade; Lugs, Terminal; Meter Cabinets; Morse Code Records; Mountings, Fuse; Name Plates; Neutralizing Tools; Noise Eliminators; Nuts; Oscillators; Panels, Aluminum, Bakelite, Masonite, Metal, Meter, Racks; Panel Bearings; Phone Cords; Phones, Ear; Phone Plugs; Phone Tips; Plates, Bottom; Plugs; Punches; Reels, Brackets, Chassis; Radio Panels; Record Player Switch; Reducers; Resistor Cords; Riveting Punch Set; Rivets, Rods; Screw Drivers, Insulated; Screws; Shearing Punch; Shields; Shields, Grid Cap; Sockets; Soldering Irons; Soldering Iron Elements; Spaghetti, Flexible; Spacers, Bushings; Spade Lugs; Speaker Cabinets; Speaker Cones, Shrims; Terminal; Suppressors, Auto Radio; Switches; Television, Accessories; Antennas, Tools; Terminal Lugs; Terminal Strips; Test Leads; Test Lead Wire; Test Prods; Test Tools; Tools, Neutralizing; Trans. Coil Mountings; Transmitting Tube Caps; Tube Shields; Tubing; Washers; Window Pole Antenna; Wire, Test Lead; Wrenches, Wrench Sets.

Jackson Electrical Instrument Co.
18 S. Patterson Blvd., Dayton 2, O.
Phone: Michigan 6357
President ..................J. A. Turner
Vice-President ..................Robert Apple
Sales Manager .................J. M. Fullerton
Purchasing Agent ............R. C. Groves
Credit Manager ................J. E. Beery
Production Superintendent ....Carl Wack
PRODUCTS: Oscillograph, receiving tube testers, CR tube testers, electronic multimeters, RF generators, sweep generators, audio oscillators and condenser testers.

Jefferson Electric Co.
25th Ave. & Madison St., Bellwood, Ill.
Phone: MAnsfield 6-7161
N. Y. Phone: BArclay 7-8972
Chairman of Board ..............J. C. Daley
President .....................J. M. Bennan
Vice-Pres., Treas. ...............W. S. Minter
Vice-Pres., Engineering ..........L. Maurer
Vice-Pres., Works Mgr. ........E. J. Bennan
Credit Manager ................V. E. Lee
Sales Manager ................J. D. O'Brien
Export Manager .................M. J. Schmitt
Dir. of Purchases ..............E. J. Banigan

PRODUCTS: Power transformers, chokes and audio input and output transformers, horizontal and vertical scanning transformers, centering and focusing coils.

Jensen Manufacturing Co.
5600 S. Laramie Ave., Chicago 38, Ill.
Phone: POrtsmouth 7-6000
President .....................Julius Fink
Vice-President ..................Albert Fink
Secretary-Treasurer ............Edward Fink
PRODUCTS: TV antennas, FM antennas, TV antenna brackets and accessories, insulators, TV booster, wire, mast, glare filters, wire strippers, key hex wrenches, plugs, male, female, AC-DC continental and domestic test leads, test prods, phone needles, grille cloth, dial pointers, steel rule and ......wire gauge, line cords, resistance cords, AC service cords, "Sockette" radio tube adapters, exact duplicate ballast tubes, phosphor bronze dial cable, battery adapted harnesses, adjustable ballast tubes, resistance cord adapters, phono adapter switches, microphone connectors, midget jacks and plugs, toggle switches, auto condensers.

Johns-Manville
22 E. 40th St., New York 16, N. Y.
Phone: LExington 2-7600
Commoditor .................P. J. Washburn
(Acoustical Materials)
PRODUCTS: Sound control materials for broadcasting and recording studios.

J. H. Keeney & Co., Inc.
2600 West 50th St., Chicago 32, Ill.
Phone: HEmlock 4-5500
General Manager ..............Robert A. Guihard
PRODUCTS: Home receivers.

4421 W. Rice St., Chicago 51, Ill.
Phone: SPaulding 2-7208
President ..................Vincent M. Kerrigan
Vice-Pres.-Treasurer ............Charles F. Lewis
Secretary .....................Fergus Kerrigan
PRODUCTS: Magnet and Litzendraht Wire.
**King Laboratories, Inc.**
127 Solar St., Syracuse 4, N. Y.
Phone: 2-5209
President.................. Aden J. King
V.P. & Secretary.......... F. M. Michaelian
Treas. & Gen. Mgr........ W. R. MacLeod
Secretary................ Barbara H. Sisson
PRODUCTS: Special alloys, chemicals and metals, radio tube parts, barex getters.

**Kliegl Bros. Universal Electric**
**Stage Lighting Co., Inc.**
321 West 50th St., New York 19, N. Y.
Phone: Columbus 5-0130
President.................. J. H. Kliegl
Vice-President............ Herbert A. Kliegl
Secretary.................. Frank H. Bliss
Treasurer.................. Alfred Kliegl
Plant Superintendent...... Joseph Kliegl
Purchasing Agent.......... Henry Fisher
PRODUCTS: Lighting equipment, wiring devices and switchboards for TV studios, theatres and M.P. studios.

**Langen Manufacturing Corp.**
37 W. 65 St., New York 23, N. Y.
Phone: ENdicott 2-7200
Chairman of Board.......... H. A. Leander
President.................. Donald S. Morgan
Vice-President............. George V. Rosenquist
Chief Engineer............. Myron R. Coe
Secretary-Treasurer........ Harold Kondolf
Asst. Sec-Treas............. L. Ward Frey
PRODUCTS: Audio amplifiers, power supply, audio and power transformers, accessories for public address and broadcast systems.

**Lehigh Structural Steel Co.**
17 Battery Place, New York 4, N. Y.
Phone: WHitehall 4-1424
Sales Mgr., Radio Div....... J. F. Neary
PRODUCTS: Towers for TV-AM-FM Vertical Radiators Relay Towers.

**Machlett Laboratories, Inc.**
1063 Hope St., Springdale, Conn.
Phone: STamford 4-5781
President.................. R. R. Machlett
Vice-Pres. of Sales........ W. E. Stevenson
Treasurer.................. J. A. Lambert
V.P. of Production......... J. W. Skehan
Vice-President............ H. J. Hoffman
Mgr. Engineer.............. T. H. Rogers
Industrial Rel. Mgr........ R. Gordon Hamflen
Export Mgr................ A. J. Foster
PRODUCTS: X-ray tubes for all medical, industrial and special purposes, Valve Tubes, Radio Transmitting Tubes, Communication Tubes, R.F. Heating Tubes.

**The Magnavox Co.**
Bueter Road, Fort Wayne 4, Indiana
Phone: Eastbrook 5471
Chairman of the Bd...... Richard A. O'Connor
President.................. Frank F. Freimann
V.P. & Secretary.......... Gerarl M. Ungaro
Treasurer................ J. S. Sturgeon
Radio-Phonograph & TV Factory Manager......... Harold M. Detrick
Factory Mgr.-Components Division.................. L. E. Quinnell
Chief Television Engineer.... Franklin Norton
Chief Radio-Phonograph Engineer.................. R. H. Dreisbach
Mechanical Engineer........ W. E. Kierulf
Asst. Sales Mgr. & Merch. Mgr.— Radio & TV Div........ Stewart Roberts
Dir. of Adv. & Public Relations.................. Lauren H. Hamagan

**Majestic Radio & Television, Div. of Wilcox-Gay Corp.**
70 Washington St., Brooklyn 1, N. Y.
Phone: ULtce 2-6000
President.................. Leonard Ashbach
V.P. & Gen. Mgr............ M. Raphael
Secretary.................. Barnett S. Trott
Advertising Mgr............ Joseph G. DeVicco
Chief Engineer............ Frank Dieli
PRODUCTS: Receivers; Radio: AM-FM Console with Phonograph, Television: Table, Console, AM-FM Console with Phonograph Speakers, Capacitors, Solenoids.

**J. A. Maurer, Inc.**
37-01 31st Street, Long Island City 1, N. Y.
Phone: STillwell 4-6600
President.................. John A. Maurer
Treasurer.................. Daniel H. Ehrlich
General Manager............ Donald G. McKay
Sales Manager.............. Louis A. Root
Chief Elec. Engr........... Laufe Fanoe
PRODUCTS: 16mm. professional motion picture cameras; 16mm. sound recorders; 16mm. film phonographs. 16 & 35 mm. Galvanometers.

**Measurements Corp.**
116 Monroe St., Boonton, N. J.
Phone: BOonton 8-2331
President.................. H. W. Houck

**Miles Reproducer Co., Inc.**
812 Broadway, New York 3, N. Y.
Phone: SPRing 7-7610
President.................. Dr. S. R. Birne
Sec.-Gen. Mgr............... J. M. Kuhlik, Sc.D.
Chief Eng. ....................... I. W. Kuhlik
Purchasing Agent ...................... J. V. Conniff
Treasurer ......................... H. B. Kuhlik
Advertising Mgr. .................... R. Burns
Dr. of Pub. REL. .................. George Ruskin

PRODUCTS: Filmmograph sound-on-film recorders and reproducers, continuous recorders and reproducers, tape recorders and reproducers, automatic recorders and reproducers, permanent recorders and reproducers, reference recorders, conference recorders, telephone recorders, interview recorders, telemike, induction units for listening to or recording two-way telephone conversations, battery operated recorders, portfolio type recorders.

James Millen Mfg. Co., Inc.
130 Exchange St., Malden 43, Mass.
Phone: Malden 4-4108-9
President ................... James Millen
Sales Mgr. ...................... E. E. Williams
Credit Manager ................ Frances Barse
Purchasing Agent ................ George E. Pike
Chief Engineer .................... Wadie Caywood


Mirror Record Corp.
40-25 206 St., Bayside, L. I., N. Y.
Phone: Bayside 9-5656
Pres. & Treas. .................. P. K. Trautwein
Chief Engineer ..................... R. V. Hough

PRODUCTS: Recording accessories (disks, cutting needles, playback needles).

Motorola, Inc.
4545 August Blvd., Chicago 51, Ill.
Phone: Spaulding 2-6300
President .................. Paul V. Galvin
Exec. Vice-Pres. ............ Robert W. Galvin
V. P., Cons. Prod. Div. .. Elmer H. Waver
V. P. in Charge of Comm. & Electronics Div. ........ D. E. Noble
V. P., Finance ............... E. P. Vanderwicken
V. P. in Charge of Procurement .......... Frank J. O'Brien
Sales Mgr. Cons. Goods Div. ... Wm. H. Kelley
Special Mds. Mgr. ............. E. A. Holsten
Mgr. Nat'1 Defense Div. ... J. Benton Minnick
Prod. Mgr. TV & Handle

Talkie Units ....................... E. Passow
Dir. Adv. Sales Prom. ........... Ellis L. Redden
Sales Mgr. Comm. & Electronics Div. ........ Eugene S. Goehel
Credit Manager .................... H. C. Kleinmann
Export Manager ................... J. C. Weidemann
Service Manager ................... A. T. Alexander

PRODUCTS: AM battery auto radio; battery and AC-DC portables; table model AM, AC, and AC-DC radios; table model AM-FM; console AM-FM with phonograph; record players; television—table models and consoles; combination AM-FM phonograph and television. Communications Equipment: FM marine, police, railroad, trucks and buses, taxicab, walkie-talkie, radar systems. Transmitters: marine, police, fixed station, supervisory control, telemetering, carrier communication and microwave multiplex systems.

The Muter Co.
1255 S. Michigan Ave., Chicago 5, Ill.
Phone: WAbash 2-3300
President .................... Leslie F. Muter
Vice-Pres. & Sales Mgr. ... K. E. Rollefsen
Vice-Pres. & Credit Mgr. ...... A. A. Dailey
Purchasing Agent ............ A. R. Campbell


National Carbon Div.,
Union Carbide & Carbon Corp.
30 East 42nd St., New York 17, N. Y.
Phone: Murray Hill 7-6800
Chairman of Board ................ J. M. Spangler
President .................... A. S. Johnson
Vice-President .................. C. O. Kleinsmith
Gen. Sales Mgr. Cons. Prosds. ... A. C. Bryan
Mgr. Battery Eng. Dept. ......... W. H. Fritz


National Union Radio Corp.
350 Scotland Rd., Orange, N. J.
Phone: ORange 2-6600
President .................... K. C. Meiken
V. P. in Charge of Research ... A. M. Skellett
Equipment Sales Manager
Western Division ................. K. C. Meiken, Jr.
Renewal Sales Mgr. .............. V. K. Ulrich
Treasurer ...................... W. H. Carey
Secretary ....................... V. J. Deeney
Credit Manager ................... H. A. Pope

PRODUCTS: Electron tubes, receiving, TV, transmitting, cathode ray, special purpose, tube research & development, panel lamps, radio dry batteries.

New York Transformer Co., Inc.
Third Ave., Alpha, N. J.
Phone: PHIlipseburg 3-1143
President .................... Joseph B. Schaefer
Sales Manager .......... Thomas B. Armstrong
Chief Design Eng. ............ Ernest D. Belanger
Chief Engineer ................ George Pappas
Purchasing Agent .......... Carl Seefher
Plant Superintendent .......... A. H. Coover
Controller .................. Kenneth Llewelyn

PRODUCTS: Transformers and reactors.
for TV, radios, transmitters, and receivers; audio frequency coils, electronic control devices and Hornet miniaturized transformers.

**Oxford Electric Corp.**
3911 S. Michigan Ave., Chicago 15, Ill.
Phone: ATlantic 5-6161
President .................. J. D. Ceader
V.P. & Mgr.................... Hugo Sunberg
Secy. & Treas.............. David E. Davis
General Sales Mgr............ John A. Proctor, Jr.
Asst. Sales & Serv. Mgr.... Wm. B. Barnes
Chief Engineer............... K. H. Wessel
Works Manager............... A. Sorice
PRODUCTS: Radio speakers, output and line transformers, cathode ray tubes.

**Packard-Bell Company**
3443 Wilshire Blvd., Los Angeles 16, Calif.
Phone: DUnkirk 22141
President .................. Herbert A. Bell
Vice-President............... Robert S. Bell
Vice-President............... Joe M. Spain
Sec-Treas..................... Lowell R. Day
Chief Engineer............... Charles Nichols
Plant Manager............... Jean Gleis
General Sales Mgr............ Kenneth R. Johnson
Dir. of Adv. & Sales ....... Robert H. Thompson
Service Manager............. Carl Duffy
Personnel Dir................ Charles Askin
Purchasing Agent............ William P. Kennedy

**The Pentron Corp.**
221 E. Callerton, Chicago 16, Ill.
Phone: Victory 2-7324
President .................. Irving Rossman
Treasurer ................... Bernard Sahlens
Secretary ................... Theodore Rossman
Chief Engr................... Rudolph A. Bierwirth
Mehanical Engineering ...... Robert Parnell
Quality Engineer............ David Oberlander
Contract Officer............ Ray R. Hutmacher
Chief Industrial Engineer ... Joseph Jenz
PRODUCTS: Tape recorder, playbaek units, mic mixer, portable phonograph magnetic recording equipment, amplifiers, electronic communications equipment.

**Philco Corp.**
Tioga & C Sts, Philadelphia 34, Pa.
Phone: NEbraska 4-5100
Board Chairman............. James T. Buckley
President ................... William Balderston
Exec. V.P................... James H. Carmine
Pres.-TV & Radio Div........ Larry F. Hardy
V.P.-Ind. Rel............... Harold W. Butler
V.P. & Dir. of Purchases..... William H. Chaffee
V.P.-Oper.-TV & Radio Div...... Joseph H. Gillies
V.P........................... Russell L. Heberling
V.P.-Sales-TV & Radio Div. .................... Frederick D. Ogilby
V.P., Gen. Sales Mgr.... John M. Outer
V.P.-Finance.................. Courtnay Pitt
V.P.-Watson-town Cab. Div. .................... Fred D. Rombach
V.P.-Service & Quality..Henry T. Paiste, Jr.
V.P.-Research................. David B. Smith
V.P.-Dir. of Res. & Eng...... Leslie J. Woods
V.P.-Adv...................... John F. Giliigan
Pres-Uhieo Intl. Corp. ... Dempster McIntosh
Traffic Manager............... J. Swan
PRODUCTS: Receivers; Battery—Automobile, Table, Portable, AC-DC; Radio—AM Midget, AM Table, AM Console, AM Portable AC-DC, AM Portable Wet Cell, AM Table with Phonograph, AM Console with Phonograph, AM Console with Phonograph and Recorder, AM-FM Table, AM-FM Console, AM-FM with Phonograph, AM-FM Console with Phonograph; Television—Table, Console, Console with Phonograph. AM-FM Console with Phonograph, Record Players, Communications Equipment: Marine, Railroad, Walkie-Talkie, Radar Systems. Transmitters: Miero Wave, Relay. Tubes: Receiving, Cathode Ray Receiving.

**Philmore Manufacturing Co., Inc.**
113 University Place, New York 3, N. Y.
Phone: ALgonquin 4-3363
President .................. Philip Schwartz
V.P. & Sales Mgr............. M. L. Granat
Chief Engineer............... Reginald Granat
Credit Manager............... P. Schwartz
Export Manager............... Morris L. Granat
Purchasing Agent............ Murray Granat
PRODUCTS: TV chassis, completely wired and aligned, TV kits with video and sound wired and fully aligned, with full instructions to complete the wiring, TV kits completely unassembled with full instructions for wiring. One, two and three tube kits, aerial kits, microphones (carbon type), crystal sets, crystal set kits, crystal detectors, coils.

**Pilot Radio Corp.**
37-06 36 St., Long Island City 1, N. Y.
Phone: Stillwell 4-3545
President .................. Isador Goldberg
Executive Vice-Prez............ E. L. Hall
Secretary-Treasurer........ I. W. Wyckoff
General Works Mgr............ J. I. Benjamin
Sales Manager............... E. M. Gilmore
Purchasing Agent............ E. J. Manning
Chief Engineer............... Dr. W. Auerbach
PRODUCTS: AM-FM table models and phono combinations, portable radio receivers, and TV receivers.

**Presto Recording Corp.**
P. O. Box 500, Hackensack, N. J.
Phone: Diamont 3-5700
President .................. George J. Saliba
Secretary ................... Morris M. Gruber
Treasure ......................... A. Benjamin
Comptroller ..................... Ruth B. Sholes
Sales Manager .................. Thomas B. Aldrich
ASt. Sales Mgr .................. Austin B. Sholes

PRODUCTS: Disc recording and transcription equipment; tape recording and transcription equipment; recording amplifiers; limiter amplifiers; blank recording discs.

Polarad Electronics Corp.
100 Metropolitan Ave., Brooklyn 11, N. Y.
Phone: EMerson 2-3464

President ....................... Dr. D. L. Jaffe
Chief Engineer .................. P. H. Odessy
Chief Systems Engr ............ Leo Gross
Production Manager ............. Victor Gross

PRODUCTS: TV studio & test equipment, synchronized generator, TV monoscope signal source, picture & wave form monitor, portable picture monitor dual, TV camera chain, distribution amplifier, camera channel amplifier, dual & single regulated power unit, radio & TV systems, wide band video amplifier, color TV studio & test equipment; color TV receivers & monitors.

Radio Condenser Co.
Davis & Copewood Sts., Camden 3, N. J.
Phone: WOodlawn 3-8000

President ....................... Stanley S. Cramer
Exec. Vice-Prese.............. Russell E. Cramer, Sr.
V.P., Charge of Sales........ Russell E. Cramer, Jr.
V.P., Sec-Treas ......... William W. Paul

Chief Engineer ................. J. S. Robb

PRODUCTS: TV Tuning Devices; Variable Air Capacitors; Variable Air Capacitors for special radio apparatus of all description; Automotive Push-Button Permeability Tuning Units.

RCA Victor Division, Radio Corp. of America
Front & Cooper Sts., Camden, N. J.
Phone: WOodlawn 3-8000

V.P. & Gen. Mgr ................. W. A. Buck
Operating V.P .................. C. M. Odorizzi
V.P. in Chge. of Tech. Prod .. L. W. Teegarden
V.P. in Chge. of Cons. Prod . J. B. Elliott
V.P. in Chge. of Dis ... R. A. Seidel
V.P. in Chge. of Materials . V. deP. Goubeau
V.P. in Chge. of Eng ........ D. F. Schmidt
V.P. in Chge. of Eng. Prod .. W. W. Watts
In Charge of Organ Divp........ E. M. Tuft
V.P. & Gen. Mgr of Home Dept........... H. G. Baker
V.P. & Dir. Finance Dept .. J. S. Carter
V.P. & Western Mgr ........... H. R. Maag
V.P. & Gen. Mgr. of Tube Dept.. R. T. Orth
V.P. & Gen. Mgr of Record Dept.......................... P. A. Barkmeier

Pres., RCA Service Co., Inc...... E. C. Cahill
Pres., RCA Victor Dist. Corp ... W. M. Norton
V.P. & Dir. of Pub. Rel. Dept .. J. M. Toney

Dir. of Acct. .................... D. L. Trounant
Dir. of Dist .................... H. M. Winters
Dir. of Plant Eng ............. Frank Sleeter
Gen. Attorney ................. S. E. Ewing
Chief Eng. Home Instruments

Dept. ......................... D. D. Cole
Chief Eng. Eng. Prod. Dept .. M. C. Batsel
Chief Eng. Tube Dept .......... G. R. Shaw
Gen. Sales Mgr. Home

Instruments ..................... A. B. Mills
Mrr. Comm. Sales, Records

Dept. ......................... L. A. Kanaga
Gen. Sales Mgr. Tube Dept .. L. S. Thes


Radio Engineering Laboratories, Inc.
36-40 37th St., Long Island City 1, N. Y.
Phone: STillwell 6-2100

President ............... C. R. Runyon, Jr.
V. P. & Mgr. of Sales ... Frank A. Gunther
Secy. & Dir. of Purchases ...... Joseph Behr
Chief Engineer..................Joseph Tennis
Director of Research.............James R. Day
Comptroller.....................James A. Cronin
PRODUCTS: Broadcast transmitter, FM, 250 watts to 50 kw; Antennas-FM, speech input equipment, FM monitors, FM receivers, FM studio to transmitter link equipment, custom built high quality audio equipment. Quadriflene Amplifiers, Serrasoid modulators, Ten watt FM educational transmitters, Broadcast mobile transmitter link equipment, point-to-point multiplex communications equipment, FM radio relay links, special FM communications systems, FM store receivers, FM bus receivers and radio music receivers.

Rangertone, Inc.
73 Winthrop St., Newark 4, N. J.
Phone: Humboldt 5-2550
President........................R. H. Ranger
V.P. Charge Eng..................P. M. Brubaker
Secretary ......................H. Gallina
Asst. Treasurer...............A. V. Colabella
Sales Engineer..................C. H. Wirth
Purchasing Agent..............A. C. Willms
PRODUCTS: Magnetic Tape Recorders: for normal Broadcast; for TV Synchronized Sound to Motion Picture Film. Thyratron Inverters: for Controlled 60 cycle Power, and Magnetic Heads. Tape-to-Film Editor.

Raytheon Manufacturing Co.
138 River St., Waltham 54, Mass.
Phone: 5-5860
Branch Office:
60 E. 42 St., New York 17, N. Y.
Manager......................Henry J. Giest
Phone: Murray Hill 7-1550
PRODUCTS: Tubes, TV microwave relay equipment, communications, microwave equipment.

Reeves Soundcraft Corp.
10 East 52nd St., New York 22, N. Y.
Phone: Plaza 9-2644
President......................Hazard E. Reeves
Vice-President-Sales............Frank B. Rogers
Vice-President-Production......Homer Clapper
V.P. Springdale Pi..............Edward Schmidt
V.P. Allentown Pi...............Harry F. Scheirer
Advertising Manager..........David O. S. Ruark
PRODUCTS: Blank recording discs, magnetic recording tape, full width magnetic recording film, striped magnetic film, TV picture tubes, TV projection sets.

Rek-O-Kut Company
38-01 Queens Blvd., Long Island City 1, N. Y.
Phone: Stillwell 4-7062-3-4
President, Sales Manager........George Silber
Plant Supt......................S. Simonson
Credit Manager................F. Wein
 Export Dept......................M. Orman Exporting Corp.
PRODUCTS: Instantaneous Recording Equipment, Recording Turntables, Transcription Turntables, Cutters, Amplifiers, Meters.

Sentinel Radio Corp.
2100 Dempster St., Evanston, Ill.
Phone: UNiversity 4-2100
President......................E. Abschlar
Vice-President................M. D. Block
Secretary......................R. S. Lawton
Production Manager.............J. J. Jaregson
Chief Engineer................W. J. Schmell
Purchasing Agent...............J. L. Jones
Director of Sales..............E. G. May
Sales Manager................R. B. Parks
Export Manager...............H. A. Silcox
PRODUCTS: Sentinel radio receiving sets and table, console models, portable radios, radio-phonograph combinations, table and console models, FM-AM table console and radio phonograph combinations, television receivers of all types.

Sherron Electronics Corp.
(Div. of Sherron Metallic Corp.)
1201 Flushing Ave., Brooklyn 6, N. Y.
Phone: HYacinth 7-2820
President......................P. H. Sherron
Vice-President................J. W. Hunter
Senior Vice-President........R. M. Stock
Dir. Electronic Res............J. G. Littell
Director of TV..............P. J. Golhofer
Dir. of Purchases.............M. C. Turner
PRODUCTS: Amplitude modulated transmitters, frequency modulated transmitters, TV transmitters, modulators at all power levels for above transmitters, control consoles for radio stations, pulse generators, oscilloscopes, regulated power supplies, custom built equipment designed and manufactured to customers requirements. Experimentally licensed TV station KE2X1E manned by licensed personnel for TV investigations, communications equipment.

Standard Radio Transcription Services, Inc.
140 North LaBrea, Hollywood 36, Calif.
Phone: WEbster 8-9181
President......................Gerald King
Vice-President...............Milton M. Blink
V.P. in ChG. of Sales—Eastern Office
Alex Sherwood
Sales Mgr.—Central States Office
Gus Hagenah
Business Mgr. & Counsel—Lewis TeeGarden
Production Manager.............Harry Bluestone
Chief Engineer....................Ernest Baumeister
PRODUCTS: Standard radio transcription library service, Standard super sound effects, Mood music library.

Stewart-Warner Electric
Div. of Stewart-Warner Corp.
1826 W. Diversey Pkway., Chicago 14, Ill.
Phone: LAkeview 5-6000
President......................J. S. Knowlson
Sr. Vice-President.............F. A. Hiter
General Manager...............E. G. Fossom
Gen. Sales Mgr................E. L. Taylor
Advertising Mgr. J. B. Ottman
Service Mgr. R. W. Felber
Chief Engineer S. C. Kolanowski
Credit Manager A. W. Grossklags
Publicity Mgr. C. W. Grange
Export Mgr. J. E. Burke
Purchasing Agent J. S. Burrell
Industrial Relations Mgr. W. W. Miller
Traffic Manager R. C. Stockton

PRODUCTS: RADIOS: AM, Short-Wave, AM-FM. Console, Table, Console Combinations, Table Combinations, Portables; TV: Table, Console, Console Combinations, and Direct View.

Stromberg-Carlson Co.
100 Carlson Rd., Rochester 3, N. Y.
Phone: CUlver 0260
President Robert C. Tait
Vice-Pres., Finance Gordon G. Hoit
Purchasing Agent V. P. & Gen. Mgr.
Broadcasting Div. William Fay
Radio-TV Div. Sidney R. Curtis
V.P., Public & Industrial Relations Lee McCanne
Secretary Edwin C. Roworth
Treasurer Wilbur W. Hetzler
Controller & Asst. Treas. J. Lester Gasser
Asst. Mgr. Industrial Relations George E. Eyer
Mgr., Sound Equip. A. G. Schifino
General Sales Manager Clifford J. Hunt
Sales Mgr. Tele. Div. T. C. Thompson

PRODUCTS: TV Table Models, TV Consoles, TV Combinations with AM, FM, and 3-speed changer, Table Model Radios, Combination Radios with AM, FM, and 3-speed changer, Electronic Carillon Equipment, Intercommunicating Systems, Telephones, and Switchboard Equipment.

Sylvania Electric Products, Inc.
1740 Broadway, New York 19, N. Y.
Phone: JUdson 6-2424
Chairman of Board Max F. Baleon
President D. G. Mitchell
Vice-President E. Finley Carter
Vice-President R. H. Bishop
Exec. Vice-President H. Ward Zimmer
V.P. Charge of Sales B. K. Wickstrum
General Sales Mgr., Radio Div. G. R. Sommers
Dir. of Advertising T. P. Cunningham


Sylvania Electric Products, Inc.
43-20 34th St., Long Island City 1, N. Y.
Phone: STILLwell 4-1160
Plant Manager Albert W. Franklin
Works Manager Henry M. Randall
Chief Engineer Milton King
Credit Manager Albert Pappert
Purchasing Agent Jack Blau
Service Manager Andrew Ruge

PRODUCTS: Tube adapters, bakelite stampings, banana pin boards, capacitor and resistor boards, brackets, busings, cable assemblies, clamps, clips, connectors, contacts, couplings, dial light sockets, fastening devices, fiber stampings, hearing aid connectors, crystal holders, molded insulation parts, stamped insulation parts, jacks, test leads, looking rings, lugs, masonic stampings, metal parts, stamped, metal stampings, pilot light assemblies, pins, plastic fabrication, plugs, retaining rings, sockets, switches, terminal blocks, terminal boards, terminal strips, metal terminals, insulating washers.

Sylvania Electric Products, Inc.
Radio & Television Division
254 Rano St., Buffalo 7, N. Y.
Phone: Victoria 2450
Vice-Pres. & Gen. Mgr. A. L. Chapman
General Mfg. Manager H. E. Riordan
General Sales Manager J. K. McDonough
Chief Engineer N. L. Harvey
Div. Controller L. C. Guest
Div. Personnel Manager H. S. Hagen
Asst. Sales Manager B. O. Holsinger
Sales Mgr.—Auto Sales C. H. Symington
(Detroit)


Television Associates, Inc.
E. Michigan St., Michigan City, Ind.
Phone: 7-7207
Pres. & Gen. Mgr. W. C. Eddy
Secretary Margaret Durnal

PRODUCTS: Studio lighting equipment: Ceiling mounted incandescent and fluorescents; dolly mounted fluorescent; control fixtures for mounting spotlights; light panel control equipment and switch panels, Microwave relay equipment: Reflectors and mounting supports; parapet clamps; metal tripods. Studio equipment: Camera Dollys, tripods, hi-hats and lo-hats for camera mounting, cable clamps. Projection Room accessories: Continuous reel magazines, rewind mandrels, and storage racks for continuous reel film loops; kaleidoscope projectors; specialized film loops for continuous reel use.

Television Equipment Corp.
238 William St., New York 38, N. Y.
Phone: BEEkman 3-6750
President.........................John B. Milliken
Vice-President...................Seward Heaton
Secretary-Treasurer..............Peter H. Milliken
Chief Engineer.....................Harold A. Levine
Purchasing Agent..................Lee Seiler
Sales Manager....................Gerald Gibbs

PRODUCTS: TV Cameras, TV accessories, oscilloscopes, special purpose electronic equipment.

Transmitter Equipment Mfg.
Co., Inc.
345 Hudson St., New York 14, N. Y.
Phone: WAtkins 4-1550

President.........................Morton B. Kahn
Treasurer.........................Morton B. Kahn
Secretary.........................E. J. Nagler

PRODUCTS: Broadcast Station Equipment, AM and FM, Studio Amplifying Consoles, Radio Communication Transmitters, both AM and FM, Air, Ground Communication Equipment, AM and FM, Electronic Computers, Radar Equipment, Guided Missile Controls, etc.

U. S. Recording Company
1121 Vermont Ave., N.W. Washington 5, D. C.
Phone: Lincoln 3-2705

General Manager...............Joseph Tait
Plant Manager....................Robert L. Kaufman
Chief Engineer....................Henry P. Meisinger
Sales Manager....................Eugene Rosen

PLANT: 1347 South Capitol St.
Phone: Sterling 3626


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WHILE the near future of television must be re-evaluated in light of the lifting of the three-and-a-half year freeze on new transmitters in the field, it is still necessary to point out that the most recent twelve months have already seen new thoughts concerning the survival of radio.

Finally, cognizance has been taken of the fact that untold millions of listeners of radio are beyond the reach of measuring services, in automobiles, at the beach or camp, or that more than a single set is on in the home at one time.

Certainly the final estimates issued by the RTMA, for 1951, prove the point that radio is a live and vital factor. On February 1, last, the industry body announced that a total of 12,299,146 radios, were sold last year. Of these, 6,584,960 were home sets; 1,264,319 were portables and 4,449,867 were car radios.

These figures compare to a total of 7,463,800 TV sets sold during the year and can be confidently offered that radio, in the face of its most powerful competition is going along at the saturation point as the country's greatest and most used means of mass communications.

Then too, the past twelve months has seen networks in particular and some stations continue the realization that radio must be sold against all types of competing media. As a result more thought has been given to telling radio's story and many excellent selling tools, such as films with sound tracks and special presentations of what radio has to offer, have come forth from the promotion departments.

However, it is in the field of out-of-home listening and out-of-living-room listening that radio researchers have found a vast audience, completely overlooked or brushed aside. Facts and figures substantiating this great audience have been published during the past year and in effect have forced a re-evaluation of "cost-per-thousand" figures, so dear to advertising agencies.

In another part of the field radio has not been idle. Faced with high production costs, packagers, networks and independent stations have consistently found new ways to cut their budgets — this despite the rate cuts put into effect during the past year.

As a result, it can be confidently stated that radio, today, is in a more healthy state than in the medium's hey-day, when it attracted all the glamour and was without competition.

Turning to TV, the industry, despite criticism from many fronts, has forged steadily ahead. One need only to compare present offerings with those of four years ago to see that on all levels television has improved.

However, with the promise of 1291 new stations destined for the air, TV is going to be forced to face many new problems. First and foremost, of course, is the "eating" up of material at a terrifying pace when all the new stations finally get on the air.

The new communities to receive television service are not expected to be too much of a problem at first, nor are those cities which to date have had single or double outlets. But where TV will come in "new" and available on multiple channels, programming will face new problems.

It is only necessary to review the findings of the various rating services during the past year to see that what people like on the East Coast of the country is not necessarily popular on the West Coast, and vice-versa. To date no program has come up with a sure-fire formula which will attract viewers across the country.

With funds available, it is expected that non-commercial, educational television will be afforded its greatest opportunity of all persons on all levels from the kindergarten to adulthood. However, here, without state or community help or college and university grants, the educational stations may well find themselves with valuable assignments and without the means of building studios and programming shows.

The last twelve months in the allied fields of radio and TV have been notable, however, first for radio's re-evaluation of what it has to offer and its efforts to once again go out and sell itself as the fastest and greatest means of mass communications and secondly for the new horizon which faces TV — that of being able to bring its visual picture into every home across the country.

By BILL NOBLE, Associate Editor, RADIO-TELEVISION DAILY
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220 Mt. Pleasant Ave., Newark 4, N. Y. Phone Humboldt 2-8010, Leo Cluermann, Sec.
220 Mt. Pleasant Ave., Newark 4, N. J. Phone Humboldt 2-8010, Harry J. Steeper.

AMERICAN FEDERATION OF RADIO ARTISTS (AFRA)
15 W. 44 St., New York 18, N. Y.
Vanderbilt 6-1810

NATIONAL OFFICERS
President ................................. Knox Manning
Vice-President ............................ Alan Bunce
Vice-President ............................ Donald B. Hirsch
Vice-President ............................ Frank Nelson
Vice-President ............................ Vinton Hayworth
Vice-President ............................. Nellie Booth
Recording Secretary ..................... Bob Bruce
Treasurer ................................. Bob De Haven
National Executive Secretary .......... A. Frank Reel

BRANCH OFFICES
Chicago Local—102 E. Hubbard St., Chicago, Ill.; Raymond A. Jones, Executive Secretary.
Hollywood Local—6331 Hollywood Blvd., Hollywood 28, California; Claude L. McCoo, Executive Secretary.
San Francisco Local—26 O'Farrell St., San Francisco, Calif.; Geary Dolan, Secretary.

FUNCTIONS
Union affiliated with A. F. of L., representing radio performers (actors, singers, announcers), for collective bargaining purposes.

AMERICAN GUILD OF MUSICAL ARTISTS, INC.
276 W. 43 St., New York 18, N. Y.
Longacre 5-7508

OFFICERS
President ................................. Lawrence Tibbett
1st Vice-President ...................... Astrid Varnay
2nd Vice-President ...................... Jascha Heifetz
3rd Vice-President ...................... Mack Harrell
4th Vice-President ...................... Leopold Sache
Treasurer ................................. Donald Dame
Recording Secretary .................... Elisabeth Hoepfcl
National Executive-Secretary ........ Hyman R. Faine

BRANCH OFFICES
188 West Randolph Street, Chicago, III. Phone: State 2-0585, Irving Meyers, Rep.

FUNCTIONS
A labor organization having jurisdiction in the fields of opera, concert, ballet and dance; a branch of the Associated Actors and Artists of America. Its scope is nationwide, covering the United States and Canada, and its activities consist of protecting the interests and working conditions of its members in the above fields as well as the furthering and expansion of opera, concert and ballet institutions and performances throughout the United States and Canada.

AMERICAN MARKETING ASSOCIATION
1525 East 53rd St., Chicago 15, Illinois
MU. 4-5267

OFFICERS
President ................................. George H. Brown
Vice-President ............................ Thomas J. McGann
Vice-President ............................ Reavis Cox
Secretary ................................. Ira D. Anderson
Treasurer ................................. Donald E. West

BRANCH OFFICES
33 Chapters in 33 American Cities.

A non-profit organization dedicated to the advancement of science in marketing. Membership open to all persons actively engaged in the field of marketing.

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION
370 Lexington Ave., New York 17, N. Y.
Murray Hill 5-2000

OFFICERS
President ................................. Charles F. McCahill
Vice-President ......................... George C. Biggers
Secretary ................................. J. L. Stackhouse
Treasurer ................................ W. L. Fanning
General Manager ....................... Cranston Williams

BRANCH OFFICE
360 N. Michigan Ave., Chicago 1, III. Phone: Franklin 2-3746, George N. Dale

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 21, N. Y.
Murray Hill 8-8800

President ................................. Otto A. Harbach
Vice-President ........................... Saul H. Bourne
Vice-President ......................... Oscar Hammerstein II
Organizations

Secretary ................................................. Paul Cunningham
Treasurer ................................................ Louis Bernstein
Asst. Secretary ......................................... A. Walter Kramer
Assistant Treasurer ................................. Frank H. Connor
BOARD OF DIRECTORS
BRANCH OFFICES
In all principal cities throughout the United States.
FUNCTIONS
ASCAP is a performing rights society through which commercial users of music obtain clearance of the right to perform publicly for profit the copyrighted works of its members.

AMERICAN TELEVISION SOCIETY, INC.
25 Vanderbilt Ave., New York 17, N. Y.
Murray Hill 6-0238
OFFICERS
President ................................................. Julius F. Seebach, Jr.
Vice-President ............................................ Warren Carlo
Secretary ................................................ Claude Barrere
Treasurer ................................................ Archibald U. Braunfeld
BOARD OF DIRECTORS
FUNCTIONS
American Television Society is a non-profit group organized to foster the study, understanding and appreciation of television as a cultural, educational, entertainment and advertising medium. It provides its members with an intelligence center and clearing house for information pertaining to television and its development; a forum for the exchange of ideas and discussion of mutual problems relating to or affecting television; a television library; special meetings for the dissemination of television information; the opportunity to view and study television technique.

ARTISTS’ REPRESENTATIVES
ASS’N, INC.
1270 Sixth Ave., New York 20, N. Y.
Circle 6-1379
OFFICERS
President ................................................ William Kent
Vice-Presidents ........................................ Nat Lefkowitz, Art Weems, Sidney J. Page, Peter J. Lodice, Peg Lanagan
Secretary ................................................ Harry A. Romm
Treasurer ................................................ Howard Hausman
Asst Secretary ......................................... Ruth L. Simonson
Counsel ................................................... Jack J. Katz
BRANCH OFFICE
203 N. Wabash Ave., Chicago 1, Ill.; Phone: Central 6-1775. Sidney J. Page, President.
FUNCTIONS
Trade association of Theatrical Agents.

ASSOCIATED MUSIC PUBLISHERS, INC. (AMP)
25 W. 45 Street, New York 19, N. Y.
LUXemburg 2-1790
Cable Address: MUSICPUB—NEW YORK
OFFERS
Chairman of the Board .............................. Sydney M. Kaye
President & Secretary ............................. M. E. Tompkins
Vice-President ....................................... Karl Bauer
Vice-President ....................................... Earl B. Hall
Treasurer ................................................ Charles A. Wall
Comptroller ............................................. Al Nicol
BOARD OF DIRECTORS
Carl Haverlin, President, BMI; William Hedges, National Broadcasting Co.; Sydney M. Kaye, Vice-President, BMI; Paul Morrey, Radio Station WITC; J. Harold Ryan, Fort Industry Company; M. E. Tompkins, President, AMP.

ASSOC. OF CANADIAN ADVERTISERS, INC.
701 Federal Building, 85 Richmond St., West, Toronto 1, Ontario
Empire 3-8046
OFFICERS
Vice-Exec. & Treasurer—R. E. Sewell, Coca-Cola Limited, 90 Broadview Ave., Toronto, Ontario.
Secretary—John A. M. Galilee, Association of Canadian Advertisers, Inc., 85 Richmond St. W., Toronto, Ontario.
General Manager—Arthur McQuarrie, Association of Canadian Advertisers, Inc., 85 Richmond St. W., Toronto, Ontario.
DIRECTORS
FUNCTIONS
This association was incorporated in March 1917. For 37 years the Association of Canadian Advertisers has functioned as an organization of Canadian companies devoted to the interests and promotion of good advertising.

ASSN. OF NATIONAL ADVERTISERS, INC.
285 Madison Ave., New York 17, N. Y.
ORegon 9-4940
OFFICERS
President ............................................... Paul B. West
Vice-President ....................................... Lowell McElroy
Vice-President ....................................... Cy Norton
Vice-President—Gen. Counsel ........................ J. W. Diggins
Secretary .............................................. Peter W. Allport
Chairman of the Board ............................ Wesley L. Nunn
Standard Oil Co. Indiana
Vice-Chairman .......................................... J. Ward Maurer
Wildroot Co. Inc.
FUNCTIONS
Promotes the most effective and profitable use of advertising as a tool of selling, promotes a better understanding and more effective use of advertising as a tool of management and protects the interests of national advertisers and serves their collective needs.

ASSN. OF RADIO NEWS ANALYSTS
c/o Major G. F. Elliott, 209 A East 61st St., New York, N. Y.
TEmpleton 8-8357

1319
President .............................................. Major George F. Elliott
Chairman, Exec. Committee ...................... H. V. Kaltenborn
Executive Committee ............................... Wm. Hillman
John MacVane, Robert Trout
Vice-President ....................................... Edward R. Murrow, Bill Henry
Treasurer ............................................. Leon Pearson
Assistant Treasurer ................................. Cesar Saechinger
Secretary ............................................ George Hamilton Combs
Asst. Sec. ........................................... John Doly

BRANCH OFFICE
2480 16 St. NW., Washington, D. C. Decatur 1422.
Bill Henry, Vice-President.

FUNCTIONS
The Association of Radio News Analysts, desires to maintain the independence and prestige of the profession and to improve the standards of analytical broadcasting and to protect the best interests of the public and the industry.

THE AUTHORS GUILD OF THE AUTHORS LEAGUE OF AMERICA, INC.
6 E. 39 St., New York 16, N. Y.
Murray Hill 9-4950
President .............................................. Merle Miller
Vice-President ...................................... William Schier
Secretary ............................................. Phyllis McGinley
Sec. to Council ..................................... Luise M. Silcox

COUNCIL
Martha Albrand, Agnes Rogers Allen, Cleveland
Amory, Betsy Benton, Jacques Boren, Inman
Eberle, John Cheever, Henry Pratt Fairchild, Gilbert
W. Gabriel, Paul Gallico, John Gunther, John Hersey,
Helen Hull, Charles Hurd, Elizabeth Janeway, E. J.
Kohn, Jr., Robert J. Landry, John Lardner, William J.
Lederer, Richard Lockridge, Henry F. Pringle, Budd
Shulberg, Grace Zaring Stone, Rex Stout, William
Shirer, John T. Winterich, Herman Wouk.

FUNCTIONS
National business organization of authors in the
publication field.

THE AUTHORS LEAGUE OF AMERICA, INC.
6 E. 39 St., New York 16, N. Y.
Murray Hill 9-4950
President .............................................. Rex Stout
Vice-President ...................................... John Hershey
Secretary ............................................. Erik Barnouw
Exec. Sec. ......................................... Luise M. Silcox
Asst. Exec. Sec. ................................... Evelyn F. Burkey

FUNCTIONS
The national business organization of authors and
dramatists.

BRAND NAMES FOUNDATION, INC.
37 West 57th St., New York 19, N. Y.
Plaza 9-8425

OFFICERS
Chairman of the Board ................................ John W. Hubbell
(Vice-Pres., Simmons Co.)
Vice-Chairman ...................................... Julius Ochs Adler
(Vice-Pres., The N. Y. Times)
Chairman of the Exec. Comm. ................. W. W. Wachtel
Vice-Chairman ..................................... Theophil H. Mueller
(Pres., Calvert Distillers Corp.)
President ............................................ Henry E. Abt
(Pres., Julius Kayser & Co.)
Treasurer ............................................ Frank White
(Pres., Mutual Broadcasting System, Inc.)

FUNCTIONS
Conducts a national program of educational activity,
to get across to consumers the tremendous importance
of brand responsibility and free choice of brands.

THE BRITISH BROADCASTING CORPORATION
630 Fifth Ave., New York 16, N. Y.
Circle 7-0656
Business Manager: Arthur W. Rhinew
Production Asst.: Wesley B. Goodman
Educational Manager: Charles H. Schmitz
Research Director: Everett C. Parker
Supervisor Special Events: Arthur Austin
Director Promotion: Marjorie Hyer

BRANCH OFFICE
5746 Sunset Blvd., Hollywood 28, Calif.
Phone: Hillside 7464, Oren W. Evans, Manager

FUNCTIONS
The Broadcasting and Film Commission is the official broadcasting agency of the National Council of the Churches of Christ, producing network radio and television programs, radio transmissions, and television films representative of Protestant and Orthodox Churches. It seeks to raise the level of religious broadcasting nationally and locally, through training opportunities for religious leaders.

BMI CANADA LIMITED
229 Yonge St., Toronto 1, Ont., Can.
Elgin 0040

OFFICERS
President: Carl Haverlin
Vice-President: Donald Manson
Vice-President: Harry Sedgwick
General Manager: Robert J. Burton
Asst. General Manager: William Harold Moon
Treasurer: Charles A. Wall
Secretary: E. H. Sibley

BOARD OF DIRECTORS
Ernest L. Bushnell, CBC, Toronto; Carl Haverlin, BMI, N. Y.; Phil Lalonde, CKAC, Montreal; Donald Manson, CBC, Ottawa; Marcel Quimet, CBC, Montreal; Harry Sedgwick, CFRB, Toronto; Kenneth D. Soble, CHML, Hamilton.

CANADIAN ADMINISTRATIVE STAFF
Publicity: Jean L. Houston
Research & Accounting: M. E. Hewitt
Distribution: M. L. Ingram

QUEBEC BRANCH (French Division)
1502 St. Catherine St. W., Montreal, P. O. Fitzroy 2552. T. Clyde Moon, Branch Manager; Dr. Claude Champagne, Editor-in-Chief; Marcel Fortier, Liaison; Mireille Fortier, Secretary

FUNCTIONS
BMI Canada Limited was organized to encourage and publish original music, to coordinate and license performing rights of music published under its own imprint and in the catalogs of affiliated broadcasters, composers, publishers and performing rights societies and to provide equal opportunity of recognition for all writers and composers.

BROADCAST MUSIC, INC. (BMI)
580 Fifth Ave., New York 19, N. Y.
Plaza 7-1800

OFFICERS
President: Carl Haverlin
Vice-President-General Counsel: Sydney M. Kaye
Vice-Pres. in charge of Finance & Treasurer: Charles A. Wall
Vice-Pres. in charge of Publisher Relations: Robert J. Burton
Vice-Pres. in charge of Non-Radio License: Harry P. Somerville
Vice-Pres. in charge Station Relations: Roy Harlow
Vice-Pres. in charge Foreign Relations: Jean Geiringer
Secretary: M. E. Tompkins
Comptroller: Alexander D. Nicol
Assistant Treasurer: Charles E. Lawrence

BOARD OF DIRECTORS

STATION RELATIONS
Glenn Solberg, Director; Ralph Wentworth, James L. Cox, M. A. Linn, Patrice, Ken Soprano, Burt Sorous, Dorcey Owings.

NON-RADIO LICENSING DEPT.
Vice-President: Harry P. Somerville
Chicago Office, 360 N. Michigan Ave.; Andover 3-5394. Stan Myers, Mid-West Representative.
Los Angeles, 4040 Wilshire Blvd., Fairfax 8979; R. I. Kirk, Far-Western Representative.

PROFESSIONAL DEPT.
Julian Stearns, General Professional Mgr.; Professional Staff, Harold Wald, George Furness.

FUNCTIONS
The functions of BMI are: (1) To buy and publish original music, (2) to coordinate and license the performing rights to music published under its own imprint and in the catalogs of affiliated publishers and performing rights societies; (3) to provide equal opportunity of recognition for all writers and composers.

THE BUREAU OF BROADCAST MEASUREMENT
701 Federal Building, 83 Richmond Street West, Toronto 1, Ontario, Canada
Empire 3-8046
President: Charles R. V. Colgate-Palmolive-Perot Co. Ltd., Toronto.
Vice-President: Horace N. Stovin, Horace N. Stovin & Company, Toronto.
Treasurer: Ahal McQuarrie, Assoc. of Canadian Advertisers, Toronto.
Executive-Secretary: Charles J. Follett, Assoc. of Canadian Advertisers, Toronto.

DIRECTORS

FUNCTIONS
To conduct surveys and to assemble and statistical and other data relating to radio broadcasting and particularly relating to the number, distribution and listening habits of persons who are or may be listening to the various broadcasting stations at different times and from time to time.
To adopt standard methods of appraising broadcasting station coverage, and/or the listening habits of the public.
To prepare reports, charts and other forms of publicity based on surveys and statistical and other data assembled as aforesaid.
To print, publish and distribute to members the reports, charts and other forms of publicity prepared as aforesaid.

CANADIAN ASSOCIATION OF BROADCASTERS
108 Sparks St., Ottawa 4, Ont. 3-4036
Chairman of the Board: D. Malcolm Neill
Vice-Chairman of the Board: F. H. Elphiecke
Manager: T. J. Allard
Secretary-Treasurer: T. A. Evans
Director of Ad. & Research: Patrick Evans
General Counsel: Joseph Sedgwick, K. C.
Associate Counsel: Guy Roberge
Organizations

DIRECTORS

BRANCH OFFICE
37 Bloor St., West, Toronto, Ont. Phone: PR 3729.

Director of Adv. & Research: Patrick Freeman

FUNCTIONS
The Canadian Association of Broadcasters is a voluntary trade organization of 98 privately owned (independent) broadcasting stations in Canada.

CATHOLIC ACTORS GUILD OF AMERICA, INC.

Hotel Astor, New York 19, N. Y.

Circle 6-5366

OFFICERS
President .......................... Gene Buck
1st Vice-President .................. Pat O'Brien
2nd Vice-President .................. Jay Jostyn
Recording Secretary ............... Ed Begley
Historian .......................... Tess Sheehan
Executive Secretary ............... George Buck
Chairman of Executive Board ...... Frank McNellis
Chaplain .......................... Rev. Gustav de Leon
Treasurer .......................... Rev. Francis M. Costello

FUNCTIONS
Social and benevolent organization which strives to care for the spiritual and physical needs of members of the profession, regardless of creed. In particular, every effort is made to assure members of the organization of care and attention in the case of illness, hospitalization, burial whenever the need arises.

CATHOLIC WRITERS GUILD OF AMERICA, INC.

128 W. 71 St., New York 23, N. Y.

Endicott 2-0412

OFFICERS
Spiritual Director .................. Rev. John B. Kelly
President .......................... William Fay
Vice-President ..................... Richard Reid
Vice-President ..................... Joseph A. Duffy
Executive Secretary ............... Eleanor M. Tucker

FUNCTIONS AND ACTIVITIES
A national organization of writers and persons interested in literary work. To promote the interest of writers, and to take cognizance of and make appropriate record of notable achievements in the literary world. To give to the press, screen, stage and radio the Catholic mind on Church issues.

COMPOSERS, AUTHORS AND PUBLISHERS ASSN. OF CANADA, LTD. (CAPAC)

132 St. George St., Toronto 5, Ont., Canada

Phone: M. 8457
409 Keefer Bldg., 1440 St. Catherine St. West, Montreal, Que. Phone: HA 4472.

branch manager.

OFFICERS
General Manager .................... William S. Law
Manager, Licensing Dept. .......... C. R. Matheson
Manager, Distribution Dept. ...... Ruth Passey
Comptroller ........................ J. K. Bailey

DIRECTORS

FUNCTIONS
Composers, Authors and Publishers Association of Canada Limited licenses in Canada public performances of the copyright music of its own Canadian members, and of the members of affiliated performing right societies in twenty-seven (27) countries.

THE DRAMATISTS GUILD OF THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39 St., New York 16, N. Y.

Murray Hill 9-4950

President .......................... Moss Hart
Vice-President ..................... George S. Kaufman
Secretary .......................... Dorothy Fields
Exec. Sec. .......................... Mills Ten Eyck, Jr.

FUNCTIONS
The national business organization of dramatists.

FEDERAL COMMUNICATIONS BAR ASSOCIATION

800 World Center Bldg., Washington 6, D. C.

Sterling 3200

OFFICERS
President .......................... William A. Porter
1st Vice-President .................. Arthur W. Scharfeld
2nd Vice-President .................. Fred W. Allerton
Secretary .......................... R. Russell Egan
Treasurer .......................... Quayle B. Smith

EXECUTIVE COMMITTEE


Delegate to American Bar Association. Neville Miller

FUNCTIONS
To promote the proper administration of the Communications Act of 1934 and related acts, to uphold the honor of practice before the Federal Communications Commission, and to encourage cordial intercourse among the practitioners. It issues a quarterly publication, the Federal Communications Bar Journal, which is devoted to matters of interest pertaining to communications law.

FEDERAL RADIO EDUCATION COMMITTEE (FREC)


Executive 6300, Extension 2897.

Chairman .......................... Earl J. McGrath
Secretary-Editor ................... Gertrude G. Broderick

EXECUTIVE COMMITTEE MEMBERS

Earl J. McGrath, U. S. Commissioner of Education, Chairman
Edwin H. Armstrong, FM Inventor and Professor of Electrical Engineering, Columbia University
Franklin Dunham, Chief, Radio Services, U. S. Office of Education, representing Assn. of Education by Radio
William C. Eddy, Director of Television, Station WBKB, Chicago
John Elmer, President, Baltimore Broadcasting Corporation
Judith C. Waller, Director Public Affairs and Education Department, Central Division National Broadcasting Company
Willard E. Givens, Executive Secretary, National Education Association
Clyde Hisson, State Supt. of Public Instruction (Ohio) representing National Council of Chief State School Officers
Very Rev. Msgr. Frederick G. Hochwalt, Director, Department of Education, National Catholic Welfare Conference
O R G A N I Z A T I O N S

Dorothy A. Kombe, Director of Education, Mutual Broadcasting System
S. G. Mickelson, Director of Public Affairs (CBS)
Harold B. McCarty, Director, Station WHA, University of Wisconsin, representing National Association of Educational Broadcasters
Bruce E. Mahan, Dean of Extension, State University of Iowa, representing National University Extension Association
Justin Miller, President, National Association of Broadcasters
Robert Saudok, Vice-President in Charge of Public Affairs, American Broadcasting Company
Mrs. Nathan Straus, Director of Educational Programs, Station, WMCA, New York City
Levering Tyson, President, Springfield College

F U N C T I O N S

The Federal Radio Education Committee was appointed in 1935 by the Federal Communications Commission with the recommendation that that time that the broadcaster, on one hand, and the educator, on the other, combine forces which would: (1) eliminate controversy and misunderstanding between groups; (2) U. S. Court House, the industry and educators; (2) promote actual cooperative arrangements between educators and broadcasters on national, regional, and local bases. Some two dozen printed publications are described in a free booklet, "What the FREC Offers You." Most of them are sold at 25 cents each by the monthly FREC Service Bulletin. In purpose of giving news of current educational radio programs, there is available free on request. Other free publications include a monthly list of Selected Programs for Student Listening and a Directory of College Radio Courses.

FEDERAL TRADE COMMISSION
Pennsylvania Ave., at 6th St., N.W., Washington 25, D. C.
Executive 6800

PERSONNEL

Chairman
Commissioner
Commissioner
Commissioner
Secretary
General Counsel
Director, Bureau of Antimonopoly
Dir., Bu. of Antideceptive Practices
Dir., Bu. of Industrial Economics
Dir., Bu. of Industrial Cooperation
Dir. of Trial Examiners
Dir., Bu. of Administration

Room 501, 45 Broadway, New York 6, N. Y., Rolf H. Kielland, Atty. in charge.
Room 1500, 173 Madison St., Chicago 2, Ill., John H. Bass, Atty. in charge.
Room 133, Federal Office Bldg., San Francisco 2, Calif., Clarence T. Sadler, Atty. in charge.
Room 811, U. S. Court House, Seattle 4, Wash., Walter W. Harris, Atty. in charge.
Room 413, Masonic Temple Bldg., 333 St., New Orleans, La., William B. Lott, Atty. in charge.
Room 904, Customs House, Second and Crest St., Philadelphia, Pa., Alfred A. Browne, Investigator.
Room 1003-C, New Court House and Customs House, St. Louis, Mo., Harry E. Graham, Attorney.

400 Atlantic Ave., Boston, Mass., M. L. Ott, Investigator.

FUNCTIONS

In general, the duties of the Commission are (1) to promote and fair competition in interstate trade in the interest of the public through prevention of price-fixing agreements or combinations, boycotts, injurious price and other unlawful discriminations, and other practices which are in restraint of trade or which otherwise constitute unfair methods of competition or unfair or deceptive acts or practices. (2) to safeguard life and health of the consuming public by preventing the dissemination of false advertisements of food, drugs, devices and cosmetics which may be injurious to health; (3) to apply to the Commissioner of Patents for cancellation of the registration of trade-marks which are in violation of the provisions of the Lanham Trade-Mark Act; and (4) to conduct investigations of economic conditions in interstate and foreign commerce upon its own initiative, upon the direction of the President or the Congress, or upon application of the Attorney General.

THE FRENCH BROADCASTING SYSTEM (RADIODIFFUSION FRANCAISE) IN NORTH AMERICA
934 Fifth Ave., New York 21, N. Y.
Regent 4-1501

Director
Assistant Director
Manager
Program Director
Director Public Relations

FUNCTIONS

The activities of the French Broadcasting System in North America are twofold: on the one hand, for the purpose of giving news of current events, an understanding between France and the U. S., it distributes independent stations all over the country English-language programs prepared in Paris for North American listeners, covering all aspects of life in France today; on the other hand, it keeps French listeners informed of all events taking place in America today.

INSTITUTE FOR EDUCATION BY RADIO-TELEVISION
Ohio State Univ., Columbus 10, O. UN. 3148 Ext. 280

OFFICERS
Honorary Dir. W. W. Charters
Director I. Keith Tyler
Secretary Joa E. Zuber

FUNCTIONS

The Institute for Education by Radio-Television is an annual conference of broadcasters, educators, and civic leaders sponsored by Ohio State Univ. It meets in Columbus each Spring. The Institute sponsors an Annual Exhibition of Educational Radio and Television Programs, welcoming entries from stations and organizations. A yearbook containing the proceedings of the Conference is published annually under the title, EDUCATION ON THE AIR.

THE INSTITUTE OF RADIO ENGINEERS, INC.
1 East 79th St., New York 21, N. Y.
Regent 7-9600

OFFICERS
President D. B. Sinclair
Vice-President H. L. Kirke
Treasurer Dr. W. R. G. Baker
Secretary Haraden Pratt
Editor Dr. A. N. Goldsmith
Executive Secretary G. W. Bailey

DIRECTORS

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.
INTER-AMERICAN ASSOCIATION OF BROADCASTERS (AIR)
Montevideo, Uruguay

OFFICERS
President: Goar Mestre
Vice-President: Emilia Azcarra
Secretary: Enriques Machado de Arechaga
Directors: Lorena Balero Sicco and Gilmore N. Nunn

Director of Permanent Office: Justino Jiménez de Arceñeca

FUNCTIONS
AIR is an association made up of all the national associations of broadcasters, from Canada to South (except Argentina), to protect private broadcasters specially from Government encroachment.

The postal address of the Permanent Office is “Association” Interest, Radiodifusion. Calle Uruguay, 1218 Montevideo—URUGUAY.

INTERCOLLEGIATE BROADCASTING SYSTEM
2808 Erie St., Washington 20, D. C.

VICTOR 7210
706 Sanders Ave., Schenectady 2, N. Y.

Schenectady 3-6028

OFFICERS
Chairman: George Abraham, 2808 Erie St., S.E.

DIRECTORS

REGIONAL DIRECTORS
Region 1—New England, Edward A. Hayden, WHUS. Region 2—New York State, Eric Teddie, WVBR. Region 3—Middle Atlantic, Charles Shaffran, WRTI. Region 4—Western, W. Ketchum Titus, WAFT. Region 5—Southern, Jeannette Roberts, WABP. Region 6—Great Lakes, Jane Hansen, WMU. Region 7—Midwestern, Starline Agerton, KCLC. Region 8—Southwestern, Carl Baker, KSBU. Region 9—Rocky Mountain, Patricia Phillips, KVDU. Region 10—Western, Ramona Miller, KWEK.

FUNCTIONS
The Intercollegiate Broadcasting System is a non-profit association of college and university campus stations, established to pool the resources of these stations and further the development of this form of educational radio in this country.

THE LAMBS
130 W. 44 St., New York 18, N. Y.

OFFICERS
Shepherd .................. Bert Lytell
Boy .................................. Walter N. Groazai
Corresponding Secretary ....... Bobby Clark
Recording Secretary ............ Russ Brown
Treasurer ....................... James E. Meilghan
Librarian ..................... Harold G. Hoffman

DIRECTORS

MANAGER: Louis Cline

FUNCTIONS
The object of this club shall be the promotion of social intercourse among persons, engaged professionally in the drama, music, authorship, and the fine arts, as well as friends of those professions, and the collection and preservation of objects of interest thereto, and the creation and maintenance of funds for the benefit of persons engaged professionally in the drama, music, authorship, and the fine arts who shall be in need of financial aid or assistance, to be disbursed in the discretion of the Council of the Club.

LOWELL INSTITUTE COOPERATIVE BROADCASTING & STATION WGBH
Symphony Hall, Boston 15, Mass.

KENmore 6-6522

OFFICERS
Trustee ......... Ralph Lowell
Dir.-Gen. Mgr., Station WGBH ....... Parker Wheatley
Assistant Mgr. for Programs ........ Lawrence Creskoff
Assistant Mgr. for Operations ....... Hartford N. Gunn, Jr.
Chief Engineer .................. Richard E. Johnson
Program Manager ............ Ralph J. Tangney
Production Manager .......... Jack D. Summerville
Music Manager ............. Maureen M. Mosher

COORDINATORS

FUNCTIONS
The Lowell Institute and Boston College, The Boston Symphony Orchestra, Boston Museum of Fine Arts, Boston University, Harvard University, Mass. Institute of Technology, New England Conservatory of Music, Northeastern University, and Tufts College, cooperate in the operation of non-commercial educational station WGBH and in the presentation of educational broadcasts over Boston's commercial stations.

MUSIC PUBLISHERS' PROTECTIVE ASSOCIATION, INC.
45 Rockefeller Plaza, New York 20, N. Y.

Circle 6-3084

OFFICERS
Chairman of the Board ........ Walter G. Douglas
President ......................... Lewis Barnstain
Vice-President ................... Jack Mills
Secretary ......................... J. J. Bregman
Treasurer ....................... Abe Olman
Agent and Trustee ............... Harry Fox

NATIONAL ASSOCIATION OF RADIO & TELEVISION BROADCASTERS
(For Complete Listing See NARTB Section—250)

NATIONAL ASSOCIATION OF BROADCAST UNIONS AND GUILDS (NABUG)
37 W. 46th St., New York 36, N. Y.

LUXemburg 2-5130

OFFICERS
National Chairman .................. Oliver W. Nicoll
COUNCILS

CORRESPONDING OFFICES
Washington, D. C.; Albuquerque, N. M.; Atlanta, Ga.; Boston, Mass.; Charlotte, N. C.; Cincinnati, Ohio; Cleveland, Ohio; Dallas, Tex.; Fort Worth, Tex.; Denver, Colo.; Detroit, Mich.; Erie, Pa.; Fort Wayne, Ind.; Independence, Mo.; Kansas City, Mo.; Indianapolis, Ind.; Los Angeles, Calif.; Louisville, Ky.; Madison, Wis.; Miami, Fla.; Milwaukee-Racine, Wis.; Minneapolis-St. Paul, Minn.; New Orleans, La.; Norfolk, Va.; Omaha, Neb.; Philadelphia, Pa.; Pittsburgh, Pa.; Portland, Ore.; Providence, R. I.; Raleigh-Durham, N. C.; Rochester, N. Y.; Salt Lake City, Utah; Schenectady, N. Y.; Peoria, Ill.; Sioux City, Iowa; Seattle, Wash.; 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 2500 Municipal Building, New York 7, N. Y. Whitehall 3-3600

OFFICERS
President .................................. Seymour N. Siegel
Vice-President .............................. Graydon Ausmus
Secretary .................................. Burton Paulu
Treasurer .................................. Frank Schooley
Executive Director ......................... James Miles

BRANCH OFFICE
119 Gregory Hall, U. of Illinois, Urbana, Ill. Phone: 2611, James Miles, Exec. Director

FUNCTIONS
Representing non-commercial, educational AM and FM radio stations, workshops and production centers owned and operated by colleges, universities, school systems, and public-service agencies.

NATIONAL ASSN. OF PERFORMING ARTISTS 630 Fifth Ave., New York 20, N. Y. Circle 7-8194

OFFICERS
President .................................. Fred Waring
Treasurer .................................. Dean Vorhees
General Counsel ............................ Alfred Rice

FUNCTIONS
To obtain moral and pecuniary rights of performing artists in the commercial uses of such performances.

NATIONAL ASSOCIATION OF RADIO NEWS DIRECTORS WOW-TV, 55th & Farnam, Omaha 3, Nebraska WE 3400

OFFICERS
President .................................. James Barmann, WCCO, Minneapolis, Minn.; Vice-Pres., Twin Cities, WTMG, Hartford, Conn.; Executive Sec., Soren Munkhof, WOW-TV, Omaha, Neb.; Treasurer, Sheldon Peterson, KLZ, Denver, Colo.; Editor NARND Bulletin, Art Barnes, University of Iowa, Iowa City, Iowa

FUNCTIONS
Annual convention usually in November with 1952 site not set. Publishes monthly bulletin and booklets on radio news. Basic purpose to advance standards of radio and television as news media.

THE MUSIC PUBLISHERS CONTACT EMPLOYEES (A. F. of L.) 1270 Sixth Ave., New York 20, N. Y. Columbus 5-7362

OFFICERS
President .................................. Robert Miller
Vice-President .............................. Joseph Santly
Treasurer .................................. Charles Lang
Members Executive Board ................... Harry Santly.
Sam Smith, Mickey Garlock, Irving Tanz, Bernie Pollack, Jack Spatz.

EXEC. Secy. .................................. Robert Miller

BRANCH OFFICES
54 W. Randolph St., Chicago, Ill.
Regional Director ............................. Morton Schafer
516 Glenrock, Los Angeles, Calif.
Regional Directors: Lucky Wilber, Sec., Ralph Smirman
36 East Fifth Street, Cincinnati, Ohio
Regional Director ............................ Danny Engel

FUNCTIONS
Labor Union.

NATIONAL ASSOCIATION OF RADIO & TV STATION REPRESENTATIVES, INC. 101 Park Avenue, New York 17, N. Y. Murray Hill 5-4141

OFFICERS
President .................................. Robert D. C. Meecher
Vice-President .............................. Max Everett
Secretary .................................. Eugene Katz
Treasurer .................................. Joseph Timlin
Managing Director .......................... Murray Grabhorn
Directors .................................... Lewis Avery,
Joseph Weed, Russell Woodward

FUNCTIONS
To develop the use and increase the sale of Spot Radio and Television.

NATIONAL BETTER BUSINESS BUREAU, INC. 405 Lexington Ave., New York 17, N. Y. Murray Hill 6-3533

OFFICERS
Chairman of Board .......................... R. P. Clayberger
President .................................. Edward L. Greene
Vice-Prez. .................................. Warren Agry
Secretary .................................. Lowell Shumway
Treasurer .................................. Frank E. Soule

FUNCTIONS
This organization assists the public, advertisers and publishers to avoid false and deceptive advertising. It cooperates with law enforcement agencies in this work.

THE NATIONAL FEDERATION OF BUSINESS AND PROFESSIONAL WOMEN'S CLUBS, INC. 1819 Broadway, New York 23, N. Y.
Columbus 5-3934

OFFICERS
President .................................. Judge Sarah T. Hughes
1st Vice-Prez. ............................... Helen G. Irwin
2nd Vice-Prez. ............................... Marguerite Rawalt
3rd Vice-Prez. ............................... Elaine C. Barnes
Treasurer .................................. Mrs. Anita F. Calhoun
Recording Secretary ......................... Mrs. Eunice C. Hennessy

FUNCTIONS
National Federation is the largest organization in the world created to serve business and professional women. Its aims and purposes are to elevate the standards, to promote interest, bring about spirit of cooperation, and to extend opportunities to business and professional women, through education along lines of industry, scientific, and vocational activities.
ORGANIZATIONS

NATIONAL SOCIETY OF TELEVISION PRODUCERS, INC.
17 East 45th St., New York 17, N. Y.
Murray Hill 7-3076

OFFICERS
President .................................. Irvin Paul Suds
Vice-President ............................... Charles Bosch
Secretary .................................. Arthur Enich
Treasurer .................................. Jack Levine

DIRECTORS
Walter Armitage, Martin Gosch, Judy Dupuy, Richard Jordan, Oliver Nicoll, Sandy Howard, West Hooker.

COUNSEL
James L. Fly
BRANCH OFFICE
7063 Sunset Blvd., Hollywood 28, Calif.
Granite 6930

OFFICERS
President .................................. J. Paul Suds
1st Vice- PRES. ............................... Mike Stockey
2nd Vice-Pres. ............................... Bob Oakley
Secretary .................................. Gladys Rubens
Treasurer .................................. Malice Black

BOARD OF DIRECTORS

Legal Counsel ................................ Max Gilford

FUNCTIONS
The National Society of Television Producers (NSTP) is an industry association comprised of manufacturers or producers of live, filmed, or iconoscope-recorded tele programs. Membership in NSTP is open to all such independent producers or production firms provided they are not a part of, or associated with, an advertising, agency, tele, network, or local tele station.

NATIONAL TELEVISION FILM COUNCIL
1501 Broadway, New York 19, N. Y.
Judson 2-2928

President .................................. Andrew Jaeger
(Vrookr Syndications International)
Vice-President ................................ Paul White
(Proctor Syndications International)
Secretary .................................. Connie Lazar
(Unity Television Corp.)
Treasurer .................................. William Hall and
(Hyperian Films)

BOARD OF DIRECTORS
Mel Gold, Chairman of the Board; Sally Parle, Public Relations Counselor; Robert Paskow, WATV Newark; William Holland, Hyperion Productions; Ed Carroll, WABD, Dumont Transcription; Joseph Seiden, Cinema Service; Elaine Phillips, WPSP, Toledo, O.; Helen Buck, WCAU, Philadelphia; Jack Kopstein, Atlantic Television; Eugene Scharin, Ambassador Films; Waldon Mayo, Mayo Productions.

NATIONAL VARIETY ARTISTS, INC.
226 W. 47 St., New York 19, N. Y.
Columbian 5-0956

OFFICERS
Honorary President ........................ George Jessel
President .................................. Louis Handin
First Vice- PRES. ............................. Jack O'Brien
Second Vice-Pres. ............................ Lou Kaufman
Treasurer .................................. Lester Rose
Secretary .................................. Dorothy A. Masters

FUNCTIONS
The function of National Variety Artists, Inc., is to promote Americanism, fraternal and welfare activities among the members of the theatrical profession.

OHIO ASSOCIATION OF BROADCASTERS
550 S. Market St., Canton 2, Ohio

OFFICERS
President .................................. L. A. Pixley, WCOL, Columbus
Vice-President ............................... Robert Ferguson, WTRF, Bellaire
Sec.-Treas. ................................. Robert Fehlman, WHBC, Canton
Directors .................................. Joel Stovall, WKRC, Cincinnati; Len Hamsan, WFMY, Youngstown; Al Heiser, WLEC, Sandusky; John McCormick, WTAM-WNBK, Cleveland.

FUNCTIONS
A trade association serving the interests of radio and television broadcasters in Ohio.

PENNSYLVANIA ASSOCIATION OF BROADCASTERS
31 North Second Street, Harrisburg, Pa.
4-0191

Pres. ...................................... John S. Booth, WHA
Vice-Pres. .................................. Roor W. Aig, WFIL
Secretary .................................. David J. Bennett, Jr., WKBQ
Treasurer .................................. George E. Joy, WRKQ
Immediate Past Pres. .................. Victor C. Diehm, WAZL

DIRECTORS
Frank H. Asherofftert, WLAN; Charles E. Donny, WERE; George D. Coleman, WGBI; C. G. Moss; Louis H. Murray, WPAM; J. F. Murray, KQV; T. W. Metzger, WMRF; W. J. Thomas, WCPT

FUNCTIONS
To promote closer cooperation and understanding among the members; To promote customs and practices which will be for the best interests of the public and the radio industry.

PROFESSIONAL MUSIC MEN, INC.
1270 Sixth Ave., New York 20, N. Y.
Columbian 5-7362

OFFICERS
Honorary President .......................... Rocco Vaceo
President .................................. Robert Miller
Treasurer .................................. Charles Lang
Executive Director ........................ Bob Miller
Board of Governors ........................ Mickey Garlock, Bernie Pollack, Harry Santy, Sam Smith, Jack Spatz, Irving Tanz.

BRANCH OFFICES
54 W. Randolph St., Chicago, Ill.
Regional Director .......................... Morton Schoener
516 Glenrock, Los Angeles, Calif.
Regional Director .......................... Lufky Wilbur
36 E. 5th St., Cincinnati, O.
Regional Director .......................... Danny Engel

FUNCTIONS
Charitable and Benevolent Organization.

RADIO EXECUTIVES CLUB OF NEW YORK
3948 Grand Central Terminal, New York 17, N. Y.
Murray Hill 6-0238

OFFICERS
President .................................. I. E. Showerman
Vice-Pres. (Free & Peters, Inc.) .......... C. H. Cottington
(Advertising Executive)
Secretary .................................. Claude Barrere
(Program Representative)
Treasurer .................................. S. R. Dean
(Columbia Broadcasting System)

FUNCTIONS
The purpose of the Radio Executives Club of New York is to provide a common meeting place for all who are concerned with the administration and development of all phases of broadcasting, including AM, FM and television. The Radio Executives Club will seek to inform its members on the more important functions and problems of broadcasting in all its forms but will not seek to regiment the opinions of its individual members. Through all means at its disposal, the Club will disseminate information concerning broadcasting which will provide a better understanding of its problems, no only to the industry, but to the public at large.
The REC holds meetings on alternate Thursdays from October through May, at luncheons, Waldorf-Astoria, New York City.

**RADIO GUILD, LOCAL No. 50, UOPWA—C.I.O.**

13 Astor Place, New York 3, N. Y.

ORegon 3-5120

President: Melvin Gordon
Vice-Pres.: Richard H. Dade, Jr.
Vice-Pres.: Herman Cowen
Secy.-Treas.: Nelda Scudder

A trade union representing white collar and professional workers in the radio industry.

**RADIO-TELEVISION MANUFACTURERS ASSOCIATION**

777 14th St., N.W., Washington 5, D. C.

NATIONAL OFFICERS

Chairman of Board: Robert C. Sprague
(Sprague Electric Co.)

President: John Van Allen
Gen. Mgr. & Sec.: James D. Secret
Treasurer: Leslie F. Muter (The Muter Co.)

General Counsel: John W. Van Allen

**HEADQUARTERS STAFF**

Information Director: Peter H. Cousins
Attorney: Ray S. Donaldson
Assistant Secretary: Ralph M. Haarlender
Director of Statistics: William E. Long
Office Manager: Anna M. Chase

(See Complete Listing Equipment Section)

**RADIO-TV MANUFACTURERS ASSOCIATION OF CANADA**

Room 301, 159 Bay St., Toronto 1, Ontario, Canada

EM 3-1531

OFFICERS

President: R. A. Hackbusch
Vice-President: A. B. Hunt
Executive Secretary: S. D. Brownlee
Chairman, Parts and Accessory Division ... L. M. Price
Chairman, Receiver Division: A. B. Hunt
Chairman, Transmission Division: S. G. Paterson
Chairman, Engineering Committee . F. H. R. Poussett
Chairman, Transmitter Engineering Committee

Chairman, Service Committee: G. B. Elliott

FUNCTIONS

This Association is a non-profit and co-operative organization founded in 1926 to promote the interests of the radio manufacturing industry in Canada.

**THE RADIO PIONEERS CLUB**

580 Fifth Ave., New York 19, N. Y.

Plaza 7-1800

OFFICERS

President: Carl Haeverlin
First Vice-Prin.: J. R. Poppele
Vice-Prin.: P. W. Morency
Vice-Prin.: Artur B. Church
Vice-Prin.: Raymond Gay
Vice-Prin.: O. H. Caldwell
Secretary: Sydney M. Kaye
Treasurer: Herbert V. Akerberg

FUNCTIONS

“To establish a membership organization of persons who by their long years of service in the field of Radio desire to become associated for the purposes of friendship and education. The Club shall be a central clearing house for the exchange of information and historical data about the Radio industry and shall record in form to be determined facts and data about the history of the Radio industry and its traditions for use by this and future generations. It is felt that this organization with the resultant exchange of information should make a valuable contribution to the public interest.”

The purposes as outlined in the constitution are sufficiently broad to enable the Radio Pioneers to undertake almost any task which the Club may desire for the furtherance of the Radio Industry.

Accordingly, 1950 will mark the establishment of a Radio Hall of Fame in which the memories of men and women whose contribution have placed them among the immortals will be perpetuated.

**RADIO SCRIPT & TRANSCRIPTION EXCHANGE**


Executive 6300, Ext. 2897

Chief: Franklin Dunham Radio Education Specialist: Gertrude C. Broderick

FUNCTIONS

The exchange is designed to promote more effective local broadcasting by educational and civic organizations and radio stations by serving as a clearing house for selected educational radio scripts, transcriptions and production aids, and as a source of all kinds of information pertaining to the field of educational radio.

**RADIO AND TELEVISION DIRECTORS GUILD (A.F. of L.)**

114 East 52nd St., New York 22, N. Y.

Plaza 3-4300, Ext. 214

OFFICERS

International President: Dick Mack
Int. First Vice-Prin.: Oliver W. Nicoll
Int. Second Vice-Prin.: Arthur Hanna
Int. Third Vice-Prin.: Hal Miller
Int. Secretary: Kenneth W. MacGregor
Int. Treasurer: Francis Buss

NATIONAL BOARD

Joseph W. Brown, Wash.; Francis Buss, New York;
Lee D. Davis, Philadelphia; Shields Dierkes, Detroit;
Alain M. Fishburn, Chicago; John Gueldel, Hollywood;
Arthur Hanna, New York; Gordon T. Hughes, Hollywood;
Max Hutto, Hollywood; Jack Lyman, Hollywood;

National Executive Director—Newman H. Burnett
General Counsel—Charles Ballon

(Phillips, Nizer, Benjamin & Kim)

LOCALS


Detroit Local—1426 Buhl Bldg., 535 Griswold St., Detroit, Michigan, Woodward 2-1422. President, Shields Dierkes.


Philadelphia Local—2601 Parkway, Philadelphia 30, Pa., ST 7-4573. President, Lee D. Davis.

FUNCTIONS

A national organization to advance, foster, promote and benefit the interests of directors, associate directors and producers of television, film and radio programs and to protect and secure their rights in their professional activities.

**THE RADIO WRITERS' GUILD OF THE AUTHORS' LEAGUE OF AMERICA, INC.**

6 East 39th St., New York 16, N. Y.

Murray Hill 6-5252
Organizations

SOUTHERN CALIFORNIA BROADCASTERS ASSN.
Hollywood 9-7254

OFFICERS
Managing Director ........ Robert J. McAndrews
Asst. Mgr. Directors .... Eleanor Nichols, Peggy Wood
Pres. & Dir. Oper. CBS, Hollywood .... A. E. Joselyn
Vice-Pres. & Mgr. KFAX, San Bernardino .... Ernest L. Spencer

Sec'ty.-Treas. & Mgr. KFMY, Hollywood .... Clifford Gill
Dir. .......... KFIV, Hollywood .... Harry Maraziza
Dir., & Mgr. KF-T, Los Angeles .... Juan H. Tyler
Dir., & Mgr. KMPC, Hollywood .... Robert O. Reynolds
Dir., & Mgr. KFAC, Los Angeles .... Calvin J. Smith

FUNCTIONS
Represents 60 member stations and networks, located in Southern California from San Luis Obispo to San Diego in all matters concerning broadcast industry as a whole in that area. Acts as central source of research, information, public service, promotion of use of media, etc. Regular meetings, second Thursday of every month, (noon), Hollywood-Roosevelt Hotel.

SPORTS BROADCASTERS ASSOCIATION

OFFICERS
President .............. Mel Allen
First Vice-Pres. .......... Ted Husing
Second Vice-Pres. .......... Russ Hodges
Treasurer .............. Bill Ackman
Secretary .............. Sam Taub
Executive Secretary .......... Jimmy Dolan

FUNCTIONS
Trade union affiliated with American Federation of Labor, representing performers in the television field: collective bargaining agreements have been executed with all four television networks covering programs in New York, Chicago, and Los Angeles. Organization also handles legislative matters affecting performers in television.

UNITED NATIONS—RADIO DEPARTMENT OF PUBLIC INFORMATION DIVISION

United Nations, New York, N. Y.
Plaza 4-1234

OFFICERS
Asst. Sec'y, Gen. .......... Benjamin Cohen
 Principal Director .......... Tor Gjesdal
 Dir. Radio Div. .......... Peter Aylen
Deputy Dir., Radio Div. .......... Carlos Garcia Palacios
Chief of Production .......... W. Gibson Parker
Sup. of Special Projects .......... Norman Corwin
Sr. Broadcast Engineer .......... Arthur E. Barrett

BRANCH OFFICES

FUNCTIONS
Also helps telecast important meetings of United Nations organs, for which purpose it has specialized staff and three cameras.

SESAC INC.
475 Fifth Ave., New York 17, N. Y.
Murray Hill 5-3365

OFFICERS
President .......... Paul Heinecke
Secretary-Treas. .......... R. C. Heinecke
General Manager .......... K. A. Jadassohn

FUNCTIONS
Services Offered: Licensing the use of copyrighted music, transcribed library service, syndicated transcribed 15-minute open-end shows.

SOCIETY OF MOTION PICTURE AND TELEVISION ENGINEERS
342 Madison Ave., New York 17, N. Y.
MU 2-2185

OFFICERS
President .......... Peter Mole
Past President .......... Earl I. Sponable
Executive Vice-Pres. .......... Herbert Barnett
Engineering Vice-Pres. .......... F. T. Bowditch
Editorial Vice-Pres. .......... John G. Frayne
Financial Vice-Pres. .......... R. B. Austrian
Convention Vice-Pres. .......... W. C. Kunzmann
Secretary .......... R. M. Corbin
Executive-Sec. .......... Boyce Nemec

FUNCTIONS
The advancement of motion picture engineering and the allied arts and sciences; the standardization of the mechanisms and practices employed in the motion picture industry, and the dissemination of scientific knowledge by publications, television-developing and documenting the technical history of television and all forms of pictorial rendition of action.

SONG WRITERS' PROTECTIVE ASSOCIATION (SPA)
1250 Sixth Ave., New York 20, N. Y.
Columbus 5-3758

OFFICERS
President .......... Charles Tobias
Vice-Pres. .......... Louis Alter
Secretary .......... Joseph Meyer
Treasurer .......... Abel Baer
Counsel .......... John Schulman
Executive Secretary .......... Miriam Stern

MEMBERS OF THE COUNCIL

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.

OIF National President .......... Milton Merlin
Western Region Vice-Pres. .......... Larry Marks
Midwestern Region Vice-Pres. .......... Hugh Jones
Eastern Region Executive-Sec. .......... May Balbouwer
Western Region Executive-Sec. .......... Michael Davidson
Midwest Region Executive-Sec. .......... George Faber

BRANCH OFFICE
1521 Sherwin Ave., C., Chicago 26, Ill.
George Faber, Executive-Secretary
No Puzzler for
TV FILM USERS and DISTRIBUTORS

Whether you're an advertising agency, film producer or distributor, station or network, handling 16mm or 35mm film, don't be puzzled when these and similar questions arise:

Will the film be shipped on time? Are the commercials spliced in properly?
Where can we store surplus film? Where can we consign returned film? Who will examine and repair damages? Who will remove out-dated commercials?

Call Bonded, the world's largest film service organization servicing and shipping over 5,000,000 reels of film yearly for the film and television industries.

Bonded's Television Film Service Division is organized to handle as many film service operations as you require—storage, inspection, shipping, splicing, keeping records and preparing reports and data on all your film—at a nominal fee.

You'll find that Bonded offers the largest film service facilities available anywhere—from storage through screening:

FILM STORAGE—six huge, centrally located warehouses equipped with the latest and best means of protecting film.

PHYSICAL DISTRIBUTION & HANDLING—thoroughly experienced personnel to insure maximum efficiency for both 16mm and 35mm film.

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For additional information, call JUdson 6-1030.
1000 TITLES from UNITY!

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* 52 LAUREL & HARDY comedies
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* 100 CARTOONS
* 40 WESTERNS
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starring – CAREY GRANT • GENE TIERNEY • VICTOR MATURE • LINDA DARNELL • JAMES MASON • MERLE OBERON • ROCHESTER • CONSTANCE BENNETT • ROLAND YOUNG • JOAN BLONDELL • EMLYN WILLIAMS • FRANCES LANGFORD • WALTER HUSTON, etc.

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1501 BROADWAY, NEW YORK 18, N. Y. • LÔôngore 4-8234
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MAGIC BOW
MR. EMANUEL
AGAINST THE WIND
THE BROTHERS
THE GUV'NOR
CORRIDOR OF MIRRORS
MR. PERRIN AND
MR. TRAIL
THE IRON DUKE
EAST MEETS WEST
SONG FOR TOMORROW
END OF THE RIVER
DEAR MURDERER

featuring such noted players as
Stewart Granger, Yehudi Menuhin, Eric Portman,
Sabu, Marius Goring, Patricia Roc, Will Fyfe,
Roland Young, George Arliss and Others.

ARCHE MAYERS  "BOB" WORMHOUDET  "CONNIE" LAZAR  SID WEINER
President  Sales Manager  Program Director  TV Booker
"The challenge of Tomorrow fascinates me much more than the achievement of Yesterday"

David Sarnoff
Chairman of the Board
Radio Corporation of America

RADIO CORPORATION OF AMERICA
World Leader in Radio—First in Television